



PROCUREMENT & SUPPLY  
CHAIN FUTURES FORUM



AGENDA

TIME	FORMAT	OVERVIEW
09.00 - 09.05	Welcome	<b>Welcoming Remarks</b> Sam Achampong, Regional Director, CIPS
09.05 - 9.30	Keynote	<b>The Stars have Aligned. Now is the Moment.</b> Ben Farrell, Group CEO, CIPS
09.30 - 10.10	Panel	<b>ESG in Procurement: Sustain. Innovate. Impact.</b> Procurement is a key driver of ESG impact, turning strategy into action. This session will explore how procurement teams can integrate sustainability, social responsibility, and governance into their operations. Discover practical ways to align procurement with long-term ESG goals, build ethical supply chains, and drive innovation. With real-world examples, this session will show how procurement can set new standards for corporate responsibility, embed sustainability into strategies and create lasting value.  <b>Speakers</b> Rachael Legg, Fractional Procurement Executive and Former CPO (Rolls-Royce / JMI) Ata Sami Elyas MCIPS, Head of Procurement, SAB Tayeb Sunhour MCIPS, Former Associate Director, ROSHN Wael Safwat, CIPS Global Board Trustee & ME Lead, Sustainable Value Chain, Accenture Natavan Mammadova, ICCD Women Economic Empowerment Lead and a member of the COP29 Organizing Committee.  <b>Moderator</b> Katie Jensen, News Anchor, Dubai One TV
10.10 - 10.25	Panel	<b>Driving Economic Growth Through Local Sourcing &amp; ICV</b> This session explores how procurement leaders can drive In-Country Value by strengthening local supply chains, fostering SME growth, and aligning with national economic goals, aligned with vision 2030. Panellists will share case studies of local sourcing and actionable strategies to enhance resilience, competitiveness, and long-term value creation.  <b>Speakers</b> Cassie Mackie FCIPS, Vice President Procurement & Supply Chain, Etihad Airways Haider Dusché, Qatar Supply Chain Manager, SLB Piyush Malviya, Vice President & Head- MEA, Moglix <b>Moderator</b> Alanoud Alzahrani, Head of Professional Development, CIPS Arabia
10.25 - 10.40	Keynote	<b>Local Sourcing as a Strategic Enabler for Vision 2030.</b> As KSA pursues ambitious economic transformation goals under Vision 2030, local sourcing plays a critical role in driving sustainable growth, job creation, and industrial resilience. This session explores how businesses can align procurement strategies with national objectives, strengthen local supply chains, and unlock long-term value.  <b>Speaker</b> Maan Alothimeen, Supply Chain and Business Support General Manager, National Housing Company
10.40 - 10.55	Keynote	<b>Elevate Procurement in the Middle East With Generative AI - The Next Chapter</b> Last year, we explored how generative AI could revolutionize procurement. This year, we take the conversation further—moving from possibilities to real-world execution. Discover how AI-powered automation is transforming procurement functions, streamlining up to 70% of tasks like RFI/RFP generation, contract lifecycle management, and category analysis. This session will showcase practical use cases, implementation strategies, and lessons learned from early adopters. Learn how to scale AI adoption, drive efficiencies, and create a competitive edge in procurement. Don't miss this follow-up session as we continue shaping the future of procurement AI together.  <b>Speaker</b> Sara Omer - Sales Director MENA & Turkey, Ivalua
11.15 - 11.25	Panel	<b>Rising to the Top: The Procurement Path to the C-Suite</b> In this fireside chat, Abdullah Al-Osaimi will share his personal journey to the C-suite. Learn about the challenges, key decisions, and leadership skills that helped him rise to the top. This session offers practical insights and inspiration for procurement professionals aspiring to reach C-suite level.  <b>Speaker</b> Abdullah AlOsaimi, Senior Vice President, Procurement & Business Support, Ma'aden <b>Interviewer</b> Katie Jensen, News Anchor, Dubai One TV
11.25 - 11.35	Fireside Chat	<b>Rising to the Top: The Procurement Path to the Boardroom</b> Julia Brown will share insights on securing positions on corporate and private equity boards, drawing from personal experiences and key milestones on the journey to the boardroom. This session will explore the challenges, practical strategies and leadership skills that have driven procurement professionals to the boardroom.  <b>Speaker</b> Julia Brown, CEO Founder, JMB Legacy Consulting <b>Interviewer</b> Katie Jensen, News Anchor, Dubai One TV
11.35 - 12.10	Panel	<b>Mastering Procurement Leadership: Unlocking Value and Driving Change</b> This session will uncover the key skills and strategies needed to excel as a procurement leader. Learn how to unlock value, drive organizational change, and lead high-performing teams to deliver lasting impact. Whether you're an aspiring leader or an experienced professional, this session offers actionable insights to elevate your procurement leadership.  <b>Speakers</b> Firaz Cassim, MCIPS, Group Senior Procurement & Contract Manager, Mekdam Holding Group QPSC Frederick Echasa, Head of Contracts and Commercial, NEOM Ayman A. Bagawi MCIPS, Supply Chain & Procurement Vice President, The Royal Commission for AlUla Jamal Bukhari, Procurement Senior Director, KADF <b>Moderator</b> Jade Marjorum MCIPS, Associate Director - Procurement, Mace
12.10 - 12.35	Panel	<b>Women Leading Procurement: Pioneering Change and Shaping the Future</b> Women are making a powerful impact in procurement, driving innovation, fostering diversity, and shaping the future of supply chains. This session will highlight the unique contributions women bring to procurement leadership, explore the challenges they face, and showcase how their influence is transforming the industry. With real-world stories and actionable insights, we'll explore how fostering gender diversity in procurement can lead to better decision-making, enhanced supplier relationships, and greater organizational success.  <b>Speakers</b> Nourah Al Zwaidy, Supply Chain Development Director, ROSHN Shaima Al-Hulaibi MCIPS, Procurement and Logistics Manager, Zain Bahrain Nouf Almana, Procurement Excellence Director, Diiryah Company <b>Moderator</b> Lubna Almohammadi, Head of Operations, Saudi Arabia, CIPS
12.35 - 12.50	Keynote	<b>Mastering Procurement Excellence: Future-Proof Strategies for Leadership &amp; Growth</b> In this high-energy session, you'll discover future proof strategies that can supercharge your procurement career. With the integration of leadership, digital transformation, and strategic decision-making skills, you will discover a well-rounded perspective on career advancement. Whether you're looking to improve your skills or move up the ladder, these strategies will give you the edge you need to accelerate your growth and achieve long-term success in procurement.  <b>Speaker</b> Waleed AlSaeedi, Director of Capital Projects, Department of Culture & Tourism Abu Dhabi
12.50 - 13.05	Keynote	<b>Vision 2030: The Role of Procurement in Saudi Arabia's Healthcare Revolution</b> During this inspiring keynote on the healthcare transformation journey in Saudi Arabia, you will hear from Jacqui Rock, former NHS Chief Procurement Officer. This session will explore how procurement, leadership, and innovation are driving Vision 2030, offering strategic insights on commercial excellence, global partnerships, and adapting to change. Through examples and engaging storytelling, you will be empowered to create impact and drive procurement excellence in large-scale transformation projects.  <b>Speaker</b> Jacqui Rock FCIPS, CEO Advisor and Former CCO (NHS), Health Co.
13.05 - 13.50	Lunch	
13.50 - 14.05	Energiser	<b>The Power of Influence</b> In today's competitive landscape, procurement isn't just about cost—it's about influence. Learn how to speak the language of value and position yourself as a strategic partner across your organisation. This high-impact session offers senior procurement professionals a rare look into the psychology and techniques suppliers use to influence buying decisions. More than just awareness, it delivers practical strategies you can apply internally to elevate your influence and be seen as a trusted advisor.  <b>Speaker</b> Tim Jenkins, Co-Founder, A Head Space
14.05 - 14.20	Keynote	<b>Driving Local Content Through Innovation</b> Local content is at the heart of national economic strategies, but procurement teams still face challenges in effectively integrating local suppliers while maintaining efficiency and cost-effectiveness. This keynote will explore how procurement innovation can accelerate local content adoption, ensuring that businesses not only comply with regulations but also gain a competitive advantage through sustainable supplier engagement.  <b>Speaker</b> Majid Aldalooj, Co-founder, Penny Software
14.20 - 14.50	Panel	<b>Digital Transformation in Procurement: Embracing the Future of Supply Chains</b> This panel will explore how digital transformation is revolutionizing procurement. Experts will discuss how technology enhances efficiency, drives innovation, and positions procurement for future success. Learn how to navigate challenges and leverage digital tools to stay ahead in a tech-driven world.  <b>Speakers</b> Cory Thwaites, SVP, QNB Group Nasser AlHarbi, Procurement and Supply Chain Manager, Saudi Aramco Total Refining and Petrochemical Company (SATORP) Abdulrahman Altassan, Director Contracts, The Royal Commission for Makkah City and Holy Sites Ashutosh Singh, Associate Vice President - Customer Success, Sirionlabs <b>Moderator</b> Reem Al Attas, Director of Value Advisory, SAP
14.50 - 15.20	Panel	<b>AI-Powered Procurement: Unlocking New Opportunities for Innovation</b> Join industry leaders as they discuss the transformative power of AI in procurement. From automating tasks to enhancing decision-making, this panel will cover how AI is driving efficiency, cost savings, and innovation. Gain insights into real-world applications and the future potential of AI in procurement.  <b>Speakers</b> Amal AlSomali MCIPS, Head of corporate Procurement, New Murabba Yasmine Latto, Global Head of Indirect Procurement, Charlotte Tilbury Beauty Sanad Alotaibi, Technology Supply Chain Director, Tahakom <b>Moderator</b> Jay Doyle, Director of Procurement, BAE Systems and CIPS Global Board Member
15.20 - 15.35	Keynote	<b>From Smart Cities to Virtual Nations: The Next Frontier for Procurement &amp; Business</b> Join us for a session exploring how emerging virtual economies and digital nations are transforming procurement, supply chains, and business ecosystems. Discover how technologies such as AI, blockchain, and the Metaverse, are breaking traditional barriers, enabling real-time collaboration, sustainable sourcing, and agile supplier networks. Learn how procurement leaders can harness these innovations to build resilient, future-ready economies and drive strategic advantage in a rapidly evolving digital landscape.  <b>Speaker</b> Manila Di Giovanni, Metaverse Global Leader   Founder & CEO, D World
15.50 - 16.05		<b>NUPCO's Perspective: Transforming Procurement in the Kingdom of Saudi Arabia</b> Gain exclusive insights into Saudi Arabia's evolving procurement landscape through the lens of NUPCO, the nation's leading healthcare procurement company. Discover how strategic sourcing, digitization, and collaboration are shaping the future of supply in the Kingdom.  <b>Speaker</b> Yousef Alsuhaibani, Senior Medical Equipment Procurement Manager, NUPCO
15.50 - 16.05	Keynote	<b>Circular Supply Chain – How do Robots Help to Save the Earth?</b> This session will explore the transformative role of robotics in enabling circular supply chains, which is a system designed to minimize waste, maximize resource efficiency, and promote sustainability. The presentation will highlight how robotic technologies are being leveraged across key stages of the supply chain to automate recycling, optimize reverse logistics, and facilitate the reuse and remanufacturing of materials.  <b>Speaker</b> Dr Sathya Menon, Group - CEO, Blue Ocean Corporation
16.05 - 16.25	Panel	<b>Shaping the Future of Procurement: CIPS' Global Impact and Vision</b> CIPS plays a pivotal role in shaping the future of procurement, ensuring the profession remains relevant in a rapidly evolving business landscape. This panel will explore how CIPS is adapting to industry changes, expanding globally, overcoming recent challenges, and achieving key milestones. Panelists will also share insights on their journeys to board-level roles, offering valuable guidance for procurement professionals looking to advance their careers.  <b>Speakers</b> Rachael Legg, CIPS Global Board Trustee & Former CPO (Rolls Royce) Wael Safwat, CIPS Global Board Trustee & ME Lead, Sustainable Value Chain, Accenture Jay Doyle, Director of Procurement, BAE Systems and CIPS Global Board Member Adil Mohammad, CIPS Global Board Trustee <b>Moderator</b> Katie Jensen, News Anchor, Dubai One TV
16.25 - 16.35	Closing Remarks	<b>Closing Remarks</b> Ben Farrell, Group CEO, CIPS

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