

Under the patronage of

H.E. Mr. Sameer bin Abdulla Nass

Chairman, Bahrain Chamber of Commerce and Industry



LEGACY

Gulf Family Business Forum

*“navigating change towards the sustainability
of family enterprises”*

08-09 March 2023

Royal Saray Resort, Kingdom Of Bahrain

Patron



Strategic Partner



Regional Partner



Organizer





INTRODUCTION

In a culture preserved with tradition and innovation, family businesses in the Arab world are complex and unique in nature. They represent about 90% of the MENA's private sector contributing to 30% of their GDP and hiring almost 50% of the work force.

Further, a recent list of the most successful Arab family businesses was revealed by Forbes Middle East, where Gulf countries dominated 75% of these businesses.

The impact of these enterprises on regional economies reflect the need for customized strategies that ensure sustainable economic growth over generations to come. The shift towards innovation in post-pandemic economies, and the trend for global sustainability brings new business challenges and opportunities to the modern family enterprises.

LEGACY, the Gulf Family Business Forum 2023 understands the diversity of family businesses, and sets to become an annual platform for industry leaders, decision makers and top family business members to share insights on how to evolve with change.



ABOUT THE FORUM

Under the patronage of H.E. Mr. Sameer bin Abdulla Nass, Chairman of Bahrain Chamber of Commerce and Industry, **LEGACY, the Gulf Family Business Forum 2023** will be held from 08 – 09 March 2023 at the Royal Saray Resort Bahrain.

The Forum is organized by Expressions Media, in collaboration with Tamkeen, The National Center for Family Businesses (KSA), and Tharawat Organization (UAE).

The LEGACY Forum is a regional annual platform for industry leaders, decision makers and top family business members to share insights, network and evolve. We are expecting over 300 participants from the Gulf region.

The Forum will highlight the challenges and opportunities that face multi-generational corporations; following the emerging trends in post-pandemic economies. The theme for this year is "navigating change towards sustainability of family enterprises".

Sessions will consist of seminars and panels to discuss hot topics such as business innovation, sustainability, succession and governance. It will also present successful models of family business sustainability.



FORUM OBJECTIVES

- To facilitate the role of family businesses in regional post-pandemic economies.
- To discuss current challenges and opportunities facing family businesses in light of uncertainty.
- To engage the younger generation effectively into the family business structure.
- To achieve succession and develop family businesses over the generations.
- To transform current family businesses into future sustainable enterprises.
- Applying successful family business governance through third party experiences.
- To present successful models of family businesses in the region.

TOPICS

- **Transforming the NextGen of Leaders in Family Businesses**
- **Navigating Change Towards the Sustainability of Family Enterprises**
- **The Significance of Succession Planning**
- **The Transition of GCC Family Businesses**
- **Sustaining Family Businesses in the Kingdom of Saudi Arabia**
- **Innovation in a Disruptive World-Challenges and Opportunities for the NextGen**
- **Family Governance vs. Corporate Governance in Family Enterprises**
- **Governance and Succession as tools for Business Longevity**

DELEGATE PROFILES

- **Family business owners and leaders**
- **Family business executives**
- **Related governmental decision makers**
- **Board directors of major corporations**
- **Next generation of family directors**
- **Entrepreneurs and business owners**
- **Family office advisors & consultants**
- **Investment and wealth management institutions**
- **Shareholders and Investors**
- **Business facilitators**
- **Related NGOs**

GUEST SPEAKERS



H.E. Mr. Sameer bin Abdulla Nass
Chairman
Bahrain Chamber



H.E. Mr. Abdulla Adel Fakhro
Minister
Ministry of Industry and Commerce



Mr. Mishal Kanoo
Chairman
The Kanoo Group (UAE & Oman)



Mr. Abdullah Ali Al Majdouie
Vice Chairman
Al Majdouie Holding Co. (KSA)



Dr. Rodrigo Basco
Professor & Sheikh Saoud bin Khalid bin
Khalid Al-Qassimi Chair in Family Business
American University of Sharjah



Mr. Walid S. Chiniara
Activist, Thought Leader and Advisor to
Business Families



Mr. Waleed Ebrahim Kanoo
Vice-Treasurer
Bahrain Chamber



Dr. Ayth Ibrahim AlMubarak
CEO
National Center for Family
Businesses (KSA)



Dr. Jarmo Kotilaine
Chief Strategy & Data Analytics Officer
Tamkeen



Ms. Farida F. El Agamy
General Manager
Tharawat Family Business Forum (UAE)



Mr. Hazem Janahi
Mentor, Angel Investor and
Serial Entrepreneur, Chancellors



Ms. Aseel Al Mohandis
Forum Chairwoman
Expressions Media



AGENDA

Day 1 | 08 March 2023

16:00 -17:30 **Pre-event Seminar: "Transforming NextGen of Family Leaders"** - by Dr. Rodrigo Basco, Professor & Sheikh Saoud bin Khalid bin Khalid Al-Qassimi Chair in Family Business (American University of Sharjah)

18:30 -20:30 **Dinner Reception**

1. Opening Remarks
2. Inspiring Story by Guest Speaker
3. Dinner Reception

Day 2 | 09 March 2023

08:00 -09:00 **Registration and Networking**

09:00 -10:00 **The Opening Ceremony**

1. Organizer's Opening Remarks
2. Opening Speech by the Patron
3. Keynote Speech- "Navigating Change Towards the Sustainability of Family Businesses", by Dr. Rodrigo Basco, Professor (American University of Sharjah)
4. Honouring of Sponsors, Partners and Speakers
5. Group Photo

10:00 -10:45 **Paper Session 1: The Significance of Succession Planning**

by Mr. Mishal Kanoo, Chairman (The Kanoo Group - UAE & Oman), moderated by Dr. Rodrigo Basco, Professor (American University of Sharjah)

10:45 -11:00 **Coffee Break**

11:00 -11:50 **Plenary Session 2: The Transition of GCC Family Businesses**

Panelists: H.E. Mr. Abdulla Adel Fakhro, Minister (Ministry of Industry and Commerce), Mr. Waleed Ebrahim Kanoo, Vice-Treasurer (Bahrain Chamber), and Mr. Abdullah Ali Al Majdouie, Vice Chairman, (Al Majdouie Holding Co. - KSA)

11:50 -12:30 **Paper Session 3: Sustaining Family Businesses in The Kingdom of Saudi Arabia**

by Dr. Ayth Ibrahim Al-Mubarak, CEO (National Center for Family Businesses - KSA), moderated by Ms. Aseel Al Mohandis, Forum Chairwoman (Expressions Media)

12:30 -12:50 **Prayer Break**

12:50 -13:40 **Roundtable Session 4: Innovation In a Disruptive World- Challenges and Opportunities for the NextGen**

Panelists: Ms. Farida F. El Agamy, General Manager (Tharawat Family Business Forum - UAE), Dr. Jarmo Kotilaine, Chief Strategy & Data Analytics Officer (Tamkeen), Dr. Rodrigo Basco, Professor (American University of Sharjah)

13:40 -14:40 **Networking Lunch**

14:40 -15:20 **Paper Session 5: Family Governance vs. Corporate Governance, and the Sustainability of Family Businesses**

By Mr. Walid S. Chiniara, Activist and thought leader in the field of multi-generational Family Businesses partnerships

15:20 -16:10 **Roundtable Session 6: Governance and Succession as Tools for Gulf Family Business Longevity**

Panelists: Mr. Mishal Kanoo, Chairman (The Kanoo Group - UAE & Oman), Mr. Abdullah Ali Al Majdouie, Vice Chairman (Al Majdouie Holding Co. - KSA), Mr. Hazem Janahi, Mentor, Angel Investor and Serial Entrepreneur (Chancellors), moderated by Mr. Walid S. Chiniara Activist, Thought Leader and Advisor to Business Families

16:10 -16:30 **Conclusion and Recommendations**



Sponsorship Opportunities

	Diamond BD 20,000 (\$ 53,000)	Platinum BD 15,000 (\$ 39,700)	Gold BD 10,000 (\$ 26,500)	Silver BD 5,000 (\$13,300)
Venue branding with the Sponsor's logo	✓	✓		
Promotional video played during the opening ceremony	30 sec	10 sec		
Sponsor's speech during the opening ceremony	10 min	5 min		
Honoring the Sponsor during the opening ceremony	✓	✓	✓	✓
VIP delegate seats for the entire event	40	30	20	10
Prime exhibiting space at the registration foyer	✓	✓		
Panel speakers from the Sponsor's executive team	2	1	1	
Sponsor's logo on the Forum's website, social media accounts, and social media advertisements	✓	✓	✓	✓
Sponsor's logo on all the Forum's materials	✓	✓	✓	✓
Sponsor's logo on the stage banner	✓	✓	✓	✓
print of Sponsor's logo on all journalistic advertisements to promote the Forum	✓	✓	✓	✓
Sponsor's logo print on the first page of the Forum's Brochure	✓	✓	✓	✓
Colored ad space spread in the Form's brochure	Spread	1 page	1 page	Half page
Mentioning the Prime sponsor in all statements to the media	✓	✓		
Sponsor's promotional material insert in all delegates' Packages	✓	✓	✓	✓

Other partnership opportunities

- Forum dinner reception (BD 7,000 or \$ 18,500)
- Guests accommodation and transport

**All prices are excluding VAT charges*

Participation

Participation fee is BD 500 or \$ 1350:

- Access to all Forum functions and sessions
- Dinner reception, coffee break and lunch
- Digital copies of event materials
- Certificate of attendance
- Does not cover accommodation or other expenses

Registration Form

Full Name	<input type="text"/>		
Job	<input type="text"/>	City, Country	<input type="text"/>
Company	<input type="text"/>	Email	<input type="text"/>
Telephone	<input type="text"/>		
Address	<input type="text"/>		

Sponsorship

Type of Sponsorship _____ Sponsorship Amount BD / \$ _____

Registration Fee: BD 550 or \$ 1460

- VAT charges
- Access to all Forum sessions
- Certificate of attendance
- Digital copies of presented materials
- Coffee breaks, reception dinner and lunch
- Does not cover accomodation or ticket charges

VAT Number : 220008007500002

Accommodation:

Suggested stay at Royal Saray Resort
Kingdom of Bahrain (Five Stars)

- Standard Room
 Sea View Room

Number of Rooms Required _____

Note:

1. For all applicants from outside Bahrain, kindly attach copy of passport.
2. Final registration day is March 03, 2023 registration must be completed and fully paid by this date to confirm your seat.
3. Registration fees are non-refundable.
3. Corporate hotel room rate applies only when booking through the organizer.

Methods of Payment:

- Cash
 Cheque drawn in Bahraini Dinar, to the order of "Expressions Media and Services"
 Bank Transfer in Baraini Dinars
Current Account no: 071010017747
Bank : Kuwait Finance House
Beneficiary : Expressions Media and Services
IBAN : BH05KFHO00071010017747

Date: _____

Name: _____

Position: _____

Signature

About the Organizer

Expressions Media & Services is a leading regional events management agency based in Bahrain, founded early 2007.

Our user-centric approach shapes our services to create rich consumer experiences. The young and talented team studies every unique project, and proposes the best tone, market, concept and marketing channel for every job, blending purpose and experience with a pinch of creativity. We are inspired by your identity to create ideas, communicate content, and transform products.

Over the past decade, Expressions is proud to serve over 150 different companies around the MENA region, and execute more than 1000 projects and organize over 40 corporate events in the region for different sectors including aviation, retail, finance, energy, youth, innovation, real estate and many more.