



26-27 JULY 2010

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***“THE RISE OF GLOBAL ISLAMIC BUSINESS:  
MUSLIM MARKET OPPORTUNITIES AND CHALLENGES”***

23% of the world’s population is Muslim. With the market for Shariah compliant products worth over USD\$2trillion and the Muslim population enjoying increased purchasing power Muslim consumers present a strong voice that the globalised world of business is paying more attention to but has yet to fully understand.

**Day One: Monday 26<sup>th</sup> July**

From 9:00am	Registration at Saïd Business School, Oxford.
10:30am – 11.30am <b>Session One</b>	Opening Session  Welcome Remarks by <b>Ms Gay Haskins</b> , Dean, Executive Education, Saïd Business School and Chair of the Oxford Global Islamic Branding and Marketing Forum 2010.  Opening Remarks by <b>Professor Andrew Hamilton</b> , Vice Chancellor, University of Oxford  Opening Keynote Address:  <b>“The Role Of Muslim Nations In Rebuilding Today’s Global Economy.”</b>  By <b>The Hon Pehin Sri Haji Abdul Taib Mahmud</b> , Chief Minister of Sarawak, Malaysia followed by Q&A.
11:30am–1:00pm <b>Session Two</b>	“The Muslim Business World – Markets and Brands”. Scene Setting by <b>Dr Paul Temporal</b> , Associate Fellow, Saïd Business School and Project Director on Islamic Branding and Marketing.  Open Forum discussion on “Understanding Muslim Consumers”  <b>“Understanding Muslim Consumers: Are Muslims the same the world over? What are the ethnographic, demographic, and behavioural trends in the United Kingdom, the United States and the rest of the world? Where is the purchasing power? Do standard branding and marketing strategies apply?”</b>  Presentation on brands and Muslim consumers by <b>Miles Young</b> , CEO, Ogilvy & Mather Worldwide followed by a panel discussion with:



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- **Professor Cedomir Nestorovic**, ESSEC Business School, Paris
- **Shaista Gohir**, Executive Director, Muslim Women's Network UK
- **Khalid Sharif**, Managing Director, Ummah Foods

Moderated by **Professor Linda Scott**, Professor of Marketing, Saïd Business School, University of Oxford

1:00pm - 2:00pm

Networking Lunch

2:00pm – 2:20pm  
**Session Three**

Forum Presentation on Destination Branding

**“The Halal City of the Future: Building a city’s Islamic brand and the marketing challenges faced”**

Keynote address by **Datuk Hajjah Norah Bte Tun Abd-Rahman Ya'kub**, Executive Chairman, Tanjung Manis Food & Industrial Park Sdn Bhd, Malaysia.

2:20pm – 2:40pm  
**Session Four**

Forum Presentation on Halal Branding

**“The Brunei Halal Brand: Building Islamic Brands For Niche Markets”.**

Keynote address by **Hajah Normah Suria Hayati PJDSM DSU (Dr) Hj Mohd Jamil Al-Sufri**, Director of Agriculture and Agrifood, Ministry of Industry and Primary Resources, Brunei Darussalam.

2:40pm – 3:00pm  
**Session Five**

Forum Presentation on Halal Food

**“Reaching Out To The Muslim Community”**

Presentation by **Sarfraz A. Rehman**, CEO, ENGRO Foods Limited.

3:00pm – 3:20pm  
**Session Six**

Forum Presentation on Marketing

**"Winning and Retaining Customer Loyalty in a Diverse Market"**

Presentation by **Greg Sage**, International Corporate Affairs Director, Tesco

3:20pm – 3:45pm

Networking Break

3:45pm – 4:30pm  
**Session Seven**

Dialogue on the Global Halal Industry

**“Marketing Challenges Of The Global Halal Industry: What Must We Do?”**

The Halal industry includes food, cosmetics, pharmaceuticals and logistics



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among others. What are companies doing to serve Muslim communities? From farm to fork what are the best practices in Halal logistics and across the value chain? Where are the business growth areas and what are the marketing priorities?

Open Forum discussion on the challenges and opportunities for business in the halal industry led by:

- **The Hon. Pehin Sri Haji Abdul Taib Mahmud**, Chief Minister of Sarawak, Malaysia
- **Tan Sri Nor Mohamed Yakcop**, Minister In The Prime Minister's Department, Malaysia
- **Hajah Normah Suria Hayati PJDSM DSU (Dr) Hj Mohd Jamil Al-Sufri**, Director of Agriculture and Agrifood, Ministry of Industry and Primary Resources, Brunei Darussalam.
- **Sarfraz A. Rehman**, CEO, ENGRO Foods Limited
- **Greg Sage**, International Corporate Affairs Director, Tesco

Moderated by: **Dr Jonathan Reynolds**, Academic Director of the Oxford Institute of Retail Management, Saïd Business School, University of Oxford

4.30pm – 5.45pm  
**Session Eight**

A Conversation on:

**"The Muslim World today: Perceptions and Perspectives"**

Panel discussion with thought leaders on the Muslim world:

- **Sir Iqbal Sacranie**, Founding Secretary General, Muslim Council of Britain
- **Dr. Basil A. J. Mustafa**, Nelson Mandela Fellow and Bursar, Oxford Centre for Islamic Studies
- **Professor Walter Armbrust**, Albert Hourani Fellow, Middle East Centre, St. Antony's College, University of Oxford

7:30pm – 9:30pm  
**Session Nine**

Dinner Keynote Address

**"Muslims in Today's India"**

India has the second largest Muslim population in the world. What are the important considerations in understanding the Indian Muslim community? What are the trends in India's Muslim market? What are the opportunities and challenges for business in engaging the Muslim market

Keynote Address by **Shri K. Rahman Khan**, Deputy Chairman of the Rajya Sabha and MP Indian National Congress followed by Q&A.



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**Day Two: Tuesday 27<sup>th</sup> July**

8:00am

Coffee and Tea Served

9:00am - 10.15am  
**Session Ten**

Open Forum Discussion on Islamic Finance

**“The Future Of Islamic Finance: Trends, Growth, Innovation”**

What roles have ethics and values played in the growth of Islamic finance? What should we watch out for? What are the main market segments and how do we reach them?

Keynote address by **Afaq Khan**, CEO Standard Chartered Saadiq

Open Forum discussion led by a panel of experts including:

- **Afaq Khan**, CEO Standard Chartered Saadiq
- **Usman Hayat**, Director Islamic Finance and ESG Investing, CFA Institute
- **Walid Sarriddine**, Head of Islamic Finance, Sumitomo Mitsui Banking Corporation
- **M Iqbal Asaria**, Associate, Afkar Consulting Ltd

Moderated by **Paul McNamara**, CEO and Editorial Director, Yasaar Media

10:15am – 10:45am

Networking Break

10:45am – 12:15pm  
**Session Eleven**

Presentations on “Innovative Global Marketing Developments”

**“What Are The Innovative Branding And Marketing Developments In Muslim Industries? A Look At Cases Of Innovative and Entrepreneurial Islamic Brands”.**

Keynote address on ‘Islamic Entrepreneurship’ by **Tan Sri Dato’ H. Muhammad-Ali**, President & CEO, Johor Corporation

Followed by presentations and panel discussion from:

- **Mohamed El-Fatary**, Founder & CEO, MUXLIM
- **Rafi-uddin Shikoh**, CEO, The DinarStandard (publisher of the annual Top 100 Muslim brands)
- **Layla Mandi**, CEO and Founder, OnePure Halal Beauty



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Moderated by **Dr Pegram Harrison**, Fellow in Entrepreneurship, Saïd Business School, University of Oxford

12:15pm – 1:30pm

Networking Lunch

1:30pm – 2:45pm

**Session Twelve**

Forum Discussion on Brand & Marketing Communications

**“Reaching the Muslim Market: Opportunities and Challenges”**

What are the best communications channels to reach Muslim markets? What should the media industry take into consideration? What is the role of e-business and new social networking media?

Keynote Address by **Roy Haddad**, CEO, JWT MENA

Followed by Open Forum Discussion with:

- **Roy Haddad**, CEO, JWT MENA
- **Sarah Joseph OBE**, CEO and Editor-In-Chief, Emel
- **Saad Saraf**, CEO, Media Reach

Moderated by **Professor Linda Scott**, Professor of Marketing, Saïd Business School, University of Oxford

2:45pm – 3.15pm

Networking Break

3:15pm – 4:45pm

**Session Thirteen**

Forum Dialogue on the Future

**“Anticipating The Future: What Are The Future Trends In Global Muslim Markets? How Should We Prepare For The Shape Of Things To Come?”**

Keynote Address by **HE Shaukat Aziz**, Former Prime Minister of Pakistan followed by open forum discussion led by:

- **HE Shaukat Aziz**, former Prime Minister of Pakistan
- **Lord Nazir Ahmed**, Life Peer of the House of Lords of the UK Parliament.
- **Arif Zaman**, Advisor, Corporate Governance, Commonwealth Business Council.
- **Shah Hakim Zain**, Group Chief Executive Officer, Scomi Group Bhd

Moderated by **Andrew Critchlow**, Middle East Managing Editor, Dow Jones Newswires

4:45pm – 5.30pm

**Session Fourteen**

Forum Keynote Address



**Saïd Business School**  
UNIVERSITY OF OXFORD

**THE INAUGURAL OXFORD GLOBAL ISLAMIC  
BRANDING AND MARKETING FORUM**

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**"Religion, culture and branding: The importance of understanding and the challenges of engaging a global multicultural world"**

How can we promote multiculturalism? What role should Muslim business play in fostering harmony in non Muslim societies? Can Muslim brands be accepted by western consumers?

Keynote Address by **HRH Raja Dr. Nazrin Shah**, Crown Prince of Perak, Malaysia

5:30pm – 5:45pm  
**Closing Session**

Closing Remarks and Forum Report by **Dr Paul Temporal**, Associate Fellow, Saïd Business School and Project Director on Islamic Branding and Marketing