

# DIGITAL

## Agenda

Life Is On

**Schneider**  
Electric



# Agenda - Main Plenary – Day 1 (June 13<sup>th</sup> )

09:00 – 10:00	Arrival & Registrations
10:00-10:10	Opening Show Welcome Remarks by Master of Ceremony – Rana Alhanaya Innovation Summit Inauguration by Mohamed Shaheen - Schneider Electric Cluster President KSA and Yemen
10:10 - 10:40	The Moment is Now: Innovations for a Sustainable World by JEAN-PASCAL TRICOIRE - Schneider Electric Chairman
10:40 - 10:50	Schneider Electric and the Kingdom by Mohamed Shaheen - Schneider Electric Cluster President KSA and Yemen
10:50 - 11:00	Keynote by Eng. Ahmed Al Zahrani - Ministry of Energy Assistant Minister for Development and Excellence
11:00 - 11:10	Keynote by Mr. Ludovic Pouille - The French Ambassador to Saudi Arabia
11:10 – 12:00	Powering a Digital & Sustainable World Leaders Panel <ul style="list-style-type: none"> <li>• Manish Pant - EVP International Operations, Schneider Electric</li> <li>• Dr. Dina AlNahdy – Chairwomen, Circular Economy</li> <li>• Nasser Abanmi – CEO, ARASCO</li> <li>• Erick Baduy - CEO and Board Member, EDARAT Group</li> <li>• Bart Boesmans - Chief Technology Officer, Acwa Power</li> </ul>
12:00 - 12:05	Plenary Closing Remarks by Master of Ceremony
<b>Day 1 plenary end</b>	
12:00 -13:00	Prayer and lunch
13:00 - 17:00	Exhibition and afternoon sessions



**Day 1, 13th of June**  
**From 13:00 to 17:00**



## Track 1

13:00 13:40

### The Future of HOMES is Today !

Peter Cave,  
*VP Commercial Home & Distribution*

13:40 14:10

### Buildings of the Future

Mahmoud Al Rifai,  
*Strategic Marketing Director for Digital Buildings*

14:10 14:50

### Net zero 2050 Real Estate PANEL: Sustainable, resilient, efficient & people-centric buildings Moderated by John Hilliard, *ME Exec Leader*, **Wired Score**

Amel Chadli, *VP Digital Energy & New Energy Landscape*  
Dr. Ahmed Shalaby, *President & CEO Tatweer Misr*  
Bedeir Rizk, *Developments CEO Paragon*  
Louise Collins, *Regional Director Energy & Sustainability JLL*

15:00 15:40

### Investing in Net zero Hotels: The Saudi Vision and Business driver

Salwan Finj, *Strategic Account Executive*  
With Arnold Rouverand from KAFD  
Hassan Ahdab from Dur Hospitality

15:40 16:15

### Innovations and Digitization in Healthcare

David Evans, *Segment President Healthcare* With  
Mohamed Elsayed Baz, *MEP Exec Director*, **Dr Sulaiman Al-Habib**  
Omar Alrodiman, *Corp FMS Exec Director*, **Dr Sulaiman Al-Habib**  
Andreas Hadjionnou, *Managing Director*, **Virtual IT Consultants**

16:20 17:00

### RETAIL OF THE FUTURE Virtual Tour of the Retail Hub - Italy

Elias Miles, *Retail Segment Director*  
JULIO NEVES, *Retail Segment International*  
Miguel Goncalves, *Retail Solution Team Leader*

## Track 2

13:00 13:40

### INDUSTRIES OF THE FUTURE MAKE IT FOR LIFE

Johan Vanderplaetse,  
*SVP Industrial Automation*

13:40 14:20

### Software Centric Automation With EcoStruxure Automation Expert

Dr. Nidal Ghizawi, *Senior Managing R&D Director KSA*  
Adrien Malbrancq, *EcoStruxure Automation Expert Manager*  
Abdullah Alkhalifah, *Engineering Manager - Taqein Automation*

14:20 14:50

### Decarbonization of Oil & Gas operations: pick the low hanging fruits while preparing major changes

Renato Alberto Finol Romero, *Sustainability & Net Zero Solution Architect*  
Ronan Tregouet, *Strategic Account Executive*

14:50 15:20

### The Path to Scalable Green Hydrogen. Solving Key Challenges

Renato Alberto Finol Romero, *Sustainability & Net Zero Solution Architect*  
Ronan Tregouet, *Strategic Account Executive*

15:20 16:00

### Digital Transformation for Efficiency and Resilience in Water

Alain Dedieu, *Water Segment President*  
Mohammed Anwar, *Smart Water Business Development Leader*

16:00 16:30

### Energy & Sustainability in FOOD and BEVERAGES

Mohamed El Khateb, *MEA CPG Segment Leader*

16:30 17:00

### A Practical Approach To Decarbonisation & Digital Transformation of Mining, Minerals & Metals

Alex Richards, *VP & Regional Segment Leader EMEA*



### Track 3

13:00 13:40

#### The Birth of Borderless Grids - For Energy We Can Live With

Gary Lawrence,  
*Power & Grid Segment President*

13:40 14:20

#### Digital Solutions for Grid Modernization

Nader Ghabbour, *MEA Digital Grid VP*

14:30 15:00

#### SF6 free & F-gas free solutions to Decarbonize & Digitize your MV Electrical Distribution

Jérôme Michelli,  
*Global SF6 Free Launch Leader*

15:10 15:30

#### Sustainable Railways of the FUTURE

Tammy Truong Osentowski, *Transport Segment President*

15:30 15:50

#### Sustainable & Green PORTS OF THE FUTURE

Tammy Truong Osentowski, *Transport Segment President*

15:50 16:10

#### Efficient, reliable & sustainable AIRPORTS OF THE FUTURE

Tammy Truong Osentowski, *Transport Segment President*

16:10 16:30

#### Beyond EV & Chargers: EcoStruxure for eMobility enables Buildings of the FUTURE

Tingting ZOU, *Business Development eMobility*

16:30 17:00

#### PANEL: Beyond EV & Chargers: EcoStruxure for eMobility enables Buildings of the FUTURE

With Mark Notkin, Chief Innovation Officer, **Electromin**  
Mohamed Nagy, *VP H&D KSA*

### Track 4

13:00 13:40

#### SUSTAINABLE Data centers: Trailblazing the Path to Net-Zero Data Center Operations

Mourad Younes, *Cloud and Service Provider Segment Leader*

13:40 14:10

#### Building Trust by strengthening cyber resilience of KSA critical Infrastructure

Siham Benhamidouche, *MEA Cybersecurity Officer*  
Abdulrahman Almusfir, *Head of Cybersecurity*

14:10 14:40

#### Cybersecurity - NCA OTCC-1: 2022 Compliance implementation

Siraj Mohammad, *Cybersecurity Business Consultant*

14:50 15:20

#### NEXT GENERATION SERVICES EcoFit Modernization Services

Alejandra Arbelaez Sierra, *SVP Services Commercial*  
Suleyman Aydemir, *MEA Field Services VP*

15:20 15:50

#### NEXT GENERATION SERVICES EcoCare Maintenance Services

Javier Baena, *Digital Services & EcoStruxure Director*

15:50 16:30

#### Seamless eCommerce Experience delivered together with our partners

Farrukh Shad, *SVP Global eCommerce & Digital Enablers*  
Cristiano Giacche, *eCommerce Operations Director* WITH:  
Ahmed Hamouda, *Business Dev & Sales Excellence Director Saudi & Yemen*  
Hisham Jibreel, *Owner & General Manager for MASTEE*  
Yasser Abdulwahed, *Owner & CEO for AAA (Ahmed Abdulwahed Company)*

16:30 17:00

#### Path to the New Energy Landscape Through Microgrids integrations

Amr Kandil, *New Energy Landscape & Real Estate Segment Director* With  
Michael Stusch, *Executive Chairman & CEO, H2 Enterprise Group*



# Additional Sessions – 13<sup>th</sup> of June

in Cordoba A (Above the Ground Floor)

12:00 13:00

## **SUSTAINABLE DATA CENTER: PATH TO NET ZERO**

Natalya Makarochkina, *SVP Secure Power International*

Ramy Boufarhat, *CEO JLW*

Adel Rizk, *Head of Engineering MIS &*

Mohammed Fahad Al Qahtani, *General Manager Data Center Center 3*

15:00 17:00

## **Vision 2030 PANEL:**

Marc Pelletier, *MEA Human Resources VP*

Mohammad Faraj, *Buildings Vice-President*

Reem Algasim, *KSA Human Resources Business Partner*

Life Is On

**Schneider**  
Electric

## Main Plenary – Day 2 (June 14<sup>th</sup> )

09:00 - 10:00	<b>Arrival &amp; Registration</b>
10:15 - 10:20	Day 2 Welcome Remarks by Master of Ceremony – Rana Alhanaya
10:20 - 10:50	Partnerships of the Future by Farrukh SHAD's - SVP, Global eCommerce and Digital Enablers
10:50 – 11:00	Keynote by Walid Sheta - President, Middle East and Africa at Schneider Electric
11:00 - 11:05	Plenary closing remarks
11:05 - 13:00	<b>Prayer and lunch</b>

B R E A K O U T   S E S S I O N S

Life Is On

**Schneider**  
Electric



**Day 2, 14th of June**  
**From 13:00 to 16:00**



	Track 1		Track 2
13:00 13:30	<b>The Path To Net-Zero BUILDINGS</b>  Yasser Ahmed, <i>Digital Buildings &amp; Software Director</i>	13:00 13:30	<b>Building Trust by strengthening cyber resilience of KSA critical Infrastructure</b>  Siham Benhamidouche, <i>MEA Cybersecurity Officer</i> Abdulrahman Almusfir, <i>Head of Cybersecurity</i>
13:30 14:00	<b>Digital Transformation: Unlock Valuable Insights with New Digital Capabilities</b>  Giuseppe Sugliano, <b>AVEVA</b>	13:30 14:00	<b>OT Managed Security Services by Schneider Electric</b>  Jay Abdallah, <i>VP Cybersecurity Services</i> Siraj Mohammad, <i>Cybersecurity Business Consultant</i>
14:00 14:30	<b>ETAP as EEP -Enterprise Electrical Platform- from Design to Operate</b>  Hossain Shaikh, <i>Chief Revenue Officer, ETAP</i>	14:00 14:30	<b>INDUSTRIAL WATER, A CRITICAL RESOURCE Driving Sustainability &amp; Circularity</b> Vincent Puisor, <i>Global Commercial Director Industrial Water</i> Mostafa Bandar, <i>Global Commercial Director, Energies &amp; Chemicals</i>
14:30 15:00	<b>Enterprise Software for Smart &amp; Decarbonized Buildings</b>  Brett Spindler, <i>Building Enterprise Solutions, Senior Director, PLANON</i>	14:30 15:00	<b>Net-Zero Water, from Strategy to Implementation</b> Capucine Dourdin Jeunet, <i>Sustainability Business Director MEA</i> Sébastien Gaume, <i>Sustainability Advisory Head for Water Segment</i>
15:00 15:20	<b>Empowering Construction Industry with a Digital Transformation Blueprint: Reimagining the Path to Success</b>  Fady Kobersy, <i>Head of Sales &amp; Customer Success , RIB</i>	15:00 15:30	<b>ENERGY &amp; CHEMICALS: Energy Efficiency: The most sustainable energy is the one you don't use</b>  Renato Alberto Finol Romero, <i>Sustainability &amp; Net Zero Operations Solution Architect</i> & Ronan Tregouet, <i>Strategic Account Executive</i>
15:20 16:00	<b>Beyond EV &amp; Chargers: EcoStruxure for eMobility enables Homes &amp; Buildings of the FUTURE</b>  Tingting ZOU, <i>Business Development &amp; Mohamed Nagy, VP Homes &amp; Distribution KSA With Waleed Alghamdi, Sustainability Director Roshn, Alex Mal'ouf, Exec Director Corporate Communications &amp; PR, CEER</i>	15:30 16:00	<b>Software Centric Automation with EcoStruxure Automation Expert</b>  Adrien Malbrancq, <i>EcoStruxure Automation Expert Manager</i>



### Track 3

#### PARTNERSHIP OF THE FUTURE

Omar Ramzy, Commercial Development Director MEA

**Including New EcoXpert™ Partner Program**  
Mohamed Ramadan, Channel Support Manager

#### Accelerate the digital transformation SEE Electrical Software

Nisrine Zeggaf, *MEA Software Business Development Manager* & Adel Ismail,  
*Pre-Sales Manager, Electric CAD International*

#### Digitization and Smart Factory in Food and Beverages

Amr Eltaweel, CPG Solution Architecture Expert  
& Mohammed El Khateb, Regional CPG Segment MEA

#### Sustainable Modular Data Centers

Marc Faig, *Senior Opportunity Leader*  
Hakim LAZIZI, *Pre-Sales Leader, MEA*

#### IT cooling is the key asset of your journey towards a net-zero Data Center. Challenges & opportunities to get a complete cooling decarbonization

Maurizio Frizziero, *Technical Innovation expert leader*

#### Ecostruxure Interactive Grid

Hakim LAZIZI, *Pre-Sales Leader, MEA*

### Track 4

**Schneider Electric EMPLOYER of CHOICE!**  
**MEA Schneider Electric NextGen**  
**Welcome to Saudi Arabia**  
**Careers of the Future**

**Master of Ceremony: Yasmine Hatoum**  
**KSA Culture & Talent Leader & MEA HR Project Manager**  
Yasmine Yehia, Peter Hogg, Reem Algasim &  
Fatiah Alsaffar

#### Pathway to Sustainable eCommerce

Farrukh Shad, *SVP Global eCommerce & Digital Enablers*  
Cristiano Giacche, *E-Commerce Operations Director*

#### NEXT GENERATION SERVICES EcoConsult

Oday Al Aithan, *VP Services KSA*

#### NEXT GENERATION SERVICES: Partnerships of the Future

Muhannad Nabulsi, *Services Channel Transformation Leader, MEA*  
Oday Al Aithan, *VP Services KSA*  
Irfan Mufti, *General Manager SecuPower*  
Abdullah Al Makhloq, *Area Manager, Al Quraishi Electrical Services*



# Additional Sessions – 14<sup>th</sup> of June

in Cordoba A (Above the Ground Floor)

13:00 - 14:00

**Best Practices for Outdoor Enclosures: Ensuring Reliability and Efficiency in Challenging Environments**

Rajkumar Somasundaram, *ME Universal Enclosures Marketing*

Life Is On

**Schneider**  
Electric