



غرفة تجارة وصناعة قطر
Qatar Chamber of Commerce & Industry



اتحاد اصحاب الاعمال
BUSINESS OWNERS UNION
بندول منظمة التعاون الإسلامي

2nd Annual Conference For

“Business Owners Union and Business Youth Union”

In the Organization of Islamic Cooperation States (OIC)

Under the patronage of

His Excellency Sheikh



Hamad bin Jassim Al Thani

Qatar Prime Minister

And in the presence of

President of Islamic Chamber Of Commerce and Industry (ICCI)

President of Islamic Development Bank

Secretary General of Organization of Islamic Cooperation

Presidents of Unions of Chambers of Commerce and Industry at OIC States

**& the participation of 1500 businessmen and businesswomen from 40
Islamic Country**

4-5 December 2011

Doha-Qatar

Sponsor Opportunities

Having the first annual conference of Business Owners Union and Young Business Owners Union in OIC states, held in Hilton Jeddah, achieved success through the display of 53 studied commercial projects during 2010 and contribution to increase investments size among Islamic countries, the second annual conference of “business owners and youth unions in OIC states” works on providing sponsors and attendees outstanding opportunities to meet with union members and trade delegations participated from 40 Islamic countries; in addition to commercial associations and organizations participated in sectors of industry, agricultural, tourism, technology, banks, media, energy and different service sectors of OIC states. This conference provides the opportunity of pre-coordination to prepare separate interviews (B2B) with foundations and companies participated from different countries during the conference period to achieve commercial exchange exceeding 500 million American dollar among business owners from 40 participated countries.

This Conference

1. The Islamic world has witnessed major changes over the past years. We believe this will encourage greater trade and economic exchanges between Member States.
2. Business owners and investors are invited to review the overall framework of strategies and introduction of means of strategic expansion to be able to keep the growth of their businesses and increase their contribution to the continuous expansion of global corporations.
3. Under the changes of today's business, young businessmen in OECD countries started to come up with creative ideas and feasible project. This Conference is the place which offers young businessmen a chance to display their ideas and projects for investors.
4. This Conference will provide an opportunity through direct meetings (B2B) between investors and entrepreneurs who have feasible projects, products and goods exhibitors, and with decision makers in construction, services, and banks to build relationships with investors who are looking to expand their business.
5. During the Conference, the BOU will launch the biggest portal (databank) in the Islamic countries that serve all sectors-business men, women and young men and women in Islamic countries.
6. Therefore, the Conference of the Business Owners Union and Youth Business Owners Union 2011 is the right place for presence and participation of every investor, business owner, product or project owner, or franchise owner.

Conference Objectives

- Launching the largest portal in Islamic States (databank) to serve all business sectors.
 - Meaningful opportunities to increase the volume of trade and investment between business owners in the private sector.
 - Presenting feasible projects and giving investors and funding agencies the opportunity for to invest and expand their business.
 - Display products, services and giving investors and funding agencies the opportunity for to invest and expand their business.
 - Finding an opportunity for young businessmen to build their investment.
 - Strengthening economic exchanges between the BOU members in the Islamic Cooperation Organization in the 57 States.
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Portal of Business Owners Union and Business Youth Union

The project “Portal of Business Owners Union and Business Youth Union at OIC States” on which work started in 01/01/2011 is considered as the biggest (portal) in OIC states; that works in the form of a website (information bank) serves all commercial sectors; including businesspersons of men, women, young women and men, in Islamic countries.

This project provides the business owners international union the opportunity of displaying studied projects, commercial products, and services to market them through the portal for all union members of Islamic countries and members present outside Islamic countries. This opportunity aims to speed communication among business owners and the encouragement of investments size and intra-trade in OIC states. The union Portal, the biggest portal in Islamic countries, is going to be inaugurated during the opening ceremony of the second conference in Doha in live show under the patronage of His Excellency Sheikh/ Hamad bin Jassim Al Thani Qatar Prime Minister.

Why to Participate in this Conference

It is the first annual Conference of its kind in the region aims to provide B2B meetings to enable business leader in the Islamic world to increase the size of investment and intraregional trade and compete globally, opening new markets globally, therefore, must participate in order to:

- **Promote** exchanges between members of the Union to increase trade and investment between members.
- **Provide** place and appropriate environment for B2B meeting sessions between thoughtful entrepreneurs and investors.
- **View** products, investment opportunities, and franchises available in Islamic States.
- **Learn** the importance of promoting increased economic exchange between the Member States of the Organization of the Islamic cooperation.

Marketing Campaign and Brand Building

This conference is characterized by a strong advertising and media campaign, where the sponsor will attain the following through the participation in sponsoring this conference:

- There will be Several Strategic partners from Arabic and international magazines specialized in economy and finance;
- Advertising campaign to be published in Arabic, Islamic and international newspapers in Arabic, English and French;
- Diverse marketing campaign including brochures, emails and web pages (Internet);
- Extensive advertising campaign including meetings and news about the conference and its sponsorship;
- Excellent brochures about the conference and its events to be delivered to investors and businessmen in 40 Islamic countries holding information about the sponsor;
- The sponsor's logo to be stated in the conference booklet, which includes Agenda, Speakers and sponsors' information;
- Contacts between the sponsor and attendees via the sponsor's stall in front of the exhibition of the conference;
- The best positions to be chosen inside the conference hall for displaying sponsor's logo and also on main data show during delegates networking;
- Special seats for the sponsor and his guests;
- The sponsor's logo to be displayed on main screens to present his support and contribution to conference success;
- The sponsor's logo to be displayed on banners leading to the hall of the conference and corridors;
- The sponsor's logo to be displayed on main banner at the entrance of conference hall.

Organizers of the Conference

- **Business Owners Union**
- **Qatar Chamber of Commerce and Industry.**

Business Owners Union at OIC States

When the establishment of “Business Owners Union” had been called for during the Islamic conference of the ministers of foreign affairs of OIC states held in Baku, Azerbaijan, on 23-25 Jamada I, 1427 A.H, corresponding to 19 -21 June, 2006; Sheikh/ Saleh Abdullah Kamel, the President of Chamber of Commerce and Industry, set out the establishment of the union from the beginning of the second half of 2007. He then met more than 16 presidents of Islamic countries, several ministries of trade and industry and presidents of chambers unions and trade unions; in addition to group meetings with business owners and business youth in the Islamic countries.

Moreover, business owners union of Islamic countries have followed the approach of defining first union goals; then meeting with decision makers and the executive bodies at chambers union and commercial associations. These meetings were for having discussion and reaching the stage of signing the memorandum of understanding made for activating union goals and then promoting union memberships in Islamic countries through chambers unions and trade associations to extend union members to 40 Islamic countries.

Union Vision: Expediting economic integration mission between OIC states

Union Message: The encouragement of commerce and investment exchange among business owners and members of commerce chambers, associations, clubs and commercial organizations found in Islamic countries to advance investment sizes, increase commercial exchanges, develop tourism and industry sizes, exchange workforce, spread Islamic Economics awareness, care for studies and researches and encourage innovation and invention to face economic challenges of OIC states.

Union Goals:

- Documenting of relations and communications among business owners in OIC states to encourage commercial exchange;
- participating in the economic development in Islamic countries through promoting commercial projects, investment opportunities and member companies agencies to enlarge the circle of commerce and investment exchange among member states;
- Encourage the exchange of economic expertise among union members in various Islamic countries to develop intra-trade;
- Facilitating the movements of businessmen between OIC states;

Qatar Chamber of Commerce and Industry

Qatar Chamber of Commerce and Industry was established in 1963 AD and continued to work as one of the governmental administrations until the issuance of law number 11 for 1990 AD granting the chamber an independence from the government to become a public benefit institution.

Despite the Chamber's independence, members of the Board of Directors were appointed by virtue of a governmental decree until the issuance of law number 11 for 1996 AD stipulating that the choice of the Board of Directors' members shall be made through direct election. In April 1998 AD, the State of Qatar witnessed the first real democratic experience represented by the election of the 17 members of the Chamber's Board of Directors.

On the fifth of May 2002 AD, the elections of the second session of the Chamber's Board of Directors were held resulting in the election of a Board of Directors chaired by Mr. Muhammad Bin Khaled Al Manee.

In the fifteenth of May 2006 AD, the elections of the third session were held resulting in the election of Sheikh Khalifa Bin Jassem Bin Muhammad Al Thani, President of the Chamber; Mr. Abdel Aziz Al Amada, Vice President and Mr. Muhammad Bin Tawwar, Honorary Secretary of the Fund.

At the end of May 2010, the elections of the fourth session were held and the actual Board of Directors won.

Objectives of the Chamber

1. Organize the commercial, industrial and agricultural interests
2. Represent and defend the Qatari private sector
3. Promote and support the economy and productivity.

**Facts about the Second Conference
Of Business Owners Union and Business Youth Union At OIC States**

Times in which the conference is held	1 during 2010 in Jeddah Hilton
Number of Attendees	More than 1500 participant
Participating Countries	40 countries
Number of Days	2
Location	Doha-Qatar
Date	4-5 December, 2011
Hotel	Sheraton Doha
Size of Advertising Campaign	US \$ 500.000

Participants:		Distributed according to regions
Countries Presidents and Ministers	4%	<p style="text-align: center;">Attendance</p> <p>■ Gulf Arabic Countries ■ East Asia Countries ■ African countries</p>
Ambassadors and commercial Attaches	3%	
Commercial Organizations, Chambers and Associations	8%	
Business owners	43%	
Business Youth	14%	
General and Executive Managers	17%	
Others	11%	

Sponsorship Packages

Type of Sponsorship	Amount
Main/Official Sponsor	US \$ 1.000.000
Strategic Sponsor	US \$ 500.000
Diamond Sponsor	US \$ 200.000
Golden Sponsor	US \$ 150.000
Silver Sponsor	US \$ 100.000
Participating Sponsor	US \$ 50.000
B2B Session's Sponsor	US \$ 40.000
Coffee Break	US \$ 20.000
Cocktail at the morning reception	US \$ 25.000
Conference's Pen Sponsor	US \$ 18.000
Notepad Sponsor	US \$ 22.000
Exhibitors (Both)	US \$ 7.500

	Main	Strategic	Diamond	Golden	Silver	Participant
Participation in the unique conference enjoying historic results	•	•	•	•	•	•
Conference Brochure						
Putting the sponsor's name and logo inside conference brochure	Cover	Cover inner part	Inside	Inside	Inside	inside
Information about the sponsor in the brochure	•					
Advertising Campaign						
Insert the sponsor's logo in big size in visual and readable ads on the background of press conferences	•	•				
Insert the sponsor's logo on the background of press conferences of the conference			•	•	•	
The sponsor's logo in newspapers	•	•	•	•	•	•
Insert sponsor's name and logo in marketing materials	•	•	•	•	•	•
Directed marketing emails of the conference	•					
General emails about the conference	•	•	•	•	•	
Media Campaign						
Exclusive press conference to announce that the company is the conference sponsor	•	•				
interview with the sponsor about the conference to be published in newspapers.	•					
Website						
Advertisement for the sponsor in Portal Islamic website	year	Half a year				
Add the sponsor's name and logo in the conference website	•	•	•	•	•	•
Add main Advertising news in the conference website	•					
The link of sponsor's company on the conference website	•	•	•	•		
Specifying a web page in the conference website to the sponsor	•	•				
Investment Projects						
Sending a specific copy of investment projects	•	•				

Advantages during the conference	Main	Strategic	Diamond	Golden	Silver	Participant
Strong agenda of the conference	•	•	•	•	•	•
Conference platform and the opening						
The sponsor's logo on the podium of speakers on the main stage	•					
Sponsor sitting on the opening platform with the sponsor of the conference, HE Prime Minister of the state of Qatar	•					
Referring to the support by the sponsor during the opening and closing speech	•	•	•	•	•	
Sponsor word in the opening ceremony	•					
Launching the portal with HE the Prime Minister of the State of Qatar and the chairman of BOU	•					
Grant the sponsor's medal within the opening ceremony	•					
Inside the conference hall						
Sponsor's logo appears on the display screens	•	•				
Showing a promotional film about the company in one of the break sessions (provided by the sponsor)	•					
Putting the sponsor's logo on the stage	•	•				
Sponsor's logo inside the conference hall	•	•	•	•	•	•
Sponsor's logo on the attendance cards (BADGES)	•					
Assigning the dinner ceremony of the first day in the name of the sponsor	•					
Assigning the lunch or dinner ceremony of the second day in the name of sponsor (Gala dinner)		•				
Distributing the sponsor's publications and promotional materials to conference's attendees.	•	•				
Invitations to attend the conference for the sponsor and his guests	50	30	20	15	10	5
Allocating 4 seats in the front seats for the sponsor and his guests	•					
Seats reserved for the sponsor and his guests	•	•	•	•	•	•
Outside the conference hall						
Sponsor's logo to be prominent at the entry of the conference hall	•	•				
Area in the conference show	42 m2	36 m2	30 m2	24 m2	18 m2	12 m2
are in the hall B2B equipped for MEETINGS	12 m2	8 m2	4 m2	4 m2	4 m2	4 m2
Conference brochure						
Sponsor's logos on the Conference's brochure	The cover	The inside				
Advertisement within the Conference brochure	2	1	½	½	¼	¼

Other opportunities for sponsor and participating

Sponsor of commercial exchange B2B workshop	
<p>Sponsor of commercial exchange B2B workshop will get his logo and name on a good place at the agreed workshop place.</p> <ul style="list-style-type: none"> • Chance to distribute brochures during the workshop. • Opportunity for opening the workshop and having a welcome speech for 3 minutes. • Putting his name in the conference Boucher and conference site (only) as a Sponsor of the agreed commercial exchange B2B workshop. 	US \$ 40.000
Coffee break sponsor	
<ul style="list-style-type: none"> • Coffee break sponsor will have his logo prominently at the break area. • Opportunity to distribute brochures during the break. • The fee includes the cost of the break, sponsor will be chosen as per priority of reservation. • 3 invitations to attend the conference. 	US \$ 20.000
Sponsor of the cocktail at the morning reception	
<ul style="list-style-type: none"> • The Sponsor of the cocktail at the morning reception for all attendances, (cost includes all services). Cocktail period will be chosen as per the availability, and is based on per priority of reservation. • Opportunity to distribute brochures during the break. • 3 invitations to attend the conference. 	US \$ 25.000
Sponsor of the conference 's pens	
<ul style="list-style-type: none"> • Sponsor log and his website on the conference pens. • 3 invitations to attend the conference. 	US \$ 18.000
Sponsor of the conference note-book	
<ul style="list-style-type: none"> • Sponsor log and his website on the conference Note-book. • 3 invitations to attend the conference. 	US \$ 22.000
The exhibition	
<ul style="list-style-type: none"> • The logo of the exhibiting appears on the conference website. • An area in the exhibition 6 m2, with opportunity to exhibit and opportunity to present and distribute the press of the exhibiter. 	7.500 US \$