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'MEBSA 2011' concludes with business leaders echoing confidence to address challenges of evolving global markets

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High-impact event draws large attendance from region's top business leaders

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The second edition of the Middle East Business Leaders Summit and Awards (MEBSA) ended on a high note recently with the region's business sector expressing major confidence to face the challenges of the rapidly evolving global markets. The two-day high-impact summit, which was held recently, at the Armani Hotel, Burj Khalifa, Dubai, featured a prominent array of internationally acclaimed business leaders headed by Dr. Tommy Weir, world renowned speaker, adviser and leading authority on the subject of strategic leadership in fast growing and emerging markets; Kadhem Isa Al Saeed, Board

Member, Bahrain Chamber of Commerce and Industry and Tariq Ahmed Al Nizami, Founder, CEO Clubs UAE. The high-value and informative presentations during the event focused on preparing the region's business leaders for the major challenges presented by the upturn and the need to raise a better understanding of the new culture of business in today's global markets.

Kadhem Isa Al Saeed, who was the Guest of Honor at the 'Leader Summit', lauded the participants for their continuing efforts to implement key initiatives towards regional development and challenged them to continue to drive in more key business and investment opportunities into the region. In addition, Dr. Tommy Weir tackled the pressing business challenges in the Middle East and Asian region and the need to leave a leadership legacy in today's global markets. The leading author's presentation showcased the Middle East region's fast tracked development from desert sands to being a global connection point for business. He was joined by a panel of business experts, which included Nabil N. El-Hage, Faculty member, ICLIF Leadership & Governance Centre; Essa Abdulla Al Ghurair, Chairman, Al Ghurair Foods and Dato' Farshia Emran, MD, Pharmaiga Bernad.

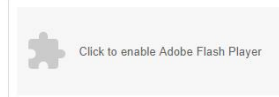
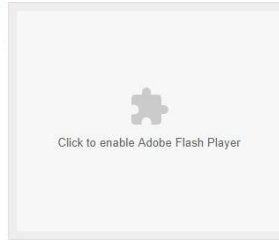
"MEBSA 2011 received overwhelming response from participants coming from the Middle East region's business sector. The 'Leaders Summit' on the second day, which was marked with strategic presentations and key discussions from leading international business leaders, have allowed participants access to important knowledge on how to conduct themselves in today's rapidly evolving global market," said Shahul Hameed, CEO, My Events International. "The program of activities that we prepared for this year's edition of the summit aimed at providing more interactivity between speakers and the participants while still following our chief aim of highlighting the many challenges presented by the upturn and the move to train and develop better business and leadership skills. MEBSA remains steadfast in its move to continuously live up to its name of being the region's most strategic venue to discuss key issues covering the global business arena."

Tariq Ahmed Al Nizami led the second plenary session, which was entitled, 'GO INVEST! Increasing Global Investment Appetite - Strategic gateways of trade & investment for the Middle East investors', and discussed key strategies in trying to attract more investments into the region. The session was joined by panelists composed of Azman Mahmood, MIDA Malaysia; Raza Jafar, CEO, ENSHAA PLC; Vishnu Deuskar, MD, Salvus Strategic Advisors JLT, UAE and Jean-Marc Paulique, COO, Zawya. The third session, 'Enabling SMI & SMEs to go global - The Challenges and Chances Ahead' was presented by Dato Hafsa Hashim, CEO, SME Corp Malaysia. The discussion, which focused on the need to make local SMIs and SMEs more prepared for dealing with a rapidly changing international market, included Prof. Ramaness Parauram, MD, Return 2 Green and Dr. Ibrahim, Associate Professor, University TUN RAZAK, Malaysia.

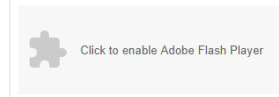
"This year's edition of the business leader's summit has truly exceeded our expectations. The strong response and positive feedback has prompted us to already start on the planning and preparations for next year's edition, which will be held on March 26 and 27, 2012 at the Burj Al Arab in Dubai. MEBSA 2012 will offer a more dynamic and interactive program that will allow us to live up to our reputation of providing a strategic platform for the Middle East business sector and openly discuss strategic initiatives that are aimed at the region's further development," concluded Norman Kumar, Chief Operating Officer, The Leaders International.

Capping off the business leader's meeting was a luncheon speech given by Rajeev Peshawaria, CEO of ICLIF, former chief learning officer at Morgan Stanley and a veteran of dozens of blue chip companies, who talked on the topic, 'Too many bosses, too few leaders'. During his speech, Peshawaria shared more than two decades of experience in what it really takes to become an exceptional leader - one who not only runs the company but creates a cadre of supporters who understand the company's goals and missions and work to embody them every day. His speech was also followed by the Middle East launching of his book with the same title, 'Too many bosses, too few leaders'.

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