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الهيئة العامة للمعارض والمؤتمرات  
SAUDI CONVENTIONS & EXHIBITIONS GENERAL AUTHORITY

الملتقى السعودي  
لصناعة المعارض والمؤتمرات  
THE SAUDI MICE FORUM

S.M.F.

A PLATFORM FOR INNOVATION,  
THOUGHT LEADERSHIP & HUMAN  
CAPITAL DEVELOPMENT

FORUM PROGRAM

08 - 09 January 2023

Crowne Plaza Riyadh RDC Hotel & Convention  
Kingdom of Saudi Arabia

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**DAY 01 PROGRAM**  
**SUNDAY 8 JANUARY 2023**

**DAY 01 | Sunday 8 January 2023**

**Registration & Networking**

07:30 – 14:00

**Opening Remarks**

09:00 – 09:40



**Amjad Shacker**

Chief Executive Officer  
Saudi Conventions and Exhibitions  
General Authority (SCEGA)  
Saudi Arabia



**Dr. Zohair Alsarraj**

Chairman  
Saudi Exhibition and Conferences  
Association (SECA)  
Saudi Arabia

**Panel 1: Shaping the Future of the MICE Industry**

09:40 - 10:40

The aim of this session is to shed insight on how to shape the strategic direction of the MICE industry within the Kingdom of Saudi Arabia and at an international level, & how to make the Kingdom a regional hub for international events.



**Moderator**  
**Chiara Palieri**

Award Winning MICE Advisor  
Saudi Arabia



**David DuBois**

President & CEO  
International Association of  
Exhibitions and Events (IAEE)  
United States



**Kai Hattendorf**

Managing Director & CEO  
The Global Association of the  
Exhibition Industry (UFI)  
France



**Senthil Gopinath**

CEO  
International Congress  
& Convention Association (ICCA)  
Netherlands



**Dr. Akram Masri**

Chief Operations  
Riyadh Exhibitions Company Ltd  
Saudi Arabia

**Coffee Break**

10:40 - 10:55

**DAY 01 | Sunday 8 January 2023**

## **Keynote Speaker: Attracting International Events**

10:55 - 11:10

This keynote speech addresses the factors that contribute to the attraction of international events, focusing on attractive tools and the requirements to attract such events according to international standards.



### **Reem Alharbi**

Chief of Strategy & Operations  
Eye of Riyadh  
Saudi Arabia

## **Keynote Speaker: National Localization Vision 2030**

11:10 - 11:25

This Keynote speech addresses the importance of supporting local companies and events to sustain and grow in accordance to Vision 2030



### **Alyah Almusla**

Executive Director of Corporate Communications  
Local Content And Government Procurement Authority  
Saudi Arabia

**DAY 01 | Sunday 8 January 2023**

## Panel 2: Enhancing Partnership and Integration with other Sectors

11:25 - 12:25

This session discusses the needs of the government sector for business events, how to strengthen the partnership between the entities and the organizers, and possible means of support, in addition to finding mechanisms to consolidate the integration between them.



**Moderator**  
**Turki Alrowili**

General Manager  
Protocol and Public Relations,  
Ministry of Sports  
Saudi Arabia



**Khaled Al Shami**

Corporate Communication Consultant  
Board Member  
Spokesman  
PR Meeting Club  
Saudi Arabia



**Dr. Mohammed Al-Ghuwainem**

Director of Public Relations  
Department  
Ministry of Municipal Rural Affairs  
& Housing  
Saudi Arabia



**Mohammed Al Eady**

Advisor to the Vice Minister of Mining  
Affairs  
Ministry of Industry & Mineral  
Resources  
Saudi Arabia

## Networking Break

12:25 - 12:55

## Keynote Speaker: The Economic Impact of MICE Industry

12:55 - 13:10

This Keynote Speech addresses the economic impact of the MICE industry and how positively it affects the economy



**Cathy Breden**

CEO  
Center for Exhibition Industry  
Research (CEIR)  
United States

## Lunch

13:10 - 14:10

Hosted by:  **SEA**  
SAUDI ENTERTAINMENT ACADEMY  
The Center for Entertainment Research & Innovation

**Panel 3: Venues of the Future**

14:10 – 15:10

This panel discusses the most important aspects of a modern venue & the future needs of business events in existing and new destinations within Saudi Arabia



**Moderator**  
**Dr. Gerd Weber**

Senior Expert and Consultant  
JWC  
Germany



**Ansar Babu**

Director Global Distribution  
& Operations  
The Royal Commission for AIUla  
Saudi Arabia



**Mazen Aljaberi**

Executive Director – Special Zone  
Tourism Affairs  
Red Sea Global  
Saudi Arabia



**Dr. Emad Monshi**

Assistant Prof. & Consultant  
in Developing Events &  
Tourism Destination  
King Saud University  
Saudi Arabia

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**Networking Break**

15:10 - 15:20

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**Panel 4: Convention Centers: Location and Cost**

15:20 - 16:20

This session presents and discusses the importance of locating conventions and exhibition centers in appropriate locations and affordable costs



**Moderator**

**Naji El Haddad**

Regional Director – MEA  
The Global Association of the  
Exhibition Industry (UFI)  
United Arab Emirates



**Said Al Shanfari**

CEO  
Oman Convention and Exhibition  
Center (OCEC)  
Oman



**Mahir Julfar**

Executive Vice President  
Dubai World Trade Center  
United Arab Emirates



**Salman Alatawe**

CEO  
Riyadh International Convention  
& Exhibition Center  
Saudi Arabia

## Workshop 1

### How to Write RFPs

#### Wejdan Alessa

Board Member & Acting Executive Director  
Saudi Exhibition and Conferences Association  
(SECA)  
Saudi Arabia

## Workshop 2

### Minimizing Conflicts

#### Dr. Zohair Alsarraj

Chairman  
Saudi Exhibition and Conferences Association  
(SECA)  
Saudi Arabia

## Workshop 3

### Using Data to Create Better Events

#### Vanessa Lovatt

International Event Expert & Global Director of  
Customer Engagement  
Notified  
United Kingdom

## Workshop 4

### Crowd Management

#### Imen CHAANBI

5WE Consulting Services & Business Solutions Co.  
for African and Middle East Market  
Saudi Entertainment Academy Visiting trainer  
Académie de Paris  
France

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**Gala Dinner (By Special invitations)**

20:00 - 21:00

Hosted by:





**DAY 02 PROGRAM**  
**MONDAY 9 JANUARY 2023**

**DAY 02 | Monday 9 January 2023**

**Registration & Networking**

07:30 – 12:00

**Keynote Speaker: Quality Time Spent Together, Generates More Leads**

09:00 – 09:15



**Necip Fuat Ersoy**

Managing Director  
International MICE & Wedding Forum  
Turkey

**Panel 5: The Global Exhibition Industry: Current Status and Outlook**

09:15 – 10:15

This panel will cover topics like the asymmetrical effects of Covid in different countries, responses to the crisis, new business models, and digital and data.



**Moderator**  
**Jochen Witt**

President & CEO  
JWC  
Germany



**Kai Hattendorf**

Managing Director & CEO  
The Global Association of the  
Exhibition Industry (UFI)  
France



**Matt Denton**

President  
DMG events  
United Arab Emirates

**Coffee Break**

10:15 – 10:30

DAY 02 | Monday 9 January 2023

**Keynote Speaker: Change the Way you Market and Sell Your Event**

10:30 – 10:45

This Keynote Speech addresses techniques in marketing and selling events



**Vanessa Lovatt**

International Event Expert  
& Global Director of Customer Engagement  
Notified  
United Kingdom

**Panel 6: Integration Between Organizers**

10:45 – 11:45

This panel discusses the techniques needed in today's market to increase event organizers' competitiveness and the importance of knowledge transfer between International and local companies.



**Moderator**  
**Bilal Al Barmawi**  
CEO & Founder  
1<sup>st</sup> Arabia Trade Shows  
& Conferences  
Saudi Arabia



**Eng. Mahmoud Alawadi**  
CEO & Board Member  
Thalath International Co.  
Saudi Arabia



**Simon Mellor**  
CEO – Middle East  
Messe Frankfurt  
United Arab Emirates



**Matt Denton**  
President  
DMG events  
United Arab Emirates



**Meggren Al Nashmi**  
Member of the Exhibitions & Conferences  
Committee Riyadh Chamber  
General Manager  
My Ideas Advertising Company  
Saudi Arabia

**Coffee Break**

11:45 – 12:15

DAY 02 | Monday 9 January 2023

Keynote Speaker: Future of MICE Under Cashflow Inflation Crises

12:15 – 12:30



**Edward Matti**  
Managing Partner  
CCM Consultancy  
United Arab Emirates

**Panel 7: Human Capital Training & Development within the MICE Industry**

12:30 – 13:30

The panel reviews the application of entrepreneurship within the MICE industry and discusses the importance of developing and investing in human capital within the industry.



**Moderator**

**Dr. Emad Monshi**

Assistant Prof. & Consultant  
in Developing Events &  
Tourism Destination  
King Saud University  
Saudi Arabia



**Dr. Vivian Exartier**

Executive Director  
Saudi Entertainment Academy  
(SEA)  
Saudi Arabia



**Matthias Baur**

CEO  
MBB-Consulting Group  
United Kingdom



**Dr. Manuel Rivera**

Assistant Dean  
the Rosen College of Hospitality  
Management  
University of Central Florida  
USA



**Naji El Haddad**

Regional Director – MEA  
The Global Association of the  
Exhibition Industry (UFI)  
United Arab Emirates

**Coffee Break**

13:30 – 13:45



**DAY 02 | Monday 9 January 2023**

## **Associations Panel Discussion: Ways to Enhance the Capabilities of Saudi Associations to Attract the International Associations Events**

13:45 – 14:45

This session will shed the light on how to develop the performance of Saudi associations to enable them to attract events.



**Moderator**  
**Anju Gomes**

Regional Director – Middle East  
The International Congress and  
Convention Association (ICCA)  
United Arab Emirates



**Prof. Abdulrahman Al Enad**

Vice-Chairman  
Saudi Association for Media and  
Communication  
Saudi Arabia



**Dr. Hanan Alrayes**

President  
Saudi Society for Rheumatology  
(SSR)  
Saudi Arabia



**Wejdan Alessa**

Board Member & Acting Executive  
Director  
Saudi Exhibition and Conferences  
Association (SECA)  
Saudi Arabia

**Transition**

14:45 – 14:50

## **Announcement and Closing**

14:50 – 15:05

This closing session announces the Saudi Conferences and Exhibitions Award and the conclusion of the forum

**Lunch**

15:05-16:00

Hosted by:



## Workshop 5

### Creating Engaging Experiences for Customers

#### **Abdulaziz Alosime**

Vice President, CXSaudi  
Saudi Arabia

## Workshop 6

### Project Management Practices in MICE events & Risk Management

#### **Eng. Mahmoud Alawadi**

CEO & Board Member  
Thalath International Co.  
Saudi Arabia

## Workshop 7

### The Importance of Exhibitor's Journey For Exhibition Success

#### **Arwa Al Rasbi**

Senior Event Planner  
Oman Convention and Exhibition Centre  
Oman

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info@SaudiMICEForum.com

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