

Organised By:



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**HRH Prince Salman bin Abdulaziz Al-Saud**  
Governor of Riyadh, KSA



# 2<sup>nd</sup> Saudi IPO SUMMIT



Four Seasons Hotel, Riyadh, KSA

**10 – 14 November 2007**

## Hear From Over 30 High Profile International And Regional Speakers:



**HRH Prince Salman bin Abdulaziz Al-Saud**  
Governor of Riyadh  
KSA



**Mutlaq Hamad Al Morished**  
Chairman  
**Saudi Kayan Petrochemical Company, KSA**  
and CFO  
**Saudi Basic Industries Corporation (SABIC)**  
KSA



**HRH Prince Faisal bin Salman bin Abdulaziz Al-Saud**  
Chairman  
**Jadwa Investment Company**  
KSA



**Emad Mansour**  
Head of Corporate  
Investment Banking  
**Samba Financial Group**  
KSA



**Hasan Al Jabri**  
Head of Investment  
Banking  
**NCB Capital**  
KSA



**Dr. Abdulrahman Al Zamil**  
Chairman  
**Zamil Group**  
KSA



**Abdullah Al Fallaj**  
Vice President – Finance  
**Ma'aden (Saudi Arabian Mining Company)**  
KSA



**Albert Momdjian**  
Managing Director –  
Head of Middle East  
& Africa Investment  
Banking  
**Calyon**  
UAE

- **Amir Riad**, Head of Equity Capital Markets  
**Samba Financial Group, KSA**
- **Basil Al Ghalayini**, CEO  
**BMG Financial Advisors, KSA**
- **Brad Bourland**, Chief Economist and Head of Research  
**Jadwa Investment Company, KSA**
- **Dr. Fahad Al Mubarak**, Chairman and Managing Director  
**Morgan Stanley, KSA**
- **Eckhart Woertz**, Program Manager – Economics  
**Gulf Research Centre, UAE**
- **Faisal Hasan**, Head of Research  
**Global Investment House, Kuwait**
- **Hayal Hourani**, Attorney and Principal  
**Hourani & Associates, KSA**
- **Howard Handy**, Chief Economist  
**Samba Financial Group, KSA**
- **Imad Ghandour**, Head of Strategy and Research  
**Gulf Capital, UAE**

- **Ioannis Karapatakis**, Managing Director – Investment  
Banking MENA  
**Credit Suisse, KSA**
- **Jamal Al Kishi**, CEO & Managing Director  
**Deutsche Bank, KSA**
- **John Sandwick**, Managing Director  
**Encore Management SA, Switzerland**
- **John Xefos**, Managing Partner  
**Baker & Mackenzie, KSA**
- **Mohammed Omran**, Vice Chairman  
**Cairo and Alexandria Stock Exchange, Egypt**
- **Mamdoh Al-Rouhani**, Communication Consultant  
**MS&L (King Abdullah Institute), KSA**
- **Mark Hanson**, Chief Executive  
**Global Banking Corporation, Bahrain**
- **Oliver Cornock**, Regional Editor – GCC  
**Oxford Business Group, UAE**

- **Sami Abdo**, Managing Director of Investment Services  
**NCB Capital, KSA**
- **Sanjay Vig**, Executive Director  
**Alpen Capital, UAE**
- **Sameer Nawaz**, Co-Head Corporate Finance  
**Banque Saudi Fransi, KSA**
- **Simon Rowe**, Managing Director  
**Swicorp, Switzerland**
- **Suresh Kumar**, CEO  
**Emirates Financial Services PSC, UAE**
- **Tom Lind**, Head of Investment Banking  
**AB Capital, UAE**
- **Usman Sikander**, Co-Head of Corporate Finance  
**Banque Saudi Fransi, KSA**
- **Zaal Ibrahim**, Manager – Corporate Finance  
**Dubai International Financial Exchange, KSA**
- **Zaher Al Munajjed**, Managing Director  
Consultants for Business & Management, KSA

## PLUS Practical One-Day Workshop And Two-Day Seminar:

Pre-Summit Workshop:

**Assessment Of The Capital Markets' Turnaround In The Kingdom And Possible Future Developments**

Post-Summit Seminar:

**Islamic Debt Capital Markets' Boot Camp: Sukuk Essentials – Principles, Products, Structuring And Pricing**

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Dear Finance Professional,

Despite a correction experienced in the Kingdom's capital market in 2006, Saudi Arabia's economic performance has been robust and sound. Strong oil revenues and high liquidity have ensured strong GDP growth within the Saudi economy and general sentiment, although lower than previous years, is returning. The IPO activity in the region varies from market to market but Saudi Arabia's IPO sentiment continues to be sturdy with numerous large and small IPOs issued as well as in the pipeline.

The **2<sup>nd</sup> Saudi IPO Summit** is the next installment of our hugely popular series of events dealing with IPO issues affecting all stakeholders in the region. This event will endeavour to cover all aspects of the most active IPO market and economy in the Middle East – Saudi Arabia.

The Summit will only feature high profile individuals including investment experts, regulators and recently successfully floated companies. Debate and discussion will centre on the regulatory and industry standards, factors affecting valuation and timing, cross-listing investment strategies and macro-economic factors. The summit will also address the fundamental issues surrounding IPOs, such as reasons for launching, the comprehensive step-by-step process, essential management restructuring, conversion for family businesses and the exit strategy.

In addition to being an excellent resource of IPO experts, the **2<sup>nd</sup> Saudi IPO Summit** is a unique opportunity to network with key decision makers from banks, advisories and companies looking to go public.

**Don't miss out on the premier IPO and capital markets' event for Saudi Arabia!**

I look forward to welcoming you to this extremely valuable event in November.



Yours sincerely,

*D. Marwaha*

Deep Marwaha  
Senior Conference Manager

*P.S. Take advantage of our interactive workshop and two-day seminar*



## A Message From Our Chairman



**John Sandwick**, Managing Director  
**Encore Management SA**, Switzerland

### Message From The Chairman

The Saudi private sector represents one of the most vibrant areas of business development in the entire Arab and wider Muslim worlds. Family companies doing hundreds of millions of dollars in business today will be doing billions of dollars in the near future and, it's not only a story about unchaining private-sector growth; it's also the government's parallel deregulation and re-regulation of capital, not to mention the estimated \$38 trillion in oil revenues entering the region over the coming generation. IPOs are the key ingredient to unlocking enormous energy and talents that this magic combination creates. No regional or international investor can ignore these dynamics and the abundant opportunities they represent. I welcome all investors to join us for the 2<sup>nd</sup> Annual Saudi IPO Summit, and welcome too the executives, bankers, regulators and professional service providers who will join us at this important event.

## Hear What Delegates Have To Say About Our Previous IPO Events

*"Exceptionally prepared and well-organised."*

**Khaled Darwish**, Associate – CEEMEA Capital Markets and Financing  
**Merrill Lynch**, UK

*"Very good in terms of content and presentations; a successful and valuable event."*

**Khaled Emary**, Senior Accountant  
**A.M. Al-Khodari & Sons Co.**, KSA

*"Extremely informative and up to date on the IPO process in GCC."*

**Azeez Zamiruddin Ahmed**, Finance Manager  
**United Arab Can Manufacturing Co.**, KSA

*"Very insightful ideas and suggestions on one of the hottest topics in the region."*

**Tarek Z Anabtawi**, Financial Analyst  
**Atlas Investment Group**, Jordan

*"Very rich content and useful."*

**Andre Sidawi**, Corporate Controller  
**Al Ghanim Industries**, Kuwait



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# 2<sup>nd</sup> Saudi IPO SUMMIT

10 – 14 November 2007



## Summit Day One – Sunday, 11 November 2007

8.15 Registration and Coffee

8.45 **Opening Remarks From The Chair**  
**John Sandwick**, Managing Director  
**Encore Management SA**, Switzerland

9.00 **Grand Opening**  
**HRH Prince Salman bin Abdulaziz Al-Saud**, Governor of Riyadh

9.15 **Keynote Issuer Presentation: Case Study – The IPO Of Saudi Kayan Petrochemical Company**  
The Chairman of Saudi Kayan Petrochemical Company and CFO of Saudi Basic Industries Corporation (SABIC) will provide delegates with an exclusive overview of this unique issue which is currently the second largest offering ever to have listed on the Saudi Arabian stock market. The offering will undoubtedly have a large impact on the overall capital market and you will hear about the planning and execution of this substantial endeavour.  
**Mutlaq Hamad Al Morished**, Chairman  
**Saudi Kayan Petrochemical Company**, KSA and  
CFO  
**Saudi Basic Industries Corporation (SABIC)**, KSA

9.45 **Assessing The Saudi Arabian Investor Environment And Overall Prospects For Future Growth**  

- Moving forward – how accession to WTO will enhance the business environment by adding more transparency and predictability
- The current pace of economic reform
- A review of the extraordinary growth of the Middle East economic and financial markets over the last few years
- What are the opportunities and challenges created by tremendous growth?

**Howard Handy**, Chief Economist  
**Samba Financial Group**, KSA

10.15 **PANEL DISCUSSION: State Of The Kingdom – Where Does The Saudi Economy Stand, Post-Correction?**  

- How do oil prices and investment levels affect economic growth dynamics?
- Evaluating investor confidence institutionally and retail-wise and the impact on the Saudi capital market
- How was the overall issuance of IPOs affected by the correction?

Moderator: **Brad Bourland**, Chief Economist and Head of Research  
**Jadwa Investment Company**, KSA

**Faisal Hasan**, Head of Research  
**Global Investment House**, Kuwait

**Jamal Al Kishi**, CEO and Managing Director  
**Deutsche Bank**, KSA

**Eckhart Woertz**, Programme Manager – Economics  
**Gulf Research Centre**, UAE

11.00 Networking Break

11.30 **Assessing The Investment Banking Arena In Saudi Arabia**  

- Trends in the burgeoning investment industry in Saudi Arabia
- Opportunities presented by rapid capital market growth and reform
- Challenges of a highly competitive environment

**HRH Prince Faisal bin Salman bin Abdulaziz Al-Saud**, Chairman  
**Jadwa Investment Company**, KSA

12.00 **PANEL DISCUSSION: Exploring Different Methods Of Raising Finance For Growth And Expansion**  

- Is listing your company the right option for you?
- Private equity transactions and debt issuance – evaluating all the options available
- Determining the current and future state of the public market and whether this should influence your decision

Moderator: **Albert Momdjian**, Managing Director – Head of Middle East & Africa Investment Banking  
**Calyon**, UAE

**Tom Lind**, Head of Investment Banking  
**AB Capital**, UAE

**Sami Abdo**, Managing Director of Investment Services  
**NCB Capital**, KSA

**Sanjay Vig**, Executive Director  
**Alpen Capital**, UAE

12.45 **Who Is The Beneficiary From Transfer Of Family Business To Capital Markets?**  

- Generic contrasts between a private family business and a listed company
- How do families benefit?
- How do investors benefit?
- Creating a 'win-win' scenario for both the family and the incoming investors
- Timeline and milestones of an IPO

**Hasan Al Jabri**, Head of Investment Banking  
**NCB Capital**, KSA

13.15 Lunch For Speakers And Delegates

14.15 **The Step-By-Step IPO Process In Saudi Arabia**  

- Listing requirements
- Appointment of advisers
- Preparing the company for listing
- Execution phase – preparation of a prospectus
- Application to list
- Public offering and trading

**Zaal Ibrahim**, Manager – Corporate Finance  
**Dubai International Financial Exchange**, KSA

14.45 **IPO Behaviour In GCC Countries: Goody-Two-Shoes Or Bad-To-The-Bone?**  

- Overview of a report conducted by the IMF on IPO behaviour in the region
- The short and long run performance of IPOs in the GCC
- Benchmarking regional IPO performance against equity markets' general price indices
- What are the main determinants of abnormal IPO returns?

**Mohammed Omran**, Vice Chairman  
**Cairo and Alexandria Stock Exchange**, Egypt

15.15 Networking Break

15.45 **The Impact Of Multiple Insurance IPOs On The Saudi Arabian Capital Market**  

- Development and reform of the Saudi insurance sector
- General profile of newly approved insurance companies
- Potential impact of insurance sector development on Saudi capital market
- Can 'greenfield' IPOs succeed?

**Basil Al Ghalayini**, CEO  
**BMG Financial Advisors**, KSA

16.15 **Restructuring Family Businesses With A View To Go Public**  

- Moving beyond the paternalistic family structure
- Differentiating between the family relationship and the business requirements
- Aligning the organisation to the necessary conditions
- Implementation difficulties

**Zaher Al Munajjed**, Managing Director  
**Consultants for Business & Management**, KSA

16.45 **Closing Remarks From The Chair**

17.00 **Close Of Day One**



## Saudi Public Company Awards & IPO Gala Dinner

11 November 2007 – 19.30

The Saudi Public Company Awards will honour and recognise outstanding success, profitability and social responsibility among publicly listed companies in Saudi Arabia.

The evening will consist of a gourmet dinner and awards ceremony attended by 2<sup>nd</sup> Saudi IPO Summit delegates, awards winners and VIP guests.



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