

# MIDDLE EAST EMPLOYEE WELLBEING SUMMIT

28<sup>th</sup> - 29<sup>th</sup> May 2024 | Dubai

**Inspire. Empower. Flourish.**  
**Nurturing Employee Well-Being**  
**in the Middle East**

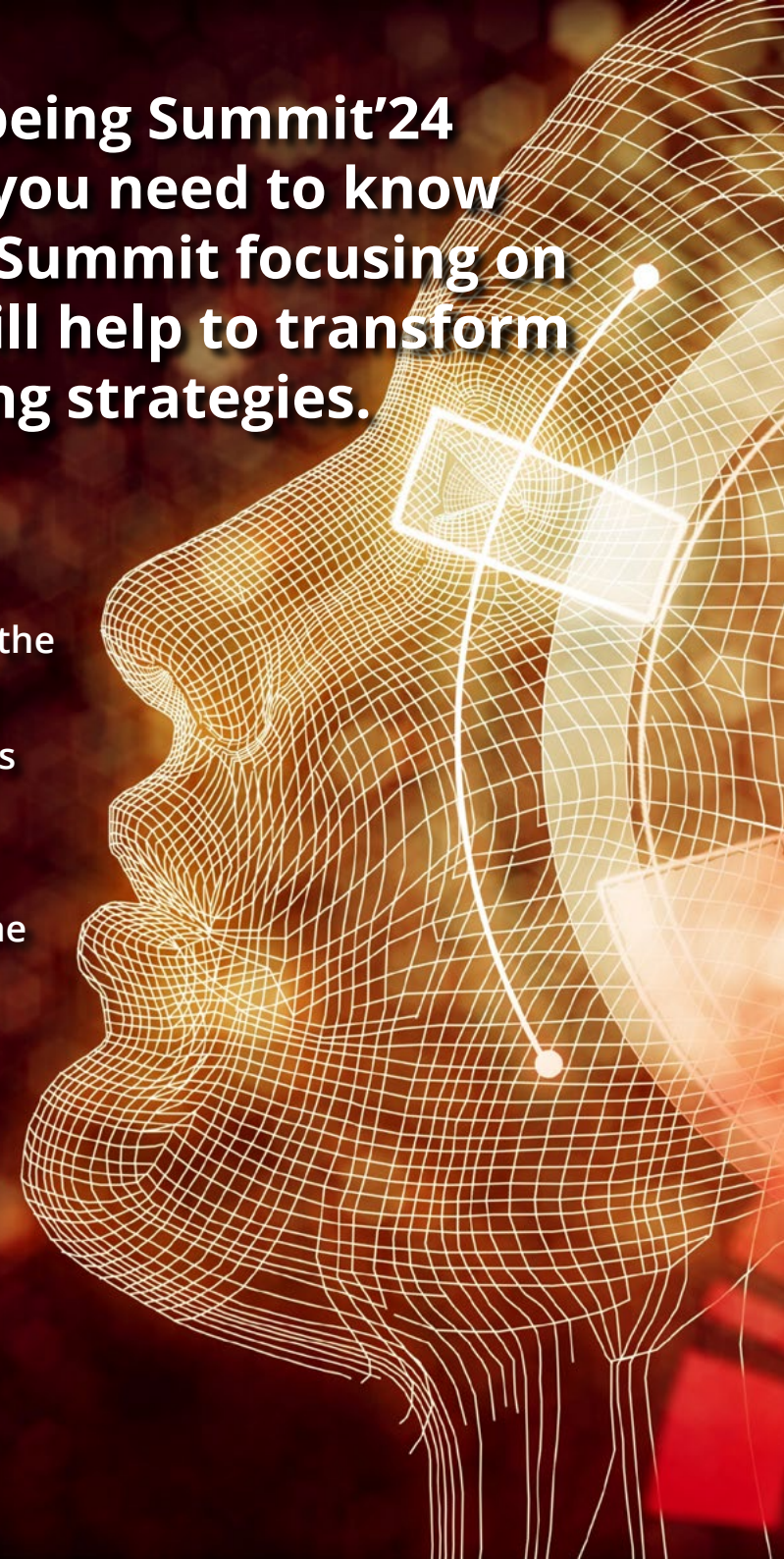
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# Middle East Employee Wellbeing Summit'24 brings you everything that you need to know about Middle East's largest Summit focusing on the latest initiatives that will help to transform your organisation's wellbeing strategies.

Employee well-being has become a crucial topic for organizations worldwide, and it's a subject that is gaining more and more attention in the Human Resources (HR) industry. The global workforce is unwell and we cannot afford it. The rise of chronic disease is expensive to employers and to the global economy. Poor working conditions cause illnesses, injuries, and deaths. The costs of employee disengagement, stress, and burnout are no longer hidden. Workforce unwellness could be costing the global economy 10-15 percent of annual economic output.



# The corporate landscape in the Middle East is evolving rapidly, and the importance of employee well-being is gaining significant traction.

**\$74.9Bn**

Global Corporate wellness market value projection in 2030

\*\* According to the Global Wellness Institute's 2023 Global Wellness Economy Monitor

**CAGR of 4.47%**

Expected Growth from 2023 to 2030

As per a McKinsey Health Institutes state of employee health in the GCC region survey report 2022 (Which surveyed four thousand employees in four Middle Eastern countries that are part of the Gulf Cooperation Council (GCC) - Kuwait, United Arab Emirates (UAE), Kingdom of Saudi Arabia, and Qatar) Two-thirds of survey respondents, from countries in the Gulf Cooperation Council, reported symptoms of poor mental health and well-being.

Anxiety, depression, and distress symptoms are all high among GCC respondents, reflecting a global trend as per the above-mentioned report.

The market is driven by the growing prevalence of chronic diseases, increasing healthcare costs, and rising awareness of the benefits of employee wellness programs.



# Who Should Attend

## Delegates

- CHRO's
- Health and wellbeing managers
- Occupational health and safety managers
- Operations managers
- People & culture managers
- Recruitment and talent managers
- Head of rewards
- Head of Benefit

## Sponsor Profile: Companies Providing

- Mental health and Wellbeing Programs & Services
- Employee Healthcare services
- Corporate Wellness Technology
- Wearables and qualified self-health assessment tools
- Employee Assistance Programs
- Corporate Wellness Consulting
- Mental Health Education and Training programs
- Health promotion services
- Leadership and team-building consultants
- Talent management solutions
- Corporate training & Coaching
- Financial Wellness Programs

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## MEET YOUR SPEAKERS



**Dr. Ali Alhakami**  
Former Associate Professor, Psychology  
Department, Imam University  
Ph.D. in Psychology, MS in Organizational/Industrial Psychology, University of Oregon, USA



**Ali S. Al-Khater**  
HR Director, Vision Industries  
Group - Saudi Arabia



**Angie Safi**  
Head of HR Digital for Middle East  
and Africa, GE - UAE



**Ashley Boots**  
Former Chief Human Resources Officer,  
NMC Healthcare - UAE



**Asma Alshimmari**  
Group Human Resources Director,  
Alghandi Group - UAE



**Dr. Ghalib Al Hosni**  
Chief People Officer, Omantel - Oman



**Cedric Betis**  
Member of the Council, Dubai Future  
Council on Health & Wellbeing - UAE



**Emma Davies**  
Emma Davies, Founder, Evolve People  
Network - UAE



**Fara Siddique**  
Group CHRO, Aster DM Healthcare - UAE



**Dr. Mansoor Anwar Habib**  
Consultant- Family Medicine &  
Occupational Health, Senior Director -  
Employee Wellbeing & HSE- du  
telecom- UAE



**Nabil Batawi**  
Group Chief HR Officer (CHRO), Alkhor-  
ayef Group - Saudi Arabia



**Marie-Louise Ek**  
Vice President of Human Resources for  
the Middle East, Africa, Hilton - UAE

## MEET YOUR SPEAKERS



**Peter Kelly**  
Executive Vice President Human  
Resources, Kuwait Financial Centre  
K.P.S.C.(Markaz) - Kuwait



**Dr. Rania Al-Ghamdi**  
Director of Talent Learning and Potential,  
Johns Hopkins Aramco Healthcare



**Dr. Sara Al Dallal**  
President - Emirates Medical Association,  
Emirates Health Economics Society  
and Senior Health Service Specialist,  
Dubai Health Authority - UAE



**Samy Abu Aishah**  
HR Director Middle East & Africa, SAP - UAE

# DAY 1

**8:00 hrs** Delegate Registration

**8:50 hrs** Welcome Note & Opening Remarks

**9:00hrs** **Happiness and Well-being in the workplace: From theory to practice**

- Defining and measuring workplace happiness and well-being
- The significance of workplace well-being for employees, organizations, and society
- Positive Psychology's theoretical approach to workplace happiness and wellbeing
- Positive psychology's applications in talent acquisition, development, and employee motivation.
- Strategies for promoting happiness and well-being in organizations

**Dr. Ali Alhakami, Former Associate Professor, Psychology Department, Imam University, Ph.D. in Psychology, MS in Organizational/Industrial Psychology, University of Oregon, USA**

**9:40hrs** **Acknowledging the shift in Well-being being seen as a 'nice-to-have' aspect to a strategic instrument for managing human capital**

- Discussing the evolving role of HR and the importance of incorporating well-being into the overall human capital strategy.
- Highlighting successful case studies of organizations that have strategically aligned well-being initiatives with business objectives and measured their impact.
- Exploring how well-being initiatives can contribute to building a strong employer brand and attracting top talent in a competitive market.

**10:20hrs** Coffee & Networking Break

**10:50hrs** **Panel Discussion: Learning how to attract and retain staff, boost productivity, and improve profitability with tailored health and wellness programs**

- Understanding the role of employee well-being in talent acquisition and retention and how tailored programs can enhance the employee value proposition.
- Discussing the link between employee well-being and productivity and strategies to create a supportive environment that fosters employee engagement and performance.
- Exploring the potential return on investment (ROI) of well-being programs through improved employee health, reduced absenteeism, and enhanced organizational outcomes.

**Panelists:**

**Ashley Boots, Former Chief Human Resources Officer, NMC Healthcare - UAE**

**Dr. Rania Al-Ghamdi, Director of Talent Learning and Potential, Johns Hopkins Aramco Healthcare**

**Dr. Mansoor Anwar Habib, Consultant- Family Medicine & Occupational Health, Senior Director - Employee Wellbeing & HSE- du telecom - UAE**

**11:30hrs** **Exploring the elements of best-in-class corporate wellness initiatives**

- Identifying the key components of successful corporate wellness initiatives, such as comprehensive health assessments, personalized wellness plans, and ongoing support.
- Examining innovative approaches to wellness, such as gamification, social support networks, and incentives that drive sustained engagement.
- Discussing the importance of leadership commitment, organizational culture, and employee participation in driving the success of wellness initiatives.

**Angie Safi, Head of HR Digital for Middle East and Africa, GE - UAE**



# DAY 1

**12:10hrs Learning how technology is driving new approaches to workplace wellness**

- Exploring the role of digital platforms, wearable devices and healthtracking apps in promoting employee well-being and fostering behaviour change.
- Discussing the potential benefits and challenges of leveraging technology in wellness programs, including privacy concerns and data security.
- Examining the use of data analytics and artificial intelligence in analysing employee health data to tailor interventions and measure program effectiveness.

**12:50hrs Lunch & Networking Break**

**13:50hrs Examining how to create a culture that encourages work/life balance:**

- Discussing the role of leadership in setting the tone and modelling work/life balance behaviours within the organization.
- Exploring flexible work arrangements, including remote work options and flexible hours, to promote work/life balance and improve employee satisfaction.
- Addressing potential barriers to work/life balance and strategies for overcoming them, such as workload management and fostering a supportive team culture.

**Emma Davies, Founder, Evolve People Network - UAE**

**14:30hrs It's the little things that count - Well-being through the total employee experience**

- Discussing the global trend of looking beyond rewards, incentives, and discipline to boost performance and towards a more holistic view of how employees excel
- Actions, both preventive and reactive, that can be taken by employers at —organizational, team, and individual levels that could help improve employee health and well-being in the GCC region

**Peter Kelly, Executive Vice President Human Resources, Kuwait Financial Centre K.P.S.C.(Markaz) – Kuwait**

**15:10hrs Coffee & Networking Break**

**15:40hrs Unlocking the Power of Wellbeing: A Catalyst for Culture and Sustainable Performance**

- Evolving concept of wellbeing in today's corporate landscape
- Addressing the challenge of making potentially uncomfortable conversations around wellbeing more approachable and productive
- Practical ideas of how we can drive wellbeing to sustain both culture and performance at work

**Marie-Louise Ek, Vice President of Human Resources for the Middle East, Africa, Hilton - UAE**

# DAY 1

**16:30hrs** Case study on Omantel's Employee Wellbeing program

Dr Ghalib Al Hosni, Chief People Officer, Omantel - Oman

**17:10hrs** Closing Remarks

**17:15hrs** End of Day 1

# DAY 2

**8:00 hrs** Delegate Registration

**8:50 hrs** Welcome Note & Opening Remarks

**9:00hrs** Viewing workplace wellness in a holistic manner, including elements like emotions and stress, and giving mental well-being the importance and support it deserves

- Recognizing the impact of emotional well-being and stress on employee performance, job satisfaction, and overall well-being.
- Discussing strategies for managing workplace stress and promoting emotional resilience, such as mindfulness programs, stress management workshops, and employee assistance programs.
- Integrating mental health support into wellness initiatives and fostering a culture that values and prioritizes employee mental well-being.

**9:40hrs** Panel Discussion: How GCC governments can play an important role in fostering health and well-being and creating an environment for society to flourish and organizations to act

- Examining the current health and well-being policies and initiatives implemented by GCC governments and their impact on the corporate sector.
- Discussing the potential for collaboration between government entities and private organizations to promote employee well-being through joint initiatives, regulatory support, and funding opportunities.
- Exploring the role of government-led campaigns and public-private partnerships in raising awareness about the importance of employee well-being and driving behaviour change.

**Panelists:**

**Nabil Batawi, Group Chief HR Officer (CHRO), Alkhorayef Group - Saudi Arabia**

**Dr. Sara Al Dallal, President - Emirates Medical Association, Emirates Health Economics Society and Senior Health Service Specialist, Dubai Health Authority - UAE**

**Cedric Betis, Member of the Council, Dubai Future Council on Health & Wellbeing - UAE**

**10:20hrs** Coffee & Networking Break

**10:50hrs** Ensuring your wellness program makes an impact:

- Discussing the importance of setting clear program goals and objectives that align with the organization's overall well-being strategy.
- Exploring strategies for effective program communication and engagement, including tailoring messages to different employee segments and utilizing multiple communication channels.
- Highlighting the significance of ongoing program evaluation and measurement to assess the program's impact, gather employee feedback, and make data-driven improvements.

**11:30hrs** Designing a unique Corporate Wellness strategy or Work-life balance program based on employees' needs and business strategy

- Discussing the importance of conducting a thorough needs assessment to understand the specific health and well-being challenges faced by employees in the Middle East region.
- Exploring strategies for aligning the corporate wellness strategy with the organization's business objectives, values, and culture.
- Addressing the customization of wellness programs to cater to the unique cultural, social, and demographic characteristics of the Middle East region.

**Ali S. Al-Khater, HR Director, Vision Industries Group - Saudi Arabia**

# DAY 2

**12:10hrs Approaches to assessment of the current Corporate wellness risk of your employees**

- Discussing the various assessment tools and methods available to identify employee health risks and evaluate the overall wellness needs of the workforce.
- Exploring the importance of collecting and analysing health data to gain insights into prevalent health conditions, lifestyle patterns, and potential risk factors.
- Highlighting the significance of conducting confidential health risk assessments to ensure privacy and encourage employee participation
- Highlighting the significance of conducting confidential health risk assessments to ensure privacy and encourage employee participation

**12:50hrs Lunch & Networking Break**

**13:50hrs Developing capacities for effective execution of Wellness program - starting from the development of communication to your employees, through all the logistics around the execution of the Wellness strategy**

- Exploring effective communication strategies to create awareness and engage employees in the wellness program, including using multiple communication channels, storytelling, and testimonials.
- Addressing the logistical aspects of program execution, such as budgeting, resource allocation, scheduling wellness activities, and leveraging technology platforms for program management.
- Discussing the importance of training and upskilling wellness program coordinators and managers to ensure they have the necessary knowledge and expertise to implement and monitor the program effectively.

**Asma AlShimmari, Group Human Resources Director, Alghandi Group - UAE**

**14:30hrs Case study: SAP's Approach to Employee Well-Being**

**Samy Abu Aishah, HR Director Middle East & Africa, SAP – UAE**

**15:10hrs Coffee & Networking Break**

**15:40hrs Integrating financial wellness into your employee well-being program**

- Adopting a strategic approach to employee financial well-being
- Where to start or how to work out what is needed
- Considering the needs of different employee groups
- Approaches to developing an effective employee financial wellbeing policy
- Examples of employee financial well-being initiatives in practice

**16:20hrs Solving Employee Assistance Program's usage crisis:**

- Addressing the challenges and barriers to employee utilization of Employee Assistance Programs (EAPs) in the Middle East region.
- Exploring innovative approaches to promoting EAPs, such as customized communication campaigns, confidential access channels, and incorporating EAP services into broader well-being initiatives.
- Discussing the importance of reducing stigma around mental health and creating a supportive organizational culture that encourages employees to seek help through EAPs.

# DAY 2

**17:00hrs** Closing Remarks

**17:10hrs** End of Day 2

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# THANK YOU

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