

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

WEDNESDAY, MARCH 24TH, 2021
VIRTUAL ACCESS

STRATEGIC PARTNERS

accenture

PHILIPS

THE ADVISORY COUNCIL^{C-19}

ABOUT

EMIR



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Emerging Markets Intelligence & Research (EMIR) is an 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 network Boardroom by EMIR 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 post-covid economy for the better. Created by the UAE Ministry of Economy and EMIR, The Advisory Council strives in all its efforts to demonstrate solutions-focused 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 and international and local organisations as well as academic institutions. We have seen that the covid-19 recovery in the UAE can happen faster by bringing together people from all backgrounds who have the determination, resources and 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 practices 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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PROGRAMME

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
- [Google Play](#) for Android phones

11.05

MINISTERIAL BRIEF: INTRODUCTORY REMARKS

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

Over the past year, the UAE Ministry of Economy and EMIR have engaged with business leaders on the revival of the private sector in the UAE. While the covid-19 pandemic continues to put severe economic pressure on economies around the world, the UAE is showing signs of recovery in key areas. In this ministerial update, we will hear how the government wants companies to align their corporate strategy with the future ambitions of the UAE.

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R&D HUB: TECH, TALENT & INNOVATION IN THE UAE

Trevor McFarlane | CEO & Chief Analyst | EMIR

The UAE has proved itself admirably successful in diversifying its economy, allowing it to become the region's unrivalled commercial hub for investors and businesses. But with the pace of technological change in the world accelerating due to covid-19, the big question is how can the UAE take its development to the next level? How can it become a hub for R&D, advanced technology, knowledge and innovation? After all, the talent working in these areas will literally invent the future. And being an aspirational, future-focused nation, the UAE has staked a claim on that future. This interactive, engaging discussion with leading executives and thought leaders will offer insights on:

- The development of R&D ecosystems
- Patent and IP protections in the Middle East
- Incentive requirements for innovation
- How to win the talent war for inventors
- The future of education and workforce
- Links between academia and industry

Expert speakers will include:

- **Lindsey Dietschi**, Cluster Lead, Pfizer – Gulf
- **Marwan Abdulaziz Janahi**, Managing Director, Dubai Science Park
- **Paul Allen**, Partner and Head of IP & Technology, DLA Piper – Middle East
- **Xavi Anglada**, Managing Director, Accenture – Middle East

Entrepreneurship: A Borderless Business World

In a rapidly changing world, the UAE would be well advised to position itself at the heart of a borderless global economy, according to expert participants at previous meetings of The Advisory Council. To that end, we have invited a leading proponent of this idea for an interactive, engaging discussion on how the UAE can tap into a global digital economy to attract FDI, talent and innovation to its shores.

In conversation with:

Neil Petch, Chairman, Virtuzone

12.30

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 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 without the express written permission from EMIR | The Advisory Council^{C-19}

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