

WEDNESDAY, MAY 18, 2022 14:30 TO 18:00

14:30 - 15:00 REGISTRATION

15:00 - 15:10 OPENING REMARKS

BANDAR REDA



BANDAR REDA

SECRETARY GENERAL & CEO OF ARAB BRITISH CHAMBER OF COMMERCE

Mr Bandar Ali Reda joined the Arab British Chamber of Commerce, on 1st March 2019, as Secretary General and CEO, becoming the fourth person to lead the Chamber since its foundation almost five decades ago.

As CEO, Mr Reda contributes his expertise by drawing on his wealth of experience as a diplomat and extensive time spent in the private sector to ensure the Chamber moves to the next level.

Mr Reda has a distinguished professional career of more than a decade in banking and corporate industry at SABB HSBC Saudi Arabia, prior to senior positions in the diplomatic service of his country, the Kingdom of Saudi Arabia, where he served as Commercial Attaché in the UK & Europe, based in London, and in Italy and as part of the Saudi delegation to the Bureau International des Expositions (BIE) in Paris.

Mr Reda holds a BA in Economics and Business Administration from Orlando, USA. He has been an Executive Member of the Saudi-Italian Business Council, the Council of Saudi Chambers; a Member of the Business Youth

Committee, Jeddah Chamber of Commerce; a Member of the Saudi Economy Association; and a Member of the Saudi Arabian legal accountants.

Mr Reda has demonstrated his experience and abilities in his roles in both public and private sectors.

Since taking up his post, Mr Reda has successfully steered the Chamber throughout the difficult months of the pandemic and lockdown, a period which presented unprecedented challenges for international trade and the business community. Under Mr Bandar Reda's guidance and leadership, the Chamber not only continued all its activities uninterrupted but extended its services during this period and has reinforced its reputation as the leading strategic business services organisation in the UK dedicated to strengthening Arab-British trade and building closer business co-operation.

[MORE INFORMATION ABOUT SPEAKER](#)

15:10 - 15:20 WELCOMING REMARKS

ABDESLAM EL-IDRISSI



ABDESLAM EL-IDRISSI

DEPUTY CEO & SECRETARY GENERAL OF ARAB BRITISH CHAMBER OF COMMERCE

Mr Abdeslam El-Idrissi is proud to have served the best part of over 36 years with the Arab British Chamber of Commerce, serving both as Director of Trade Services, Acting General Manager and now his present position as Deputy CEO and

Secretary General. During this time, he has cultivated strong relationships with British Chambers, Government bodies, educational institutions, NGOs across both the Arab world and the UK regions, as well as the UK-Arab business communities as a whole.

To this end, Mr El-Idrissi is in much demand across the regions as a keynote speaker and as one of the UK's leading experts on UK-Arab trade relations.

He is also a key member of the Institute of Export where in the past he has held the position of Vice Chair of the Institute of Export, London Branch for a period of 7 years.

[MORE INFORMATION ABOUT SPEAKER](#)

15:20 - 16:15 MEMBERS' PRESENTATIONS

16:15 - 16:45 Q & A CLOSING REMARKS

16:45 - 18:00 NETWORKING