



TREASURY
EXCELLENCE
AS STANDARD

ACT MIDDLE EAST TREASURY SUMMIT 2021

TRANSFORMING CHALLENGES
INTO STRATEGIC GROWTH
OPPORTUNITIES

28-29 September 2021
A virtual event

Gold sponsors



Under the patronage of the
UAE Ministry of Economy



UNITED ARAB EMIRATES
MINISTRY OF ECONOMY

[TREASURERS.ORG/MIDDLE-EAST-SUMMIT-21](https://treasurers.org/middle-east-summit-21)

#ACTMIDDLEEAST

Connecting the regions treasury community on one platform

41%

**CORPORATE
ATTENDEES**
FROM **184** COMPANIES

(**29%** Banks/Financial Institutions **30%** Other)

**65 NEW
ATTENDEES
IN THE AUDIENCE**

- ADDING TO OUR
GROWING MIDDLE EAST
TREASURY COMMUNITY



**INCREASE
IN AUDIENCE
SENIORITY**

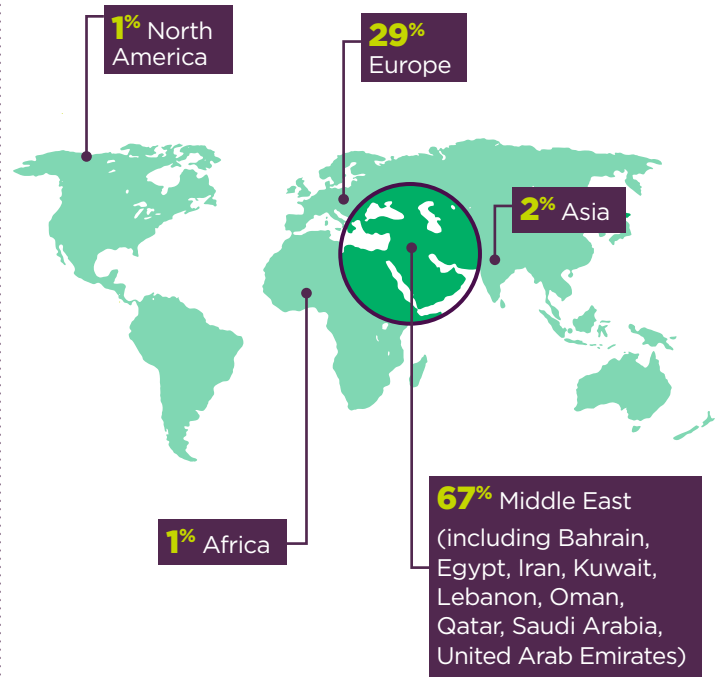


SENIORITY OF ATTENDEES:

39% Board level/
Strategic Leader
37% Managerial
19% Operational/
Tactical
5% Other



**30 COUNTRIES REPRESENTED
WITH 67% ATTENDANCE
FROM THE MIDDLE EAST**



**AVERAGE TIME
SPENT ONLINE**



**OVER
320**

**PRIVATE
MESSAGES
SENT**

A showcase of the latest solutions, products, and services

EXHIBITION HALL VISITED

1630 TIMES

UP BY ALMOST
200%
FROM LAST YEAR



**11
STANDS**

WITH **30+** EXHIBITOR
RESOURCES VIEWED

**98
TIMES**



SPONSORED
SESSIONS ON THE
AGENDA VIEWED

678 TIMES



A global perspective and regional insights from:

40+ **SPEAKERS**



11+

HOURS OF CONTENT
ACROSS 19 SESSIONS WITH
POLLS & INTERACTIVE Q&As

Including **2 on-demand recordings** and
17 live streams with 8 treasury labs



Muhsin Al Rustom
Chief Financial Officer
ASYAD



Rola Abu Maneh
Chief Executive
Officer, UAE
Standard Chartered



Robert Barnes
Co-Founder
Marco Polo Network



Monica Malik
Chief Economist
Abu Dhabi
Commercial Bank



Nader Ragheb
VP & Group Treasurer
Orascom Construction

Social media engagement (ACT Facebook, LinkedIn, and Twitter)



116
likes



191
clicks



15.4k
impressions



50
conversions



Who attended?

Key Companies

- Abbott Laboratories
- Abdul Latif Jameel
- Abu Dhabi Department of Finance
- Abu Dhabi National Oil Refining
- Agility Global Integrated Logistics
- Agthia
- Al Dahra Holding
- Al Futtaim
- Al Ghurair
- Al Habtoor Motors
- Al Jaber
- Al Masood
- Al Masar
- Al Tayer
- Aldar Properties
- Alderley
- ALEC Engineering and Contracting
- Alshaya
- Apical
- Apparel
- Arabtec Construction
- Arveen DMCC Commodities
- ASSA ABLOY Opening Solutions
- ASYAD
- Audi Volkswagen Middle East
- Aujan
- Autoneum Management
- AW Rostamani
- BDO
- BFC
- BNP Paribas
- BRF
- BT
- Bunzl
- Calmon Jarvis
- Capital Values
- CARS24
- Caterpillar
- Chalhoub
- Chime Communications
- Cugavadi
- Danube Building Materials
- Dar Al Handasah Shair & Partners
- Deliveroo
- DepositBook.com
- DP World
- EIIC
- Emirates Global Aluminium
- Emirates National Oil
- ERPDEX
- Etihad Airways
- eToro (UK)
- Eurasian Natural Resources
- Exeed
- FEXCO
- Fiat Chrysler Automobiles
- Fortive
- General Electric
- General Motors
- Gulf Pharmaceutical Industries
- Hassan Allam
- HayMar Advisory
- Heviz Springs
- Informita
- Intelligent Beings
- Jashanmal
- Jumeirah
- Kuwait Airways
- Kuwait Projects Company (KIPCO)
- Landmark
- Lucido
- LUKOIL Overseas
- Maire Technimont
- Majid Al Futtaim
- Mantrac Unatrac
- Marco Polo Network
- Merlin Entertainments
- Microsoft
- Middleeast Communication Network
- Moody's Middle East
- Mubadala Investment
- Nakheel
- National Grid
- National Oilwell Varco
- Nestle
- Nexperia
- Nissan Middle East
- Nousheen Mukhtar
- Now Health
- NTP
- OLA Energy
- Omantel
- Omene
- Orascom Construction
- Oxford Economics
- PayU-Prosus Fintech
- Polymed Trading
- Port of Duqm
- Qatar Petrochemical
- QTerminals
- R.A.K. Ceramics
- Rawabi
- Riyadh Airport
- Saif Bin Darwish
- Saint Gobain Middle East
- Salamatak Medical Complex
- Saudi Binladin
- Savola
- Shelf Drilling
- Shell
- Siemens
- Sisecam
- Sony Middle East & Africa
- Soyven
- Sterling & Wilson
- Subsea 7
- Sun and Sand Sports
- Tabreed
- TASNEE
- TECOM
- Telford Offshore
- Tetra Pak Export
- Transmed
- Unilever
- Universal Music
- Vitol Dubai
- WideVision
- Willis Towers Watson
- WorleyParsons RSA
- WPP
- Zanders
- and more

WHAT WAS THE BEST THING ABOUT THE ACT MIDDLE EAST TREASURY SUMMIT 2021



“ The web-based platform was extraordinarily user-friendly and moving from exhibition hall to conference hall was quicker than a walk in the park. Not to mention, Treasury Hunt had my eyes glued to my laptop screen! Finally, the selection of panelists and the topics discussed were on point! ”

Fardan Ahmed, Product Manager,
Transaction Banking, Wholesale Banking Group,
Abu Dhabi Commercial Bank

“ Solid organization and pertinent topic selection. Well done ACT for another stellar event. ”

Nikolaos Passaris, Head – Treasury Front Office,
Majid Al Futtaim

“ It was a very informative and educative virtual experience for me. I particularly learnt a lot and enjoyed the session on; Developing a personal brand and enhancing resilience. I'm able to immediately apply the soft skills and principles from this session, it's been very helpful. ”

Golden Hambula, Production Manager,
Beefway Butchery

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