

Agenda

ASBAR WORLD FORUM 2017

**CREATIVITY AND INNOVATION
IN KNOWLEDGE – DRIVEN
ECONOMY**

(THE 4TH INDUSTRIAL REVOLUTOIN)

14 – 16 NOVEMBER, 2017
Riyadh Marriott Hotel



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World
Forum
2017

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ASBAR CENTER FOR STUDIES, RESEARCH & COMMUNICATIONS

Tuesday 14 Nov.

Opening Ceremony

Pre-Conference Welcome Area	18.30 - 19.30
The Holy Quran	19.30 - 19.35
Chairman 's Speech Dr. Fahad Al-Orabi Al-Harthy	19.35 - 19.40
The Introduction Movie	19.40 -19.50
The Minister of Labor and Social Development Speech HE Dr. Ali bin Nasser Al-Ghafis - Minister of Labor and Social Development (Strategic Partner)	19.50- 19.55
Governor of Small & Medium Enterprises General Authority Speech HE Dr. Ghassan Al-Sulaiman - Governor of General Authority For Small and Medium Enterprises (Strategic Partner)	19.55 – 20.00
Aramco Speech Mr. Mohammed Al-Saggaf - Senior vice president, Operations and Business Services - Aramco (Strategic Partner)	20.00- 20.05
SABIC Speech Dr. Fahad Al-Sherehy - Vice President - Technology & Innovation - SABIC (Strategic Partner)	20.05 - 20.10
(Keynote Speech) Mr. Philip Yeo Chairman of SPRING Singapore Human Capital in Innovation-Driven Economy	20.10 - 20.25
Awarding Ceremony	20.25 - 20.35
Exhibition Launching	20.35 - 20.45
Gala Dinner	20.45

Wednesday 15 Nov.

Sessions

Pre-Conference Welcome Area	08.00 - 09.00
Session 1.1: Innovation in Knowledge – Based Economy	09.00 - 10.00
<p>Moderator: Mrs. Amal Al Moalami General Secretary Assistant of the King Abdulaziz Center for National Dialogue</p> <p>Speakers:</p> <ul style="list-style-type: none"> ▪ HRHP Dr. Turkey bin Saud bin Moahammed - Chairman of KACST ▪ HE Dr. Abdulaziz S. AIRwais - The Governor of CITC ▪ HE Mrs. Sameera Rajab – The Special Envoy for the Royal Court, Kingdom of Bahrain ▪ HE Dr. Abdul Rahman al-Jaafari-Governor of the Communications and Information Technology Commission (Former) ▪ Dr. Hamid Al – Sharari - Former Member of the Shoura Council 	
Outlines	
<ol style="list-style-type: none"> 1. The Role of King Abdul Aziz City for Science and Technology in Supporting Creativity And Innovation Kingdom Wide. 2. Technologies In Helping Innovation Processes. 3. Freedom and Innovation: The Conditions of Integration. 4. The relationship of Research and Development in Economic Growth. 5. Innovations, The Future of Development - Role of The Saudi Shura Council. 	
Session 1.2: Innovation Economy: Firms & Creation of Opportunities	10.00 -11.00
<p>Moderator: HE Mr. Mohamed Benaissa Former Minister Of Foreign Affairs and Cooperation – Morocco</p> <p>Speakers:</p> <ul style="list-style-type: none"> ▪ HE Mr. Ahmed Al-Humaidan - Deputy of the Minister of Labour and Social Development ▪ HE Dr. Ghassan Al-Sulaiman - Governor of General Authority For Small and Medium Enterprises ▪ Dr. Ibrahim M. Alharkan - General Supervisor of the King Salman Institute for Entrepreneurship ▪ Dr. Wael Mousa – Dean of the Entrepreneurship Institute - King Fahd University of Petroleum and Minerals ▪ Dr. Ahmed Al Askar - Executive Director, King Abdullah International Medical Research Center 	
Outlines	
<ol style="list-style-type: none"> 1. The impact of Government Policies in Helping (or Hinder) Open Innovation. 2. Innovation and Job Creation. 3. The Impact of Open Innovation Upon New Service Offerings. 4. The Role of Universities in Stimulating Innovation and Entrepreneurship / University of Petroleum as a Model. 5. Innovation in the Medical Field and the Role of Medical Research in the Knowledge Economy 	

Session 1.3: Towards Integration in 4th Industrial Revolution	11.00 - 12.00
Moderator: Dr. Hatem Hassan Marzouki Director of the Islamic University in Medina	
Speakers: <ul style="list-style-type: none"> ▪ Dr. Mazen Malibari - Professor of Artificial Intelligence Assistant - Umm Al Qura University ▪ Mr. Nawaf Al Sahhaf - Chief Executive Officer Badir Program for Technology Incubators ▪ Ms. Wallaa Nahas - Economic Development Consultant ▪ Dr. Joseph Pekny - Professor of Chemical Engineering, Interim Director of the Burton D. Morgan Center for Entrepreneurship, Purdue University ▪ Dr. W. Bernard Carlson - Chair of the Department of Engineering and Society University of Virginia. 	
Outlines	
<ol style="list-style-type: none"> 1. The Preparation of the New Generation for the 4th Industrial Revolution 2. Innovation in the Local and International Contexts (Services, Creation of job Opportunities). 3. Impact of Innovation on Local Market between Opportunities and Threats. 4. New Strategic Technological Structure of Innovation 5. Disruptive Technology and Entrepreneurs: A Historical Perspective 	
BREAK -- DHUHR PRAYER	12.00 - 12.30
Lecture (2) From Research to Sustainable Growth: Creativity, Innovation, and the University Role in Energizing Economic Development	12.30 - 13.30
Lecturer: Prof. Richard K. Lester Associate Provost for International Activities - MIT	
Session 1.4: Innovation and Sustaining the Industrial Revolution	13.30 - 14.30
Moderator: HE Dr. Mushabab Al-Qahtani IPA's General Director	
Speakers: <ul style="list-style-type: none"> ▪ HE Dr. Majed Al Qasabi - Minister of Trade and Investment ▪ Mr. Mohammed Al-Saggaf – Senior vice president, Operations and Business Services - Aramco ▪ Dr. Fawaz Abdul Sattar Al Alami - Chairman of the Advisory Office at the International Trade ▪ Mr. Anand Vengurlekar - Executive MBA Alumnus and Chief of Communications and Branding- INSEAD ▪ Mr. John Larson - Chief Information Officer, KAUST 	
Outlines	
<ol style="list-style-type: none"> 1. Competition and Innovation in Products and Services. 2. Managing Innovation 3. Techniques to Foster Innovation Culture 4. Impact of Innovation on Education , Banking, Industry, Real Estate and Healthcare Sectors 5. Towards Integration in the Fourth Industrial Revolution 	
LUNCH BREAK	14.30 - 15.30

<p style="text-align: center;">Lecture (3) The CIMNE Model For The Generation Of Knowledge In Computational Engineering Sciences And Its Transfer To Society.</p>	<p>15.30 - 16.30</p>
<p style="text-align: center;">Lecturer: Prof. Eugenio Oñate Professor of Structural and Continuum Mechanics (UPC) Director International Center for Numerical Methods in Engineering (CIMNE), Barcelona, Spain</p>	
<p style="text-align: center;">Lecture (4) Ithra'a Center: From Theory to Reality</p>	<p>16.30 - 17.30</p>
<p style="text-align: center;">Lecturers: King Abdul-Aziz World Cultural Center</p>	
<p>Session 1.5: Sustaining Innovation Systems</p>	<p>17.30 - 18.30</p>
<p>Moderator: Muneera Al-Ghadeer Professor of Comparative Literature and Philosophical Theories - Harvard University</p>	
<p>Speakers:</p>	
<ul style="list-style-type: none"> ▪ Mr. Mohammad Faisal Bin Moammar - Executive Chairman of National Housing Services Co. ▪ Dr. Abdulaziz Al-Harkan - Member of the Shura Council ▪ Mr. Adel Al- Ateeq - Acting Chief Executive Officer - Riyadh Finance ▪ Eng. Mohamed Al-Jasser - Executive Director – Inma Technologies ▪ Dr. Christiane Schloderer - Corporate CFO, Finance Specialist and Turnaround Expert 	
<p style="text-align: center;">Outlines</p>	
<ol style="list-style-type: none"> 1. Technology, Innovation and Sustainability. 2. National and Local innovation System. 3. Finance and Investment in Innovation (Financial Solutions). 4. Human Resource is a Pivotal Means to Hold and Transfer Knowledge 5. Building A Growth Engine Within the Organization. 	

WORKSHOPS

Workshop 1.1

STEAM Innovation Challenge

Presenters

KAUST Team:

- Mr. Nikos Tsorpatzidis
- Mr. Gordon McConne
- Mr. Abdulrahman AlJiffry
- Mrs. AmalDokhan
- Mr. Hattan Ahmad

9:00 – 18:00

Workshop 1.2

(Closed)

Implementing Innovation Process

Presenter

Mr. Anand Vengurlekar
Executive MBA Alumnus and Chief
of Communications and Branding-
INSEAD

14:30 – 16:30

Workshop 1.3

Entrepreneurial Leadership

Presenter

Dr. Wael Mousa
Dean of the Entrepreneurship
Institute - King Fahd University of
Petroleum and Minerals

11:30 – 15:30

Thursday 16 Nov.

Sessions

Pre-Conference Welcome Area	8.00 - 9.00
Session 2.1: Institutional Innovation	9.00 - 10.00
Moderator: HE Dr. Abdulaziz Al-Khudairi Former Minister of Culture and Information	
Speakers:	
<ul style="list-style-type: none"> ▪ HE Dr. Hossam Zaman - Director of Taif University ▪ Dr. Mohammed Alzaghibi - CEO, Tatweer Company for Educational Services ▪ Dr. Fardous Al-Saleh - The Shura Council ▪ Ms. Dima Yahya - General Supervisor assigned to the Digital Transformation Unit ▪ Dr. Samuel Adomako - Assistant Professor at the Entrepreneurship Institute (KFUPM) 	
Outlines	
<ol style="list-style-type: none"> 1. Developing Scientific Research System (A National Program Aims To Launch Innovations In Products And Commercial Businesses). 2. Exploitation Of Information And Communication Technology 3. Creativity, innovation and sustainability. 4. The Path To Innovative Organization. 5. Assessment Of Innovation Management. 	
Session 2.2: Communities and Innovation	10.00 -11.00
Moderator: Dr. Nouf Al-Ghamdi CEO - Chief Outsiders Consulting	
Speakers:	
<ul style="list-style-type: none"> ▪ Eng. Sami AlHussayen - Deputy Governor to support small and medium enterprises ▪ Dr. Ihsan Bo hliqa - President of the Guatha Consulting Center for Business Development ▪ Ms. Lugain Al-Obaid – Co-founder and CEO - TASAMY ▪ Eng. Anef Ahmed Abanomi -VP Enterprise Accounts-STC ▪ Mr. Massimo Paradiso – CEO, Founder of New Business Development - Italy 	
Outlines	
<ol style="list-style-type: none"> 1. Small and medium business enterprises (The new platforms and the future of the business). 2. Mass data-based decision to achieve the kingdom's 2030 vision 3. Entrepreneurs (Opportunities and challenges). 4. Communities, networks, ecosystems, alliances and other forms of open innovation. 5. How to boost innovation: education obstacles and incentives of innovation & creativity. 	

Lecture (5) Internet of Things	11.00 - 12.00
Lecturer: Mr. Anand Vengurlekar Executive MBA Alumnus and Chief of Communications and Branding – INSEAD	
Break – Dhuhr Prayer	12.00 - 12.30
Session 2.3: Innovation and Education	12.30 - 13.30
Moderator: Dr. Fayez Al-Shehri Member of Shura Council	
Speakers:	
<ul style="list-style-type: none"> ▪ HE Dr. Ahmed Al-Issa - Minister of Education ▪ HE Dr. Nabil Koshak - Dean of Prince Mohammed Bin Salman College Business & Entrepreneurship ▪ Dr. Nasser Aluwaishiq - Executive Director of Content and Electronic Solutions Tatweer Company for Educational Services ▪ Dr. Najah Y. Ashry - The Vice President for Saudi Initiatives at King Abdullah University of Science and Technology (KAUST). ▪ Alaa ElShimy - Managing Director & Vice President, Enterprise Business, Middle East 	
Outlines	
<ol style="list-style-type: none"> 1. The educational system and creativity 2. Foreign investments and the accompanying knowledge. 3. Creative teacher. 4. Techniques to nurture and foster creativity in early ages. 5. Smart Education. 	
Session 2.4: Innovative Capital	13.30 - 14.30
Moderator: HE Dr. Mohmaaed Abu Saq Minister of State and member of the Saudi Council of Ministers	
Speakers:	
<ul style="list-style-type: none"> ▪ Mrs. Tuba Terekli - CEO of Waqf Iqraa and Co-Founder of Qotuf ▪ Ms. Jihad Hameed - CEO - Awalm Foundation Entrepreneur ▪ Eng. Nabeel Al Hakabani - General Director of Planning and Projects "Talent" ▪ Prof. Bish Sanyal - Professor of Urban Development and Planning and Director of Humphrey Fellows Program at MIT ▪ Ms. Fiona Armstrong Gibbs - Director at Baltic Creative CIC 	
Outlines	
<ol style="list-style-type: none"> 1. Diffusion and adoption of innovation. 2. Methods of Discovering Creators. 3. intellectual capital. 4. Evaluating Innovations. 5. Impact of Innovation on Education. 	
Lunch	14.30 - 15.30

<p>Session 2.5: Building DNA for Innovation</p>	<p>15.30 - 16.30</p>
<p>Moderator: Dr. Ziad Al-Drees Former Representative of the Kingdom to UNESCO</p>	
<p>Speakers:</p> <ul style="list-style-type: none"> ▪ HE. Dr. Khalid S. Al-Sultan - Director of (KFUPM) ▪ Dr. Mutaib Bin Abdulaziz Bin Mutai - General Supervisor of Innovation and Manufacturing Affairs – KACST ▪ Mr. Turki Al Shabanah – CEO Rotana Group ▪ Eng. Ahmed Ghamdi - Human Resources VP-STC ▪ Ms. Maha Aqeel - Organization of the Islamic Conference 	
<p style="text-align: center;">Outlines</p> <ol style="list-style-type: none"> 1. The role of universities in creating innovation. 2. Structuring Innovation's DNA for KSA. 3. The innovative organizations 4. The new employment description 5. The use of open innovation in government and other non-for -profit entities (charitable and civil society institutions). 	
<p style="text-align: center;">Lecture (6) The Relationship Between Education and Innovation</p>	<p>16.30 - 17.00</p>
<p style="text-align: center;">Lecturer: Pro. Ignacio Gafo Professor of Marketing Associate Dean, Global & Executive MBA Programs at IE Business School</p>	
<p style="text-align: center;">Lecture (7) Innovation Environment in KAUST</p>	<p>17.00 - 17.30</p>
<p style="text-align: center;">Lecturer: Prof. Carlos Santamarina Professor of Earth Science and Engineering, and Associate Director of the Petroleum Engineering Research Center</p>	

Innovation Awards Ceremony	17.30 - 18.00
Closing Session	18.00 - 18.30
Moderator Dr. Fahad Al-Orabi Al-Harhi	
Discussants: <ul style="list-style-type: none">• Dr. Mutaib Bin Abdulaziz Bin Mutai• Dr. Wael Mousa• Dr. Abdullah Alhumood• Prof. Bish Sanyal• Pro. Ignacio Gafo• Mr. Anand Vengurlekar	

WORKSHOPS

Workshop 2.1

Principles of Design Thinking

Presenters

Eng. Mohammad Riaz Ahmad
Startup Executive at Entrepreneurship
Institute (KFUPM)

Eng. Mohammad Danish
Startup Executive at Entrepreneurship
Institute (KFUPM)

10:30 – 14:30

Workshop 2.2

The Power of Innovation

Presenters

Dr. Abdullah Al-Refaie
General Manager, Global
Technology Centers – SABIC

Dr. Wajeh Maghrebiah
Sr. Manager, Local Workforce
Development

09:00 – 12:30

Workshop 2.3

How Industries 4.0 could support Saudi Vision 2030

Presenter

Prof. Dr. Rainer M. Speh
Chief Technology Officer (CTO)
Siemens Limited

10:30 – 12:00