The New Paradigm of Corporate Citizenship
2020 Page International Exchange | Abu Dhabi

Thursday, February 13

The View of the World from the Middle East
Tom Fletcher, Former UK Ambassador to Lebanon

Thomas Fletcher shared insights from his previous experience as UK former ambassador to Lebanon on how individuals and businesses can thrive in the ever-changing landscape of the Middle East. He also discussed the three trends we might witness in the Middle East in the coming years:

• Declining trust in authority
• Growing perception of inequality
• The sense of being overwhelmed by technology.

Investing with Impact
Homaid Al Shimmari, Mubadala Investment Company
Interviewed by Umayma Abubakar, 2020 Page International Exchange Co-Chair

Mubadala's Deputy CEO, Homaid Al Shimmari, and Director of Internal Corporate Relations, Umayma Abubakar, discussed Mubadala's success stories investing for social and economic impact in the UAE and overseas. They discussed how Mubadala is building its corporate citizenship by focusing on culture, inclusion, sustainability, the youth and building relationships based on collaboration and exchange.

Sustainability and Citizenship
Ryan O’Keeffe, BlackRock
Zeynep Ozbil, Arçelik Group
Martin von Arronet, AB Electrolux
Moderated by Omar Zaafrani, Abu Dhabi National Oil Company

The panelists discussed the journeys of their respective companies to be industry leaders in sustainability from a business and communications approach.

• Ozbil demonstrated how Arçelik drives sustainability for better future for societies by aligning its purpose, culture and corporate brand.
• Von Arronet of Electrolux discussed the three sustainability megatrends they are facing: demographic changes, constrained resources and environmental boundaries.
• O’Keeffe from BlackRock explained the reallocation of capital in the future –resources will go to companies that have a sustainable business model.
China and The World – A Recap
Scott Kronick, Ogilvy Asia Pacific

Scott Kronick discussed China’s role as a superpower and its implications on business and the role of the CCO. He explained how peaceful coexistence with China could be an attribute of the new corporate citizenship.

Art and Community: An International Perspective
Manuel Rabaté, Louvre Abu Dhabi
Brian Lott, Mubadala Investment Company

In a Q&A, Manuel Rabate, Director, Louvre Abu Dhabi, and Brian Lott, CCO, Mubadala, discussed the role of art and community in building long-lasting and beneficial international relationships. Louvre Abu Dhabi has been the culmination of such relationships.

Placing the Middle East on the Global Communications Stage
Mina Al-Oraibi, The National
Mazen Nahawi, CARMA
Jonty Summers, MEPRA & Hanover ME
Moderated by Roger Bolton, Page

The panelists discussed communications challenges and opportunities in the Middle East to influence and inspire social, economic and environmental impact.

- Summers showed how corporations could be valuable storytellers of MENA by sharing its narratives and internationally demonstrating the values that shape their corporate citizenship.
- Al-Oraibi discussed how international media should focus more on accuracy when covering MENA rather than what is negative or positive.
- Nahawi explained how Arabic media could soon create more impactful narratives on an international level, as they’ve reached a stage where they are deconstructing old narratives and values.