

Women Leaders in MENA

Power and Creativity

Amman, Jordan - October 6, 7 & 8 2012



in partnership with:



 **COLUMBIA UNIVERSITY**
MIDDLE EAST RESEARCH CENTER

Diamond Sponsors

الأهلي | ahli

البنك الأهلي الأردني
Jordan Ahli Bank

QATAR
القطرية
AIRWAYS



Ruby Sponsors



Emerald Sponsors



Strategic
Telecom Partner



Digital Media Sponsor



Media Sponsors



Talal Abu-Ghazaleh
Organization



In-kind Sponsor



Under the patronage of Her Majesty Queen Rania Al Abdullah



Women Leaders in MENA
Amman, Jordan - October 6-8, 2012

Contents

Introduction

by Elizabeth Filippouli

Innovation

HRH Princess Sumaya
bint El Hassan

Women Leaders

Valerie Keller
Majd Shweikeh
Stephen Cole

Society

Professor Saskia Sassen
Muna AbuSulayman

Media

Chris Cramer
Rana Sweis
Athina Karatzogianni

Social Giving

INJAZ: Motivating Jordanian
Youth
ELPIDA: The Foundation for
the Child & The Family

Europe

Sonja Lokar
Gary Horsley
Dipi Papadimitriou

Entrepreneurship

Oasis500: The Premier Seed
Investment & Development
Company

Education & Youth

Reem N. Bsaiso
Humaira Wakili

Editorial Agenda GTF 2012

GTF 2012 Awards in Excellence

GTF 2012 Speakers

THE GTF Advisory Board

Looking ahead to 2013

Special Thanks



Visionary Leadership Through Global Thinking

By Elizabeth Filippouli



Elizabeth Filippouli
is Founder
& CEO of Global
Thinkers and
Global Thinkers
Forum

Welcome to Global Thinkers Forum Amman.

First of all, allow me to say how deeply honoured I feel that Her Majesty Queen Rania Al Abdullah has generously embraced our vision and mission by granting patronage to GTF.

When creating the concept of Global Thinkers Forum as an 'ecosystem for excellence in leadership', HM Queen Rania has been in my mind as a most gifted, inspired, charismatic, intelligent, active, caring leader; one dedicated to improving peoples' lives and bringing positive change to society.

So I am indeed humbled by this recognition of our effort. We need to foster the new generation of successful leaders. Leaders who will be characterised by two virtues: ethos and dedication to social giving. GTF has been my vision, a dream waiting to come true for many years. Today, thanks to you, its prominent speakers, sponsors, partners, supporters, endorsers and delegates -GTF has become a reality!

Why Global Thinkers Forum? And what do we mean by "An Ecosystem for Excellence in Leadership"?

In the search for a new global mind-set and an ethical framework for global sustainability there is clearly a need to create new conscience through learning lessons from the past while building the new future: Visionary Leadership through Global Thinking.

The strategic objective is to create a new generation of leaders by effectively harnessing the power of social and human networks through listening, filtering and processing information and creating innovative approaches for forward thinking in the realms of Governance, Community Development, Entrepreneurship, Business, Science, Social Transformation and Ethics. Undoubtedly, events, ideas, decisions, ideologies and inventions that define the complex world we live in today, shape the world of tomorrow. Hence, I believe that we need to build on collective intelligence and social capital, understand emerging behavioural patterns and coordinate people in ways to achieve problem-solving through collaborative work.

Power today is distributed in a pattern that resembles a complex three-dimensional chess game. On the top chessboard, military power is largely unipolar with the US retaining primacy. On the middle-chess board, economic power has been multi-polar for more than a decade with the US, Europe, Japan and China as the major players. The lower chessboard is the realm of transnational relations and it includes non-state actors, while power is widely diffused as technology revolution, epitomized by the Internet, has empowered various actors and generated new challenges as well as opportunities for problem-solving.

Today there is abundance of information but too little thinking and analysis. Human networks proliferate at rapid pace but people are in greater need of in-person networking and productive information exchange than ever before. Leadership as we knew it is losing ground and leaders themselves are clearly finding it tough to manage this continuum of change in society. Leaders have lost their top-down decision-making power, while traditional authority and control has come into question. There is a growing cry for governance improvement, credible and responsible leadership and deep analytical thinking for effective problem-solving.

It is evident that New Technologies and Innovation are effecting changes in Leadership. The ways to collaborate and interconnect have multiplied creating a cry for communication, understanding, partnership building and transparency. Transparency and openness are key drivers for successful governance in a semi-globalized reality that needs to care for the poor, the environment and the broader political and social challenges.

Why is GTF's inaugural international gathering about 'Women Leaders in MENA'?

Well, first of all there is a long tradition of successful women leaders in the Arab world which can be traced back as far as the first wife of the Prophet Mohammed (Peace Be Upon Him), Khadijah. Khadijah, who inherited a vast amount of wealth, successfully managed her father's business interests and preserved the family's fortune. She was a wise decision-maker with exceptional business acumen and over time became a very successful businesswoman. Today's successful Arab women leaders can be found in government, business, science, entrepreneurship, arts, media, academia and social change.

This is a very fluid period of history for the Arab World. Is it going to evolve into a political and social summer or a cold, lasting and unpredictable winter? Is positive change waiting to happen or are we still far away from progress, social development and peace? Can we combat stereotypes and clichés? Can we do something to alleviate pain? Can we empower women and youth, generate more opportunities, switch hatred for understanding, replace fight with collaboration and create happier people? Yes, we can, as long as we have will and courage; and also as long as we can open our hearts and broaden our minds.

There is no better time than now, in an era of change for the Arab World, to arrange a conference for Women leaders, bringing the present generation of pioneering leaders together, with leadership from other parts of the world, and with the best and brightest of the young women, who will be the future generations of leadership. The trailblazing leadership generations will in due time be replaced by other generations of competent women leaders, following the trails set by the pioneers.

Through the GTF Awards in Excellence we will celebrate and salute exemplary leadership, remarkable life achievements, ethos and vision.

GTF is a promise and a commitment: together, we will help create better leaders -for a better World.

Amman is only the beginning!



Innovation

Digital Innovation in the New Middle East

By HRH Princess Sumaya bint El Hassan



**Her Royal
Highness
Princess
Sumaya bint
El Hassan
of Jordan**

*is Founder and
President of El
Hassan Science
City, President
of the Royal
Scientific Society
and Chair
of the Board
of Trustees of
Princess Sumaya
University for
Technology*

We live in very interesting times here in the Arab world. Our unparalleled experience of the digital age has brought changes in behavior and engagement that could not have been predicted, even a decade ago. But freedom of expression is an essential evolution that must ensure the liberation of all sectors of our diverse societies. It is a natural right that should not be taken lightly. It promises us all the entitlement to be heard, but it also demands of us the responsibility to listen. Convergence in media and communications should not lead to a victory of the loudest, but to voices for the voiceless.

There is no doubt that Arab Internet users have achieved an almost incomparable leap in communications and technology capacities in a very short period of time. The Arab world has experienced a dramatic awakening of free expression and impassioned reaction to decades of political, social and economic pressures. In a sweep of expressive release from Bahrain to Morocco, Arabs and the international community have witnessed the rise of diverse independent and vibrant social media and the dramatic increase of long-dormant citizen engagement.

Arab social media sites, online blogs, videos uploads, and an increasing variety of other digital platforms are both facilitating and documenting what is arguably the most dramatic surge in freedom of expression, association, and access to information in modern Arab history. In 2009, it was estimated that there were between 40 and 45 million Internet users in 16 Arab countries, according to research by the Arab Advisors Group, a research and consulting firm based in Amman. The Arab Knowledge Report, 2009 put the number of Arabic-speaking Internet users at a higher figure - around 60 million. By 2010, the Arab world had a staggering 40,000 active blogs, expressing an astounding diversity of views, opinions and experiences.

But the real and lasting impact of new platforms for exchange of information and ideas will not be felt for many years to come. Despite the impressive figures for growth, digital migration and online engagement are still in their infancy in the Arab world. Of course, our enormous young populations are destined to drive massive digital growth in the coming years. More than 50 percent of the populations of Jordan, Yemen, Oman, Saudi Arabia, Morocco, and Egypt are currently estimated to be under 25 years of age. Our young people are supremely comfortable with digital media and have become evermore adept at customizing it to their own requirements. Their abilities to utilize social networks and to mobilize opinions and people have gained worldwide attention and respect.

In December 2010, Google sponsored its first G-Days conference in Egypt and Jordan, gathering together an impressive body of computer scientists, technology entrepreneurs and software developers. One Google executive told attendees that they expect 100 million Arabs to be online by 2015 - expressing an ever-greater diversity of opinion and experience. According to Google, around 24 hours of video content are being uploaded every minute in the region. These statistics highlight

how difficult it would be to edit or assess the quality or accuracy of content that is being constantly uploaded, before it reaches the general public. There is also the issue of who would assess it and at what point would censorship become an issue? However, we are therefore left in a quandary: how do we ensure that hateful, damaging or offensive content, or just plain old misinformation are not permitted to cause harm, particularly to those weaker sectors of our societies?

The fact is, digital media is providing a platform for building a new Middle East, but we must decide what that new Middle East will be. For digital media, with all its impressive potential for growth, is no more than a means to an, as yet, undefined end. There is no point in developing the tools for citizenship, if we do not recognize ourselves and all members of our community as citizens with equal rights to express and to be heard. It is up to us to define the society that converging media will facilitate; to set the agenda for social, political and societal reform; to ensure that digital expansion leads to social inclusion, and that media convergence means our people are better-informed and more aware of how information can shape all our lives.

We must also be aware that there are barriers blocking the full potential of online connectivity – barriers that affect some of our citizens more than others. Not least amongst these are government challenges in some parts of the Arab world, where a fear of the unknown potential of online free speech is causing knee-jerk legislation to dampen Internet growth. Other impediments are less to do with politics and more to do with mundane commercial realities, notably low penetration rates of high-speed broadband as a percentage of population. These factors are standing in the way of wider and faster Internet access but they are moveable. We must ensure that access to information and new platforms is general and equitable. And as governments of the Arab world develop their telecommunications infrastructure for greater Internet connectivity through broadband, mobile Internet, and fiber optic cable, we must ask ourselves how we are developing our capacity for fruitful, informed, constructive and inclusive content.

It is very encouraging that some Arab government officials and politicians have begun to contribute to social networking platforms like Twitter and Facebook, becoming part of a wider movement of gentle, informed, grassroots reform. I am delighted to note that government ministers in Jordan were amongst the first to engage with constituents in ways that would have been inconceivable just a few years ago. We must hope that this is the beginning of a movement towards comprehensive and informed citizen-government interaction and engagement. Growing digital media platforms will mean nothing if they do not facilitate a dynamic and vibrant civic life constructed around clear rights and duties of free expression on the part of citizens and the authorities.

Amman has arguably become the focus-point of Arab social media innovation in the new century. Innovative social networking and media platforms are serving communities in the most innovative ways, with video, written content, animation, and entertainment. Aramram.com, 7iber.com, Ammannet.net, and AmmonNews.net are just some examples of the rich online engagement community in Jordan. These sites offer a variety of socially driven news and online video stories that are often overlooked or missed by traditional or politically influenced media outlets. They represent the beginning of creative and constructive contact between diverse aspects of society.

Despite these great strides that have been made in the swiftly converging media landscape of the Arab world, the truth is, we are still at the dawn of a Digital Age that will take us to unforeseen places. Just as Arab satellite channels helped to revolutionize broadcast news in the recent past, social media will redefine how and when we communicate with each other and with the rest of the world. The platforms are there and are evolving. It is up to all of us to make sure that we have something worthwhile to say. Perhaps more importantly, is our shared responsibility to listen to the other, even if they have traditionally been ignored in our pre-digital existence.



Women Leaders

Leadership in Challenging Times

By Valerie Keller



Valerie Keller
is CEO, Veritas
& WEF Young
Global Leader

The questions we ask ultimately define our answers – and our actions. So rather than ask ‘What will it take for women to be leaders?’ or ‘How are women better or different leaders than men?’ I suggest the more critical question is: What kind of leadership, personal and organizational, is demanded in these challenging times?

A consensus at January’s World Economic Forum convening at Davos was that the leadership establishment around the world is equated with inflexibility, or in many cases, immobility. Given that, I believe that in these times we need leaders – men and especially women – who can offer flexibility of thought, facilitate creative new solutions in a fast changing world, rally resources and think in new ways.

I have rarely sat through a discussion of women’s leadership where the conversation did not drift to ‘masculine v. feminine’ leadership styles. I agree with those who believe this framing is passé. As explained by Valerie Germain, Heidrick & Struggles Managing Partner, “the discussion of male versus female leadership traits is stopping progress. There is a style of leadership that is needed: flexibility.” United Nations Undersecretary-General for Women Michele Bachelet said, “We don’t believe we need to make a trade off between being feminine and tough. Women are of course capable of strong and tough decisions.” Diezani Alison-Madueke, Nigeria’s Minister of Petroleum Resources, agreed saying, “We need [leaders] to have thick skin.”

I believe equating leadership to positions of authority is also passé – the better definition of business or societal leadership is the ability to mobilize resources toward progress. We often keep individualizing leadership, but leadership does not happen without teams. The ability of leaders to mobilize resources takes an ability to synthesize – which in turn takes an ability to listen and to be inclusive – all characteristics essential for our current contexts. The kind of diversity that is most critically needed around the world is diversity of thought. Getting to optimal solutions and sustainable growth requires the right mix of diverse perspectives. Gender is part of that diversity of thought and experiences -- the future state of the world is going to built on new perspectives and skills.

Through this leadership lens, our gender equality metrics and measurements for the workplace are incomplete when we focus just on how many women are (or are not) business owners, CEOs or board members. If we buy into this concept that ‘leaders are people mobilizing resources,’ not just those with powerful titles, then we have more women leading than we currently measure.

It is also important for us to remember that we must first effectively lead ourselves before we can effectively lead others. In this vein, I agree with Beth Brooke, Ernst & Young Global Vice-Chair, Public Policy who encourages women to “focus on what we can do collectively, but also individually. Do women exercise the power we do have?” Mina Guli, CEO of Thirst and a Young Global Leader, suggests not neglecting the steps women can take immediately and personally. “It’s fine to talk about the esoteric nature of leadership, but individually we need to look now at how we can be the best leaders we can be. Are you the best you can be, and if not, why not? We should focus on strengthening our strengths, mitigating weaknesses.”

I completely concur with Beth and Mina. There is still a critical need to focus on removing systemic and cultural blockages that prevent diversity of thought (including gender equality) in organizations and politics – and there are many women around the world who still lack basic human rights and for whom thinking about leadership is a luxury. But individually, when we spend time looking at barriers around us in our workplace or society, barriers is what we will see. The adage ‘seeing is believing’ means that focusing on these barriers often limits our personal vision of what we can achieve.

The more powerful question for us to live in today is ‘What can we do individually and via those around us, using what power we do have to mobilize resources, be flexible, create opportunities?’



by Corinne Martin



The Limitless Potential of Women

By Majd Shweikeh



Ms. Majd Shweikeh
is CEO, Vtel Holdings

Going back to the classroom at the age of 45 was an eye-opening experience for me. After 25 years of working my way to the top, I have learned a lot about what it takes to succeed in a competitive environment. When I first began my career, I started out as a junior auditor before moving on to become a cashier and later an accountant. By the age of 26, I had landed my first managerial job as a finance manager, then a CFO, and just before hitting my fortieth birthday, I was named as the first female CEO in the world to head one of the biggest GSM operators in Jordan. Understandably, with such achievements to boost my track record, I enrolled in the Global Senior Management Program confident that I had a good grasp on what it meant to be a leader. How quickly I was disillusioned.

During my first day at the University of Chicago, Professor Joseph Pistrui posed a question to the class to initiate debate: “What differentiates you as a leader in the 21st century leadership challenge?” “Governance,” I quickly said, because I have always been a firm believer in the importance of a proper corporate governance culture, with clear roles, responsibilities and authority matrices. To my surprise, the Professor’s reaction was, “Well, you belong to the command and control management style. It is 150 years old.” Taken aback by his unexpected statement, I nevertheless accepted it with an open mind and heart because, ultimately, I was there to learn.

By the end of the first session, I had come to understand the reasoning behind Professor Pistrui’s comment. Simply put, tight controls and too much governance can kill creativity and innovation. If these two qualities are to be nurtured in the workplace, leaders need to create a balanced environment that empowers employees and allows them to explore possibilities. There is no doubt that corporate governance is essential to setting the overall framework of any organization in terms of business ethics as well as roles and responsibilities, but it needs to be flexible enough to cultivate employees’ entrepreneurial skills and leadership potential.

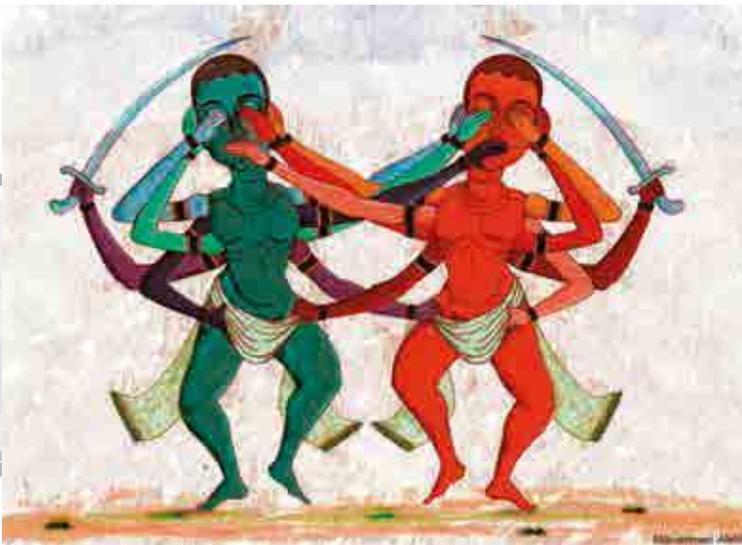
Indeed, one of the most instrumental enablers to my success throughout my career has been the support and open-mindedness of my direct managers, who gave me room to excel and were not threatened by the prospect of their employees overachieving. That is why I invest considerable effort in trying to instill a corporate governance culture that offers enough space for management to experiment with new ideas, while enabling them to make necessary operational decisions in a speedy manner without going through a bureaucratic process.

The Global Senior Management Program taught me that, as Arab leaders, we need to adjust our command and control culture to allow those with entrepreneurial capabilities to keep generating new ideas that support progress. So, how can corporate governance be an enabler for entrepreneurial culture?

By creating a high performance environment driven by operational agility in decision making; workforce diversity created by placing more women in managerial positions; and the consideration of the past, present and future when originating ideas in order to ensure sustainability. Throughout the course, participants were further challenged by Mrs. Suzan Annunzio from the University of Chicago, who underscored the need for managers and leaders to switch from evaluating people based on short-term financial KPIs to focusing on creating a high performance environment that supports long-term growth.

This is where I believe women leaders can do the most good. Over the years, women have proven themselves to be natural born corporate governance enablers as a 2009 McKinsey & Company study confirmed. The study, which investigated the impact of gender diversity in top management on corporate performance, linked the presence of women in executive committees to better financial performance. The reason for this, according to the study, is that women typically adopt certain leadership behaviors that are critical to positive performance in the post-crisis world. I believe this behavior is related to women's instinctive ability to create the right conditions for people to thrive in while staying focused on profitability and goals. Women leaders also have to exert double the effort as their male peers to gain recognition for their work, which makes them high performers.

My recent stint in the classroom has taught me much that remains invaluable to me till this day. But most importantly, it has opened my eyes to the unique value that women leaders can and should bring to their workplace. I have never been more convinced in the importance of companies tapping into the limitless potential of women. It is only when this wealth of potential is harnessed that our region will enjoy a progressive business environment that can carry us forward into the future.



by Mohammed Abuafefa



Iron Ladies

By Stephen Cole



Stephen Cole
*is senior
Presenter,
Al Jazeera
English*

About a year ago I was appointed as senior anchor at Al Jazeera and moved to Doha, Qatar. I had launched the channel in London six years earlier but I thought the time was right to become more involved in the tumult of the so-called Arab Spring. As that Arab Spring fades into autumn, citizens of the region are continuing their calls for more political and economic freedom. Egyptians and Tunisians are pushing their governments for reforms, while in Syria and Yemen high expectations have met the harsh reality that change will be opposed by powerful forces. The optimism that pervaded the uprisings is tempered by the scale of the region's challenges and what better time for a Forum to address those some of the issues arising from those trials. It has been an intense twelve months but during the Summer I decided to return to London to join the celebrations for the Queen's Diamond Jubilee. Despite atrocious weather the warmth of feeling on show for a monarch who has ruled for sixty years took many, certainly at the left-leaning BBC, by surprise. It was four days of celebration of a woman's leadership of a disparate United Kingdom. On the day of the spectacular 1000-boat Thames River Pageant the Queen, aged 86, stood in the rain and wind for four hours without showing any sign of discomfort. Her husband of 64 years the 91-year old Duke of Edinburgh stood by her side throughout. Millions of Britons, myself included, attended street parties, and massed crowds turned the famous Mall towards Buckingham Palace into a sea of red, white and blue. In a fitting tribute to his mother delivered from a concert stage surrounding a statue of Queen Victoria, the only other British monarch to have reigned for 60 years, heir-to-the-throne Prince Charles spoke of the country's affection for a monarch who is a symbol of stability amid economic gloom and political disillusionment.

It was a glorious and triumphant Jubilee. And as I watched I was struck at the dignity and serenity of a woman who has led apolitically so long. I began to think of other great women leaders who have contributed so much politically and socially to their peoples. Aung San Suu Kyi has, through patience pride and self-possession, dignified her role as a leader in exile. She became an international symbol of peaceful resistance in the face of oppression. The world watched as she won her battles without shots being fired. It's a lesson fatally ignored by other more impatient mobs. Aung San Suu Kyi, who is 66, spent much of the last 20 years in detention, often in solitary confinement, because of her efforts to bring democracy to military-ruled Burma. She was inspired by another non-violent campaigner and iconic female leader, India's Indira Gandhi. The ascension of Indira Gandhi, to the highest position in the world's most populous democracy, was especially significant for Indian women, who had traditionally been totally subservient to men. She too was an inspiration to people in other less developed nations.

One of Indira Gandhi's nicknames was the Indian Iron Lady. Today of course, that soubriquet belongs very firmly to Lady Thatcher. She led a male Cabinet to challenge union-dominated Britain. Alongside President Reagan she

was integral to ending the Cold War. It is why the Soviet Union dubbed her – the Iron Lady. So great and inspirational leaders in the West but who will inspire tomorrow’s generations across the Middle-East and North Africa. The name that keeps being mentioned is Her Highness Sheikha Moza bint Nasser al Thani of Qatar. I have worked alongside her on two conferences and bear testimony to a leader of incredible vision and energy. Her Highness Sheikha Moza bint Nasser has been actively engaged in education and social reform in Qatar for many years. In autumn 2003, she led the inauguration of Education City, a prototypical university of the future. Also in 2007, Forbes magazine named her as one of the 100 most powerful women in the world, and The Times of London named her one of the 25 most influential business leaders in the Middle East. “Not only is education a pillar of democracy, but democracy is also a pillar of education, she says. She believes in the power of education to stimulate a genuine political and social awakening. Her daughter, 29-year-old Sheikha Mayassa Al Thani has become one of the most talked about figures in the international art world and the force behind Doha’s majestic Islamic Museum. She recently wrote: “Art-even controversial art – can unlock communications between diverse nations, peoples and histories”.

The principles of collaboration, respect for others and popular participation that Sheika Mozah espouses are particularly relevant to this Forum. “We have revived our forgotten traditions of dialogue and openness”, she said. “Our mission is to build a culture of quality within our region so we can benefit from brain gain rather than suffer from brain drain. I believe in opening up to the knowledge and the cultures of others, tolerating and respecting our differences while nurturing our similarities. Only when we respect ourselves and others can we expand our minds beyond borders.”

In Britain the weekend dedicated to the diamond jubilee was a success story for the monarchy and the Queen in particular. Polls suggest the crown and the queen herself are more popular now than they have been for decades. One poll reports she, at over 80 is more in touch with her subjects than the modern youthful government. If nothing else, commentators said the royals had once again provided Britons, suffering through deep public spending cuts and rising unemployment, with an excuse for a party. These Forum wont needs an excuse to come together for a party but will instead celebrate a different type of togetherness. One that moves forward in company with pioneering women, not just from the Arab World, but also from a world removed from aggressive politics and self-serving interests. I see Amman as a celebration of ideas and talent aimed at bringing together some modern “Iron Ladies” who can lead an increasingly desperate world into safer and calmer havens. Those ladies will come from a world beyond politics and regimes. Their names won’t be in the headlines. Not yet anyway. But their decisions, taken in Amman and acted upon after the Forum, will guide countries towards the creation of safer and more just societies. And that is a very good reason to celebrate.



by Mohammed Abuafefa



Society

The Global Street

By Professor Saskia Sassen



Saskia Sassen
is a Professor
at Columbia
University
(www.saskiasassen.com) and author
of *Cities in a
World Economy*

The uprisings in the Arab world, the daily neighborhood protests in China's major cities, Latin America's piqueteros and poor people demonstrating with pots and pans - all are vehicles for making social and political claims.

We can add to these the very familiar anti-gentrification struggles and demonstrations against police brutality in U.S. cities during the 1980's and in cities worldwide in the 1990s and continuing today. Most recently, the over 100,000 people marching in Tel Aviv, a first for this city, not to bring down the government, but to ask for access to housing and jobs; part of the demonstration is Tel Aviv's tent city, housing mostly impoverished middle-class citizens.

The Indignados in Spain have been demonstrating peacefully throughout the country, but most visibly in Madrid and Barcelona, for jobs and social services. Similar claims guided the 600,000 who went to the street in late August in several cities in Chile. The "riots" in London in August 2011 and the Occupy movement in the US, all respond to social questions.

These are among the diverse instances that together make me think of a concept that takes it beyond the empirics of each case --The Global Street. It is not new; indeed, the global street is part of many of our histories across time and space, even as its specific forms vary accordingly. In each of the current cases, I would argue that the street, the urban street, as public space is to be differentiated from the classic European notion of the more ritualized spaces for public activity, with the piazza and the boulevard the emblematic European instances.

I think of the space of "the street," which of course includes squares and any available open space, as a rawer and less ritualized space. The Street can, thus, be conceived as a space where new forms of the social and the political can be made, rather than a space for enacting ritualized routines. With some conceptual stretching, we might say that politically, "street and square" are marked differently from "boulevard and piazza": The first signals action and the second, rituals.

Seen this way, there is an epochal quality to the current wave of street protests, no matter their enormous differences, i.e. from the extraordinary courage and determination of protesters in Syria to the flash crowds convoked via social media to invade a commercial street block for ten minutes we have seen in cities in the US, the UK, and Chile.

The city is a space where the powerless can make history. That is not to say it is the only space, but it is certainly a critical one. Becoming present, visible,

to each other can alter the character of powerlessness. I make a distinction (Sassen 2008, chs. 6 and 8) between different types of powerlessness. Powerlessness is not simply an absolute condition that can be flattened into the absence of power.

Under certain conditions powerlessness can become complex, by which I mean that it contains the possibility of making the political, or making the civic, or making history. There is a difference between powerlessness and invisibility/impotence. Many of the protest movements we have seen in North Africa and the Middle East are a case in point: these protesters may not have gained power; they are still powerless, but they are making a history and a politics.

This then leads me to a second distinction, which contains a critique of the common notion that if something good happens to the powerless it signals empowerment. The notion that powerlessness can become complex can be used to characterize a condition that is not quite empowerment. Powerlessness can be complex even if there is no empowerment.

This is based on *“The Global Street: Making the Political”*



By Rawan Da'as



The Challenge of being a Mother and a Leader

By Muna AbuSulayman



Muna AbuSulayman
is Partner,
Directions
Consultancy
LLC and Owner,
Muna World

The debate between working women (WW) and “Stay at Home Moms” (SAHM) has been going on for a while, with each side trying to prove that it is the better choice for families in a useless sometimes hurtful debate. In the past year the debate got raging as a slew of talks and articles as high achieving women like Sheryl Sandberg and Anne Marie Slaughter weighed in on the question of quitting work, when or when not to. Moreover, articles on the catastrophe of single parenthood proliferation in the US vs. Europe have been gaining a lot of traction with readers who understand how poverty is directly correlated to this phenomenon.

It is an interesting debate and one in which I participated in Jordan when I gave my TEDx DeadSea talk on “Motherhood and Leadership,” but perhaps my involvement was much longer as my life and those of my daughters revolved around those issues of guilt, of wanting to do my best as a mom, and of wanting at the same time to fulfill myself. I came from a mixed background in that regard. The daughter of a SAHM, who grew up with the Protestant work ethic in the US while growing up with feminism going main stream in the 80’s. This all created a hyper-complex world, and a very complicated life for me where my brain and my body and my emotions were not aligned, and I did not have anyone who could mentor me in the Middle East on these issues. There were not many previous generations of highly accomplished women where I came from, and for those few whom I met, they did not discuss the toll their work took on their own lives, and were stoic and reticent in sharing their struggles.

I came to realize as my professional life became heavy with commitments, with speaking engagement, with many startups, as I spanned Media, Philanthropy and educational fields at the same time that my decisions were not really my decision. Rather these decisions were made as a reaction for or against cultural forces and were, more often than not, a result of the fast world I lived in. I became an over achiever, because I was taught to fulfill my potential, I was a hovering mom because that what Arab mothers were supposed to be, and in the process lost myself.

I did not have the time to figure out what success looks like for me, while I was in the middle of the rat race and raising two daughters as a single mother. I had to step aside, and even with that, it took years to figure out what is most important to me, to give myself permission to do the things that I think are important, not to be a slave to other people’s expectations of myself.

I realize that I, like Ann Marie Slaughter says, belong into a small group. Most women might prioritize their lives differently, but for some of us, who wanted to “have it all” we pushed ourselves and instead of accepting a man’s world, we want to help change it. IT did not work that way. For many women in executive management, the realization that the system will not change comes.

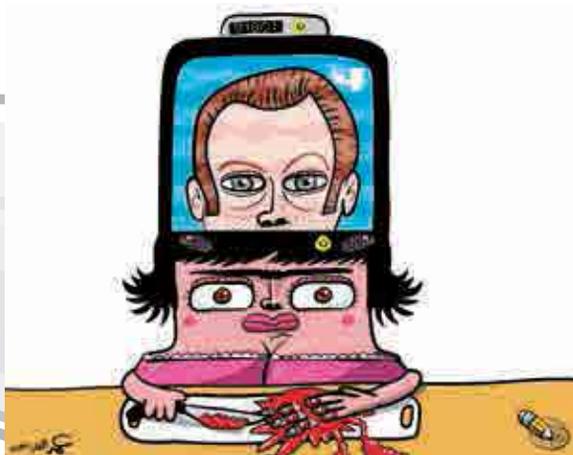
I started at the age of 35 of pulling back and devoting more time to parenting, as I realized that the price would be too high later on, if I don't help my daughters get the skills (emotional, and academic, and cultural) they need to navigate a quickly changing world. Paying more attention to my health, working around the clock to finish a project, is only done now when it is absolutely necessary not just for me, but in general as a rule all the companies and organizations that I worked in. Limiting a little bit what can be done in order to have a more holistic life, a more balanced work/life equation is single handedly the most important change in my life that has led to an increased happiness. The road to that is not as easy as it sounds; there are not that many women female models who talked openly about the difficulty for women at the top to handle both a family and a demanding professional life. In one article, it stated that these women either were single or had a stay a home father.

In my talk I discussed a system change: the idea of looking at a woman's productivity as not just an output of her professional life, but also of her personal family life; that we need to value her work at home, as well as in the work force.

Additionally that MOST importantly, we have to realize the following:

- a. A woman's child-bearing and raising are not lifelong projects but should be at most 15 years of her life. She should not be penalized for those 15 years when the average career is over 40 years as longevity has risen.
- b. Men need to be held responsible. They need to share more in raising our kids, and taking responsibility with all that entails in terms of taking time off.

In the end, I had to change my priorities, but I do hope that as my daughters grow up they will be able to have a better chance of balancing life and work without compromising on their dreams.



By Omar Abdallat



Media

Women at War

By Chris Cramer



Chris Cramer
has been a journalist and news executive for more than 40 years and is now an Editor at Large at Reuters in New York and CEO of CramerMedia. Cramer was President and Managing Director at CNN International for 11 years

Female war correspondents are no longer a novelty. The legendary 20th Century author and journalist Martha Gellhorn broke that mold around 80 years ago and in recent times many of our most accomplished journalists and chroniclers of warzones – among them CNN’s Christiane Amanpour, the BBC’s formidable Kate Adie, Hoda Abdel Hamid from Al Jazeera – just happen to be women. Male news executives like to think we have become more enlightened down the years as we made decisions over which reporters should cover wars and who were not suited and should stay at home. The debate was frequently an angry one as there is nothing harsher than making judgments about a reporter’s ability to report.

As Head of Newsgathering at the BBC and then President and Managing Director of CNN International, the gender of a war correspondent was always under the surface as I decided who to assign to the hellholes around the globe. Was the story suitable for a woman? Would she prove a distraction? Was her hair too long or too blonde? Did her flak jacket fit? Crucially: was she at greater risk of harassment, sexual assault and rape than her male colleagues?

My fears went mostly unspoken – particularly as most of the women working for me were too feisty to be challenged and my own experience of war zones was limited to just a few years in Africa and the Middle East before I decided that hostile zones were not for me. A brief period being held hostage by six Iraqi dissidents inside the Iranian Embassy in London put me off covering war firsthand forever.

This year’s apparently targeted death in Syria of the veteran war correspondent Marie Colvin of Britain’s Sunday Times was a tragic reminder that our female colleagues share the risks with many in this profession. Another searing example of the very special risks that women face came in February last year in Cairo with the appalling sexual attack on Lara Logan from CBS News. She described that attack in a compelling book from the International News Safety Institute, “No Woman’s Land: On the frontlines with female reporters”*** in which she joined 40 other media women in graphically describing the very special additional risks that they have faced down the years – and offer their own advice on how to prepare for that and how to continue to do their jobs.

Lara Logan’s ordeal at the hands of “300 baying men” tackled for probably the first time the taboo subject of what can happen to female journalists just about anywhere but more so in the middle of a frenzied mob as law and order breaks down.

“I remember begging for my life,” She wrote, “I remember giving up. I remember fighting back. I remember accepting my death. And I remember clearly, making a decision to go down fighting with my last breath.”

Another distinguished female war correspondent, the BBC’s Lyse Doucet,

believes that in most places she works Western women are regarded almost as a “third gender.” Not like men, not like local women, but particularly in traditional societies they are granted the special privileges given to guests including a belief that women need to be protected; like the many Egyptian men in Cairo who linked their arms and escorted her through rowdy crowds. In sharp contrast to what happened to Lara Logan in the same city around the same time.

Logan writes in the book about the “ancient tactic of terrifying people into submission or silence..... (though) I do not believe it should stop or deter women from doing this kind of work”

She reminds us “sexual violence – rape – is a unique, humiliating weapon. It is used to great effect against both men and women.”

“No Woman’s Land” was the first book that I have read that addresses the welfare of female media in hostile zones and is a powerful story about journalistic passion and the extra dangers that women are prepared to face. The book is not one of those traditional essays from some of my male media counterparts where daring do and first person reporting predominate. Most of us roll our eyes as we read those accounts of life at the frontline.

For me the book is a timely and strident reminder that my female colleagues have a different take on war and conflict. Unlike many of their male colleagues, they are unimpressed by the whiz-bang of war, those so-called precision weapons. They know far too well that “collateral damage” means men, women and frequently children. Almost without exception they have sensitivity about the subject matter that enables them to empathize with the victims of conflict. A natural instinct that these stories are about people and their suffering. Not about our ability as journalists to get to the scene.

I have long believed that this basic understanding makes women better journalists.*



By Amjad Rasmi

* Extracts from this article were published on Reuters.com in March, 2012

** “No Woman’s Land- On the Frontlines with Female Reporters” is available via the International News Safety Institute (INSI) website at www.newssafety.org



Leaders of Tomorrow in MENA

By Rana F. Sweis



Rana F. Sweis
*is a Journalist
and co-Founder
of Leaders of
Tomorrow*

With the majority of the population in this region under the age of 30, we cannot but recognize both the hope and the challenges that lie ahead. Today's youth are tomorrow's leaders and unless we are able to act upon that, it will be difficult for effective political, social and economic reform to take place.

Although youth-led mass movements and protests across the region have contributed greatly to the breaking down of internal fear and freedom of expression, leadership is also about concrete action that turns hope into vision and vision into reality. The real work after mass protests in countries that brought down regimes, and others calling for political reform in our region is only beginning.

It is more important than ever to create leaders who can move societies to a more prosperous place, a place where differences thrive rather than fight. What I continue to see and hear across the region is that there are major gaps between classes, between neighborhoods and between leaders and their people. It was true of the Egyptian leadership. It was true of the Libyan leadership. It was true of the Tunisian leadership. It is still true in other places in the region.

Our leaders must not neglect the importance of fieldwork. They must meet with ordinary people; listen to their concerns and witness firsthand how people's daily lives are impacted by policies and decisions they make. Ignoring people's concerns was perhaps the gravest mistake leaders in the region did and continue to do. Leaders of today and leaders of tomorrow must assess whether their work is impacting the places and people they serve. Today, fundamental challenges still remain including access to education, unemployment, gender equality and water shortages. It is the youth of this region who will continue to suffer.

Leaders are also as good as their teams. Choosing the right people who share core values of an organization or politicians who represent nations on behalf of their leaders is essential to build trust and confidence in institutions and systems. For too long, leaders in the region created followers instead of leaders. They created education systems based on rote learning and memorization instead of creating critical thinkers and that leads to innovative, young leaders who can lead the reform process.

With the advancement and reach of media and technology, it is no longer possible to assume people don't know what is happening in their countries and in the region itself. This was obvious with the onset of the revolution in Tunisia that spread to Egypt and beyond as television sets broadcast live updates on a daily basis. Tweets and Facebook messages crossed borders but still it was the people who went out in the street that made the concrete action at the end.

The leaders of tomorrow whom I meet on a daily basis are brave, confident and passionate about improving their lives. Leaders must create tools and mechanisms to implement their goals into action. It is not enough for our youth to create online start-ups or medium-size businesses as a way to avoid being part of government but they must be involved in the political and social processes of democratization and their values, needs and interests represented.

As parliamentary elections are set to take place by the end of 2012 in Jordan, I wonder if our young leaders will still be left out of the political processes as they have been in the past. The lack of apathy and trust in the candidates and the process of the elections continue to leave many disenchanted in regards to the push for reform. But with the Arab Spring, young leaders will continue to speak out.

As a proud team member of Leaders of Tomorrow, a local Jordanian non-profit organization for youth and led by youth, our work continues to target those who feel socially excluded and alienated from the society. We work on both political and socio-cultural topics including on our latest initiative 'FadFed' (Speak Out), a platform for Jordanians to express themselves and share their opinions on current issues taking place in Jordan. The initiative has been popular so far and is in many ways it is our contribution to increasing freedom of expression and opinion in Jordan.

We believe that only through real and concrete political, social and economic reform, can Jordan and the region reach its potential.



by Omar Abdallat



Media Movements and Radical Politics

By Athina Karatzogianni



Athina Karatzogianni is a Senior Lecturer in New Media and Political Communication at the University of Hull

Can one make a wild wager that the dynamics of postmodern capitalism, with its rise of new eccentric communities, provides a new opportunity here? That, perhaps for the first time in history, the logics of alternative communities can be grafted on to the latest stage of technology?

(Žižek, 2004)

I argue here that the logics of alternative communities can be indeed grafted on to the latest stage of technology. WikiLeaks is part of a process taking place in cyberspace, particularly the last decade or so, and has snowballed considerably to actualize what was digital virtually possible for online collaborative communities. In a way, WikiLeaks is only the tip of the iceberg in terms of digital activism. More than a decade of digital activism has been mostly invisible to the general public. For instance, there are virtual communities comprised by thousands of individuals, where the formulation of alternatives to capitalism, proprietary software or systems of knowledge are daily debated and there is considerable attachment affect and love for both the community and the future they ascribe to.

WikiLeaks is part of a tradition of an overall information age ideology adhering to 'information wants to be free', wanting to change the world through making government open and accountable, through fostering some kind of alternative to capitalist relations, and through peer production and collaborative networks. There are dozens of groups others political and others less so. The peer production and open source groups have given us an array of beautiful products and have proven that human collaboration outside and in parallel with the capitalist system is both possible and sustainable. You could say there is a longer tradition of civil disobedience, political dissidence and social movements in the historical narrative, which various hacktivist groups might be drawing from as well. The extent to which WikiLeaks adheres to the peer production philosophy is not an issue I have space for here, but it is worth exploring in the future.

Nevertheless, the criminalisation of protest and hacktivism, cracking down on the freedom of expression, their portrayal as threats to global security and as terrorism, is a tactic, which serves the logic of the current capitalist system and the hierarchy of the world system as we know it. The state form and capitalism are threatened, and not necessarily human security. Uninformed observers and individuals which are not aware of military targets or how diplomacy works might have found some moderate value in the Cablegate documents or other revelations, but for those in the intelligence game or those who are engaging in large scale violent attacks this is part of what they know in order to succeed in their operations (On the reconfiguration of power in global politics and other cyberconflicts see Karatzogianni 2009).

Evident in the anti-globalization and the anti-capitalist movements which are networked is an alternative programme for the reform of society, asking for democracy and more participation from the 'underdogs', be they in the West or in the developing world. In the anti-war movement, which is a single-issue movement, the demand was for a change in power relations, in favor of those that believed the war to be unjustified. In new social movements, networking through the internet links diverse communities such as labour, feminist, ecological, peace and anti-capitalist groups, with the aim of challenging public opinion and battling for media access and coverage. This is enabling civil society actors to the extent that a reformatting of politics is taking place (Dean, Anderson and Lovink, 2006). It is at the interface, the spectrum and the clash between hierarchies and networks that revolutionary change occurs. In complexity theory terms, this happens when a system is at the edge of chaos. It is herein that networks/rhizomes fight against hierarchies/arborescent systems to disrupt the closure of space in the global system in the fields of governance, knowledge production, digital culture and the mediated public sphere (Karatzogianni and Robinson 2010).

The above is an excerpt from Karatzogianni, A. (2012) 'WikiLeaks Affects: Ideology, Conflict and the Revolutionary Virtual' in Digital Cultures and the Politics of Emotion: Feelings, Affect and Technological Change, edited by A.Karatzogianni and A. Kuntsman, Basingstoke: Palgrave MacMillan.



by Mohammed Ajeja



Social Giving

INJAZ: Motivating Youth in Jordan

By the INJAZ TEAM

The story of INJAZ is one of both challenging realities and miraculous break-through, shaped most importantly by the people who have passionately supported and participated in the achievement of our mission, a concept that is still quite new and ground-breaking in Jordan. The organization was established in 1999 as a project under Save the Children with USAID funds. In 2001, it was re-launched as an independent, non-profit, Jordanian organization with the mission of inspiring and preparing young Jordanians to become productive members of society and succeed in a global economy. In the past twelve years, INJAZ has successfully engaged 700,000 youth from across the Kingdom, with the help of over 17,000 dedicated volunteers from a vast network of public, private, and civil society sector partners. INJAZ also works closely and in full coordination with the Ministry of Education and has partnered with many various local and international organizations on new projects and initiatives. INJAZ is also a member of Junior Achievement Worldwide and benefits greatly from the programming models of this well-established network. The organization has matured greatly from its origins, expanding its pool of beneficiaries and partners throughout Jordan.

Our twelve years of experience have given us a wealth of knowledge regarding the situation of youth in Jordan and the major challenges they face, both with the education system and the current job market. Unravelling and pinpointing the issues has empowered INJAZ in offering programs that address these specific needs and has enabled us to become a solution-provider for key issues concerning youth. We have identified three major challenges facing young Jordanians today: debilitating skills gaps, economic and social inactivity, and high unemployment. Job-seeking youth often face harsh realization that they simply do not have the skills and knowledge to be competitive in the job market. Moreover, more than half the youth in Jordan are economically inactive. Even outside of employment, many of our youth are detached from civic participation in any form. Finally, the extremely high youth unemployment rate in Jordan, significantly higher than the already high national rate, discourages youth early on from actively seeking and competing for employment and from setting high goals for themselves in terms of their careers. At INJAZ, however, we have experienced an uplifting counter-example to these harsh realities. Our students and their achievements have inspired us to take on greater responsibility and leadership in our field in order to bring about real change for Jordanian youth.

INJAZ's approach as a solution-provider is well-rounded, focusing on four main objectives: capacity-building, inspiration, volunteerism, and entrepreneurship. Ensuring that students have each of these elements incorporated in their education will set them on a path for success, not only in terms of their career, but as responsible and productive members of the community and strong social leaders.

Capacity-building encompasses the substantive components of INJAZ programs, the curricular material, theoretical knowledge and concepts, skills training, and hands-on experience. Students who successfully learn the knowledge and skills will be significantly more competitive for jobs in their field. Though INJAZ specializes in fields such as economics, business, and entrepreneurship, our programs build capacity in universally essential skills such as leadership, critical thinking, problem solving, communication, and other soft skills; these skills,

while markedly absent from the standard education system, are beneficial to every job-seeking graduate, no matter what their specialization might be.

Another important element of a student's development is inspiration. A sense of motivation, passion, and hope are needed in order for youth to set goals and strive to achieve them. INJAZ works to bring role models and examples of success to our students in order to demonstrate how hard work and persistence can lead to success, as well as to demonstrate the variety of opportunities and career paths available to them. We also provide them with various hands-on, interactive work experiences that give them a clearer understanding of different fields of work.

Volunteerism is also an important part of the INJAZ spirit and mission. We bring this value to society by engaging the private sector and recruiting thousands of professionals to volunteer for our programs. We also have programs that engage our students in volunteering activities.

Finally, INJAZ believes that entrepreneurship is a powerful tool for youth, in terms of their education and their careers. Entrepreneurial values teach students to explore their passions, take initiative, and become engaged in their society and aware of its needs. During this time of increasing global connections, communication, competition, and interdependence, youth find themselves needing to evolve and adapt to a new reality. In a market that has not yet been saturated and has exciting room for growth, Jordanian youth are presented with the opportunity to innovate and establish enterprises that suit the demands of their generation. Most importantly, it will empower them as job creators and provide them with the skills they need to combat the Jordan's high unemployment and provide work not only for themselves but for their peers.

Today, INJAZ offers 44 programs, all of which are working toward these core objectives. Two of our more involved and intensive university-level programs, which are quite comprehensive in terms of INJAZ' overall objectives, are the Company Start-up Program and the Social Leaders Program.

The Company Start-up Program is INJAZ' premier entrepreneurial program through which highly qualified private sector volunteers are linked to work closely with the students and have the opportunity to interact with them and to share their own business experiences and knowledge. Students receive hands-on entrepreneurial and business training to establish their own start-up companies. They learn to assess market needs, organize their ideas, develop a business plan, operate and manage a company, solve problems, and make profit. Students are motivated and inspired by a new awareness of their personal and professional and capabilities and potential. Their access to the expertise and networking of the private sector and the possibilities it offers them later in life are major assets.

The Social Leaders Program (SLP), inspired by the ASPEN Fellowship Program, is executed through INJAZ's wide network of private sector partnerships and its long-standing, positive relationship with the Jordanian education system. The program engages key business and social leaders as personal mentors for Jordanian youth in order to create a generation of leaders who are able to take initiative and mobilize their communities toward social change. With the help of their mentors, students plan, execute, and manage developmental projects and social enterprises that address community needs or concerns that are important to them. In some cases, the projects become life-long missions for these young leaders.

As INJAZ continues to grow and adapt to today's needs, we plan to focus on wider inclusion and sustainable impact, both of which are necessary in order to achieve our goal of nationwide change. INJAZ has recently expanded into remote, under-served rural areas, whose youth are otherwise excluded from opportunities to improve their situation through new learning experiences.

More info on INJAZ: <http://www.injaz.org/jo/>



The “Foundation for the Child and the Family”

founded by Mrs Marianna V. Vardinoyannis,
Goodwill Ambassador of UNESCO



Mrs. Marianna V. Vardinoyannis, is a Goodwill Ambassador of UNESCO, founder and president of the “Marianna V. Vardinoyannis Foundation” and of the “ELPIDA Friends’ Association of Children with cancer”

The aim of the Foundation is the protection of children’s and families’ rights, through advocacy and action focusing especially on education, peace, health, social solidarity and culture. The Foundation participates in the fight against violence, poverty, illiteracy, discrimination, giving particular emphasis in combating sexual abuse of children and paedophilia, human trafficking, exploitation of children as soldiers, war victims, etc. Through conferences, publications and campaigns, the Foundation contributes to the sensitization and awareness of the Greek and international public opinion about the problems of children and families, especially those related to the respect of the International Convention on Children’s Rights, as well as the Millennium Development Goals of the United Nations. At the same time, it encourages research or efforts that serve ecumenical ideals and give examples of noble actions. It co-operates with UNESCO and with many international, national and local governmental and non-governmental organizations.

It has developed the “Chain for Peace” program to support the children victims of armed conflicts in the Balkans and in the Middle East. Through this program, the Foundation sent tones of first aid support, medication, food and clothes in the Balkan region, it has created a Surgery Centre in Gracanica (Kosovo) and the “Athena” Kindergarten in Belgrade. It has also financed the creation of the Early Childhood Resource and Training Centre in Bethlehem in the framework of the UNESCO Project “Bethlehem 2000”, it has supported the creation of the Institute for Peace Studies and the Alexandria Centre for Hellenistic Studies in the Bibliotheca Alexandrina. It has sponsored the UNESCO International Seminar “Disaster risk Management of World Heritage Properties” held in Ancient Olympia (2008) as well as the creation of a Kindergarten in Ano Liossia (Athens) and the program for the support of the remote areas of Greece, such as villages in the prefecture of Xanthi (Miki, Genisea, Diomideia), Fourni island, etc. It participated in the “1 GOAL- Education for All” global campaign in Greece and it was one of the founders of the “End Human Trafficking Now” global campaign. It supports vulnerable social groups and it contributed to the creation of the first Oncology Hospital for Children in Greece “Marianna V. Vardinoyannis-ELPIDA”.

“ELPIDA Association of Friends of children with cancer” is a Greek NGO founded by the Goodwill Ambassador of UNESCO, Mrs Marianna V. Vardinoyannis, in 1990. The first goal of ELPIDA was the creation of the Bone Marrow Transplant Unit at the “St Sophia” Children Hospital in Athens. Until then, children suffering from cancer in Greece were condemn to their tragic fate because the Greek State could not cover the high cost of therapy for each child in the USA or in Europe. Thanks to the existence of ELPIDA’s Unit, and later of its paediatric oncology hospital, about 600

children have received transplants up to now and therefore the gift of life. Due to the fact that many of the children are coming from different parts of Greece, as well as from countries of the Balkan and Mediterranean region, ELPIDA implemented one more initiative: the creation of the ELPIDA Guest House to offer hospitality to children suffering from cancer and to their parents, in a warm environment, safeguarding quality of life and supporting them. It was inaugurated in 1999 and since then, about 700 families have been accommodated there for free, relieved from the expenses of staying in Athens for months and considering it as their second home.

The Guest House is a five-story building close to the hospital. It accepts children ranging from a few days old to the age of 17 years old, for periods of one month to 18 months, depending on how long the treatment lasts. The third major project of ELPIDA was the construction and operation of the first Oncology Hospital for children in Greece. It was inaugurated in 2010 and was offered to the Greek State. On both administrative and operational levels, the new Hospital forms part of the “Agia Sophia” Children’s Hospital under the name of Paediatric Oncology Unit “Marianna V. Vardinoyannis – ELPIDA”.

The hospital is a relief to the Greek society, providing children with effective treatments and ensuring top nursing services against neoplastic diseases and haematological malignancies. Special attention was paid to the therapeutic approach of the building’s interior and exterior environment. Moreover, the hospital has school, playgrounds, guest rooms for parents, libraries and many other facilities that make children’s stay easier, creative and more comfortable. At the same time, ELPIDA is supporting the parents who are facing financial difficulties due to the economic crisis in Greece. The next project of ELPIDA is the creation of a Bone Marrow Donor Bank at the hospital.

The Foundation is an NGO with a Consultative Status in the United Nations Economic and Social Council (ECOSOC) and headquarters in Athens. In 2012, the Foundation was renamed as “Marianna V. Vardinoyannis Foundation” in order to expand its action in accordance with timely humanitarian and social issues.



Pediatric Oncology Unit “Marianna V. Vardinoyannis-ELPIDA” (Athens, Greece)



Europe

Women in Transition

By Sonja Lokar



Sonja Lokar
is Executive
Director of the
CEE Network for
Gender Issues
from 1998 and
President of
the European
Women's Lobby

In former socialist transition countries, tectonic changes were announcing themselves through different forms of civil society movements long before the Berlin Wall fell.

Women, already half of the working force and half of the highly educated population, were everywhere just as strong supporters of and activists within these movements as men. There was a strong common belief between these activists that if they could rid themselves of Soviet domination and oppression they should be able to upgrade existing workers' rights and maintain the social and economic security of socialist times alongside new freedoms such as respect for human rights; freedom of religion; freedom of expression; free market economies and parliamentary democracies.

Achieved women's rights – de jure equality, equal inclusion in full time paid work and protected position in public life (30% quotas were in practice), freedom of choice and publicly insured protection of reproductive health and rights, were taken for granted.

The only countries where at least new born independent women's movements were aware that the challenges would be tremendous, were three former republics of socialist Yugoslavia – in Serbia, in Croatia and in Slovenia. In all other transition countries, gender equality before 1990 was a non-issue. For the women of these transition countries it came as an unwelcome surprise when, after the first free elections, they realized that they were completely deprived of political power when such power shifted into the newly elected parliaments and governments.

When the transitions started to accelerate, women realized that the Berlin Wall had fallen on them and they did not have any effective social or political tools to turn the trend around.

Transitions were all different and all the same.

They were just as different as the transition countries themselves - and were also different in mode: They could be step by step, such as in Slovenia; brutal shock therapies, as in Hungary; 'go on and stop and go' like in Albania, or the worst mode of them all: War, as in Croatia, Bosnia and Herzegovina, Serbia, Montenegro and Kosovo.

They were all the same in terms of some general key trends: free market economies and parliamentary democracies were built by the re-colonialization of all these countries and by a huge destruction of already developed industrial potential and human capital.

Women in these countries fell into this last category: well-developed human capital.

After 20 years one can see that women of former socialist transition countries were the biggest losers of transition but also the most numerous surviving group.

They stayed at the labour market for a terrible price – accepting lower wages, less socially protected jobs, becoming emigrant care and sexual workers, many of them cheaply sold as trafficked women or domestic slaves, losing their reproductive and sexual health and rights, losing public support for the balancing of their paid and care obligations, postponing marriage and birth, or giving up marriage and maternity altogether.

Interestingly, the most serious and creative strife against this unfortunate development came into being in the countries with the most horrific mode of transition, in the former Socialist Yugoslavia countries of South Eastern Europe, with the experience of armed conflicts.

In the most terrifying situations of massive ethnic cleansing, massive rape, years long shelling of unarmed civilians in cities, the most courageous women realized that their private strategies of survival were not working. In Bosnia and Herzegovina, immediately after the first free post war elections, they also realized that the many NGOs they had developed to stop armed conflicts and to protect and help women victims could not bring real change.

They could only clean up the mess again and again by male, aggressive, nationalistic politics. This was the moment when for the first time, in 1997, they came together asking for the legal 30% quota regulation in their provisional electoral code in order to be able to influence the process of reconciliation, peace and democracy building.

In 1999 when the Stability Pact for South Eastern Europe – a sort of intergovernmental Marshall plan for the region, was put together, the women activists from Bosnia and Herzegovina initiated the establishment of the Stability Pact Gender Task Force (SP GTF).

From 1999-2009 women from this region have developed innovative strategies to bring their needs and priorities into the mainstream politics:

- Regional formal mechanism for gender mainstreaming, the first of this kind in the world – SP GTF.
- One issue focused regional strategy for political empowerment of women
- Sandwich strategy
- Big coalition strategy
- Parallel electoral campaign strategy
- Win - Win in political parties strategy

At the beginning of this process the average of women MPs in 12 South Eastern countries was below 7 %, today in 8 independent states born out of socialist Yugoslavia, this average is over 27% (Bosnia and Herzegovina 21.4, Croatia 23.8, Serbia 32.4, Kosovo 33, Macedonia 30.9, Slovenia 32.2, Montenegro 12.3) and in all 8 stronger or weaker quotas have been enacted.

It is not up to me to make simplistic parallels with the processes in the MENA countries, but every one of you can see how different and similar they are. In my view, sharing our experiences may save you from some mistakes we made and teach us all some things we didn't know before.



By Nidal Elkhairy



Women in MENA: Essential Voices in Policy Development

By Gary Horsley



Gary Horsley is a marketing and communications consultant who has worked extensively on EU-MENA media relations

From 2005 to 2011 I was privileged to be part of the management of a series of conferences in which EU and MENA journalists discussed a range of topics relevant to the relationship between the regions. Though there was a focus on media matters – freedom, ownership and training being compared north and south of the Mediterranean – the meetings also covered broader issues such as migration, racism and xenophobia, and the reporting of conflict and terrorism. The debates were sometimes heated but they were usually productive, even when they reflected widely differing views.

Input from women journalists was a key part of the process, with common ground and contrasting opinions often found where least expected. The fact that I even discuss women’s contributions separately will be a source of annoyance to many of those I worked with – both European and MENA – who saw gender as irrelevant to their trade and their opinions. Wherever we had workshops that focused on gender issues we had female participants who chose to join other discussions, believing that a journalist is a journalist, irrespective of physical make-up.

For many others gender was a critical component of virtually every topic covered, both in professional activities and across social issues. They were adamant that, in societies where the actions of women are constrained by prevailing attitudes or even by law, a discussion that did not reflect such a fact was incomplete. This was particularly so in the case of career structures and the barriers to achieving equality at higher levels. EU female journalists were vocal in their support for colleagues in the south on this while also critical of many of their own working contexts.

Specific topics generated some interesting and unexpected viewpoints, from both genders and both continents. On the question of conflict reporting, many of the male participants suggested that female journalists would not be able to engage with combatants to the same degree as their male counterparts and so would be denied access to the full picture. Given that our network of participants included award-winning female war correspondents this view was strongly rebutted. It was also countered by the argument that male journalists focus far more on the combatants than on those affected by the fight; too little information on the suffering of civilians is, for some, an equally incomplete view. There was also the suggestion that this negative view of the capacity of women to cover conflict was little more than a general paternalism in society, denying women the capacity to carry out a range of tasks just because of their gender.

One topic which provided split opinions across and between the genders, as well as across and between the regions, was the question of dress. Wom-

en participants supporting their wearing of the hijab and other traditional forms of dress were questioned by both women and men who saw it as deference to male-dictated social mores. This was a view strongly refuted by those concerned, who stressed their independence and ability to make their own choices. If there was one issue that illuminated the complexity of relations between north and south, between the genders and even between different sectors of the same society – in countries north and south – it was this.

A historical bridge from the past to modern concerns was provided by one conference participant who was actively involved in the politics of Northern Ireland following the signing of the Good Friday peace agreement. Women in the province had received much coverage and support in their demands for an end to the violence during the 1970s and 1980s – some were even recognised for their efforts with a Nobel Prize. Their involvement in politics as normality returned, however, was somehow less attractive to the media and received little coverage in

comparison. Was this because it didn't adhere to the stereotype of women as caring counters to male aggression? And will the same be true for the many women taking part in the demonstrations in the MENA over recent months, at the heart of the action one day and ignored the next as the men get on with the serious work of building the future?

This is an issue that may become part of the dialogues at the Global Thinkers' Forum in Amman. It is good that the event is taking place at this time of flux in the MENA and it is right that it is placing particular emphasis on listening to what women in the region have to say. The lesson of the meetings I have managed over the last six years is that opinions in the discussions will be varied and not always in agreement but it essential that women's voices are heard as policy is developed on the topics that are crucial to so many of us.



By Mohammed Abuafefa



Women in Sports

By Depi Papadimitriou



Mrs. Depi Papadimitriou
is president of the Hellenic Water Ski Federation, VP of the European and Africa Confederation and member of the Executive Board of the International Water Ski and Wakeboard Federation

It is known worldwide that children involved in sports have a steadier and more balanced growth. In order to become a champion you must work hard, obey the rules and to your coach, increase your competitiveness and struggle to succeed your goals.

Additionally, elite athletes get moments of great pleasure but also moments of sorrow depending on the achievement or not of their goals, so patience and perseverance is demanded in order to continue the athletic career. Being the representative of your country, wearing the emblem on your chest, raising the flag and listening to your country's anthem, all grow one's faith in the nation and its ideals and produce healthy values.

Today, the needs of modern life impose the active participation of women in the family budget and also her proper presence as a mother and wife, the involvement in sports is an additional qualification for a successful career both in business and family life of a woman.

Women today must compete equally with men associates in the business arena. The woman that has been an athlete knows how to fight and does not quit the battle, she knows how to set her goals and to work hard in order to succeed, and she organizes her time to have maximum return at her work but also for her family. She has also learned through her experience in athletics that "to win you have to suffer" patience and perseverance, she educates her children; she transmits to them the love for their country and the principles so that they also become correct, lawful and successful citizens.

Another privilege that follows a woman in athletics is that she expands her horizons, representing her nation in international competitions she is able to travel around the world; she meets people and makes friends in all continents with different customs and culture and builds good public relationships worldwide.

I have always being a staunch advocate of the benefits of athletics, being in the presidential position of the Hellenic Water Ski Federation for 20 years I have been able to help a lot athletes to succeed in their athletic career.

In the Arab World, the Asian Games that took place in Qatar in 2006 brought about a big change: Before the Doha Games, some women couldn't go out or do sports. Their participation was the first step to help them realize that it was possible to play too.

Fortunately, increasing numbers of Arab women are taking part in regional sports competition and there are only a few sports today where Muslim women aren't represented in - with Afghanis boxing, Pakistanis playing cricket and Emiratis in the Arabian Gulf taking up football and weightlifting. Iran, too, is considered one of the growing powers in women rugby in Asia. This summer in London, following pressure from the International Olympic Committee, Saudi Arabia broke its practice of fielding male-only teams by

entering Wojdan Ali Seraj Abdulrahim Shahrkhani in Judo and Sarah Attar in track and field. Saudi Arabia is one of three Islamic countries, along with Qatar and Brunei, which brought female athletes for the first time, making this the first Olympics in which every national team included a woman! What a victory!

In general I am a great supporter of the Hellenic athletics and especially of the Hellenic Water Ski Federation and its athletes. I have the privilege to serve in national positions such as the President of "Porto Heli" Nautical Club, of the 'Lake Kaiafa Zaharo' Club and also the Hellenic Water Ski Federation and also on international boards, namely VP of the Europe and Africa Confederation and a member of the Executive Board of the International Waterski Federation; my effort is to always support and defend the interests of Greece and those of our athletes. To me it is extremely important and morally rewarding to dedicate time and energy whenever needed, to assist in solving financial issues that the Federation is dealing with or even the difficulties that the athletes themselves are facing, by helping with sponsorships from my own budget or my husband's.



By Malcolm Evans



Oasis500:

A New Platform for Entrepreneurship in MENA



Oasis500 is a leading early stage and seed investment company, the first of its kind in Jordan and the MENA region. The company began with a notion; building a new platform for entrepreneurship in the region by helping passionate ambitious entrepreneurs start their own companies. Our program at Oasis500 includes entrepreneurship training, mentorship guidance, incubation and additional follow-up investment funds if required. We want to nurture creative ideas in Information and Communications Technology (ICT), Mobile and Digital Media, transforming them into startup companies. The focus is mainly on entrepreneurship in Jordan and the region. Our candidates' ideas manifest a movement that can develop a strong generation of Arab entrepreneurs, consequently adding to a better future for the MENA region. Our goal is clear: 500 startup companies in five years. It requires vision, focus and enthusiasm. It takes energy, effort and dedication.

Our part of the world has always been a hot-bed for great ideas and determined dreamers, but what comes after the idea? The word "Oasis" addresses a serious gap in the region; the lack of seed and early stage funding for technology ventures. As an entrepreneur who decides to pursue a new business idea, you may be able to start off by borrowing money from family and friends. That will take you a few steps forward if you use it wisely, but



by Corinne Martine

once you really need to grow you enter the “funding desert”. It’s a dark and scary place where virtually no funding mechanisms are available until your company matures and has real revenues, a big business, and a solid track record. Our program is jumping in to build that special bridge that will keep you afloat as you sail across that desert between major funding milestones – we teach you all the tricks along the way too! You get all the seed, early-stage, and follow-on funding that you need.

In order to help entrepreneurs “Cross the Desert”, the entrepreneurs first receive their primary funding for the first round (cash and in-kind services), and a chance for a second round of investment from Oasis500 and the ability to pitch to some of the best Angel Investors in the industry for even more than cash. Also, we give you much more than just money, attaining funding from the Oasis500 program will become your project’s stamp of approval for the future as your concepts and business models will be screened and put to the test by industry experts. Finally, you are free to spend the amount on anything related to the business, no strings attached.

Once the candidate gets chosen for the primary funding after successfully completing the Oasis500 boot camp, they will be provided office space for the incubation period for a period between three and six months. The incubation period includes the initial funding in addition to legal advice, mentoring, networking opportunities with successful businessmen and women, and finally a round of Angel Funding for the companies who are ready for it.





Education & Youth

The Knowledge Revolution

By Reem N. Bsaiso



Reem N. Bsaiso is Senior Consultant, Knowledge Economy for Human Capital

Are we still going through the industrial revolution or are we now in the new knowledge revolution? Many answer this question, and many more are misled. Even those who realize we are in the knowledge revolution era still behave in ways and own systems that are lagging far behind. They lack knowledge in terms of knowledge models and enabling environments powered by well designed socio-economic regimes, human capital, innovation and ICT infrastructure. The challenges we face are becoming persistently stubborn and are tightening the time gap and our options for economic growth and job creation.

One such challenge facing the Arab world is unemployment and lack of sufficient jobs to match the graduated or the unemployed. Another form of masked unemployment applies to the economically inactive – particularly women. This combination, is heightened by the size of the challenge facing the Arab Human Capital and growing need for converging human capital development policies towards knowledge economies, where 25% of some populations who are under the age of 26 are unemployed (Tom Speechley). Youth unemployment economic loss exceeds \$40–50 billion annually. There is a need for 51 million new jobs by the end of 2020. There is a mismatch between human capital investments and private sector needs due to the quantity and quality of human capital attributed to education and training systems. “Regardless of how the impact of investment in education in the MENA region is evaluated ... it has not associated with higher economic growth or appreciable gains in growth compared to East Asia and Latin America” (World Bank). Arab States devote higher expenditures on education than other governments and the human capital mobility, which encompasses the brain drain phenomena, is affecting the MENA for lack of incentives and favourable environments to encourage the return or engagement of migrant Arab post-graduates. Mobile students from Arab States were 3% of the tertiary-enrolled students and are contributing \$77 Billion to other economies (Wes Schwalje).

Remedies? Can things be turned around and how? The answers are “Yes”, and “Easily”, heeding knowledge economy, knowledge transfer, its channels, retention and absorption within a larger knowledge economy oriented policies.

Arab countries live in a density disparity zone, where knowledge density is higher on the outside than on the inside and pretty much like “osmosis” there is a need for knowledge influx to create equilibrium and bi-directional exchange, focusing on short and long-term transfer channels.

To zoom in on the Arab Human Capital, highlighted are the needs to promote a two dimensional human capital mobility across firms, as key KT channel;

educate and train human capital through KE /ICT-based training models, entrepreneurship and job creation skills, within reformed systems; promote female participation in employment and self-owned business; enhance higher education policies to meet demands and diversification, ICT-based lifelong learning based on social engagement and commercialization of RDI, and research the impact of mobility on knowledge and regulate mobility of academics.

There has been many invading terms to our vocabulary, often misunderstood or simply left out, lest faced with a question about something we don't know. I would like to through some new concepts that, if played right, can contribute 50% if not more to a country's GNP, already practiced and witness by OECD Countries (25 largest economies has shifted from manufacturing to services provision, accounting to more than 50% of the GNP, in the US production of information products and provision of information services accounted for 63% of output 1997. The combined market value of eBay, Google and Yahoo, exceeds \$200 billion).

Today's global economy is one in transition to a knowledge economy (KE) focused on the production and management of knowledge where knowledge is a product; using knowledge technologies where knowledge is a tool, to produce economic growth and job creation. Within interconnectivity and globalization settings, knowledge resources are as critical as economic resources and the application of knowledge is key for growth.

In light of the dominancy of knowledge in post-industrial turned KE society; residing in organizations, tools, tasks and networks; knowledge transfer (KT) has become essential in organizing, creating and disseminating tacit knowledge within national models of advanced economies and policies, from resource-based to knowledge-based production. Transfer channels include "individuals"; "ICT" such as the internet, e-portals, networks, software and linkages to academia; "processes" such as licensing, standardization, competitive awards, applications; and "transactions" such as FDI, trade, research and producer-consumer bi-directional KT.

An individual, group, firm or nation's ability to recognize the value of new information, assimilate it and apply it to commercial ends and in business-ess, has been defined as the absorptive capacity, an enabler of innovation, based on developing cumulative absorptive capacity (Cohen and Levinthal 1990) and investment in R&D.

The punch line? If we know where the knowledge transfer channels are, and 'press the right buttons' chances are that we are more focused on short-cuts that take us to our goals of economic growth and job creation.



By Nidal Elkhairiy



Tomorrow's Youth Organization

By Humaira Wakili



*Humaira Wakili
is TYO Center
Director*

The mission of Tomorrow's Youth Organization (TYO) is to enable children, youth, and parents in disadvantaged areas of the Middle East to realize their potential as healthy, active, and responsible family and community members. Since its establishment in 2008, TYO's flagship center in has pursued this mission by serving residents of the most disadvantaged areas of Nablus with an approach based on the tenets of comprehensive development, cultural diplomacy, and sustainable impact.

After the 1947-49 war, referred to by Israeli nationalists as the War of Independence and by Palestinians as the Nakba (Catastrophe), Palestinian communities fled east into the West Bank, Syria, Jordan, Lebanon and south into what is now the Gaza Strip. Today, some of these Palestinians still live in refugee camps like Balata, El Ain, New Askar, and Old Askar, the four refugee camps in Nablus. Balata is home to more than 30,000 people in one square kilometer, making it one of the most densely populated spaces in the world. These refugee camps as well as the Old City and Khallet Al Awood, the neighborhood in which the TYO center is located, are home to TYO's target population.

Historically, Nablus residents worked in and around the city, as well as in Israel. However, after the start of the second intifada in September 2000, invasions and closures cut the Nabulsi people off from neighboring villages and cities, and even parts of Nablus itself. While the situation in Nablus today is very different, no one has forgotten the recent violence and insecurity. Five Israeli settlements, multiple military bases, and several military checkpoints surround the city. The Israeli settlers living in the settlements around Nablus are considered some of the most nationalistic and violent. Moreover, refugee camps still experience occasional invasions by the Israeli army. As damaged infrastructure is slowly rebuilt, the psychosocial damage is evident among the children, youth and women with who TYO works. Residents live in constant fear, a psychological state that leads to many issues, included but not limited to depression, anger, and frustration.

To mitigate and prevent these conditions, TYO's programs are both holistic and multigenerational, addressing the psychosocial and material needs of children, youth, and their families (primarily mothers) though well-rounded non-formal educational programming. Through this comprehensive approach, TYO beneficiaries acquire tangible skills for life and work, while also becoming healthier and more self-confident, and hopeful about their potential to contribute to their community's future. TYO programs prioritize the acquisition of sustainable skills, such as critical thinking, peaceful communication, identity building, and problem solving that will serve

participants throughout their lives. Targeting multiple generations within the community multiplies the impact and sustainability of TYO's efforts.

Through ongoing community outreach, TYO has understood women's needs and desire for activities that improve them first as people, and consequently as parents. Women and mothers continue to suffer personally from experiencing violence, both political and domestic. Women, especially, mothers, require programming to help them cope with the stress of everyday life in order to be healthy individuals and in turn, caring and attentive mothers.

Since 2008, TYO has offered diverse programs for women from Nablus's disadvantaged areas. In 2011, TYO expanded the program by launching The Women's Group (TWG) to increase support efforts for mothers, by offering seminars of health, domestic violence, parenting and children's needs, education and literacy, and women's empowerment. These seminars encourage women to engage in dialogue on topics generally neglected or considered taboo in their communities. At TYO, women are provided a safe place and platform to gather reliable information, candidly discuss thoughts and concerns, and to build familiarity with local resources and organizations that can provide further support.

TYO also engages women by increasing their participation in the labor force and promoting economic empowerment by offering tailor-made programs and services to increase participants' business and practical skills and self-confidence. TYO's approach adapts participant's traditional skills to design business plans that reflect international expertise and market research to ensure their competitiveness in the regional (and possibly global) market.

Youth Service Learning (YSL) is also a critical component of TYO's programs. The YSL program trains the next generation of leaders while improving their communities. Program participation also encourages a culture of volunteerism and civic engagement among college-aged students from various local universities, including TYO's long-time partner An Najah National University.

Volunteers make up over 80 percent of TYO's staff ensuring sustainability of programs while encouraging youth to actively contribute to their society. They assist in classrooms gaining expertise as volunteers and translators while working with children with children ages 4-16 with psychosocial needs. University students also receive trainings in professional conduct, interview skills, resume building, leadership and public speaking. In exchange for their volunteer hours, students receive academic credit, reimbursement for TYO-related travel, and the opportunity to apply for a scholarship to help subsidize tuition costs.



By Rawan Da'as



Editorial Agenda

Under the patronage of Her Majesty Queen Rania Al Abdullah **Global Thinkers Forum 2012:** **Women Leaders in MENA** *October 6-8, 2012 Amman, Jordan*

Day 1: Saturday October 6 Welcome Dinner

Time	Event
7pm	Opening Dinner

Day 2: Sunday October 7 GTF 2012

8.00-9.00	Registration/Arrival of GTF attendees at CUMERC Moderator: Alia Toukan, Journalist
9.00	Welcome/Opening- Elizabeth Filippouli, Founder & CEO Global Thinkers Forum
9.15-9.30	Keynote (15') - Leadership: Elizabeth Filippouli
9.30-10.00	The Leadership Gap: Repositioning the role of the MENA Woman in Governance & Society (30') Global Thinkers aims to identify and celebrate the female Leadership of the Future, with a focus on: Governance, Social Progress, Responsible Entrepreneurship, and Community Development. The invited Women Leaders and conference participants will discuss strategic skill sets for women in the MENA, such as identifying areas of opportunities, improving leadership skills, corporate governance, and successful leadership. Chaired by: Stephen Cole, Senior Anchor Al Jazeera English Majd Shweikeh CEO Vtel Holdings Ltd Valerie Keller CEO Veritas & YGL Margery Kraus Founder & CEO APCO Worldwide Reem N. Bsaiso Senior ICT Consultant
10.00.10.15	Keynote: Entrepreneurs & Society by Fadi Ghandour, Founder & CEO Aramex

10.15-10.45

Female Entrepreneurship: Being part of the Ecosystem (30')

If national parliaments and assemblies do not already provide potential female candidates, experience has shown that the largest and most capable talent pool is – beyond politics – in business, entrepreneurship, arts, civil society and academia. There is no dearth of capable, qualified and highly committed women, with a strong investment in business leadership with attention to society and positive change.

Chaired by: Dr. Usama Fayyad Executive Chairman Oasis500

Jumana Twal CEO Bidaya Corp,
Abeer Qumsieh Founder & Director Better Business,
Samar Shawareb Founder & Managing Director
– Arabia Weddings Jordan

10.45-11.00

Presentation by Saad Mouasher, Deputy CEO Ahli Bank: Access to Finance for Women Entrepreneurs in Jordan (12')

11.00-11.15

Keynote (15') The "Global Street": Professor Saskia Sassen Columbia University

11.15-11.45

Society- The new MENA societies: problems, challenges and potential (30')

The lives of Arab women today are complex, diverse and far more multi-faceted than those of the one-dimensional creatures of veiled passivity who inhabit the imaginations of so many Western "experts." In most Arab countries, women face constricting laws and social customs that hold them back from full participation in their societies. Some, as a result, lead lives of passive submission. But others rage against those institutional obstacles, organize other women to challenge male domination of their public and private lives, and seize every opening, large or small, to move the rights of women at least that one next step. Arab women labour in dangerous factories and un-mechanized fields, they keep families intact and care for their children without access to modern technology; sometimes even without electricity or clean water. But they also fill medical and engineering schools in universities throughout the Arab world; they are creating some of the greatest art and literature of their rich cultures; they serve bravely in overwhelmingly male parliaments; and they organize and fight – with or without men's consent – for incremental democratic gains, and sometimes for their own rights as women. What are the lives, the diverse roles and the means of overcoming the social challenges that confront women in today's Arab societies? Is it about feminism? Or women's education and daily lives? What are women's views of Islam and women Islamists?

Chaired by: Professor Safwan Masri- Vice President for GlobalCenters at Columbia University

Humaira Wakili Director Tomorrow's Youth Organization
Sonja Lokar President European Women's Lobby
HE Ms. Attiya Mahmood
Alfinaz Murad General Manager at GroFin



Editorial Agenda

12.00-13.15

Networking & Interviews Opportunity followed by Buffet Lunch

13.15

Keynote (15') Media & the MENA region: A landscape in transformation- Wael Fakhrary Regional Manager, Google Middle East

13.30-14.00

Women & Media in the MENA: Finding our truths, finding our voices (30')

Let's get into the issue of finding women's voices and women's stories. As women, how do we feel about covering a gender-specific or gender-driven topic? Do we resist the temptation to be called women journalists: would we rather be seen as 'journalists'? Can men cover women's stories and should they? Is it realistic to think of sending women into unsafe areas? Are there safety considerations? How can media do a better job of covering women's stories? What needs to change and how do we effect that change? Does it start with us? The panel aims to take that and develop a statement about covering women's stories, hearing women's voices.

Chaired by: Randa Habib, Director AFP Foundation MENA

Lindsey Oliver International Commercial Director Bloomberg TV

Shahira Amin Journalist

Hoda Abdel Hamid Correspondent Al Jazeera English

14.00-14.15

Keynote (10') Science & Innovation for a Sustainable Future: HRH Princess Sumaya bint El Hassan

14.15-14.45

The importance of Science & Innovation for development (30')

For a country to advance, the best way forward is the use of STI (Science Technology and Innovation). For STI in Jordan, EHSC is the conduit and point of reference for achieving advancement through STI. What are the global experiences of "what went right" for some countries on STI and its role in development and "what went wrong" for others? The key role of EHSC as an enabler and incubator of new ideas and the intersection of Innovation and Entrepreneurship activity that helps create high growth tech startups in Jordan and the region. Transferring innovation to our communities.

Chaired by: Salim Amin, Founder & CEO Africa24

Dr. Odeh Jayyousi VP Science & Research at the Royal Scientific Society Eng.

Omar Hamarneh CEO El Hassan Business Park

Ms. Seren Shahin Director of the Drivers of Change Institute

Dr. Wejdan Abu Elhaija Acting Dean of King Abdullah II School for Engineering

14.45-15.00

Keynote: The Collaboration Imperative: Chris Cramer Editor at Large, Reuters

15.00-15.45

There is growing recognition of the need for collaboration in order to tackle complex problems or/and provide solutions for progress and development. Corporations need to collaborate with government, with customers, with NGOs, with stakeholders – and even with competition. In order to survive and thrive, each of them requires the environment of a collaborative ecosystem. So how do we foster this reality?

Chaired by: H.E. The British Ambassador to Jordan Mr. Peter Millett
Balsam Al Ayoub & Lulwa Al Ayoub Entrepreneurs/Kuwaiti Fencing
Champions
Khalid AlKhudair -Founder & CEO Glowork.net
Shada El-Sharif Green Buildings Council

15.45-16.00

Keynote (15') – The Future of MENA: Dr Hayat Sindi, Founder & President i2nstitute

16.00-16.30

Finding the Leaders of Tomorrow: what is the Climate for Change & Development post-Arab Spring? (30')

The current trailblazing leadership generation will, in due time, be replaced by other generations of competent women leaders. There is no better time than now, in the “Arab Spring” era, to arrange a conference for Women, bringing the present generation of pioneering leaders together, with leadership from other parts of the world, and with the best and brightest of the young women, who will be the future generations of leadership. So, where do we look for capable, success-orientated and pioneering women in the MENA World?

Panel co-produced with Stanford University (AMENDS) & Leaders of Tomorrow

Chaired by: Rana Sweis Executive Committee, Leaders of Tomorrow-Reporter
New York Times (Global Edition)
Rawan Da'as AMENDS Fellow
Sarah Abu Alia Founder and Project Director at ArtMedium
Alaa Mufleh AMENDS Fellow
Fida Taher, Founder and CEO of Zaytouneh.com

16.30-16.45

Closing remarks/ Announcement on Workshops Day 3 & GTF 2013

17.00

Departure of bus for International Speakers & Delegates



Editorial Agenda

Day 2: Part 2 Oasis500 & GTF 2012

Awards Ceremony & Dinner

19.00-22.00

6th Oasis500 Angel Network Event

19.00-22.00

Global Thinkers Forum 2012 Awards in Excellence

Honorary Awards for:

- Excellence in Global Thinking- Her Majesty Queen Rania Al Abdullah
- Excellence in Leadership Margery Kraus, Founder & CEO APCO Worldwide
- Excellence in Life – Arianna Huffington President & Editor-in-Chief of HuffPo Media Group
- Excellence in Media –HRH Princess Rym Ali of Jordan
- Excellence in Philanthropy-Marianna Vardinoyannis UNESCO Goodwill Ambassador
- Excellence in Positive Change- Deema Bibi, CEO INJAZ
- Excellence in Science –Dr Hayat Sindi Founder i2stintute
- Excellence in Innovation- Nabila Ramdani, Journalist
- Excellence in Entrepreneurship- Khalid AlKhudair, CEO Glowork.net
- Excellence in Cultural Understanding- Dalia Mogahed, Author & Director Gallup Centre for Muslim Studies
- Excellence in Gender Equality –Sonja Lokar, President European Women’s Forum
- Excellence in Pioneering - Zaha Hadid, CEO Zaha Hadid Architects

22.00

Closing Remarks

Day 3: Monday October 8

Workshops

Session 1:

9am Arab Women's Voice via Social Media

Organized by Think Media Labs

Summary of the Workshop:

Women are a powerful force for change, social betterment, improving communication, and boosting the economy. Social Media's core is about sharing and connecting, and as such women dominate Social Networks in terms of both numbers and quality content. This workshop will empower you to: identify the Social Network that is most suitable for your needs, learn advanced tips on managing your Social Media activity, get insight from case studies, and build your own digital persona.

Topics Covered in the Workshop:

* How to use Facebook as a powerful communication tool to empower you, your organization, and to keep in touch with family and friends.* How to use Pinterest to express yourself in a graphical way.* How to use Twitter to communicate with peers and likeminded individuals to share experiences.

By attending this Workshop you will learn:

- Social media strategy for business use
- Social media strategy for personal use
- Facebook privacy and other advanced functionalities
- Pinterest engagement
- Twitter etiquette

Workshop Facilitator:

Ayman Itani, Founder and CEO, Think Media Labs

Venue: Oasis500

Session 2:

9am Taking your talent online

Organized by Tasmeeemme.com

Summary of the Workshop:

Whether you're an individual or a company, you can share and sell your work online, make money while working from home, find the right person for your project, and connect with other designers.

Topics Covered in the Workshop:

- Profiles & Portfolios: the creative talent needs a platform to publicize their professional experiences and showcase their work and skills
- Recruiting: how to post jobs, specifying the job location, budget, experience, and required skillset, in order to locate the best creative talent, whether on a full-time, part-time or freelance basis.

By attending this Workshop you will learn:

- How to promote your skills online
- How to create your cv & portfolio
- How to bid successfully
- How much money can you earn
- How to network, connect and expand your professional network by interacting directly

Workshop Facilitator:

Noor Al Fadl Tasmeeemme.com

Venue: Oasis500



Editorial Agenda

Session 3:

11.30am Women Journalists covering Dangerous Zones: Stay Safe

Organized by the International News Safety Institute

Summary of the Workshop:

Among other things, participants are taught weapons risks, target awareness, personal security, pre-deployment planning and dealing with hostile crowds and riots. Basic first aid may include casualty assessment, airway, CPR, wounds and bleeding, fractures and burns.

Topics Covered in the Workshop:

- Reporting in hostile environments
- Minimizing risks in conflict zones
- Staying in touch
- Clothing & Culture
- Sexual Aggression

By attending this Workshop you will learn:

- How to prepare for dangerous reporting
- How to weigh risks
- How to stay safe
- How to deal with danger
- How to stay in touch

Workshop Facilitators:

Hannah Storm, Deputy Director The News Safety Institute & Caroline Neil

Venue: Oasis500

Session 4:

10am How to raise Funding for your start-up: a step-by-step approach

Organized by Efactor

Summary of the Workshop:

Topics Covered in the Workshop:

- Do you really need Funding? Bootstrapping vs. External Funding
- Self-financing: The thing with Bootstrapping
- External Funding: Type of Funders

By attending this Workshop you will learn:

- How to engage with Funders (do's & don'ts)
- What to pitch? Business Plan & Slide-decks
- Cash Flow Statement
- Term sheets
- Q&A

Workshop Facilitator:

Eva Hukshorn Director & Partner Efactor

Venue: Al Qasr Metropole Hotel

Session 5:

12.00pm Education in Knowledge Economy Knowledge Economy Settings for Human Capital

- How can we mobilize an entire country into a knowledge producing one, towards economic growth and job creation (now everyone wants / needs an enabling environment to increase / facilitate chances of success of new business)?
- Defining knowledge economy, knowledge transfer, knowledge absorption.
- The importance of the Human Element in All formulas as a knowledge transfer channel
- Where does Education stand?
- How can we mobilize other factors to serve education?
- A bleak look at unemployment in the MENA: figures and numbers; the urgency to create jobs
- Do we have all the other factors or not?
- How do we train our people for KE (cost effective models)?

Zooming in on the needed skills and secrets of a successful methodology

Who should attend : any leader or person with leadership skills in any sector: socio-economic / innovation (R&D, S&T) / education / ICT

What one learns : to think of an entire country making money out of knowledge (more than half of its GDP) and how all need to work together to attain growth and job creation

Workshop facilitators: Reem N. Bsaiso & Hams A. Madanat

Venue: Al Qasr Metropole Hotel

Session 6:

12.30pm Leadership & Emotional Intelligence

Great leaders are made, not born!

Leadership is a requirement to any successful business because the nature of good leadership is that it provides important direction to an organization. The absence of leadership is dramatic in its effects. Without leadership, organizations move too slowly, stagnate, and lose their way. But the one thing that Leaders need in order to be Leaders is: Followers.

Forcing people to be your followers will never work, but there are things that you can learn, practice, and do that will make people willing to follow you.

- Do you want to improve your leadership?
- Do you want to affect what other people do—to help them accomplish important goals?
- Do you want to point the way in your organization?
- Do you want to climb the promotion ladder to positions of higher authority and greater pay?

Workshop facilitator Dr. Suhail Jouaneh

Venue: Oasis500



GTF 2012 Awards Honorees



Excellence in Global Thinking: Her Majesty Queen Rania Al Abdullah

The wife of His Majesty King Abdullah II of Jordan, Her Majesty Queen Rania Al Abdullah is an international advocate, speaking out on behalf of children and youth for their right to a quality education. In Jordan, Queen Rania spearheads initiatives that focus on raising classroom quality, teaching standards, computer access, family involvement, community investment, and health awareness in collaboration with government ministries and agencies. Her Majesty has founded Madrasati, a public-private initiative to refurbish Jordan's public schools, the Queen Rania Teachers' Academy, the Queen Rania Teachers' Award for Excellence in Education, Jordan River Foundation, and Al Aman Fund for the Future of Orphans. She also currently leads the Jordan Education Initiative (JEI) to promote technology in schools. Abroad, Her Majesty works to increase access to quality education, and in her capacity as Eminent Advocate for UNICEF and Honorary Chairperson for UNGEI, she campaigns on behalf of children in need. Queen Rania is also a member of the UN Secretary-General's High Level Panel on the Post 2015 Development Agenda and serves on the Board of the United Nations Foundation.



Excellence in Leadership: Margery Kraus

Kraus founded APCO in 1984 and transformed it from a company with one small Washington office to a multinational consulting firm in major cities throughout the Americas, Europe, the Middle East, Africa and Asia. In September 2004 Kraus led a management buy-out of her firm, making APCO one of the largest privately owned communication and public affairs firms in the world. She has also helped to make APCO a thought leader in the areas of international public relations, public affairs and business diplomacy. APCO's International Advisory Council and Global Political Strategies groups bring together more than 80 of the world's most experienced global leaders, including former politicians, diplomats, business and industry executives, journalists, and academics. Prior to founding APCO, Kraus helped to create and develop the Close Up Foundation, a multi-million dollar educational foundation, where she still serves on the board of directors. APCO Worldwide is a global consulting firm headquartered in Washington, D.C., specializes in public affairs, communication and business consulting for major multinationals.



Excellence in Life: Arianna Huffington

Arianna Huffington is the president and editor-in-chief of the Huffington Post Media Group, a nationally syndicated columnist, and author of thirteen books. In May 2005, she launched The Huffington Post, a news and blog site that quickly became one of the most widely-read, linked to, and frequently-cited media brands on the Internet. In 2006, and again in 2011, she was named to the Time 100, Time Magazine's list of the world's 100 most influential people.



Excellence in Media: Princess Rym Ali of Jordan

Her Royal Highness Princess Rym Ali founded in 2007 the Jordan Media Institute (JMI), a non-profit institution whose aim is to establish an Arab center of excellence for journalism education with a Master's program at its core and training modules (www.jmi.edu.jo/en). She has also been member of the Board of Commissioners of the Royal Film Commission - Jordan since July 2005 (www.film.jo/en).

Prior to marrying HRH Prince Ali Bin Al Hussein, Princess Rym worked extensively for international broadcasters including CNN, where she began as a producer in 1998 and later worked as a Baghdad correspondent from 2001 until 2004. She had developed her portfolio working for the BBC, Dubai TV, Bloomberg TV, Radio Monte-Carlo Moyen-Orient and United Press International-UPI.

A graduate of Columbia University's School of Journalism, Princess Rym Ali also holds a MPhil in Political Science from the Institut d'Etudes Politiques in Paris and a MA in English Literature from the Sorbonne.

Princess Rym Ali received a prestigious Alumni Award from the Columbia University School of Journalism in April 2011. In July 2011, she has also been awarded the "Best International Journalist" prize at the 32nd Ischia International Journalism Awards Ceremony, one of the most renowned journalistic awards in Italy. In September 2011, Princess Rym Ali was decorated with French Knight of the Legion of Honor by French Ambassador to Jordan.



Excellence in Philanthropy: UNESCO Goodwill Ambassador Mrs. Marianna Vardinoyannis

A leading figure in Greek social and artistic life, Marianna V. Vardinoyannis has been an unceasing advocate and campaigner for the rights of children and the family. She was elected Woman of Europe in recognition of her contribution to constructing a Europe of Citizens. She further serves as President of ELPIDA (Hope) – the association of friends of children with cancer. Highly active in the international campaign for the protection of children, she combats sexual abuse of children via her Foundation for the Child and the Family. Working alongside UNESCO on these causes since her 1999 designation as Goodwill Ambassador, Mrs Vardinoyannis has further provided emergency relief to families whose lives have been affected by war.



Excellence in Science: Dr Hayat Sindi

Hayat was born in Makkah, Saudi Arabia and is one of the world's leading biotechnologists. As a child she was inspired by great scientists who changed the world. She left Saudi Arabia in her teens and worked against the odds to become the first female from the Gulf to earn a PhD in biotechnology, studying at King's College London, Cambridge University, MIT and Harvard. Hayat was a Visiting Scholar at Harvard University for 5 years, and a co-founder of Diagnostics For All, which offers cost-effective point-of-care diagnostic tools enabling the treatment of the 60% of people living beyond the reach of medical infrastructures.



Excellence in Cultural Understanding: Dalia Mogahed

Dalia Mogahed is Executive Director of and Senior Analyst for the Gallup Center for Muslim Studies. Mogahed leads the analysis of surveys of Muslims worldwide, including in the U.S. and Europe. With John L. Esposito, she coauthored the groundbreaking book *Who Speaks for Islam?: What a Billion Muslims Really Think*. In her role as a Gallup scientist, Mogahed is a frequent expert commentator in global media outlets and international forums. She also serves as a Global Expert for the United Nations Alliance of Civilizations.



Excellence in Positive Change: Deema Bibi

Deema Bibi is the CEO of INJAZ, a leading Jordanian youth organization, and a member of Junior Achievement Worldwide. INJAZ is an independent non profit organization established in 2001 with a mission to inspire and prepare youth to become productive members of the society and succeed in a global economy. Under Ms. Bibi's leadership, and through mobilizing the private and public sectors to embrace social responsibility and volunteerism, INJAZ today delivers its wide array of programs through a network of around 4000 qualified volunteers from the private sector, and with the support of more than 300 corporations, its partners from the public sector and the USAID, promoting Financial Literacy, Work Readiness, Business and Social Entrepreneurship among other essential skills. Ms. Bibi sits on the Board of The Development and Employment Fund, Eisenhower Fellows Association-Jordan, Tamweelcom, and is the Vice-Chair of the Arab Foundations Forum. She served as a City Council board member - Greater Amman Municipality (for the term 2007-2011). Ms. Bibi was awarded the Eisenhower Fellowship, the ASPEN Institute Fellowship, and the Synergos Senior Fellowship, she is the receiver of the Mosaic Global Social Leadership Award-2007 and the NYIT Leadership Distinction Award-2009.



Excellence in Gender Equality: Sonja Lokar

Sonja Lokar is Executive director of the CEE Network for Gender Issues and president of the European Women's Lobby. In 2009, in the framework of the Gender Task Force she finished the cross party project "Gender mainstreaming in parliamentary parties of the South East Europe" – if included 10 countries with nearly 50 parliamentary parties. At the same time she lead the project Social democratic women's response to the economic crises in 20 former countries in transition. In 2008 Ms. Lokar lead the regional project of the Gender Task Force, financed by the Austrian Government : Women Parliamentarians' Exchange, dealing with gender aspects of active employment policies in 10 SEE countries and a CEE Network for Gender Issues project: joint SD Campaign on Childcare in 21 former socialist countries and Turkey.



Excellence in Innovation: Nabila Ramdani

Nabila Ramdani is a Paris-born freelance journalist of Algerian descent who specialises in French politics, Islamic affairs, and the Arab World. She writes columns for The Guardian, The Observer, The Independent, London Evening Standard, and New Statesman. Nabila also produces features and news stories for a wide range of other Fleet Street publications, including the Daily Telegraph, Sunday Telegraph, Daily Mail, Mail on Sunday, and Sunday Times. Nabila has been named by DNA (Decide Now Act) "101 Innovation" as 1 of 101 most innovative individuals in the world for social good. She has been honoured with the title Young Global Leader 2012 by the World Economic Forum.



Excellence in Entrepreneurship: Khalid AlKhudair

Khalid AlKhudair is the founder of Glowork.net a women empowerment initiative that has created thousands of jobs for women thus far and he is a Young Global Shaper (representing Saudi Arabia) at the World Economic Forum as well as the Riyadh Hub Curator.



Excellence in Pioneering: Zaha Hadid

Zaha Hadid, founder of Zaha Hadid Architects, was awarded the Pritzker Architecture Prize (considered to be the Nobel Prize of architecture) in 2004 and is internationally known for both her theoretical and academic work. Each of her dynamic and innovative projects builds on over thirty years of revolutionary exploration and research in the interrelated fields of urbanism, architecture and design. Hadid's interest lies in the rigorous interface between architecture, landscape and geology as her practice integrates natural topography and human-made systems, leading to experimentation with cutting-edge technologies.

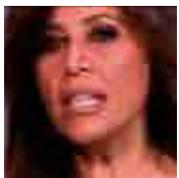


GTF 2012 Speakers



Sara Abu Alia, Founder and Project Director of ArtMedium

Sarah Abu Alia is the Founder and Project Director of ArtMedium, an arts and entertainment management company founded in Amman that manages various projects including concerts, art exhibitions, and plays. Aside from working in a startup, Sarah has a developing interest in economics and sustainability, particularly in the Middle East. Sarah has a passion for starting projects and she currently spends most of her time exploring the arts and learning about business, economics and sustainable practice



Shahira Amin, Journalist

Shahira Amin is a freelance Egyptian journalist who contributes mainly to CNN's Inside Africa and CNN.com. She also writes for Index on Censorship, a portal for free expression. Amin was formerly Deputy Head of Egyptian state television's English Language Channel Nile TV but she quit in the height of the uprising in protest at state TV coverage of the developments in her country. Shahira was also a former Senior Anchor and Correspondent for the channel. Shahira has traveled the world covering major events and conflicts and has interviewed numerous statesmen and high profile figures. She has been recognized by UNICEF for her efforts to improve the status of women and children in her country. Earlier this year she received the American University in Cairo's Catalyst for Change Award and is also the recipient of this year's Holmes of the year award from the University of Gotheborg.



Stephen Cole, News Anchor/Correspondent

Stephen Cole is an Al Jazeera English main presenter and correspondent based in Doha. He is a veteran of international television news having launched Sky News, then six years later joined CNN in Atlanta before moving back to the BBC. In 2005 he joined the launch team at Al Jazeera in London. Stephen has more than 30 years of experience in the field of journalism, working his way up from trainee newspaper reporter to senior television anchor and correspondent. He is also a member of the British Academy of Film and Television Arts and a judge at the Royal Television Society.



Rawan Da'as, AMENDS Fellow

Rawan is a graduate from the University of Jordan, Amman and developed the photography skills as a hobby turning into productive outcomes with national and international achievements. Selected achievements include, participation as a delegate at American and Middle Eastern Network for Dialogue at Stanford conference in USA, Arab Participant Prize – Palestine Photography Award, 2nd Prize – 8th International Photography Festival of Jordan Motherhood theme, featured in various media. As a pro-active in volunteering and community development, Rawan delivered many workshops and seeking new avenues to support the sustainability through socio-economic and community development. Rawan also strongly believes in Leadership and Communication skills as a key element required irrespective of times we live in. As an active volunteer in delivering Community Development initiatives with various NGOs and volunteering organizations, Rawan has designed her own project Photography Skills for Little Wonders (PSLW).



Noor El-Fadl, Entrepreneur

Noor El-Fadl graduated from the Lebanese American University in Beirut, with a BSc in Graphic Design, and a minor in Fine Arts. She worked in London after graduating and attended courses at the Central Saint Martins College for Art & Design. Returning to Amman she joined a local design house, and later moved into the corporate world and became the senior creative at Umniah Mobile Company. Noor later decided to start her own freelance studio (nur) working with various clients and companies, which led to the idea of establishing and developing tasmeemME .



Mohamed Wael Saeed El-Fakharany, Regional Manager of Google Egypt & North Africa

Wael's experience extends for more than 23 years in the technology field, as he is considered one of the leading figures that push the IT and digital media industries in the region forward; with both sectors influencing the lives of millions of Arab Internet users. Wael Fakharany presides over the creation, and execution of the business strategies and operations management in Google throughout Egypt and the Middle East. His occupational duties include aiding in the creation of a suitable Internet ecosystem, as well as collaborating with the biggest organizations and entities in order to further develop the Internet ecosystem in the region; this is in addition to his work on developing advertisement content and spread in the region. In addition to the above,



Wael also has the ability to discuss a myriad of topics and issues in depth in relation to the initiatives of the private sector in start up markets, the development of start-ups, and developing the capabilities of young entrepreneurs in the Arab region via the use of advanced technology and through encouraging innovation. Wael joined Google in January 2008 following a successful career in many leading management roles.



Dr. Wejdan Abu-Elhaija , Dean of King Abdullah II School for Engineering

Dr. Abu-Elhaija received her B.Sc. degree in electrical engineering from Jordan University of Science and Technology (JUST), Irbid, Jordan and PhD degree in electrical machines from Queen University of Belfast (QUB), Belfast, UK. In 2000, she joined the Department of Electronics Engineering, Princess Sumaya University for Technology (PSUT), as an Assistant Professor. She has been promoted to Associate Professor in 2006. She held the position of President's Assistant for quality Assurance during 2007-2010. In September 2009, she has been the Head of the electronics Engineering Department. Since September 2011, she has been the Dean of King Abdullah II School for Engineering. Her research interests are primarily in the field of electrical machines and drives.



Usama Fayyad, Executive Chairman Oasis500

Dr. Usama Fayyad is Executive Chairman of Oasis 500, a regional early-stage fund and entrepreneurship initiative based in Jordan and aiming to create an early-stage/angel stage investment base in the region along with funding up to 500 start-ups in technology (ICT and interactive media focus). He is also Chairman of d1g.com, a new generation Internet community and rich media content sharing site focused on Arabic Speaking online audiences. In the U.S. he is CEO of Open Insights, LLC, a data strategy, technology and consulting firm he founded to help enterprises understand data strategy and deploy data-driven solutions that effectively and dramatically grow revenue and competitive advantages. Until September 2008, he was Yahoo!'s chief data officer and EVP of Research; Strategic Data Solutions.



Fadi Ghandour, Founder & CEO Aramex

Fadi Ghandour is the Founder and CEO of Aramex International, one of the leading logistics and transportation companies in the Middle East and South Asia, and the first company from the Arab world to go public on the NASDAQ stock exchange. The company now trades on the Dubai Financial Market. Fadi is a Founding Partner of Maktoob.com; the world's largest Arab On-Line community recently acquired by Yahoo!; is a member of the Board of Abraaj Capital, is a Founding Board Member of Endeavor Jordan and serves on the Advisory Board of the Suliman S. Olayan School of Business at the American University of Beirut. Between 2003 and 2005, he was the Middle East

and North Africa Area Chairman of the Young Presidents Organization (YPO). Fadi is passionate about social entrepreneurship. He is the founder of Ruwwad for Development www.ruwwad.net, a regional private sector-led community empowerment initiative.



Omar Hamarneh, Executive Chairman of El Hassan Business Park

Omar is the Executive Chairman of El Hassan Business Park, one of the three constituent organizations of the El Hassan Science City. Established under the slogan –For Continuity, Innovation and Change, this venture is entrusted with supporting the development of Jordan’s innovation and entrepreneurship ecosystem. Mr. Hamarneh is directly involved with establishing and growing entrepreneurship development programs, incubation centers for technology-based startups, technology transfer and commercialization services, and support for the establishment of venture capital and angel investor networks. Omar Hamarneh also serves on the Board of Trustees of Princess Sumaya University for Technology and the Advisory Board of Talal Abu-Ghazaleh Graduate School of Business.



Ayman Itani, CEO Think Media Labs

Ayman Itani is a forward-thinking Digital Strategy Strategist who uses his powerful combination of creative vision and rigorous analysis in the media to help build, restructure and transform companies. Through New Media Marketing Agency Think Media Labs. He helps bridge the gap from established Media to new types of Digital Media in the Middle East. He lectures and gives workshops on communication, media, user interaction design, history of technology, internet architecture, the social web and fully takes advantage of the industry shifts incubated by the Internet, specifically on content generation, consumption distribution and commercialization.



Dr Odeh R. Al-Jayyousi, VP Science and Research at the Royal Scientific Society

Odeh R. Al-Jayyousi is the vice president for science and research at the Royal Scientific Society since Sept. 2011. He worked as the regional director for IUCN – The International Union for Conservation of Nature – West Asia / Middle East regional office during (2004-20011). He was a university professor in water resources and environment during (1993-2004). He was an academic director for MBA Programme in transformational management in UK. He has diverse



skills in knowledge management, strategic planning, public policy analysis, and sustainable development. He has over twenty years of experience in various planning activities in Chicago at the Department of Planning- City of Chicago, and University of Illinois at Chicago, Center of Urban Economic Development- Chicago. He facilitated workshops, focus groups, and meetings.



Dr. Suhail Jouaneh, Co-Founder Better Business

Dr. Suhail Jouaneh is a motivated, personable business facilitator and executive coach with a successful 16-year track record of profitable business ownership, consulting, organizational development and training. Diplomatic and tactful with professionals at all levels. Accustomed to handling difficult senior management cases through coaching and counseling. Highly articulate and demonstrated talent in organizing and facilitating leadership management retreats, conferences and seminars. Organized thousands of workshops and trained more than 20,000 people from over forty countries around the world mainly in Singapore and Hawaii in English, as well as the Middle East and GCC in Arabic (KSA, UAE, Cyprus, Lebanon, Syria, Jordan, Bahrain, Qatar, Istanbul) and in French for the French speaking West Africa Senegal. Persistent yet flexible, versatile and open to innovative ideas.



Margery Kraus, Founder & CEO APCO Worldwide

Kraus founded APCO in 1984 and transformed it from a company with one small Washington office to a multinational consulting firm in major cities throughout the Americas, Europe, the Middle East, Africa and Asia. In September 2004 Kraus led a management buy-out of her firm, making APCO one of the largest privately owned communication and public affairs firms in the world. She has also helped to make APCO a thought leader in the areas of international public relations, public affairs and business diplomacy. APCO's International Advisory Council and Global Political Strategies groups bring together more than 80 of the world's most experienced global leaders, including former politicians, diplomats, business and industry executives, journalists, and academics. Prior to founding APCO, Kraus helped to create and develop the Close Up Foundation, a multi-million dollar educational foundation, where she still serves on the board of directors. APCO Worldwide is a global consulting firm headquartered in Washington, D.C., specializes in public affairs, communication and business consulting for major multinationals.



HE Ambassador Attiya Mahmood

Ms. Mahmood worked as sub-Editor in Daily Muslim, Islamabad. She Joined the Foreign Service of Pakistan in 1979 and served as Section Officer (India and UN sections) in the Ministry of Foreign Affairs in Islamabad. In 1987 she was appointed Director (Economic and Technical Coordination) at the

Ministry of Foreign Affairs. In 1991 she became First Secretary in the Embassy of Pakistan in Ankara, Turkey. In 2000 she was appointed as Deputy High Commissioner in the High Commission of Pakistan in London. Between 2003-2007 she served as the Ambassador of Pakistan in Rabat, Kingdom of Morocco. She has undertaken a number of important political posts and since August 2010 she is the Ambassador of Pakistan to the Hashemite Kingdom of Jordan



Professor Safwan Masri, VP Global Centres at Columbia University

Professor Safwan M. Masri is Vice President for Global Centers at Columbia University. He has been a member of the Columbia Business School faculty since 1988 and was appointed Vice Dean in 1993, a position he held for thirteen years. Professor Masri has been Director of the Columbia Global Centers | Middle East since its founding in 2009. He was Visiting Professor at INSEAD in 1990 and 1991, and has also held teaching positions at Stanford University and Santa Clara University.



H.E. The British Ambassador to Jordan Mr. Peter Millett

Peter arrived in Amman on 13 February 2011 to take up his post. Previously he was British High Commissioner to Cyprus from June 2005 to April 2010. He has served in a number of positions in the British Diplomatic Service since joining in 1974. He was Director of Security in the Foreign and Commonwealth Office from 2002-2005, dealing with all aspects of security for British diplomatic missions overseas. From 1997-2001 he served as Deputy Head of Mission in Athens. From 1993-96 Mr Millett was Head of Personnel Policy in the FCO. From 1989-93 he held the post of First Secretary (Energy) in the UK Representative Office to the European Union in Brussels, representing the UK on all energy and nuclear issues. From 1981-1985 he served as Second Secretary (Political) in Doha.



Saad Mouasher, Deputy CEO Jordan Ahli Bank

Saad N. Mouasher is Deputy CEO of Jordan Ahli Bank (www.ahli.com), Jordan's oldest and 3rd largest financial institution, with a presence in Jordan, Lebanon, Palestine, and Cyprus. In his capacity as Head of Group Strategy, Marketing and Sales, Saad guided the development of a detailed, comprehensive, bank-wide five year action plan consisting of more than 700 strategic projects and imperatives, designed to transform the bank into a world-class financial services institution, and to prepare Ahli Bank for aggressive regional expansion. The action plan was based on "Project Jubilee", a historic, bank-wide initiative that was initiated and directed by Group Strategy.



Alfinaz Murad, GM at Grofin Jordan

Alfinaz brings more than 15 years of experience in investment banking and finance, throughout her work at eminent organizations such as United Nations (UNFPA), Jordinvest where she spent 12 years as VP, COO and Treasury, managing finance and investment banking operations regionally and internationally, as well as being advisor to United Advisors. Alfinaz holds a BA in Economics from Jordan University and is a CMA qualified.



Abeer Qumsieh, CEO Better Business

Mrs. Abeer Qumsieh Jouaneh is Director and Founder of Better Business. After many years of an enriching career, Mrs. Qumsieh started Better Business end of 2002, a B2B business model specialized in Building Service Cultures. Mrs. Qumsieh's main fields of expertise include Organizational Development, Educational Development, Service Culture Development, Organizational Mindset, and others. She has consulted hundreds of Organizations and trained thousands of people around the Middle East & GCC. A business woman who believes in social responsibility, Mrs. Qumsieh is actively involved in multitudes of voluntary work. She is highly articulate, confident and a persuasive team-builder, able to motivate and communicate to achieve exceptional business performance. She is an experienced and innovative general manager with sophisticated leadership, emotional intelligence and business administration skills. She serves on multitudes on Boards nationally and internationally. She is also a sought out speaker on international level.



Saskia Sassen, Academic

Professor Sassen is Robert S. Lynd Professor of Sociology at Columbia University and a Visiting Professor at LSE. Saskia Sassen's research and writing focuses on globalization (including social, economic and political dimensions), immigration, global cities (including cities and terrorism), the new networked technologies, and changes within the liberal state that result from current transnational conditions. In her research she has focused on the unexpected and the counterintuitive as a way to cut through established "truths." She serves on several editorial boards and is an advisor to several international bodies.



Seren Shahin, Director of the DoCI

Seren Shahin graduated from McGill University, in Montreal, Canada, with a Bachelor's Degree in Economics. After graduating from the Bachelor's program, Mrs. Shahin attended Ottawa University, in Ottawa, Canada, for a Master's Degree in Economic Development. Mrs. Shahin's professional career started with the United Nations Development Programme (UNDP), as an economic Researcher, at Jordan's Ministry of Industry and Trade (MIT) at the World Trade Organization Unit. Following two years at MIT, and with an interest in environmental issues, Mrs. Shahin pursued a Masters Degree at Reading University, in the United Kingdom, in Environment and Development. Afterwards, in 2001, Mrs. Shahin joined the Ministry of Planning and International Cooperation, as an International Trade Officer, in the Technical Support Unit that oversaw Jordan's cooperation with the European Union. As Director of the DoCI, Mrs. Shahin is currently focusing on projects that highlight the strong link between science and sustainable development.



Shada El-Sharif M Eng LEED AP BD+C, CEM, REP

Shada is Head of Sustainability at Arabtech Jardaneh (AJ), a regional consultancy firm based in Amman – Jordan. Shada represents AJ on the Board of Directors of the Jordan Green Building Council (JGBC), and is also a member of the Jordan Clean Tech Innovation Cluster, the Jordan Energy Chapter and the regional sustainable development initiative: Carboun. Shada provides both technical leadership and project management to a number of projects in the areas of water efficiency, energy solutions, climate change mitigation, low-energy/biological wastewater treatment and sustainable design. As a LEED Accredited Professional (LEED AP BD+C), Shada has a strong background in sustainable design and is actively involved in green building and sustainability initiatives in Jordan and abroad.



Samar Shawareb, Founder & Managing Director – Arabia Weddings, Jordan

Samar Shawareb is the Founder and Managing Director of Arabia Weddings (www.ArabiaWeddings.com); an online bilingual wedding planning platform established in Jordan in 2011 for the Middle East market. Arabia Weddings is supported by Oasis 500, a regional early-stage investment fund, training and mentorship program. Samar has over 25 years of work experience. She founded Events UnLimited in 2011 as a professional event management company producing top quality exhibitions and conferences among them the International Hospitality Forum, the Wed-



ding Show and Think Green conferences on Green Buildings. Earlier, Samar worked as a Senior Commercial Officer at the British Embassy in Amman promoting British trade and investment between the UK and Jordan. During that period Samar was awarded the “D Group Award for Outstanding Export Achievement” by the British Government.



Majd Shweikeh Group CEO VTEL Middle East & Africa Limited

Mrs. Majd Shweikeh is the CEO of VTEL Holdings since 1st July 2010; then in June 2011 she became the Group CEO of VTEL Middle East and Africa Limited. Mrs. Shweikeh was the Vice President of Jordan Telecom Group and CEO Orange Mobile until 31st May 2010. She had held this position since January 2006. Mrs. Shweikeh is the President of the International Women’s Forum / Jordan Chapter and a member in the Economic and Social Council. She is also at the Board of trustees for Isra’a University and at the Board of Directors for Union Bank.



Ashraf Ezzeldine Sobhi, Country Manager Jordan & Holy Land Qatar Airways

Holding a bachelor degree in Tourism Studies from Alexandria university as well as Certificate in management studies from Oxford Brookes University – UK. Ashraf joined Qatar Airways in Jun 2010 as commercial manager Alexandria Egypt, then moved as Country Manager Jordan and Holy Land in Jan 2012. Prior to his appointment with QR, Ashraf had extensive background and over 20 years of experience in the aviation and travel industry having worked with major travel organizations in Dubai, Kuwait and Saudi Arabia, out of which, 11 years of dedicated service with British Airways in various sales and marketing roles. In addition to his travel and airline experience, Ashraf has valuable experience in travel management training as well as soft skills adding value to his diverse background. He is married and having 2 daughters and a son.



Rana Sweis, Journalist

Rana F. Sweis is a journalist and media researcher. She is currently a freelance journalist for the New York Times (Global Edition) and writes mainly about political reform, refugees and social issues. She is on the executive committee of Leaders of Tomorrow, a youth led organization in Jordan that works on building community leaders, fostering creativity and encouraging debate. She is also the lead researcher in Jordan for the Open Society Institute-sponsored Mapping Digital Media Study. Rana holds an MA from the Graduate School of Political Management at George Washington University and a BA in Print Journalism from Hofstra University in New York. www.ranasweis.com



Fida Taher, Founder and CEO Zaytouneh.com

Fida Taher is the founder & CEO of Zaytouneh.com, the region's leading video recipe website. Prior to Zaytouneh, Fida worked in different areas in the media domain for 9 years, during which she produced hundreds of hours of video content. Coming from a production background, Fida strongly believes in the power and potential of the audio-visual content. Taher is a member of INTAJ- Jordan. She is on the Acting Board of Directors of Nakhweh NGO, as well as actively engaged with a number of local and international NGOs that aim to empower women. Taher holds a BA in Communication Arts, with emphasis on Radio, TV, & Film from the Lebanese American University.



Jumana Twal, CEO & Founder of Bidaya Corporate Communications

The founding CEO of Bidaya Corporate Communications, one of Jordan's leading public relations agencies, Jumana Twal draws on over 20 years of experience to offer local and regional markets quality PR, corporate communications, event management, social media and media monitoring services. Since establishing Bidaya in 2004, Twal has been diligently working towards elevating the PR industry's standards in the Kingdom. In 2006, Twal positioned Bidaya as the first full Jordanian member of the Middle East Public Relations Association (MEPRA), and in 2008 joined the International Public Relations Association (IPRA) as part of her efforts to ensure that global best practices are introduced in Jordan. In 2011, Twal established Bidaya Corporate Communications-Iraq in Erbil to offer the Iraqi market quality public relations services. Prior to starting her own agency, Twal held senior positions at several major companies in the Kingdom. Most notably, Twal served as Director of Corporate Communications of Fastlink (now Zain) for almost ten years, joining the company in 1994 as PR Manager and steadily growing to take responsibility over running the Advertising, Corporate Identity and PR Departments.



Humaira Wakili- TYO Nablus Center Director

Humaira joined Tomorrow's Youth Organization (TYO) in August 2010. With programs in Nablus and Lebanon, TYO seeks to provide innovative early childhood programming, enriching non-formal education, youth service learning, women's social and economic empowerment, and intercultural exchanges and dialogue for the most disadvantaged populations in the region. Previously, Humaira worked for a non-profit organization in Washington, DC supporting democracy development throughout the Middle East and North Africa region. In 2008, Humaira worked at the US Agency for International Development (USAID) as special assistant to the Coordinator for Basic Education and the President's Initiative to Expand Education. In this capacity, she assisted in developing and implementing the President's strategy for all foreign assistance in basic education for the United States Government and designed programs that focused on creative, after school education for disadvantaged youth.



The GTF Board of Advisors



Salim Amin, Chairman, Camerapix Ltd, Chairman, The Mohamed Amin Foundation, Chairman, A24 Media

Salim Amin is Chairman of Camerapix, founder and Chairman of The Mohamed Amin Foundation and co-founder and Chairman of A24 Media. As Executive Producer and Presenter, Salim finished a documentary chronicling his father's life in March 2006 entitled "MO & ME" which has to date won ten Awards for Best Documentary in the United States, Canada, India and on the African Continent, including the Grand Jury Award at the New York International Film Festival. The documentary achieved a successful theatrical release in Kenya and was screened at the prestigious British Academy of Film and Television Arts (BAFTA), as well as the Cannes Film Festival in 2007. In December 2005, Salim began work on the launch of the first 24-hour pan-African News and Current Affairs Channel. Africa 24 Media, a precursor to the Channel and Africa's first online Agency for video and stills content, launched in September 2008 (www.a24media.com). In January 2007 Salim was named a Young Global Leader by the World Economic Forum in Davos. He is a fellow of the African Leadership Initiative and a member of the Aspen Global Leadership Network. In 2010 Salim was one of only 150 people around the world invited by President Obama to the Presidential Entrepreneurship Summit in Washington, DC.



Reem N. Bsaiso

Reem is an independent Senior Consultant specializing in knowledge economy policies and public reform; her focus is on ICT in Education and national training schemes, working with international agencies on ICT in Education in the MENA region, such as World Bank, UNESCO and EU Investment Bank. She is Founder of Global Tech-Net (G-TeN), a non-profit initiative registered at the Ministry of Industry and Trade, Jordan. Reem is ex-CEO of World Links Arab Region and World Links International, initiated by the World Bank committed to spreading and merging ICT and knowledge economy skills in education and training of youth and women. She has created scalable and sustainable schemes to reach hundreds of millions of youth through highly effective and low cost models. She was part of the Prime Ministerial National Agenda of Jordan, and worked on the labour, employment, vocational training, education and social components. In 2002 - 2003, she initiated the Jordanian national strategy for merging ICT in education, established the first ICT department and programs for ICT literacy, e-learning and technical support, under a UNDP/ Government of Jordan scheme.



Chris Cramer, Editor at Large Reuters

Chris Cramer is founder and CEO of CramerMedia, a global media solutions company based in the USA. He has spent more than 40 years in journalism during which he was Head of Newsgathering at the BBC, President and Managing Director of CNN International and Global Head of Multimedia at Reuters. He currently serves as an Editor at Large for Reuters.



Maggie Eales Senior Vice President – CNN International Broadcast Relations, Europe, Middle East and Africa (EMEA) for Turner Broadcasting System Europe Limited

Maggie is responsible for relations with broadcasters in EMEA, negotiating sales of CNN stories and Live Breaking News to both private and public broadcasters and overseeing a multi-million dollar budget. Her role also encompasses oversight for CNN International EMEA marketing, PR and business development functions. She worked with CNN colleagues to develop the CNN Journalism Fellowship which takes place at CNN Headquarters in Atlanta. The programme mentors journalists from across the world to gain greater expertise of news gathering from CNN. Maggie is also responsible for the development and implementation of the CNN MultiChoice African Journalist Awards, an event she has been involved with since 1998. Now in its 17th year, the 2011 award ceremony was hosted in Johannesburg, South Africa and in previous years Kenya, Mozambique, Ghana and Uganda. It is recognized as the most prestigious event of its kind in Africa.

She has also been a judge for The One World Media Awards which recognize the most outstanding media coverage from the developing world. Also, several times for the Royal Television Society Awards (RTS) and in 2012 is judging the Current Affairs – Home category. Prior to joining TBS in May 1992, Maggie was the Senior Foreign Editor for ITN in the UK for nine years, spanning the time from the Falklands conflict to after the first Gulf War. Other highlights included the fall of the Berlin Wall and the release of Nelson Mandela.



Gary Horsley, Communications Consultant

For more than 30 years Gary has been a consultant on international communications issues, helping to shape strategies that reach out to client audiences, markets and partners across the globe. During that time he has worked with major industrials, professional services, government depart-



ments and NGOs, helping them to communicate effectively across different cultures. He has extensive experience of working with European institutions, providing communications strategy and actions in areas as diverse as EU investment in R&D and the work of the EC's Humanitarian Office. In three years of this latter role he managed many donor networking and aid support activities, including events in the West Bank and Gaza and EU presence at the signing of the anti-landmines treaty in Ottawa. For the last six years Gary has been at the heart of a media consultation involving journalists and associated media interests from EU Member States and the countries on the Union's borders to the South and East. Discussion and analysis in more than 30 conferences, seminars and workshops has tackled key issues for the region: migration, terrorism, human rights, racism and xenophobia, reporting conflict and media freedom. It has also established an informal network of journalists focused around common professional interests, offering mutual support and providing distribution for news direct from colleagues on the front line of the Arab Spring uprisings.



Eva Hukshorn, Partner EFactor.com

Eva has 7 years of experience as a financial & strategic advisor in Investment Banking in London, Amsterdam and New York for Accenture and ABN AMRO / RBS. During these years, she worked on a variety of projects mainly with an international focus. In 2010, she became an entrepreneur & investor herself. Currently, Eva is Management and Partner of EFactor.com, the largest network for Entrepreneurs in the world. Eva coaches several startups and is Board of Advisory of TreFoil Energy, CleanDrinks and Global Thinkers. Eva was nominated La Femme Formidable 2012 by Marie Claire Magazine. Her key experience is in process management of Mergers & Acquisitions and strategic & financial guidance of companies. Eva has a master degree in Financial Economics (MSCi), studied International Asian Politics in Taiwan and is a Certified Management Accountant (CMA). She is expected to graduate in December 2012 for her diploma in International Financial Reporting Standards (DipIFRS) by the Association of Chartered Certified Accountants (ACCA). In 2011, she passed her Colloquium in General & Modern Art in Amsterdam.



Valerie Keller, CEO Veritas

An entrepreneur, consultant and public policy advocate, Valerie Keller's work bridges sectors and industries. As CEO of a social enterprise she focused on sustainable models for economic development including field research and pilot programs serving more than 20,000 in the poor regions of the U.S. along the Gulf Coast. She also established healthcare facilities and real estate developments for urban revitalization. In the aftermath of the Hurricane Katrina disaster, Valerie co-founded two coalitions in the U.S. representing hundreds of government agencies, corporations and NGOs to enact federal systems reform in housing and healthcare, securing tax cred-

its and policy incentives to address market failures and stimulate public-private partnerships. She has provided U.S. Congressional expert testimony and served as regional broadcast media guest host and commentator. Valerie has raised \$100M USD and served on more than a dozen governing and advisory boards including the board of the Global Thinkers Forum. As Associate Fellow of Oxford University's Saïd Business School, Valerie is focused on engaging corporates and institutions for initiatives across the school. She is founder and CEO of Veritas, an advisory based in New York City working in the Americas and Europe helping high-growth ventures to scale. She was recently honored by the World Economic Forum as a Young Global Leader.



Shannon McElya, Founder at GreenSuccesses

Shannon has a unique talent as a technology and partner evangelist to translate technology vision into compelling customer and partner benefits and create a partnership ecosystem. She has a proven track record bringing startups to market, including three successful IPOs and several profitable acquisitions. Shannon specialises in envisioning business strategies, creating marketing and business initiatives that drive demand, quickly developing solid alliances and channels to facilitate revenue generation and steady growth. By blending technical acumen and passion, she represents leading-edge and disruptive technology as a new market evangelist. Shannon also has deep knowledge in sustainability, clean tech, renewable energy and enabling technologies.



Lindsey Oliver, International Commercial Director at Bloomberg Television

Lindsey is an experienced media professional and she is also a trained lawyer and has worked for large media organizations in both capacities. General Counsel for CNBC Europe for ten years, Lindsey moved across to head up their distribution team. Following her tenure at CNBC Lindsey became Commercial Director at Al Jazeera English, based in Doha, where she was part of the team that launched the English language version of one of the world's most controversial media brands. After successfully rolling out the channel Oliver moved to the Internet arena with Jalipo, an online content provider, before taking up her current position at Bloomberg Television. In her role she is responsible for distribution across Europe, Middle East and Africa and has been leading The Channel's International localization initiative which, under her guidance has seen the completion of several new localization deals including BloombergHT in Turkey, Al Arab in the Middle East, RBC in Russia and Bloomberg West Africa in Nigeria.



Sue Phillips

Sue Phillips career spans more than 30 years in high profile- news broadcasting. She joined the Canadian Broadcasting Corporation (CBC) in 1978. After senior production roles in London, Moscow, Rome and Washington DC she became CBC's London Bureau Chief in 1997. Subsequently Sue worked as Managing Director of News World International responsible for International Broadcast conferences in London, Barcelona and Singapore attended by heads of news organizations from around the globe. Phillips also produced the first Eurasia Media Forum in Almaty, Kazakhstan. The event celebrates its 10th anniversary in 2012. Sue was appointed London Bureau Chief at Aljazeera in 2004 and was integral to the creation of the channel including setting up the London Broadcast Centre in time for the launch in November 2006. She was promoted to Director of Foreign Bureaux in June 2008 and moved to the Aljazeera headquarters in Doha where she managed 25 bureaux worldwide. In 2010 Sue left Aljazeera and turned her talents to film and joined the Doha Film Institute in Doha as Director of Operations as part of a fast growing organization devoted to Qatar's film initiatives in production, education, events and screenings as well as the Doha Tribeca Film Festival. Sue is a founding Director of the Frontline Club in London a vibrant venue where a diverse network of journalists, photographers, aid workers and diplomats discuss, debate and network.



Richard Sambrook, Professor of Journalism

Richard Sambrook is Professor of Journalism and Director of the Centre for Journalism at Cardiff School of Journalism, Media and Cultural Studies at Cardiff University. For 30 years, until February 2010, he was a BBC journalist and news executive. He spent ten years on the management board of the BBC becoming successively Director of BBC Sport, BBC News and, latterly, Director of BBC World Service and Global News. From 2010 until 2012 he was Global Vice Chairman and Chief Content Officer of the Edelman public relations agency.



Amy Selwyn, CEO Storytegic

Amy is CEO of Storytegic. Her first paying job was as an actress! She was five years old. Despite rave reviews, Amy opted for a life in the business world, starting her career in 1983 with Salomon Brothers in New York. In 1987, she followed her heart and her passion for news, and she has remained in the industry since then, for a total of 25 years' experience. In 1987, she joined The New York Times as a marketing strategist, then moved to The Associated Press in 1993 first as Deputy Director of Strategic Planning and, then, as the AP's first Director of Marketing. In 1998, she moved to London with the AP, serving as Director of Sales, Strategy and Marketing for APTN. In 2000, she went to work with the BBC, where she headed up Rights & Business De-

velopment. In 2004, following an 8-month sabbatical in Rome, she returned to London and launched an independent consulting practice, specializing in brand strategies for news organizations. That independent consultancy has evolved into Storytegit. In this capacity, she is the Managing Director of News Xchange, the news industry's most thought-provoking conversation. In addition, she works with the BBC, the EBU, Eurovision, the Arab News Agency, the Press Association, ITN and others.



Marc Ventresca, Fellow and University Lecturer University of Oxford

Marc Ventresca is an organisational and economic sociologist who teaches strategy, leadership and organisation theory at Saïd Business School with a focus on innovation and on how new markets get built. He is a Fellow of Wolfson College and affiliated Fellow of the Institute for Science, Innovation and Society (InSIS). He also works as Senior Scholar with Center for Innovation and Communication at Stanford University. Marc holds a lead faculty role in research and teaching initiatives focused on innovation and entrepreneurship, including service as faculty lead for Science Innovation Plus (a collaboration on enterprise skills with the Oxford Sciences Division). His research investigates governance innovation among global financial markets, entrepreneurial leadership in knowledge- and -information-intensive organisations, and value creation in emerging ecosystem services markets. Beyond Oxford, Marc serves on several journal editorial boards and is a regular reviewer for the U.S. National Science Foundation and the Oxford University Press. He contributes to scholarly and professional activities in the American Sociological Association, the Academy of Management and the European Group for Organisation Studies. He is Research Associate Professor of Global Public Policy at the Naval Postgraduate School and a research affiliate at University of California Irvine Center for Organizations Research and at the Center for International Security and Cooperation, Stanford University. Marc is a GTF Awards Excellence in Innovation judge.

If your actions create a legacy that inspires others to dream more, learn more, do more and become more, then, you are an excellent leader.

Dolly Parton



www.umniah.com  [umniah.belong](https://www.facebook.com/umniah.belong)  [@umniahbelong](https://twitter.com/umniahbelong)  [@umniahbelong](https://www.instagram.com/umniahbelong)  [umniahbelong](https://www.youtube.com/umniahbelong)

Looking ahead to Global Thinkers Forum events 2013....

GTF always selects over 150+ hand-picked thought leaders from across the world of business, media, politics, culture, academia and public life.

GTF welcomes introductions to its global community, applications for the GTF Advisory Board and nominations for the GTF Awards for Excellence.



For more info, please contact:

Global Thinkers Forum +44(0) 845634 7820, info@globalthinkers.com, info@globalthinkersforum.org

©Global Thinkers Forum is an international TM. All rights reserved.

For GTF 2012 Special Thanks to:

The GTF Advisory Board for their insight, guidance and contributions. They are all Ambassadors of Excellence and Ethos. Gratitude for their trust and dedication to GTF; The Columbia University Middle East Research Centre Team for their continuous support and hospitality; Oasis500 for embracing the GTF vision and mission and being our wonderful co-hosts at the Gala Dinner; Leaders of Tomorrow and Rana Sweis for their belief in GTF and constant support; The dynamic Efactor team for all their help; Bidaya PR for their fabulous media contacts and event management skills; KAFD & Wadie Goussous for joining hands and actively supporting GTF; Omar Abdallat, Mohammad Abuafefa and Rawan Da'as, Corinne Martin, Nidal Elkhairy, Amjad Rasmi, Malcolm Evans for their beautiful, creative artwork;

All article authors for generously contributing their thoughts and expertise; Valerie Keller, Reem N. Bsaiso, Shannon McElya, Maggie Eales, Tarek Jallad and Jumana Jallad for being fabulous supporters; Deema Bibi and INJAZ for being such a source of inspiration and support and for the cover photo; Warm thanks to Oxford University Professor Marc Ventresca as the Global Thinkers Forum is to a great extent the result of his enlightened teachings.

The amazing GTF 2012 Team for their commitment, ideas, words of wisdom and team spirit throughout this mission:

- Vasilis Talamagkas – Strategic Advisor
- Tim Warnes – International Projects & Communications
- Gary Horsley – GTF Programme Supervisor
- Motasim Madani – MICE Consultant
- Doaa Alnajjar – Editorial Management & Research
- Alexandre Lemille – CSR Advisor
- Zeina Barker – Executive Assistant
- Vilma Papasavva – Network Relations

How an airline got the world to agree on one thing. Twice.

World's Best Airline

Skytrax World Airline Awards - Airline of the Year 2011 & 2012

We'd like to thank the millions of passengers who named us Airline of the Year, two years in a row. Naturally we're delighted, but we won't stop there. We never cease looking at ways of making your air travel experience even better.



GTF Official Hotel
& Caterer



GTF 2012 Strategic Partners



AMENDS
America's Middle Eastern Network for
Strategic Advancement



Do current governance, management and ethical frameworks deliver the global vision, the forward thinking required to break from the past and think ahead under a global mind-set? How can current advances in technology, science and thought leadership produce the right tools to achieve common solutions and closer collaboration? Perhaps this can only be achieved by identifying and engaging new and emerging leaders in Politics, Technology, Business, Diplomacy, Academia, the Arts and Society. We need to gather and discuss the vision for the future through collaborative action. Women are at the heart of these issues effecting positive change and generating many exciting and dynamic discussions.

We have to motivate, inspire, empower.

Transformational changes are happening with or without our consent. Positive change is in our hands. By joining hands we can create better leaders for our societies and for the future generations.

Let excellence be our goal.

Warm regards,
Elizabeth Filippouli
Founder & CEO Global Thinkers Forum

Global Thinkers Forum
8, St James's Square
SW1Y 4JU London UK

globalthinkersforum.org
globalthinkersmentors.org

© 2012

