



المؤتمر الرابع عشر للشخصيات التنفيذية القيادية الحكومية والاقتصادية

14th Government and Business Leading CEO Conference

October 11-12, 2017 • Dubai, UAE | "Leaders and Leadership Game Changes"

Subject: Strategic Partnership

Greetings,

The realities of globalization, competition, innovation, and digital economy has given rise to a competitiveness movement that present leaders with enormous challenges and has imposed itself on the communities and organizations globally, and has necessitated a more collaborative outlook thereby propelling leaders to face these challenges with real solutions.

In line with the Global Vision of Modern Perspectives on Leaders and Leadership, and latest trends of transition from a successful CEO to a **Distinguished Role Model Leader**, and the mega challenges that the region is facing in regards with the continuous flow of leadership of 2nd line CEO's and leaders. Datamatix would like to take an active role in supporting the regions organizations and leaders in providing the latest trends, knowledge and courage building to face these challenges professionally and ensure that these challenges are faced with the best global Leadership direction to achieve the latest world competitiveness.

In this regards with much privilege Datamatix presents the, "**14th Government and Business Leading CEO Conference**" which will be held from **11th to 12th October, 2017**, in Dubai, UAE. The event will be focusing on the latest approaches on Global Vision of Modern Perspectives on Leaders and Leadership competency models, trends, directions and strategies, on how to prepare the 2nd line CEOs to ensure the continuous flow of leaders at all levels based on global excellence, innovation and competitiveness indicators.

The conference over the last 14 years has contributed towards promoting latest global practices and strategies, and continues its efforts to achieve leaders and leadership excellence and is aimed to hone and develop the leadership competencies, to keep pace with the global competitiveness indicators in the fields of leaders and leadership.

In conjunction with the Conference, the Middle East Excellence Awards Institute would honor the leaders, at the '**14th Middle East CEO Excellence Awards**', in the presence of leaders and decision makers from government and business organizations.

On this great occasion, we take the honor of encouraging the participation of your organization leaders and decision-makers in this conference which aims to discuss the current and future trends in leadership development and competencies of the second line leaders in order to successfully achieve the regional and global vision.

For more, please visit www.datamatixgroup.com and awards: www.meawards.com

We look forward to your organization's valuable participation

Sincerely,

Ali Al Kamali
Managing Director





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Conference Topics and Objective

In line with the Global Vision of Modern Perspectives on Leaders and Leadership, and latest trends of transition from a successful CEO to a **Distinguished Role Model Leader**, and the mega challenges that the region is facing in regards with the continuous flow of leadership of 2nd line CEO's and leaders. Datamatix would like to take an active role in supporting the regions organizations and leaders in providing the latest trends, knowledge and courage building to face these challenges professionally and ensure that these challenges are faced with the best global Leadership direction to achieve the latest world competitiveness.

Modern Perspectives on First Line and Best-Performing CEO's, C-Level Executives and Leaders, Leadership Styles in the Changing World

- Why the Previous Leadership strategies are not applicable to go into the future?
- Modern Perspectives on CEO's, C-Level Executives and Leaders, Leadership Styles in an era of Changing World
- Leaders and Leadership in the modern era of knowledge and digital economy
- Leaders in the Era of Responsibility (merit, specialty, location and position, tasks and responsibilities)
- Leaders and Leadership & Courage (the impact of courage on critical decision making in the era of responsibility)

Preparing the Next Generation of CEOs: Young and 2nd Line CEO's and C- Level Executives Leaders,

- The Future: Developing the Best-Performing Young C--Level, to ensure continuous flow of qualified leaders
- Young and 2nd Line CEO's, and C--Level Executives leaders, leadership demographics in the Era of Responsibility
- Selection Strategies in the Era of Responsibility
- Leadership Sustainability to move to 1st line of Leadership
- Transition strategies to transfer to 1st Line of Leadership
- Creativity and Merit in the Era of Global Competitiveness
- Innovation and Strategic leadership

First Line and Best-Performing CEO's, C-Level Executives and Leaders, Leadership Sustainability and Transition Strategies to Distinguished Leadership Role Models (L.R.M)

- Best-Performing CEO's, C-Level Executives and Leaders, Sustainability in the Era of Global Competitiveness
- First Line and Best-Performing CEO's, C-Level Executives and Leaders, Strategies for Transitioning to Leadership Role Models (L.R.M)

Expected Participants:

- Ministers, Deputies, Under Secretaries, Governors, Ambassadors
- Chairman, Presidents, CEOs, COOs, MDs, GMs and VPs
- Members of Councils, Parliamentary and Corporate Board Members
- Senior Executives from the Police and Armed Forces
- Young and 2nd Line CEO's, and leaders
- Senior Managers & Executives from Government and Private Sector
- Strategic Planning and Performance, CEO, MD, GM and Senior Executives
- Senior Executives, Senior Heads of Departments from Government and Business Institutions
- Deans & Principals of Universities, Colleges
- Senior Managers and Executives from Banks and Financial Institutions
- Strategic Development and Corporate Performance Managers





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14th Middle East CEO Excellence Awards

The Middle East Excellence Awards Institute, is pleased to announce the prestige's CEO Excellence Awards, that honors and recognizes the outstanding leadership achievements and the Best-Performing CEO and other Top C--Level Executives of government and business organizations, who have demonstrated exemplary leadership in achieving excellence and have delivered outstanding results, and those who made vital contribution to the vibrancy of the regional and global business, digital economy development, and the global competitiveness indicators, in order to achieve the overall sustainable development of the country and its national economy in accordance with the best global standards.

Award Categories and Nominations:

- Government CEO Excellence Award
- Telecom CEO Excellence Award
- Banking Institutions CEO Excellence Award
- Financial Institutions CEO Excellence Award
- Education CEO Excellence Award
- ICT CEO Excellence Award
- Sports CEO Excellence Award
- Infrastructure CEO Excellence Award
- Retail Industry CEO Excellence Award
- Industrial CEO Excellence Award
- Aviation CEO Excellence Award
- Real Estate CEO Excellence Award
- Tourism CEO Excellence Award
- Energy CEO Excellence Award
- Healthcare CEO Excellence Award
- Young CEO Excellence Award
- Food Industry CEO Excellence Award

Global Dignitaries Who Won and Attended the past events

- Al Gore, Former US Vice-President
- Dr. Oscar Arias Sanchez, Nobel Laureate and Former President of Costa Rica, Costa Rica
- Hon. Mary Robinson, Former President, Republic of Ireland
- Hon. Gerhard Schroeder, Former Germany Chancellor
- Dominique de Villepin, Former French Prime Minister
- Hon. Joschka Fischer, Former Minister for Foreign Affairs, Germany
- Anwar Ibrahim, Former Deputy Prime Minister of Malaysia
- Igor Ivanov, Russian national security adviser
- Hon. Winston S. Churchill, Author, Journalist, Parliamentarian, UK
- Larry Ellison, Chairman and founder of the Oracle world
- Dr. Gene Amdahl - Founder and Director of Amdahl
- Dennis Ross, United Nations Messenger of Peace in the Middle East
- Ms. Tipper Gore, Public Advocate and Author and Key Advisor to President Bill Clinton, USA

For nomination and more information on the award please visit: www.meawards.com





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Conference Strategic Partnership and Benefits

By being a 'Strategic Partner' your organization becomes an integral part of the Conference activities, having one of the most powerful international platforms to increase your market share, stay ahead of your competition, increase awareness to your target audience and position yourself as a key supplier to your industry whilst effectively showcasing your brands value, and benefit from an exclusive regional and global branding and marketing campaign.

Position your Organization as an Innovator and Leader

- The event would bring together Government and Business leaders
- Have insightful interactions with decision makers and senior government leaders
- Generate new business and expand your client base
- Take advantage of networking with the senior leaders
- Identify and acknowledge the best practices and achievements in global standardization
- Contribute towards marking the name of the region on the map of global economy
- Avail the benefit of expert advice from the regional and global decision makers
- Excellent opportunity to speak and share your valuable experiences
- Excellent opportunity to build business networks with various prominent figures

Conference Strategic Partners' Exhibition

- A potential platform for business and contacts generation
- An exclusive area, at the venue, for displaying your marketing and relevant materials
- Make your org. presence felt in the global business arena and elevate your profile
- Gain access to highly insightful talks and presentations dwelling on next generation of CEO's
- Leverage leadership skills by being part of the most comprehensive discussions
- Make known your best practices and elevate your organizational and leadership profile
- Demonstrate leadership by being part of the most comprehensive campaign
- Interact with talents and make lasting contributions
- Initiate new business relationships and opportunities & achieve face-to-face contact

Drive Brand Awareness during the 2 Month Long Conference Marketing Campaign

- Benefit from the online/offline marketing campaign
- Marketing opportunity of a lifetime from intensive regional and global marketing campaigns
- Stand out tall in the international arena, as a leading global brand
- Prominently display your banners at the venue (1m width x 2m height)
- Have your organization's logo printed on all the event marketing materials

Media Exposure and VIP invitation to attend the Conference and Award Ceremony

- Take advantage of one of the most extensive international media exposure
- Have your leaders talk to the world through exclusive media interviews
- Receive exclusive VIP Conference and Award Ceremony invites





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Why Your Brand should be associated with the Conference

Government and Business Leading CEO Conference is the Rare Opportunity to elevate your Brand. Marking 14 years of successfully organizing, the global government and business leaders and senior decision makers gathering to discuss the next generation of CEO's, and keep pace with the world's vision, to achieve strategic goals in accordance with international best practices, and develop the leadership competencies, to keep pace with the global competitiveness indicators in the fields of innovation and creativity, this international conference is in continuation of previous successful conferences and is considered as one of the largest global gathering of CEO's & leaders ever.

This international conference offers the sponsors' an exclusive access to global government and business leaders. Created, maintained and updated rigorously, over the past 14 years, the database has one of the world's most comprehensive communities of CEO's, senior decision makers, senior executives, and heads of departments, leaders and managers who approach business with a promising confidence and are always on the lookout for interesting and exciting opportunities that would stretch their personal and professional competencies.

Expected Participants:

- Ministers, Deputies, Under Secretaries, Governors, Ambassadors
- Chairman, Presidents, CEOs, COOs, MDs, GMs and VPs
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- Senior Managers and Executives from Banks and Financial Institutions
- Strategic Development and Corporate Performance Managers

Benefits of Participating as Strategic Partner:

- **Exposure:** The event is attended by the top global government and business leaders
- **Network:** Direct networking with hundreds of potential clients and contacts
- **Access to:** Gain access and visibility to the large number of high profile attendees
- **Branding:** Brand name in meeting announcements and promotional materials
- **Marketing Materials:** to be circulated among the attendees and potential buyers
- **Expand Client Base:** Get to directly know the potential buyers
- **Recognition:** Signage recognizing your contribution at event.

Powered and Organized by:

Tel: +9714-3326688 - Fax: +9714-3328223
Email: info@datamatrixgroup.com



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Platinum Sponsor Fees: 15,000 USD - Remarks: Only 2 Sponsors

- Your Company's logo with link will be hosted in the event website and other event's materials
- Marketing and exposure campaign for over 2 million of contacts regionally and globally
- Recognition in all event press releases and e-newsletters
- 3 Roll up banners space to be displayed at the venue
- Media interviews with Your Company's management during the event
- Distribute brochures and other marketing materials
- Commercials/ AD to be presented on the screens during the event
- 4 VIP invitations to attend the conference and the awards ceremony

Golden Sponsor Fees: 10,000 USD - Remarks: Only 3 Sponsors

- Your Company's logo with link will be hosted in the event website and other event's materials
- Marketing and exposure campaign for over 2 million of contacts regionally and globally
- Recognition in all event press releases and e-newsletters
- 2 Roll up banners space to be displayed at the venue
- Media interviews with Your Company's management during the event
- Distribute brochures and other marketing materials
- 3 VIP invitations to attend the conference and the awards ceremony

Silver Sponsor: Fees: 5,000 USD - Remarks: Only 5 Sponsors

- Your Company's logo with link will be hosted in the event website and other event's materials
- Marketing and exposure campaign for over 2 million of contacts regionally and globally
- Recognition in all event press releases and e-newsletters
- 1 Roll up banners space to be displayed at the venue
- Media interviews with Your Company's management during the event
- Distribute brochures and other marketing materials
- 2 VIP invitations to attend the conference and the awards ceremony

