

2ND ANNUAL MENA PUBLIC SECTOR EXCELLENCE

"UNLOCKING INNOVATION AND DRIVING TRANSFORMATION IN THE AGE OF 4.IR"

18th - 20th March 2019

Sheraton Dubai Creek Hotel & Towers, UAE

ATTEND THIS PREMIER CONFERENCE AND WORKSHOP TO GAIN INSIGHTS INTO



TRANSFORMING

the existing Public Sector performance models, KPI's and Metrics that will display more accurate measures of performance



HARNESSING

the latest performance technologies and solutions to modernise, centralise and streamline government service delivery



REALISING

the happiness of people and improve the efficiency of government performance



RE-SKILLING AND UP-SKILLING

current employees to adapt advance skills to lead the Public Sector Digital Transformation



CAPITALISING

on advanced data analytics to accelerate performance operations and manage organisations cost effectively



LEVERAGING

on emerging performance technologies, building new delivery models, and unleashing digital potential in business operation and service delivery



DEVELOPING

the culture and building the technology infrastructure to drive organisational customer centricity



DISCUSSING

latest developments across various departments that would assist to improve Public Sector Transformation



EXCHANGING

innovative global strategies and solutions to amplify public sector integration, automation and digital performance measurement



ADAPTING

new technology tools and data analytics to optimise policies, programmes, payments and integrated systems to enhance Public Sector Performance

WHY YOU CANNOT MISS THIS EVENT

The imperative to change has prompted a wave of national vision upgrades namely the **Saudi Vision 2030**, the New **Kuwait 2035 vision**, the **UAE Vision 2021** as well as the **Oman Vision 2040**. The public sector in the MENA Region will see the emergence of Government 4.0, harnessing and applying the latest technologies and solutions such as Artificial Intelligence, Big data Analytics, drones and Blockchain to modernise, centralise, streamline, improve efficiency and excellence across all public sector and government entities.

CURRENTLY THE PUBLIC SECTOR ENTITIES MUST BE CLEAR ON THEIR DIGITAL MATURITY LEVEL BASING ON THE FOLLOWING 5 GUIDELINES:

- Do you have the right vision and strategy for digital, and the leadership, communications and focus required to support this vision?
- Do you have the right people, talent, skills and knowledge to support your vision, products, and services?
- Do you have the right processes, controls and digital technologies to support the operations of the organisation?
- Do you have the right technologies and infrastructure as well as the ability to develop, manage and deliver?
- Do you have the right approach to understanding and communicating with your customers to succeed in a digital environment?

A reflection on this content provides a foundation to paint a vision of what government management may look like two decades hence, this **'2nd Annual MENA Public Sector Excellence'** conference will bring together viewpoints and innovative transformation strategies which focuses significantly on Public Sector digital transformation and innovation journey, utilisation of Artificial Intelligence, Blockchain, Security upgrades to protect data and risk while uncovering Digital Leadership to lead this revolutionary road. This transformation is long-term, and each stage is driven by specific steps to be undertaken across the digital business, digital operations, emerging performance management tools and digital customer horizons.

WHO SHOULD ATTEND

THE GLOBAL CONFERENCE IS DESIGNED FOR BUT NOT LIMITED TO:

Chief Performance Officer | Chief Quality Officer | Chief Strategic Officer | Chief Information Officer
Chief Executive Officer | Managing Director | Executive Director | Director | General Manager | Vice President | Head | Advise of:

Strategic Performance
Strategic Planning
Planning Performance
Strategic Operational
Strategy and Operational Excellence
Excellence and Quality

Performance Management
Innovation
Quality Assurance
Business Analysis
Corporate Planning
Corporate Strategy and Performance

Corporate Excellence
Analytics
Quality and Innovation
Reliability Performance and Analysis
Policy and Strategy
Qualification and Awards

Public Sectors, Government Linked Companies and Government Owned Companies

SUPPORTING PARTNERS



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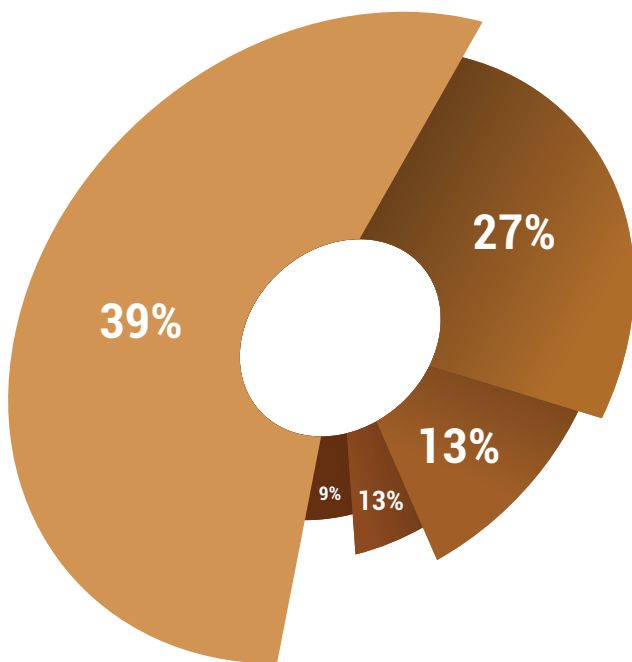
AMCHAM ABU DHABI



BRITISH BUSINESS GROUP

Delegate

DEMOGRAPHICS

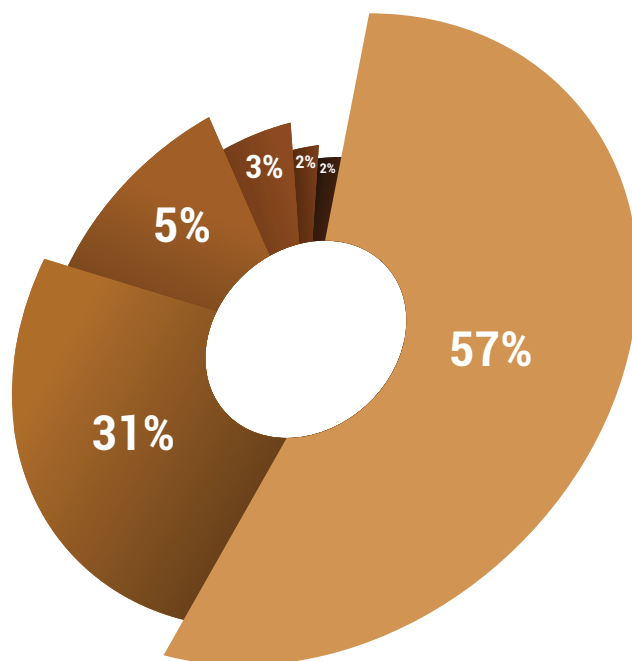


- SVPS/VPS
EXECUTIVE DIRECTOR/DIRECTOR
- MANAGERS
- HEADS OF DEPARTMENT
- OTHERS (ASSISTANT MANAGERS,
ASSOCIATES, SPECIALISTS, OFFICERS)
- C-LEVELS

Region

BREAKDOWN

- UAE: 57%
- KINGDOM OF SAUDI ARABIA: 31%
- BAHRAIN: 5%
- OMAN: 3%
- EGYPT: 2%
- OTHERS: 2%



90%

RATED THE SPEAKERS
"GOOD" OR "EXCELLENT"

95%

RATED THE EVENT HIGHLY

85%

RATED THE NETWORKING
OPPORTUNITY "GREAT"

HERE WHAT SOME OF PAST DELEGATE HAD TO SAY:

"Almost all aspect of public sector have been covered in a balance manner"

ALI MOHAMED ALI SALEH
Custom Affairs Kingdom of Bahrain

"We were happy to attend the MENA Public Sector 1st Edition. The quality of attendees was excellent, and we expect business resulting from our interactions during the event."

MOHAMMED M. AL-KAOUKJI
Royal Commission for Jubail & Yanbu

"The speakers were all excellent"

SARAH TARESH
Ministry of Infrastructure Development, UAE

"It was a very good conference"

MARWAN SUNDOS
Road Transport Authority

SNAPSHOT OF ORGANISATIONS THAT ATTENDED

Abu Dhabi Department of Economic Development
Abu Dhabi Environmental Agency
Abu Dhabi Fund for Development
Abu Dhabi Ports
Abu Dhabi Education Council
Al Ain Zoo
Bahrain Customs
Corporater
Department of Economic Development
Department of Finance
Department of Municipal Affairs
DU
Dubai Aviation and Engineering Projects
EFQM
ELM
Emirates Nuclear Energy Corporation
Excellence Benchmark
General Commission for Survey
Government of Abu Dhabi

Hamriyah Free Zone Authority
Huron Solutions
King Abdulaziz University
Ministry of Infrastructure Development
Ministry of Health
Ministry of Economy
MOHAP
National Center for Privalization and PPP
Oman Environmental Services Holding Company
Oracle
Roads and Transport Authority
Royal Commission for Jubail & Yanbu
Sacher Associates
Saudi e-Government Program (Yesser)
STC
STCS
Sudatel Telecom Group
The General Secretariat of the Exec Council of Dubai
Thiqah

YOUR DISTINGUISHED TRAINERS



MARCO DAGLIO

Head, OECD Observatory of Public Sector Innovation
Organisation for Economic Co-operation and Development (OECD), France

Marco authored study "Fostering Innovation in the Public Sector" looks at how the public sector has to become more innovative to tackle today's complex challenges and meet society's changing expectations.



JAMIE BERRYHILL

Public Sector Innovation Analyst
Organisation for Economic Co-operation and Development (OECD), France

The author of Blockchain Unchained: Blockchain Technology and its use in the Public Sector.



DR. PIRET TÖNURIST

Innovation Lead
Organisation for Economic Co-operation and Development (OECD), France

An active proponent of purpose-driven change in the public sector and has collaborated with different governments, state-owned enterprises and innovation labs across the world.

FEATURING KEYNOTE PRESENTATIONS, CASE STUDIES AND DISCUSSIONS BY DISTINGUISHED SPEAKERS AND INDUSTRY EXPERTS



H.E. Dr. Ahmad Al Nusairat

Coordinator General
Dubai Government Excellence Program, UAE The General Secretariat
Executive Council of Dubai, UAE



Faris Al Obaid

Advisor to His Excellency, The Secretary-General
Supreme Council for Planning and Development
State of Kuwait



AHMED MAGHRABI

Vision Strategy Director
Vision Realisation Office (VRO)
Ministry of Communication and Information Technology of Saudi Arabia
Instrumental in heading and running the Office of Strategy. Responsible in helping companies identify areas for improvement, increase productivity, decrease labor costs and develop quicker responses to business opportunities and proposals.



DR. YASAR JARRAR

Advisor
Mohamed Bin Rashid Center for Government Innovation, UAE
Vice Chair, Global Agenda Council on the Future of Government
World Economic Forum

Has numerous publications on strategy, innovation, & performance management & delivered executive education programs for private & public sector organizations globally (for companies like DHL, Emirates Airlines, Shell, Saudi Aramco, Bank of Scotland, Linde, and Arla Foods)



RAKESH RANJAN

Chief Development Officer
Hamriyah Free Zone Authority, UAE

Executed corporate vision and strategic planning frameworks and organisation change management strategies.



MOHUMMED HARIS

Corporate Performance Specialist
STC Solutions, Saudi Arabia

He is experienced in Organisational Strategic Planning and Performance Management (Balance Scorecard, KPIs & Project Management)



HUSSAIN AL-FARDAN

Head of Innovation Center
Dubai Customs, UAE
Organised and Managed Dubai Innovation Forum with Dubai Executive, and developed the Innovation Strategy Map linked to the main Dubai Customs Strategy.



DR. AYESHA AL- MUTAWA

Former Director of Strategy and Future Department
Ministry of Health and Prevention, UAE
Lead Planning and Execution of Innovation Initiatives in Collaboration with Government and Private Sectors



AHMED ELAZAB

Advisor, Strategy and Organisational Development
Securities and Commodities Authority, UAE
Established the strategy & Excellence unit in SCA and built a qualified team of professional Led transformation journey to the 4th Generation excellence matrix and Qualified SCA to Win the Leading Federal Entity award, the Excellence award in Organizational Governance in the first round of applying the 4G Matrix criteria 2017 cycle



DR. MAZIN GADIR

Senior Specialist, The Executive Office for Organizational Transformation
Dubai Health Authority, UAE
Responsible for Health strategy development, implementation, execution and Transformation. And was recently honored with the (PMI) Volunteer of the year for his contributions to the Innovation in Project Management.



TAHER DIAB

Senior Director of Strategy & Planning
Dubai Supreme Council of Energy and
Secretary General
Emirates Energy Award
Actively involved in strategic development of diversified energy sources, demand & supply management in Dubai and devising work plans for achieving Dubai Integrate Energy Strategy 2030.



SALWA A. AL HAMMADI

Head Of Quality & Excellence Office
Abu Dhabi City Municipality, UAE



MOHSEN ALFAHADI

Head of HR, Leadership, Strategy and Human Capital
Delivery and Rapid Intervention Centre, Saudi Arabia
Experience in Business Administration for National and International Organisations Seeking Increased Efficiency, Productivity and Performance.



YASSER BAHAA

Organisational Excellence Expert
Sheikh Saqr Program for Government Excellence



SAQR ALHEMEIRI

Chief Innovation Officer
Ministry of Health and Prevention, UAE
Formulated and executed an innovation strategy for the healthcare sector and Imbed Innovation into the Ministry's corporate culture and foster an environment that harbours innovation.



DR. AHMED AL-MUSAED

Director, Strategy, Vision Realization Office
Ministry of Health Saudi Arabia



MOHAMED ALI AL NOMAN

Former Chairman
Sharjah Commerce and Tourism Development Authority, UAE
Managed the strategic direction of SCTDA, worked in close collaboration with the public and private sectors, implemented programs and initiatives that enhanced Sharjah's global competitiveness as a tourism and business destination.



CAMERON MIRZA

Head of Strategy
University of Bahrain

- 0800Registration and Morning Coffee
- 0845Management Events Introduction
- 0850Chairperson's Opening Remarks
- 0900**Peer-to-Peer Introduction (P2P):** In this 15-minutes session, delegates and speakers are encouraged to know their peers and exchange business cards

PILLAR 1: VISION AND STRATEGIES

- 0915**KEYNOTE OPENING**
Sustainable Government Excellence- Dubai Experience

H.E. Dr. Ahmad Al Nusairat
Coordinator General
Dubai Government Excellence Program, UAE
- 0935**VISION SPOTLIGHT I**
Realising UAE Vision 2021: Smart Government

Enabling the vision of smart government at the federal level and using digital technology to enhance overall performance and efficiency in the public sector
 - Happy Citizens: where are we now? What initiatives has been done for government to reform their functions?
 - Spreading the culture of innovation and entrepreneurial in government entities to adopt best practices, and mechanism of the public sector to stay up to date
 - To identify and explore the elements of smart government in the UAE and the nature of eservices
Panellists:
DR. YASAR JARRAR
Advisor
Mohamed Bin Rashid Center for Government Innovation, UAE
Vice Chair, Global Agenda Council on the Future of Government
World Economic Forum

HUSSAIN AL-FARDAN
Head of Innovation Center
Dubai Customs, UAE
- 1030Morning Refreshments & Networking Break
- 1100**Lessons in Leadership from Mohammed Bin Rashid Al Maktoum**

DR. YASAR JARRAR
Advisor
Mohamed Bin Rashid Center for Government Innovation, UAE
- 1130**VISION SPOTLIGHT II**
Saudi Vision 2030: The Programme for Strengthening Public Sector Governance

This session seeks to discuss the importance of Government Executive Programmes towards the realisation of the Vision from The Saudi Aramco Transformation Programmes, The Human Capital Programme to the programme for strengthening the Public Sector Governance
 - How will these reforms will help speed up strategy development and decision making, as well as enhance performance?
 - Eliminate redundant roles, unify efforts, streamline procedures and define responsibilities to strengthen Public Sector Governance
 - Addressing the importance of establishing a strategic management office to ensure all government programmes are fully aligned with the National Visions
AHMED MAGHRABI
Vision Strategy Director
Vision Realisation Office (VRO)
Ministry of Communication and Information Technology of Saudi Arabia

PILLAR 2: TECHNOLOGISATION

- 1200**BLOCKCHAIN & NATIONAL HUMAN CAPITAL DEVELOPMENT**
How Blockchain can support can support the national skills agenda?

1300Networking Luncheon & Prayers
- 1415**REDESIGNING THE PUBLIC SECTOR**
Artificial Intelligence In Government

How AI will revolutionise the government sector and the challenges they face during
 - How will it transform government?
 - How much time and money can Artificial Intelligence save government?
 - Where are we now? What are the challenges faced during this implementation?
SAQR ALHEMEIRI
Chief Innovation Officer
Ministry of Health and Prevention, UAE
- 1500**THE PATH TO PERFORMANCE EXCELLENCE:**
The Real Value Of Performance Monitor

Measuring the progress towards Vision 2030 through outcome-based key-performance indicators.
 - Embracing the culture of performance measurement and enablement in the public sector with innovative tools, frameworks and educational supports towards better measurement and development
 - Performance management platform: The much-needed tool to measure the performance measurement in the public sector with unified tools and models that will enable and increase the ability and efficiency to deliver better performance
 - Driving excellence in performance by incorporating the latest technologies, providing intelligent, accurate and timely data
- 1530Afternoon Refreshments & Networking Break
- 1545**PARADIGM SHIFT**
Excellence In The Era Of Fourth Industrial Revolution

 - Innovation in the age of disruption and the Forces of Disruption
 - Transitioning from a "Conventional to an "Agile organisation
 - How can the Public sector shape this transformation by aligning to the objectives of the national visions while focusing on performance and excellence?
 - Discussing the evolving role of public sector leaders
YASSER BAHAA
Organisational Excellence Expert
Sheikh Saqr Program for Government Excellence
- 1630Closing Remarks form chair and End of Day one

0800 Registration and Morning Coffee

0845 Chairperson's Opening Remarks

0900 EXCLUSIVE GOVERNMENT TOWNHALL
Benchmark with Innovative Global Practices, Strategies to Amplify Public Sector and Government Entities Integration, Performance and Excellence

- Addressing the importance of partnership and alliances to reshape the work of governments
- Reviewing and benefiting from outstanding government experiences, discussing Co-operation with international and private institutions and organisations
- Discussing global government innovation initiatives, best practices, innovative projects, challenge, strategies and challenges

Panellists:

DR. AYESHA AL- MUTAWA
Former Director of Strategy and Future Department
 Ministry of Health and Prevention, UAE

PILLAR 3: PEOPLE, PROCESSES AND RISK

1000 EXCELLENCE FRAMEWORK
An Award Journey for Business Excellence: A Synonym for Excellence, Accomplishment and Quality

Exploring innovative frameworks towards a greater leap in service quality, sharing best practices to be streamlined across organisational level.

- Discussing the growth of the business excellence national quality award to increase and improve organisational excellence
- Re-defining award winning quality initiatives to foster and strengthen the excellence journey
- Exploring and identifying unique programmes to embrace the national quality award factors

TAHER DIAB
Senior Director of Strategy & Planning
 Dubai Supreme Council of Energy and
Secretary General
 Emirates Energy Award

1045 Morning Refreshments & Networking Break

1115 BALANCING THE RISK WITH EFFECTIVE CYBER SECURITY PROGRAMME

Fortifying risk management frameworks, discussing best practices, trends and enhancements to cope with the rapidly changing risk environment

- How can public sector entities mitigate risk when moving during the seismic shift? How can they prepare themselves for increased risks?
- Developing cost – benefit analysis to determine the best suited risk mitigation instruments
- Discussing the frustration felt by public sectors with the increased complexity of risk while implementing a robust and proactive cybersecurity strategies

1200 DIGITAL LEADER
Exploring core elements of digital leadership in governance

- Innovation in the Workplace
- Establishing a culture of innovation through employee engagement
- Understanding the importance of augmentation between smart machines and collective intelligence of people through digital technologies

1245 Networking Luncheon & Prayers

1400 SUCCESS FACTOR
Continuous Performance Management: Invigorate Your Strategy, People, and Technology to Elevate the Experience for All

As a fundamental practice for every government organisation, performance management is intended to strategically reinforce and maximise people and organisation success. However, the positive intent behind performance management is often diluted by transactional backward-looking procedures that is tedious for everyone involved. Though many organizations are taking steps to enhance their practices and processes, still suffers from key systemic problems that prevent it from becoming an ingrained, sustainable strategy that boosts engagement and motivation.

1445 ACTIONABLE MODEL
Bridging the Gap: How to Maximise the Investment in Performance Management and The Effectiveness of The Team to Drive Performance?

Though this session, explore a practical, actionable model and steps that every manager needs to know to enable and drive performance today in their organisation

- Translate the realities of today's work environment into implications for performance management
- Communicate critical differences in managing team versus individual performance
- Embed new models and techniques that significantly improve performance conversations and drive performance
- Upskill your managers in how to drive Adaptability, Resilience, and Agility and high performance in today's work environment

1530 Afternoon Refreshments & Networking Break

1545 REALITIES OF TODAY
The State-of-the-art Strategies to Conquer Quality Challenges in The Digital Age

This session seeks to discuss how to implement & maintain change management strategies that ensure your transformation journey is successful, while showcasing the business benefits that emerging trends & technologies have to offer.

1630 Closing Remarks from the Chair and End of Day Two

ACCELERATING INNOVATION IN THE PUBLIC SECTOR

This exclusive workshop seeks to highlight insights from OECD's work with governments that are transforming their operations and improving the lives of their people through innovation.

To help governments in their pursuit of enabling more innovative practices, the OECD has developed an integrated framework for mapping existing approaches and policies that support public sector innovation.

The trainers will arm you with the necessary innovate toolkits to help government leaders and practitioners to navigate these tools and methods to Put Innovation to Work.

- Transforming government: Rebuilding the systems, cultures, and technology approaches for a 21st century government
- Innovation methods & tools: Investigating frameworks, skills, and methods to unlock creativity and innovation, and embed them in the day-to-day work of public servants
- Re-imagining boundaries: Re-imagining the role of government and moving beyond the four walls of the bureaucracy
- Managing information, data and knowledge – as well as strategies for managing risk
- Innovation for development: Innovating for sustainable development across the globe

EXPERT TRAINERS:

MARCO DAGLIO Head, OECD Observatory of Public Sector Innovation Organisation for Economic Co-operation and Development (OECD), France

DR. PIRET TÕNURIST Innovation Lead Organisation for Economic Co-operation and Development (OECD), France

JAMIE BERRYHILL Public Sector Innovation Analyst Organisation for Economic Co-operation and Development, Paris

WORKSHOP SCHEDULE	
0800	REGISTRATION AND MORNING COFFEE
0900	WORKSHOP COMMENCES
1045	MORNING REFRESHMENTS AND NETWORKING BREAK
1100	WORKSHOP RE-COMMENCE
1230	NETWORKING LUNCH
1400	WORKSHOP COMMENCES
1515	AFTERNOON REFRESHMENTS AND NETWORKING BREAK
1530	WORKSHOP RE-COMMENCE
1645	WORKSHOP CONCLUDES

TRAINERS PROFILE:



MARCO DAGLIO

Head, OECD Observatory of Public Sector Innovation

Organisation for Economic Co-operation and Development (OECD), France

Marco Daglio is the Deputy Head of the Public Sector Reform Division and Head of OPSI, a flagship initiative of the OECD to support and advice governments in making the most of innovative approaches to transform their public sector. Previously, he was Head of Unit in the same division in charge of public service delivery and public engagement. His last edited study "Promoting Innovation in the Public Sector" (<https://oecd-opsi.org/wp-content/uploads/2018/07/Fostering-Innovation-in-the-Public-Sector-254-pages.pdf>) "looks at the combined role of regulations, budget mechanisms, human resource management and organizational change to create space for innovation in the public sector. From 2005 to 2009, Marco has worked on several policy analyst positions at the OECD on digital government, fight against corruption, access to information and open government. Marco is a volley enthusiast (less so after spraining his ankle) and Juventus supporter.



DR. PIRET TÕNURIST

Innovation Lead

Organisation for Economic Co-operation and Development (OECD), France

Dr Piret leads the work on systems thinking, innovation measurement and anticipatory governance at OPSI. She coordinates OPSI's work on transformative innovations, innovation theory development and works directly with OECD member countries on their complex problems. Piret holds a research fellowship at the Ragnar Nurkse Department of Innovation and Governance, TalTech and she conducts research on a variety of topics such as innovation labs, co-production, digitalisation, machine-to-machine coordination and innovation policy management. She has previously advised the Parliament of Estonia and worked as a performance auditor for the State Audit Office in the field of innovation and entrepreneurial policy. She is an active proponent of purpose-driven change in the public sector and has collaborated with different governments, state-owned enterprises and innovation labs across the world.



JAMIE BERRYHILL

Public Sector Innovation Analyst

Organisation for Economic Co-operation and Development (OECD), Paris

Jamie Berryhill is an Innovation Specialist at OPSI. His work includes surfacing and tracking innovation trends (<https://oecd-opsi.org/projects/innovation-trends/>) and conducting research on the intersection of innovation and digital government, done in partnership with the UAE's Mohammed Bin Rashid Center for Government Innovation (MBRCGI). Most recently, he co-authored a Blockchain guide (<https://oecd-opsi.org/new-opsi-guide-to-blockchain-in-the-public-sector/>) and case studies for public servants. Prior to joining OECD, Jamie worked for the White House Office of Management and Budget (OMB) as the Chief of Policy for the United States Chief Information Officer. His portfolio included restructuring technology governance in agencies, devising new funding mechanisms for tech modernisation, and providing transparency through open data and open source policies and approaches. Prior to OMB, Jamie worked for the U.S. Government Accountability Office (GAO) to provide the U.S. Congress with data-driven reviews of fraud and abuse in government programs.