Introduction

Over the course of Two days, 26-27 April 2015, Riyadh, Saudi Arabia will host one of the greatest mobile events: Saudi Mobile Conference.

The fast growth in the mobile revolution and the major changes in the world's technology have moved the world into a new era. Being connected all the time wherever you are and the usage accessibility has changed the way of work and increased the competition. Billions of people are connected to the power of the internet and all devices are being mobilized in our daily lives.

In conclusion, all these daily changes including the continuous mobile innovation where the potentials are never-ending are the reason behind the birth of "Saudi Mobile Conference" 2015 where it will take place to explore the mobile world trends.

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About Saudi Mobile Conference

The fast growth in the mobile industry and the continuity to diversify has impact the roles of the members whether they are traditional or emerging. Does this change evolve the industry? What impact is it causing and to what extent? And how the role of the members will be impacted?

Following the Saudi Mobile Expo 2014, we are extremely pleased to announce that the Saudi Mobile Conference will return in 2015 but this time we will offer an unrivalled opportunity to examine the present, debate the future and analyze the trends that are shaping the mobile industry and our vital spotlight will be The Role of Social Media in Telecom Companies' Business, Mobile and Applications Revolution. Also in this conference, we will educate the attendees and challenge them whilst covering the newest development in technology, strategies growth and next generation services.

And last but not least, the conference will also cover the fast growth in the mobile revolution, the major changes in the world's technology and how it has moved the world into a new era.

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Events Sections

Attendees can take advantage of the many mechanisms that make up this leading event:

- Conference featuring visionary keynotes and panel discussions.

- The world's best venue for seeking industry opportunities, making deals, and networking.

- Workshops and closed sessions led by the most prominent local and international influencers in the field of communications and technology.

- Mobile Apps Center where the mobile app community gathers to learn, network and engage with innovators.

- Competitions, where we recognize industry innovation and achievements.
  - Fekra Competition: Saudi youth will have the chance to present their ideas and the best idea(s) will have the chance to win and transform their idea to reality.
  - Mobile APP Competition: Create a competitive society to execute the best APP solution for a social theme/idea.

Targeted Sponsors and Companies

- Ministry of Communications and Information Technology.

- Communications and Information Technology.

- Saudi Export Development Authority.

- Government entities.

- ICT / Telecommunication Companies.

- Hardware and Software Companies.

- Mobile Development Companies, Multimedia and Social Network Companies.

- Advertising and e-marketing companies.

- Vertical Solutions: E-commerce / E-learning / E-health program providers.

- Companies supporting the small enterprises.

- The private sector.

- Data Storage Companies, ERP and CRM.

- Search Engine Companies.

Topics Covered

Lectures:

- Value add service of mobility to improve the business performance

- Building robust infrastructure to support mobile force

- Mobile leaning and e-experiences

- BYOD Policies in enterprises

- The role of young entrepreneurs & developers to build the Mobile ecosystem

- Machine to Machine (M2M) Communications

- How augmented intelligence is shaping the evolution of the modern workspace

- Success in Entrepreneurship at the Saudi Market

- Are you prepared for #GenMobile

- Consumer transactional mobile application

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Topics Covered
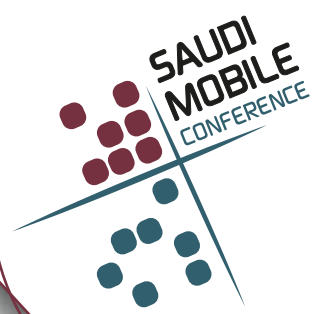
Panel Discussions:

- Panel Discussion A: Mobile Commerce and e-payment challenges.

- Panel Discussion B: Monetizing the investments in mobile applications.

- Panel Discussion C: Success in Entrepreneurship at the Saudi Market.

- Panel Discussion D: Challenges of adapting mobility in the enterprises.

Workshops:

- Workshop A: Marketing consumer apps; challenges tools and opportunities.

- Workshop B: Mobile Content Marketing Strategy and the Content's marketing related to Social Media; multimedia; YouTube & Online Video.

- Workshop C: Workshop C (Designing and Developing Windows Universal Apps).

- Workshop D: Getting your company to the next level.

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Who Should Attend

- The government pavilion and Private Sector.

- Hardware and Software providers and developers companies.

- Employees of the telecommunications / ICT sector.

- Mobile development companies / Application development companies.

- Social media and e-marketing companies.

- Vertical Solutions: E-commerce / E-learning / E-health program providers

- Companies supporting the small enterprises.

- Advertising and digital marketing.

- Programmers, Entrepreneurs and owners of small businesses ideas.

- Press members representing media channels.

- IT managers / IT Employees and people interested in Technology.

- Employees of network companies, data storage, ERP and CRM.

- Employees of the search engines companies.

- Developers.

- Trademark owners.

- Retailers and Owners / Co founders of agencies.

- Publishers.

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Chris Brunet

- Cloud Services and Software Solutions Manager Netapp

- Chris Burnet leads NetApp's Cloud Services and Solutions business in the MEEEA region.

  From his initial role with Prime Computer nearly 30 years ago Chris has worked for global technology organizations including Apollo and Hewlett Packard and in a number of start-ups covering multiple industry verticals.

  Chris has spent the last 4 years at NetApp helping Service Providers and System Integrators take new Cloud services to market differentiating these solutions with innovative service wrappers and commercial models incorporating the use of advanced NetApp technology.

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Fadi G. Kawar

Chief Executive Officer
Lebara Mobile

- Mr. Fadi Kawar is the Chief Executive Officer (CEO) of Lebara Mobile KSA.

  Before joining Lebara, Mr. Kawar was the Senior Executive Vice President (Sr. EVP) - Finance Strategy, acting CFO, and acting Chief Partnerships and Alliances Officer at Etihad Etisalat (Mobily), KSA for about 8 years.

  Mr. Kawar was also the Chairman of the Board, CEO and Commissioner at the Telecommunications Regulatory Commission in Jordan for a combined period of more than 3.5 years.

  In total, Mr. Kawar has more than 25 years of experience in telecommunications and finance out of which more than half are in diversified leadership and executive positions.

  Mr. Kawar, a CPA, obtained his Master's degree in Professional Accounting and Taxation from the University of Hartford, Ct. USA, and a Bachelor's degree in Accounting and Business Management from University of Jordan .

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Eng. Rakan Tarabzoni

- Rakan Tarabzoni is the head of Windows OS & Devices in Microsoft Arabia for over three years now. Rakan is a marketer & business developer by profession, an entrepreneur by heart and an Engineer by education.

  He started his career with Procter & Gamble with the brand management department, then moved along to Rabea Tea & NCB, also with marketing & brand management. He then established a marketing & branding agency, specialized in the Real Estate business, venturing at the same time in many small entrepreneurial projects, some of which are still operating today.

- Windows & Devices Business Group Lead
  Microsoft Arabia

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Fernando Salvetti

- Founder and Managing Partner LKN-Logosnet

- Prof. Dr. Fernando Salvetti, PhD, is both a trainer and an entrepreneur with a global footprint in the field of lifelong learning and new media in education.

  Winner of several awards as an outstanding and innovative educator, he has been serving the global business world as well as several governments and international institutions.He is committed with making people development, education and learning something really interesting and effective.

  He is known for his workshops where he advises professional and business people, as well as graduate and post-graduate students. He is frequently on the move all around the world. He knows quite well the Kingdom of Saudi Arabia, where he is periodically committed with delivering training programs, workshops and key-note speeches: i.e. during IEFE 2013 – The International Exhibition and Forum on Education 2013, or on behalf of MILE – The Madinah Institute for Leadership and Entrepreneurship.

  Epistemologist, lawyer and anthropologist by background, among his latest books there are: Employability: Knowledge, Skills and Abilites for the "Glocal" World; "Glocal" Working; Learn How to Learn!; Ethics and Business.

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Cristina Riesen

- General Manager, EMEA
  Evernote

She started her career as a radio editor in 1996 at Pro Fm, the first private Romanian radio station. After graduating from summa cum laude Transilvania University in Brasov (BA English and French), She moved to Switzerland and continued her studies in public relations and corporate communications at the Swiss Public Relations Institute.

For five years she worked as a PR Manager at the GGPR agency in Bern, specializing in design and architecture. During this time she contributed to the media relations management of several international companies: Dornbracht, Alape, Vitra, Vitra Design Museum, Création Baumann, Designers' Saturday.

She is a certified Reputation Institute Professional and graduated in November 2011 as an Executive Master of Science in Communications Management of the Università della Svizzera Italiana, one of the leading programs of its kind in the world.

In recent years she has been completely immersed in the world of social media and digital communications and was involved in several online community management, social media strategies and business develop -ment projects for the Volvo Group, Marvin Watches and Engagor.

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Osama Natto

Osama Bakur Natto is a business architect, early stage seed funder, and angel investor committed to helping young Saudis create the next billion-dollar start-up. He is the founder and CEO of Innovative Business Solutions, a group of businesses focused on providing smart environment solutions, creating mobile apps, and investing in entrepreneurial projects.

In a few of his recent ventures, Osama co-founded the lifestyle-focused mobile application provider App51, best known for the app ShopMate.

Osama is also a board member for the high-level consultancy provider Natto & Associates and the financial management and accounting outsourcing firm Orbit Middle East Financial Services.

Osama graduated with honors from King Fahd University of Petroleum and Minerals, where he earned a Bachelor of Arts in Management Information Systems.

In addition to helping build a billion-dollar business, Osama's goal is to create 10 internationally-competitive Saudi brands and develop 100 Saudi entrepreneurs.

Founder & CEO
Miqla Projects Co Ltd.

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Rakan Al-Eidi

- **Managing Director**
  Endeavor KSA

- Rakan is the founding Managing Director of Endeavor KSA, the newly launched Saudi Affiliate of Endeavor, the global nonprofit that's leading a High-Impact Entrepreneurship movement to catalyze sustainable economic growth in more than 22 countries around the world.

Rakan is also heading the Investment Committee at Oqal Angel Investors Group, which attracts entrepreneurs to present their startups and businesses to the group investors.

He is a board member of the Global Entrepreneurship Week in Saudi Arabia. And also has been a judge in many entrepreneurship and startup competitions, like Ernst & Young's Entrepreneur of the Year Award, ArabNet Forums and Startup Weekend.

Rakan holds an M.B.A. majoring in Entrepreneurship and HRM from the University of Queensland, and a BS in Industrial Systems Engineering from King Fahd University of Petroleum and Minerals (KFUPM), Saudi Arabia.

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Mohammad Khawaja

CEO

Startappz

- Mohammad Khawaja is currently an Executive Director at N2V and the CEO of Startappz- a specialized player that innovates smart technologies for Arabia and the World.

  Before that, Mohamad worked at the Queen Rania Center for Entrepreneurship as the Executive Director and the founding Project Manager of Queen Rania National Entrepreneurship Competition – The first and only business plan competition in Jordan.

  He was also in charge of managing the "Google Award for The Best Online Business" and the "Cisco Entrepreneur Institute" as well.

  Earlier in 2001, Mohamad co-founded his first business in the domain of content management solutions.

  Mohamad is a Communication Engineer by education, he is an active member of Tech, VC and geek communities in the Arabia and one of the co-creators of the global bestsellers:
  "Business Model Generation" & "Business Model You".

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Hussein Dajani

- Marketing and Communication Consultant – MENA
  MenaTrending / Digital Ape

- Hussein has over 12 years of solid Marketing Communication experience in the space leading and building integrated marketing practices within multinational agencies (JWT, Leo Burnett, and TBWA\) and client side (Fortune 500 companies - Virgin Mobile and Red Bull), across the Middle East and Africa region.

  Hussein is currently working as a Marketing Communications Consultant in the MENA region, as a Digital Innovations and Leadership Director with Digital Ape, as a Digital Strategy and Social Media Marketing Lecturer at DM3 Institute, as a Mentor at Turn8, part of i360accelerator, and as a Mentor with Arabreneur. He is also the Founder / Chief Editor of MenaTrending.

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Nasser Al-Nasser

- Technical Evangelist from Microsoft specialized in Windows Apps and mobility solutions based on Windows development platform. His role is to unlock the full potential of developers and enterprise to build great Windows Apps that serve their needs in a very efficient and practical ways.

- Technical Evangelist
  Microsoft

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Dr. Rami Abu Al-Higa

- Rami Abu-alhiga received his PhD in Electrical Engineering from Edinburgh University UK in 2010.He Worked at Jadara University, Jordan, as Assistant Professor till end of 2010. In 2011, He joined Waseela for Technology Consultations (KSA) as head of RF Optimization Department where he was promoted in 2012 to become Regional Senior Manager of RF Planning and Optimization Services. Since 2013 has been heading the operation in Waseela as a Director of Operation on the regional level (KSA, UAE, Qatar, Oman and Jordan).

  Dr. Rami holds 4 patents in 4G technologies and published 1 book chapter and has 6 papers in refereed journals and conference proceedings.

- Regional Director of Operations
  Waseela for Technology consultations

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Yazeed Al-Taweel

- Since 2004, His focuses were on the Customer Relationship Management (CRM) and Enterprise Resource Planning (ERP).

  Implementing Siebel 7.7 at Mobily project was his first experience on CRM implementation. Then, the interest developed into ERP especially on SAP. This interest leaded him to fly to the USA in 2007 to get his Master degree from Central Michigan University in SAP track. Finally, he achieved his goal and his ambition after he got (mySAP) Consultant certificate from SAP USA. Now, He is leading the support team to support SAP APO, SD, LE system at SABIC.

  And now he is Leading the new e-Commerce company "RQMNH"

- CEO RQMNH e-commerce solutions

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Muhannad Ebwini

- Founder and CEO
  HyperPay / Gate2Play

- Muhannad Ebwini, is co-founder and CEO HyperPay / Gate2play. Muhnnad has led the business to its current position as a one of the Middleeast's fastest growing and successful online payment businesses.

  It is regarded as highly innovative and is seen as one of the new generation payment service providers.

  Muhannad has over 14 years of experience in the online, eCommerce, gaming, and payment industries, having successfully grown the business of OneCard, a leading regional alternative payment mechanism between 2004 and Feb 2010.

  Muhannad is a certified eCommerce Consultant "CEC" and Project Manager eBusiness (PME), and holds an MBA in Management and International Business from NYIT and a Bsc in Computer Software Engineering from Pricess Sumayya University in Amman, Jordan.

  He is on the Advisory Board of Dubai World Games Expo, the largest regional gaming exhibition, and on the gaming and media committee of the King Abdulla initiatives for Arabic Content in KSA.

Farhan Kalaldeh

- CEO & Co-Founder
  Impact MENA

- Farhan Kalaldeh is the CEO of Impact MENA, a Regional Consulting and Advisory firm providing services to investors, governments, Universities and other stakeholders in the entrepreneurship and innovation ecosystem in the Middle East and North Africa.

  Impact MENA builds on the track record of its founders over the last 15 years designing and implementing economic development programs on the national and regional levels, in addition to engagements where the founders had acted as Advisors to more than 50 leading organizations in 10 countries in the region.

  From 2014-2010, Farhan served as the Executive Director for Queen Rania Center for Entrepreneurship (QRCE), a National Center of Excellence established in 2004 as part of El Hassan Science City to help develop Technology Entrepreneurship in Jordan.

  Prior to that, Kalaldeh was the Excellence Manager and Project Manager at Economic Zones World (EZW) and Jebel Ali Free Zone (JAFZA) in UAE.

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Other Speakers

- Abdullah Al-Swaha - Deputy General Manager & OD, Cisco.
- Walid Mnaimnah - CEO, Aspenta.
- Ammar Enaya - General Manager, Aruba Networks.
- Faisal Al Saif - Founder & CEO, Tech Pills Production Est.
- Ehab Khiary - Executive VP, Arcom.

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