



PRESS RELEASE

Industry leaders to discuss keys to sustainable organic growth at IMD Business Forum in Dubai

Speakers to include IMD Professor Seán Meehan, IMD Executive Director Hischam El Agamy, Aramex CEO Fadi Ghandour and Nestle Waters Senior Vice President Maurizio Paternello

Dubai, UAE; May 23, 2010: Sustainable organic, profitable growth remains an elusive factor for most companies even though they may experience dramatic short term growth through acquisition or innovation, says Seán Meehan, IMD Business School's Martin Hilti Professor of Marketing and Change Management and the school's Dean of External Relations. Professor Meehan will be leading the forum, entitled 'Keys to Sustainable Organic Growth' in Dubai on May 27th, which is being organised by the Switzerland based IMD Business School ranked first in executive education worldwide (Financial Times rankings, 2008-2010), also second worldwide in MBA rankings (The Economist, 2009).

"All businesses aim for profitable growth but few are able to sustain them. Even companies that grow mainly by acquisition, with all its attendant risks, usually need to show that they can also increase value through profitable top-line growth. This requires leaders to focus on their company's niche expertise and also at the same time explore new avenues of growth," Prof Meehan added.

A specialist in the area of helping companies enhance their levels of customer orientation, Prof Meehan's research interests encompass the nature and effectiveness of market orientation and customer value creation processes.

Fadi Ghandour, CEO of Aramex, will have a Q & A session with Dr. Hischam El Agamy, Executive Director of IMD, about the company's achievements in sustained growth. Maurizio Patarnello, Senior Vice President Nestle Waters and Regional Business Head Asia, Oceania, Middle East and Africa, will speak on 'Growing Through a Dual Brand Strategy'.

Speaking about the relevance of the forum to the region, Dr. El Agamy, said: "There is increasingly a strong focus on sustainable growth and innovation among regional companies and these are integrated across business strategies, creating a more sustainable approach aimed at providing greater returns. The IMD Business Forum will provide more insights into what companies should do to ensure continued sustainable organic growth."

Dr. El-Agamy is an expert in family business, competitiveness of nations and cluster development. Together with 20 family businesses from the Arab world, Dr. El-Agamy founded Tharawat Family Business Forum in 2006, the first Arabian family business network.

The half day IMD Business Forum will take place in Godolphin Ballroom at Emirates Towers Hotel in Dubai. Over 150 delegates comprising local, regional and international business leaders are expected to attend the session.

About IMD Business School

Based in Switzerland, IMD is consistently top-ranked among business schools worldwide. With more than 60 years' experience, IMD takes a real world, real learning approach to executive education. IMD offers pioneering and collaborative solutions to address clients' challenges. Our perspective is international – we understand the complexity of the global environment. Real-impact executive learning and leadership development at IMD enables participants to learn more, deliver more and be more. (www.imd.ch).

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