

CEOs Need a 360 Degrees Perspective for Growth, Innovation and Leadership

Growing businesses in a complex environment, leading enterprises to innovate, and using technology for innovation were the key themes of discussion at **Frost & Sullivan's** flagship event – **GIL 2009: Middle East- Growth, Innovation and Leadership: A Frost & Sullivan Global Congress on Corporate Growth**. Held on October 7, 2009 at Hotel Beach Rotana, Abu Dhabi, UAE for the first time in the Middle East, the Congress saw attendance from senior dignitaries across industries at a single venue.

The highlight of the Congress was its keynote presentation, 'The CEO's Perspective on Growth in a Complex Business Environment' by **David Frigstad**, Chairman, Frost & Sullivan. Elaborating on the CEO's perspective of growth, Frigstad said, "Now more than ever, CEOs need a 360-degree overview of the business for making decisions. Through this powerful Congress, Frost & Sullivan offers insights to grow and sustain business in the current economic environment, seize opportunities for networking and forge new partnerships."

In addition to taking a CEO 360 Degrees Perspective on corporate growth, global market opportunities, insights and growth objectives, the Congress also assessed the impact of technology through concurrent tracks in IT and Telecom, Electronics, Petrochemicals, Metals and Minerals, Water, Healthcare, Defense and Renewable Energy sectors. At the event, each industry specific track began with a Frost & Sullivan Expert presenting a CEO 360 Degree Perspective of the industry followed by a workshop addressing key industry issues on Innovation, Technology, Marketing and Competition. Tracks concluded with a growth success story case study.

"As countries and companies in the Middle East begin to actively look at strategic diversification for long-term economic prosperity, Growth, Innovation and Leadership (GIL) become the three most critical success factors. The GIL Congress is a unique platform where our thought leaders across diverse industries share insights into the tools, strategies, and best practices that would enable CEOs and their teams achieve this vision", said **Anand Rangachary**, Managing Director, South Asia and Middle East, Frost & Sullivan.

The Congress witnessed leading visionaries and thought leaders participating in case studies, breakout sessions, panel and roundtable discussions. With highly interactive sessions, the Congress offered optimum opportunities to network, brainstorm and strike strategic partnerships. Current and relevant topics of discussion for Middle East businesses such as Global Leadership through Diversification, the need of innovation for growth made the congress riveting. The Congress concluded with a review of regional economies, key tips and guidelines for global leadership, insights on Middle East businesses and an exclusive example of leadership in emerging markets.

GIL Middle East's stellar line-up of industry luminaries, innovators and leaders included: **Devesh Sharma**, Managing Director, **Aquatech Asia**; **Dr. Adel Hamad A Rahman Hamad**, CEO, **Gulf Aluminum Rolling Mill Company B.S.C (GARMCO)**; **Malek Al Hussein**, Director Middle East, **GE-Health-**



care; **Dr Nawal Al-Hosany**, Associate Director of Sustainability, **Masdar City**; **Martijn Vogelzang**, Divisional Director – BD, **Lyondell Basel**; **Dr. Sunil K Tadepalli**, VP, **MEDSOL**; **Charbel Fakhoury**, General Manager (Middle East), **Microsoft**.

TAWAZUN was the Strategic Partner for GIL 2009, Middle East. Defense Services Marketing Council was the Alliance Partner for the Defense Track and Simon Engineering & Partners was the Silver Sponsor for the Metals and Minerals Track. CNBC Arabia was the Official Arabic Broadcast Partner of the Congress, Wall Street Journal the Official Newspaper, Khaleej Times - the National Newspaper Partner, Business Intelligence Middle East - the Online Media Partner and Zawya- the Business Community Partner.

Other media partners included A&S Magazine, Arab Hospital Magazine, Arab Water World Magazine, BEDigest, Business Management Middle East Magazine, Chief Executive Officers Club, Connect World Magazine, CRM XChange Magazine, Dow Jones Venture Wire, Enterprise Technology Management Magazine, Electronics For You Magazine, Future Fuels & Energies Magazine, Future Pharmaceuticals Magazine, Future Healthcare Magazine, H2O Magazine, Manufacturing Business Technology Magazine, Meet the Boss Magazine, MENA Health World Magazine, Minerals & Metals Review Magazine, MENA Infrastructure Magazine, Network World Middle East Magazine, O&G Next Generation Pipeline Magazine, Progressive Investors Magazine, Security Middle East Magazine and Women in Business.

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