



**Global Innovation and Management Programme (GIMP)**  
**Managing transformation: Rethinking markets, technology, talent**  
**03 to 06 December 2024: Hall Canal 2, Hotel Pullman Downtown, Dubai**

**PROGRAMME SCHEDULE**

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**Tuesday, 3<sup>rd</sup> December, 2024**

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**1330 – 1430 hrs**                      **Welcome Lunch at the Hotel**

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*The Programme will be moderated by Harsh Kapoor, Partner-Strategy, Monitor Deloitte, India*

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**1500 – 1600 hrs**                      **Opening Session:**  
**Managing transformation: Rethinking markets, technology, talent**  
*Business leadership is undergoing radical transformation as multiple and simultaneous revolutions are unfolding in the business environment. Geopolitics is redrawing the supply chain and market maps, evolving ESG issues are stretching the business' mandate, and the race to net zero carbon is accelerating the switch to new energy, materials and technologies. New technologies are redefining product, production, distribution, competition, innovation, organization, and entrepreneurship itself. The talent to enable such transformation is lagging the change in business conditions and compulsions. Business leaders and managers need to refresh business and organization models and access resources and markets in new ways.*

**Welcome Address**                      **Rekha Sethi**  
Director General  
All India Management Association

**Setting the Context**                      **Harsh Kapoor**  
Programme Director and  
Partner - Strategy, Monitor Deloitte, India

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**1600 – 1700 hrs**  
**Session 2**                                      **Founder to builder: Managing speed, scale, growth**  
*Entrepreneurship is the new job. Commoditized digital technologies and business-founding services allow quick and cheap launch of an enterprise, and in an era of cheap money, abundant capital chases potentially blockbuster startups. However, entrepreneurship is not a commodity. It demands more than just a great concept, plentiful capital and vital connections. The success rate in entrepreneurship remains miniscule even as opportunities have multiplied. Even the initially successful entrepreneurs need to figure out ways to create organizations that can build scale at speed while ensuring stability and sustained competitiveness.*

- *Why the person is the key to turning cash and connections into a successful business?*
- *How can a founder transition from a business owner to a leader?*
- *Why many entrepreneurs fail at building institutions and what does it take to manage speed, scale and growth?*

## Speakers

### **Christian Buchholz**

Co-Founder & Chief Innovation Officer, myZoi

and

### **Syed Muhammad Ali**

Co-Founder & CEO, myZoi

## Interaction with Audience

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**1700 – 1800 hrs**

### **Session 3**

#### **Strategic HR: Winning with diverse, global, AI-powered workforce**

*HR is becoming increasingly strategic as businesses become more dependent on diverse, specialized and innovative talent. Finding, developing and keeping a global and technologically contemporary workforce is now basic to enterprise growth. The new HR also needs to find ways to harmonize the latest automation technologies and the indispensable human judgement to deliver efficient, competitive and agile organization structures and processes. The rapid and radical changes in business dynamics require HR to foster attitudes and practices that enable continuous learning, unlearning and relearning in the organization. With people becoming precious, the HR also has to sync business goals with personal and social wellbeing of employees.*

- *How can HR help enterprises tap into the global and diverse talent supply chain for business and social benefits?*
- *What can HR do to align the workforce with changing business compulsions without incurring large restructuring or disruption costs?*
- *How can HR use AI to improve its own efficiency and contribution to business success?*

## Speaker

### **Murali Krishnan**

CHRO, Jumbo Group

## Interaction with Audience

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**1800 – 1900 hrs**

### **Session 4**

#### **Future of Marketing: Data, AI & Beyond**

*Marketing is undergoing a radical transformation as digital technologies revolutionize the way businesses engage with customers. Data analytics has moved marketing from guesswork to precision, allowing brands to understand their audience in ways that were once unimaginable. As businesses race to improve conversion rates and reduce customer acquisition costs, AI is playing a pivotal role. Generative AI enables marketers to create tailored content on demand, while predictive AI offers the power to forecast marketing outcomes with unprecedented accuracy. The future is all about leveraging data and AI to stay ahead of the competition, optimize marketing strategies, and drive operational efficiencies. As the landscape continues to evolve, marketers must*

*act faster than ever to embrace these changes and harness the power of AI to their advantage.*

- *What kind of marketing strategies will succeed in a digitalized, connected world?*
- *How can enterprises integrate AI into marketing to achieve operational efficiency, revenue growth, and margin enhancement?*
- *How can AI-driven tools help marketers make faster, smarter decisions to stay ahead of the competition?*
- *How can businesses harness the power of AI to enhance customer experiences and create more personalized, data-driven campaigns?*

**Speaker**

**Nidhi Sehgal**

General Manager- Strategy & Growth, FLC Marketing Group

**Interaction with Audience**

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2000 hrs

Dinner at the Hotel

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**Wednesday, 4<sup>th</sup> December, 2024**

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0900 hrs

Leave from Hotel by coach

**1000 – 1130 hrs**

**Visit 1**

**DP World GCC**

Terminal 1, Port Ops Building – Wheelhouse (8th Floor)

Jebel Ali Port, Dubai

<https://maps.app.goo.gl/TDjedk6Nem5HLYz8>

*Located in Dubai, DP World GCC is at the heart of DP World. It is home to the flagship Jebel Ali Port, the premier maritime commercial gateway and hub to a region of more than 3.5 billion people. As the region's frontline trade enabler, DP World UAE offers integrated solutions to global companies doing business across the region. DP World UAE's portfolio includes Jebel Ali Port; Mina Rashid Cruise Terminal and Coastal Bert, and P&O Marinas. It also includes Mina Al Hamriya in Dubai city and three Zones: Jebel Ali Free Zone "Jafza", National Industries Park "NIP" Dubai Auto Zone "DAZ", Dubai Trade & World Security. Jebel Ali Port is the premier gateway for over 80 weekly services connecting more than 150 ports worldwide. It has been voted the "Best Seaport in the Middle East" for 24 consecutive years and is ranked amongst the largest container ports worldwide. Jebel Ali Port has the world's largest man-made harbour.*

<https://www.dpworld.com/en/uae>

**Interaction with:**

**Amitesh Mishra**

Director - Business Development

Trade Development & Logistics, DP World

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Lunch

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1330 – 1500 hrs

**Visit 2**

**Al Futtaim Group**

AFG Innovation Hub Presentation Zone

Dubai Festival City – AL Futtaim Tower Ground Floor

*Established in the 1930s as a trading business, Al-Futtaim is one of the most progressive regional family business houses headquartered in Dubai, United Arab Emirates. Some of the world's most admired and innovative brands from the USA, UK, Japan, Sweden, France, Germany and Switzerland – from sectors as diverse as automotive, retail, real estate and finance – trust Al-Futtaim with their own reputation and commercial success. Through their inherent customer-centric approach and relentless pursuit of perfection, they add significant value – connecting consumers in more than 20 markets with these brands in contemporary, powerful, meaningful and emotional ways that create longstanding relationships based on loyalty and mutual trust. Their decades-long experience allows them to embrace and foster new, forward-thinking business practices and seamlessly blend those into their corporate DNA and people-first philosophy whilst upholding the value of integrity within a spirit of collaboration.*

<https://www.alfuttaim.com/>

**Interaction with:**

**Murali S**

Managing Director, Al Futtaim Contracting

**Marwan S**

Group Director – AF Corporate Development

**Himanshu S**

AF Chief Technology Officer

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1530 – 1700 hrs

**Visit 3**

**Deloitte Middle East**

Garage 2 - Level 2, Deloitte Office,

Building 1 - Emaar Square Downtown Dubai

**Fueling a clean future: Energy transition and oil economies**

*As the world falls out of love with fossil fuels, the 'Middle East' is reinventing itself. While the demand for oil and gas remains strong because of rapid industrialization, digitalization and urbanization in the surging economies, the climate change policies of major economies are forcing a global transition to cleaner energy. The major energy exporters in the region are steering hard towards solar and hydrogen power and adding global business and recreational services to their economies. The diminishing strategic centrality of the region*

along with the potentially reduced oil and gas revenues requires the region to reimagine itself and maintain its importance in the new energy order.

- How urgently do the 'Middle East' economies need to switch to new energy sources to sustain high national incomes?
- To what extent can designer hydrocarbons prolong the oil business?
- Which are the most promising new areas of business in the 'Middle East'?

**Interaction with:**

**Christopher Armitage**

Partner - Middle East Energy & Resources Industry Leader, Deloitte ME

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1700 – 2000 hrs

Free time

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2000 hrs

Dinner

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**Thursday, 5<sup>th</sup> December, 2024**

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0900 hrs

Leave by coach

**1000 – 1230 hrs**

**Visit 4**

**Museum of the Future**

77 Sheikh Zayed Road - Trade Centre

Trade Centre 2 - Dubai

(adjacent to Jumeirah Emirates Towers)

<https://maps.app.goo.gl/PvRKPGsKqtMKmkrX8>

*The Museum of the Future in Dubai stands as a cutting-edge institution dedicated to exploring and showcasing innovations and technologies that shape the future. It serves as a hub for creativity, research, and discussion on topics ranging from artificial intelligence and sustainability to health and urbanism. Designed to inspire and educate visitors, the museum features interactive exhibits, immersive experiences, and futuristic architecture that symbolizes Dubai's commitment to becoming a global leader in innovation. Through its exhibits and programs, the Museum of the Future aims to foster collaboration and stimulate dialogue on the challenges and opportunities of tomorrow.*

<https://museumofthefuture.ae/en>

**Interaction with:**

**Saeed Alflasi**

Director, Dubai Center for Artificial Intelligence and

Executive Director, Future Design and Acceleration, Dubai Future Foundation

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**1345 – 1430 hrs**

**Lunch**

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1500 – 1630 hrs

**Visit 5**

**Alserkal Initiatives**

Alserkal Avenue

Street 17, Al Quoz Industrial Area, Dubai

[location map](#)

*Alserkal Initiatives is a socially responsible and forward-thinking arts and culture enterprise based in Dubai dedicated to developing homegrown initiatives, cultural production and events, while supporting creative minds and contemporary non-profit research. Founded in 2007 by Emirati businessman and patron Abdelmonem Bin Eisa Alserkal, Alserkal Initiatives is renowned for our ground-breaking artistic productions, experimental approach, and for the creation of culturally meaningful spaces that inspire and shape communities.*

<https://alserkal.online/>

**Interaction with:**

**Mahnoor Haque**

VIP Relations Manager, Alserkal Initiatives

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1700 – 1830 hrs

**Visit 6**

**Shyam Bhatia Cricket Museum**

Villa No. 200, 24E Street

Al Bada', Jumeirah, Dubai

*The Shyam Bhatia Cricket Museum, located in Dubai, is a treasure trove dedicated to the history and memorabilia of cricket. Named after its founder, Shyam Bhatia, a passionate cricket enthusiast and collector, the museum showcases a vast array of cricketing artifacts, including bats, jerseys, photographs, and other memorabilia from legendary players and historic matches. It serves as a homage to the sport's rich heritage and is a must-visit for cricket aficionados seeking to delve into the game's illustrious past.*

<https://shyambhatia.com/museum-pc/>

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1830 – 2000 hrs

Free time

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2000 hrs

Dinner

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Friday, 6<sup>th</sup> December, 2024

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0930 – 1030 hrs

Session 5

**Algos of fortune: Putting AI to work**

*Data could well be the new oil as AI has the world craving for more of it. The recent global sweep of the generative AI has whetted the appetite for AI among businesses and consumers. The growing social acceptance of AI is helping governments and large businesses to double down on automated decision making through predictive AI. The UAE is showing the way in adoption of AI for all sorts of business and governance applications. UAE's aggressive deployment of AI technologies is transforming the organization and competitiveness of its businesses, and AI could well hold the key to the country's post-oil future.*

- *What are the most popular and effective uses of data and AI technologies in the UAE?*
- *How are the UAE enterprises deploying AI for greater efficiency and competitiveness?*
- *How can the UAE become a major AI developer and exporter?*

Speaker

**Krishnadas Nanath**

Deputy Head of Computer Engineering and Informatics department  
Middlesex University, Dubai

**Interaction with Audience**

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1030 – 1130 hrs

Session 6

**Potential spotting: Identifying opportunities, creating value**

*In the digital age, opportunities for entrepreneurship abound and a failure or two are not the end of the road for an entrepreneur. The speed and scale of fortunes that can be made in the digital economy are great incentives for both the entrepreneurs and the financiers to keep trying. However, to get it right early and quickly is the key to building a successful, scalable business. The hard part is identifying the right opportunity from the pile of the seemingly promising ideas and creating the right offering at the right time. The failure of Jaobong and the success of G42 are examples of hitting or missing the mark. Creating a Hindi LLM for the world's most populous country is also a case study for entrepreneurial nous.*

- *What are the minimum reality checks that an entrepreneur must do before founding a business?*
- *What lessons can be drawn from the Jaobong experience?*
- *How does G42 go about identifying the high-potential markets and designing the right products to develop those markets?*

Speaker

**Manu Jain**

CEO, G42 India

**Interaction with Audience**

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1130 – 1145 hrs

Tea / Coffee Break

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**1145 – 1300 hrs**  
**Session 7**

**Concluding Session**

**Summing up and  
Key takeaways**

**Harsh Kapoor**  
Programme Director and  
Partner - Strategy, Monitor Deloitte, India

**Certificate distribution and group photograph**

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**1300 hrs**

**Programme concludes with Lunch**

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