



1st Annual Conference of the Arabian Knowledge Economy Association
In collaboration with Al-Aghar Strategic Think Tank Group and Jeddah Chamber of Commerce and Industry
January 12-13, 2008, Jeddah, Saudi Arabia

“Towards a Knowledge Economy”

Friday, January 11

4 pm- 9 pm

Delegates Registration (Venue: Jeddah Hilton Hotel)

Conference Program Agenda (Venue: Jeddah Hilton Hotel)

Day 1: Saturday, January 12

8 -10 AM

Delegates Registration

9:30 -10:00 AM

Opening Remarks:

Abdulla Al-Subyani, President, Arabian Knowledge Economy Association

Saleh Al-Turki, Chairman of Jeddah Chamber of Commerce & Industry

Session 1:

Introduction to the Knowledge Economy

Session Chair: HE Abdullah Zainal, Minister of State, Saudi Arabia

10:00 – 10:25 AM

The Knowledge Economy: Introduction and Global Perspective

Jean-Eric Aubert, World Bank Institute

10:25 – 10:50 AM

Invention, Innovation and Entrepreneurship in Muslim Civilization

Professor Salim Al-Hassani, Chairman of the Board, Foundation for Science, Technology & Civilization, UK

10:50 – 11:15 AM

Knowledge Economy in the Islamic Countries

Dr. Abdulkader Chachi, King Abdulaziz University, Saudi Arabia

11:15 - 11:40 AM

Intellectual Capital: The Future

Leif Edvinsson, President of The New Club of Paris

11:40 - 12:20 PM

Open Discussion (40 min)

12:20 – 1:00 PM

Coffee Break

Session 2

Strategies and Infrastructure for The Knowledge Economy

Session Chair: Dr. Suhair Al-Qurashi, Dean of Dar Al-Hekma College

1:00 - 1:25 PM

Science-Based Economic Development Strategies

Richard Bendis, Board member of State Science & Technology Institute, USA

1:25 - 1:50 PM

Innovation Strategy for the Knowledge Economy

Debra Amidon, CEO, Entovation International, USA

1:50 - 2:15 PM

Driving Innovation in Emerging Markets

Dr. Tarek Elabbady, Director of Microsoft Innovation Center, Egypt

2:15 - 2:55 PM

Open Discussion (40 min)

2:55 - 4:00 PM

Prayer and Lunch Break

Session 3:

International Experience in Building Knowledge Economy

Session Chair: Dr. Mohammad Al-Tuwaijri, The Arab League Assistant Secretary-General for Economic Affairs

4:00 - 4:25 PM

Intellectual Capital of Communities, Regions, Cities and Nations

Professor Ahmed Bounfour, European Chair of Intellectual Capital Management, University Paris-Sud, France

4:25 - 4:50 PM

Malaysia's Experience in Addressing the Knowledge Economy Challenge

Dr. Tengku Mohammed Azzman Shariffadeen, Malaysia

4:50 - 5:15 PM

The Desert Knowledge Economy Opportunity - Australia 's experience and global imperative".

Mike Crowe, Networking and Communications Manager, Desert Knowledge Australia

5:15 – 5:40 PM

Starting A Green Field Project Without Infrastructure
Dr. Sultan Bahabri, Jeddah Bio City, Saudi Arabia

5:40 PM – 6:20 PM

Open Discussion (40 min)

7:30 PM - 10 PM

Conference Welcoming Ceremony & Dinner

Welcoming Remarks:

Welcoming Speech of HH Prince Faisal Bin Abdulla, Chairman of Al-Aghar Group

HE Dr. Amr Mosa, Secretary General
League of Arab States

HE Professor Elkmeleddin Ihsanoglu, Secretary General
Organization of the Islamic Conference

Patron Speech of HRH Prince Khalid Al-Faisal, Governor of Makkah Region

Day 2: Sunday, January 13

Session 4

Breakout Sessions: Industry-Based Entrepreneurship and Innovation Networking

9:30 AM – 2:30PM

Session A: Industry-based networking between entrepreneurs, industry experts and investors.

Goal: Discover new ways of promoting and shaping innovation and entrepreneurship in the following industries:

Parallel Sessions (café discussion style)

1. Education Industry (Al-Qaser Hall)

Facilitator: Fatin Bundagji, Institutional Development Specialist, Consultant with Al-Aghar Group
Lead Presentation: Education Industry: Challenges and Opportunities; Mishael Turki Al-Faisal, President, Al-Azizyah Schools

2. Hydrocarbon Industry (Al-Qaser Hall)

Facilitator: Jamal Al-Mutair, CEO, KANZ for Consultation and Training

3. Life Science Industry (Al-Qaser Hall)

Facilitator: Mohammad Al-Buzaid, Business Development and Work Flow Consultant
Lead Presentation: Life Sciences, the Untapped Opportunity. By Dr. Hamad Al-Omar, MD, MBA
Consultant Hematologist and Chairman Life Sciences International and DNA Advanced laboratories)

4. Youth of our Future (Hilton Hall)

Goal: Understand how the energy and talents of the youth can speed up their participation to co-create a more dynamic, open and collaborative knowledge economy.

Facilitators: Nimah Nawwab, Dr. Charles Savage and Khalid Al-Mutairi

12:30AM – 12:30 PM	Coffee Break
2:30 PM – 3:30 PM	Prayer & Lunch Break
Session 5	Best Practices for Converting Intellectual Asset into Profitable Businesses Chairperson: Abdulaziz Al-Jazzar, Chairman of Al-Malaz Group
3:30 – 3:55 PM	The Individual: The Hart of the Knowledge Economy Dr. Charles Savage, President, Knowledge Enterprise, Germany
3:55 – 4:20 PM	Corporate Innovation: The Engine for Economic Growth in the Knowledge Economy Dr. Maher CHEBO, Director of Innovation and R&D, SAP, Germany
4:20 – 4:45 PM	How Companies Extract Value From Their Intellectual Property Patrick Sullivan, ICM Group (USA)
5:45 – 5:10 PM	Commercializing Intellectual Property (Foundation of Amphion Partner Companies) Dr. Faisal H. Al-Refaei, Regional Director Amphion Innovations plc., Kuwait
5:10- 5:35 PM	Venture Capital: A Missing Link for the Knowledge Economy Ron Manual, CEO Integration Capital Inc., USA
5:35 – 6:25 PM	Open Discussion (40 min)
6:25 – 6:45 PM	Concluding Remarks and Announcement
6:45 PM	Conference Program End

Post Conference Workshops (Venue: Jeddah Chamber of Commerce & Industry)

Monday, January 14

5. **"Knowledge Economics"** by Debra Amidon and Leif Edvinsson
10am-4pm

Tuesday, January 15

1. **10 AM – 3 PM: "Science-based Economic Development Strategies"** by Richard Bendis, Board member of State Science & Technology Institute, USA
2. **4 PM – 9 PM: "Valuing Intellectual Property- Basic Principles and Methods for Valuing Intangibles"** By Patrick Sullivan, ICM Group, USA