

**GGI MIDDLE EAST & AFRICAN (MEA)  
REGIONAL CONFERENCE  
16-18 FEBRUARY 2018  
MARRAKECH, MOROCCO**



Hosted by:



**Hotel La Mamounia**  
Avenue Bab Jdid, 40040 Marrakech, Morocco  
T: +212 524 388 600  
W: [www.mamounia.com](http://www.mamounia.com)

**Dress Code: Unless otherwise stated, the dress code for the Conference is smart casual.**

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## DELEGATE PROGRAMME

*\*This is only a draft. GGI reserves the right to change the times and any part of the programme at any time up to the Conference.*

### Friday, 16 February 2018

14:00 – 16:30	OPTIONAL: Camel Ride in the Palm Groves of Marrakech <i>Meeting Point: Hotel Lobby</i>
19:00 – 20:00	GGI Hospitality Desk Open <i>Le Salon d'honneur</i>
19:30 – 20:00	Welcome Reception in the hotel
20:00 – 22:00	Welcome Dinner in the hotel <i>Le Marocain Restaurant</i>

### Saturday, 17 February 2018

08:30 – 15:30	GGI Hospitality Desk Open <i>Le Salon d'honneur</i>
09:00 – 12:45	<b>GGI Middle East &amp; African Regional Conference</b> in the hotel <i>La Mezzanine Meeting Room</i>
09:00 – 09:15	Welcome to Morocco & Official Opening of the Conference ..... H.E. Massimo Baggi <i>Swiss Ambassador to Morocco</i>
09:15 – 09:30	Opening Speech ..... H.E. Aziz Rabbah <i>Minister of Energy, Mines and Sustainable Development</i>
09:30 – 09:40	Presidential Welcome ..... Claudio G. Cocca
09:40 – 09:45	Words of Welcome from the Host Firm ..... Réda Baghdadi
09:45 – 10:45	Speech: <i>“The Impact of Digitalisation on Your Clients”</i> ..... Francois Aubert  <i>We will look at the latest developments linked to digitalisation, particularly in the field of value-added services such as those delivered by GGI members. We will then analyse how clients’ and consumers’ expectations are impacted, what their new expectations are, and how to meet them. We will also explore future developments and their impacts. Finally, we will look into a possible to-do list, allowing each participant to have practical and relevant takeaways.</i>
10:45 – 11:15	Tea & Coffee Break

11:15 – 12:15	<p>Speech: “<i>The Chai Karak Manifesto</i>” ..... Mohamed Abdulla Isa</p> <p><i>The competitive landscape is fierce. Customers have the greatest switching power ever. If you compete on price, you are doomed. If you compete using your top-notch customer service, your market share and profits will soar!</i></p> <p><i>In this keynote, you will pick up a great tool to take your customer service to the next level. It is the Chai Karak Manifesto. This is not a culinary class but rather a masterclass in what it takes to build a customer-centric culture.</i></p> <p><i>Just like the Chai Karak, customer service has its essential ingredients. Companies around the world use these ingredients to serve their customers better. In this keynote, you will learn how to attract &amp; retain your customers by serving them better.</i></p>
12:15 – 12:30	<p>Regional Management Report &amp; ..... Peter Kaeser</p> <p>Introduction of GGI New Member Firms &amp; Candidate Firms</p>
12:30 – 14:00	<p>Lunch</p> <p><i>Le Pavillon of La Piscine</i></p>
14:00 – 15:30	<p><b>Practice Group Meeting</b></p> <p>International Taxation (ITPG) ..... Graeme Saggars</p> <p><i>La Bibliothèque Meeting Room</i></p> <p><i>The ITPG Meeting promises to be an interesting discussion on issues facing our region relating to the International Tax environment. We will begin by reporting back and giving news on happenings within the ITPG global group. Prof Robert Anthony will then discuss issues and solutions around protection of wealth when faced with security concerns in the region. Finally, there will be an open discussion on the region and how we are navigating our clients through the current landscape.</i></p>
15:45 – 19:30	<p>Group Sightseeing of Marrakech City</p> <p><i>Meeting Point: Hotel Lobby</i></p> <p><i>(included in the Registration Fees for all delegates and accompanying persons)</i></p> <p><i>Jamaâ Lafna square, the souks around and the great mosque "Koutobia"</i></p>
20:00 – 23:00	<p>Closing Dinner</p> <p><i>Meeting Point: Hotel Lobby</i></p> <p><i>Chez Ali</i></p>

## Sunday, 18 February 2018

09:30	<p>OPTIONAL Tour of the Ourika Valley</p> <p><i>Meeting Point: Hotel Lobby</i></p>
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Check out no later than 12:00 noon.

## KEYNOTE SPEAKERS

### Francois Aubert

Francois E. Aubert is a management consultant, speaker, trainer, lecturer (Trinity College Dublin, Université de Genève) and business coach, working with companies, families and individuals in over 50 countries. He is also a long-time volunteer for several organisations. His extensive knowledge of the financial world, and more particularly of the customer relationship management and the digitalisation comes from over 25 years in the business and from working with an array of senior managers from all around the world that he has advised, trained and/or coached.

He holds an MBA from the Heriot-Watt University in Edinburgh and is a Certified Financial Analyst and Portfolio Manager (CEFA), CAIA charter-holder, TEP (Registered Trust and Estate Practitioner), Certified Trainer (Swiss Federal Certificate), Certified Business Coach, NLP and Belbin Certified Practitioner.



### Mohamed Isa

Mohamed Isa has more than 17 years of international business experience in FMCG, Real Estate & Investment Banking. He has worked in the UAE, the Kingdom of Saudi Arabia, and Bahrain. In addition, he has handled various international assignments across the Middle East, Europe, the Far East & the USA. He was a C-Level Executive for 11 years with his last employer – INOVEST – where he reported directly to the Managing Director and the Chairman.

Mohamed already has four books under his belt, two of which are bestsellers on Amazon: (1) "World Class Speaking in Action" and (2) "The Success Blueprint" co-authored with the legendary success expert and speaker, Brian Tracy. He is the author of several other upcoming books, including "The Big Question" with internationally renowned TV personality – Larry King.

Mohamed has a degree in Accounting from University of Bahrain, an MBA from the University of Hull (UK) and is currently a Doctoral Candidate at Heriot-Watt University (UK).

## LIST OF PARTICIPANTS

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