

The world is changing fast, are you?



Management Association of Pakistan



15th MAP Convention Managing the Future

Inspire | Evolve | Empower

December 4 & 5, 2013 | Pearl Continental Hotel - Karachi

Founding Partner



The Legend Leads...

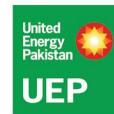
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Lead Partner



Training | Conferences | Events | Publications

Featuring Renowned Thought Leaders & Eminent Futurists

December 4, 2013 | 10:00 am - 05:00 pm



Dr. José Luis Cordeiro

- PhD, M.Sc, MIT – USA; MBA, INSEAD – France
- Founder - World Future Society, Member - Sigma Xi and Tau Beta Pi
- Founding Energy Advisor, NASA Research Park, California, USA
- Chair of The Millennium Project (Venezuelan Node)



Rohit Talwar

- Founder & CEO “Fast Future” - research & consultancy organization
- Award winning speaker on Future Insights and Strategic Innovation
- 25 years of consultancy experience with world’s leading organizations
- Rated amongst the Top 10 Global Futurists



Dr. Ishrat Husain

- Dean and Director, Institute of Business Administration, Karachi
- Former Governor, The State Bank of Pakistan
- PhD Economics, Boston University
- Chairman, South Asian Network of Economic Research Institutions



Roger Harrop

- Speaker of the Year with The Academy for Chief Executives
- Former President of The Professional Speakers Association
- Ranked in the top 10 Business Management Speakers Worldwide
- Winner of the Professional Speaking Award of Excellence



Hussain Dawood

- Chairman Dawood Hercules, Engro Corp., PPAF & The Dawood Foundation
- Chairman Karachi Education Initiative's KSBL
- Director Pakistan Business Council, Pakistan Centre for Philanthropy
- Global Charter Member, The Indus Entrepreneurs (TiE)



D. Shivakumar*

- Immediate Past President, All Indian Management Association
- Former Senior VP, Nokia Pvt. Ltd - India, Middle East & Africa
- Former Vice President, Consumer Electronics Philips India Ltd
- Has handled more than 34 Renowned Brands

Leaders of the Future - Panel Discussion



Muhammad Aliuddin Ansari
President and CEO,
Engro Corporation Limited



Dr. Zeelaf Munir
Chairperson, Executive Management Board,
English Biscuit Manufacturers



Naeem Zamindar
Chief Executive Officer,
Wateen Telecom Private Limited



Amir Paracha
VP - Customer Development,
Unilever Pakistan Ltd.



Abid Butt
Founder & Chief Executive Officer,
e2e Supply Chain Management



Ali Jameel
Chief Executive Officer,
TPL Trakker (Pvt.) Ltd.



Ramiz Allawala
• Founder, Gulfstone Leadership Training
• Renowned Management Speaker in South Asia & Middle East



Rabia Garib
• Chief Wrapper, Toffee TV
• Eisenhower Fellow, MNP 2007

Moderator

Master of Ceremonies

*Confirmation Awaited

Post-Convention Workshops

December 5, 2013 | Half-day each

Workshop - A (09:00 am - 12:30 pm)

Creating Future-Focused Organizations

Rohit Talwar - Lead Trainer

Dr. José Luis Cordeiro - Facilitator

Key Learning Outcomes

- **Strategy:** How can we prepare our organizations to survive and thrive in an uncertain world?
- **Insight:** Which firms are successfully anticipating the trends, forces and ideas shaping the future?
- **Capabilities:** What 'muscle and magic' do we need to develop to build a future proofed business?

Workshop Overview

The commercial environment is being shaped by continued globalization, ever faster and shorter business cycles, disruptive technology developments, ever-more demanding customers and global economic uncertainty. In this environment, it can be tempting to stick our heads in the sand and hope that the future will turn out okay - but hope is not a strategy! Whilst we cannot predict the future, we can identify the forces, trends, developments and ideas that might shape the emerging landscape. Using these insights we can then take proactive measures to prepare for what is coming and even take bold moves to create the future we want.

In this thought provoking and highly interactive workshop, using powerful case examples, practical tools and a series of exercises, participants will learn how to prepare their organizations to succeed in an uncertain future.

Workshop Agenda

- **Markets:** Understand changing customer behaviors & needs, identify future sources of opportunities
- **Mastery:** Identify critical future operational processes and activities that firms need to excel at
- **Muscle:** Identify and build new capabilities required to succeed in a changing world
- **Magic:** Create the Wow factors that truly distinguish us in the face of tomorrow's competition
- **Message:** Make sure the future innovations we undertake are aligned with how we market ourselves and the messages we put out about the business
- **Models:** Experiment with a range of business models to help us adapt to changing access to finance, new approaches to funding innovation and evolving customer needs and expectations
- **Mindset:** Develop a forward thinking and innovative outlook and way of working in the organization
- **Management:** Key actions that create the right environment for firms to shape their own future

Workshop - B (02:00 pm - 05:30 pm)

Human Enhancement for Future Organizations

Dr. José Luis Cordeiro - Lead Trainer

Rohit Talwar - Facilitator

Key Learning Outcomes

- **People:** How will humans be enhanced in the coming years? How long will we live?
- **Business:** How will businesses have to adapt to the coming technological tsunami?
- **Industries:** Which industries will vanish and which ones will thrive in the next few decades?
- **Nations:** Which nations will move forward and which ones will fall behind?
- **World:** How will our planet change in the next half century? Are we going to Hell or Heaven?

Workshop Overview

This workshop introduces the concept of technological change, human enhancement and explores a range of the underlying science and technology advances that are driving it and reshaping literally every business sector. Change is accelerating fast - thanks to the rapid advances in science and technology that are driving radical changes to humanity. The four sciences and technologies of the future: NBIC (Nano-Bio-Info-Cogno) are converging at an accelerating rate and they will help to transcend many human limitations in order to improve human lives all around the world.

In this fast paced, highly interactive half day workshop, participants will be introduced to the concepts of human enhancement, technological singularity, and business survival in an accelerating world. The underlying science and technology developments and their implications for individuals, society, business, industries and nations will also be discussed.

Workshop Agenda

- **Welcome to the Future:** Exploring Potentials of Innovation & Technological Convergence
- **Human Enhancement:** An introduction to Technological Singularity
- **Enhancing Human Performance:** Technologies of the Future
- **Hardware of Life:** Nanotechnology and Biotechnology
- **Software of Life:** Infotechnology and Cognitive Science
- **Earth and Space:** Energy and Environmental Systems
- **Possible and Probable Futures to 2025:** Science & Technology Scenarios
- The Emergence of Global Future Intelligence Systems

Who Should Attend?

Recommended for but not limited to CEO's, Managing Directors, Presidents, CFO's, Strategic Planners & Heads of Marketing, Operations, HR, IT and Innovation

15th MAP Convention Agenda

TIME	TOPIC	SPEAKERS
09:40 am – 09:55 am	Registration & Welcome Tea	
09:55 am – 10:00 am	Welcome Address	Saadia Naveed - President MAP
10:00 am – 11:00 am	Global Future Perspective	Dr. José Luis Cordeiro
11:00 am – 11:15 am	Tea Break	
11:15 am – 11:45 am	Creating a Sustainable Economy in Pakistan	Dr. Ishrat Husain
11:45 am – 12:15 pm	The Future of Corporates in Pakistan	Hussain Dawood
12:15 pm – 01:15 pm	Designing Your Future - Key Trends, Challenges & Choices	Rohit Talwar
01:15 pm – 02:15 pm	Lunch Break	
02:15 pm – 03:15 pm	Leaders of the Future - Panel Discussion	Conversation between young & experienced leaders
03:15 pm – 03:30 pm	Panel Discussion - Q/A	of Pakistan along with International Speakers
03:30 pm – 03:45 pm	Tea Break	
03:45 pm – 04:45 pm	Futuristic Leadership	Roger Harrop
04:45 pm – 05:00 pm	Closing	

REGISTRATION FEE

S. No	Investment Categories	MAP Individual Member	MAP Institutional Member	Non-Member	Group Discount
1	Conference Fee	8,900/-	9,900/-	10,900/-	10% - on 5 + Nominees
2	Workshop A or B	11,900/-	12,900/-	14,900/-	10% - on 5 + Nominees
3	Workshop A+B	21,900/-	22,900/-	26,900/-	N/A
4	Conference + Workshop (A or B)	18,900/-	20,900/-	23,900/-	N/A
5	Conference + Workshop A + B	25,900/-	27,900/-	30,900/-	N/A

FEE INCLUDES - Convention: Conference Kit, Lunch, Refreshments & Networking | **Workshops:** Course Material, Lunch, Refreshments & Certificate

Group Discount is only applicable for nominations from the same organization.

Category 3 & 4 include entrance fee of MAP Individual membership worth PKR 2,400.

Category 5 includes entrance fee plus 1 year subscription of MAP Individual membership worth PKR 4,800.

Student Discount available as per MAP's policy.

5 EASY WAYS TO REGISTER:

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PAYMENT:

Send your cheque in favor of
"Management Association of Pakistan"

To: **Muhammad Imran Anwer**
(MAP Convention Secretariat)

Octara Private Limited

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A confirmation letter/e-mail and
invoice will be sent upon receipt
of your registration.

Your participation will be confirmed
subject to receipt of payment.

**Full payment must be received in
advance to confirm enrollment.**

REGISTRATION NOTE:

Refunds are not allowed, however
substitutes may attend, provided you
inform us in writing at least 5 working
days in advance.

In the event of unforeseen
circumstances, MAP reserves
the right to postpone, amend or
cancel the event.

Position your company brand with
15th MAP Convention as partners
and mark your competitive presence
amongst the key decision makers in
the corporate sector.

For details, please contact:

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