

CEOs, Project Management and Strategy Heads to discuss transformation of businesses in the Middle East

du, Etisalat, HSBC, DP World discuss their transformation strategies

DUBAI, UNITED ARAB EMIRATES, September 29, 2014 /EINPresswire.com/ -- Many large local and international corporations in the Middle East are turning to business transformation as a



key strategic tool in achieving sustainable and focused corporate growth.

“The financial slowdown has forced many organisations to rethink their strategies; becoming more cost-conscious, reconsidering their products or markets, or simply reviewing their business models to operate more efficiently.” says Khalil Haddad, Director of Strategy, Dubai Chamber of Commerce and Industry.

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Business transformation requires strong negotiation skills, diplomacy and a commitment to see projects through,

Sohail Ausaf, Business Transformation Manager, Cleanco

He also emphasised on the increasing number of organisations in the region, who have opted for business transformation programmes in a bid to be more efficient. Find out his thoughts, along with 5 major factors driving change across businesses in the Gulf within the whitepaper - ‘Business Transformation in the Middle East’

<http://www.businesstransformation-me.com/whitepaper>

The whitepaper, published by IQPC, shares examples of how companies in the Middle east have utilised business transformation as a tool for continuous corporate review and improvement, and to gain competitive advantage in the marketplace.

This paper also includes opinions from Frederic Casagrande, Head of PMO, Transguard Group; Sohail Ausaf, Business Transformation Manager, Cleanco; and Dr. Rupert Booth, Chief Economist, Faithful+Gould about the meaning of business transformation and what role it can play in Middle Eastern business.

<http://www.businesstransformation-me.com/whitepaper>

Hear directly from Mr. Casagrande, Mr. Haddad, Mr. Ausaf and Dr. Booth will be presenting at the Business Transformation Summit (16-19 November 2014, Dubai), alongside organisations such as du, Etisalat, HSBC, DP World and more, which are already implementing transformation strategies.

For more information, visit <http://www.businesstransformation-me.com/news>

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IQPC provides business executives around the world with tailored practical conferences, large scale events, topical seminars and in-house training programmes, keeping them up-to-date with industry trends, technological developments and the regulatory landscape. IQPC produces more than 1,700 events annually around the world, and continues to grow. Founded in 1973, IQPC now has offices in major cities across six continents including: Bengaluru, Berlin, Doha, Dubai, London, New York, Riyadh, Singapore, Sydney, and Toronto. IQPC leverages a global research base of best practices to produce an unrivalled portfolio of conferences.

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