

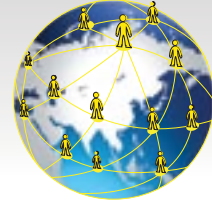
Under the Patronage of H.E. Dr. Hassan bin Abdulla Fakhro
Minister of Industry & Commerce - Kingdom of Bahrain



تحت رعاية سعادة الدكتور حسن بن عبد الله فخر
وزير الصناعة والتجارة - مملكة البحرين

4th SMEs Day

Conference & Exhibition



البيئة الحاضنة لنمو المؤسسات Entrepreneurial Ecosystem for **SMEs** in GCC

With active participation
from the world's leader in
Customer Service Excellence

Ron Kaufman

**10th - 12th
December
2013**

Crowne Plaza Hotel
Kingdom of Bahrain

*New York
Times*
BESTSELLER





His Royal Highness Prince
Khalifa bin Salman Al Khalifa
Prime Minister



His Majesty King
Hamad bin Isa Al Khalifa
King of the Kingdom of
Bahrain



His Royal Highness Prince
Salman bin Hamad Al Khalifa
Crown Prince & Deputy
Supreme Commander
First Deputy Prime Minister

About the Society



BSMES, or the Bahrain Small and Medium Enterprises Society, is an organisation dedicated to the economic future of Bahrain. The society run by the Board of Trustees, is one of the premier groups in Bahrain that works with a range of emergent entrepreneurs, existing business partners, industry contacts, and established authorities in the Kingdom to bring about prosperity and growth for all.



Following the success of the past three annual “SMEs Day Conference and Exhibition” events , the 4th SMEs Conference and Exhibition will be held on the 10th – 12th December 2013. The theme for this year’s event will be “SME’s Ecosystems”.

As with the previous events the concept is to provide a framework of reference for all existing and potential SMEs to interact with each other and access government and financial details provided for SMEs.

This year we will have Ron Kaufman global leader in building customer service excellence. Ron specializes in working with SMEs and I am sure we will take away many lessons to assist us from Ron sharing global best practice.

The economies of the GCC and indeed Bahrain can benefit from greater emphasis being given the SMEs. The event will assess the services and facilities provided for SMEs and create a platform from which increased focus on funding support and productivity can evolve.

It is our aim to not only have SMEs grow within the domestic environment but also to expand the horizons across the GCC and beyond.

It is well known that SMEs provide impetus for economies to move forward and sustain growth and we at Bahrain Small and Medium Enterprises Society – BSMES- want to encourage all of you to support each other as we support you.

Let us interact over the next several days and move forward together for the benefit of our economy and across the wider region.

Thank you.

Abdulrahim Abdullah Fakhro
Conference Chairman

4th SMEs Day

Conference & Exhibition

Why this Conference?

The conference theme “The SMEs Ecosystem” is not only in tune with the current global small and medium size enterprises situation but will also pave the way for proper identification and analysis of the causes of growth of the SME Companies. The main emphasis will be on managing a positive culture and maintaining a proper code of work ethics.

Target Participants

Owners of business, Senior Managers, Line Managers of various organizations, HR Directors, Project Managers, Training Managers and supervisors from government and private sectors.

Enlightening Entrepreneurial Panel

As part of the conference, you will have the opportunity to take part in discussions with a unique, highly stimulating & inspiring Business Women Panel.

Avail of the rare, once-in-a-lifetime opportunity to meet with top Customer Excellence expert Ron Kaufman and also hear best practices and success stories from distinguished leaders on the techniques for maximizing productivity and growth in your workplace.

Experience a unique opportunity to be fully involved in discussions, debates and reinvent your organization, whilst working with time-tested strategies.

Language:

The conference language is English, but the debrief by the Conference chair will be in Arabic in addition to few workshops and Panel discussions.

Car Parking:

Ample car parking is available in the multi-storey park building and the basement at the Conference Center.

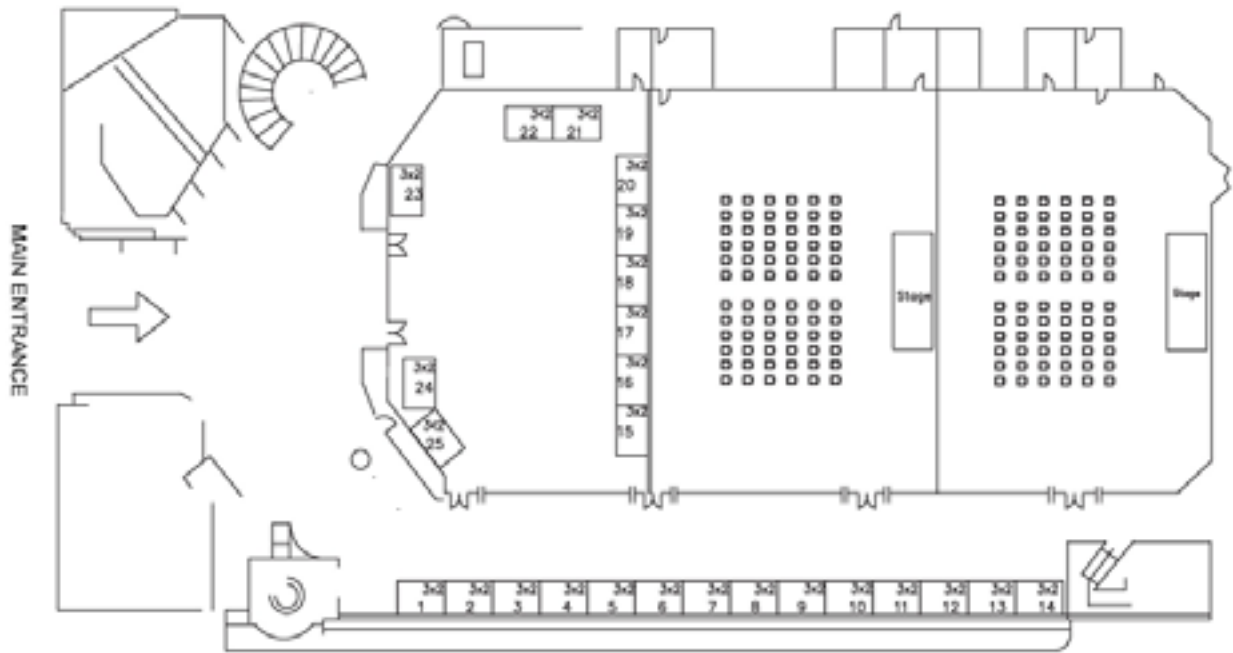
Exhibition and Sponsorship Opportunities

If you are looking to present your products and services at the largest gathering of SMEs and entrepreneurs in the Middle East, SME Conference and Expo is the perfect event to achieve this.

Why sponsor SME Conference & Expo:

- Highlight your company in front of key decision makers
- Demonstrate thought-leadership in front of a strong Conference audience
- Network with exhibition visitors
- Take your place on the exhibition floor and showcase your products
- Gain exclusive access to special networking events
- Obtain exposure to the international, regional and local media
- Take advantage of our extensive marketing campaign

Enquire about sponsorship or exhibiting opportunities by contacting us.



Conference Organised by:



P.O. Box: 18521, Manama, Kingdom of Bahrain
Tel: 17 827 676 - Fax: 17 827 678
Web: www.bsmes.net
E-mail: bahrainsmes@gmail.com

Conference Managed by:



P. O. Box 24040, Kingdom of Bahrain
Tel: +973 17 552 878, Fax: +973 17 552 890
Mobile: +973 37793388
Email : registration@origin.com.bh
Web : www.origin.com.bh

Partners



The 4th SME Conference and Exhibition

Small and medium sized enterprises (SMEs) are the drivers of economic growth, the backbone of the private sector and a medium for empowering people and encourage financial independence.

The Bahrain SME Society is proud to host this 4th edition of its annual event as a major contribution to this very important sector of the GCC regions economy.

This year's programme is structured to showcase government initiatives, innovative case studies and feature policy makers, experts, successful entrepreneurs and established business leaders, the 4th SME Conference and Exhibition is your opportunity to gain invaluable insights in SME Ecosystems .

Event Overview

This year's event will feature world renowned expert in Customer Service Excellence – Ron Kaufman, who will facilitate a full day seminar on how SMEs can grow and retain their customer base as well identify important areas of improvements within their ecosystems.

We will also have 4 hands-on practical workshop on the final day that participants can take away and apply to their businesses.

The first day will feature an engaging debate between governmental and non-governmental organisations on SME ecosystems within the GCC.



10th December 2013

11th December 2013

12th December 2013

CONFERENCE

Featuring amazing keynotes, panel discussions, case studies, networking breaks and lunches over three unique days:

1. Ecosystems
2. Debate
3. Entrepreneurial Businesswoman Forum

EXHIBITION

Running alongside the Conference & Exhibition will feature the region's best solution providers and companies looking to support entrepreneurs to grow their SMEs

TRAINING WORKSHOPS

Structured to teach you vital skills and featuring experts that can help you navigate the complex landscape of owning and running your own business

Why Attend?

1. **Understand** official government policy regarding SME development and their role in sustaining national economies
2. **Increase** market linkages and discover new investment ventures with other local and regional SMEs
3. **Meet** the financiers and bankers who are actively seeking to finance new projects or growing business schemes
4. **Learn** about regulations and source new opportunities for regional and international trade
5. **Acquire** all the information, knowledge and contacts you need to drive your small/medium business forward

Who Should Attend?

- Policy Makers
- Investors
- Business owners
- Banks/Financiales
- Government, Public Authorities and Consulates
- Entrepreneurship Centers
- Business Incubators/Accelerators
- Legal Companies
- SMEs/Start-ups
- Entrepreneurs
- Associations
- Consultants
- Education and Training
- Business Service Providers

Speakers Includes:



Ron Kaufman
Global Expert of Customer Excellence
Singapore / USA



H.E. Sheikha Hissah Saad Abdulah Salem Al-Sabah
President of the Council of Arab Businesswomen (CABW)
State of Kuwait



H.E. Sheikha Hind Bint Salman Al Khalifa
President of Business and Professional Women's Club (BPW)
Kingdom of Bahrain



Dr. Abdulaziz Al-Mutairy
TCF, General Manager
KSA



Mrs. Abeer Qumsieh Jouaneh
SME Business Founder
Hashemite Kingdom of Jordan



Dr. Abdulhasan Al-Dairi
President – Bahrain SMEs Society
Kingdom of Bahrain



Dr. Mohammad Al Zafarani
Management Consultant
Egypt / KSA



Mr. Aref Mubarak
Sales & Marketing expert
KSA



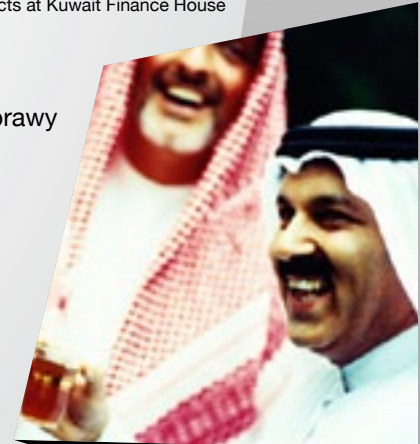
Mr. Cormac MacMahon
Dean of Business at Bahrain Polytechnic
Kingdom of Bahrain



Mr. Philippe Mariani
Head of Special Projects at Kuwait Finance House
Kingdom of Bahrain



Dr. Atef El Shebrawy
CEO of Family Bank
France / Bahrain



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Day - 1: Tuesday 10 December 2013

TIME	TOPIC / DESCRIPTION
07:30 - 09:00	Reception, Registration & Networking
09:00 - 09:10	Official Opening
09:10 - 09:20	Opening Speech by Patron H.E. Dr. Hassan bin Abdulla Fakhro Minister of Industry & Commerce
09:20 - 09:30	Welcome Speech Dr. Abdulhasan Al-Dairi President of Bahrain SMEs Society
09:30 - 09:35	Key Note Speech - I H.E Sheikha Hissah Saad Abdulah Salem Al-Sabah President, Arab Business Women Council & Vice-President, Arab Union for Small Business, State of Kuwait
09:35 - 09:40	Key Note Speech - II H.E Sheikha Hind Bint Salman Al-Khalifa President, Business & Professional Women Club, Kingdom of Bahrain
09:40 - 09:50	Key Note Speech - III Dr. Abdul Aziz Al-Mutairy Secretary General of the Centennial Fund, Kingdom of Saudi Arabia
09:50 - 10:00	Announcements of the Event Awards (GCC SMEs Council – SMEs Magazine)
10:00 - 10:30	Exhibition Opening / Coffee Break
10:30 - 12:00	The SMEs Debate- Part 1: Governmental Organizations (Towards a Unified Entrepreneurial Ecosystem for SMEs in GCC) The SMEs Debate - Part 2: Non-Governmental Organizations (NGOs) (Towards a Unified Entrepreneurial Ecosystem for SMEs in GCC)
12:00 - 12:30	<i>Break & Prayers</i>
	Entrepreneurial Businesswomen Forum Chairperson : Ambassador Nancy Baker – Former Minister of Culture – Jordan Advisor of Council of Arab Business Women (CABW)
12:30 - 14:30	Forum Panel: <ul style="list-style-type: none"> • H.E. Sheikha Hessa Bint Saad Al Abdullah Al Sabah - President of (CABW). • H.E Sheikha Hind bint Salman Al Khalifa – President of (BPW). • Ms. Freda Miriklis – President of BPW – International. • Dr. Amani Asfour – President of (EBWA).
	Awards (For Best Exhibitor, Young Innovator & Speakers... etc.)
15:00	<i>Lunch</i>

Day - 2 : Wednesday 11 December 2013

TIME	TOPIC / DESCRIPTION
09:00 - 10:30	Ron Kaufman Session 1 - What is Uplifting Service?
10:30 - 11:00	<i>Tea Break</i>
11:00 - 12:00	Ron Kaufman Session 2 - Stepping UP to a Higher Level of Service
12:00 - 12:30	<i>Tea Break & Prayer Time</i>
12:30 - 13:30	Ron Kaufman Session 3 - How to Increase Your Service Value
13:30 - 15:00	Ron Kaufman Session 4 - Building a Service Culture to Win
15:00	<i>Lunch</i>

Day - 3 : Thursday 12 December 2013

TIME	TOPIC / DESCRIPTION
	Workshop One & Two
09:00 - 11:30	Mr. Aref Mubarak (Kingdom of Saudi Arabia) Best in class sales and marketing for SMEs with existing ecosystems Ms. Abeer Qumsieh (Jordan) Hands on practical customer solutions for SMEs (Jordan Experience)
11:30 - 12:00	<i>Tea Break</i>
	Workshop Three & Four
12:00 - 14:30	Dr. Atef El Sharawy (Kingdom of Bahrain) Financial models to help SMEs overcome initial losses Mr. Cormac MacMahon (Kingdom of Bahrain) Implementing low cost quality systems for SMEs (Bahrain experience)
14:30	<i>Closing</i>

Speakers Profile



Ron Kaufman

New York Times bestselling author of UPLIFTING SERVICE, and Founder of UP! Your Service.

- Rated one of the world's "Top 25 Who's Hot" speakers by Speaker Magazine.
- Powerful insights from working with clients all over the world in every major industry for more than twenty years.
- Inspiration to leaders, managers and service providers in his high-energy speeches and workshops.

He is one of the world's most sought-after educators, consultants, and thought-leaders in achieving superior service and uplifting service cultures.

He emphasizes the only reliable way for a company to achieve and maintain its competitive edge is to create a culture that empowers every employee to surprise and delight customers and colleagues with truly uplifting service.

With a successful clientele of government agencies and multinational corporations, he delivers powerful insights and global best practices enabling organizations to gain a sustainable advantage through service.

He is a regular columnist at Bloomberg Businessweek . He has been featured in The Wall Street Journal, The New York Times, and USA Today .



H.E Sheikha Hissah Saad Abdulah Salem Al-Sabah

**President of the Council of Arab Businesswomen (CABW)
State of Kuwait**

LICENTIATE – Public Administration and Political Science –
American University – Beirut Lebanon.

Positions:

- Head of the Human affairs at the International Marine Petroleum Company.
- Head of Department of Medical Services – Research and Development at the Military Hospital – Ministry of Defense till May 2011.
- Adviser to the Defense Minister's Office – State of Kuwait – May 2001 until Sept 2003.
- Chairman of Asas Real Estate Holding.
- Chairman of Janna-Egypt International for Real estate development.
- Member of the –Kuwait Volunteers Women Society – for Community Service - since 1993 and until now.
- Member of National Committee for Narcotics Control-1996 until now.
- Participated in establishing the Arab Federation of Non-Govt. Societies for Addiction Prevention , Egypt 1996.
- Deputy Chairperson of «Kuwait Narcotics Control Committee – March 1997 and until now.
- Honorary Chairperson Arab Federation of Non-Govt. Societies for Addiction Prevention Nov. 1996 until now.
- Member of «International Council of Alcohol and Addiction» – 1999 until now.
- Member of Sarajevo Charitable Society.
- Member of the ICAA – 1999 until now.
- Founder of Kuwaiti Businesswoman Committee 1999 and Chairperson 1999 until now.
- One of the founders of Council of Arab Businesswomen Sep. 1999.
- Chairperson of «Council of Arab Businesswomen» for the first round - 1999 to 2002 , 2004 to 2006 ,2006 to 2010,2010 to 2014.
- Deputy Chairperson of «Woman Affairs Committee»-April 2003 until now.

Awards :

She has been recognised by a series of regional and international organizations.

- Recognized by the UNODC for her efforts – March 2002.
- Chosen as the best Middle East Woman in the Outstanding woman of Middle East Conference – UAE, March 2002.
- Recognized for her efforts by the Arab Federation of Non-Govt. Societies for Addiction Prevention , 2002.
- Awarded by 6th Forum of the Arab Union for Drug Prevention- Cairo , Egypt Nov 2004.
- Awarded by the American Organisation “Leaders” as the Best Arab Woman in developing the society – Kuala Lumpur Malaysia , April 2012.
- Nominated and Awarded the “Gusi Peace Prize” for her efforts to the Arabian Woman in the Middle East – Manila ,Philippines , Nov 2012.



H.E Shaikha Hind bint Salman Al-Khalifa
President of Business and Professional Women`s
Club (BPW)
Kingdom of Bahrain

Positions:

- Asst. Under Sec. for Ministry of Labour and Social Affairs (2000-2005)
- Chair of Mothercare BSC. 2002 - 2005 and Al Rashid Group BSC (ARG) since 2005
- Board member of the Information Centre for Women & Children since 1993
- Member of Supreme Council for Women (2001 -2005)
- Chairman of the Association of Child Care and Maternity
- Chairman of the Board of Trustees of the Information Center for women and children Information
- President of Business and Professional Women`s Club (BPW).
- Member of the Board of Directors of the Supreme Council for Women (2001 2005)
- Chairman of the Board of Directors of the Al-Amal Institute (established by Child and Motherhood Care Society)
- Founding member of Club Capital Bahrain
- Member of the Board of Directors of Eskan Bank for two consecutive terms.

Outstanding achievements for the Community Service :

- Helped the children with unknown parents by establishing Batelco Batelco Child Care Home
- Participated in drafting the Law and the Law of associations of civil work and support the Bahrain Women Union to be established.
- Participated in putting laws for rehabilitation of the disabled.
- Participated in the discussion of CEDAW agreement at the United Nations - New York.
- Participated in the discussion of the Children Rights at the United Nations - New York.
- Participated in the putting the Rights of the Children at the United Nations New York.
- Participated in establishing football playgrounds
- Holds the wisdom Association Award for retirees as the best pilot work in 2011
- Holds the best pioneer medal form Dar al-Hikma Society for Retirees 2011



Dr. Abdulhasan Al-Dairi

**President – Bahrain SMEs Society
Kingdom of Bahrain**

Abdulhasan Al-Dairi holds an MBA in Business Administration and is currently working towards earning his PhD in Entrepreneurship and Small Business Management at Edinburgh Napier University, UK. He holds a higher diploma in SMEs Consultancy from the International Labor Organization and is a certified Entrepreneurship Trainer by the United Nation Industrial Development Organization. Abdulhasan has been President, Bahrain Society for Small and Medium Enterprises since 2006 and is a founding member and shareholder of a number of companies in Bahrain. He spent more than four years at the Ministry of Social Development as Director of Community Centres and assisted them in gaining better financial returns and sustainability of their projects through a developmental training scheme known as the «Productive Family Program». He assisted aspiring entrepreneurs to continue developing their business production into the Capital Mall (a complex or mall specialising in the traditional handicrafts) in a step to prepare them to open their own business or shop out in the open market independently. Participated in the -9.6 Developing skills for prosperity in the Arab Spring countries Conference and the World Islamic Banking Conference. Most recent publication in 2012: Al-Dairi, Abdulhasan (Bahrain Polytechnic, Bahrain), McQuaid, Ronald and Adams, J. (British University, Cairo, Egypt) (2012) «Entrepreneurship training to promote start-ups and innovation in Bahrain», International Journal of Innovation and Knowledge Management in Middle East & North Africa.

Speakers Profile



Mr. Aref Mubarak

**Sales & Marketing expert
KSA**

Group Chief Operating Officer Aref Mubarak is responsible for Human Capital, Business Excellence, Procurement, Health and Safety, IT, Policy Development and Administration. He has also served as the Group Chief Real Estate Officer responsible for all real estate developments, real estate infrastructure and planning, and all international real estate. Before joining DPG, Mr Mubarak was CEO of Bawadi LLC, a member of Tatweer. He has also held senior management positions at DUBAILAND. In 2005 - 2006, he set up the Dubai Development and Investment Authority's first overseas office in Hong Kong.

EMBA, Business Administration and Management, General
Harvard Business School

Leadership Development Programme, Business Administration and
Management, General

The 'Expo 2020: Learn More!' session took place at TECOM Auditorium in Knowledge Village Conference Center and was attended by members of the Dubai Expo 2020 team and Arif Mubarak, the Group COO of DPG in addition to DPG employees.



Mr. Cormac MacMahon

**Dean of Business at Bahrain Polytechnic
Kingdom of Bahrain**

Cormac MacMahon is the Dean of Business at Bahrain Polytechnic, which is dedicated to developing professional and enterprising work-ready graduates within the Kingdom of Bahrain and wider GCC region. He also serves as the Polytechnic representative in the Ebtikar Association and was a founding member of the accelerating campus entrepreneurship (ACE) initiative in Ireland, which aims to embed entrepreneurship within higher education.

An engineer by background, Cormac has worked for several high-tech multinationals in the United States, United Kingdom and Europe, bringing products of scientific research into industrial application. As Dean, Cormac has been instrumental in bringing the Global Entrepreneurship Monitor project to Bahrain.



Mrs. Abeer Qumsieh Jouaneh

**SME Business Founder
Hashemite Kingdom of Jordan**

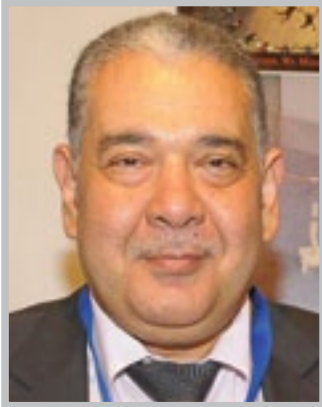
Director and Founder of Better Business. After many years of an enriching career at Aramex, Mrs. Qumsieh started Better Business, a B2B business model specialized in Building Service Cultures. Mrs. Qumsieh's main fields of expertise include Organizational Development, Service Culture Development, Organizational Mindset, Customer Cultures and others. She has consulted hundreds of companies and projects and trained thousands of people around the Middle East & GCC. A business woman who believes in social responsibility, Mrs. Qumsieh is actively involved in multitudes of voluntary work. She is highly articulate, confident and a persuasive team-builder, able to motivate and communicate to achieve exceptional business performance. She is also an experienced and innovative general manager with sophisticated leadership, customer service and business administration skills.

Mrs. Qumsieh & Better Business ...

Director and Founder of Better Business. A company identified as the Lead provider for Organizational Developmental. Better Business promotes and rewards creativity, ideas, and performance. Mrs. Qumsieh believes: "By creating values for our clients, we ultimately create values for ourselves." «Our clients are pivotal to our future; our growth depends on their growth and referrals. We earn client loyalty and referrals because we Practice what we Preach, do it when we say we will, finish what we start, and say please and thank you.» Better Business is a company that offers services in the area of organizational development, mainly to corporate clients. The company collaborates with an array of diverse clients and aims to meet their specific cultural development needs.

Hosted by BPWA Member Ms. Abeer Qumseia at «Better Business» The Business and Professional Women (BPW-A) invited its members to Sep Networking Event «Know Your Fellow Member» on Saturday 24th Sep 2011 at (Better Business) , hosted by Ms. Abeer Qumsieh, founder and director of Better Business, a specialized Jordanian consultancy firm focused on building a vibrant service cultures..

Speakers Profile



Dr. Mohamed Al Zafarani

**Management Consultant
Egypt / KSA**

Dr. Mohamed Al Zafarani was an experienced Management Training Consultant training managers of all levels. After graduating he worked a Researcher for Kuwait Institute for Scientific Research from 1978 -1990. He joined the Ground Water Program of the National Drilling Company of Abu Dhabi; joint venture with United States Geological Survey (1990 - 2000). He designed and delivered management and technical programs for company employees in Al Ain city and Headquarters in Abu Dhabi. Al Zafarani joined Savola Group 2001 as Panda Academy Manager in Riyadh. He established a training center to provide all types of training required for retail business. Mohamed worked as training consultant for several private companies in Dubai such as Progress and Euromatech. In 2002, he joined Saudization department at The Savola Group as Training and Development Manager. He graduated with B.SC. in 1978 from Kuwait University. In 2008, he took his PHD in Business Administration.

As training consultant - his core activities include conducting professional training programs, design and implement competency based career development plans, and provide coaching and mentoring consultation and training for line managers and supervisors. He participated in several human resources and localization conferences as a speaker. Mohamed has a wide experience in the Gulf region in educational, social and managerial environment where he spent 47 years of his life in the Gulf.



Dr. Atef El Shabrawy

**CEO of Family Bank
Kingdom of Bahrain**

He gives many lectures and presentations on Innovation in Islamic M&SMEs banking.

Company Description: Family Bank was established as the first Islamic micro-finance bank in the Middle East with the prime objective to contribute to poverty alleviation and socio-economic empowerment of the communities it serves through the provision of sustainable Islamic financial services to the needy.



Mr. Philippe Mariani

Head of Special Projects at Kuwait Finance House Kingdom of Bahrain

Philippe Mariani is an internationally experienced, results-oriented professional with extensive negotiation skills and ability to understand integrated global cultural, business and innovation perspectives.

He is currently Head of Special Projects at Kuwait Finance House-Bahrain providing organizational strategic vision and planning for investments / urban regeneration and corporate governance.

As former Managing Director of the Sophia Antipolis Science and Technology Park Foundation in France, Philippe has directed successful cluster-driven strategic Public Private Projects for many countries in the world.

Philippe has extensive track record in developing science and technology parks, entrepreneurial culture and integrated innovation eco systems.

Appointed by Prime Minister of France as French Foreign Trade Advisor (2012) and serving on several Advisory Committees and Board of Directors.

Philippe is member of the Board at The WAQF FUND for Research, Education and Training was established in November 2006 under the auspices of the Central Bank of Bahrain (CBB) in partnership with leading Islamic and conventional Financial Institutions. Founder and Board Member of Ebtikar , a non for profit entity registered in Bahrain to advance the innovation Agenda for the country.

بعد النجاح الذي حققه في المحافل الدولية.. الخبير العالمي في خدمة العملاء

Ron Kaufman

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التميز في خدمة العملاء للمؤسسات الصغيرة والمتوسطة
Customer Services Excellence for SMEs

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4th SMEs Day Conference & Exhibition

10th - 12th December 2013
Crowne Plaza Hotel - Kingdom of Bahrain

Individual/Group Delegate Registration Form

Method of payments:

Payment must be made in Bahraini Dinars or US\$ & payable to :

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