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15th – 16th January 2008 Park Hyatt, Dubai, UAE

# MIDDLE EAST <sup>2008</sup> PRIVATE EQUITY

Developing strategies for success in Middle East private equity

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THE NATIONAL INVESTOR

Pre-conference masterclass: Family Business - Wealth management  
strategies to ensure longterm growth

14th January 2008 ParkHyatt, Dubai, UAE

Masterclass leader: **David Pistrui**, Managing Director, **ACUMEN DYNAMICS**

To register contact: Tel: **(+9714) 390 0699** or **(+9714) 390 0049** Fax: **(+9714) 368 8025**  
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# MIDDLE EAST <sup>2008</sup> PRIVATE EQUITY

Developing strategies for success in Middle East Private Equity

Private equity funds are springing up all over the Middle East to take advantage of the region's abundant liquidity. However the PE industry faces many challenges to becoming truly established in the region.

**Middle East Private Equity 2008**, MEED's innovative event, will take private equity to the next level, helping you source deals, develop exit strategies, and maximise the potential of PE to drive growth in the region.

Whether you are a **Fund Manager** looking for investors, deals and exits, a **Business Owner** looking for PE partners to help drive the growth of your business, or an **Investor** looking for ways to diversify your portfolio, this conference is for you.

## Attend this conference to:

- **Maximise** the potential of PE by learning from case studies of successful PE partnerships
- **Find** out what your competitors are up to, and develop your strategy accordingly
- **Learn** PE best practice strategies for valuation, exits, due diligence and brand management from leaders in the industry
- **Learn** strategies for doing deals with family businesses
- **Learn** about PE opportunities in the wider MENASA region

## Who should attend:

- Private equity fund managers
- Asset managers
- Investment bankers
- Institutional investors
- Family offices
- Business owners
- Corporate finance professionals
- Private equity lawyers



Pre-event networking available

## Pre-event Online Networking

Maximise the full networking opportunities available at the conference with MEED Conferences' pre-event online networking facility.

# MIDDLE EAST PRIVATE EQUITY

## DAY ONE: Tuesday, 15th January 2008

- 09:00 **Chairman's opening remarks**  
**Edmund O'Sullivan, MEED EVENTS**
- 09:10 **Global trends in PE and the impact on the Middle Eastern PE market**
- How will the ongoing global economic slowdown and credit crunch impact the growth of PE in the region?
  - How will new regulation in Europe and N. America impact the growth of the Middle East PE industry?
  - What is the perception of Middle East funds in the West in the current geo-political climate?
  - How can Middle East PE funds positively change the perceptions of western target companies?
- 09:35 **Leaders of PE roundtable: What's hot in PE across the MENA region?**
- Where are the investors?
  - Which sectors offer the most promising returns:
    - Infrastructure
    - Logistics
    - Financial services
    - Healthcare
    - Energy
  - What countries are proving the most fruitful for sourcing deals? Egypt, Jordan, Turkey, India
  - Where are the deals inside the GCC?  
**Frederic Sicre**, Executive Director, **ABRAAJ CAPITAL**  
**Faisal Bin Juma Belhouli**, Founder & Managing Partner **ITHMAR CAPITAL**  
**Leith Masri**, Partner, **FOURSAN GROUP**
- 10:15 **Making international PE models work in the Middle East**
- Exploring the plans of major international players in the region
  - How can global models of PE be adapted to fit the Middle East market
  - Global size vs. local expertise: Do foreign or local firms have the advantage in the Middle East?  
**Dr Karim El Solh**, CEO, **GULF CAPITAL**
- 10:45 Morning refreshments
- 11:15 **Saudi Arabia: PE opportunities and challenges**
- Economic overview of the Saudi market
  - How the performance of Saudi IPOs and the stock market impacts exits
  - Key drivers of PE opportunities in Saudi: Economic Cities and privatization
  - Unlocking opportunities in Saudi family businesses  
**Ammar Alkhudairy**, CEO, **AMWAL AL KHALEEJ**
- 11:45 **LP Roundtable: What LPs want and what PE can offer them**
- What is driving investors' investment choices at present?
  - Are Islamic funds the key to attracting investment in the region?
  - How LPs assess the performance of GPs?
  - How attractive is PE looking to investors?
  - What are the other options and what must private equity offer to compete?
- 12:20 **PE partnerships: Benefits, pitfalls and lessons for the future, from real life case studies**
- Why did the investee company seek a PE partner?
  - How has the investee company benefited from the relationship?
  - What have been the negatives?
  - Would they do it again?  
**Omar Lodih**, Executive Director, **ABRAAJ CAPITAL**  
**Umit Ersoy**, General Manager, **YUDUM FOODS**
- 13:00 Lunch and networking
- 14:30 **Interactive workshops**
- A - Opportunities offered by privatisations across the region**
- Exploring plans for privatisations across the MENA region
  - Regulatory hurdles to PE investment
  - Learning from successful deals to date
  - Exits: What are the routes available?
- B - Valuation strategies: Getting it right**
- Overcoming the difficulties of producing accurate valuations in the Middle East region
  - Getting the balance right between securing deals and maximising returns
  - Applying the latest thinking in valuation to your organisation  
**Ara Sahakian**, Associate Director **HSBC PRIVATE EQUITY MIDDLE EAST**
- 15:30 Afternoon refreshments
- 16:00 **Investment authorities and PE: Competitors or potential partners?**
- Exploring the growing role of investment authorities as private equity investors in the region
  - Where does PE fit into the overall investment strategies of investment authorities?
  - Are investment authorities competing for the same deals as PE funds?
  - To what extent will investment authorities play a role in seeding PE funds to help promote regional growth?
- 16:30 **Experts roundtable: Strategies for making a profitable exit**
- Is the IPO route still a viable exit strategy in today's market?
  - What exit strategies are best suited to the economic climate of the region?
  - Trade sales - sourcing and selling to strategic investors
  - What can we learn from the exits seen so far in the region?  
**Yahya Jalil**, Head of Private Equity & Senior Vice President **THE NATIONAL INVESTOR**  
**Samir Assaad**, Senior Director, **NBK CAPITAL**
- 17:15 **Chairman's closing remarks and close of day one**

## DAY TWO: Wednesday, 16th January 2008

- 09:00 **Chairman's opening remarks**  
**Edmund O'Sullivan**, Chairman, **MEED EVENTS**
- 09:10 **Family business round table: What family businesses want and what PE has to offer them**
- Why have family businesses traditionally shunned PE investors and are attitudes changing?
  - To what extent are succession issues making PE investment more attractive to family businesses?
  - What benefits could PE bring to family businesses:
    - Capital release? ● Access to new markets and networks?
    - Fresh strategic insights? ● Capital injection to drive growth?
- David Pistrui**, Managing Director, **ACUMEN DYNAMICS**
- 09:50 **Investing successfully in a family business**
- Overcoming cultural barriers to outside investment in family businesses
  - Demonstrating the benefits of portfolio diversification to family offices
  - Exit strategies for family business investments – To IPO or not to IPO?
- 10:30 Morning refreshments
- 11:00 **PE opportunities in infrastructure across MENA**
- Update on infrastructure investment plans across the region
  - Role of the private sector - BOT/PPP
  - Assessing infrastructure equity characteristics
  - Exit strategies for infrastructure investments
- Robert Swift**, CEO  
**MENA INFRASTRUCTURE FUND**

### 11:30 Seeking opportunities in MENA and beyond

#### A - Turkey and Egypt: Investigating a rich source of deals

- Which sectors show the most potential for PE investment
- Exploring the regulatory situation in Turkey and Egypt
- Strategies for sourcing deals
- Where are the exits?
- Learning from the experience of recent deals

**Amjad Ahmad**, Director, **NBK CAPITAL**

#### B - How to tap into the PE opportunities in India

- Which sectors show the most potential for PE investment in India
- Tips and techniques for sourcing investee companies in India
- What is the potential for sourcing PE investors in India
- Cutting through the red tape: Regulatory update for PE in India
- Learning from the experience of recent deals

12:45 Lunch and networking

### 14:15 Interactive workshops

#### A - Developing restructuring skills to maximise gains from PE investments

- Attracting and developing restructuring expertise in the region
- Adapting globally utilised restructuring and turnaround techniques to the Middle East market
- Overcoming cultural barriers to restructuring

#### B - Brand management – The key to success in a crowded Middle East market?

- Managing and protecting your brand in a crowded marketplace
- How to differentiate your fund from the competition
- Benchmarking and performance analysis: How to demonstrate your performance to potential LPs

### 15:00 Interactive workshops

#### A - Opportunities in Sharia compliant PE

- What are the investment opportunities for Islamic investors?
- What is the appetite for Islamic PE funds in the region?
- Where are the investee companies?

#### B - Due diligence: Meeting international best practice standards to drive the growth of Middle East PE

- Why the implementation of best practice standards is essential to the growth of the Middle East PE market
- Strategies for implementing and ensuring best practice across your organisation
- Attracting investors and investee companies by demonstrating due diligence best practice

**Ashish Dave**, Partner, Head of Private Equity  
Middle East & South Asia, **KPMG**

15:40 **Chairman's closing remarks and close of conference**

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# MASTERCLASS

Family Business: Wealth management strategies to ensure longterm growth



## PRE-CONFERENCE MASTERCLASS: Monday, 14th January 2008

09:00 Registration and refreshments

### 09:30 Planning for succession and continuity

- Developing long-term strategies for the ongoing success of a family business
- Risks and benefits of bringing in outside business partners to drive growth
- Developing new mindsets to preparing the business for change

11:00 Refreshments break

### 11:30 Wealth management fundamentals

- Exploring key investment options
- Portfolio diversification to minimise risk and secure the future wealth of a family business
- Assessing opportunities in private equity

13:00 Lunch and networking

### 14:00 Perpetuating the entrepreneurial mindset

- Engaging the next generation with the need to innovate and drive growth
- Succeeding in a new competitive era
- How private equity can provide fresh insights, capital and markets to a family business

15:30 Close of masterclass



Masterclass leader

**David Pistrui**

Managing Director

**ACUMEN DYNAMICS**

With over 25 years of business experience, Dr. David Pistrui serves as the Managing Director of Acumen Dynamics, LLC, a strategy based education, training and research firm that focuses on practical knowledge and skills that help organizations align vision and strategy with execution and performance. David is an active researcher focusing on the growth and societal impact of entrepreneurship, family business and enterprise development. Dr. Pistrui holds a Ph.D. in Business Administration (Cum Laude) in Entrepreneurship, Strategy, and Management from Universitat Autònoma de Barcelona, (Spain).

### Family Business: Wealth management strategies to ensure longterm growth

This innovative and inspirational masterclass is designed specifically for family businesses seeking solutions to the challenges of succession planning and long-term growth.

Held under strict Chatham House rules, this exclusive and intimate masterclass will explore options for portfolio diversification and will provide family offices with the tools to develop successful wealth management strategies



## The Organisers



**Middle East Private Equity 2008** is

organised by MEED (Middle East Economic Digest). For 50 years business leaders have been relying on MEED to give them a wealth of factual, unbiased business information that they need to be successful. The MEED brand represents an unrivalled portfolio of high calibre business information products, online services and premier networking events. For more information on MEED visit [www.meed.com](http://www.meed.com)

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