

Our other  
Management Development Programmes

Sl. No.	Programme Title	Dates
1.	Leveraging Social Media for Business Intelligence	April 23, 2018
2.	Advanced Management Programme	May 7-9, 2018
3.	Geopolitical Risk and Business Preparedness	May 24, 25, 2018
4.	Data Summarization and Presentation for Non-Technical Executives	May 28-29, 2018
5.	Effective Purchasing Skills & Strategic Sourcing	June 4-5, 2018
6.	Training of Trainers	June 11-13, 2018
7.	Quality Analytics	July 16-17, 2018
8.	HR Analytics	July 23-24, 2018
9.	Advanced Excel Training	July 26-27, 2018
10.	Developing an Intrapreneurial Mindset for Effective Leadership	July 30-31, 2018
11.	Finance for Non-Finance Executives	August 6-7, 2018
12.	Data Analytics for Expanding Markets	August 9-10, 2018
13.	Effective Communication for Women in the Workplace	August 20-21, 2018
14.	Decision Making Techniques for Managers	August 30-31, 2018
15.	Effective Negotiation Skills	September 4-6, 2018
16.	Hands on Workshop on Microsoft Excel Macros-2016	September 7, 2018
17.	Project Management	September 10-11, 2018
18.	Financial Management for Public Sector Enterprises	September 12-14, 2018
19.	Effective Communication and Presentation Skills	September 17-18, 2018
20.	Enhancing Personal Branding-Building Your Pathway to Professional Success	October 8-9, 2018
21.	A Handshake with Disruptive Digital Technologies	October 15-16, 2018
22.	Crisis Communication	October 25-26, 2018
23.	Executing Strategies in World of Constant Disruptions	October 29-30, 2018
24.	Coaching & Mentoring for Personal and Professional Success	November 1-2, 2018
25.	Business Environment in the Middle East and Africa	November 15-16, 2018
26.	A Consultants Tool-Kit for Solving Strategic Problems & Enhancing Business Performance	November 19-20, 2018
27.	Making the Supply Chain Responsive	November 21-22, 2018
28.	Retirement Planning for Seeking Financial Freedom	November 26-27, 2018
29.	Nurturing the 5th Dimension of Leadership	November 27-28, 2018
30.	Managerial Leadership and Team Building	December 3-4, 2018
31.	Enhancing Assertiveness and Positive Attitude	December 10-11, 2018
32.	Creating Winning Sales Teams	December 17-18, 2018
33.	Digital Communication	January 10-11, 2019
34.	Enterprise Risk Management for Creating Risk Intelligent Organisation	January 14-15, 2019
35.	Strategic CSR: From Agenda Building to Impact Measurement	January 17-18, 2019
36.	Foreign Exchange Risk Management	February 4-5, 2019
37.	The New Indian Consumer: Winning Concepts and Practices	February 21-22, 2019
38.	Pricing and Application of Financial Derivatives	February 27-28, 2019

## ABOUT THE INSTITUTE

FORE School of Management (FORE) has been established by the Foundation for Organisational Research and Education, a non-profit organisation, with a mission "To achieve and sustain Leadership in Management Education, Research, Consultancy and Development".

### Programmes and Accreditations:

- The PGDM, PGDM (IB) & PGDM (Financial Management) courses at FORE are AICTE (All India Council for Technical Education) approved.
- The PGDM and PGDM (IB) courses are accredited by National Board of Accreditation (NBA).
- The PGDM and PGDM (IB) courses are equivalent to MBA. Equivalence permission is granted by Association of Indian Universities (AIU).
- FORE has been awarded "SAQS Accreditation" by Association of Management Development Institutions in South Asia (AMDISA).
- FORE has set up a state-of-the-art Studio at its Campus to conduct Online Executive Education Programmes for Working Professionals and has been successfully conducting variety of such online certification courses.

Eminent academicians with many years of experience and experts from industry, recognized nationally and internationally, constitute faculty at FORE. FORE has in-house training facilitators in the field of Communication, OB & HR, Finance, Operations, Marketing, IT, International Business and Strategic Decision Making.

With a sharp focus on Management Education, Executive Education Programmes/MDPs, Consulting and Research, FORE stands amongst the Top Business Schools in the country.

FORE conducts MDPs to equip managers with knowledge, skills and attitudes required for effectively responding to global developments and competitive requirements. Our MDPs are designed with an appropriate blend of conceptual and experiential learning. Apart from open programmes, FORE conducts customized In-Company Programmes tailored to suit organisation's needs on topics/areas specifically required by an organisation. These Management Development Programmes (MDPs) are either custom-designed to suit client requirements or are offered by faculty on a specific theme to meet various client needs.

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For any other information, please contact:

**Executive Education Office**

**FORE School of Management**

Adhitam Kendra

B-18, Qutub Institutional Area, New Delhi 110016.

Phone: (011) 2685 6301 (Direct), 4124 2424-33 (Extn. 471 & 498)

E-mail: [exed@fsm.ac.in](mailto:exed@fsm.ac.in), Website: [www.fsm.ac.in](http://www.fsm.ac.in)

Management Development Programme

on

# Business Environment in the Middle East and Africa

**November 15-16, 2018**

**FORE Campus, New Delhi**

Programme Director:

**Prof. Faisal Ahmed**



**Imparting Knowledge for Exploring New Horizons**



DESIGNED BY: ALPS PRINTERS



**FORE School of Management  
New Delhi**



## Introduction

There is immense potential for Indian businesses to engage in the Middle East and Africa, and to explore further market opportunities there. The opportunities for trade, strategic alliances and investments occur in all sectors and all type of economic activities including primary (i.e. agriculture, forestry, fishing, mining), secondary (i.e. industrial sector, manufacturing) and tertiary (i.e. various services sectors). Since the business environment is also influenced by geopolitical factors, there is a need to assess the same as well in context of the different sectors. Such an understanding of the business environment in the Middle East and Africa will help in improved decision-making, increased participation in a global value chain, and in business growth. This program is suitable for any business with present or future interests in these region. This program will help the participants in identifying the key trends for doing business in these regions, and enhance their preparedness in decision-making in context of few important regions like GCC (Middle East), ECOWAS (West Africa) and COMESA (Southern and East Africa).

## Objectives

This two-day program aims at:

- Identifying key macro-economic and geopolitical trends for doing business in the Middle East and Africa
- Helping professionals and business persons make informed business decisions about pursuing their business interests in these regions.

## Contents

- Identifying key trends in Macroeconomic and Geopolitical Environment in the Middle East and Africa (macro-economic perspective)
- Ascertaining how the macroeconomic and geopolitical trends affects different industries and creates opportunities for participation in their value chains and investments (firm-level perspective)
- Analysis of Business Environment in context of regions e.g. GCC (Middle East), ECOWAS (West Africa) and COMESA (Southern and East Africa) (perspectives on regional variations)
- Managerial implications for decision-making (organisational perspective)

## Key Takeaways

- Knowledge of macro-economic and geopolitical perspectives about the Gulf region, West Africa, and Southern and East African Countries
- Ability to identify and assess potential for your business
- Informed decision-making abilities considering region-specific inputs
- Networking with professionals and business persons with interest in these regions
- Certificate of Participation

## Methodology

Interactive mode based on case study and discussion

## Who Should Attend

This programme is open to all industry professionals and business persons.

## Duration & Venue

**Dates:** November 15-16, 2018

**Venue:** FORE School of Management, B-18, Qutub Institutional Area, New Delhi 110016

## Fee

**Non-residential:** Rs. 16,000 per participant (plus GST @18%) covering professional fee, programme kit and tea/lunch.

**Residential:** Rs. 28,000 per participant (plus GST @18%) covering professional fee, programme kit and boarding and lodging (air conditioned single room) at Hotel Residency Resorts (P) Ltd./Qutab Residency, New Delhi or equivalent from **noon of November 14, 2018, 2018 till noon of November 17, 2018.**

## Discounts

- Early bird discount of Rs. 2,400 per participant for nominations received on or before November 5, 2018.
- One complimentary nomination on non-residential basis for every group of three nominations from the same organization, i.e., 3+1 participants for the fee of 3 participants.

**Fee is payable in advance by way of Local Cheque / DD in favor of "FORE School of Management" payable at New Delhi. You can also make online payment of fees by logging on to FORE website [http://www.fsm.ac.in/exe\\_openmdpcalendar20182019.html](http://www.fsm.ac.in/exe_openmdpcalendar20182019.html)**

## Registration

The registration form duly filled in along with the Programme fee should reach us at least 7 days before the commencement date of the Programme. You can also register & pay online by logging on to FORE website [http://www.fsm.ac.in/exe\\_openmdpcalendar20182019.html](http://www.fsm.ac.in/exe_openmdpcalendar20182019.html). In case of subsequent withdrawal or cancellation of registration no refund of fee will be allowed. However, substitute(s) may be permitted with prior intimation.

## Certificate of Participation

The Institute issues a certificate of participation on conclusion of the programme.

## Faculty

The faculty members of the Institute will take the programme sessions, except for a few sessions that may be taken by guest speakers.

## Programme Director

**Dr. Faisal Ahmed** is Associate Professor & Chairman of International Business Area at FORE School of Management, New Delhi. His research and consulting areas include free trade agreements, WTO issues, south-south cooperation, and trade & geopolitics. He held the position of consultant to the United Nations Economic and Social Commission for Western Asia (UNESCWA) and other organisations, and has led project supported by the Ministry of Commerce & Industry, Govt. of India. He has also taught at Indian Institute of Foreign Trade, New Delhi as a visiting faculty and has worked as Associate Director with CUTS International, a leading global think tank on competition and WTO issues. He holds Master and Ph.D. degrees from India in the area of international trade, and an Executive Certification in Geopolitical Analysis from Geneva, Switzerland. He is a member of prestigious international associations like International Studies Association, Connecticut, USA; and, International Political Science Association, Montreal, Canada. His research papers have been published in national and international refereed journals indexed in scholarly databases. He has also published several opinion articles, book chapters and monographs with ISBN. He has edited a book India's Foreign Policy: West Asia and North Africa; and is the author of the textbook Business Environment: Indian and Global Perspective published by Prentice-Hall (PHI) publications. He has visited several countries for academic work and is invited as speaker and panelist by leading universities, think tanks, Embassy and inter-governmental organisation in India and abroad. Dr. Ahmed's articles have also appeared in leading newspapers like The Financial Express, Bangkok Post, South China Morning Post, Business Standard, The Santiago Times, The Hindu Business Line, The Straits Times and The Economic Times. Also, he has been on expert panel in national and international media like Times Now TV channel and Vietnam News TV and the BBC on trade and geopolitical issues. He can be reached at <[faisal@fsm.ac.in](mailto:faisal@fsm.ac.in)>.

**FORE School of Management**  
Management Development Programme

## Business Environment in the Middle East and Africa

**November 15-16, 2018**

**Registration Form**

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Organisation: \_\_\_\_\_

Office Address: \_\_\_\_\_

Phone: Office \_\_\_\_\_

Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

Fax: \_\_\_\_\_

Your expectations from the Programme: \_\_\_\_\_

Residential / Non Residential \_\_\_\_\_

### Payment Options

#### Online Payment

Programme fees can be paid through credit / debit card / net banking. Please logon to FORE website [http://www.fsm.ac.in/exe\\_openmdpcalendar20182019.html](http://www.fsm.ac.in/exe_openmdpcalendar20182019.html) for online registration and payment.

#### Offline Payment

Programme fees can be paid through Local Cheque / DD  
If attached please give details

Local cheque / DD No. \_\_\_\_\_ Date \_\_\_\_\_ Amount \_\_\_\_\_

Signature

(Please return the completed form by post  
or email: [exed@fsm.ac.in](mailto:exed@fsm.ac.in), to:

**Executive Education Office**  
**FORE School of Management**  
B-18, Qutub Institutional Area  
New Delhi 110 016

*Note: Please feel free to make copies of this form for additional registrations.*