



Transforming Experience, Empowering Success

9-10 July 2024
Fairmont, Riyadh, KSA

2024 E3 Highlights

- ◆ Two-day CX conference and exhibition.
- ◆ Explore CX models and best practices.
- ◆ KSA-centric CX talks with global experts.
- ◆ Discover latest CX tech and tools.
- ◆ Learn from regional and global CX successes.
- ◆ Participate in the CX Hackathon.
- ◆ Attend the C-Level Experience Economy Workshop.

Organiser



Overview

The 4th Edition E3 Customer Experience Conference, officially supported by the National CX Academy Saudi Arabia held on July 9-10 in Riyadh, Saudi Arabia, is an annual event dedicated to exploring and enhancing customer experience strategies and practices across various industries.

Saudi Arabia's CX market is witnessing remarkable growth, with a strong focus on customer satisfaction. Statistics show it's expected to reach SAR 50 billion by 2025. New projects incorporating AI-powered chatbots, virtual experiences, and data analytics are revolutionizing customer interactions and driving loyalty, establishing Saudi Arabia as a CX leader on a global scale. Beyond the informative sessions, the E3 Customer Experience Conference fosters ample networking and collaboration opportunities. Attendees can connect with industry peers, engage in discussions, and exchange ideas, creating a community of customer experience professionals. This collaborative environment encourages attendees to learn from one another and gain new perspectives and insights.

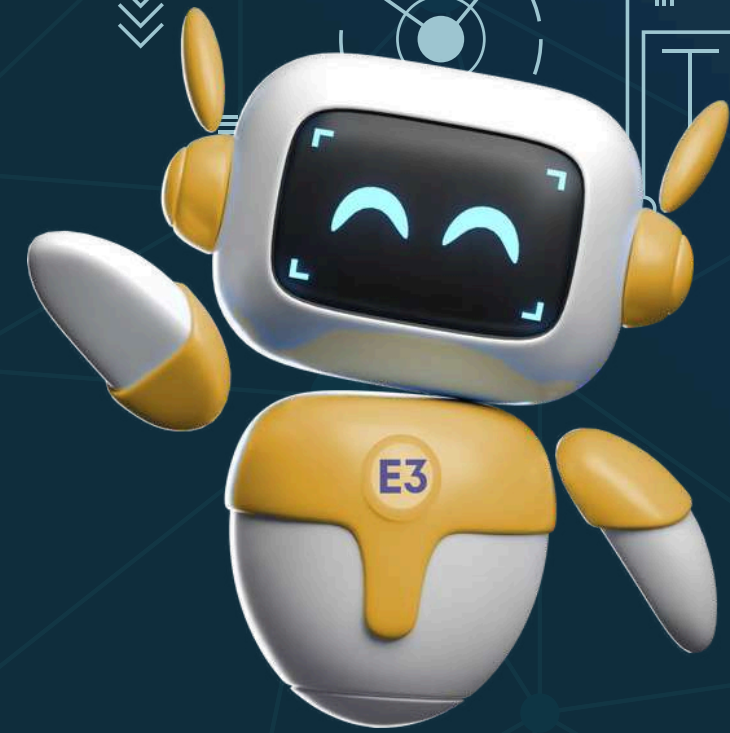
As a leading CX conference in the region, it attracts professionals, industry experts, and thought leaders who are passionate about delivering exceptional customer experiences. Hosted in Riyadh, the vibrant capital of Saudi Arabia, the E3 Customer Experience Conference offers a unique platform for networking, knowledge sharing, and innovation.

E3 CX Conference 2024 will feature the inaugural CX Hackathon, C-Level CX Training Workshop, Conference and Exhibition. Key themes for this year include customer journey mapping, omnichannel experience, personalization, customer-centric design, customer analytics, digital transformation, and emerging technologies like artificial intelligence and metaverse. The aim is to equip attendees with the knowledge and tools to drive customer loyalty, improve satisfaction levels, and differentiate their organizations in an increasingly competitive market.



Buzzing with excitement
to welcome you to E3
Customer experience
Conference 2024

www.e3cx.live



Ready, set,
innovate! Unveiling
the E3 Hackathon

CX in RIYADH

Customer Experience in Saudi Arabia is gaining prominence as businesses recognize its pivotal role in driving economic growth and staying competitive in the global market. With the Vision 2030 initiative aiming to diversify the economy and reduce reliance on oil, providing exceptional CX becomes crucial in attracting investments and fostering entrepreneurship.

Moreover, as customer expectations evolve due to technological advancements and exposure to international brands, Saudi businesses are increasingly focusing on delivering superior CX to satisfy and retain their customer base. The Saudi government is actively supporting CX initiatives by promoting a culture of service excellence, encouraging the adoption of modern technologies, and investing in employee training to enhance customer service skills. These efforts aim to create a customer-centric environment and reinforce the Kingdom's commitment to delivering exceptional experiences across various sectors.

Speakers



Khaled Alzahrani
General Secretary
National Customer Experience Academy (NCXA), KSA



Abdullah Al Katheri
Deputy Governor
TVTC



Taiseer Al Mufarrej
Director General of Strategic Communications
Real Estate General Authority



Walid bin Abdulaziz Al-Jandal
General Supervisor of Digital Transformation
Ministry of Education



Eng. Mohammed Alageel
General Director of Sector Efficiency
Ministry of Transport and Logistic Services



Abdullah bin Abdulmohsen Al-Assaf
Professor of Media at the Faculty of Information and Communication
Imam Mohammed Bin Saud University



Joe Pine
Co-Author
The Experience Economy



Dr. Salim Al-Shuaili
Director of the Artificial Intelligence and Advanced Technology Projects Unit
Ministry of Transport, Communications and Information Technology, Oman



Mohammed Nasser Aldosari
Executive Director of Customer Experience
Human Resources Development Fund



Razan Almazroo
Director - Beneficiary Experience
Digital Government Authority, KSA



Abdulaziz Alosime
Chief Executive Officer
Right Decision, KSA



Ahmad Ali Gaafar
Chief Marketing Officer
Samsung Electronics, Egypt



Shubhranshu Singh
Chief Marketing Officer
Tata Motors, India



Meteab Almalki
Senior Director Customer Experience
ROSHN



Roua Nahas
Senior Director Employee Experience & Engagement
Tawuniya, KSA



Tariq M. Jazairy
Chief of Business Solutions & Innovation
AlasilaCX



Eng. Mnahi Al Masoud
Founder, CEO
Future Look ITC



Waleed Al Bogami
PMO Manager @ FLITC, Business Line Manager @ Smart-Hire
Future Look ITC



Nawaf Al Zadjali
Director Customer Experience Strategy
Riyadh Airports, KSA



Robert Dawin Pinna
Head of Design Research
Emirates NBD



Mohannad Hussein
Associate Director of Social Media Community Management
Careem, UAE



Mohammed Ibrahim
Director Customer Excellence
Emaar



Ken Peterson
President, Customer Experience
QuestionPro



Imad Ghazzawi
Chief People Officer
Tiqmo, KSA



Milica Smuda
Director of Marketing and Communications
Al Barakah Holding



Sindhu Sreenath
Managing Director
QuestionPro, EMEA



Amjad Al Sabbah
Regional Vice President - North Gulf
Sprinklr



Gautier Lavigne
Head of Customer Acquisition
ZIWO



Aviraj Puri
Regional Director - APAC & ME
BARE International



Rami Haffar
Partner-Head of Technology
New Metrics



Imad A. Hazeem
Customer' Delight Expert



Khaled Alaa
Head of Experience
Talabat, Egypt



Adib Kilzie
Head of Alliances and Customer Experience
KPMG Saudi Arabia



Wael Daoud
VP of Product Innovation
Globitel



Rishu Kapoor
EMEA Head
Knowmax



Abdullah Asiri
Founder & CEO
Lucidya



Piyali Chatterjee Konar
Executive Vice President , CX
Hansa Research Group Ltd



Alaa Halawi
Principal
New Metrics



Alaa Farhat
Director of Customer Engagement Solutions
trustangle



Hamed Althiabi
Marketing and Customer Experience Consultant
Non-profit Sector



Vaibhav Mathur
CX Evangelist
Zoom



Eman Al Mutairi
Head, Patient Experience
Health Holding Company



Tarfa Ahmed Alsharif
Customer Experience Expert



Ali Malik
Head of CX
Static-A



Ziad Shaltuni
Chief Commercial Officer
Realm London



Mohannad Abdel Qader
IMETA Operations Director
BSI Middle East and Africa



Sameeh M. Jarrar
Head of Customer Experience
Entaj, KSA



Yash Sultania
CEO
Xebo.ai



Mohamad El Hinnawi
Partner - Experience Consulting
PwC Middle East



Dr. Fahad Al Twaijry
Chairman
Ejtemaat KSA



Dina Al Nasser
Regional Manager and Spokesperson
Zoom

Hackathon Judges



Muteab Al Malki
Customer Experience Senior Director
ROSHN



Ibrahim Ghrarawi
General Supervisor of Authority Affairs, Programs and Initiatives
Ministry of Municipal and Rural Affairs



Saad Alghamdi
Visitor Experience Development Advisor
Saudi Tourism Authority



Dr. Mohammed Khoder
Academic Advisor
National Customer Experience Academy (NCXA), KSA

Agenda | Day One

08:00 – 09:00	REGISTRATION & NETWORKING	
09:00 – 09:05	NATIONAL ANTHEM & QURAN	
09:05 – 09:09	WELCOME ADDRESS Dr. Fahad Al Twaijry , Chairman, Ejtemaat KSA	
09:09 – 09:15	WELCOME ADDRESS & INTRODUCTION to National CX Academy Khaled Al Zahrani , General Secretary, National Customer Experience Academy	
09:15 – 09:22	INTRODUCTION TO THE NCXA MISSION AbdulAziz Al Mubarak , Executive Manager, National CX Academy	
09:22 – 09:27	E3 2024 PROGRAMME INTRODUCTION Abdulaziz Alosime , CEO, Right Decision, KSA	
09:27 – 09:50	PANEL DISCUSSION: The role of customer experience in government agencies achieving their goals within Vision 2030 Panelists: Abdullah Al Katheri , Deputy Governor, TVTC, KSA Taiseer Al Mufarrej , Director General of Strategic Communications, Real Estate General Authority, KSA Walid bin Abdulaziz Al-Jandal , General Supervisor of Digital Transformation, Ministry of Education, KSA Eng. Mohammed Alageel , General Director of Sector Efficiency, Ministry of Transport and Logistic Services Moderator: Dr. Abdullah Bin Abdulmohsen bin Saud Al Assaf , Professor of Media at the Faculty of Information and Communication, Imam Mohammed Bin Saud University	
09:50 – 10:00	MOU SIGNING	
10:00 – 10:20	SPONSOR HONORING CEREMONY	
10:20 – 11:00	PANEL DISCUSSION: Top 10 Best Practises for Boosting Satisfaction in Government Service Experience KSA's government agencies are massively investing to transform their or, user customer experience. This interesting panel explores government sector CX best practices for enhancing customer satisfaction and loyalty using strategies such as personalized services, technology utilization, AI or and customer feedback systems. The discussions will revolve around what worked, how to set up continuous improvement is CX delivery, pitfalls that practitioners should avoid when it comes to helping foster a customer-centric culture aligned with Saudi Arabia's longterm goals and aspirations.	
		Panelist: Mohammed Nasser Aldosari , Executive Director Customer Experience, Human Resource Development Fund (HRDF) Metiab Al Malki , Senior Director- Customer Experience, ROSHAN Razan Almazroo , Director – Beneficiary Experience, Digital Government Authority, KSA Moderator: Dina Al Nasser , Regional Manager and Spokesperson, Zoom
11:00 – 11:15	CASE STUDY: Elevating Customer Experience with AI: Strategies for Success Speaker: Ken Peterson , President, Customer Experience, QuestionPro	
11:15 – 11:30	KEYNOTE PRESENTATION: Forging Saudi Technology, Nurturing Saudi Vision 2030: Unlocking Innovation by Developing Saudi Tech Products for Local and International Markets. Learn how to leverage international methodologies and products to gain valuable customer experience. It will delve into innovative approaches for tackling operational challenges and developing sustainable solutions domestically. Emphasizing the future potential, the session will highlight how CX products made in Saudi Arabia can be marketed both locally and globally as technology products, aligning with Saudi Vision 2030. The presentation will underscore the strategy of unifying diverse ideas and experiences into a coherent, effective solution. Speaker: Tariq M. Jazairy , Chief of Business Solutions & Innovation, AlasilaCX	
11:30 – 11:40	Case Study: From Algorithms to Delight, how Ai Enhances the Customer Experience Speaker: Eng. Mnahi Al Masoud , Founder & CEO, FutureLook	
11:40 – 11:55	KEYNOTE PRESENTATION: Developing a Comprehensive Understanding of Customer Experience Transcends Traditional Surveys. Speaker: Rami Haffar , Partner-Head of Technology, New Metrics	
11:55 – 12:10	KEYNOTE PRESENTATION: Validating the I in AI: How to Choose the Right AI tool for CX and Avoid Costly Mistakes. Speaker: Abdullah Asiri , Founder & CEO, Lucidya	
12:10 – 12:25	KEYNOTE PRESENTATION: Leveraging AI for Seamless Customer Experiences: A Unified Approach Speaker: Amjad Al Sabbah , Regional Vice President – North Gulf, Sprinklr	
12:25 – 12:35	LIGHTNING TALK: Crafting Exceptional Journeys: Optimizing Customer Experience Speaker: Adib Kilzie , Head of Alliance & CX, KPMG	
12:35 – 12:50	Prayer & Networking Break	

Agenda | Day Two

12:50 – 13:30	<p>PANEL DISCUSSION: Is Investing in CX a Cost or a Long-term Investment?</p> <p>Most organisations consider investments in customer experience as an expense, not as a long term investment. There are many who have invested in expensive systems but did not manage to ensure those systems either benefited their customers or the organisations in itself. In an interesting discussion, top CX practitioners discuss key areas that need to be considered while choosing to invest in CX so its potential long-term benefits are delivered to the organisation.</p> <p>Panelist:</p> <p>Khaled Al Zahrani, General Secretary, National Customer Experience Academy (NCXA), KSA Tarfa Alsharif, Customer Experience Expert Aviraj Puri, Regional Director – APAC & ME, BARE International Mohamad El Hinnawi, Partner Digital & Experience, PWC Middle East</p> <p>Moderator: Mohammed Ibrahim, Director Customer Excellence, Emaar</p>
13:30 – 13:45	<p>LIGHTNING TALK: Influence of Customer Engagement to Brand Loyalty</p> <p>Speaker: Dr. Salim Al-Shuaili, Director of the Artificial Intelligence and Advanced Technology Projects Unit, Ministry of Transport, Communications and Information Technology, Oman</p>
13:45 – 14:30	<p>PANEL DISCUSSION: Boosting the Impact of Customer Experience Programs with the Power of Social Media</p> <p>Top KSA public or private brands have years of history using social media as a way to reach customers mostly measured with the number of likes, followers, and reviews. It is not new, the initial focus was on growing an audience on social media and grabbing a share of attention offered by social media. In an interesting discussion, we will explore how top KSA CX leaders have evolved from the basics and are now managing to use the power of social media to create engaging customer experience, brand engagements and personalised interactions.</p> <p>Panelist:</p> <p>Mohannad Hussein, Associate Director of Social Media Community Management, Careem Hamed Althiabi, Marketing and customer experience consultant, Non Profit Sector Alaa Halawi, Principal, New Metrix Alaa Farhat, Director of Customer Engagement Solutions, trustangle</p> <p>Moderator: Imad A. Hazeem, Customer' Delight Expert</p>
14:30 – 14:55	<p>FIRESIDE CHAT: Significance of Understanding Customer Feedback</p> <p>Recent research shows that 80% of organisations worldwide misread their market and believe they are delivering superior customer experience. It is not difficult for leading companies or organisations to fall into this trap and assume they're keeping customers happy. This session will help you with tips and techniques to transform your company's CX into one that is continually improved by seeking constant feedback from customers' voices.</p> <p>Speaker: Sameeh M. Jarrar, Head of Customer Experience, Entaj, KSA</p> <p>Moderator: Sindhu Sreenath, Managing Director, QuestionPro, EMEA</p>
14:55 – 15:00	CLOSING NOTE BY CHAIRPERSON
16:00 – 18:00	WORKSHOP SESSIONS IN BREAKOUT ROOMS

08:00 – 09:00	REGISTRATION & NETWORKING
09:00 – 09:05	WELCOME ADDRESS AbdulAziz Al Mubarak , Executive Manager, National CX Academy
09:05 – 09:20	KEYNOTE ADDRESS Dr. Abdullah Bin Abdulmohsen bin Saud Al Assaf , Professor of Media at the Faculty of Information and Communication, Imam Mohammed Bin Saud University
09:20 – 09:35	OPENING KEYNOTE PRESENTATION: What CX Leaders must do to Thrive in today's Experience Economy <ul style="list-style-type: none">• Defining Experience Economy• It's not about CX; it's about staging memorable, meaningful, transporting, and even transformative experiences• Determine what business you are really in and how you must develop a meaningful purpose• Design the time customer's spend with you and how you can plan to charge for that time <p>Speaker: Joe Pine, Co-Author, The Experience Economy</p>
09:35 – 09:50	KEYNOTE PRESENTATION: Unlocking the Brand Value via the Power of Customer Engagement <p>In this interesting presentation, delegates will explore how building meaningful connections and engagement with your customers can add to your organization's brand value and reputation, loyalty, and market presence. Organisations and brands that deliver strong CX and engagement are the ones that we want to connect as loyal customers and recommend to our friends and family. Join this session as the speaker will share practical ideas on how to help you while building a powerful engagement plan that can take your organization to new heights.</p> <p>Speaker: Ahmad Ali Gaafar, Chief Marketing Officer, Samsung Electronics, Egypt</p>
09:50 – 10:05	CASE STUDY : Third Wave in Contact Center: <p>Speaker: Vaibhav Mathur, CX Evangelist, Zoom</p>

10:05 – 10:45

PANEL DISCUSSION:

How Can Data Define Good Versus Poor Customer Experiences

Everyone agrees that the data-driven insights and decision-making are huge when it comes to customer experience projects. Data also offers you options to delight your customers and remain competitive by offering you options to personalize every touchpoint across the entire customer experience journey. Listen to some of the top experts and understand how they created a data driven approach to their CX experience.

Panelists:

Khaled Alaa, Head of Experience, Talabat, Egypt

Gautier Lavigne, Head of Customer Acquisition, ZIWO

Tariq M. Jazairy, Chief of Business Solutions & Innovation, AlasilaCX

Yash Sultania, CEO, Xebo.ai

Moderator: **Ali Malik**, Head of Customer Experience, Static A

10:45 – 11:00

CASE STUDY: Data Driven CX Approaches

Speaker: **Robert Dawin Pinna**, Head of Design Research, Emirates NBD

11:00 – 11:30

COFFEE & NETWORKING BREAK

11:30 – 11:45

FIRESIDE CHAT: Why Employee Experience is the Key Driver to CX

According to many recent reports, organisations that invest in and deliver superior experiences to both consumers and employees are able to enhance CX, retain their customers and often charge a premium for their products and services. So how do leaders design EX to better align with CX?

Speaker: **Roua Khairi Nahas**, Senior Director Employee Experience & Engagement, Tawuniya, KSA

Moderator: **Eng. Waleed Al Bogami**, PMO Manager @ FLITC, Business Line Manager @ Smart-Hire, Future Look ITC

11:45 – 11:55

KEYNOTE PRESENTATION :

Speaker: **Mohammed Ibrahim**, Director Customer Excellence, Emaar

11:55 – 12:40

PANEL DISCUSSION::

Vital Significance of Understanding your Customer Journey is Key to Business Success

Organisations today need to have a clear idea about their consumers to increase interaction, sell to new customers, and retain existing ones. However, CX leaders say that building an understanding of your customer journey is not easy and is often misunderstood. After attending this session, you will understand how top organisations in KSA and other regions are doing to understand their customer journey better and how they are using it to improve customer experience while also achieving your business goals.

Panelists:

Imad Ghazzawi, Chief People Officer, Tiqmo, KSA

Milica Smuda, Director of Marketing and Communications, Al Barakah Holding

Rishu Kapoor, EMEA Head, Knowmax

Piyali Chatterjee Konar, Executive Vice President , CX, Hansa Research Group

Dr. Mohannad Abdel Qader, IMETA Operations Director, BSI Middle East & Africa

Moderator: **Robert Dawin Pinna**, Head of Design Research, Emirates NBD

12:40 – 12:50

LIGHTNING TALK:

Building A Winning Customer Experience Strategy

Speaker:

Wael Daoud, VP of Product Innovation, Globitel

12:50 – 13:00

CASE STUDY:

"The Role of Community Engagement, Gamification, Monetization and Rewards"

Speaker:

Ziad Shaltuni, Chief Commercial Officer, Realm London

13:00 – 13:15

KEYNOTE PRESENTATION:

Integrating Patient Experience and Employee Engagement to Foster a Comprehensive Human Experience in Healthcare

Speaker:

Eman AlMutairi, Head of Patient Experience, Health Holding Company (HHC)

13:15 – 13:30

FIRESIDE CHAT:

Personalizing Customer Experience Through AI

Speaker:

Haya Ibrahim Al Dharrab, Director, Digital Maturity, Digital Government Authority, KSA

Moderator: **Abdulaziz Alosime**, CEO, Right Decision, KSA

13:30 – 14:10

PARTNER APPRECIATION CEREMONY

14:10 – 14:15

CLOSING NOTE BY CHAIRPERSON

15:00 – 17:00

WORKSHOP SESSIONS IN BREAKOUT ROOMS

NCXA Workshops

Customer Service Between Reality and Aspiration

9th July (Room 1 – 4pm to 6pm) | 10th July (Room 2 – 1pm to 3pm) | Language : Arabic

Workshop Summary:

This workshop discusses the most prominent challenges facing the customer service sector at the present time and their impact on the sector, and aims to reach effective ideas and solutions from the organizational, operational and skilled side to improve and provide excellent customer service.



Mohammed Al Khodr
National Customer Experience Academy (NCXA), KSA



Abdulaziz Al Mubarak
National Customer Experience Academy (NCXA), KSA

Driving Improved Customer Experience Through Effective KPI Measurement

10th July (Room 3 – 1pm-3 pm) | Language : English

Workshop Summary:

Customer experience (CX) has become a key strategic priority for organizations across industries. However, effectively measuring and enhancing CX through key performance indicators (KPIs) can be a challenge. In this workshop, you will explore how to identify the right CX KPIs, build a robust measurement framework, and leverage those insights to drive tangible improvements in the customer experience.

Key discussion points may include:

- Aligning CX KPIs with overall business objectives and customer needs
- Selecting the most meaningful CX metrics (e.g. CSAT, NPS, CES, etc.)
- Developing a comprehensive CX measurement strategy and dashboard "ALASILA CX 360"
- Turning CX data into actionable insights for process/service enhancements
- Overcoming common challenges in CX KPI implementation and reporting



Mahmood Abdelwanees
AlasilaCX, KSA

How does Customer Experience Affect the Strategies of Organizations?

9th July (Conference room – 4pm to 6pm) | Language : Arabic

Workshop Summary:

Customer experience is one of the most critical factors influencing the success of organizations in today's competitive markets. Understanding the needs and desires of customers and delivering services and products that exceed their expectations can lead to building strong and sustainable relationships with them. In this context, crafting an effective strategy requires directing activities and resources towards continuously enhancing customer experience. Customer experience plays a crucial role in shaping the organization's reputation and increasing customer loyalty, which positively impacts financial performance and sustainable growth. By focusing on improving customer experience, organizations can strengthen their competitive position and achieve enduring competitive advantages. This workshop will explore how customer experience affects organizational strategy and highlight the key factors that organizations must consider to develop an exceptional and effective customer experience.

The main themes of the workshop:

- Products and services
- Marketing and Public Relations
- Customer service
- Digital transformation
- Data Management
- Organizational Culture
- Performance measurement



Abdulaziz Alosime
Chief Executive Officer
Right Decision, KSA

The Art of Protocol. Vision of a Nation and Reputation of an Organization

9th July (Room 3 – 4pm to 6pm) | 10 July (Room 3 – 4pm to 6pm) | Language : Arabic

Workshop Summary:

A lecture that addresses the importance of the protocol and the broader vision of this activity, and that it is a very important part of public relations activities. The lecture also talks about communication and strategic communication for countries and the message they wish to deliver through the content of the protocol, as well as the great importance it represents for organizations as a front for their public relations.

The lecture will be accompanied by a workshop and examples of the strategic communication that public relations makes with the integration of its media and protocol.



Abdullah Al-Halafi
Rear Admiral

Designing the Visitor's Journey

9th July (Room 2 – 4pm to 6pm) | 10th July (Room 1 – 4pm to 6pm) | Language : Arabic

Workshop Summary:

Designing the event visitor journey and optimizing the visitor experience through best practices. A journey mapping is a visual representation of the entire visitor event experience, from pre-event engagement to post-event follow-up. It identifies key touchpoints, potential weaknesses, and opportunities for improvement. Journey mapping enables event planners to gain a comprehensive understanding of the visitor experience, from pre-event engagement to post-event follow-up, and ensures that all aspects of the event are designed with the visitor's needs and preferences in mind.



**Mohammed
Al-Suwailem**



**Naif Al-
Hamoud**

Problem and Solution in Customer Experience

10th July (Room 2 – 4pm to 6pm) | Language : Arabic

Workshop Summary:

The most important challenges and solutions will be discussed with a group of experts in the field of client experience in Saudi Arabia.



**Dr. Ghada
Aldrees**
Visitor Experience,
General Manager
National Events Center,
KSA

The Art of Communicating with Customers

Date : 9th July (Room 2 – 1-3 pm) | Language : Arabic

Workshop Summary:

The workshop focuses on developing basic skills in effective communication with customers.

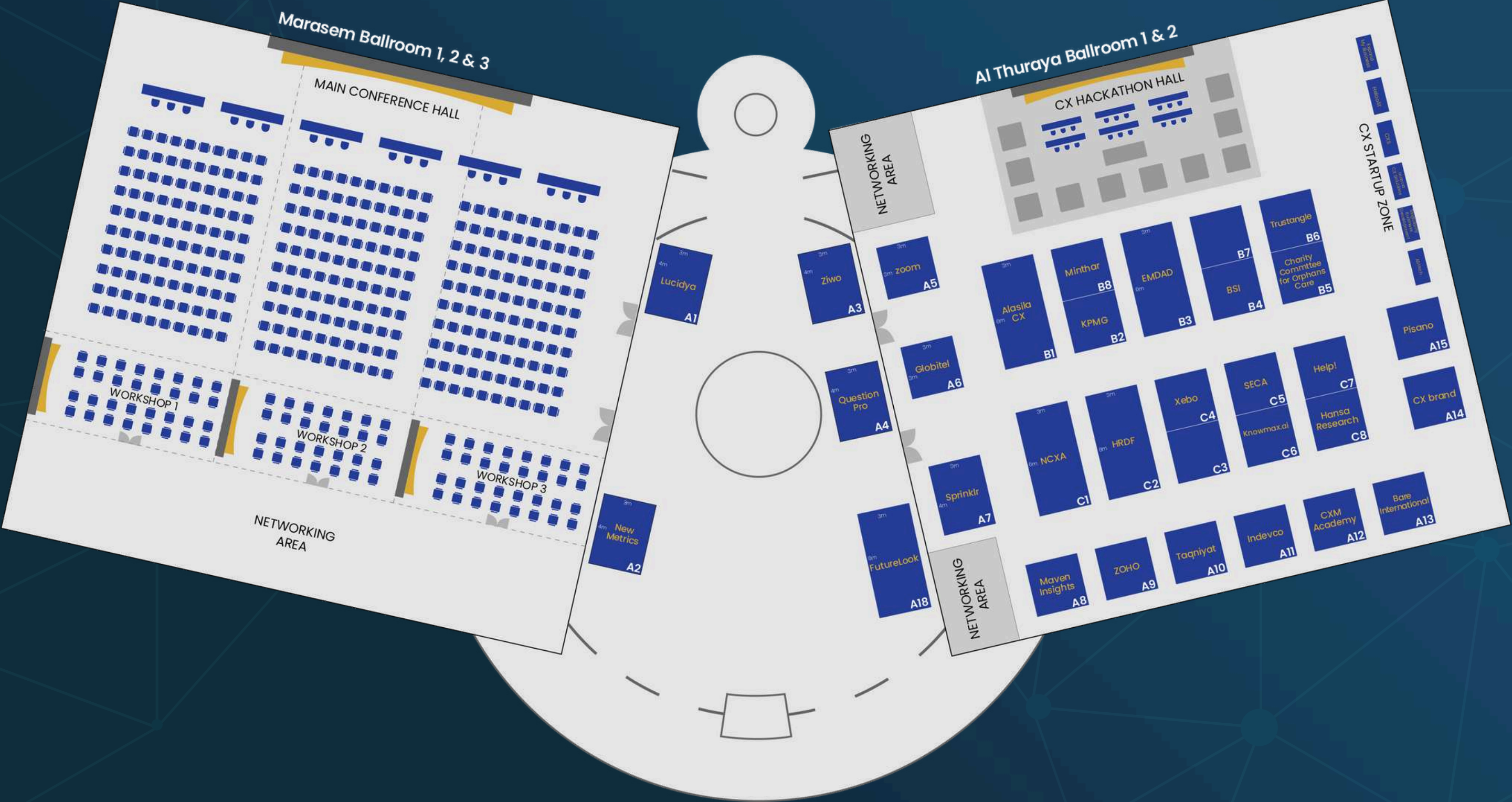
Interlocutors:

- Communication concept and steps to help make communication work
- Effective customer communication strategies
- Customer types and skills to deal with them



**Al-Jawhara Abdullah
Al-Mehideb**
Career Guide
Human Resources
Development Fund

Floor Plan



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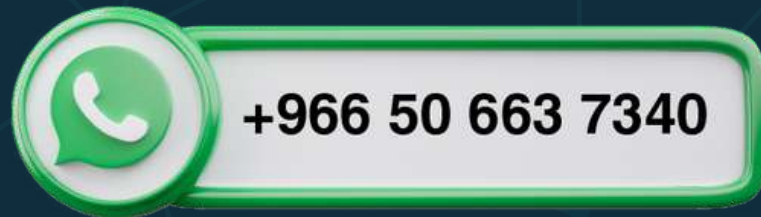


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We also offer independent and expert event production services, event conception and design services and critical insights to our strategic government and private companies as an expert PCO service provider.

Ejtemaat works closely with government institutions, professional associations and various industry professionals to sustain and nurture businesses to success. Our partnerships with various government and professional associations help to enhance an individual's professional development, network and build up on their success and overall growth.

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