

Under the Patronage of H.H. Prince Faisal Bin Abdulaziz Bin Ayyaf  
Mayor of Riyadh Region, Kingdom of Saudi Arabia



Harvard  
Business  
School

Club of the  
GCC



HARVARD CLUB  
of  
SAUDI ARABIA

# CROSSROADS

## GCC FUTURE IMPACT FORUM



**30-31** | Princess Nourah Bint  
Abdulrahman University  
Riyadh, Saudi Arabia  
**JAN 2024**



**LEADING MINDS**  
*for Future Impact*

HBS's GCC Future Impact Forum will enable public and private leaders to reshape, re-imagine, and re-engineer our business and government organizations for greater impact in the next 20 years. The forum will aim to throw light on key challenges such as:

- The vision of 2030 and the role of the private sector
- Soft Power and its effect on economy and the region's image
- Family Business Succession

Additionally, the event will delve into the primary four challenges highlighted in the previous year's forum including Healthcare, National Talent, Food Security, Transformation, and Sustainability.

The forum invites key government, business leaders, HBS academics, and its alumni CEOs, all carefully selected from across the GCC to address core issues from multiple perspectives focused on coming up with impactful solutions to these challenges. The forum will be held over 2 days featuring keynotes, panel discussions, fireside chats, and lightning talks.



## Bringing together key stakeholders of GCC's future



### GOVERNMENT

Ministries

Semi-Government



### BUSINESS

Fortune 500 Companies

Multinational Regional and Family Businesses



### NGOs

United Nations

European Union

Gulf Corporation Council

World Bank

International Monetary Fund

**LEADING MINDS**  
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## Why HBS Crossroads GCC Future Impact Forum?

1

The GCC region is gaining growing significance due to GEO politics and recent regional and international socio-political, and economic developments. It is time for the region's government and business leaders to re-draw their future strategies and seize the opportunity to take center stage in global development in the next 10-20 years.

2

We lead the world as change-makers. The new set of challenges faced by regional government and business leaders calls for a re-alignment of existing leadership thinking based on latest technology and management approaches.

3

HBS Crossroads GCC Future Impact Forum to lead this massive effort by offering expertise, and critical thinking, shared over powerful keynote sessions and interactive session formats, powered by public and private sector leaders and Harvard Alumni.

## Format

The forum invites key government, business leaders, HBS academics, and its alumni, all carefully selected from across the GCC to address core issues from multiple perspectives focused on coming up with impactful solutions to these challenges. The forum will be held over 2 days featuring keynotes, panel discussions, fireside chats, and lightning talks.

### DAY ONE



Private Equity



National Talent



Women Empowerment



Digital Transformation



Energy



Tourism

### DAY TWO



Soft power



Sports



Gaming



Sustainability



Family Business



Food Security



Health

## What will be the Forum's legacy?

### IMPACT



The forum aims to create and nurture impactful initiatives, cross-industry collaborations, and economic partnerships within the GCC region and beyond by providing this platform to meet, discuss, and forge relationships for the future.

### KNOWLEDGE REPOSITORY



The vast amount of knowledge building and ideas created will be collected and actioned as white papers, and strategic initiatives of the Forum - all of them delivered via the online platform dedicated to creating future impact.

### TASK FORCES TO COORDINATE REGIONAL RESPONSES



The Forum will create sectoral/regional-focused task forces to create actionable solutions to ideas and knowledge sharing derived at the Forum so the overall exercise provides a lasting and measurable impact.

**Athar**



Workshops were organized throughout the year, with the aim to create cross-collaborations and meaningful connections with wider networks in the GCC to tackle the 4 challenges Healthcare, National Talent, Sustainability, and Food Security.



## Executive Summary



### FOOD SECURITY

The **Youth Food Hackathon** - a school-based initiative that aims to promote behavior change amongst youth by youth. The Food Security team developed their idea by identifying the next steps for their initiative. Various partners and ideas were highlighted.



### NATIONAL TALENT

The leadership program for Nationalisation in International Private Sector companies. The team focused on identifying their key activities which included funding, project management, final MVP definition, and target companies readiness.



### HEALTHCARE

The Healthcare Experiment to Accelerate Technology Adoption in the Healthcare System of the UAE. They identified the key milestones that need to be taken which encompassed defining the scope and stakeholders, establishing regulatory restraints to solutions, signing MoE, and meeting UAE Reglab to obtain parameters.



### SUSTAINABILITY

Promoting impact-based investment for Sustainability, the team identified the challenges, solutions, and the endgame of their outcome-based investing as well as facilitating impact investment.

A number of activities were highlighted and 2 roadmaps were identified.

## SHINE

In alignment with the Saudi Vision 2030 and the UAE government's commitment to Nationalization, the collaboration between the HBS Club of GCC, Alfaisal University (KSA), and Citizen School (UAE) introduces an innovative program. Geared towards nurturing the entrepreneurial acumen of high school students, this initiative offers a unique opportunity for participants to gain hands-on industry exposure through work placements and vocational training. Eligibility extends to KSA students in Grades 11, 12, and early graduates from Alfaisal University Enrichment Programs, The Empowered Entrepreneur Track, as well as UAE students in Grades 9-12. Both programs, spanning a condensed duration of four weeks, empower students to accelerate their learning within a focused framework.



# Speakers in Crossroads



**H.H. Prince Faisal  
Bin Abdulaziz Bin Ayyaf**

Mayor of Riyadh Region  
Kingdom of Saudi Arabia



**H.H. Princess Nouf  
bint Khaled Al Saud**

General Manager of Marketing,  
Ministry of Sports



**H.E. Mansour  
Bin Hilal Al Mushaiti**

Vice Minister of Environment  
Water and Agriculture, KSA



**H.E. Mohammed  
N. Al Jasser**

Chairman, Cipher



**Thamir Al-Sadoun**

Chief Executive Officer  
National Transformation Program



**Dr. Abdelaziz Aluwaisheg**

Assistant Secretary General  
Gulf Cooperation Council



**Nasser Al Khater**

Chief Executive Officer  
FIFA World Cup Qatar 2022 LLC



**Tony Douglas**

Chief Executive Officer  
Riyadh Air



**Sulaiman Al Mazroua**

Chief Executive Officer  
National Industrial Development  
and Logistics Program (NIDLP)



**Zaher Al Munajjed**

Chairman  
HBS Club of the GCC



**Saleh Lootah**

President  
HBS Club of the GCC



**Khaled Bin Abdullah Alsaleh**

Managing Director, MENA, Sutherland  
Board Member, HBS Club of the GCC



**Ayth Al Mubarak**

Chief Executive Officer  
National Center for Family Business



**Ghassan Mirdad**

Chief Executive Officer  
Arabian Drilling



**Adil Alzarooni**

Chief Executive Officer  
Alzarooni Emirates  
Investments LLC



**Hashim Dabbagh**

Chief Executive Officer  
Aseer Development Authority



**Khalid Fagih**

Chairman of the Audit  
Committee, Tawreed  
Financial Solutions



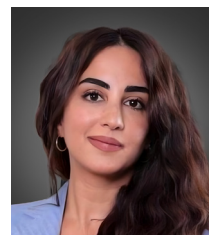
**Nawaf Al Shammari**

Chairman and Global  
Chief Executive Officer  
MBUZZ



**Dr. Yasmine Altwajiri**

Principal Scientist and Chairman of  
Biostatistics, Epidemiology and Scientific  
Computing Department King Faisal  
Specialist Hospital and Research Centre



**Mounira Jamjoom**

Co-Founder  
Chief Executive Officer  
Aanaab



# Speakers in Crossroads



**Tariq Qureishy**

CEO & Founder, Xponential and MAD Group Ex-Dow Jones, Bloomberg and The Times/Sunday Times



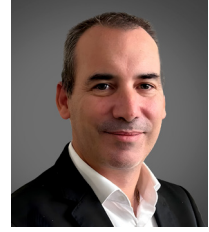
**Ahmed Bayoumi**

Chief Executive Officer  
Berain Water



**Hala Matar Choufany**

President, HVS, MEA  
and South Asia



**Arnaud Lager**

Chief Executive Officer  
Decahydron



**Basim Abdullah  
Al Mohammadi**

Chief Executive Officer  
Interstellar Solutions



**Kim Hardaker**

Chief Executive Officer  
Hardaker and Co.



**Dr. Reem Lebhar**

Lead - Sustainability  
and Women Empowerment  
HBS Club of the GCC



**Nairouz Bader**

Chief Executive Officer  
Envision Partnership



**Andres de Leon**

Chief Executive Officer  
Hyperloop TT



**Mokhliss Barriol**

Chief Executive Officer  
Quiwer SA



**Neil Orvay**

Owner and Founder  
Evolution



**Maarten Geeraerts**

Group Chief Executive Officer  
Yusuf Bin Ahmed Kanoo  
(Holdings) BSC



**Sultan Alsaad**

Founder, Chief Executive Officer  
Tuwaiq Esports



**Abdulaziz Al Khoori**

Executive Director, Strategy  
and Transformation, Miral



**Cav. Francesco Pavoni**

Managing Director, Strategy & Consulting  
Products, Lead & Corporate and Growth  
Strategy Lead - Middle East, Accenture



**Mohammed Alshuhail**

Executive Vice President  
Food Services, Almarai



**Tirto Adji**

Founder and Managing Partner  
Samudra Pacific Capital Partner



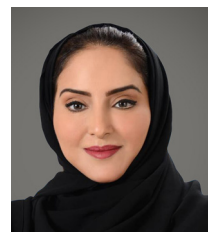
**Taghrid Al Saeed**

Executive Director  
Group Communications and  
Destination Marketing - Miral



**Caroline Wright**

Vice President, EMEA  
Harvard Business Publishing  
Corporate Learning



**Basmah Al Mayman**

Regional Director - Middle East  
UNWTO



# Speakers in Crossroads



**Iman Almutairi**

Destination Branding, Marketing,  
Communication and Sales  
Soudah Development Company



**Ayman Mokhtar**

Regional President  
MENA & EURASIA, Viatrix



**Dr. Fatimah S. Alhamlan**

Consultant, King Faisal Specialist  
Hospital and Research Centre  
Founder and VP, Rofaida Women's  
Health Organization



**Waleed Alnafie**

General Manager  
Alnafea Foods



**Dr. Lama Alsulaiman**

Alsulaiman Board Member  
Rolaco Group



**Youssef Buhazza**

General Manager, GameOn  
Technologies Consultancy



**Saad Alotaibi**

Senior Regulatory Consultant,  
Executive Member, National Food  
Supply Chain and Catering Committee  
Federation of Saudi Chambers



**Dr. Akram Nour**

Chief Digital Transformation  
Officer, Economic Cities and  
Special Zones Authority



**Anastasia Stoiatska**

Cross-Cultural Expert, Founder  
and CEO, Cross Cultural Connection  
UAE Ambassador of Harvard Mental  
Health Alumni Association



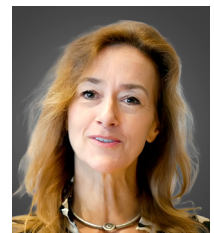
**Muna Abusulayman**

Social Impact  
and Development Leader



**Diana Wilde**

Co-founder, Aurora50



**Pamela Lucia Peeters**

Environmental Economist and  
Sustainability Strategist / Women  
Empowerment Pillar Institute  
for a Sustainable Planet



**Shaima Alhamed**

Chief Commercial Officer  
Bahrain Network



**Dr. Mody Al-Khalaf**

Senior Learning & Development  
Manager, Riyadh Air



**Freddy Jimenez Gomez**

Regional Innovation Lead  
MEA, Russia & CauCAR  
Senior Director, Pfizer



**Wesam Haddad**

Head, a Strategy & Performance  
Management, ADGM Academy



**Abir Habbal**

Middle East Chief AI Officer  
Accenturem



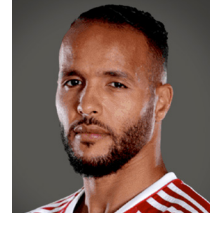
**Allie Young**

Chief Marketing Officer  
TheGamerHer.com



**Salah Altamimi**

Sr. Relationship Director  
Blue Apple Advertising FZ LLC



**Youssef El-Arabi**

Professionl Footballer



# Speakers in Crossroads



**Cynthia-Christie Gripsnäs Jonströmer**

Board Member, ESG & Climate Change, HBS Club of Sweden and Chief Executive Officer Antarez Global Impact Capital



**Dr. Martin T. Nweeia**

Research Scientist Harvard University/Smithsonian Institution Global Fellow, Polar Institute, Wilson Center for International Scholars



**Maria Luiza Knoblauch**

Chief Executive Officer and Founder, Torus Legacy Holding

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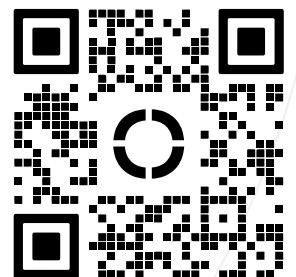
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*We look forward to welcoming you to  
the special edition of HBS Crossroads  
GCC Impact Forum*



[www.hbsgcccrossroads.com](http://www.hbsgcccrossroads.com)

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*for Future Impact*



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