



TUESDAY MARCH 4, 2008 (DAY 1)

Time	Agenda				
08:00 - 17:00	<i>Reception and Registration Conference Bags Sponsored by SEAL INFOTECH</i>				
10:00 - 10:30	Opening Remarks	SALEM AL-ANGARI SAP User Group - Middle East & North Africa (SUG-MENA) President (A)			
10:30 - 11:30	SAP Keynote	SAP MENA - Committed to Deliver Competitive Advantage SERGIO MACCOTTA Managing Director SAP MENA			
11:30	<i>Sponsors Fair Open (Ceremony)</i>				
12:00 - 12:45	User/Sponsor Presentation	Key Learnings from a Successful Go-Live at Dubai Aluminum (DUBAL) User: DUBAL AHMAD ALMULLA, CIO, DUBAL Sponsor: UTOPIA PETER AYNLEY-HARTWELL, VP of Solutions Consulting, UTOPIA			
13:00 - 14:00	LUNCH				
	MAIN HALL		SAP ROOM		VENDOR ROOM
14:00 - 14:45	User Presentation	Upgrade to SAP ERP 6.0 with unicode conversion in 8 weeks SAJI OOMMEN AL-BATHA GROUP, U.A.E	SAP Breakout Session (1)	ERP and the Business Suite - Strategy and Roadmap ROLAND SCHMID Head of Market Development EMEA SAP ERP, SAP AG	Vendor Demo Session (1) BizAps Optimisation of Procure to Pay
14:45 - 15:30	SAP Technical Presentation	Utilizing ESOA for Outage Management System HISHAM GOUDA SENIOR FIELD ARCHITECT, SAP LABS	MEET THE EXPERTS - SAP		Vendor Demo Session (2) SSBS Controlling Security Vulnerabilities and Risks in your SAP environment with SECUDE SAP Security Center
15:30 - 16:15	User Presentation	Implementation of Solution Manager 4 DILEEP KUMAR SOMANI, OTE GROUP, OMAN	SAP Breakout Session (2)	SCM Product Strategy VIVEK SINKAR SCM Solution, Manager SAP Labs, India	Vendor Demo Session (3) DELOITTE AMS for SAP (Application Management Services for SAP customers)
16:15 - 17:00	SAP Technical Presentation	Business Value and Approach to upgrade to ERP 6.0 JOERG RUDAT VP UCC EMEA SAP AG	MEET THE EXPERTS - SAP		Vendor Demo Session (4) IMPRESS Managing Projects, Maintenance Task and Assets in an integrated environment – Integration between SAP and EPM/GIS systems
17:00	<i>Sponsors Fair Close</i>				
17:30 - 21:00	<i>Executive Exchange Kick Off Meeting (By Invitation Only) Attended by Senior Management from Companies using SAP in MENA Region, SUG-MENA Board of Directors and SAPAG Facilitators: WILLIAM KHALIL, SAP Liaison, Director, SUG-MENA & STEFAN KNEIS, Head Customer Global Communities, SAPAG</i>				



WEDNESDAY MARCH 5, 2008 (DAY 2)

Time	Agenda				
08:00 - 17:00	<i>Reception and Registration Conference Bags Sponsored by SEAL INFOTECH</i>				
10:00 - 10:30	Customer Profile (NEW)	SABIC, SAUDI ARABIA			
10:30 - 11:30	SAP Keynote	End-to-End Solution Operations Strategy and its application in EMEA WOLFGANG ESCHENFELDER COO EMEA Active Global Support, SAP AG			
11:30	<i>Sponsors Fair Open</i>				
12:00 - 12:45	Sponsor Presentation	AMD Solutions for the Mission Critical Enterprise Sponsor Presentation AMD HAZEM BAYADO, Business development Manager, AMD			
13:00 - 14:00	<i>LUNCH Sponsored by ALBILAD ARABIA</i>				
	<i>MAIN HALL</i>		<i>SAP ROOM</i>		<i>VENDOR ROOM</i>
14:00 - 14:45	User Presentation	Going for paperless with SAP Interactive Forms ESAM HADI and DAHER ABDEEN ALBA, BAHRAIN	SAP Breakout Session (1)	Innovating the Business Suite and ERP (how this can be done without disrupting the core) ROLAND SCHMID Head of Market Development EMEA SAP ERP, SAP AG	Vendor Demo Session (1) AL-BILAD ARABIA Power of NetWeaver in building Mash - Up Applications
14:45 - 15:30	SAP Technical Presentation	Utilizing SAP Netweaver to Integrate Graphical Information Systems with SAP HISHAM GOUDA SENIOR FIELD ARCHITECT, SAP LABS	MEET THE EXPERTS - SAP		Vendor Demo Session (2) ML CONSULTING UC4 Workload Automation Suite for SAP
15:30 - 16:15	User Presentation	Integration of SAP with vendor's products in a distributed environment YOUSIF NWAISER SAUDI ARAMCO, SAUDI ARABIA	SAP Breakout Session (2)	Grow your business with SAP CRM STEFAN HAENISCH Vice President, SAP CRM Global Business Development	Vendor Demo Session (3) EJADA Know your SAP, his Brothers & Sisters
16:15 - 17:00	SAP Technical Presentation	Service Provisioning HELMUT GRIMM Senior Advisor, Office of the CTO EMEA, SAP AG	MEET THE EXPERTS - SAP		Vendor Demo Session (4) SATYAM Advanced SAP Solutions for Enterprise
17:00	<i>Sponsors Fair Close</i>				
19:00	<i>Evening Event: Networking Dinner Sponsored by AMD</i>				



THURSDAY MARCH 6, 2008 (DAY 3)

Time	Agenda				
08:00 - 15:30	<i>Reception and Registration Conference Bags Sponsored by SEAL INFOTECH</i>				
10:00 - 10:30	Customer Profile (NEW)	ORYX GTL, QATAR			
10:30 - 11:30	SAP Keynote	Creating customer value through SAP Community engagement STEFAN KNEIS Head Global Customer Communities, SAP AG			
11:30	<i>Sponsors Fair Open</i>				
11:45 - 12:30	Sponsor Presentation	Growth Through Innovation SUN SASAN MOAVENI EMEA SAP Sales Manager			
	<i>MAIN HALL</i>		<i>SAP ROOM</i>		<i>VENDOR ROOM</i>
12:30 - 13:15	User Presentation	Improve Segments Accountability using SAP JULIA STOLYAROVA MARS, U.A.E	SAP Breakout Session (1)	SAP Global Delivery: Maximising Customer Success SARAVANAN THANGAVELU Principal Consultant SAP Global Delivery	Vendor Demo Session (1) DELL Dell offers a unique approach in the delivery of optimized solutions for SAP
13:15 - 14:00	SAP Technical Presentation	Accelerating Innovation by Composing, Not Coding HELMUT GRIMM Senior Advisor, Office of the CTO EMEA, SAP AG	MEET THE EXPERTS - SAP		Vendor Demo Session (2) SEAL INFOTECH SCM Implementation for Value Chain Relationship
14:00	<i>End of Conference LUNCH</i>				
15:30	<i>Sponsors Fair Close</i>				