

MEABUSINESS & MEAFINANCE

HERE TO | STAY

A RESILIENCE
AND LEADERSHIP
FORUM

11 JUNE 2026

RITZ-CARLTON JBR
DUBAI, UAE

Leadership, Resilience and Business Opportunities

Leading stakeholders from across the regional business community attending the Here to Stay: MEA Business & MEA Finance Resilience and Leadership Forum 2026 will discuss how strengthening performance, resilience, and adaptability can create new opportunities for organisations that adapt quickly and build stronger foundations for the future.



Overview

The Here to Stay: MEA Business & MEA Finance Resilience and Leadership Forum brings together senior decision-makers from across multiple industries for a focused discussion on leadership, resilience, and long-term business sustainability.

The forum is designed to address real-world challenges facing organisations today, with practical, solution-driven insights rather than theory. It reflects the current business environment and the need for companies to adapt, strengthen operations, and position themselves for long-term growth.

The event brings together a wide regional business community, including leaders from business ownership, government, industry, technology, logistics, professional services, and investment communities.

Through a series of focused panel discussions, the forum will explore key areas including leadership, operational resilience, innovation, and business adaptation in a changing environment. This forum is designed for organisations that are committed to long-term success and actively shaping the future of their industries.

More than 200 regional banking and business leaders with a format that aims to bring and engage the entire spectrum of interested parties including bankers, business owners, entrepreneurs, investors, technology businesses, fintechs and other stakeholders from along the value chain.



What to expect

200

senior leaders from across the regional business community, including business owners, entrepreneurs, investors, technology companies, and regulators

20+

thought leaders, innovators, and market makers

4

in-depth and interactive sessions focused on resilience, leadership, and business growth in the region

5 hours

of structured peer interaction and high-value networking opportunities

Why participate

Solid engagement opportunities with senior decision-makers to present solutions to today's key business, operational, and leadership challenges across multiple industries.

Exposure to a wide regional business community, with brand visibility across networking areas, panel discussions, and interactive forum sessions, including keynote presentations.

Opportunities to be recognised as a leading organisation supporting resilience, innovation, and long-term growth across the regional business landscape.

BE AN EVENT PARTNER
We can offer a wide range of options for sponsors depending on your needs, level of engagement and the branding presence and impact you want to achieve during the event.

INDIVIDUAL EVENT PACKAGES
In addition to our existing packages, we can sit with you to develop a bespoke sponsorship package to provide targeted exposure and engagement before, during and continuing beyond the event.

- Gold Sponsor: Al Ehad Payments
- Silver Sponsors: Mbank, Backbase, XPENCE
- Supporting Partners: nagarro, rocata

- Virtuzone - Uscentium Company
- Official SME Banking Partner: nbfi
- Gold Sponsor: Swift
- Supporting Partners: Emirates NBD, FINE, Lanyard Sponsor: pemo

Provisional Agenda

1:30 – 2:30 Registration & Networking

2:30 – 2:40 Welcome Address

2:40 – 3:20 **PANEL 1: The SME and Startup Journey – Funding, technology, insurance and successful scaling**

- **Accessing the Right Funding:** How startups and SMEs can secure the bank support or investment needed to grow.
- **Technology:** How to select the optimal technology for your specific needs and to help with scaling.
- **Got it Covered:** How to correctly define your insurance needs to ensure the best tailored and cost effective cover.
- **The Business Support Ecosystem:** How financial partners and free zones help small business owners move to the next level.
- **Managing Cash and Capital:** Practical ways to maintain financial stability during uncertain market conditions.

3:20 – 3:30 Presentation

3:30 – 4:10 **PANEL 2: Smart Operations – Technology, Efficiency & Security**

- **Doing More with Less:** Using digital tools and AI to reduce costs and increase output.
- **Protecting Your Business:** Practical steps to safeguard company data and keep digital assets safe.
- **Maintaining Competitive Edge:** Why staying up to date with technology is essential for long-term success.
- **Adapting to Change:** How technology enables your team to stay productive even when external factors change

4:10 – 4:40 COFFEE BREAK

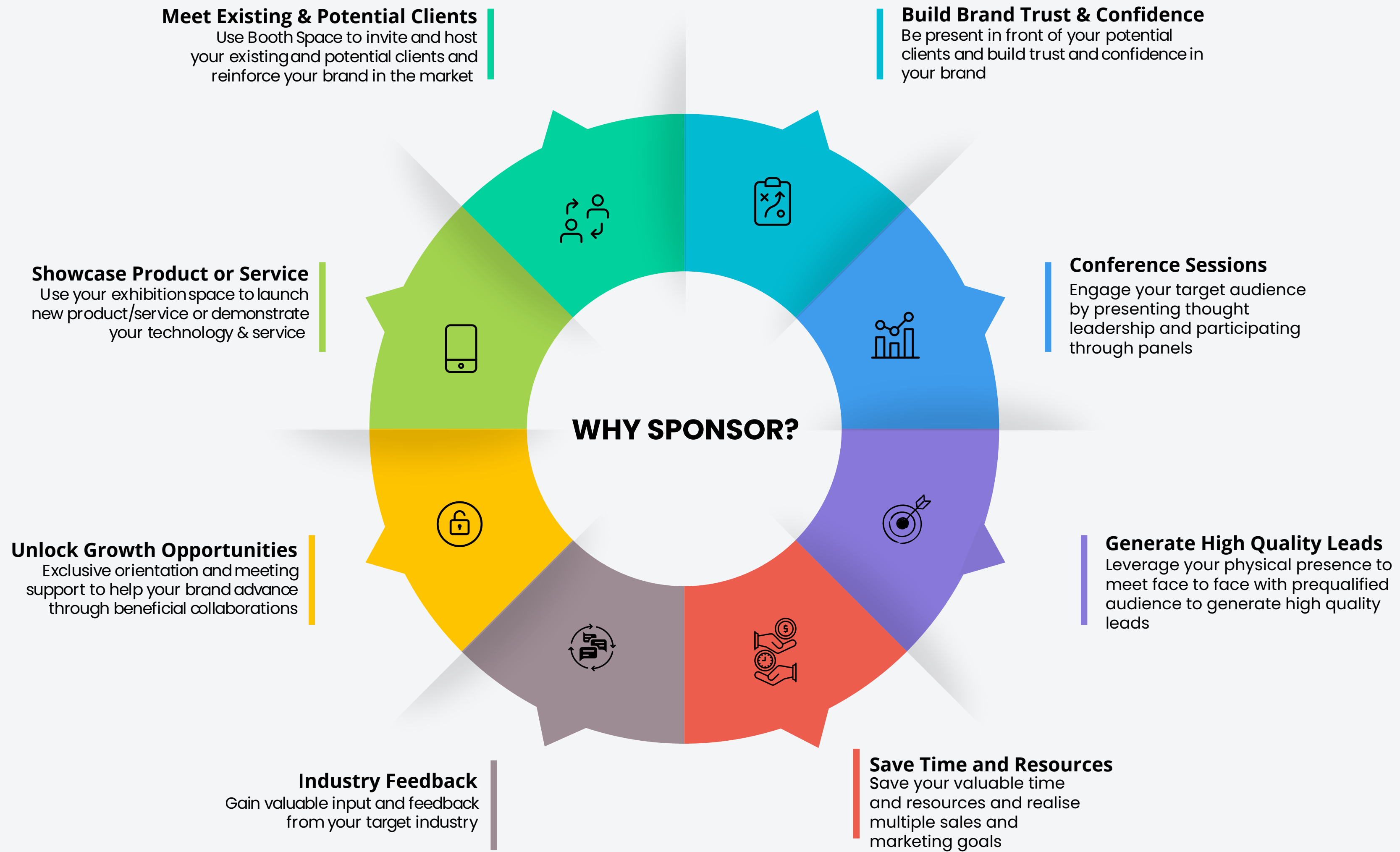
4:40 – 5:20 **PANEL 3: Trade, Infrastructure & Operational Strength**

- **Ensuring Operational Continuity:** Managing supply chains and logistics to ensure goods and services reach customers without delay.
- **Investing in Long-Term Growth:** The importance of developing physical assets such as offices, warehouses, and production facilities for continued success.
- **Building a Strong Foundation:** How to create a business structure that can handle market shocks.
- **Strength through Partnerships:** How large, established companies can work with smaller firms to keep the local economy strong.

5:20 – 6:00 **PANEL 4: Leadership, Talent & Market Confidence**

- **Leading Through Uncertainty:** How to maintain focus, motivation, and direction during challenging periods.
- **Attracting and Retaining Talent:** Why talented staff want to work for companies that show a long-term commitment to the region.
- **The “Bounce Back” Mindset:** Why the UAE has always come out stronger from past crises such as 2008 and COVID-19.
- **Creating a Positive Culture:** Building a workplace where employees feel secure, engaged, and motivated to help the business thrive.

6:00 – 6:10 Closing Remarks/ End of Forum





Benefits

BENEFITS	PLATINUM	GOLD	SILVER	LUNCH	LANYARD	BADGE	EXHIBITOR
Exclusive to one company	✓			✓	✓	✓	
Opportunity to provide Welcome Note	✓						
Interview of Senior Representative	✓	✓	✓				
Access to all sessions	✓	✓	✓	✓	✓	✓	✓
Standalone Presentation	✓	✓					
Panel Member in Discussions	✓	✓	✓	✓			
Exhibition Space (3x2 sqm)	✓	✓	✓	✓	✓	✓	✓
Advert in Event Booklet	✓	✓	✓	✓	✓	✓	✓
Logo on website with hyperlink	✓	✓	✓	✓	✓	✓	✓
Logo on all Marketing Collateral	✓	✓	✓	✓	✓	✓	✓
Branding on Post Event Report	✓	✓	✓	✓	✓	✓	✓
COST (USD)	25,000	20,000	15,000	10,000	10,000	10,000	7,500

MEA Business Awards





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