

**DUBAI**

THE WORLD CORPORATE SUMMIT  
**WORLD CUP EDITION**

**AGENDA**



**WORLD CORPORATE  
SUMMIT**  
DUBAI 2022

21<sup>st</sup> November - 15<sup>th</sup> December 2022

Palace Hotel Downtown

**Dubai, U.A.E.**

**JOIN US  
IN PERSON**

*By Invite Only*



**WORLD CORPORATE**  
SUMMIT  
DUBAI 2022

**28** days of the World Cup  
(Nov. 21 to Dec. 18, 2022)

**20** days of dialogues and  
events (Nov. 21 to Dec. 15)

**100+** dialogues

**1500** total attendees

## THE WORLD CORPORATE SUMMIT

**A Global Meeting Place for Business at the Crossroads of East and West**

A gathering of leaders from the world's biggest companies and investment funds to confront the issues facing the business world today and build partnerships that will shape the economy of tomorrow.

### **Improving the world through business**

Shaping our future principles, policies and partnerships, the Summit will **bring together world business leaders from the top 5000 companies, major investment firms and top football clubs and sponsors**, with sessions on major global economic, universal and sector-specific issues. **World-impacting decisions** and transformative deals will emerge from intimate roundtable discussions and networking opportunities.

**During this World Cup, enjoy your national team's matches while doing business**



# GENERAL AGENDA – Week 1 (page 1)



| Monday, November 21 <sup>st</sup>   | Tuesday, November 22 <sup>nd</sup>   | Wednesday, November 23 <sup>rd</sup>   | Thursday, November 24 <sup>th</sup>   | Friday, November 25 <sup>th</sup>  |
|---|--|--|---|--|
| Finance and Economy Theme   | Industry Theme   | Health and Knowledge Theme   | Media Theme   | Technology Theme   |
| <p>11:00 Opening Ceremony with UAE Officials</p> <p>Description: Welcome from the UAE, overview of the global economy, and introduction to the Summit.</p> <p>Format: Plenary session</p>   | <p>09:00 Dialogue 1 - Client is king: Bringing back customer satisfaction</p> <p>Description: With customer satisfaction at its lowest in decades, directly impacting profits, what can businesses do to increase customer loyalty, improving relationships, productivity and performance?</p> <p>Format: Hollow-square (round-table)</p>  | <p>09:00 Dialogue 1 - Remote working, digitalisation and the future of the workplace</p> <p>Description: The Covid-19 pandemic has fundamentally changed the way that businesses work. On one hand, digitalization is at the forefront of the future of business. On the other hand, employees are demanding more flexibility. What changes can corporations integrate into their organizational systems and what digital tool-kits are required?</p> <p>Format: Hollow-square (round-table)</p> | <p>09:00 Dialogue 1: The importance of purpose-led storytelling for brands</p> <p>Description: With consumers increasingly buying into brands that stand for more than just positive gains in profit, purpose-driven storytelling has become vital to businesses of all sizes. But how does a corporation build the right media strategy, and what are the opportunities and challenges involved?</p> <p>Format: Hollow-square (round-table)</p>  | <p>09:00 Dialogue 1 - Agritech: Solving future food challenges</p> <p>Description: In 2050, there will be 10 billion mouths to feed. With exponential population growth and environmental challenges like climate change and loss of key pollinators, can agritech be the solution to future food challenges and reduce the environmental impact of agriculture?</p> <p>Format: Hollow-square (round-table)</p>  |
| <p>11:30 Networking and Lunch</p>   | <p>09:00 Dialogue 2 - Intelligence and effective leadership</p> <p>Description: Leadership can make or break a company. What are the key traits necessary for effective leadership and what role does intelligence play in it?</p> <p>Format: Hollow-square (round-table)</p>  | <p>09:00 Dialogue 2 - Well-being society: Health, wellness and consumer behaviour</p> <p>Description: Post-pandemic, consumer behavior has never more impacted by health and wellness. Every decision is now a health decision. How can corporations redirect their product and marketing strategies to court this new generation of consumers? What government initiatives can support these changes?</p> <p>Format: Hollow-square (round-table)</p>  | <p>09:00 Dialogue 2 - Leveraging the Power of Social Media for Business and Sports</p> <p>Description: With more than half of the global population (an estimated 4.62 billion people) on social media, the use of social media can be a powerful way to connect with fans and customers, generate revenue and build brand awareness. How can businesses and sports teams leverage this powerful tool to engage with their target audiences?</p> <p>Format: Hollow-square (round-table)</p> | <p>09:00 Dialogue 2 - The challenges of business innovation</p> <p>Description: The challenge for any business is to innovate in its organization, implement new technology and invent new products or services that can attract customers. This is not an easy task, and it can be difficult for businesses to know where to start, particularly in industries that are rapidly evolving. What resources are required to keep up with the fast-paced changes in the marketplace?</p> <p>Format: Hollow-square (round-table)</p> |
| <p>12:30 Dialogue 1: Emerging markets: Politics, Trends, Risk and Impact</p> <p>Description: Powering global growth with 86% of the global population, emerging markets can present a universe of opportunities for the risk-tolerant, informed investor. What are the opportunities, risks, trends and strategies necessary to capitalize on these types of investments and how do they impact local populations?</p> <p>Format: Hollow-square (round-table)</p> | <p>10:30 Dialogue 3 - The post-pandemic future of tourism and hospitality</p> <p>Description: Tourism and hospitality have been hit hard by the pandemic with over \$2.1 Trillion of GDP lost globally, as human movement came to a standstill. What is the future of tourism and hospitality in the short, medium and long term and what are the steps on the road to recovery?</p> |  |   |  |
| <p>13:30 Dialogue 2: Inclusivity and Tolerance in Business and Policy-Making</p> <p>Description: Why are inclusivity and tolerance fundamental in modern business and policy making and what are the keys to a successful strategy?</p> <p>Format: Hollow-square (round-table)</p>  |  |  |   |  |



# GENERAL AGENDA – Week 1 (page 2)



| Monday, November 21 <sup>st</sup>  | Tuesday, November 22 <sup>nd</sup>   | Wednesday, November 23 <sup>rd</sup>  | Thursday, November 24 <sup>th</sup>   | Friday, November 25 <sup>th</sup>   |
|--|--|---|---|---|
| Finance and Economy Theme  | Industry Theme   | Health and Knowledge Theme  | Media Theme   | Technology Theme  |
| <p>14:45 Dialogue 3: A New World: Post-pandemic investment opportunities</p> <p>Description: Following the largest pandemic of the last century, the global economy is in flux. What are the key investment opportunities of the next decade?</p> <p>Format: Hollow-square (round-table)</p>   | <p>10:30 Dialogue 4 - The Future of E-Commerce: 10 trends for the next decade</p> <p>Description: Global E-Commerce sales have reached a new high during the pandemic with traditional retail facing closure or digital transformation, reaching nearly 5 trillion USD worldwide. Will the surge last? What are the key trends for the next decade?</p> <p>Format: Hollow-square (round-table)</p>   | <p>10:30 Dialogue 3 - Top trends in Health and Pharmaceuticals</p> <p>Description: With the largest global pandemic in a century, health has been at the forefront of the global discussion. What will be the top trends in health and pharmaceuticals over the next decade?</p> <p>Format: Hollow-square (round-table)</p> | <p>10:30 Dialogue 3 - Winning the Game: Building a global brand</p> <p>Description: Ultimately, the goal of any corporation is to make their brand the most successful and recognizable in the world. What are the key strategies for success?</p> <p>Format: Hollow-square (round-table)</p> | <p>10:30 Dialogue 3 - AI: Fueling an operational and commercial revolution</p> <p>Description: Artificial Intelligence is the engine fueling the fourth industrial revolution globally. How can companies leverage this new technology to lower operational costs, enhance efficiency and productivity and revenue growth?</p> <p>Format: Hollow-square (round-table)</p> |
| <p>15:15 Dialogue 4: Fostering competition: The public sector's role in building economies in collaboration with the private sector</p> <p>Description: How can the public sector work hand-in-hand with the private sector to create a business-friendly environment? What level of government support and regulation is necessary to enable PPPs and private sector investment?</p> <p>Format: Hollow-square (round-table)</p> | <p>12:00 Buffet-Style Lunch</p>  | <p>10:30 Dialogue 4 - Talent: Creating a nurturing environment for the world's leading minds</p> <p>Description: With a global workforce shortage, competition for talent has never been higher. What are the keys to creating and nurturing the next generation of leaders?</p> <p>Format: Hollow-square (round-table)</p> | <p>10:30 Dialogue 4 - Design thinking: From insights to viability</p> <p>Description: All great innovators integrate design thinking, but how does a company create the right framework for building and marketing great products?</p> <p>Format: Hollow-square (round-table)</p>             | <p>10:30 Dialogue 4 - Emerge as a leader in a hyper-saturated industry</p> <p>Description: A competitive market is a clear sign that there's high demand and forces your company to grow. But how do you differentiate your brand and gain market share?</p>  |
|  | <p>13:00 Dialogue 5 - Success Stories: Women in business</p> <p>Description: Female entrepreneurs and business leaders are the driving force behind some of the world's biggest corporations, overcoming great odds and serving as a beacon for all those to follow. What are their success stories, how can they further integrate leadership of Fortune 500 companies and what more can be done to increase gender equality in the workplace?</p> <p>Format: Hollow-square (round-table)</p> | <p>12:00 Buffet-Style Lunch</p>   | <p>12:00 Buffet-Style Lunch</p>   | <p>12:00 Buffet-Style Lunch</p>   |
|  |  |   | <p>13:00 Dialogue 5 - Entrepreneurship: Keys to success</p> <p>Description: What are the key factors that make an entrepreneur successful?</p> <p>Format: Hollow-square (round-table)</p>   | <p>13:00 Dialogue 5 - The great opportunities and challenges of the metaverse</p> <p>Description: The metaverse has the potential to fundamentally change the way we live. But what truly is the metaverse, how can your company leverage this technology and what are the challenges that come with it?</p>  |



# GENERAL AGENDA – Week 1 (page 3)



| Monday, November 21 <sup>st</sup>  | Tuesday, November 22 <sup>nd</sup>  | Wednesday, November 23 <sup>rd</sup>  | Thursday, November 24 <sup>th</sup>  | Friday, November 25 <sup>th</sup>  |
|--|---|---|--|--|
| Finance and Economy Theme  | Industry Theme  | Health and Knowledge Theme  | Media Theme  | Technology Theme   |
| <p>15:15 Dialogue 5: Investing in Change: Investment, Corporate Social Responsibility, and Profit generation</p> <p>Description: Following the largest pandemic of the last century, the global economy is in flux. What are the key investment opportunities of the next decade?</p> <p>Format: Hollow-square (round-table)</p> | <p>13:00 Dialogue 6 - The Future of Retail: Key predictions</p> <p>Description: Retail was one of the hardest hit sectors during the Covid-19 pandemic with the retail apocalypse clearing the field of weak competitors, spurring creative solutions and forcing companies to rethink and reinvent how they do business. What are the key predictions that will shape the future of the industry?</p> <p>Format: Hollow-square (round-table)</p> | <p>13:00 Dialogue 5 - Achieving Digital Transformation: Evolving for the 21st century</p> <p>Description: With the digital disruption and rapid adoption of technology omnipresent in this post-COVID world, what does digital transformation really mean for today's business leaders, what are the key trends, and opportunities and challenges presented by it?</p> <p>Format: Hollow-square (round-table)</p> | <p>14:45 Dialogue 6 - Predicting the future: Identifying emerging global trends</p> <p>Description: The global economy is in flux. From demographic shifts to technological advances, what are the emerging global trends and how to identify them to stay ahead of the game?</p> <p>Format: Hollow-square (round-table)</p> | <p>13:00 Dialogue 6 - What's next? Emerging technologies</p> <p>Description: Staying on top of emerging technologies is key to a company's success. What are the top emerging technologies of the next 5 years and how will they impact global business?</p> <p>Format: Hollow-square (round-table)</p>  |
| <p>19:30 Pre-Gala Networking and Guest Arrivals</p>  | <p>14:45 Dialogue 7 - The Path to Sustainability</p>  | <p>14:45 Dialogue 6 - Technology's role in healthcare and society</p>   | <p>14:45 Dialogue 7 - Creativity in the Era of Big Data</p> <p>Description: Does big data can facilitate or constrain creativity and innovation? This dialogue focuses on the challenges and opportunities posed by big data, algorithmic culture and personalization.</p> <p>Format: Hollow-square (round-table)</p>        | <p>14:45 Dialogue 7 - Space exploration: the next generation of dreamers</p> <p>Description: This past year has been fundamental for space exploration, with the first civilian space flights, a significant launch of satellites, the first Arab space mission, a key European Space Agency probe to Jupiter, lunar missions from South Korea, Japan and India, and more. What is the future of space exploration, what benefits lie in space, from human population to mining, and what emerging technologies are on the horizon?</p> <p>Format: Hollow-square (round-table)</p> |
| <p>20:00 Official Gala Dinner</p>  | <p>Description: The path to sustainability is a long and winding road that is often difficult to navigate. What are the some of the key components and environmental initiatives, like reducing resource consumption, promoting renewable energy sources, and establishing green infrastructure, that corporations can integrate into their business models?</p> <p>Format: Hollow-square (round-table)</p>                                       | <p>Description: From telehealth to biotech, health technology is a hot topic for corporations and investors alike. How can technology revolutionize modern healthcare?</p> <p>Format: Hollow-square (round-table)</p>   | <p>16:15 Networking Session</p>  | <p>Format: Hollow-square (round-table)</p>   |
|  | <p>16:15 Networking</p>   | <p>16:15 Networking</p>   |  | <p>16:15 Networking Session</p>  |



# GENERAL AGENDA – Week 2 (page 1)



| Monday, November 28 <sup>th</sup>  | Tuesday, November 29 <sup>th</sup>                                | Wednesday, November 30 <sup>th</sup>   | Thursday, December 1 <sup>st</sup>   | Friday, December 2 <sup>nd</sup>                                  |
|--|---|--|--|---|
| Finance and Economy Theme  | Meetings and Facility Visits                                      | Industry Theme   | Media Theme  | Meetings and Facility Visits                                      |
| <p>09:00 Dialogue 1: Fintech: Disrupting economies, companies and careers</p> <p>Description: The introduction of FinTech has unleashed a new era of competition, innovation and job-creating productivity in across sectors and markets. How can traditional financial institutions and fintechs leverage new technology to seize the opportunities of the future?</p> <p>Format: Hollow-square (round-table)</p> | <p>10:00 Meetings and Facility Visits with Major UAE Entities</p> | <p>09:00 Dialogue 1 - Industry, innovation and infrastructure</p> <p>Description: Building resilient infrastructure, promoting sustainable industrialization and encouraging innovation is one of the United Nation’s key Sustainable Development Goals. How can corporations integrate this objective into their development strategies?</p> <p>Format: Hollow-square (round-table)</p> | <p>09:00 Dialogue 1 - Leveraging the power of social media for business</p> <p>Description: With more than half of the global population (est. 4.62 billion people) on social media, the use of this tool can be a powerful way to connect with fans and customers, generate revenue and build brand awareness. How can businesses leverage it to engage with their target audiences?</p> <p>Format: Hollow-square (round-table)</p> | <p>10:00 Meetings and Facility Visits with Major UAE Entities</p> |
| <p>09:00 Dialogue 2: Building a new diversified investment portfolio for a changing world</p> <p>Description: At the tail end of the biggest pandemic in a century and amidst constant global threats and a volatile global economy, what are the keys to building a risk-adverse diversified investment portfolio?</p> <p>Format: Hollow-square (round-table)</p>   | <p>14:00 Meetings and Facility Visits with Major UAE Entities</p> | <p>09:00 Dialogue 2 - Opportunities in Real Estate and Sports property</p> <p>Description: In a volatile economy, real estate becomes a key investment for investors looking for a safe-haven. On the supply side, where do the key opportunities lie in real estate globally?</p> <p>Format: Hollow-square (round-table)</p>  | <p>09:30 Dialogue 2 - The Power of Media in Society</p> <p>Description: Media shapes our lives. Traditional and social media educate and inform, expose and entertain. How can media be leveraged to create a positive impact on society?</p> <p>Format: Hollow-square (round-table)</p>   | <p>14:00 Meetings and Facility Visits with Major UAE Entities</p> |
| <p>10:30 Dialogue 3: The Great Reshuffle: The new international economy</p> <p>Description: The Great Reshuffle has seen the employment market flip, giving the power to job seekers and leaving corporations fighting to find and retain talent. What can corporations do to stay ahead and keep growing profit margins?</p> <p>Format: Hollow-square (round-table)</p>   |   | <p>10:30 Dialogue 3 - Resilience and Inclusivity in Global Supply Chains</p> <p>Description: Supply chain disruptions has been one of the major consequences of the global pandemic and war. How can you navigate these challenges?</p> <p>Format: Hollow-square (round-table)</p>   | <p>10:30 Dialogue 3 - Intelligence and effective leadership</p> <p>Description: “With good leadership, you can create a vision and can motivate people to make it a reality.” What are the key traits necessary for effective leadership?</p> <p>Format: Hollow-square (round-table)</p>   |   |



# GENERAL AGENDA – Week 2 (page 2)



| Monday, November 28 <sup>th</sup>   | Tuesday, November 29 <sup>th</sup> | Wednesday, November 30 <sup>th</sup>  | Thursday, December 1 <sup>st</sup>  | Friday, December 2 <sup>nd</sup> |
|---|------------------------------------|---|---|----------------------------------|
| Finance and Economy Theme   | Meetings and Facility Visits       | Industry Theme  | Media Theme   | Meetings and Facility Visits     |
| <p>10:30 Dialogue 4: Opportunities and challenges in blockchain and cryptocurrency</p> <p>Description: Blockchain, including cryptocurrency, has the opportunity to revolutionize all sectors and solve a plethora of business challenges, but inherent challenges including scalability, transaction verification and cost, and security are slowing adoption. What is the future of this new technology?</p> <p>Format: Hollow-square (round-table)</p> |                                    | <p>10:30 Dialogue 4 - Building long-term sustainability: Solutions for business</p> <p>Description: The path to sustainability is a long and winding road that is often difficult to navigate. What are the some of the key components and environmental initiatives, like reducing resource consumption, promoting renewable energy sources, and establishing green infrastructure, that corporations can integrate into their business models?</p> <p>Format: Hollow-square (round-table)</p> | <p>11:00 Dialogue 4 - Music and Culture: Challenges and Opportunities</p> <p>Description: Music is at the center of today's culture. moving people deeply, connecting people across the world and creating cultural identity. Globalisation and technology have revolutionized the way that talent is found and consumed. How will the sector evolve over the next decade?</p> <p>Format: Hollow-square (round-table)</p> |                                  |
| <p>12:00 Buffet-Style Lunch</p>   |                                    | <p>12:00 Buffet-Style Lunch</p>   | <p>12:00 Buffet-Style Lunch for attendees</p>   |                                  |
| <p>13:00 Dialogue 5: Changing the world: Philanthropy as a tool to make your corporate vision possible and better your public image</p> <p>Description: What is your corporate mission, the key trends in philanthropy that will help you achieve it, the KPIs do you use to measure your success and how can nonprofits facilitate it?</p> <p>Format: Hollow-square (round-table)</p>  |                                    | <p>13:00 Dialogue 5 - Globalisation in a changing world</p> <p>Description: While globalisation was one of the key corporate objectives of the 20th century, the pandemic and ongoing supply chain disruptions have given corporations reason to rethink near-shoring, amidst the challenges of a global talent base, and the challenges and advantages of domestic consumption. What is your corporate strategy for addressing this issue?</p> <p>Format: Hollow-square (round-table)</p>      | <p>13:00 Dialogue 5 - Harnessing CSR for business growth</p> <p>Description: Today's consumer is increasing sensitive to purpose-driven brands and impact investing. How can a corporation harness corporate social responsibility initiatives for business growth?</p> <p>Format: Hollow-square (round-table)</p>  |                                  |



# GENERAL AGENDA – Week 2 (page 3)



| Monday, November 28 <sup>th</sup>  | Tuesday, November 29 <sup>th</sup> | Wednesday, November 30 <sup>th</sup>   | Thursday, December 1 <sup>st</sup>   | Friday, December 2 <sup>nd</sup> |
|--|------------------------------------|--|--|----------------------------------|
| Finance and Economy Theme  | Meetings and Facility Visits       | Industry Theme   | Media Theme  | Meetings and Facility Visits     |
| <p>14:45 Dialogue 6: Unexpected outcomes: Crisis management</p> <p>Description: At the tail end of a year with a pandemic, constant global threats and a volatile global economy, how can leaders combat these and future unexpected challenges?</p> <p>Format: Hollow-square (round-table)</p>                          |                                    | <p>14:45 Dialogue 6 - Building assets for future generations</p> <p>Description: From building multi-generational wealth through industry, real estate and more, what are the key sectors that bet on long-term economic growth and how is your corporation building for the future?</p> <p>Format: Hollow-square (round-table)</p>  | <p>14:30 Dialogue 6 - Living the experience: The Future of post-pandemic live entertainment</p> <p>Description: Thoroughly disrupted by the pandemic, what will it take for live entertainment to bounce back and what are the key trends over the next five years?</p> <p>Format: Hollow-square (round-table)</p> |                                  |
| <p>14:45 Dialogue 7: Finance as a Catalyst for Change</p> <p>Description: Finance is the backbone of economic growth. How can strategic investments and the implementation of ESG practices go beyond pure returns and be leveraged to impact global and local economies?</p> <p>Format: Hollow-square (round-table)</p> |                                    | <p>14:45 Dialogue 7 - Restoring trust in business: Courting the next generation of consumers</p> <p>Description: "To earn trust, money and power aren't enough; you have to show some concern for others. You can't buy trust in the supermarket." – His Holiness the Dalai Lama. The next generation of consumers is increasingly demanding when it comes to purpose and trust. How does a corporation secure its market share and build or restore consumer confidence?</p> <p>Format: Hollow-square (round-table)</p> | <p>14:45 Networking Session</p>  |                                  |
| <p>16:15 Networking Session</p>  |                                    | <p>16:15 Networking Session</p>  |  |                                  |
| <p>19:30 Pre-Gala Networking and Guest Arrivals</p>  |                                    |  |  |                                  |
| <p>20:00 Official Gala Dinner</p>  |                                    |  |  |                                  |



# GENERAL AGENDA – Week 3 – Sports Week/Investopia (page 1)



| Monday, December 5 <sup>th</sup>  | Tuesday, December 6 <sup>th</sup>   | Wednesday, December 7 <sup>th</sup>   | Thursday, December 8 <sup>th</sup>   | Friday, December 9 <sup>th</sup>   |
|---|---|---|--|--|
| Sports and Business Theme   | Sports and Business Theme   | Sports and Business Theme   | Investopia: The Future of Sport  | Finance and Economy Theme  |
| <p>09:30 Dialogue 1: Breaking the glass ceiling: Women in Sports and Business</p> <p>Description: Female entrepreneurs and leaders are the driving force behind some of the world's biggest corporations and sports institutions. What are their success stories, how can they further integrate leadership positions, and what more can be done to increase gender equality in the workplace?</p> <p>Format: Round table</p>           | <p>09:30 Dialogue 1: Sports and Lessons in leadership</p> <p>Description: Albeit a unique sector in its own right, sports face incredible challenges in leadership, balancing short-term goals on the pitch in the fight for survival, fierce competition and exceptional human resource demands with long-term requirements for innovation and growth. What lessons in leadership can be learned from this accelerated microcosm of business?</p> <p>Format: Round table</p> | <p>09:00 Dialogue 1: Fully captured audiences: revenue diversification in sports</p> <p>Description: Constantly fighting to win, most sports teams focus the majority of their investments and efforts on the pitch. But with the most captive audiences and loyal fans of any sector, how can they diversify and develop new revenue sources and capitalize on existing assets?</p> <p>Format: Round table</p> | <p>10:00 Dialogue 1: Harnessing the Media Power of Sports for Business</p> <p>Description: With over 5 billion viewers expected to tune in to watch the 2022 World Cup, football collectively benefits from a captive audience and more media coverage than the Fortune 500 companies. How can corporations benefit from the exceptional media power of football?</p> <p>Format: Round table</p>   | <p>10:00 Dialogue 1: Successes and Challenges of SPACs and IPOs in Sports</p> <p>Description: SPACs and IPOs have been considered a unique way of raising capital for sports investors and sports clubs that has come with a unique set of opportunities and challenges. For traditional investors, sports investors and sports clubs, what are the success stories and what are the risks?</p> <p>Format: Round table</p> |
| <p>09:30 Dialogue 2: Leveraging the Power of Social Media for Business and Sports</p> <p>Description: With more than half of the global population on social media, the use of social media can be a powerful way to connect with fans and customers, generate revenue and build brand awareness. How can businesses and sports teams leverage this powerful tool to engage with their target audiences?</p> <p>Format: Round table</p> | <p>09:30 Dialogue 2: Sports: New avenues of digital fan and customer engagement</p> <p>Description: Digital has a growing share of total media investment for global brands, spending more than half of their media spend in the digital space. What are the future trends in digital fan and customer engagement for sports teams, leagues and sponsors?</p> <p>Format: Round table</p>  | <p>10:30 Dialogue 2: Shaping the Future of Football: Balancing tradition and evolution</p> <p>Description: Football is in the midst of significant change, with new technology, increasing investment from billionaires, funds and governments, an attempted Super League and significant growth from emerging markets. What does the future of football look like?</p> <p>Format: Round table</p>              | <p>10:00 Dialogue 2: Building the Smart Stadiums of the Future</p> <p>Description: With the most expensive stadium in the world surpassing the 5 billion USD mark, sports teams are competing to create unique and thrilling experiences for their fans. What are the keys to building the most outstanding stadiums of the future, what technology will play a key role, and where do opportunities lie for investors?</p> <p>Format: Round table</p> | <p>10:15 Dialogue 2: Diversification: Securing revenue against market fluctuations</p> <p>Description: At the tail end of the biggest pandemic in a century and amidst constant global threats and a volatile global economy, what are the keys to building a diversified investment portfolio? What role can sports investments play in this diversification?</p> <p>Format: Round table</p>                              |



| Monday, December 5 <sup>th</sup>  | Tuesday, December 6 <sup>th</sup>   | Wednesday, December 7 <sup>th</sup>  | Thursday, December 8 <sup>th</sup>   | Friday, December 9 <sup>th</sup>   |
|---|---|--|--|--|
| Sports and Business Theme   | Sports and Business Theme   | Sports and Business Theme  | Investopia: The Future of Sport  | Finance and Economy Theme  |
| <p>11:00 Dialogue 3: The globalization of sport</p> <p>Description: The last decade has seen the spectacular rise in popularity, both on and off the pitch, of sports worldwide, especially football, in non-traditional markets. What has fueled this growth and where are the key investment opportunities?</p> <p>Format: Round table</p>  | <p>11:00 Dialogue 3: A New Era: State-owned and sponsored super sports</p> <p>Description: With seemingly unlimited capital, state-owned and sponsored clubs are transforming sports. What are the benefits for governments and where do the challenges lie?</p> <p>Format: Round table</p> | <p>10:30 Dialogue 3: Creating the next big stars: Academy roadmaps</p> <p>Description: The last decade has seen exponential increases in academy investment as player values reach record highs and sports clubs realize the importance of generating their own assets. What are the keys to success and the challenges that come with generating talent?</p> <p>Format: Round table</p> | <p>11:00 Dialogue 3: Football: The Next Big Thing for Private Equity</p> <p>Description: Private equity firms spent \$51 billion on sports transactions globally last year, with \$22 billion in Europe alone. What makes this sector so attractive to PE and where are the key opportunities and challenges?</p> <p>Format: Round table</p>   | <p>11:00 Dialogue 3: A New World: Post-pandemic investment opportunities</p> <p>Description: Following the largest pandemic of the last century, the global economy is in flux. What are the key investment opportunities of the next decade?</p> <p>Format: Round table</p>   |
| <p>11:00 Dialogue 4: Data: Quantifying Success</p> <p>Description: Data analysis and can influence a sports team’s investments, revolutionize its organizational structure and produce real results on the pitch. Outside of sports, it has made waves in changing the way corporations work. What are the challenges, opportunities and lessons learned in implementing this technology and what is its future potential?</p> <p>Format: Round table</p> | <p>11:00 Dialogue 4: Valuation and Investments in Player assets in Football</p> <p>Description: Football is unique in that it’s human resources also represent tradable assets. What are the key elements in managing, valuing and investing in this assets?</p> <p>Format: Round table</p> | <p>12:00 Buffet-Style Lunch</p>  | <p>11:00 Dialogue 4: The Intersection of Technology and Health in Sports</p> <p>Description: Technology has the power to disrupt every sector, including sports health, from powering players to sports nutrition to avoiding injury and increasing recovery time. What are the key technologies that will revolutionize health in sports over the next decade?</p> <p>Format: Round table</p> | <p>11:15 Dialogue 4: Achieving the greater good: The intersection of business and social responsibility</p> <p>Description: Today’s consumer is increasing sensitive to purpose-driven brands and impact investing. How can a corporation harness corporate social responsibility initiatives for business growth, while making the world a better place?</p> <p>Format: Round table</p> |
| <p>12:30 Buffet-Style Lunch</p>   | <p>12:00 Buffet-Style Lunch</p>   | <p>13:00 Dialogue 4: A Team or a Club?: The Corporatization of Sports</p> <p>Description: The last decade has seen a revolution in sports management, with significant organizational changes. What are the elements necessary for creating a modern sports institution and how will it change the future of sports and sports investment?</p> <p>Format: Round table</p>                | <p>12:00 Buffet-Style Lunch</p>  | <p>12:00 Buffet-Style Lunch</p>  |



# GENERAL AGENDA – Week 3 – Sports Week/Investopia (page 3)



| Monday, December 5 <sup>th</sup>  | Tuesday, December 6 <sup>th</sup>  | Wednesday, December 7 <sup>th</sup>   | Thursday, December 8 <sup>th</sup>  | Friday, December 9 <sup>th</sup>  |
|---|--|---|---|---|
| <b>Sports and Business Theme</b>  | <b>Sports and Business Theme</b>   | <b>Sports and Business Theme</b>  | <b>Investopia: The Future of Sport</b>  | <b>Finance and Economy Theme</b>  |
| <p>13:30 Dialogue 5: How will sports sponsorship evolve over the next decade?</p> <p>Description: What are the key trends in sports sponsorship, how will the sector evolve, and how will it impact sports teams and sponsors?</p> <p>Format: Round table</p> | <p>13:30 Dialogue 5: Digital rights: a new era of player monetization</p> <p>Description: The value of players has skyrocketed over the last decade, including their digital value, with Cristiano Ronaldo alone boasting 600 million combined followers. How do clubs and players manage these rights and what value do players bring to sponsors on social media?</p> <p>Format: Round table</p> | <p>13:30 Dialogue 5: Winning the Game: Building a global brand</p> <p>Description: In order to win the game, a player must build a global brand. Ultimately, the goal is to make the brand the most successful and recognizable in the world. What are the key strategies for success?</p> <p>Format: Round table</p> | <p>13:00 Dialogue 5: The Transformative power of blockchain</p> <p>Description: Blockchain, including cryptocurrency and NFTs, has the opportunity to revolutionize all sectors, including sports, generate new revenue and solve a plethora of business challenges. What is the future of this new technology?</p> <p>Format: Round table</p>  | <p>13:00 Dialogue 5: The impact of sustainable finance</p> <p>Description: The financial sector holds enormous power to fund and bringing awareness to issues that are key to building a sustainable future, lending based on environmental, social, and governance merits of an economic activity or project. What is your financial institution doing to shape the future?</p> <p>Format: Round table</p>   |
| <p>13:30 Dialogue 6: What does it take to win?</p> <p>Description: What are the recipes for success for sports clubs and businesses to consistently produce the best results?</p> <p>Format: Round table</p>  | <p>15:00 Dialogue 6: Traditional vs. Streaming: The New Broadcasting Landscape</p> <p>Description: The broadcasting landscape is shifting, with the entry of new players and changing consumer habits. What will the broadcasting landscape look like in 5 years?</p> <p>Format: Round table</p>   | <p>14:45 Dialogue 6: Making the rules: Financial Fair Play and Sports regulation</p> <p>Description: Sports market regulation has a direct impact on investment and the competitive landscape. What changes will we see in the next 5 years and how will it impact investment?</p> <p>Format: Round table</p>         | <p>13:00 Dialogue 6: Achieving Sustainable Development through Sports</p> <p>Description: Sustainability and climate awareness have become key objectives of sponsorship programmes and activations for many global brands, driven by changing consumer behaviours, and the potential for rights holders to grow revenues by as much as 10% while making a positive impact through sport. What are sports clubs and brands doing to implement sustainability programmes and how will this impact sponsorship investment over the next 5 years?</p> <p>Format: Round table</p> | <p>13:30 Dialogue 6: How can today's leaders prepare for growth and innovation in a changing world?</p> <p>Description: The challenge for any business is to innovate in its organization, implement new technology and invent with new products or services that can attract customers, particularly in a volatile global economy and in industries that are rapidly evolving. How are you preparing for growth and innovation in a changing world?</p> <p>Format: Round table</p> |
| <p>15:45 Networking Session</p>   |  | <p>16:15 Networking Session</p>   |   |   |
| <p>16:30 Stadium Visit</p>  | <p>16:45 Sunset Networking Session</p>   | <p>20:00 Gala Dinner - <b>Investopia: The Future of Sport</b></p> <p>Description: Keynote speech by the Minister of Economy and guests, followed by a gala dinner</p>   |   | <p>14:00 Networking Session</p>   |



| Monday, December 5 <sup>th</sup> | Tuesday, December 6 <sup>th</sup> | Wednesday, December 7 <sup>th</sup> | Thursday, December 8 <sup>th</sup>  | Friday, December 9 <sup>th</sup> |
|----------------------------------|-----------------------------------|-------------------------------------|---|----------------------------------|
| Sports and Business Theme        | Sports and Business Theme         | Sports and Business Theme           | Investopia: The Future of Sport   | Finance and Economy Theme        |
|                                  |                                   |                                     | <p>14:00 Dialogue 7 - Unique Assets: Alternative Opportunities in Sports Finance</p> <p>Description: While sports franchise and club purchases make the front page, a plethora of opportunities remain in sports financing and investment, from real estate opportunities to player trade financing. What are the key opportunities that drive returns?</p> <p>Format: Round table</p> <hr/> <p>14:00 Dialogue 8 - The Future Now: Innovation in Sports</p> <p>Description: Technology can be harnessed to improve the game through research, development and innovation, enhancing the experience on and off the pitch. What are the key innovations revolutionizing sports and how can investment accelerate adoption?</p> <p>Format: Round table</p> <hr/> <p>15:00 Dialogue 9 - Kingmaker: Creating Global Champions in Sports</p> <p>Description: What are the recipes for success for sports clubs to consistently win the toughest international championships, and what role do investors play in this race for the top?</p> <p>Format: Round table</p> <hr/> <p>16:00 Networking Session</p> |                                  |



# GENERAL AGENDA – Week 4 (page 1)



| Monday, December 12 <sup>th</sup>   | Tuesday, December 13 <sup>th</sup>  | Wednesday, December 14 <sup>th</sup>  | Thursday, December 15 <sup>th</sup>   |
|---|---|---|---|
| Technology Theme  | Industry Theme  | Media Theme   | Finance and Business Theme  |
| <p>09:00 Dialogue 1 - Building a better society through technology</p> <p>Description: Technology has the power to change the world. How can technology be used for good?</p> <p>Format: Hollow-square (round-table)</p>  | <p>09:00 Dialogue 1 - Rethinking Global Supply chains</p> <p>Description: Supply chain disruptions has been one of the major consequences of the global pandemic and wars. How can corporations navigate the ongoing bottlenecks, shortages, and delays, and what interventions and innovations are needed to combat them?</p> <p>Format: Hollow-square (round-table)</p>   | <p>09:00 Dialogue 1 - The Future of TV: Streaming, investments and the hunt for viral content</p> <p>Description: Smart phones, social media and streaming have fundamentally changed the way that media is consumed over the last decade. What is the future of television amidst the intensification of streaming competition and the hunt for viral content?</p> <p>Format: Hollow-square (round-table)</p>                              | <p>11:00 Closing Ceremony with UAE Officials</p> <p>Description: Closing speech, overview of the UAE's economy and opportunities, and resumé of the Summit's impact</p> <p>Format: Plenary session</p>  |
| <p>09:00 Dialogue 2 - Artificial Intelligence, Robotics and the Future of Employment</p> <p>Description: Artificial intelligence and robotics have a direct impact on employment. What will the future workplace look like and how can these technologies benefit corporations and employees in the long term?</p> <p>Format: Hollow-square (round-table)</p> | <p>09:00 Dialogue 2: Long-term opportunities in renewable energy</p> <p>Description: With climate change looming and oil prices at record highs, governments and corporations are increasingly focusing on renewable energy. While battery capacity and cost are short-term challenges in green energy, what are the long-term opportunities and potential for disruption?</p> <p>Format: Hollow-square (round-table)</p> | <p>09:00 Dialogue 2 - Emerge as a leader in a hyper-saturated industry</p> <p>Description: A competitive marketplace signals high demand and pushes your company to continually grow. But how do you differentiate and gain market share?</p> <p>Format: Hollow-square (round-table)</p>  | <p>11:45 Buffet-Style Lunch</p> <p>12:30 Dialogue 1: Investing in Emerging Markets: Trends, Risks and Impact</p> <p>Description: Powering global growth with 86% of the global population, emerging markets can present a universe of opportunities for the risk-tolerant, informed investor. What are the opportunities, risks, trends and strategies necessary to capitalize on these types of investments and how do they impact local populations?</p> <p>Format: Hollow-square (round-table)</p> |
| <p>10:30 Dialogue 3 - Predicting the future: Identifying emerging global trends</p> <p>Description: The global economy is in flux. From demographic shifts to technological advances, what are the emerging global trends and how to identify them to stay ahead of the game?</p> <p>Format: Hollow-square (round-table)</p>                                  | <p>10:30 Dialogue 3 - The Path to Sustainability</p> <p>Description: The path to sustainability is a long and winding road that is often difficult to navigate. What are the some of the key components and initiatives that corporations can integrate into their business models?</p> <p>Format: Hollow-square (round-table)</p>  | <p>10:30 Dialogue 3 - The importance of purpose-led storytelling for brands</p> <p>Description: With consumers increasingly buying into brands that stand for more than just profit, purpose-driven storytelling has become vital to businesses of all sizes. But how does a corporation build and execute the right media strategy, and what are the opportunities and challenges involved?</p> <p>Format: Hollow-square (round-table)</p> | <p>13:00 Dialogue 2: Global fiscal policy, taxation, and business</p> <p>Description: Fiscal policy and taxation have a direct influence on the economy and business investment. What key changes will we see on a global and local level over the next decade and how will this impact corporate strategy?</p> <p>Format: Hollow-square (round-table)</p>  |



# GENERAL AGENDA – Week 4 (page 2)



| Monday, December 12 <sup>th</sup>   | Tuesday, December 13 <sup>th</sup>   | Wednesday, December 14 <sup>th</sup>   | Thursday, December 15 <sup>th</sup>  |
|---|--|--|--|
| Technology Theme  | Industry Theme   | Media Theme  | Finance and Business Theme   |
| <p>10:30 Dialogue 4 - Unexpected outcomes: Crisis management</p> <p>Description: This year has seen the tail end of the biggest pandemic in a century, constant global threats and a volatile global economy. How can leaders combat these and future unexpected challenges?</p> <p>Format: Hollow-square (round-table)</p>   | <p>10:30 Dialogue 4 - The Future of Automotive: EV, new technologies and other key trends</p> <p>Description: Amidst record oil prices, a shift towards shared mobility, and the improvement of new technologies like electric vehicles and self-driving cars, what does the future of the automotive industry look like?</p> <p>Format: Hollow-square (round-table)</p>   | <p>10:30 Dialogue 4 - Social Media: Creating and Sustaining Community</p> <p>Description: Social media has fundamentally changed our culture and the way we interact over the past decade and has become a key part of the way corporations communicate with consumers and partners and build followings. What are the challenges and keys to success in building and sustaining these communities?</p> <p>Format: Hollow-square (round-table)</p> | <p>14:15 Dialogue 3: Keys to success: Effective leadership</p> <p>Description: "With good leadership, you can create a vision and can motivate people to make it a reality." What are the key traits necessary for effective leadership?</p> <p>Format: Hollow-square (round-table)</p>  |
| <p>12:00 Buffet-Style Lunch for attendees</p>   | <p>12:00 Buffet-Style Lunch</p>  | <p>12:00 Buffet-Style Lunch</p>  | <p>14:45 Dialogue 4: Building Global Capitals of Business</p> <p>Description: Economic stimulus plans and business friendly measures may incite foreign direct investment, but what are the keys to building a global capital of business to attract and retain the world's biggest corporations?</p> <p>Format: Hollow-square (round-table)</p>                   |
| <p>13:00 Dialogue 5 - King-Makers: Building the Future's Unicorns</p> <p>Description: With the tech sector producing the lion's share of so-called unicorns, what are the key factors in building prolific billion-dollar start-ups needed to go from an idea to capturing market share and swaying the world's biggest investors?</p> <p>Format: Hollow-square (round-table)</p> | <p>13:00 Dialogue 5 - Thinking outside the building: Innovations that will change construction</p> <p>Description: Construction innovations are progressing rapidly, with construction tech funding hitting a record high of \$2.1 billion in 2021, including artificial intelligence, 3D printing and new software solutions. What are the key innovations that will change the industry over the next 5 years and how will they impact your organization?</p> <p>Format: Hollow-square (round-table)</p> | <p>13:00 Dialogue 5 - Winning the Game: Building a global brand</p> <p>Description: In order to win the game, a player must build a global brand. Ultimately, the goal is to make the brand the most successful and recognizable in the world. What are the key strategies for success?</p> <p>Format: Hollow-square (round-table)</p>   | <p>16:00 Dialogue 5: Threat assessment: What will be the biggest threats to business in the next decade</p> <p>Description: With a global pandemic, supply chain challenges, international wars, increasing cyber security threats, and a changing global workforce, what are the defining macroeconomic, strategic and operational risks for the next decade?</p> |
| <p>14:45 Dialogue 6 - Business etiquette for a new world: The future of interaction</p> <p>Description: The pandemic has fundamentally changed the way we interact in both professional and personal settings. What is the future of human interaction and what tools will facilitate it?</p> <p>Format: Hollow-square (round-table)</p>  |  |  |  |



# GENERAL AGENDA – Week 4 (page 3)



| Monday, December 12 <sup>th</sup>  | Tuesday, December 13 <sup>th</sup>  | Wednesday, December 14 <sup>th</sup>   | Thursday, December 15 <sup>th</sup>                 |
|--|---|--|---|
| Technology Theme   | Industry Theme  | Media Theme  | Finance and Business Theme                          |
| <p>14:45 Dialogue 7 - Disruption: Technology and the Human Future</p> <p>Description: Technology has the power to fundamentally disrupt the way we live. What are key technologies that will impact the future?</p> <p>Format: Hollow-square (round-table)</p> | <p>14:45 Dialogue 6 - Industrial innovation: The next generation of manufacturing</p> <p>Description: The manufacturing sector is seeing the most significant changes since the industrial revolution with new technologies that will fundamentally shift the sector and its workforce. What are the key technologies emerging and how are corporations facing the challenges in implementation?</p> <p>Format: Hollow-square (round-table)</p> | <p>13:30 Dialogue 6 - Achieving the greater good: The intersection of business and social responsibility</p> <p>Description: Today’s consumer is increasing sensitive to purpose-driven brands and impact investing. How can a corporation harness corporate somaking the world a better place?</p> <p>Format: Hollow-square (round-table)</p>   | <p>16:15 Networking Session</p>                     |
| <p>16:15 Networking Session</p>  | <p>14:45 Dialogue 7 - Entrepreneurship: Keys to success</p> <p>Description: There is no one magic recipe when it comes to entrepreneurship, what are the key factors that make an entrepreneur successful?</p> <p>Format: Hollow-square (round-table)</p>   | <p>14:45 Dialogue 7 - Success Stories: Women in business</p> <p>Description: Female entrepreneurs and business leaders are the driving force behind some of the world's biggest corporations, overcoming great odds and serving as a beacon for all those to follow. What are their success stories, how can they further integrate leadership of Fortune 500 companies and what more can be done to increase gender equality in the workplace?</p> <p>Format: Hollow-square (round-table)</p> | <p>19:30 Pre-Gala Networking and Guest Arrivals</p> |
|  | <p>16:15 Networking Session</p>   | <p>16:00 Networking Session</p>  | <p>20:00 Official Gala Dinner</p>                   |