



FAMILY FORUM  
INTERNATIONAL

## NEXT GENERATION ENTREPRENEURSHIP

*Building wealth and entrepreneurship for next generation family business owners*

Tuesday 15 November 2011 • The Pavilion Downtown Dubai

Forum Partner

**LOMBARD ODIER**

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Dear Delegates,

It is a pleasure to welcome you to the **Next Generation Entrepreneurship Forum**.

**Next Generation Entrepreneurship Forum** will help to create a culture of innovation and enterprise for next generation family members, and provides a platform to educate, inspire and engage you, as next generation leaders, in achieving your true potential.

The Family Forum International initiative is designed to elevate the education and awareness level amongst family businesses and create a knowledge sharing platform where by family businesses in the Middle East can promote best practices. Our intention is to create forums that guide families and their businesses through these changing times, and meet the needs of families in this region. I would like to take this opportunity to thank our distinguished advisory board members who have steered and contributed towards this process and to the culmination of this first forum.

I would also like to take this opportunity to thank our partner **Lombard Odier**, as well as our supporters, the ICC Lebanon, the *Bahrain Family Business Association* and the *Qatari Businessmen Association* for their support in our initiative.

Thank you for taking the time out to be with us today and I look forward to hearing your thoughts, comments and feedback on the event as we try to create a networking forum which will help to serve the next generation family members in the Middle East.

Yours sincerely,

Gavina Rajendran  
Managing Director  
Family Forum International

Aveen Prasad  
Head of Spex  
Family Forum International

Theresa Owen  
Head of Operations  
Family Forum International

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## AGENDA

**0830 – 0915 Registration and Networking Coffee Break**

**0915 – 0930 Welcome remarks**

**0930 – 0945 Chairperson's opening**

**0945 – 1030 Welcome address: The seven secrets of entrepreneurial success –painful lessons learnt on how to succeed as an entrepreneur**

**Suhail Algozaibi**, Founder & CEO, **Falak Enterprises**, Bahrain

**1030 – 1115 Panel discussion: To join or not to join the family business – dealing with family expectations and creating opportunities for the wider family business**

**Osama Bastaki**, CEO, **Osama Bastaki International Group**, Kuwait

**Hussain Al Alawi**, Managing Director, **Al Hayat Group**, Bahrain

*Moderator:* **Arnaud Leclercq**, Limited Partner, **Lombard Odier**, Switzerland & UAE

**1115 – 1145 Networking Coffee break**

**1145 – 1200 Corporate governance in Gulf family businesses and the Pearl Initiative**

**Badr Jafar**, Executive Director, **Crescent Petroleum**, UAE

**1200 – 1250 Panel discussion: Identifying what it means to be a next generation member of your family – ownership, responsibility and accountability in the context of your family and the wider economy**

**Osama Al Zamil**, General Manager, **Zamil Group**, Saudi Arabia

**Badr Jafar**, Executive Director, **Crescent Petroleum**, UAE

**Sultan Al Qassemi**, Non Resident Fellow, **Dubai School of Government & Founder**,

**Barjeel Art Foundation**, UAE

*Moderator:* **Penny Webb**, Managing Partner, **Familias & Company**, UK

**1250 – 1400 Networking lunch**

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## AGENDA

**1400 – 1430 Creativity, empowerment, community and self- expression for young entrepreneurs**  
Dubai Drums, UAE

**1430 – 1450 Interview: Following your passions – thoughts from a second generation family business owner**  
Humaid Al Masaood, Deputy Chairman, **Abdulla Al Masaood & Sons** & Team Principal & Driver,  
ORYX Racing, UAE

**1450 – 1605 Discussion & feedback: Communication tools for next generation family members**  
Sayeda R. Habib, Life Coach, **Make Life Happen** & Principal, **House of Habib**, UK

**1605 – 1635 Networking Coffee break**

**1635 – 1715 Panel discussion: Training and mentoring the younger generation – the role of the family in nurturing their next generation owners**  
Zaid Midani, Assistant Vice President, **Capital Guidance**, France  
Tony Bury, Founder, **The Mowgli Foundation**, UK

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## SPEAKER INFORMATION

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### **Dr. Nasrin Shah Abushakra**

*Wassla Weekly, Founder*

Nasrin is an educator and consultant. She was appointed as a professor both at the American University of Sharjah and the University of Michigan. She is currently an Adjunct Professor with Leigh University and consults on various technology assessments, migrations, and the integration of educational technology into curriculum for the private, government and non-profit sectors.

Prior to moving to the Arabian Gulf, Nasrin had a distinguished residence with the United States Government where she served as part of a prestigious team of technology assessment specialists, for the Nuclear Regulatory Commission in Washington DC. She later served as Director of the Fulbright Teacher Exchange Orientation Program for the US Department of State. During her time as Director, she collaborated with over thirty-five embassies and the US government to support the integration of over 1500 master educators and their families into new institutions, curricula, and cultures.

Nasrin has lived between the Arabian Gulf, Egypt, and the U.S. Her research interests include educational technology, process improvement, international education, global management issues, gender equity, human factors in information systems, cross cultural communication, technology and society.



### **Hussain Al Alawi**

*Al Hayat Group, Managing Director*

Hussain is the Managing Director of Al Hayat Group. He is responsible for the strategic direction, vision, implementation and management of the group's overall activities. He has been the driving force behind the development of the group. He is widely recognised for the role he has played in expanding the group's portfolio towards a more diversified and globalised model.

Hussain also founded Prestige Connection over 10 years ago and has grown the company to become the world's most exclusive club that provides a wide portfolio of world-class privileges with superior range of benefits and savings to the world's most elite people.

Hussain holds a B.S. in Computer Information Systems with a Minor in Management and Accounting from Bentley College as well as an MBA from Boston University.

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### **Humaid Al Masaood**

*Abdulla Al Masaood & Sons*

Humaid is the eldest son of H.E. Abdulla Al Masaood, Chairman of Abdulla al Masaood and Sons (AMS). The Masaood family business was established over 50 years ago by Mohammed Bin Masaood, the late father of the current Chairman, H.E. Abdulla Al Masaood. Since then it has grown from a small trading house to become one of the most successful and diverse commercial organisations in the region.

Abdulla Al Masaood and Sons is the latest manifestation of this growth and is made up of businesses owned and operated exclusively by H.E. Abdulla Al Masaood and his two sons Humaid and Khalifa.

Humaid was brought up in Abu Dhabi but studied in both England and the US, where he gained international exposure and global expertise. In 2006, Humaid was appointed Deputy Chairman of AMS with the objective of leading the group, together with his brother Khalifa, and helping it achieve its vision: become a best in class Abu Dhabi based diversified group.

Humaid is actively engaged in all endeavours pertaining to international investments and diversification into new industries that aim to reinforce the group's position. In addition to his commitment to the family business, he is also a professional racer and the first Emirati and Arab to ever achieve podium finishes in American Le Mans Series.



### **Sultan Al Qassemi**

*Dubai School of Government*

Sheik Sultan has been a Non Resident Fellow since May 2009 at the Dubai School of Government, a research and teaching institution focusing on public policy in the Arab world.

Sheik Sultan is also Founder of the Barjeel Art Foundation, which was conceived by him with the vision of creating a space where artwork drawn from diverse corners of the Arab world can coalesce in an interactive and communal setting. A 475-square-metre space has been dedicated to showcasing the Barjeel collection and includes more than 200 pieces of his personal collection.

Since April 2008, Sheikh Sultan has been a columnist at The National Newspaper in Abu Dhabi, a new English newspaper launched by the Abu Dhabi Media Company, to help reinforce Abu Dhabi's status as a global economic centre, as well as a political, cultural and social leader of the Arab world.

Sheik Sultan is also Chairman of Barjeel Geojit Securities, one of the first Licensed Financial Monetary Intermediary, by the Central Bank of UAE dealing in a wide range of financial instruments & products. He is also Managing Director of the Al-Saud Company, a limited liability company based in Sharjah and established in 1980.

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### **Osama Al Zamil**

Zamil Group

Osama is a General Manager of Corporate Business Development at the Zamil Group. He started his career at SABIC as a marketing researcher and business development analyst. From 2000 he has been with the Zamil Group, and was previously Regional Manager of the Central Region, and General Manager of the HI-TECH Company.

Osama is the Chairman to the Board of Directors at Tatweer Co., and acts as a board member of the following groups: Zamil ChemPlast, Zamil Plastic Industries, Zamil Alpla, Industrial Board Sector, Zamil Group, Arabian Amines Co., Gulf Stabilizers Industries, Oasis Co. and SIDCO.

Osama is the ex-chairman of the Family Business Development Committee within the Council of Saudi Chambers. He also acts as a committee board member of the following chambers including the National Industrial Committee, Council of Saudi Chambers; Industrial Committee, Riyadh Chamber of Commerce and the Small & Medium Enterprises Development Committee, Riyadh Chamber of Commerce. He is also a member of the Administrative Committee of the Saudi Energy Efficiency Center, KACST.



### **Suhail Algozaibi**

Falak Enterprises, Founder and Chief Executive Officer

Suhail is a fitness and lifestyle entrepreneur based in the Kingdom of Bahrain. He is the founder and CEO of Falak Enterprises, the company that owns the Zen-Do Bahrain (closed in March 2011) and DreamBody Centre brands.

Suhail is also a speaker and consultant, and is the owner of Radical Marketing Consultancy. He specialises in giving business owners "radical" marketing tools, techniques and tips to help them explode their sales and multiply their profits. He is a proud member of Entrepreneur Organisation (EO), and Young Arab Leaders (YAL).

Suhail considers himself a social entrepreneur and is extremely passionate about helping protect children from abuse and neglect. He is a proud co-founder of the international anti-child abuse movement Protect Children NOW!

He publishes the Transformation Times newsletter and is the author of Bahrain's very first self-defence book, The Ultimate Self-Defence Handbook, How to Defend Yourself in Bahrain and Abroad. He is also co-author of the international self-improvement book, 101 Great Ways to Improve Your Life, Volume 2. Further, he writes a regular column on marketing and entrepreneurship in Business in Gulf (BIG) magazine.

Being fascinated with personal development and how people communicate, Suhail is a Master Practitioner of Neuro-Linguistic Programming (NLP) and a member of the Society of NLP, and a member of the American Board of Hypnotherapy. Suhail is also fanatic about self-development and self-improvement and unabashedly enjoys sharing his views in these areas.



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### Osama Bastaki

Osama Bastaki International Group, Owner

Osama Bastaki is the owner of Osama Bastaki International Group operating in a range of businesses spanning the MENA.

These businesses are:

- Eureka Media Group, advertising and branding agency located in Kuwait handling complete turnkey media solutions from corporate identity, branding, advertising, and both below and above the line media placement.
- EPR, a full service PR agency offering its clients a range of press and publicity services including press monitoring, press generation, press circulation, press conferences, and publicity tactics.
- Oasis Entertainment, a U.S (Hollywood) based production company that produces high quality family entertainment feature films and series. Focusing on fun, action packed adventures with a viewer base of over 1.5 Billion viewers worldwide.
- Kstone MENA, a state of the art industrial materials company that produces beautiful hard surfaces for floor, wall, exterior cladding, exterior paving stones and large format tiles. Prior to this, he worked in corporate finance at Kipco Asset Management Company (KAMCO). He has a BA from Bentley University majoring in marketing.



### Tony Bury

The Mowgli Founda+tion, Founder

Tony is a serial entrepreneur who started 18 businesses from start-up, within and outside the Middle East. He has an active involvement in the Middle East from August 1966 and is specialised in business development with the energy industry for the region.

In 2009 he successfully sold a market intelligence business, orchestrated a Vendor Inspired Management Buyout (VIMBO) of the Business Development and Advisory business and maintains a portfolio of equity and management involvement of operating companies in the Middle East. He established the Mowgli Foundation in 2008 to provide mentoring for entrepreneurs, creating employment and leadership development within society.

Tony was educated at Prior Park College, Bath and UMIST, Manchester and has an MBA from Manchester Business School. He was appointed to the Governing Body of Prior Park College and is President of the PPA (Former Pupils).

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### **Walid Chiniara**

*The Family Business Advisory Group, Co-Founder and Managing Director*

Walid is an International Corporate Lawyer, a Family Business Advisor, and a Mediator with over 30 years experience serving families in business and UHNW family entrepreneurs, financial institutions, and multinational corporations across the five continents.

His area of expertise includes Legal Strategy, Dynastic Planning, and Inter-generational Conflict Resolution.

Walid is the co-founder and the Managing Director of The Family Business Advisory Group, a virtual multi-family office based in Dubai and serving the GCC and the MENA region.



### **Sayeda R. Habib**

*Make Life Happen, Life Coach*

*Habib Family, Principal Member*

Sayeda is an experienced coach to Muslim individuals and families. She supports her clients to resolve family conflicts, improve communication between couples and family members, enhance personal and professional confidence, or gain clarity on choosing an individual career path. Her understanding of Islamic cultures and values enables her to create rapport and trust with her clients while she uses modern coaching tools to encourage, challenge, and support her clients.

Sayeda trained as a professional coach, NLP master, and natural nutritionist in the UK. She is personally credentialed with the International Coach Federation, to ensure that the coaching she offers is of the highest standard. Being part of a Muslim business family herself, she appreciates the challenges and blessings that are intrinsic to a large family dynamic, and brings this personal understanding and empathy to her coaching.

Sayeda runs a coaching practice in the UK and works with clients on a face- to -face basis or over the telephone. She is often invited on television and radio programs, or to speak at Muslim women's gatherings. She is also a regular columnist for a Muslim woman's magazine.

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### **Badr Jafar**

*Crescent Petroleum, President*

Badr is President of Crescent Petroleum, headquartered in the United Arab Emirates for over 40 years and with offices worldwide, where he leads project development and financial deal structuring activities for the Group. He also serves as CEO of Crescent Investments, the Group's project investments division, and as Chairman of Gas Cities LLC, a joint venture between Crescent Petroleum and Dana Gas PJSC. He is also actively involved in business development in Dana Gas PJSC, the Gulf region's first and largest listed private sector natural gas company, and serves on its International Advisory Board. He serves as Chairman of Pearl Petroleum, a partnership between Crescent Petroleum, Dana Gas, OMV of Austria and MOL of Hungary.

Additionally, Badr has a variety of international and commercial interests, including aviation, shipping and real estate. He also plays an active role in private equity initiatives, serving as a board member of GrowthGate Capital (Bahrain). He is also the founder of Collo Ltd (UK) and Persicus Inc (USA), which specialise in the manufacturing and marketing of high-end consumer products worldwide, and of Omniway Properties Ltd (UK), which targets European property development.

Badr is an active member of the Young Presidents' Organisation, serving as board member for the YPO Emirates Chapter. He also co-founded Pearl Initiative, a venture between the Gulf Region of Middle East and the United Nations Office for Partnerships to promote a culture of transparency and accountability. He is a member of the Synergos Arab World Social Innovators (AWSI) Program Board of Governors, and was recently honoured as a Young Global Leader by the World Economic Forum.



### **Arnaud Leclercq**

*Lombard Odier, Limited Partner and Head of New Markets*

Arnaud is a Limited Partner, a Member of the Board of Private Banking and Head of Middle East, Eastern Europe & Central Asia (New Markets) of Lombard Odier. He is also the formal Managing Director of the Lombard Odier representative office in Dubai.

Prior to Lombard Odier, Arnaud worked as a Managing Director for Credit Suisse, based at the head office in Zurich.

Arnaud completed law studies at Paris University where he specialised in corporate and tax law. He later did an MBA at HEC Paris, which was rounded off by general management at Harvard Business School. He also completed an executive program in finance at Stanford University.

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### **Zaid Midani**

*Capital Guidance, Assistant Vice President*

Zaid has over nine years of investment and commercial real estate experience including origination and execution of mergers and acquisitions, due diligence, underwriting and project leadership. He is involved in new business development, corporate planning, and strategy in select international markets.

Zaid began his career with Provident Financial Group where he effectively completed the Retail Management Program. He then became a Senior Corporate Trust Associate with JP Morgan, after which he was a Senior Analyst at Yellowstone Capital, Inc.

Zaid joined Madison Marquette, the U.S. Real Estate arm of Capital Guidance, where he joined the acquisition team and was responsible for sourcing, negotiating, and closing property acquisitions in the North-eastern regions of the United States. As a member of Capital Guidance, he plays an active role in the development of family business policies and serves on the Next Generation Development Committee.

Zaid earned degrees in Economics and Political Science from Indiana University and has successfully completed Executive real estate investment and management programs at Harvard, Georgetown and Cornell. Additionally, he is an active member of the Arab Bankers Association of North America (ABANA), and the Syrian Business Council (SBC) amongst others.



### **Peter Milligan**

*New Generation Leaders, Director*

Peter has specialised in transforming the performance of business leaders and teams for almost 20 years. As well as working with senior executives, he has helped to accelerate the development of many younger managers towards becoming great business leaders.

Peter retrained as an organisational psychologist and in the early 1990s, joined the management team of a leading HR consulting and recruitment firm in Australia, where he was amongst the first to develop and deliver executive coaching programmes for corporate clients.

After moving to the UK in 2000, Peter became a director of Europe's largest and longest running executive coaching firm. In 2005, he established New Generation Leaders in line with his commitment to transforming emerging leaders so that they can confidently step up into more senior positions.

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### **Penny Webb**

Familias & Company, Managing Partner

Penny has over 25 years of international experience as a business advisor, coach, consultant and mediator. The Managing Partner of Familias & Company in the UK, she is also a Senior Associate of John Ward's world renowned Family Business Consulting Group© in Chicago. She works with some of the largest family businesses across Europe, the Middle East and Asia on the structures, processes and behaviours required for success and longevity.

Penny began her career as a strategy consultant with Michael Porter in Europe. For over 10 years, she also held several senior leadership positions in industry on the Continent and joined Egon Zehnder in London in 1999 where she became a Principal of the firm. With a love of assessment and team dynamics, she then qualified as a psychotherapist and counsellor and began coaching large family firms worldwide as a Director of the UK's pre-eminent coaching group, The Change Partnership. She is also a certified mediator through the Centre for Dispute Resolution in London.

Penny is a highly experienced non-executive director, the Chair of the Institute for Family Business Advisory Board in the UK and an active member of the Middle Eastern Association. She has taught at INSEAD, was a Research Fellow at Erasmus University in the Netherlands and currently teaches at London Business School.

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## PARTNER INFORMATION

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# LOMBARD ODIER

LOMBARD ODIER DARIER HENTSCH

PRIVATE BANKERS SINCE 1796

Founded in 1796, Lombard Odier is Geneva's longest established private banker, and one of the largest in Europe. The firm's objective has remained the same throughout its 200 years: the tailor-made management and preservation of assets for our institutional and private clients.

Lombard Odier is directed by seven managing partners who represent the seventh generation of private bankers in charge of the company. The bank's status as a partnership – founded on the partners' unlimited liability for the assets of the bank – has instilled a sense of responsibility and a cautious approach to risk which has helped protect clients' assets through times of financial turbulence. Client satisfaction is at the heart of everything, based on customised services, a long-term vision and mutual trust with the sole purpose of preserving and growing the assets entrusted, and to help pass them down to future generations.

The group has a headcount close to 1900 and an active presence in the world's leading financial centres, with 24 offices in 17 countries: Geneva, Amsterdam, Bermuda, Brussels, Dubai, Frankfurt, Fribourg, Gibraltar, Groningen, Hong Kong, Lausanne, London, Lugano, Luxembourg, Madrid, Montreal, Moscow, Nassau, Paris, Prague, Singapore, Tokyo, Vevey, and Zurich

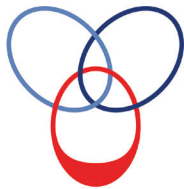
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## SUPPORTER INFORMATION

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الجمعية البحرينية للشركات العائلية  
BAHRAIN FAMILY BUSINESS ASSOCIATION

The Bahrain Family Business Association has been established as a public profit organisation aiming to represent and defend family businesses in all fields, along with activating their role and stature in the Kingdom of Bahrain through all possible means by participating in the implementation of development plans and diversifying national income sources.

This is in addition to stimulating such family businesses to be familiar with mechanisms and methods of maintaining the assets of business families and playing a greater role in the comprehensive development plans in the Kingdom of Bahrain through initiating developmental enterprises in all economic fields and sectors.

The Association aims to represent the family businesses and the private sector in the local and global assemblies and to adopt a Bahraini point of view in the issues related to the future of family businesses.

For more detailed information, contact us via email at: [bfba@batelco.com.bh](mailto:bfba@batelco.com.bh) or visit our website [www.bfba.com.bh](http://www.bfba.com.bh)

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**Qatari Businessmen Association**



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The International Chamber of Commerce (ICC) - Lebanon is the Lebanese National Committee of ICC. Our mission is to achieve ICC objectives of trade facilitation and economic development. Furthermore, it represents the Lebanese private sector and strives on its enhancement. ICC-Lebanon was founded in 1973 in order to integrate Lebanon into the international Business Society.

ICC is the world business organisation, the only representative body that speaks with authority on behalf of enterprises from all sectors in every part of the world. ICC promotes an open international trade and investment system and the market economy. Business leaders and experts drawn from the ICC membership establish the business stance on broad issues of trade and investment, transport policy and on vital technical subjects. ICC was founded in 1919; headquarters in Paris, and today it groups thousands of member companies and associations from over 130 countries.

For more detailed information, contact us via email at: [iccleb@sodetel.net.lb](mailto:iccleb@sodetel.net.lb) or visit our website [www.iccwbo.org](http://www.iccwbo.org)

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## FUTURE EVENTS

### ◆ Philanthropy and building a social agenda

Doha - 5th March 2012

### ◆ Conflict resolution and communication building across generations

Beirut - 27th March 2012

### ◆ The Asian – Middle East family office exchange

Singapore – April 2012

### ◆ Governance and the family constitution

Istanbul – May 2012

### ◆ Empowering women of wealth

Doha – June 2012





# FAMILY FORUM INTERNATIONAL

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