



Invitation

SAP Users Group – Middle East & North Africa (SUG-MENA) 2008 Annual Conference March 4-6, 2008, Raffles Hotel, Dubai.

SAP Users Group – Middle East & North Africa (SUG-MENA) 2008 Annual Conference presents an excellent opportunity for SAP users, SAP, SAP partners and SAP experts to come together for exchanging knowledge and experience, networking with other professionals and learning about the latest developments in the SAP world. The conference is slated to be one of the biggest gatherings of SAP professionals in the Middle East & North Africa region.

SAP Technical Presentations

Technical experts from SAP AG will present the latest developments in SAP. Topics include Enterprise SOA in Action, SAP ERP 6.0 Upgrade, Composite Environment, BPM and Collaborative Portal.

SAP Breakout Sessions (NEW in 2008)

Topics include ERP and the Business Suite - Strategy and Roadmap, SCM Product Strategy, Innovating the Business Suite and ERP ...and how this can be done without disrupting the core and CRM Product Strategy.

Meet-the Experts Sessions

This is an ideal opportunity to have one-on-one meetings with technical experts from SAP to discuss your specific requirements. Appointments can be arranged with SAP in the SAP Room.

User Presentations

Listen to your peers from the region talking about their experiences with SAP. Topics include Upgrade to SAP ERP 6.0 with Unicode Conversion in 8 weeks, going for paperless with SAP Interactive Forms, Integration of SAP with vendor's products in a distributed environment, SAP Solution Manager and Improve Segments Accountability using SAP.

SAP Partner Presentation

SAP partners will share their experiences as well as the latest in technology and software development with the SAP User Community.

Executive Exchange (NEW in 2008)

CIO from companies in the region (MENA) will meet with SAP executives to discuss topics to resolve challenges and drive the future direction of SAP. This year, two topics will be discussed; the first topic is "SAP ERP Upgrade Strategy" by Martin Riedel, SVP SAP Global Upgrade office, SAP AG. The second topic is "SAP End-to-End Solution Support" presented by Wolfgang Eschenfelder, COO SAP Active Global Support EMEA, SAP AG. ***This meeting is by Invitation only.***

SUG-MENA Vendor Fair

SUG-MENA Vendor Fair will provide an opportunity for you to meet SAP and SAP partners, attend live demonstrations and to evaluate their products & services. At the SUG-MENA Vendor Fair, you can explore the latest IT solutions and discuss your specific needs with industry experts and professional consultants.

Evening Social Events

One of the major objectives of the conference is to provide networking opportunities among SAP users. One or more evening events (dinner/reception) will be scheduled where attendees will have a chance to spend time with each other for mutual benefit.

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Conference Bag



The complete agenda and list of all abstracts (sessions and speakers) will be available online later at our website at www.sugmena.com

Registration

Limited availability. Do not miss it. Register NOW online at our website www.sugmena.com

SAP Users Group – Middle East & North Africa (SUG-MENA)

Tel: +966-5-3321-4926

Fax: +966-3-872-9178

E-Mail: registration@sugmena.com