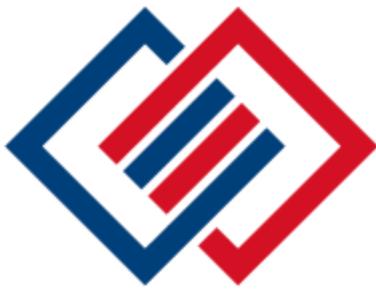


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BLOCKCHAIN MIDDLE EAST FORUM

25 - 26 September 2017, The Address Dubai Mall, Dubai, UAE

ACTIVATING THE BLOCKCHAIN: TRANSFORMING
YOUR BUSINESS FOR A BETTER FUTURE



DO NOT
MISS THE
INTERACTIVE
WORKSHOPS!

Silver Partners:



Bronze Partner:



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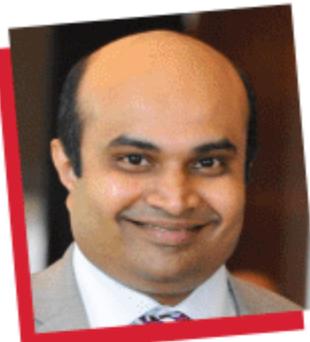
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SPEAKER LINE-UP



Talal Tabbaa,
Co-Founder and Business
Development Lead,
Jibrel Network



Ravi Kumar,
Head of Strategy &
Innovation,
Dubai Trade



Charles Nolan,
Vice President – Strategy
Governance Innovation, Information
Technology, **Qatar Airways**



Safdar Zaman,
Head of IT Strategy and
Governance,
Nakheel



Waleed Alduhouri,
Head of Corporate Applications,
Dubai Health Authority



Marloes Pomp,
Program Officer, **Blockchain Dutch
Government, Netherlands**



Meshal Abdulla BinHussain,
Vice President – Information Security & IT
Operations, **Dubai Holding**



Gordon Stewart,
Chief Information Officer,
GEMS Education



Ahmad Altarawne,
Senior Specialist,
Roads & Transport Authority



Andrew Rippon,
Principal Consultant and
Blockchain Evangelist, **NeXgen**



James Bernard, Director
Business Development, **DMCC**

- **Vignesh Namboor Alagiri Raja Pethuraja,** Blockchain Expert, **Wipro**
- **Walid Driss,** CEO, **Digitus**
- **Saju Abraham,** Chief Product Officer, **RightMesh**
- **Hussain Al Fardan,** Head of Innovation Centre, Strategy & Corporate Excellence, **Dubai Customs**
- **Reuben Godfrey,** Director, **Blockchain Association of Ireland**
- **Gonçalo Salvador Fernandes,** Vice President IoT and M2M, **du**

- **Ravi Khanna,** Chief Operating Officer, **Sharjah Islamic Bank**
- **Yazad Khandhadia,** Associate Vice President – Information Security, **Leading Financial Institute in the Middle East**
- **Mike Nagavalli,** Head of Channels & Innovation, **First Abu Dhabi Bank**
- **Anirudha Panse,** Executive Director, Head of Trade Finance Products, **National Bank of Abu Dhabi**

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EVENT OVERVIEW



Dear colleague,

Sheikh Hamdan Bin Mohammad Bin Rashid Al Maktoum, the Crown Prince of Dubai, announced a strategic plan to improve efficiency by shifting 100 percent of government transactions to a blockchain network by 2020, encouraging paperless transactions in line with the Dubai future agenda.

As a result of this, a number of Middle Eastern companies have made substantial progress on understanding the opportunities of application and are looking for effective strategies of implementing and integrating blockchain technology within their company.

Whilst postponing investment in blockchain until initiatives in this area are well understood in the region, waiting for a stable state may risk your business missing out on vital opportunities and a competitive advantage.

With this in mind, we are pleased to announce that we are hosting the inaugural **Blockchain Middle East Forum (25-26 September 2017, Dubai, UAE)** which will bring together world-class experts, professionals and academics to explore the potential of blockchain technology and how it can be applied in the Middle East.

What can you expect from the **Blockchain Middle East Forum**:

- **Blockchain revolution:** Learn how blockchain is reshaping the Middle Eastern business market and how your business can stay ahead of the game
- **Building a blockchain culture:** Recognise how to build ecosystems of open innovation within your organisation to reduce conflict and uncertainty
- **Learning from across the globe:** Learn from international experts from the Netherlands and Ireland and discover how they are successfully adopting blockchain within their organisations
- **The value of blockchain:** Understand the importance of assessing the economic viability of blockchain solutions alongside your current business process to increase overall ROI
- **Creating the right path for your business:** Assess blockchain technologies and identify the least disruptive blockchain adoption path that will support business growth and expansion of your business network
- **Shaping tomorrow:** Discuss how the Middle Eastern market will respond to the introduction of blockchain and learn what the future holds

This event is a must if you want to learn how to create a better future for your organisation.

I look forward to welcoming you in Dubai in September!

Joanne Mount
Conference Director
IQPC Middle East

MEET YOUR ADVISORY BOARD:



Andrew Rippon,
Principal Consultant and
Blockchain Evangelist, **NeXgen**



Marloes Pomp,
Program Officer, **Blockchain Dutch
Government, Netherlands**



Reuben Godfrey,
Director,
Blockchain Association of Ireland

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EVENT OVERVIEW



INTERACTIVE SESSIONS AT-A-GLANCE:



LEARN REAL-BUSINESS APPLICATIONS:

Listen to keynote speakers and gain a clear understanding of the number of areas where blockchain can be applied within your business



NETWORKING OPPORTUNITIES:

Network with forward-thinking professionals and major players in the industry driving change to recognise the value of blockchain adoption for your business



USE CASE STUDIES:

Listen to real-life application examples and proof of concepts from those actively deploying blockchain to understand how to overcome challenges and barriers of blockchain adoption



TAKE NOTES:

Learn from expert speakers through a series of presentations, panels, roundtables and workshops to guide you through the next steps of blockchain application and create a roadmap for your business



ONE-TO-ONE CONSULTATIONS:

The Blockchain Middle East Forum will feature consultation sessions which will allow you to obtain one-to-one advice from experts to ensure you are fully aware of how blockchain will disrupt your business and how to effectively prepare for this change



INTERACTIVE TECHNOLOGY WORKSHOPS:

These dedicated workshops will delve into step-by-step guide to implementing blockchain and how to integrate blockchain into current business processes

WHO SHOULD ATTEND?

- CISOs, SISOs, CIOs, COOs, CEOs & CTOs
- Managing Directors
- Heads of Innovation
- Heads of Digital Transformation
- Heads of Strategy
- Heads of IT & Information Security
- Heads of Governance, Risk & Compliance
- Solution Architects
- Blockchain Specialists and Technology Providers



"The delegates attending were the right ones and we are following up on commercial discussions - a valuable opportunity."
Partner and Global Head of Operational Consulting, **Analysys Mason**

"The whole event was very well attended and organised, there was a right balance between presentations and interactive sessions."
Director, **Davis Langdon**



IQPC provides business executives around the world with tailored practical conferences, large-scale events, topical seminars and training programmes, keeping them up-to-date with industry trends, technological developments and the regulatory landscape. IQPC conferences are market leading "must-attend" events for their respective industries. IQPC produces more than 1,700 events annually around the world, and continues to grow. Founded in 1973, IQPC now has offices in major cities across six continents including: Berlin, Dubai, Doha, London, New York, Singapore, Sydney, and Tampa. IQPC leverages a global research base of best practices to produce an unrivalled portfolio of conferences. www.iqpc.ae

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Conference Day, Monday, September 25, 2017

08:00 Registration, welcome refreshments and networking

08.45 Opening remarks from IQPC

08.50 Opening remarks from the Chairman

Andrew Rippon, Principal Consultant and Blockchain Evangelist, NXN

A SMART FUTURE: BUILDING A CITY ON BLOCKCHAIN

09.00 **PANEL DISCUSSION: Disrupting the Middle East: The GCC region and blockchain technology**

- The new tech on the block: Your introduction to blockchain
- The Dubai strategy: Recognize how Dubai aims to reach its goal of being the first blockchain powered government in the world by 2020 and how this aligns with their vision of being the city of the future
- Market overview: Regional insights of those adopting blockchain in the Middle East

PANELLISTS:

Waleed Aldhuhouri, Head of Corporate Applications, Dubai Health Authority

Andrew Rippon, Principal Consultant and Blockchain Evangelist, NXN

Safdar Zaman, Head of IT Strategy and Governance, Nakheel

Jose Fernandez, Manager IoT Services Enterprise & Commerce New Business and Innovation, **DU**

09.40 **Welcome to the blockchain revolution: The invisible technology that is reshaping Middle Eastern business markets**

Franco Bosoni, Head of Innovation Hub, DMCC

10.10 **Blockchain security: Mitigating vulnerabilities**

Yazad Khandhadia, Associate Vice President – Information Security, Leading Financial Institute in ME

10.40 **PRODUCT DEMO: DigitUs**

Walid Driss, CEO, DigitUs

10.55 **PRODUCT DEMO: Gold Mint**

Vladislav Martynov, Supervisory Board Member at Ethereum Foundation , Goldmint

11.10 **Networking coffee break**

11.40 **Open innovation and ecosystems: How to build ecosystems of open innovation within your organization**

Hussain Al Fardan, Head of Innovation Centre, Strategy & Corporate Excellence, Dubai Customs

12.10 **The Irish journey: Building local, national and international blockchain ecosystems**

Reuben Godfrey, Director, Blockchain Association of Ireland

12.40 **Putting traditional assets on-chain**

- Crypto-Economic Risk - Growing systemic risks in the cryptoeconomy
- Smart Regulation - Implementing macroprudential safeguards to stabilize decentralized systems
- CryptoDepository Receipts - new breed of self regulating tokens.

Talal Tabaa, Business Development Lead, Jibrel Network

13.10 **PRODUCT DEMO: Crypviser**

Sergey Sidorov, Legal Management, Crypviser

13.25 PRODUCT DEMO: LAToken

Valentin Preobrazhenskiy, CEO of LAToken

13.40 Networking lunch break

14.30 PANEL DISCUSSION: Exploring the opportunities of blockchain in the Middle East

- How does blockchain have the potential to deliver more seamless, secure, efficient, and reliable business friendly environment?
- How can blockchain provide transparency and accountability to your organization as well as more resilience to cyber attacks?
- Beyond the financial sector: Recognize the potential of blockchain beyond the financial sector and learn how it can be applied to both public and private sectors

PANELLISTS:

Manoj Menon, Head of Global Transaction Banking, National Bank of Abu Dhabi

Mike, Nagavalli, Head of Channels & Innovation, First Abu Dhabi Bank

Vignesh Namboor Alagiri Raja Pethuraja, Blockchain Expert, Wipro

Walid Driss, CEO, Digitus

Saju Abraham, Chief Product Officer, RightMesh

15.00 Demystify Blockchain: Get clear insights from 3200 industry leaders

Fletcher McCraw, Partnership Lead & Consultant, Cognizant

15.30 Role of Blockchain for government services

Presanna V Sundararajan, Practice Head - Blockchain, Wipro

16.00 Learning from across the globe: A Netherlands project case study insight

Marloes Pomp, Program Officer, Blockchain Dutch Government, Netherlands

16.30 End of conference day one

Conference Day, Tuesday, September 26, 2017

08:00 Registration, welcome refreshments and networking

08.50 Opening remarks from the Chairman
Andrew Rippon, Principal Consultant and Blockchain Evangelist, NXN

09.00 Blockchain and Real Estate

Andrew Rippon, Principal Consultant and Blockchain Evangelist, NXN

09.30 The Future of Healthcare

Ivan Devyatkov, Co-Founder, Robomed

10.00 PRODUCT DEMO: Token Fund

Vladimir Smerkis, Co-founder and Managing Partner, The Token Fund
Roger Hawa, Managing Director, Nomadic Capital

10.15 Networking coffee break

10:45 BLOCKCHAIN: Future of Everything

Alexander Borodich, Founder, Universa Blockchain

11.15 BLOCK DISCUSSIONS: These interactive roundtable discussion sessions will allow delegates to split into groups and answer questions related to blockchain technology and its application. Attendees will have the chance to visit four tables within 60 minutes to gain an in-depth understanding of blockchain and how it can be applied to their organization

BLOCK ONE:

LEADER: Fawaz Hourani, Head of International Business Development, PROPS PROJECT

BLOCK TWO:

LEADER: Aldrin [REDACTED], Product Manager, RightMesh

BLOCK THREE:

LEADER: Andrew Rippon, Principal Consultant and Blockchain Evangelist, NXN

12.15 Networking lunch break

13.15 Creating a blockchain roadmap: Step-by-step guide to implementing blockchain

Despite companies' enthusiasm and its rapid evolution, the technology is still in its infancy and the challenges and risks need to be understood. This workshop is a unique step-by-step guide for businesses looking to identify, plan and implement blockchain efficiently within their organization.

By attending the workshop you will:

- ◆ Identify the four stages of blockchain implementation: a use case, proof of concept, prototype, field trial and roll out
- ◆ Analyze the potential risks and exposures to blockchain implementations
- ◆ Address the transformational challenges across the organization and ensure that the required skills, processes and technologies are in place

ROUNDTABLE LEADER:

Marloes Pomp, Program Officer, Blockchain Dutch Government, Netherlands

15.00 End of conference

SPONSORSHIP AND EXHIBITION OPPORTUNITIES



IQPC has been hosting events developed for senior executives for more than 40 years. We serve businesses representing over 15 sectors at more than 1,700 conferences around the globe. Our client list includes corporations such as **Avalara Europe, Inplenion UK, PWC, Thompson Reuters** just to name a select few. Senior executives travel from around the world to our events looking to garner best practices and concrete solutions to assist them in improving their organisations. IQPC provides many different platforms for you to increase your market share, stay ahead of your competition, increase awareness to your target audience and position yourself as a key supplier of blockchain solutions.



NETWORKING OPPORTUNITIES

- Panellist
- Lunch Sponsor
- Breakfast Sponsor
- Pre-Conference Welcome Drinks
- Speed Networking
- Targeted invitation to your prospect list



BRAND AWARENESS

- Reception
- Welcome Banner / Premium Signage
- Show Bag
- Business Center / Internet Pods
- Collateral Distribution
- Lanyards / Badges
- Delegate Bags
- Sponsored Pads and Pens
- Water Bottles
- Mobile App
- Customised opportunities to ensure your company is constantly 'front of mind' at the event



THOUGHT LEADERSHIP

- Focus Group Lead
- Plenary Session/Client Testimonial
- Client Session On Track
- Chairing Role During Conference
- Panel Session
- Industry Focused Round Table
- Technology Dome
- Customised opportunities to demonstrate your knowledge

The **Blockchain Middle East Forum** offers you the perfect platform to showcase your solution to your target market and meet and network with senior-level decision makers who are leading the way in the industry.

We specialise in providing business development, marketing and sales solutions that are tailored to specifically deliver on your business objectives. We pay patient attention to what our exhibition and sponsorship customers want, expect, need and value. Every sponsor wants to create customers, develop qualified sales leads, convert leads into sales and retain customers.

Our tailored sponsorship packages help you to achieve these objectives.

If you would like more information on sponsorship and exhibition opportunities or to discuss which package will best help you achieve your objectives, please contact **Aurobind Edrich** on **+971 4 360 2800** or email partnership@iqpc.ae.

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