

# THE ABU DHABI CONFERENCE 2011

14 - 16 November 2010, Abu Dhabi, UAE

## Event Information & Delegate Profile



### About MEED Events

As the Middle East's leading provider of premium events, MEED offers your organisation unparalleled opportunities to meet new clients and build your brand. With a portfolio that includes large-scale summits, two day industry specific conferences and unique one-to-one networking opportunities, MEED delivers unprecedented access to the region's key decision-makers. For a full event listing please visit [www.meed.com/events](http://www.meed.com/events)

### About the Abu Dhabi Conference

The **Abu Dhabi Conference** is an annual gathering of government and private sector leaders which enables discussions and updates on upcoming project and investment opportunities in Abu Dhabi's diverse economy. The event, now in its 7<sup>th</sup> year, provides the perfect chance for attendees to find out how they can profit from some of the world's most significant projects and promises exclusive access to the most powerful players in Abu Dhabi.

The conference attracts an average of 300 international and regional delegates, high profile speakers and sponsors, and is annually supported by Abu Dhabi's Department of Economic Development. Past attendees include the Department of Municipal Affairs, ADWEA, Abu Dhabi Chamber of Commerce & Industry (ADCCI), HSBC, UNB and Baker Botts, making the Abu Dhabi Conference an ideal venue for networking and essential information gathering.

**For event details and sponsorship information, visit [www.theabudhabiconference.com](http://www.theabudhabiconference.com)**

## Highlights from the 2010 Conference

- The keynote opening address was presented by H.E. Mohammed Omar Abdullah, Undersecretary, Department of Economic Development, Abu Dhabi
- 355 dignitaries, delegates, sponsors and guests attended over three days
- 52 exceptional speakers, representing key Abu Dhabi organizations from both the private and public sectors, provided invaluable insights into upcoming opportunities
- The MEED VIP briefing on the Abu Dhabi Projects Market welcomed over 60 guests in a confidential breakfast debate session
- More than 20 interactive conference content sessions comprising of panel debates, armchair interviews, insight case studies and presentations offered more choice and in-depth detail into all aspects of key industries
- Over 15 hours of dedicated networking sessions meant more business cards were exchanged than ever before and actual deals were done – the Welcome Reception, the Gala Dinner, extended lunches and the Breakfast Briefing
- Interactive “Ask The Audience” provided insights into key industries

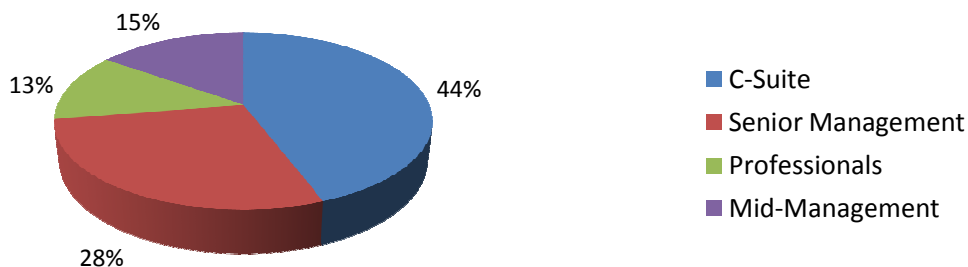


***79% of delegates surveyed said they would attend the Abu Dhabi Conference again.***

## Who attends this event?

MEED's **Abu Dhabi Conference** consistently attracts the most senior professionals in the industry from the region and beyond. Over 3 days, **355 dignitaries, delegates, sponsors and guests visited the event** of which 72% represented the C-Suite and Senior Management levels. Taken from past delegate analysis, the below charts show an example of who you can expect to meet at this event.

### **Job Level Split:**



The geographical demographic of attendees to this event is obviously heavily influenced by the Abu Dhabi theme, with about 85% of delegates coming from the United Arab Emirates. However, the 2010 event attracted delegates from the likes of the USA, South Africa and many European countries.

***72% of delegates surveyed said the networking opportunities at the Abu Dhabi Conference 2010 were Very Good or Excellent.***

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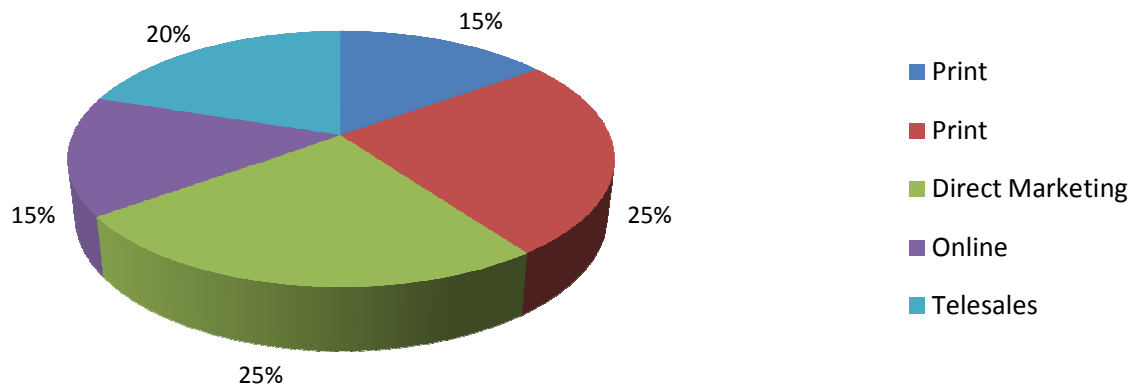
## The MEED marketing campaign

The marketing activity promoting the event included the **distribution of 12,000 brochures** in a series of targeted mailing programmes directed at potential delegates in the Middle East, Europe, North America, Canada, Africa and Asia.

MEED carried out a comprehensive email campaign involving **18 targeted emails** sent to both regional and international prospects. In total, the email campaign reached an audience of **over 27,000 people**.

Our media partners and event endorsers included; CNBC Arabia, British Business Group - Abu Dhabi, American Chamber of Commerce, German Embassy UAE, Canadian Business Group, RICS, MEED Projects, International Project Finance Association, United Kingdom Trade & Investment and AME Info. They supported our marketing activities by hosting banners on their website, forwarding email invitations to members / subscribers, running adverts and including inserts in their publications, plus television adverts including all sponsor and supporter logos.

### Marketing Distribution Channels:



### Press Coverage:

For Abu Dhabi Conference 2010, we appointed Jiwin to run a comprehensive PR campaign to complement the existing marketing activity. A number of press releases were circulated before and during the event which resulted in generating over 60 articles in local and regional media, including the following publications and websites:

- Gulf News
- The National
- Emirates Business 24-7
- Al Bayan
- Reuters
- AME Info
- Trade Arabia
- Middle East Events
- Alroya
- Khaleej Times
- Al Itihad
- Zawya

In addition to print and web media, we also carried out a number of interviews with our key speakers which were featured live on **Dubai Eye** (talk radio) and **CNBC Arabia** (TV). In total the PR campaign was valued at **US\$546,339**.



## **Thanks to our 2010 Speakers:**

- H.E. Mohammed Omar Abdullah, Undersecretary, **Department of Economic Development – Abu Dhabi**
- H.E. Rashed Mubarak Al Hajeri, Chairman, **Abu Dhabi Department of Municipal Affairs (DMA)**
- H.E. Mohamed Thani Murshed Ghannam al-Rumaithi, Chairman, **Abu Dhabi Chamber of Commerce & Industry**
- Haytham Haidar, Chief Development Officer, **Abu Dhabi Airports Company (ADAC)**
- H.E. Jamal Salem al-Dhaheri, Chief Executive Officer, **Abu Dhabi Basic Industries Corporation (ADBIC)**
- Juan Gomez Cardobes VP Metals, **Abu Dhabi Basic Industries Corporation (ADBIC)**
- H.E. Fahad al-Raqbani, Deputy Director General, **Abu Dhabi Council for Economic Development**
- H.E. Zaid al-Siksek, Chief Executive Officer, **Abu Dhabi Health Authority**
- H.E. Mohamed al-Azdi, Chief Executive Officer, **Abu Dhabi National Chemicals Company (ChemaWEyaat)**
- Alexander Haex, Acting / VP – Business Development, Industrial Zones, **Abu Dhabi Ports Company (ADPC)**
- Rashed al-Baloushi, Chief Executive Officer, **Abu Dhabi Securities Exchange (ADX)**
- Alan Thomson, Managing Director, **Abu Dhabi Sewerage Services Company (ADSSC)**
- H.E. Abdulla Saif al-Nuaimi, Director of Privatisation, **Abu Dhabi Water & Electricity Authority (ADWEA)**
- H.E. Fatima al-Jaber, Chief Operating Officer, **Al Jaber Group**
- Marwan Farhat, Managing Director, **Al Jaber Transport and General Contracting**
- Shafqat Malik, Chief Financial Officer, **ALDAR**
- Thomas Topolski, Vice President, Transportation Middle East, **AECOM**
- Robert Jordan, Head of Middle East, **Baker Botts**
- Sean Korney, Partner Oil & Gas, **Baker Botts**
- Wael Tawil, Chief Executive Officer, **Baniyas Investment and Development Company**
- Ivar Krasinski, Principal, **BurtHill**
- Yousuf Bastaki, Vice President Projects, **EMAL**
- Gary Dugan, Chief Investment Officer Private Banking, **Emirates NBD**
- Chris Youlten, Vice-President of Airport and Network Operations, **Etihad**
- Nasser bin Obood, Acting Chief Executive Officer, **Etisalat**
- Morten Mauritzen, President, **ExxonMobil Abu Dhabi**
- H.E. Mohamed Hasan al-Qemzi, Chief Executive Officer, **Higher Corporation for Specialised Economic Zones**
- Declan Hegarty, Managing Director and Head of Business, Abu Dhabi, **HSBC Middle East & North Africa**
- Charlotte Bruyer, Director of Project Finance, **HSBC Middle East & North Africa**
- Moriyuki Aida, Chief Representative, **JBIC**
- Gerald Lawless, Executive Chairman, **Jumeriah Group**
- Matthias Stein, Managing Director, **Linde**
- Fady Juez, Managing Director, **Metito Utilities**
- Tahir Hakim, General Manager, **Morganti**
- Nicholas Masoud Gilani, Co- Head of Investment Banking Group, **National Bank of Abu Dhabi**
- Richard Cary-Brown, Vice President, **Parsons MENA**
- Gurjit Singh, Chief Operating Officer, **Sorouh**
- Dr. Peter Crossman, Assistant Director General Technical Affairs, **Statistics Centre – Abu Dhabi (SCAD)**
- Mona Zein El Din, Senior Vice President and Head of Financial Institutions and Structured Finance, **Union National Bank**
- Richard Bowker, Chief Executive Officer, **Union Railways**

***92% of delegates surveyed  
said the quality of speakers  
was either Very Good or  
Excellent.***

**For event details and sponsorship information, visit [www.theabudhabiconference.com](http://www.theabudhabiconference.com)**

## Our 2010 sponsors included:

Supported by:

دائرة التنمية الاقتصادية  
DEPARTMENT OF ECONOMIC DEVELOPMENT



In Association with:



مجلس غرفة تجارة وأعمال أبو ظبي  
ABU DHABI CHAMBER OF COMMERCE & INDUSTRY

Strategic Partner:

DEPARTMENT OF MUNICIPAL AFFAIRS



دائرة الشؤون البلدية

بلدية المنطقة الغربية  
WESTERN REGION MUNICIPALITY

بلدية مدينة العين  
AL AIN CITY MUNICIPALITY

بلدية مدينة أبوظبي  
ABU DHABI CITY MUNICIPALITY

Associate sponsor:



هيئة مياه وكهرباء أبوظبي  
Abu Dhabi Water & Electricity Authority

Official Carrier:

**GMC**

Gold sponsors:

**HSBC**   
The world's local bank

**بنك الاتحاد الوطني**  
UNION NATIONAL BANK

Silver sponsors:



Welcome reception sponsor:

**BAKER BOTTS**  LLP

Official Technology Partner:

**ORACLE**

Lunch sponsor (day one):

**emal**  
Emirates Aluminium

Lunch sponsor (day two):

**MORGANTI**

Exhibitors:

BURT, HILL



**BASF**  
The Chemical Company

ماك كونيول  
**MCCONNELL**  
دويل  
**DOWELL**  
CREATIVE CONSTRUCTION™

Commercial partner:

 **TEKLA**

*"Provides valuable insights into Abu Dhabi opportunities by the key stakeholders of visions 2030"*  
Safia Al Mansouri, Senior Economic Researcher, Department of Economic Development – Abu Dhabi

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## **Get involved with the Abu Dhabi Conference 2011**

### **What you will achieve as a sponsor:**

- **ACCESS THE MOST PROMINENT ABU DHABI STAKEHOLDERS** – *expand your network*
- **ESTABLISH NEW BUSINESS CONTACTS** – *schedule follow-up meetings*
- **PROMOTE YOUR BRAND** - *make yourself stand out in a competitive market*
- **ENGAGE IN DEBATES DURING THE PROCEEDINGS** – *position yourself as a thought leader*
- **NETWORK WITH YOUR PEERS** – *engage with your clients and suppliers*
- **STRENGTHEN YOUR EXISTING RELATIONSHIPS** – *open doors for new deals*
- **RAISE YOUR BRAND PROFILE** – *achieve recognition in new markets*
- **LEARN WHAT IS NEW IN THE MARKET** – *incorporate this in your business strategy*
- **SHARE THOUGHTS ON THE INDUSTRY CHALLENGES** – *contribute to industry sustainability*

***We are committed to giving YOU the highest return on YOUR investment.***

***“Enlightening and eye-opening opportunity on major activities planned for Abu Dhabi”***

Toufic, Technical Adviser, **ADWEA**

***“Very strong and useful conference”***

Majeda Easa Salem Al-Khail, Chief Budget Analyst  
**Department of Finance – Abu Dhabi**

***“It was very informative, encouraging, precise to the subjects and more importantly prevalent topics to the region”***

Venkatesh R, Sales Manager, **BASF**

***“Another quality gathering”***

James Baker, Partner in Charge of DC, **Baker Botts**

## **Get involved with the Abu Dhabi Conference 2011**

We have a number of different sponsorship and exhibition packages available for this year’s event and would be delighted to meet with you to discuss how we can help you to make the most of this unique opportunity.

If you would like to get involved as a sponsor at the Abu Dhabi Conference 2011, please contact the MEED Sponsorship Team on: +971 (0)4 390 0971 or Email: [sponsorship@meed-dubai.com](mailto:sponsorship@meed-dubai.com)