

Executive Networking Journey to Damascus and Dubai

- Culture and contrast in the Middle East and Persian Gulf

20th to 26th of March 2010

Discover the Middle East behind the facade as conveyed by leading Danish cultural experts and local forces in business and diplomacy

Together with The Danish Embassy in Damascus and The Danish General Consulate in Dubai, KulturKurser.dk offers a rare and exclusive opportunity to look beyond the headlines and discover the Middle East up close and personal.

Syria is considered a *virgin market*. It is only within the last few years that initiatives to develop a competitive market economy have been launched. This development has meant that many of Syria's industries are now opening for foreign investment. In the capital Damascus, one experiences the quintessence of Arabic tradition and culture, and it is therefore the perfect place to establish your cultural bearings.

Dubai on the other hand, represents the modern Middle East. Being an advanced and competitive emerging market with a well functioning commercial infrastructure characterized by intercultural cooperation, it is at the opposite end of the spectre to the more traditional Damascus.

The programme is based on presentations, corporate visits, case studies, knowledge and experience sharing, as well as excursions to important sites from past and present.

With a maximal participant number of 15 plus the cultural experts there is ample opportunity to engage in formal as well as informal dialogue along the way.

Presentations By

- *Edmund O.Sullivan* (Editor in Chief, Meed Magazine)
- *Omar Bin Sulaiman* (Director General of Dubai International Finance Centre Authority)
- *HE Sheikha Al Qasimi* (Young Arab Leaders)
- *Christina Markus Lassen* (Ambassador, Damascus)
- *Thomas Bay* (Consul General, Dubai)
- *Per Tangsgaard Jensen* (Regional Coordinator, Dubai)
- *H. C. Korsholm Nielsen* (Director, the Danish Institute in Damascus)
- *Ingolf Thuesen* (Archaeologist, UNESCO-expert, Head of Department)
- *Jakob Skovgaard Petersen* (Professor of Arabic, expert in Islam and media in the Middle East)
- *Fouad Lahham* (Management Consultant, Syria)
- *Samir Al Taqi* (Director, Orient Centre for International Studies)

Benefits

- Access to expert knowledge
- Enhanced cross-cultural insight
- Networking with CEOs with Middle Eastern interests
- Access to local and national networks
- An understanding and appreciation of Middle Eastern culture based on insights into local traditions, religion, political history and media landscape
- Recognizing the impact of cultural backgrounds on business relations
- Increased ability to communicate in the Middle East



Programme – Key Points

Day 1 (Palmyra)

- Excursion to Palmyra with archaeologist and UNESCO-expert Dr. Ingolf Thuesen: An historical introduction to Syria's cultural heritage. Alternatively: individual meetings in Damascus

Day 2 (Damascus)

- Briefing on Syria and the region by Ambassador Christina Markus Lassen
- Presentation by Dr. Fouad Lahham, Management Consultant with an extensive experience from the region

Day 3 (Damascus)

- *Behind the Scenes: Structures and Functions in a Middle Eastern City.* City-walk with Prof. Jakob Skovgaard-Petersen
- The Danish Institute in Damascus – *A Special House and its History.* Introduction by Director H. C. Korsholm Nielsen
- *The Middle East Today and Tomorrow – Demographic, Growth-Inhibitors and Future Perspectives.* Presentation by Prof. Jakob Skovgaard-Petersen
- Presentation by Dr. Samir Al Taqi, Director of Orient Centre for International Studies
- Reception with local business representatives (the Embassy)

Day 4 (Damascus/Dubai)

- Corporate visit to HEMPEL
- *The Shiite Neighbourhood: Introduction to Shia-islam and It's Middle Eastern Significance.* City-walk in Damascus with Prof. Jakob Skovgaard-Petersen
- Dinner at the world famous Burj Al Arab in Dubai

Day 5 (Dubai)

- Presentation by Dr. Omar Bin Sulaiman (Dubai International Financial Centre)
- Corporate visit to Albwardy Investment
- Dhow-cruise in Dubai with Editor in Chief Edmund O. Sullivan (Meed Magazine)

Day 6 (Dubai)

- Presentation by HE Sheikha Al Quasimi (Young Arab Leaders)
- Al Arabiya, presentation by the editor in chief
- *Perspectives on Media and Islam in the Middle East* by Prof. Jakob Skovgaard-Petersen, expert in Islam and media in the Arab world
- Regional briefing by the Consul General
- Reception with the Danish Business Council

Day 6 (Dubai)

- Personal meetings or sightseeing in Dubai

Organizers

KulturKursen.dk is established by the University of Copenhagen, the Danish National Museum and the Industrialisation Fund for Developing Countries (IFU).

KulturKursen.dk links business and culture, cooperating with leading language and culture specialists.

The delegate journey is arranged in cooperation with The Danish Embassy in Damascus and The Danish General Consulate in Dubai.

Read more at www.kulturkursen.dk

Practical Information

- Main programme: 20 – 26th of March 2010
- Registration deadline: 20th of December 2009
- Introduction: Date follows (The David Collection)
- Debriefing: Date follows (University of CPH)
- Participants: 15
- Price: DKK 48.750,- ex VAT
- Pre-payment of DKK 10.000 upon registration

The price includes flights (economy), hotels (3-5 stars), sightseeing and all meals. Insurance should be taken out by the participants themselves.

Options

Outward journey on March 19 instead of March 20: Individual tickets can be booked on demand.

Optional day Dubai on March 27: Individual tickets can be booked on demand.

Prices may be subject to change due to changes in airline fares.

For additional information on programme and scheduling, spousal discount, programme in Danish and all other questions, please contact us at +45 30 48 06 36, + 45 28 75 89 00 or info@kulturkursen.dk

The Embassy and The Chamber of Commerce will be happy to assist you in arranging meetings with local businesses.

