

09.30 am - 10.15 am | Opening Ceremony

- **Mr. Khaled Kassar**, *Founder and CEO, CSR LEBANON*
- **Mr. Ibrahim Al-Zu'bi**, *Head of Sustainability, Majid Al Futtaim Holding*
- **Mr. Saad Azhari**, *Chairman and General Manager, BLOM Bank*
- **H.E. Mr. Riad Salamé**, *Governor, Banque du Liban*

10.15 am - 10.45 am | Inauguration of the 7th Annual CSR & Sustainability Exhibition

10.45 am - 12.00 pm | The Purpose of Business: Profit Maximization vs. Sustainability

Keynote: **Mr. Ahmad Ashkar**, *Founder and CEO, Hult Prize, USA*
Social Entrepreneurship as a Fundamental Game Changer

Keynote: **Mr. Maher Kaddoura**, *Entrepreneur and Angel Investor, Jordan*
The Falafel Theory: More for Less for More!

- **Mr. Mallen Baker**, *Founder & MD, Daisywheel Interactive, UK*
Achieving Business Success in a Sustainable Way
- **Mrs. Rana Ghandour Salhab**, *Partner, Deloitte Middle East*
Uncovering the Social and Economic Value of Complex Business Environments

Moderator: **Dr. Yusuf Sidani**, *Professor of Leadership and Business Ethics, AUB*

12.00 pm - 01.00 pm | The Role of Business Leaders in Sustainability

Keynote: **Mr. David Connor**, *Regional Voice Lead for IMPACT 2030, UK*
The Sustainable Development Goals as Business Opportunities

- **Mr. Elias Aractingi**, *General Manager, BLOM BANK*
Scaling the Impact of Sustainability Leadership
- **Mr. Walid Rasamny**, *Chairman & CEO, Rasamny Group*
The Fundamental Role of Executive Leadership in driving CSR
- **Mr. Peter Mousley**, *Program Leader, World Bank Group*
Social Impact Bonds (SIB): Shaping the Future of Impact Investment

Moderator: **Mr. Omar Sakr**, *Senior lecturer in Responsible Business, NDU*

01.00 pm - 02.00 pm | Lunch

02.15 pm - 03.15 pm | The Rise of Purpose-Driven Social Brands

Keynote: **Mr. Mazen Hayek**, *Group Director of Commercial, PR and CSR, mbc, UAE*
Unleashing the Power of Business to Convey Social Impact

- **Dr. Olivier Delbard**, *Professor, Sustainable Development, ESCP Europe & ESA*
The Sustainability Advantage of Family-Owned Businesses
- **Mr. Raji Hattar**, *Chief Sustainability Officer, Aramex, Jordan*
Putting Sustainability at the Heart of an Iconic Brand
- **Mrs. Hasmig Khoury**, *Head of Corporate Social Responsibility, Bank Audi*
Does Social Responsibility in Business Impact Brand Perception?

Moderator: **Mr. Nazareth Seferian**, *Founder & CEO, CSR Armenia*

03.15 pm - 04.30 pm | How Digitalization Drives Sustainability and Social Impact

Keynote: **Mr. Hani Raad**, *General Manager, Cisco, Levant and Iraq*
The Role of Digitization and New Technologies in Sustainability

- **Dr. Nicolas Rouhana**, *General Manager, IM Capital*
Focus on Impact: Early Stage Investment and Digital Start-ups
- **Dr. Oussama Ziade**, *Chairman, Intelligile Group*
The Role of CSR in Advancing Knowledge Economy
- **Mr. Nabil Tabbara**, *General Manager - Levant, VISA*
How Innovation in Payments is Driving Sustainable Growth
- **Mrs. Zahra Bissat**, *General Manager, Eduware*
Education for a Sustainable Society: Supporting the Schools of the Future

Moderator: **Mr. Mallen Baker**, *Founder & MD, Daisywheel Interactive, UK*

05.00 pm - 05.30 pm | SDGs Great Debate: Between Mallen Baker & David Connor