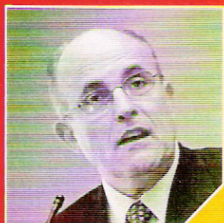


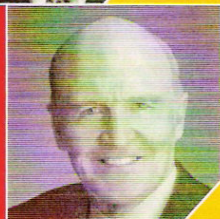


LEADERS IN DUBAI

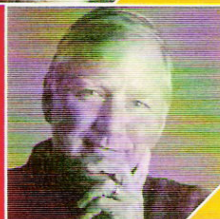
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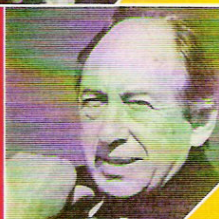
Rudolph W. Giuliani



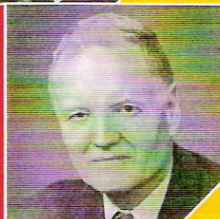
Jack Welch via video cast



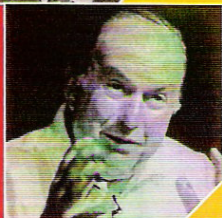
Tom Peters



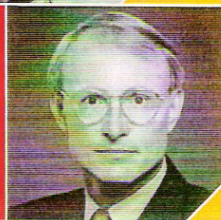
Alvin Toffler



Lester C. Thurow



Frank Maguire



Michael E. Porter

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workshop with
Tom Peters –
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Meet your outstanding speaker panel

Rudolph W. Giuliani looks forward to advising you on how to address "un-governable" situations and lead your people through unforeseeable crises.

Jack Welch (via video cast) will discuss trimming corporate bureaucracy and how to drive your company to a No. 1 global market position.

Tom Peters is looking forward to revealing a new outlook on leadership in the 21st century.

Alvin Toffler wants to share his predictions on how Middle East and other knowledge economies will fare against the rest of the world in the 21st century.

Lester C. Thurow will explain how to retool your business model to take financial risks that exploit the new global order.

Frank Maguire anticipates sharing with you how to develop human capital within your organisation and steer them towards outstanding customer service.

Michael E. Porter would like to explain how to focus your organisation on creating and maintaining an unassailable competitive market position.

What you will get from the speakers:

- A clear view of what the world will look like three, five, ten or more years from now so that you can **adapt your business' strategy**
- You will learn how to tap into globalisation in a profitable and positive way and how to **develop and communicate strategies for adequately dealing with this new global scenario**
- You will discover how to **get buy in from your team and other key stakeholders**
- A proven tool that ensures your **strategy does not remain a 'document of intent' but gets executed with optimum results**

You will leave the Event with **innovative approaches to leadership** to get you through the many hurdles that any organisation encounters.

For **sponsorship opportunities**, please contact **Alan Kelly** on **+971 4 336 5161 ext 203** or at **alan.kelly@iirme.com**



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Extra: An afternoon with Tom Peters on developing your chances of becoming a great leader

Enjoy a full afternoon with Tom Peters on 30 November and benefit from the opportunity to learn in more detail how to become a great leader. Tom Peters is renowned for his unique approach to management, and this is your chance to learn first hand. What better way to learn than to listen and ask questions directly to the Master?

Workshop theme:

Developing your chances of becoming the GREAT leader

Tom's Six Life Mantras for Great Leadership

Tom's hint for great leaders **Magical Listening (tuned-in listening) + Wiring Proclivity + Anti-Rank Focus**

Please refer to page 5 for workshop details.

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How much would it cost to have just one of these speakers consult to your company for one day? Beyond reach for most organisations, but now you have access to them all for one and a half days for just \$2295 or less when you and your team register together.

Consider how much time it would take to read all the books they have written... No business person can take that much time, whereas you get the benefits of their experiences in just one and a half days.

By investing half a day more, you will get truly unique input from Tom Peters on developing your chances of becoming a great leader.

Register together with a group of colleagues and you will also get the exceptional opportunity to meet and exchange ideas with the speakers over coffee or a cocktail. As places for these special moments with the speakers are strictly limited, you are encouraged to register early.

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LEADERS IN DUBAI
SHARING CORPORATE VISION

Programme

Day One, Monday 29 November 2004

07:30 *Breakfast and Registration*

09:00 *Welcome Address*

09:15 **Leading Is Knowing Where You Want To Go: Bringing The Future Forward**

- How the 21st century economy is emerging from cyberspace, hyper competition and chaos theory
- How agile do you need to be?
- How the world is breaking up: dividing economic power between knowledge based economies and the rest of the world
- Dubai and the next economy
- Panel discussion with His Excellency Mohamed H. Al-Mady, Vice Chairman & CEO, SABIC, moderated by Charles Hodson, Anchor, CNN



ALVIN TOFFLER
Bringing The Future Forward

11:00 *Morning Coffee*

11:30 **Fortune Favours The Bold: Leading Your Organisation By Seizing Risk In The Global Economy**

- Global economic outlook & implications/action points for companies
- Does your company need a Chief Knowledge Officer?
- Inventing the new business model that corresponds with the new global economic order
- Getting rich by controlling knowledge – at corporate, national and international levels
- Fortune favours the bold in globalisation
- Creating an exploratory spirit for countries and businesses
- Financing and tolerating risk



LESTER THUROW
Tapping Into Globalisation

13:00 *Lunch*

14:15 **The New Learning About Customer Satisfaction: Cared For Staff Care For Customers**

- Leading your company by leading its people
- Finding the hidden human capital treasures in an organisation
- How to make your staff believe they are the greatest
- The new learning about Customer Satisfaction
- Learning from the People-Service-Profit culture at FedEx



FRANK MAGUIRE
Leading Staff To Customer Service Excellence

16:00 *Afternoon Break*

16:30 **The Art Of Leadership**

Jack Welch will be interviewed by Charles Hodson, Anchor, CNN

- Creating a boundaryless culture - "Finding a Better Way Everyday"
- Keys to effective leadership
- Staying ahead of the competition - growth & innovation in changing times
- Leadership & innovation



JACK WELCH via video cast
Innovating Leadership

18:00 *Close of Day One's proceedings*

DAY ONE

Visit www.leadersindubai.com/speakers.cfm to read more about our
fascinating speaker panel and to view video clips



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Day Two, Tuesday 30 November 2004

08:00 *Morning Coffee*

09:00 *Welcome Address*

09:10 Reinventing Leadership For The 21st Century

- Discover Tom Peters' three types of leadership (+ possibly a fourth one)
- The Creator, the Destroyer, the Preserver: If It Ain't Broke, Break It
- Creating and maintaining the High Standard Deviation Enterprise
- Creating the forgetting organisation
- Surround yourself with weirdos in order to innovate
- Fail faster, succeed sooner
- "Leaders need to be the rock of Gibraltar on roller blades"
- Creating dramatic difference - making a dent in the universe



TOM PETERS

Reinventing Leadership For The 21st Century

10:15 *Morning Coffee*

10:45 Leadership Principles

- Accomplish by managing your fear
- Provide a steady hand during frightening times
- The importance of strong beliefs: spiritual, business and civic leadership
- Goal driven and evaluating on results



RUDOLPH W. GIULIANI

Value And Belief Based Leadership

12:00 Competing Through Strategy Leadership

- Why prevailing thinking about competition is destructive to companies and customers
- Principles of strategy: the new learning
- Making your strategy sustainable
- Why listening to financial analysts doesn't work
- How customers can undermine strategy



MICHAEL PORTER

Strategy Leadership

13:15 *Close of Main Event and Lunch Buffet for Workshop Delegates*

14:15 Optional Workshop with TOM PETERS

Developing your chances of becoming the GREAT leader

Tom's Six Life Mantras for Great Leadership

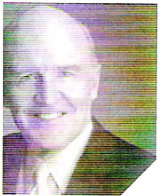
- Leadership Mantra No. 1: It all depends - the need for different leadership styles at different moments
- Leadership Mantra No. 2: You must be the change you wish to see in the world
- Leadership Mantra No. 3: You groove on ambiguity
- Leadership Mantra No. 4: Leadership is a performance
- Leadership Mantra No. 5: Great leaders take supreme joy in tacking and jibing
- Leadership Mantra No. 6: Ceding control - Are you capable of saying 'I don't know'?

Tom's hint for great leaders **Magical Listening (tuned-in listening) + Wiring Proclivity + Anti-Rank Focus**

17:15 *End of Workshop*

DAY TWO

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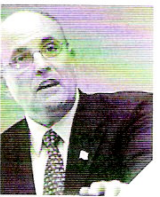
JACK WELCH

Mr. Welch was born in Salem, Massachusetts. He received his B.S. degree from the University of Massachusetts and his M.S. and Ph.D. in chemical engineering from the University of Illinois.

He began his career with the General Electric Company in 1960, and in 1981 became the company's eighth Chairman & CEO. In his 20 years at General Electric, he transformed the company from a bureaucratic behemoth to a dynamic and revered powerhouse. During his tenure, GE market value grew from \$13 billion to \$500 billion. In the process, Welch's management innovations have made him the most influential CEO of his era.

Upon retiring from GE in 2001, Mr. Welch published his autobiography "Jack - Straight from the Gut," an international best-seller.

Mr. Welch is currently the head of Jack Welch, LLC, where he serves as a consultant to a small group of Fortune 500 business CEOs and speaks to business people and students around the world.



RUDOLPH W. GIULIANI

Rudolph W. Giuliani was born in Brooklyn, New York. He graduated magna cum laude in 1968 from New York University Law School.

In 1970, Giuliani joined the office of the United States Attorney and in 1981, he was named Associate Attorney General, the third highest position in the Department of Justice. Two years later, Giuliani was appointed United States Attorney for the Southern District of New York, where he spearheaded efforts against drug dealers, organised crime, government corruption, and white-collar criminals.

In 1993, he was elected the 107th Mayor of the City of New York and was re-elected by a wide margin in 1997. As Mayor, Rudy Giuliani returned accountability to city government and improved the quality of life for all New Yorkers with overall crime falling by 65 percent and New York City's law enforcement strategies have become models for other cities around the world.

When Mayor Giuliani took office, one of every seven New Yorkers was on welfare. Mayor Giuliani restored the work ethic, implementing the largest and most successful welfare-to-work initiative in the country and led New York City to an era of broad-based growth with a record 450,000 new private sector jobs created in eight years.

On September 11, 2001, America suffered the worst terrorist attack in its history. Immediately, Mayor Giuliani began leading the recovery of the city as it faced its darkest hour. Tirelessly working to restore the city and the morale of its residents, Mayor Giuliani was widely lauded for his steady hand during frightening times. For his efforts, he was named Person of the Year by Time magazine, knighted by the Queen of England, dubbed Rudy the Rock by French President Jacques Chirac, and former first lady Nancy Reagan presented him with the Ronald Reagan Presidential Freedom Award.



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MICHAEL E. PORTER

Michael E. Porter is the Bishop William Lawrence University Professor, based at Harvard Business School. Professor Porter is only the fourth faculty member in Harvard Business School history to earn this distinction, and is one of about 20 current University Professors at Harvard.

He joined the Harvard Business School faculty in 1973 and as well as lecturing on strategy, created and leads a workshop for newly appointed chief executive officers of billion dollar corporations. He speaks widely on competitive strategy and international competitiveness to business and government audiences throughout the world.

Professor Porter is the author of 16 books and over 85 articles. He has served as an advisor on competitive strategy to many leading U.S. and international companies, among them Credit Suisse, First Boston, DuPont, Entel, Edward Jones, Navistar, Procter & Gamble, and Royal Dutch Shell.

Professor Porter has won numerous awards and honours, including Harvard's David A. Wells Prize in Economics for his research in industrial organization; four McKinsey Awards for the best Harvard Business Review article of the year, including an award for 'Strategy and the Internet, 2001'; and the 1980 Graham and Dodd Award of the Financial Analysts Federation.

His book Competitive Advantage won the George R. Terry Book Award of the Academy of Management in 1985 as the outstanding contribution to management thought.



LESTER C. THUROW

Lester Thurow has been a Professor of Management and Economics at Massachusetts Institute of Technology (MIT) for more than 30 years, beginning in 1968. He was Dean of the MIT Sloan School of Management from 1987 until 1993.

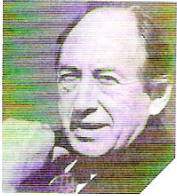
His formal academic work focuses on globalisation, economic instability and the distribution of income and wealth. Mr. Thurow writes for the general public in a number of American and international newspapers.

A prolific writer, Thurow is the author of several books, including Head to Head: The Coming Economic Battle among Japan, Europe and America, 1992, The Future of Capitalism, 1996 and Building Wealth, 2000. They all became New York Times best sellers.

In the past, Dr. Thurow has served on the Editorial Board of the New York Times, as a contributing editor for Newsweek — and as a member of Time magazine's Board of Economists.

A 1960 graduate of Williams College, Thurow received his M.A. in 1962 on a Rhodes Scholarship at Balliol College (Oxford) — and his Ph.D. in economics from Harvard University in 1964. He taught at Harvard from 1966 to 1968, after a term as a staff economist on President Lyndon Johnson's Council of Economic Advisers.

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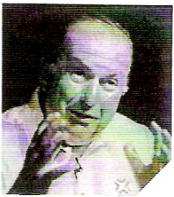
ALVIN TOFFLER

Alvin Toffler enjoys immense credibility as the world's most influential futurologist. In addition to his analyses and discerning criticism of contemporary social changes, his work brings forth the privileged vision of a brilliant and creative thinker.

Toffler has advised Presidents and Prime Ministers of many countries, as well as CEOs of major companies around the world. He is the author of numerous bestsellers, including 'Future Shock', 'The Third Wave' and 'Powershift', which have been published in 30 languages and sold more than 15 million copies around the world. His works have been adopted by universities in the United States, Japan, Europe and Latin America, and have been studied by leading political figures and world leaders.

Time magazine describes him as "the model that will become the measure for all futurologists". Toffler has received numerous important awards, including the McKinsey Foundation Book Award, France's Prix du Meilleur Livre Étranger, and the Management Science Award from Keio University in Japan.

From Silicon Valley to Wall Street and Washington, from Tokyo to Singapore and Seoul, Toffler's lectures offer cutting edge information and powerful new ideas for innovative leaders who are defining the scenario in the early years of the 21st century.



FRANK MAGUIRE

If you have ever used FedEx, watched Ted Koppel on TV, flown American Airlines or eaten at a Kentucky Fried Chicken, you have been touched by Frank Maguire. He is the man who, as the senior vice president, created the personnel, communications and employee relations programmes that made Federal Express "the multi billion dollar business success story of the past two decades."

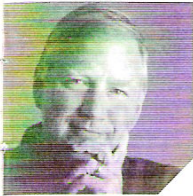
Frank Maguire had earlier been vice-president of Kentucky Fried Chicken, when it was one of the major growth companies in the New York Stock Exchange.

He served in the executive office of the President in Washington during the administrations of John F. Kennedy and Lyndon B. Johnson, and played a role in the creation of the War on Poverty. Today, Frank Maguire is one of the leading management and communications consultants in the nation.

Maguire is the author of the bestselling 'You're the Greatest! How Validated Employees Can Impact Your Bottom Line'.



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TOM PETERS

Fortune calls Tom Peters the Ur-guru (guru of gurus) of management -- and compares him to Ralph Waldo Emerson, Henry David Thoreau, Walt Whitman, and H.L. Mencken. The Economist tags him the Uber-guru, and his unconventional views led Business Week to describe Tom as "business' best friend and worst nightmare." Tom describes himself as a prince of disorder, champion of bold failures, maestro of zest, professional loudmouth (as a speaker he's "a spitter" -- according to Dilbert), corporate cheerleader, lover of markets and card-carrying member of the ACLU.

Tom & Bob Waterman co-authored *In Search of Excellence* in 1982; the book was named by NPR (in 1999) as one of the "Top Three Business Books of the Century," and ranked as the "greatest business book of all time" in a poll by Britain's Bloomsbury Publishing (2002).

He has authored the most outstanding bestsellers in the history of management, and his books have sold millions of copies. He has written over 100 articles published in leading newspapers and journals throughout the world, such as *Business Week*, *The Economist*, *Financial Times*, *The Wall Street Journal*, *The New York Times*, *Forbes* and *Harvard Business Review*.

Two Tom Peters biographies have recently been published: *Corporate Man to Corporate Skunk: The Tom Peters Phenomenon*, by Stuart Crainer; and *Tom Peters: The Bestselling Prophet of the Management Revolution*, by Robert Heller (part of a four-book series of business biographies on Peters, Bill Gates, Peter Drucker, and Warren Buffet).

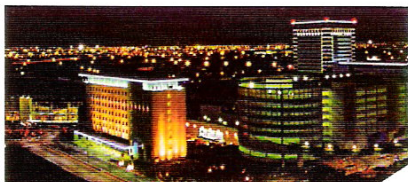
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- Pre Lunch Cocktail with Rudolph Giuliani - SOLD OUT
- Coffee with Frank Maguire
- Coffee with Tom Peters - SOLD OUT

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For more information on how to attend one of these events, please contact **Danielle Cossins** on +971 4 335 0681, or email danielle.cossins@iirme.com

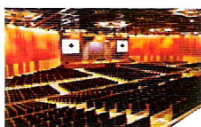


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Al Hayat is simultaneously printed in London, Frankfurt, New York,

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SABIC's businesses are grouped into six strategic business units, supported by corporate departments and a Shared Services organization. The SBU's are Basic Chemicals; Intermediates; Polyolefins; PVC and Polyester; Fertilizers and Metals. SABIC's manufacturing network in Saudi Arabia consists of 17 affiliates. Most of these are based in the Al-Jubail Industrial City on the Arabian Gulf. Two are located in Yanbu Industrial City on the Red Sea and one in eastern province city of Dammam. SABIC is also partners in three regional ventures based in Bahrain.

In July 2002, SABIC Europe was born after the acquisition of the petrochemicals business of Dutch group DSM. (SEP). SABIC Europe employs 2,300 people and has two major manufacturing locations in Geleen in the Netherlands and Gelsenkirchen in Germany.

The vision that led to the creation of SABIC was closely associated with the aspirations of Saudi Arabia as a developing nation. SABIC continues to play an important role in achieving some of those aspirations, including the development of the country's human resources. We are also committed to Saudi social and cultural values and international business and environmental standards.

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Mid East to be World Leader in Energy, Chemicals & Construction, says leading Spanish Finance Group

Ferrometal looks to invest in region

Spain's Ferrometal Finance Group, a leading European trading and finance conglomerate, says it's actively seeking to invest in the Middle East and sees the region as a future world leader in energy, chemicals and construction.

Speaking in advance of the 'Leaders in Dubai' conference being held this November, Cornelia Man, Partner and General Manager of Ferrometal, which is sponsoring the headline event, says the region's industrial sector is being targeted for investment.

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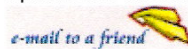


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FOR IMMEDIATE RELEASE

Citigroup Inc. (NYSE: C)

August 24, 2004

United Arab Emirates: Citigroup Private Bank Sponsors Groundbreaking "Leaders in Dubai" Event

Competition to Increase Demand for Leadership and Talent in Region's Wealth Management Sector

Dubai – The Middle East region's financial services sector will witness greater competition and further deregulation, with local companies and leaders coming to the fore, said Mark A. Morgan, Managing Director and Chief Officer – Middle East Offices, Citigroup Private Bank.

The Private Bank, a member of Citigroup, is a headline sponsor of the groundbreaking "Leaders in Dubai" event to be held from November 29-30 at the Dubai International Convention Centre.

"The huge potential of the region is being unlocked through de-regulation and other measures of economic reform. Events such as the 'Leaders in Dubai' complement the trend by helping to raise awareness and promote industry participation in fostering greater professionalism and leadership in business and finance," he said.

"An observation from our experience in more than 100 countries is that an open and competitive marketplace serves as a tremendous catalyst for growth in leadership as well as talent, in terms of numbers and in quality," said Morgan. "For the Citigroup Private Bank in the Middle East, new business opportunities arising from greater openness have led to expansion across the ranks of the organization, not just at leadership levels."

The bank has offices in Dubai and Abu Dhabi with onshore teams of bankers and product specialists serving the region's wealthy (i.e. individuals with a net worth of at least USD 5 million), which is the bank's pre-requisite for clients.

The Middle East region's wealth management sector has had a head start over most emerging markets because of the oil boom of the 1970s. Private wealth grew steadily and was supported with a corresponding rise in the number and quality of financial planners and wealth management providers, explained Morgan.

"As a result, there is a substantial pool of leadership and talent in the region's financial sector. But there is growing demand for more as the region's economies and markets open up further, and as private wealth growth accelerates. The financial sector as a whole, including the public and private sectors, have a responsibility to invest in the promotion of leadership and talent to meet this surging demand," he said.

"Leaders in Dubai" is expected to attract 2,500 regional and international delegates. It will feature seven of the world's most influential leaders, including Rudy Giuliani, the former mayor of New York, and Jack Welch, former CEO of General Electric. Many regional leaders will also be on stage to share and debate their views on leadership.

Besides Giuliani, the event will feature Harvard Business School Professor Michael Porter; Tom Peters, the management guru; best-selling author Frank Maguire; MIT's Professor of Management and Economics, Lester Thurow; and the influential futurist Alvin Toffler. Welch will address the audience via a live satellite link.

Organizers Leading Minds specializes in presenting the latest thoughts and groundbreaking ideas from pre-eminent international business authorities. "Leaders in Dubai" is set to become an annual event.

It has attracted the attention of established brands as key sponsors, including Citigroup, Nokia, Visa International, Ferrometal and SABIC. Al Hayat, Ameinfo.com, CNN and Gulf

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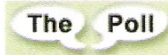
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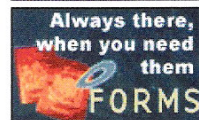


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Citigroup (NYSE: C), the preeminent global financial services company has some 200 million customer accounts and does business in more than 100 countries, providing consumers, corporations, governments and institutions with a broad range of financial products and services, including consumer banking and credit, corporate and investment banking, insurance, securities brokerage, and asset management. Major brand names under Citigroup's trademark red umbrella include Citibank, CitiFinancial, Primerica, Smith Barney, Banamex, and Travelers Life and Annuity. Additional information may be found at www.citigroup.com

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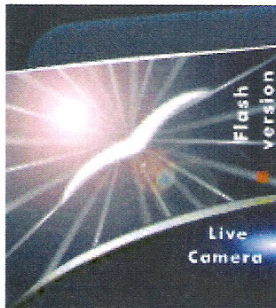
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Al Gergawi addresses Leaders in Dubai

In his opening address at the Leaders in Dubai conference, Mohammed Al Gergawi, Chief Executive of Dubai Holding and Chairman of the Executive Committee of Young Arab Leaders (YAL), declared that the UAE and the region had suffered a great loss when they lost Sheikh Zayed bin Sultan Al Nahyan.

"Sheikh Zayed was an example of what constitutes a leader par excellence: tremendous foresight; an unflinching resolve and a team that could turn desert into an oasis of opportunity. He led the way and we must follow in his footsteps if we are to realise our region's true potential."



Mohammed Al Gergawi speaking at Leaders in Dubai

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Gergawi said Dubai Crown Prince and UAE Defence Minister General Sheikh Mohammed bin Rashid Al Maktoum represents a unique school of leadership with his wisdom, his vision and his ability to inspire others.

"The Middle East finds itself facing tough times. A new constellation of challenges has arisen. Yet there is also terrific promise giving us new opportunities to move in new directions and to create real solutions. It is in times like these when vision and inspired leadership become critical..."

"Our region has had a rich heritage of leadership and achievement in science, commerce and culture... This wealth, however, has lost its edge in the current global environment."

"A gap exists between our region and the leading global economies. If the gap is not reduced and eliminated, it will have unacceptable consequences for our common future."

"I am convinced that examples of vibrant growth such as the UAE can be replicated in the region if sufficient will is applied to driving forward a long-term vision of growth and if private-public partnerships are allowed to flourish in coherent development plans."

Al Gergawi explained that the Young Arab Leaders initiative exists to encourage young Arabs to work for change.

More than 2,500 delegates are attending the conference, which is being held today and tomorrow at the Dubai International Convention Centre under the patronage of Dubai Crown Prince and UAE Defence Minister General Sheikh Mohammed bin Rashid Al Maktoum.

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Leaders in Dubai 13 May 2004

Leaders in Dubai appoints corporate ambassadors representing leaders From Arabia


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Bharat Jashanmal

Dubai May 11 2004 Nine of Arabia's leaders from the business and semi-government sectors have confirmed their support as corporate ambassadors for the ground-breaking Leaders in Dubai event, to be staged in Dubai on November 29-30.

The presence of the corporate ambassadors lobby came as a direct response to a request from the conference speakers - including former New York mayor Rudy Giuliani and Jack Welch, ex-CEO of General Electric.

The seven global leaders wanted a group of the most recognised and contemporary business leaders in the Middle East to be present at the event to debate ideas for future leadership development in the region.

To date, the corporate ambassadors are :

- from Bahrain, Bharat Jashanmal, managing director of one of the region's leading retail groups, Jashanmal Group, and Khamis Al Muqla, chairman and managing director of Gulf Saatchi & Saatchi and founder of Gulf Hill & Knowlton;
- Saudi industrialist, Abdulla Al Zamil, chief operating officer of Saudi Arabia's Zamil Industrial Investment Company;
- Hussain M Sultan, group chief executive and board member of Dubai-based Emirates National Oil Company (ENOC);
- from the Abu Dhabi emirate, Mubarak Al Muhairi, director general, Al Ain Economic Development and Tourism Promotion Authority;
- Jordanian entrepreneur, Fadi Ghandour, founding president & CEO of Aramex International;
- Lebanese businessman Jacques J Sarraf, the former head of Lebanon's Association of Industrialists and Chairman of the country's giant Malia Group;
- His Excellency Sheikh Faisal bin Khalid Al Qassemi, chairman of the Sharjah-based Al Qasimi Group of companies;
- And award-winning, veteran hotelier, Sami Zoghbi, managing director, Le Meridien, Middle East and West Asia.

The corporate ambassadors will join the seven global personalities, all leaders in their own fields, who will address **Leaders in Dubai**, to be held at the Dubai International Convention Centre.

As well as Giuliani, the global leaders on stage include: Harvard Business School Professor Michael Porter, Tom Peters, the management guru; best-selling author Frank Maguire; MIT's Professor of Management and Economics, Lester Thurow; influential futurist, Alvin Toffler. Welch will address the audience via a live satellite link.

Sheena Dunne, project director for the conference organisers Leading Minds, said: "Our cross-selection of corporate ambassadors represents



the diversity and strength of Arabia's business world.

"Their presence at the event, where they will network with our global speakers, will add regional insight to international leadership issues."

Leaders in Dubai is expected to attract more than 1,500 business leaders. It will be the biggest business conference to be held at the Dubai International Convention Centre since the Annual Meetings of the World Bank and International Monetary Fund in September 2003.

It has attracted the attention of established brands as key sponsors, including Citigroup, Ferrometal and SABIC. Al Hayat, Ameinfo.com, CNN and Gulf Business are on board as key media partners.

Leading Minds specialises in presenting the latest thoughts and groundbreaking ideas from pre-eminent international business authorities. **Leaders in Dubai** is set to become an annual event and the inaugural edition will be held at the Dubai International Convention Centre from November 29-30.

Notes to Editors:

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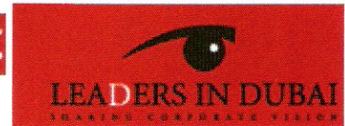
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email: barbara.s@actionprgroup.com

For more information about 'Leaders In Dubai' sponsorship opportunities, please contact: Angela McGlinchey, angela.mcglinchey@iirme.com on +9714 336 5161 or Alan Kelly, alan.kelly@iirme.com on +9714 336 5161.

The International Leadership Summit

November 29 & 30 - Dubai International Convention Centre



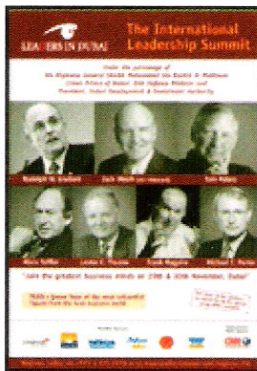
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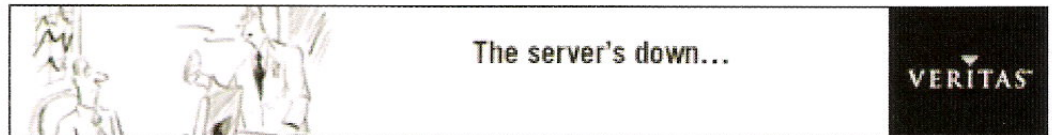
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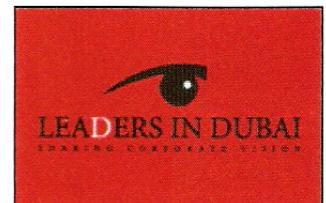
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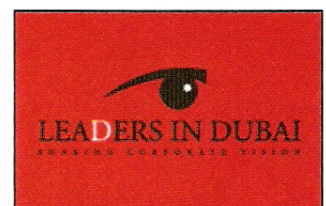
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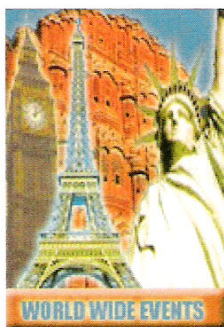
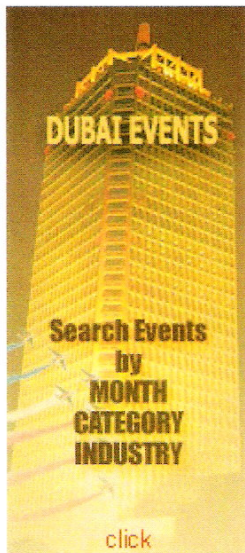
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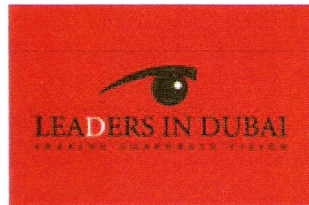
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Sheikh Mohammed bin Rashid to Patronise "Leaders in Dubai"

Tuesday, November 16, 2004



"Leaders in Dubai," a leadership debate scheduled later this month will be held under the patronage of His Highness General Sheikh Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, and UAE Defence Minister.

His Highness' efforts have been acknowledged most recently a Lifetime Achievement Award from Lebanon's Prime Minister Rafiq Al Hariri.

Leaders in Dubai will see seven of the world's foremost speakers on leadership address the region's business community.

Jessica Sutherland, General Manager of event organiser IIR Exhibitions and Conferences, said: "It is entirely appropriate that Sheikh Mohammed has lent his patronage to the event since he is often named as one of the most inspirational leaders in Arabia in recent years."

Seven experts from the business, politics, and academics world will debate the most effective styles of leadership to an audience of regional government ministers, CEOs, and over 2,500 delegates.

The speaker line-up will feature Rudy Giuliani, former mayor of New York, and Jack Welch, a veteran CEO of General Electric, via video-cast.

>From the academic world, Michael Porter, a Harvard Business School professor, is expected in addition to Lester Thurow, professor of management and economics at Massachusetts Institute of Technology and an acknowledged expert on the new global economy.

Joining them will be Tom Peters, known as "Ur-guru (super guru) of management;" Alvin Toffler, the world's most influential futurologist; and Frank Maguire, the best-selling author and communications expert who steered programmes for FedEx, and American Airlines.

Mohamed Alabbar, Director General of Dubai's Department of Economic Development will hold a live bi-lateral debate on values-based leadership with Giuliani.

Apart from men like Peters and Toffler, a few Arab leaders will also participate in the event.

The debate, expected to be the biggest business event since Dubai 2003, is to be held at the Dubai International Convention Centre, November 29 - 30.

"Leaders in Dubai" is sponsored by EMAAR, Saudi Basic Industries Corporation (SABIC), Citigroup, Shell, Nokia, and Visa International. The event's support hotel is The Fairmont, Dubai.

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