

8<sup>th</sup> Middle East Conference  
26 – 27 February 2013, Dubai

# THE SKY IS NOT THE LIMIT

Successful strategies for media houses

- Experience a virtual tour around the Middle East as senior executives from the region share the latest trends.
- Hear how print is still thriving and driving much of the business.
- Explore new revenue streams from both digital and print.
- Find out who will pay for your content.
- And much more.



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# 8<sup>th</sup> Middle East Conference

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## THE SKY IS NOT THE LIMIT Successful strategies for media companies

There is no doubt that today's newspaper industry is experiencing unparalleled change: publishers are leaving no stone uncovered as they strive to transform their businesses and thrive in the new ecosystem of true multimedia publishing.

And the 8<sup>th</sup> Middle East Conference on 26 and 27 February in Dubai offers an ideal opportunity for publishing executives to discover a wealth of regional and international best-practice ideas.

In this case, "The sky is NOT the limit", as the conference theme suggests: some of the industry's most renowned experts and publishers will share their successful strategies and participants will have ample opportunity to network with them and other colleagues from all over the world.

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- And much more.

### Moderator

Peter Lamb, Strategy Consultant, Miami, Florida, USA



## Day 1 – February 26<sup>th</sup>

### 10.00 Official opening of the conference

#### Presidential address

*Jacob Mathew, WAN-IFRA President, Executive Editor and Publisher of the Malayala Manorama Group of Publications in Kerala, India*

#### Welcome address from the region

*Abdulwhab Al-Faiz, CEO Nashr, SRMG, KSA  
Saleh Al Humaidan, Managing Director Al-Yaum Media House, KSA and Chairman of the WAN-IFRA Middle East Committee  
Mohammad Abdullah, Managing Director, Media Cluster – TECOM Investments*

### Coffee Break in the exhibition area

### 11.00 Start of the conference

#### Welcome address from WAN-IFRA

*Vincent Peyrègne, CEO, WAN-IFRA*

#### 11.10 Middle East in 60 minutes

Let us take you on a tour around the Middle East. Senior executives from Egypt, Jordan, UAE, Saudi-Arabia, Qatar and Kuwait will present latest trends in their respective regions. The session will be moderated by Peter Lamb, who will sum up the discussion with an overview of innovative trends from around the world.

#### Panel

*Moderator: Peter Lamb, Miami, Florida, USA*

#### Participants:

*Mohammad Alayyan, Publisher and Chairman, United Jordan Press, Jordan  
Rania Al Malky, Publisher, The Egypt Monocle, Egypt  
Mohamed Al Hammadi, Editor-in-Chief, National Geographic, UAE  
Madi Abdullah Al-Khamees, General-secretary, Arab Media Forum, Kuwait  
Waleed J. Kattan, Director General of Okaz Organization for Press & Publication, KSA  
Khalid Al Sayed, Editor-in-chief, The Peninsula, Qatar  
Ahmad Al Hammadi, CEO For Commercial & Marketing Affairs at Dubai Media Incorporated, UAE*

### Lunch and visit in the exhibition area

### 13.30 Opening Keynote by Dr. Mario Garcia

#### Print and the power of disconnect

Don't let anyone tell you differently: print is still very much alive, and, in some places, even thriving. But for that to happen, print must adapt to becoming a part of the media quartet – our audiences receive information when they want it, how they want it, through a variety of platforms, such as mobile, online, print and tablet. Each is unique. Print has a role, but it is an evolving one and different from what it was five years ago.

*Dr. Mario Garcia, CEO & Founder, Garcia Media Group Inc, Tampa, USA*

### 14.30 The Future of The Newspaper/ Newsmedia Company

Using the latest data from internationally recognised sources the presentation will examine where the money has come from, where its coming from now, and the likely business models that will emerge. Importantly the presentation will propose the strategies that publishers should develop, the key obstacles and the solutions.

*Eamonn Byrne, The Byrne Partnership Ltd, Kelso Roxburghshire, UK*

### Coffee Break in the exhibition area

### 15.30 Innovation in print

There is a great deal of discussion about the future of print versus the future of digital. Many have not yet understood that this does not solely concern the newspaper. The real aim is to create innovative and interesting products that publishers can offer to customers, readers and advertisers. These innovative products combine print, digital and more, because the information and the message are much more powerful when communicated via many different channels. Technology helps publishers worldwide to develop such innovative products and make them a market success.

*Manfred Werfel, Deputy CEO & Executive Director, Production, WAN-IFRA*

**16.00 Making a difference through high quality and a user friendly format**

Benefits and challenges in printing with waterless technology

*Mike Condon, Production Manager, Gulf News, Dubai, UAE*

**16.30 The International Color Quality Club – a vision that unifies continents**

Former WAN-IFRA Research Manager and founder of the Quality Club Niko Ruokosuo gives his perspective on this world wide quality effort. Why and how it was founded, what has been achieved, and what might the future bring.

*Niko Ruokosuo, CEO, Scoopshot, Helsinki, Finland*

**17.00 Wrap up of the day**

**20.00 Conference dinner and honouring the Members of our International Colour Quality Club**

**Day 2 – February 27<sup>nd</sup>**

**10.00 Welcome to the second day**

**10.15 Latest trends in digital media world-wide and paid content strategies**

Does your newspaper today depend on the profits of the print segment? Did you ever ask the question how it will survive economically in a future without print?

*Dr. Stig Nordqvist, Executive Director Emerging Digital Platforms and Business Development, WAN-IFRA*

**10:45 'News today is not the newspaper'**

To run a media company successfully, "newsrooms" have to change to hubs of creativity and ingenuity - news engines and creative rooms – where the total integration across all desks and platforms is pivotal and where content combines journalism with design and programming. Here, the editor will find its new role and create the most compelling content for what becomes the audience you ultimately own.

*Tarek Atia, Director EMDP (Egypt Media Development Program), Cairo, Egypt*

*Peter Littger, Country Director Germany, Innovation International Media Consulting Group, Berlin, Germany*

**Coffee break in the exhibition area**

**11:45 Extending reach with mobile editions**

Pan-Arab newspaper and magazine publisher Dar-Al-hayat operates from London, Beirut and KSA and serves several markets.

Its weekly magazine "Laha" digital editions offers great prospects for increasing its reach and subscription revenues.

*Ibrahim Badie, Editor-in-Chief of Digital Content, Dar-Alhayat, London, GB*

### **12:00 Free is what pays!**

Sayidaty's content provision philosophy towards free content and its effect to generate more revenue streams.

*Mohammed Fahad Alharthi, Editor-in-Chief of Sayidaty, Al Jamila Magazine and Arab News, Saudi Research & Publishing Co., Dubai, UAE*

### **12.15 Building audience and influence in a digital world**

A quick click in the Internet serves us up whatever it is we want to know - all within seconds, researched and prepared professionally by journalists. While Western publishers need to monetise content to pay editorial costs, the paywall model seems at odds with goals in the Middle East of keeping content free to build audience. What strategies are working regionally to build audience, advertising revenue and, ultimately, influence. *Panel discussion.*

*Moderator: Cheryl Ireton, Executive Director, World Editors Forum, WAN-IFRA*

*Participants:*

*Hassan Fattah, Editor-in-chief, The National, UAE*

*Mohammed Fahad Alharthi, Editor-in-Chief of Sayidaty, Al Jamila Magazine and Arab News, UAE*

*Mansoor Al-Jamri, Founder, Editor-in-Chief & Daily Columnist at Al-Wasat, Bahrain*

### **Lunch and visit in the exhibition area**

### **15.00 How to succeed in the digital world**

This presentation is going to be both entertaining and inspiring. Grzegorz Piechota comes from Poland in central Europe, where advertising on the internet is already three times as big as on newspapers. And his newspaper company runs a profitable digital business of over 200 websites that reach 60 % of all internet users in his country. Mr. Piechota himself has managed a transition of a traditional newspaper's newsroom into a multimedia power house.

As a European president of the International News Media Association Mr. Piechota travels and studies digital content strategies all over Europe to find what really worked and what did not.

Learn the most important lessons from the digital success stories he has to tell.

*Grzegorz Piechota, President of INMA Europe, News Editor, Gazeta Wyborcza, Warsaw, Poland*

### **15.30 Closing Keynote by Dr. Mario Garcia**

#### **Storytelling in the Age of the Tablet**

Now that tablets have become a popular platform for so many in our audience, it is time to learn a few lessons about how to plan content and how to design for this new medium.

*Dr. Mario Garcia, CEO & Founder, Garcia Media Group Inc, Tampa, USA*

### **16.00 End of the conference**

## Conference venue

### JW Marriott Hotel Dubai

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