



Under the Patronage of  
H.E. Sultan Bin Saeed Al Mansoori,  
Minister of Economy of the UAE

# 5<sup>TH</sup> MIDDLE EAST SECURITY CONFERENCE & EXHIBITION

DUBAI, UAE | 16-18 FEBRUARY 2014

[www.asisonline.org/dubai](http://www.asisonline.org/dubai)

## REGISTRATION BROCHURE

### BENEFITS OF ATTENDING

- Get the latest information on key security issues affecting your organisation.
- Develop effective strategies and solutions for protecting your organisation's people, buildings, goods, intellectual property, and information.
- See and compare innovative technologies, products, and services firsthand.
- Network with security professionals from Middle East and around the globe.

**Book your free Exhibition Visitor Ticket before February 5th 2014!**

# 5<sup>TH</sup> MIDDLE EAST SECURITY CONFERENCE & EXHIBITION

DUBAI, UAE | 16-18 FEBRUARY 2014

For the 5th time, ASIS International presents its Middle East Security Conference & Exhibition. This high-level event provides delegates with valuable new insights and perspectives on the security challenges faced regionally in the Middle East as well as those that extend globally. Join fellow colleagues at the InterContinental Dubai Festival City, on February 16-18, 2014 to share experiences, best practices, and ideas with senior security professionals from a wide range of backgrounds and disciplines. Connect with your peers in security management from the Middle East region and around the world, and immerse yourself in two days of:

- Educational sessions (keynote presentations, case studies, and panel discussions)
- Networking events (welcome drink, President's Reception, lunches, and coffee breaks)
- Exhibits from security vendors (the latest technologies, products, and services)

## OPENING AND KEYNOTE SPEAKERS



### H.E. Sultan Bin Saeed Al Mansoori

Minister of Economy, UAE

His Excellency Sultan Bin Saeed Al Mansoori has been appointed as Minister of Economy in the UAE, effective 17th of February, 2008. He holds a bachelor's degree (B. Sc.) in industrial engineering and management systems from Arizona State University - USA. He also has a diploma in computer system analysis from the Institute of Computer Technology, Los Angeles, California - USA.



### Abdulrahman F. Al-Wuhaib

Senior Vice President, Downstream,  
Saudi Aramco, KSA

Abdulrahman F. Al-Wuhaib was appointed senior vice president, Downstream, on October 1, 2012. He previously held executive management positions as vice president, Information Technology; Engineering Services; Ras Tanura Refinery; Project Management, and Operations Services.

He holds a B.S. in Chemical Engineering from King Fahd University of Petroleum and Minerals (1976) and an MBA from the University of California, Riverside (1981). Al-Wuhaib served as a board member for S-Oil, South Korea from 1999 to 2003. Al-Wuhaib was a board member of the Saudi Electrical Company (SEC) from 2002 until December 2005. He was appointed Chairman of the Board for Saudi Aramco Mobil Refinery (SAMREF), from January 1st, 2004. He was appointed to the Board of Petro Rabigh in 2005.



### Prof. Dr. Leonard Yong

Senior Consultant, EuroMaTech Training &  
Management Consultancy, UK & Dubai

Prof. Dr. Leonard Yong (PhD; MEd; B.Sc; DAPA) is Senior EuroMaTech Consultant. He taught for more than 20 years at the University of Malaya before retiring as a professor in the department of educational psychology and counselling. Professor Yong has extensive cross-cultural experience in consulting and research for agencies and companies in the Middle East, Japan, Australia, and the Asian region. His clients include Petronas, Maybank, Intel, Motorola, Malaysian Ministry of Health, Malaysian Ministry of Women, Family and Community Development, Saudi Arabia Government, Thai Reuters, Kuwait Petroleum Company, and Oman PDO.

## CSO ROUNDTABLE SUMMIT

ASIS INTERNATIONAL

**CSO**  
ROUNDTABLE™

The CSO Roundtable Summit of ASIS International, the members-only forum of senior security executives from the world's largest organisations, will hold a CSO-only track of sessions at the ASIS International Middle East Security Conference & Exhibition in Dubai. The CSO Roundtable Summit sessions are held in parallel with the educational sessions and will cover the following topics:

- Crisis in Syria: Impacts on the Region
- Maritime Threats in Asia and the Middle East
- Challenges of Corruption Investigations
- Crisis Management Best Practices

The Roundtable Summit sessions are open only to paid CSO Roundtable members and to those who are eligible to join. Eligibility criteria are outlined at the CSO Roundtable website. If you are interested in attending these sessions, please RSVP to Peter Piazza, Vice President, Strategic Operations at ASIS International: [peter.piazza@asisonline.org](mailto:peter.piazza@asisonline.org).



### **Oil and Gas Industry - Offshore Security**

**Reuben Murrell, CPP, PSP**, Global Security Manager, Transocean, UAE

Overview of the Operational Environment of oil and gas industry while operating offshore. The presentation will cover: conventional and unconventional threats, current mitigation strategies, gaps and vulnerabilities, possible improvement strategies.

### **The National Business Crime Forum - a New Model for Public - Private Partnerships**

**Richard Stones**, Director, National Business Crime Forum, UK, **Paul Broadbent**, Chief Executive, Gangmaster Licensing, UK

The UK National Business Crime Forum, NBCF, is a not for profit body that is Chaired by Barrie Millett, Honorary President of ASIS International UK Chapter. The forum brings together a broad cross section of the UK business community and law enforcement bodies to jointly collaborate on addressing business risk in all forms that affect the business community. It has a subsidiary body, the National Business Crime Solution (NBCS), that provides a public private intelligence capability utilising both public sector law enforcement analysts and private sector analysts who maximise the potential of intelligence held by both sectors and then share the findings with the private sector to prevent crime and the public sector to enforce crime.

### **Bringing the Organisation into the Security Continuity Mindset**

**Alanood Alrabiah**, Business Analyst, Saudi Aramco, KSA

This topic will cover more about putting physical security in line with business continuity concept by providing insights on how security professionals should apply the business continuity concept when they first design their physical security system in order to bring the organisation into the security continuity mindset.

### **The Power of Certification: A Middle East Case Study**

**Jean Perois, CPP, PCI, PSP**, Senior Vice President, Risk & Co, Kingdom of Bahrain, **Prof. Dr. Mohamad Zineddin**, Professor of Homeland Security and Civil Engineering, Khalifa University of Science, Technology and Research (KUSTAR), UAE

Security professionals have essentially two ways to obtain convincing credentials: Professional certifications and university degrees. In this presentation, opportunities for security practitioners operating in the region will be discussed.

### **A Framework for Managing Crime and Fraud**

**Torsten Wolf**, Group Head of Crime and Fraud Prevention, Zurich Insurance Company, Switzerland

The session will show the framework Zurich Insurance uses to prevent, detect and respond to criminal and fraudulent activities committed by internal staff, distributors and third parties.

### **Web 2.0: Risk From Social Media**

**Pramod Bhatt**, Intelligence and Security Professional, Security Risk Management, India

The use of social media applications by employees poses several risks, such as network congestion, compliance and data privacy breaches incidents, to companies that don't have clearly defined security protocols.

### **Counterfeit Medicines, a New Threat for Generations**

**Dominique Woloch**, Regional Security Director, Sanofi, UAE

Medicine counterfeiting - is a threat that emerged since few years. During the presentation the audience will hear about the dangers of this increasing threat, world distribution and prevention.

### **Unit 61398 Cyber Attacks From Shanghai: Prepared?**

**Ali Pabrai**, CEO, ecfirst, USA

This presentation will cover steps through recent cyber attacks on several industries, including banking, finance, healthcare as well as U.S. government agencies.

### **Analysis of the Competency Paths in the Security World**

**Haihem AlBalawi**, Administrator for the Security Systems Maintenance Division, Saudi Aramco, KSA

This presentation highlights outcomes of analysis of competency requirements for security professions: Public, Industrial, Executive and Physical Security. The analysis looks to profiles from three perspectives: regulator, beneficiary and recipient.

### **The Rise of Sectarianism Throughout the Middle East**

**Mazen Saadah**, Director of Middle East and Islamic Affairs, Stirling Assynt, UK, **Tim Williams**, Managing Director, Stirling Assynt, UK

The increasingly dominant role of jihadists in Syria has major implications both for the course of the conflict there and for stability throughout the region.

### **The Protection Of Offshore Oil and Gas Installations**

**Kenneth R. Lukins**, President and CEO, Lukins & Associates, USA

Protection of offshore installations is critical to ensuring safe and secure operations and protection of your personnel. Exceptional new tactics, technologies and strategies are available.

### **The Investigation of Cybercrime - The Next Step**

**Paul Wright**, Manager, Professional Services and Investigation Team (Middle East, India and Africa), AccessData, UAE

E-Commerce and the use of technologies to communicate and gather information about individuals and organisations. How can we avoid playing 'catch-up' in investigating cybercrime and those that commit it?

## PRACTICAL INFORMATION

### REGISTRATION INFORMATION

	Rates		
	Early Bird <sup>1</sup>	Standard Rate <sup>2</sup>	Onsite Rate <sup>3</sup>
ASIS Member	1180 USD	1295 USD	1395 USD
Nonmember	1450 USD	1550 USD	1650 USD
Government/Military/Law Enforcement	975 USD	1050 USD	1150 USD
Partner Organisation	1225 USD	1325 USD	1425 USD
Group Rate <sup>4</sup>	995 USD		
Single Day Member	675 USD		800 USD
Single Day Nonmember	775 USD		900 USD
President's Reception Ticket	115 USD		
Lunch Ticket	50 USD		
Exhibition Visitor Ticket <sup>5</sup>	0 USD	30 USD (per day) as of 5 February 2014	

<sup>1</sup> Early bird registration expires on the 17th of December 2013, 23.59 CET.

<sup>2</sup> Online registration closes on the 14th of February 2014, 23.59 CET.

<sup>3</sup> Onsite registration opens on the 15th of February 2014.

<sup>4</sup> Group discounts are available for a minimum of 5 people from the same company. Please send the list of delegates stating first and last name, job title, e-mail, and phone number of each delegate to [middleeast@asisonline.org](mailto:middleeast@asisonline.org).

<sup>5</sup> Exhibition visitor tickets are free of charge for pre-registered visitors (until 4 February included)

**Full Conference registration fee (categories: member, nonmember, government official, partner organisation, group rate) includes:**

- All educational sessions
- President's Reception and Welcome Drink
- Conference bag with onsite materials
- Coffee breaks
- Keynote addresses
- Two lunches

**Single Day registration fee\* (categories: member, nonmember) includes:**

- All educational sessions on the day
- Conference bag with onsite materials
- Coffee breaks
- Keynote address
- One lunch

**Exhibition Visitor Ticket includes:**

- Access to the exhibition
- Coffee breaks

\*President's Reception is not included in the Single Day registration, nor is the Exhibition Visitor Ticket, and is subject to an additional fee (see registration rates).

### ACCOMMODATION

Guest rooms have been reserved at special rates at the InterContinental Dubai Festival City, venue of the conference, and at the neighbouring Crowne Plaza Dubai Festival City. The rates are:

- 1000 AED for single/double room in the InterContinental Dubai Festival City
- 900 AED for single/double room in the Crowne Plaza Dubai Festival City.

Accommodation rates include breakfast and are subject to 10% service charge and 10% municipality fee.

Upon confirmation of your online registration, you will receive a special web link to the online Hotel Reservation System where you will be able to select your room type and make your reservation.

### CONFERENCE SCHEDULE

#### Sunday 16 February

- 14.00 – 16.30 Emerging Markets Workshop
- 17.00 – 18.00 Region and Chapter Leaders Training
- 18.00 – 19.00 Welcome Drink (in the exhibition area)




#### Monday 17 February

- 08.30 Official opening of the exhibition by **H.E. Sultan Bin Saeed Al Mansoori**, Minister of Economy of the UAE
- 09.00 – 10.00 Opening session: **H.E. Sultan Bin Saeed Al Mansoori**, Minister of Economy of the UAE  
Keynote speaker: **Mr. Abdulrahman F. Al-Wuhaib**, Senior Vice President, Downstream, Saudi Aramco, KSA
- 10.00 – 10.30 Exhibition and networking time
- 10.30 – 12.15 Educational sessions
- 10.30 – 12.15 CSO Roundtable Summit (in parallel)
- 12.15 – 13.30 Lunch, exhibition and networking time
- 13.30 – 15.15 Educational sessions
- 15.15 – 15.45 Exhibition and networking time
- 15.45 – 17.30 Educational sessions
- 19.00 – 21.00 President's Reception at Al Badia Golf Club

#### Tuesday 18 February

- 09.00 – 10.00 Opening remarks  
Keynote speaker: To be confirmed
- 10.00 – 10.30 Exhibition and networking time
- 10.30 – 12.15 Educational sessions
- 10.30 – 12.15 CSO Roundtable Summit (in parallel)
- 12.15 – 13.30 Lunch, exhibition and networking time
- 13.30 – 15.15 Educational sessions
- 15.15 – 15.45 Exhibition and networking time
- 15.45 – 16.35 Educational sessions
- Closing session
- 16.40 – 17.30 Keynote speaker: **Prof. Dr. Leonard Yong**, Senior Consultant, EuroMaTech Training & Management Consultancy, UK & Dubai

### RECERTIFICATION CREDITS

   As an ASIS-board certified practitioner, you can earn up to 19 recertification CPEs by attending the ASIS 5th Middle East Security Conference & Exhibition.

- Full conference registrants (3 days) receive sixteen (16) CPE credits plus three (3) CPEs for attending the exhibition.
- Single day registrants receive seven (7) CPEs plus three (3) CPEs for attending the exhibition.
- Exhibition visitors receive three (3) CPEs (copy of the name badge is required as a form of documentation).
- Speakers earn three (3) CPEs per instructional hour presented. They can also claim credits if they attend the rest of the programme.

## POST-CONFERENCE AND SOCIAL PROGRAMME

### CERTIFICATION REVIEW COURSE

#### CPP REVIEW COURSE

Wednesday 19 - Thursday 20 February, 8.30 - 17.00, InterContinental Hotel Festival City



The CPP Review is a two-day programme designed to refresh your knowledge in the major areas of security management tested on the CPP exam. Instruction is based on reference materials that are the source of exam content. The CPP Review is primarily designed for CPP candidates. Others who may find the programme useful include security practitioners who want to review fundamental concepts of security, managers who have recently assumed security responsibilities, and individuals seeking more information about the security industry.

Tutor: **Jean Perois, CPP, PCI, PSP**

Senior Vice President, Risk & Co and ASIS Middle East Certification representative, Kingdom of Bahrain

Tutor: **Michiel Reinecke, CPP, PSP**

Security Consultant, KSA

Rates: 700 USD ASIS Members, 900 USD Nonmembers. Visit [www.asisonline.org/dubai](http://www.asisonline.org/dubai) for more details and to register.

### SOCIAL EVENTS

#### WELCOME DRINK, Sunday 16 February, 19.00 – 21.00

ASIS invites all participants of this event to join us for an informal drink where the ASIS volunteer leadership will be pleased to introduce you to the society and its members. The Reception will be held in the exhibition area.

#### PRESIDENT'S RECEPTION, Monday 17 February, 18.30 – 20.00

Hosted by the President of ASIS International and sponsored by Saudi Aramco, this is the perfect opportunity to meet and network with fellow industry professionals and enjoy a delicious dinner in the unique atmosphere of Al Badia Golf Club.

### OPTIONAL SOCIAL TOURS

Should you arrive early or stay longer in Dubai, make sure to book adventure or discovery tours to learn about the local culture or to enjoy recreation time. The selection of tours includes Abu Dhabi City tour, tour to Burj Khalifa, helicopter tour of Dubai, deep sea cruising and fishing, hot air ballooning, and many more. The full list with tour descriptions is available at [www.raynatours.com](http://www.raynatours.com)

All ASIS 5th Middle East Security Conference & Exhibition participants receive a 10% discount on any tour listed on the above website. Booking can be made directly via booking form on the website or via email: [events@raynatours.com](mailto:events@raynatours.com) or phone number: +97142699900.

In the "Message" field of the booking form please mention the code RTT011012123 in order to receive the discount.

### EUROMATECH WORKSHOPS

#### 1. EMOTIONAL INTELLIGENCE

Wednesday 19 - Thursday 20 February, 8.00 - 15.30, Gloria Hotel, Media City

The workshop will concentrate on the skills required to lead teams effectively and manage the basket of personalities normally found in a diverse group. The ability to respond appropriately to feelings in ourselves and others, apply critical decision making skills objectively, practice innovative teamwork and encourage synergy between team members is vital to building a successful organisation. Furthermore, on a personal level, participants will learn how to improve their leadership skills to motivate themselves and inspire others. Handle stress the high EQ way and delegate tasks for mutual enrichment.

Tutor: **Prof. Dr. Leonard Yong.**

#### 2. SITUATIONAL AWARENESS AND FACIAL EXPRESSIONS

Wednesday 19 - Thursday 20 February, 8.00 - 15.30, Gloria Hotel, Media City

This workshop gives practical skills and knowledge to improve your situation awareness, including awareness of body language and facial expressions. The workshop helps participants develop an awareness and understanding of security issues, and the skills to interpret human behaviour patterns linked to safety, crime and terrorism in public and private places.

Tutor: **Graham Robert-Phelps.**

#### 3. IT SECURITY (CYBER ATTACK)

Wednesday 19 - Thursday 20 February, 8.00 - 15.30, Gloria Hotel, Media City

The workshop will provide delegates with an understanding of the range of cyber attacks that are undertaken today, and their likely evolution. Using real life case studies, delegates will become aware of the nature, motives and ways of a cyber terrorist, and the methods of digital and management prevention strategies and techniques. The workshop will also provide delegates with an overview of key regulations, statutory provisions and the commercial challenges which this brings.

Tutor: **Jonathan McCoy.**

#### 4. FACILITY SECURITY OFFICER

Wednesday 19 - Thursday 20 February, 8.00 - 15.30, Gloria Hotel, Media City

The programme will identify best practices for security roles including the main responsibilities for the security officer, the challenges faced and methods for successfully addressing these issues. Individuals will learn to identify critical success factors and early warning indicators to effectively combat risks before they impact the organisation.

Tutor: **Chris Maylor.**

Rates: 2000 USD per person, per workshop. To register for a workshop, please send an e-mail with your full name, job title, company and contact details to [info@euromatech.com](mailto:info@euromatech.com). For additional information visit: [www.asisonline.org/dubai](http://www.asisonline.org/dubai).



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### SPONSORSHIP & EXHIBIT OPPORTUNITIES

The exhibition will be set up in the central meeting space on the ground floor of the Events Centre of the InterContinental Dubai Festival City, and will be open to vendors to showcase the latest technologies, products, and services of interest to security professionals. The coffee break stations are located inside the exhibition area, which will be accessible to delegates for the duration of the conference. Dedicated time will be provided for delegates to meet exhibitors in a relaxed, friendly atmosphere. In addition, exhibition visitor tickets will be available for those who do not attend the conference.

Sponsorship opportunities to maximise your company's visibility at the event are also still available. Both sponsors and exhibiting companies can benefit from preferential rates for delegate registrations.

### TST - TECHNOLOGY & SOLUTIONS THEATRE

This new feature of the event program is a platform designed for exhibitors to showcase their products, services, and expertise to the participants. Positioned in a prominent spot in the exhibition area, this theatre will be the opportunity for all participants to learn more about new solutions, through case studies, technology presentations and product demonstrations. This track runs in parallel with the main conference sessions and the detailed program will be published online as soon as the slots are confirmed.

FOR ANY FURTHER INFORMATION, PLEASE CONTACT:

**ASIS International EMEA Bureau**

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