On 14 May 2014, we will be launching in Sharjah, Cambridge Judge Business School’s new Middle East Leadership Research Centre. This event will bring together University of Cambridge faculty, and senior business leaders from the Region, for a stimulating exchange of ideas and discussion about both the challenges and opportunities for business leadership in the Middle East.
Event summary

The Middle East is fast emerging as an increasingly important destination for regional and global businesses. Its advantageous geographical location, excellent infrastructure, impressive growth and resilience in the face of crisis have combined to increase its visibility manifold on the economic map of the world.

However, despite these impressive achievements, challenges persist. Identifying and dealing with these business challenges requires better and more rigorous research focused on the particular characteristics of firms operating in the Middle East.

Unfortunately, existing research tends to focus largely on Western firms and industry environments, and has little to say about the much different business challenges facing Middle Eastern organisations.

Cambridge Judge Business School is setting up a centre dedicated to researching the business environment and the particular leadership challenges and opportunities facing Middle Eastern organisations.

With an impressive legacy of leadership and management development programmes for the past 8 years with GCC based organisations, the Cambridge Middle East Leadership Research Centre represents an ongoing Cambridge Judge Business School interest and commitment to the Region.

With this half-day event, we will bring together senior business people from the Region representing both public and private sectors, organisations large and smaller for a stimulating exchange of ideas and discussion about both the challenges and opportunities for leadership in the Middle East.

Keynote speakers

Professor Christoph Loch
Director, Cambridge Judge Business School

Mr Tirad Mahmoud
Chief Executive Officer, Abu Dhabi Islamic Bank (ADIB)

Cambridge faculty

Mr Peter Hiscocks
Senior Teaching Faculty in Entrepreneurship and Innovation Management, CEO Executive Education
Cambridge Judge Business School

Dr Kamal Munir
Reader in Strategy and Policy
Cambridge Judge Business School

Dr Jane Davies
University Lecturer in Operations Management
Cambridge Judge Business School

Event information

American University of Sharjah, UAE
Wednesday 14 May 2014
09:30am - 12.45pm, followed by a networking lunch

09:30 Keynote address from Professor Christoph Loch
09:45 High level panel discussion: challenges and opportunities for growth and diversification of businesses in the Middle East
10:45 Coffee break
11.00 Keynote address from Mr Tirad Mahmoud
11.45 High level panel discussion: corporate governance and business policy - spurring greater private-sector impact in the Middle East
12.45 Networking lunch

To register, RSVP to Mercedes Steiner
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www.jbs.cam.ac.uk/execed

With gratitude to the American University of Sharjah for hosting this event.