

## Facilitators



### Professor Allam Ahmed

PhD MBA MSc FCIM Chartered Marketer  
Director - Middle Eastern Knowledge Economy Institute (MEKEI)  
Brighton Business School, University of Brighton, United Kingdom

Allam completed his Ph.D. in Economics at Edinburgh Napier University, UK. He obtained his MSc/MBA from the Royal Agricultural University, UK and awarded the RAC Scholarship and Prestigious Book Prize for Best MSc/MBA Dissertation. He is a Fellow and Chartered Marketer of the Chartered Institute of Marketing, UK. Allam is the Founding Director of MEKEI and is based at the Science and Technology Policy Research - SPRU (world leader in research, consultancy and teaching in the field of Science and Technology Policy) University of Sussex, where he established and lead the postgraduate programme MSc International Management. In 2009 he was appointed to lead the Government of Abu Dhabi major and first of its kind in the Middle East Knowledge Management Framework (Musharaka). Allam produced more than 120 publications, including eighteen books, numerous articles on knowledge and technology transfer and management. He is the recipient of several international Awards and Medals and listed in the WHO'S WHO IN THE WORLD 2009-2014, WHO'S WHO IN FINANCE and BUSINESS 2009/2010 and WHO'S WHO IN AMERICA 2012 published by Marquis Who's Who, USA.



### Professor John Adams

BA (Hons) PG DipEd PhD  
Head - Department of Economics  
The British University in Egypt (BUE), Cairo, Egypt

Professor Adams is the Head of the Department of Economics at the British University in Egypt. He was, until 2010, Director of the China-EU Research Centre based at Edinburgh Napier University and Economic Policy Adviser to Age Scotland. He has published widely in the field of economics in both national and international academic journals, is the co-author of several textbooks and completed external examiner-ships at the Universities of Dundee, Sussex and Hong Kong in 2010. Professor Adams has also undertaken consultancy assignments for a wide range of public and private sector organisations in the UK and overseas. He is currently a visiting Professor at three universities in China. His research is mainly focused on economic development and on the process of development. He is currently editor, executive editor, co-editor and associate editor of four academic journals, two of these focused on economic issues in China and two on development processes (The World Review of Entrepreneurship, Management and Sustainable Development and The World Review of Science, Technology and Sustainable Development). He is also an executive board member of the International Institute for Investment Promotion based in Zurich, Switzerland. Professor Adams co-developed a Masters degree in Investment Promotion & Economic Development with DIAS of Zurich which is delivered to students in over 30 countries. He has also provided training workshops in Investment Promotion for staff of Government agencies in Kuwait, Nigeria, Ghana, Tanzania, St. Lucia and several other countries. In 2011 he co-organised an international conference on Monopoly and Competition with the Arab Organisation for Administrative Development (ARADO).



### Professor Sonny Nwankwo

PhD FCIM FRSA FHEA Chartered Marketer  
Director - Noon Centre for Equality & Diversity in Business  
University of East London, United Kingdom

Sonny Nwankwo is Professor of Marketing and Director of the Noon Centre for Equality & Diversity in Business at the University of East London, UK. He was the founding Director of the Petchey Centre of Entrepreneurship at the University of East London, previously the Director of Research and Enterprise within East London Business School and the inaugural President of the International Academy of African Business and Development. He is widely published and a recipient of the ANBAR Citation of Excellence for Highest Quality Rating. Professor Nwankwo is on the Editorial Advisory/Review Board of several academic journals. He is External Assessor and Visiting Professor at universities in the United Kingdom, Australia, Thailand and across Africa. Prior to entering academia, he was a manager in the telecommunications industry. Prof Nwankwo developed his research in Marketing, with specialism in consumerism under conditions of market failure. Through his current research, he seeks to extend the normative boundaries of marketing by focusing diverse and often culture-specific challenges of economic behaviour, and the power of individuals to create value and make choices in the marketplace both as consumers and entrepreneurs. Thus, from the broader field of consumer behaviour and its role in shaping identities and interactions, he extends his attention to the dynamics of entrepreneurship among the British ethnic minority population, particularly the entrepreneurial processes of Africans in the UK. His research in this area examines the relations between entrepreneurial identity and individual life histories in the context of everyday interactions.



**University of Brighton**

Brighton Business School

## International Executive Workshop

Leadership, Investment Promotion and Entrepreneurship Development  
*concepts, strategy and practice*



**Sunday 27<sup>th</sup> - Tuesday 29<sup>th</sup>  
October 2013  
Abu Dhabi - U.A.E**

## Aims And Objectives

This three-day executive workshop provides participants with the knowledge and skills necessary to assess the investment environment in which your organizations are operating, whether public or private. It will also assist you to identify and apply a range of measures in order to ensure the efficiency and effectiveness of your institution. The workshop involves an introduction to the driving forces of foreign direct investment and the current trends; the characteristics of a sound investment environment; investment promotion policies, and in particular the role of investment promotion agencies; best practices in investment promotion as well as enterprise development policies, principles and operations.

The workshop is also designed to introduce a variety of perspectives on leadership in the public and private sectors to enable leaders and decision makers to introduce fit-for-purpose leadership styles and approaches to their organizations.

This workshop will focus on the question what do leaders actually need to know about investment, business development and the underlying boundlessness of the concept of investment and enterprise promotions. Also what policy makers need to do in order to promote investment and business growth in their organizations.

Attending this workshop is an opportunity for senior executives, managers, policy makers, academics, government officials, students to get together and share their knowledge about investment promotion, entrepreneurship and leadership. Moreover the workshop will provide the opportunity for participants to explore the various activities (teaching, research, and consultancy) offered by the Middle Eastern Knowledge Economy Institute (MEKEI), University of Brighton, UK and meet face to face MEKEI's core members and explores future collaboration and partnership.

Similar to previous workshops organized by MEKEI, this multidisciplinary workshop is expected to attract large number of executives and government officials in addition to MEKEI members all over the world.

### For more information about MEKEI, please visit:

<http://www.brighton.ac.uk/bbs/research/meke/>  
<http://www.meke.org>

### For registration contact:

**Tel:** + 44 (0) 1273 457 718 or + 44 (0) 1273 840 456

## Programme overview

### Day One

08:30 - 09:00 *Arrival Refreshments and Networking*  
09:00 - 11:00 **Session (1)**

*Introduction to leadership*  
Prof. Allam Ahmed

*Introduction to global developments in FDI*  
Prof. John Adams

*Introduction to entrepreneurship and SMEs development*  
Prof. Sonny Nwankwo

11:00 - 11:30 *Tea/Coffee Break and Networking*

11:30 - 13:00

#### Session (2A)

*Difference between leadership and management*  
Prof. Allam Ahmed

#### Session (2B)

*Key drivers of FDI*  
Prof. John Adams

#### Session (2C)

*Entrepreneurship and SMEs - dynamic growth processes*  
Prof. Sonny Nwankwo

13:00 - 14:00 *Lunch/Pray and Networking*

14:00 - 15:30

#### Session (3A)

*Leadership skills and tactics*  
Prof. Allam Ahmed

#### Session (3B)

*Barriers to FDI and domestic investment*  
Prof. John Adams

#### Session (3C)

*Entrepreneurship and SMEs - failure crises*  
Prof. Sonny Nwankwo

15:00 *End of Day One*

### Day Two

08:30 - 09:00 *Arrival Refreshments and Networking*  
09:00 - 10:30 **Session (4)**

*Speaking in public places*  
Prof. Allam Ahmed

*Evaluating the host economy environment for FDI*  
Prof. John Adams

*Entrepreneurship and SMEs - turnaround strategies - rescuing ailing firms*  
Prof. Sonny Nwankwo

10:30 - 11:00 *Tea/Coffee Break and Networking*

11:00 - 12:30

#### Session (5A)

*Effective leadership*  
Prof. Allam Ahmed

#### Session (5B)

*Critical analysis of FDI incentive frameworks*  
Prof. John Adams

#### Session (5C)

*Entrepreneurship and SMEs - dyslectics of sustainability*  
Prof. Sonny Nwankwo

12:30 - 13:30 *Lunch/Pray and Networking*

13:30 - 15:00

#### Session (6A)

*Case Study (group work) and discussion*  
Prof. Allam Ahmed

#### Session (6B)

*Case Study (group work) and discussion*  
Prof. John Adams

#### Session (6C)

*Case study (group work) and discussion*  
Prof. Sonny Nwankwo

15:00 *End of Day Two*

### Day Three

08:30 - 09:00 *Arrival Refreshments and Networking*  
09:00 - 10:30 **Session (7)**

*How to become an aspiring leader*  
Prof. Allam Ahmed

*IPA's and Good Investment Promotion Practice*  
Prof. John Adams

*Entrepreneurship and SMEs - the grey areas & opportunity structures*  
Prof. Sonny Nwankwo

10:30 - 11:00 *Tea/Coffee Break and Networking*

11:00 - 12:30

#### Session (8A)

*Lessons learned from great leaders*  
Prof. Allam Ahmed

#### Session (8B)

*Developing a modern IPA for Sudan*  
Prof. John Adams

#### Session (8C)

*Attributions of entrepreneurship - lessons from successful world-class entrepreneurs*  
Prof. Sonny Nwankwo

12:30 - 13:30 *Lunch/Pray and Networking*

13:30 - 14:30

#### Session (8D)

*Roundtable Discussion/Reflection*

*End of Workshop*

**Mob.:** + 44 (0) 7788 279 898 or 44 (0) 7772 851 284

**E-mail:** [Training@mekei.org](mailto:Training@mekei.org) or  
[Training@globalintellectual.com](mailto:Training@globalintellectual.com)

**Fax:** + 44 (0) 1273 697616