

POWERED BY COLLABORATION

EMIR

EMERGING MARKETS INTELLIGENCE & RESEARCH



وزارة الاقتصاد

MINISTRY OF ECONOMY

THE ADVISORY COUNCIL^{C-19}

AGENDA
**A SERIES OF ONGOING
VIRTUAL CONFERENCES**

THURSDAY, DECEMBER 10TH, 2020
VIRTUAL ACCESS

STRATEGIC PARTNERS

accenture

PHILIPS



THE ADVISORY COUNCIL^{C-19}

ABOUT

EMIR



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Emerging Markets Intelligence & Research (EMIR) is a well-connected, Dubai-based advisory firm that serves senior business leaders of multinational companies, local family trading conglomerates, SMEs and government. Driven by a belief in the value of local, high-profile connections and a deep understanding of regional markets, EMIR is a firm that delivers actionable intelligence, connections and content to over 1,000 decision-makers through its intelligence networks, EMIR Boardroom and EMIR Commercial, as well as its virtual briefings.

ABOUT

THE ADVISORY COUNCIL

The Advisory Council is a virtual conference powered by collaboration. The concept behind it is a simple and noble one: engage the foremost political, business and cultural leaders to shape the UAE's covid-19 and post covid-19 economy for the better. Created by the UAE Ministry of Economy and EMIR, The Advisory Council strives in all its efforts to demonstrate solution-focussed collaboration in the public interest.

All associated activities undertaken are shaped by the idea that organisations have an economic and moral obligation to help the UAE recover from the covid-19 crisis as quickly as possible. To this end, The Advisory Council will bring together the sharpest minds, from both the public and private sectors, international and local organisations as well as academic institutions. We believe that a covid-19 recovery in the UAE can happen faster by bringing together people from all backgrounds who have the determination, resources and the influence to bring forth solutions.

ABOUT

THE TASK FORCE

Covid-19 has buffeted the global economy. And the UAE is no different. Therefore, The Advisory Council is undertaking initiatives to define business problems, search for solutions, collaborate and take action.

While The Advisory Council provides the platform for this to happen, Task Forces are the vehicles for connecting stakeholders within and across industries so they can collaborate on delivering positive change related to the covid-19 recovery in the UAE. The Task Force is a collection of sector-specific groups, made up of top business leaders that come together virtually during The Advisory Council conference to have live, interactive panel discussions on best practises around the covid-19 recovery. Each task force will feed insights and solutions into an interconnected system curated by EMIR and the UAE Ministry of Economy.

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10.45

SET UP: WATCH ON LAPTOP | NETWORK VIA EMIR APP ON PHONE*

Stress-test your market assumptions by connecting with like-minded peers via the EMIR Virtual Networking Platform on the EMIR App. Reach out to experts, speakers and delegates. Swap virtual business cards, schedule video meetings and join industry peers to better understand market conditions while strengthening business connections, hearing fresh ideas and potentially creating new business opportunities.

***Important: BOTH LAPTOP AND PHONE NECESSARY** | “Free access delegates” do not have access to the interactive functions, including virtual networking, delegate list, business card exchange, intel reports, data, on-demand links, etc.

11.00

INTRODUCTION: HOUSEKEEPING | EMIR APP | LIVE POLLING

Trevor McFarlane | CEO & Chief Analyst | EMIR

All delegates attending The Advisory Council^{C-19} conference will need to download the EMIR App in order to access all necessary features, including agenda, voting data and results, virtual networking, thought leadership content and the delegate list.

To download the app, search “EMIR App & Virtual Networking” on the [App Store](#) for iOS phones and [Google Play](#) for Android phones.

11.05

MINISTERIAL BRIEF: GOVERNMENT VIEWPOINT

HE Abdulla Bin Touq | Minister of Economy | UAE Ministry of Economy

The coronavirus outbreak continues to put severe economic pressure on the global economy, including the UAE where the fallout of the pandemic has coincided with a decline in oil prices. But the UAE has a history of turning crises into opportunities. The UAE government will push forward with wide-ranging policies designed to take advantage of an increasingly globalised world of talent and technology. This ministerial update represents a unique opportunity to hear from the officials shaping policies aimed at helping your business.

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BUSINESS OUTLOOK: UAE BUSINESS OUTLOOK 2021

Trevor McFarlane | CEO & Chief Analyst | EMIR

Before covid-19, Trevor advised over 200 of the region's leading CEOs at private physical briefings via EMIR Boardroom, the region's most influential intelligence network. Since covid-19, however, thousands of executives have subscribed to EMIR's Virtual Briefing service for the latest insights on doing business in the UAE during covid-19. As a result, EMIR has collected valuable survey data offering key insights into how sectors are performing, how companies are responding in terms of policy and how employees are adapting. In this insightful session, Trevor McFarlane, EMIR's CEO, will set the scene for companies while using the EMIR App to benchmark results and strategy.

This executive round-up will offer insights to business leaders on:

- Covid-led trends: oil outlook, employment, digitalisation
- Vaccine timelines: implications for the UAE
- UAE business scenario planning for 2021
- Sector breakdown insights: B2B/G & B2C outlook
- Corporate policy responses

12.00

VIRTUAL NETWORKING BREAK*: USE THE EMIR APP | CONNECT | VIDEO CALLS

*Full-access delegates can use this time to catch up with existing connections or build new ones through EMIR's Virtual Networking function on the EMIR App.

12.15

TASK FORCES & OPINION LEADERS: SHAPING THE POST COVID CONVERSATION

The afternoon portion of the agenda will see several simultaneous, virtual panel sessions. These sessions will take the form of collaborative deliberations focused on the private sector's recovery in the UAE. This format represents an opportunity to deep dive into key sectors and topics, guided by a group of high-calibre, seasoned C-level executives, and helped by an interactive, two-way conversation with the virtual audience using the EMIR App.

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Using the EMIR App, select and log onto one of the following breakout sessions:

Luring the Best: Attracting Talent to the UAE

Taskforce Leader
Alexis Lecanuet
Managing Director | Accenture Middle East

Chaired by
Walid Naamane
Analyst | EMIR

Sustainable Collaboration in the UAE: Ensuring Food Security

Taskforce Leader
Laila Mostafa Abdullatif
Director General | Emirates Wildlife Society

Chaired by
Tarek El Baradi
Advisor to EMIR – Sustainability | EMIR

The Post Covid Investment Climate: Imagining A New Future

Taskforce Leader
Neil Petch
Chairman & Founder | Virtuzone

Chaired by
Frank Mc Carthy
Head of Networks & Strategy | EMIR

The Global View: The Future of Healthcare

Jeroen Tas
Global Chief Innovation and Strategy Officer | Philips

Chaired by
Trevor McFarlane
CEO & Chief Analyst | EMIR

Covid-19 has ruptured labour markets around the world. Top talent is up for grabs. And expat destinations from Zurich to Singapore will do their utmost to entice the world's best talent. But the UAE has an enviable reputation, and given recent reforms, the country is well placed to lure a new wave of professionals to drive its next chapter of innovation.

In this interactive discussion, EMIR's task force of experts will include some of the region's most well-known thought leaders to examine the following questions:

- What should the UAE's next chapter of growth look like? What sectors should drive it?
- What profile of talent is required and what will be the economic implications?
- How can the UAE attract its next million expatriates?
- What will the future of work look like?
- How can the UAE retain senior professionals throughout all stages of their lives, right up to and including retirement?

As the UAE's population expands, food consumption continues to grow at a rate of 12% per year. It is time for public-private collaboration to sow the seeds of long-term food security. According to the UAE Ministry of Climate Change and Environment, the cost of food loss and waste in the UAE averages \$3.5 billion a year. As we look toward a post-covid world, what lessons have been learnt from the pandemic and how can this momentum be used to create sustainable solutions?

EMIR's task force of experts will include some of the region's most well-known thought leaders to examine both the challenges and opportunities facing the region. It will discuss the risks and opportunities while exploring what role the private sector can play as science and technology unlocks new partnerships and solutions.

The UAE government continues to roll out one of the world's largest stimulus packages to support local businesses through the pandemic. But amid the challenges, the pandemic continues to fuel new technologies, sectors, partnerships and business models. Now, more than ever, new ideas for the UAE's future economy are important.

In this interactive virtual discussion, EMIR's task force of experts will bring together some of the region's most well-known thought leaders to deliberate on the following questions:

- What should the UAE's post covid economy focus on?
- Which sectors and business models will offer the most resilience?
- With a trend towards regionalisation, how can the UAE win? What reforms, incentives and changes to the cost of doing business are necessary?
- What can be the UAE's new competitive edge? To what extent can the UAE benefit from local and regional funds to develop a new economy?

Covid-19 has tested healthcare systems like never before, exposing weaknesses in many countries while demonstrating excellence in others. The UAE ranks among the top countries in the world for its coronavirus response. The pandemic has highlighted the importance of having the right care at the right time and allocating resources wisely. So what lessons have been learnt? How can this momentum be used to shift to a value-based system?

In this one-on-one conversation, learn from a global executive with a track record for leading innovation. Garner insights on how telehealth, data and the role of patient apps can provide early warning systems and a wider access of care while easing pressure on scarce resources. How can the UAE help facilitate this transition and what can other industries learn?

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Background on Task Force concept

EMIR has leveraged its unrivalled network of business leaders with the aim of instigating wide-ranging coordination on covid-19 business challenges in the UAE. Off the back of these efforts, EMIR is:

- Establishing a virtual Covid-19 Private Sector Recovery Task Force for key sectors of the economy
- Each task force will be composed of 4-5 senior industry leaders

Objectives of EMIR's Recovery Task Forces

The desired outcome is for each task force to create a dialogue within and across sectors while providing insights and policy recommendations for the government. More specifically, each individual task force has two main objectives:

1. To identify and address common challenges as well as craft potential solutions facing their industry.
2. To contribute thought leadership and fresh perspective to the members of EMIR's virtual audience on how best to overcome the imminent economic challenges. The task forces will meet simultaneously at each virtual conference.

At future Advisory Council conferences, multiple, simultaneous task force sessions will take place, not only offering executives the opportunity to get out of the silo of their own organisations, but getting them to offer must-know insights in terms of:

- The current situational analysis of key sectors
- Key risks and opportunities in the short, medium and long term
- Potential solutions to existing and future business problems
- Best practices to cope with the business challenges of covid-19
- Stress-testing market assumptions

13.15

END OF SESSIONS: VIRTUAL VIP NETWORKING* | CONNECT | COLLABORATE

Equipped with a better understanding of the reality on the ground and what the future may hold, now is the time to network* with your peers in EMIR's Virtual Networking Room (use EMIR App). All delegates are also invited to suggest ideas regarding the next conference of The Advisory Council^{C-19} in March 2021.

*All access, including virtual networking, market intelligence, content and post conference survey data is restricted to All Access & VIP delegates.

All commentary at The Advisory Council is off the record. No media permitted.
Recording or photography is not permitted. Survey results and comments from conference speakers should not be published
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