



# 2023 MENA FAMILY OFFICE EVENT

GCC Families and Businesses are  
the Pillars of our Regional Economy,  
and we Champion their Vision and  
Positioning as Global Leaders.

Sunday, October 15 & Monday, October 16, 2023

Four Seasons Hotel Riyadh at Kingdom Center  
11:00 to 18:00, followed by Receptions & Dinners

HOSTED BY IMPACT MENA



# Summary

His Royal Highness Prince AbdulAziz bin Faisal bin Abdulmajeed Al Saud is the Guest of Honour of our two-day private investment gathering hosted in Riyadh on October 15th and 16th, 2023, for selected MENA Family Office chairpersons, board members and C-level executives.

This exclusive two-day event is to honour like-minded exceptional entrepreneurs of the Middle East, sharing thought leadership and discussing best investment and family business practices.

Our Families and Businesses are the pillars of our regional economy, and we champion their vision and positioning as Global Leaders.

Intimate social events, lunches, receptions, and private dinners follow the event's conversational panels and keynotes.

# Saturday, October 14, 2023

ADMCS is a French-Swiss group that is spearheading a swift, efficient, and environmentally conscious revolution in the world of multimodal transport. This next-generation approach redefines container logistics through cutting-edge software, optimizing flows, and establishing eco-friendly terminals underpinned by blockchain technology.

ADMCS, The official partner of the MENA Family Office Event, is opening the Riyadh event with a Private Investor Networking Reception followed by an Investor Dinner in the presence of His Royal Highness Prince Abdulaziz bin Faisal bin Abdulmajeed Al Saud.

**18:00 - 19:00**

Evening Reception by ADMCS, a French-Swiss group

**19:00 - 20:30**

Formal Sit-Down Dinner by ADMCS, a French-Swiss group



# Sunday, October 15, 2023

**10:00 - 11:00**

Morning Coffee Break

**11:00 - 11:30**

Opening Remarks

National Anthem

**11:30 - 12:00**

**Fireside Chat:** Hotel Owner and Operator; Is It All Harmony?

Subtitle: The pitfalls to watch for as an investor in hospitality assets.

**By:** Olivier Harnisch, Ex-CEO of EMAAR Hospitality, Founder & CEO,  
Lunasole Hospitality, UAE

**12:00 - 12:30**

**Fireside Chat:** Where Legacy Meets Opportunity: Honoring the Past & Shaping the Future in U.S. Energy. Subtitle: The capital deficiency in traditional energy reveals unparalleled growth opportunities.

**By:** Pheasant Energy, TX, USA

**12:30 - 13:00**

**Fireside Chat:** Investment Diversification in KSA: Given Vision 2030's Focus on Saudi Arabia's Positioning as a Global Leader, The Region Displays Ripening Sectors Ready for Investment with High Returns.

**By:** Roberto Croci, Director Transformation Office, PIF, Public  
Investment Fund, KSA

# Sunday, October 15, 2023

**13:00 - 14:00**

International Lunch Buffet

**14:00 - 14:30**

**Fireside Chat:** Embracing Emerging Technologies to Change the Landscape of Real Estate. **By:** Manly Danh, Founder & Investor, Miami, FL & Los Angeles, CA, USA

**14:30 - 15:00**

**Fireside Chat:** The Gulf – Morocco Partnership: At the Crossroads of Internationalization. **By:** Moncef Belkhayat, Founder & Chairman, Dislog Group, Morocco

**15:00 - 15:30**

**Fireside Chat:** The Art of Value Creation: Accelerating Private Equity Returns through Revenue Innovation. **By:** Ali Raza, CIO, Saudi Arabia Holding, KSA

**15:30 - 16:30**

Afternoon Coffee Break

# Sunday, October 15, 2023

**16:30 - 17:00**

**Fireside Chat:** MENA's Luxury Segment in 2024 (Growth and Opportunities). **By:** Maroun Abou Hamad, Group General Manager, Mouawad, UAE

**17:00 - 17:30**

**Panel:** Saudi Arabia's Economical Opportunities & Business Expansion 2024. **By:** Bader Alhamdan, Managing Director, Deyarat Trading Co., KSA, Ali Raza, CIO, Saudi Arabia Holding Co., KSA, and Ibraheem Sheerah, Chief Transformation Officer at Saudia Holding, KSA

**17:30 - 18:00**

**Fireside Chat:** Multimodal Transport is Key to Modernising KSA's Supply Chain and a Source of Economic Advancement and Environmental Protection. **By:** Nicolas Sarrut, Co-Founder and President, ADMCS, a French-Swiss group

**18:00 - 19:00**

Evening Reception by Pheasant Energy, TX, USA

**19:00 - 20:30**

Formal Sit-Down Dinner by Pheasant Energy, TX, USA

# Monday, October 16, 2023

**10:00 - 11:00**

Morning Coffee Break

**11:00 - 11:30**

**Panel:** How Are You Preserving Your Family Legacy for the Next Generation? **By:** Lo'ai Bataineh, CEO, Ominvest International Holding, UAE, and Dr Sami Carouba, Advisor, SEDAR Global, UAE

**11:30 - 12:00**

**Fireside Chat:** Dubai's Successful Hospitality Industry and Bullish Outlook for 2024 Explained. **By:** Younis Al Dawoodi, Head of Hospitality, FAM Holding P.C.S., UAE

**12:00 - 12:30**

**Panel:** How GCC Family-Run Companies are Becoming Global Competitors By Adopting a Capabilities-Driven Strategy to Avoid Growth Traps. **By:** Fawaz Bashraheel, Chairman, Atrabah Holding, KSA, and Roberto Croci, Director Transformation Office, PIF, Public Investment Fund, KSA

# Monday, October 16, 2023

**12:30 - 13:30**

International Lunch Buffet

**13:30 - 14:00**

**Panel:** Dubai 2023 & 2024: The World's Top Foreign Direct Investment Hub. Insights from Dubai's FDI Leader. **By:** H.E. Fahad Siddiq Abdulla Al Gergawi, EX "WAIPA" President & Global FDI Leader, Dubai, UAE, Amit Puri, Former Vice President, DAMAC Properties, UAE, and Hashem Al-Ghalili, Science Communicator, Author, Director and Producer, Yemen/Germany

**14:00 - 14:30**

**Fireside Chat:** Transformation for Growth: Lessons of Leadership from Personal Experience and Knowledge. **By:** Fahad AlSemari, Managing Director, Alamthal Financing Co., KSA

**14:30 - 15:00**

**Panel:** How MENA Family Offices and UHNIs are Allocating their Private Market Investments in 2023 and 2024. **By:** H.E. Fahad Siddiq Abdulla Al Gergawi, EX "WAIPA" President & Global FDI Leader, Dubai, UAE, and H.E. Marwan Jassim Al Sarkal, Ex-Government Official, UAE

**15:00 - 16:00**

Afternoon Coffee Break



# Monday, October 16, 2023

**16:00 - 16:30**

**Fireside Chat:** Corporate Structuring and Private Wealth Solutions.

**By:** Lara Malaeb, Senior Director - Head of Business Development & Marketing, RAK International Corporate Centre (RAK ICC) Government of Ras Al Khaimah, UAE

**16:30 - 17:00**

**Fireside Chat:** UAE's International Female Athlete Extraordinaire. **By:**

Amna Banihashem, an Inspiring, Competitive Horse Rider who has made her Nation Proud, UAE

**17:00 - 17:30**

**Fireside Chat:** Saudi 2030 Vision Impact on the Logistic Services Market. **By:** Bader Alhamdan, Managing Director, Deyarat Trading Co., KSA

**17:30 - 18:00**

**Fireside Chat:** Create a Dynamic Physical Think Tank to Take GCC Leadership and Entrepreneurship to the Next Level in the Web of the Future. **By:** Louis Philippe de Malet Roquefort, Founder, "World Web Center" (WWC), France

**18:00 - 19:00**

Evening Reception by Coinvest by Fund.me, Miami, CA, USA

**19:00 - 20:30**

Formal Sit-Down Dinner by Coinvest by Fund.me, Miami, CA, USA

# V.I.P. Guests

Abdullah Al Ghurair Group of Companies

Ajlan & Bros. Holding Group

Ajyad Economic

Al Ashraf Foods

Al Fozan Holding Co.

Al-Sayer Group Holding

Alamthal Financing Co

AlAndalus Property Company

Alea Global Group

Alinma bank

Arab National Bank

ASAS Urban Contracting

Asyaf Capital

Atrabah Holding

Banque Saudi Fransi

BEEAH Group

BinDawood Holding

Burjeel Holdings

C3 Chapter

Chalhoub Group

Chari.Co Morocco

Clenergize Consultants

Dalma Capital Management Limited

DAMAC Properties

Deyarat Trading Co

Dislog Group

Dubai Economy and Tourism-FDI

# V.I.P. Guests

Ejada Capital  
El Seif Engineering Contracting  
Elaraby Group  
Events Investment Fund  
FAM HOLDING P.S.C  
First Access  
Fujairah National Group  
Futurism  
GFG Alliance  
Hassan Allam Holding  
Jabal Omar Development Co  
JMK Investment  
King AbdulAziz University  
Lamar Holding  
Majid Al Futtaim Entertainment  
Mena Group  
Ministry of Industry and Mineral Resources  
Mouawad Jewelry and Watch Group  
Oaktree Venture Holding  
Obeikan Investment Group  
Omer K.Alesayi & Co OMACO  
Ominvest International Holding Limited (OIHL)  
Orascom

# V.I.P. Guests

Public Investment Fund (PIF)

RAK International Corporate Centre (RAK ICC)

RAK Properties

Rawafed Fintech

Sanabil Investment

Saudi Arabia Holding Co.

Saudi Mortgage Guarantees Company

Saudi Mubadara Development Company

Saudia Airlines

Seasons Early Learning

Sedar Global

Sedco Holding

Silverbird Energy

SISCO Group

TDM Consulting Group

Tharawat Tuwaiq Capital

Trakeeb

Yazeed AlRajhi and Brothers Holding Company

Yousuf M.A. Naghi & Sons Group

Zahid Group

ZedanMorgan Capital

# Partners



Emerging from a family heritage dating back to the early oil days of west Texas in the 1940s, Pheasant Energy, established in Texas, U.S.A., is an investment opportunity that combines historical knowledge with modern strategies.

The company focuses on acquiring and divesting wellbore, mineral, and royalty interests in prime U.S. Oil and Gas Basins, homing in on high-cash-flow assets with enduring sustainability.

Wellbore acquisitions, a key pillar of their strategy, promise quick capital deployment, direct investment, and healthy cash flow for reinvestment and the delivery of attractive dividends. In contrast, minerals and royalties deliver sustainable, long-term value and extend the return lifecycle, contributing to a diverse investment portfolio.

In light of escalating ESG concerns, the U.S. energy space urgently needs more capital. These concerns have dampened investment in the sector, revealing that existing ESG methodologies could be less efficient than initially expected.

Pheasant's unique proposition offers a compelling opportunity for substantial private wealth to participate in the growth of a company that combines historical oil and gas wisdom with an innovative approach, promising a stable, high-return investment in the ever-evolving energy sector.

# Partners Fund.me

Founded in 2018 - Fund.me, Miami, FL and Los Angeles, CA, USA, was established to give real estate entrepreneurs unique access points to capital across the capital stack. Our strategic joint venture partnership approach with a combination of private debt and LP/Co-GP capital delivers additional liquidity to exceptional real estate development partners.

As of mid-2023, Fund.me has facilitated over \$450MM in deal volume, with \$85MM strategically deployed in LP/Co-GP positions, yielding impressive average annualized returns of 18-22%. This exceptional success has paved the way for the launch of Coinvest and its inaugural Fund, Coinvest Fund I, marking a new era in real estate investment and growth.

Coinvest by Fund.me is a pioneering tokenization fund that revolutionizes real estate investments, unlocking digital assets' access to tangible real-world assets. Leveraging the power of blockchain and smart contracts, our platform ensures transparent and secure recording of all fund management transactions. Coinvest provides a seamless pathway for investors worldwide to partake in real estate ventures through the platform using both traditional and digital currency.

We aim to digitize, decentralize, and decarbonize the real estate sector - this paves the way for a future where real estate investments are accessible, adaptive, and sustainable. By blending emerging technologies with our extensive real estate expertise and proven track record, we empower developers and entrepreneurs worldwide to support the global economy and create a positive impact.

# Partners



ADMCS is a French-Swiss group that is spearheading a swift, efficient, and environmentally conscious revolution in the world of multimodal transport. This next-generation approach redefines container logistics through cutting-edge software, optimizing flows, and establishing eco-friendly terminals underpinned by blockchain technology.

Harnessing a synergy of advanced technologies such as blockchain, IoT, and AI, the potential is immense for ensuring fluid and efficient trade operations while mitigating environmental impacts. Notably, maritime container transport currently accounts for a staggering 90% of freight trade, representing a significant volume of 140 million containers in 2016, which surged to 220 million by 2021.

With an initial valuation of \$12 trillion before the onset of the COVID-19 pandemic, this market continues its expansion trajectory despite freight rates surging tenfold. The urgency to embrace digitalization and ecological transformation arises from the challenges of ageing supply chain management, inadequate tool automation, and a need for global coordination.

ADMCS assumes the role of a neutral player dedicated to serving all stakeholders within the multimodal transport sector. The holistic ADMCS project adeptly addresses these industry challenges. Stakeholders will gain access to the logistics flow optimization software through a utility token called the "DMCS Token."

This comprehensive initiative encompasses the establishment of DMCS Finance Suisse SA, headquartered in Neuchâtel, with a specialization in digital assets. Opening within the next 24 months, this strategic choice is attributed to Switzerland's pioneering banking regulations regarding digital assets, ensuring customers benefit from the highest levels of security and assurance. Through DMCS Finance Suisse SA, the autonomy in managing utility tokens remains intact, bolstering ADMCS's commitment to seamless innovation.

# Partners



In the world of Web 3, where everything is decentralized, founder Louis Philippe de Malet Roquefort and his team have created a physical environment dedicated to blockchain, metaverse, e-gaming, NFTs, decentralized finance, artificial intelligence, crypto-currencies and web entrepreneurship.

"World Web Center" (WWC) is, first and foremost, a team of professionals who are experts in their fields. Each of them has the primary mission of improving the experience of every customer in their establishments.

Louis Philippe's main objective is to provide the Web3 community with global venues to combine business and pleasure to meet and collaborate with others who share their interests, ambitions and passions.

Each World Web Center (WWC) is more than just a business meeting place where web professionals can cooperate; it's also a lively and welcoming place to socialize, where conferences, meet-ups and cultural exhibitions on the theme of Web3 give an international dimension.

The World Web Center (WWC) aims to penetrate Saudi Arabia and establish long-term relationships with leading family holdings, entrepreneurs and government representatives because they honour Saudi Arabia's economic vision and want to participate in its success, which will enable it to extend its openings around the world and become a veritable planetary network of influence.



# Partners



Footfit is an innovative method of training that provides a great mix of football and fitness training. Our sessions create a solid and unique community of members who share a passion for football and have the common goal of being fit. We are the first-ever fitness platform in Egypt, Saudi Arabia, the United Arab Emirates, and more to provide football training sessions for amateur adults.

FootFit was founded by Eslam Magdy, a former professional footballer, who wanted to share the excitement and benefits of football with everyone looking for a great workout routine that always stays exciting. Fitness exercises were perfectly fused with football training to create a complete way to substitute a traditional workout.

The outcome was a passion-driven, full-body workout that excited members for more. From day one, FootFit's exercise method succeeded and gained popularity quickly. Today, FootFit branches are found worldwide to satisfy the ever-growing demand for this one-of-a-kind fitness platform.

# Partners



Founded in 2019, Tempo is an Austrian brand that has made its mark in sporting goods. Its mission is clear and compelling – to provide high-quality, innovative, and stylish sporting goods for athletes and teams across various sports. This marked a significant shift in the industry, fostering an era defined by transformative innovation and an unyielding commitment to excellence.

From the beginning, Tempo aimed to create a lasting impact in the world of sports.

The brand was driven by a vision to produce top-tier, technologically advanced sporting goods that meet and exceed the expectations of athletes and sports teams. This commitment to quality and innovation is more than just a business strategy; it's the bedrock upon which the brand's identity is built.

Embracing a forward-thinking approach, Tempo has pledged to use cutting-edge technology to create its products. The brand's dedication to technological innovation has led to the development of sporting goods that offer unrivalled performance, optimal comfort, and unmatched durability. Tempo's commitment to technological innovation and providing the best to its customers is evident in every piece of equipment or attire produced.

Despite its relatively recent inception, Tempo has made significant progress in the sporting goods industry. It has successfully positioned itself as a trusted name, forging robust partnerships with various clubs, national teams, and football federations across the globe. These partnerships have granted Tempo a platform to showcase its innovative products, and in return, the brand has earned the trust and loyalty of some of the most prestigious entities in the world of sports.



# 2023 MENA FAMILY OFFICE EVENT

Thank You for Your Esteemed  
Presence, for Making a  
Fundamental Impact on GCC's  
Economic Expansion, and for  
Preserving our Heritage for  
Tomorrow's Generations.

**Your Leadership is Exemplary.**

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