

# TREASURY BRIEFING SAUDI ARABIA

## AGENDA

Leading the way to treasury excellence

26 February 2024 | Riyadh, KSA

[treasurers.org/saudi24](https://treasurers.org/saudi24)

08:00	<i>Registration</i>
09:00	<p><b>Opening remarks</b></p> <p><i>Annette Spencer, Chief Executive, Association of Corporate Treasurers</i></p>
09:10	<p><b>The Thriving Economy: developing the qualified treasurer</b></p> <p>Building on one of the pillars of Vision 2030 and the desire to develop further the financial sector, this session will explore the key skills the modern Saudi treasurer needs and how best to develop you and your team to achieve a first-class treasury department to play an integral role in the thriving economy of the Kingdom.</p> <p><i>James Adams, Group Treasurer, Chalhoub</i>  <i>Alanoud Alhudaif, Treasury Manager, Middle East, Lucid Motors</i>  <i>Facilitated by Annette Spencer, Chief Executive, Association of Corporate Treasurers</i></p>
09:45	<p><b>Embracing the latest developments in cash management and payments</b></p> <p>The fundamental role of the treasurer is to manage the cash of the business, join this session to understand how treasurers are using new strategies and new technologies to better manage cash and liquidity, and it will also explore recent changes to the Corporate Act that can provide opportunities for cash pooling.</p> <p><i>Adrien Sicoli, Partner, Chief Growth Officer, DIXIO</i>  <i>Mickaël Thomas, Head of Corporates Business, META, SWIFT</i>  <i>Nirantha Sampath, Senior Treasury Manager, Almarai Company</i>  <i>Mariya Bulsara, Executive Director, Head of GTB Liquidity Management, First Abu Dhabi Bank</i>  <i>Facilitated by Bruno Massera, CFO – International Markets, BRF</i></p>
10:20	<p><b>TechTalk: Case study: How ZenTreasury empowered a Qatari based family-owned Group treasury department to achieve operational excellence through Private Cloud</b></p> <p>Discover actionable insights into leveraging cutting-edge technologies for treasury management and learn how a Qatari based family-owned Group's strategic adoption of ZenTreasury platform enhanced their treasury department's efficiency, adaptability, and strategic decision-making capabilities. This presentation will showcase how embracing a private cloud infrastructure allows businesses to retain control over their data while reaping the benefits of scalability, security, and flexibility.</p> <p><i>Lars Nevalainen, Founder &amp; CEO, ZenTreasury</i></p>

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10:35	<i>Networking break</i>
11:05	<p><b>Funding your business in expansionary times</b></p> <p>With Saudi capital markets ever strengthening, join this session to understand how treasurers are funding their businesses, utilising DCM and ECM markets, along with strengthening bank relationships. What measures are being taken to facilitate the aspirations of KSA to be the financial hub of the region? What new DCM instruments have been launched and what regulatory changes support the attraction of financial institutions to Riyadh?</p> <p><i>Abdullah Al-Ameel, Director, Head of Corporate Banking, MUFG</i>  <i>Basem Waheed, Chief Financial Officer, Golden Chicken Farms</i>  <i>James Osun-Sanmi, Senior Associate, Dentons</i>  <i>Facilitated by Michael Nissyrios, Director of Corporate Finance, Riyadh Air</i></p>
11:40	<p><b>Utilising trade finance and working capital solutions effectively</b></p> <p>With comparatively long working capital cycles and increased opportunities for treasurers in the Kingdom, join this session to understand how treasurers are managing their working capital cycle effectively and utilising various financing solutions to optimise their cash flows. What role can supply chain finance play and what are the recent initiatives to develop this further in the Kingdom?</p> <p><i>Ana Guyatt Del Rio, Head of GTB Overdrafts &amp; CMB Product Bundles, First Abu Dhabi Bank</i>  <i>Hatim Albayti, Corporate Treasurer, Sandsoft Games</i>  <i>Alaa Ibrahim, Treasury Manager, Saudi Services for Electro Mechanic Works (SSEM)</i>  <i>Syed Sohaib Moid, Director, Treasury Advisory, Deloitte</i>  <i>Facilitated by Daniel Tromans, Vice President, Treasury, Riyadh Air</i></p>
12:15	<p><b>Closing remarks</b></p> <p><i>Annette Spencer, Chief Executive, Association of Corporate Treasurers</i></p>
12:20	<i>Networking lunch</i>
13:00	<i>End of briefing</i>

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