



GLOBAL BUSINESS OPPORTUNITIES

Italy 2016



CSR Al Ahli Group and LUISS Business School present:

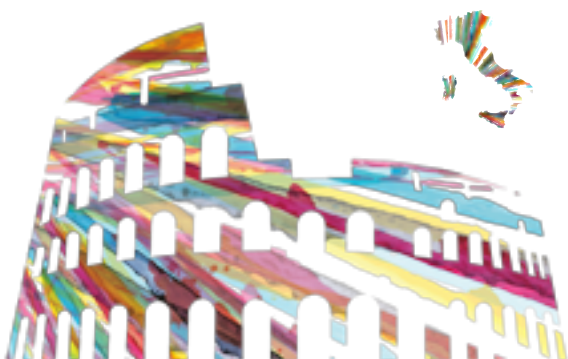
GBO Italy 2016

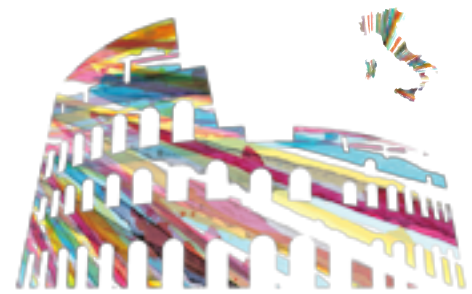
Global Business Opportunities

14 July - 3 August

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The ACTORS

LUISS Business School

LUISS Business School is the School of Business and Management of University LUISS Guido Carli, in Rome (Italy), which leads the development and the growth of individuals and companies. Through the Competence Centres & Labs, which are centres of Business Practice and Research, the School is full embedded in the innovation of the training programmes even thanks to the cooperation with Key Corporate Partner and an International Faculty in order to offer a real change to those who live the experience LUISS Business School..

 **LUISS BUSINESS SCHOOL**

Al Ahli Holding Group

Al Ahli Holding Group is a UAE multi-disciplined national company founded over 40 years ago. Its HQ is located in Dubai with a diverse portfolio of activities ranging from real estate to turnkey construction, engineering products and factories, shopping malls and retail, cement, printing, plastic manufacturing, theme parks and strategic and innovative developments ■ a total of 20 diverse and growing businesses.



CSR Al Ahli Group

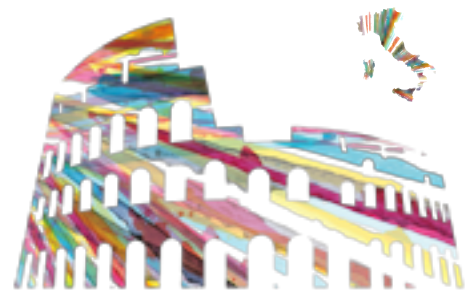
It is the Corporate Social Responsibility of Al Ahli Group and has the mission is to build a well-developed and professional young Arab generation, who can compete and lead in the national and international business markets. Using the power of partnership and co-operation with different organizations as vehicle, Al Ahli CSR join hands with all partners to create the business leaders of tomorrow.





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The GBO

THE MISSION OF THE PROGRAM IS TO PROVIDE YOUTH AGED BETWEEN 22 – 30 WITH KNOWLEDGE AND TOOLS TO START AND RUN THEIR OWN BUSINESS, AND TO BRIDGE THE GAP BETWEEN ARAB REGION AND OTHER CULTURES IN ORDER TO PROMOTE A PROFITABLE LINK BETWEEN FUTURE ARAB LEADERS AND THE REST OF THE WORLD. THE PROGRAM AIMS TO PROVIDE YOUTH WITH A UNIQUE LEARNING AND PERSONAL EXPERIENCE AND HUGE NETWORK OPPORTUNITIES IN ORDER TO BUILD THE FUTURE ARAB AMBASSADORS, TO SUPPORT THE 2020 CHALLENGE, TO IDENTIFY THE POTENTIAL BUSINESS OPPORTUNITIES AMONG THEM.

GBO Global Business Opportunities

The Global Business Opportunities (GBO) is an educational and cultural program aiming to create a working group among youth from different cultures, to identify business opportunities and develop entrepreneurship skills.

The program is an exciting experience for the students: they have the opportunity of networking with top business and academic leaders, to visit large corporations, to widen their network in a multiethnic and multinational environment. This program is a practical and comprehensive course on how to successfully start and operate a business. Successful entrepreneurship requires not only choosing the right type of business but also an understanding of legal requirements, strategy, accounting, people, management, financials, operations and marketing. A business is the document that finalizes everything.

Most people fail in business because they make avoidable mistakes. GBO is a program that teaches how to avoid mistakes, and launch and run a successful company. The program aims to trainee the most relevant topics in business plan. The class will be divided into groups, and each team should develop its own project together and explore opportunities between the participating countries. After a period of study, market research, analysis and activities, the teams will present their projects to a panel of distinguished business leaders.

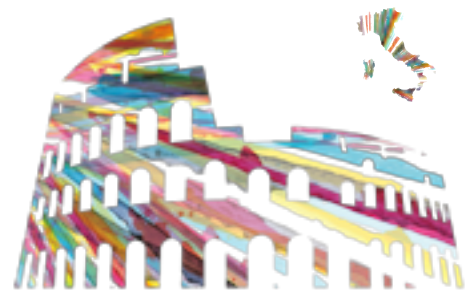
AFTER COMPLETING THE PROGRAM, THE YOUTH ARE ABLE TO:

- develop a successful business and marketing plan and put it into action
- understand how the business model works and how to finance the venture
- develop the strategy and the organizational structure of the business.
- learn how to work in team groups and how to led a market research
- manage general business operations and accounting activities
- recruit, hire, train, manage, and motivate employees.
- understand the proceeding for international trade.
- understand key aspects in dealing with other cultures.



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Country Overview

Rome

Rome is the capital of Italy. With 2.9 million residents in 1,285 km² (496.1 sq m), it is also the country's largest and most populated city and the fourth most populous city in EU. The city is located in the central-western portion of the country, along the shores of Tiber. The Vatican City is an independent country geographical located within the city boundaries of Rome, the only existing example of a country within a city: for this reason, Rome has been often defined as capital of two states. Rome's history spans more than 2,500 years. Rome has been the capital of the Roman Kingdom, the Roman Republic and the Roman Empire. It is regarded as one of the birthplaces of Western civilization and as the first ever metropolis. Its historic center is World Heritage Site of UNESCO. Monuments and museums such as the Vatican Museums and the Colosseum are among the world's most visited tourist destinations with both locations receiving millions of tourists a year. Rome is also the seat of United Nations FAO. It is famous as Roma Aeterna (The Eternal City) and Caput Mundi (Capital of the World), two central notions in ancient Roman culture.

Italy

Italy, officially the Italian Republic is a parliamentary republic in Europe. Italy covers an area of 301,338 km² (116,347 sq mi) and has a largely Mediterranean and temperature climate; due to its shape. With 61 million inhabitants, it is the 4th most populous EU Member. Italy has the third largest economy in the Eurozone and the eighth largest economy in the world.

Capital	Rome
Language	Italian
Government	Constitutional Republic
Unification	17th March 1861
Republic	2nd June 1946
Area	301,338 km ²
Population	60,795,612
GDP (PPP)	\$35,665 per capita
Currency	€
Time zone	CET (UTC+1) (+2 in the summer)
Driving	On the right
Calling code	+39

Thanks to the great longitudinal extension of the peninsula and the mostly mountainous internal conformation, the climate of Italy is highly diverse. In most of the inland northern and central regions, the climate ranges from humid subtropical to humid continental and oceanic. The coastal areas of generally fit the Mediterranean climate. Conditions on peninsular coastal areas can be very different from the interior's higher ground and valleys, particularly during the winter months when the higher altitudes tend to be cold, wet, and often snowy. Winter temperatures vary from 0 C (32 F) on the Alps to 12 C (54 F) in Sicily; the average summer temperatures range from 20 C (68 F) to over 30 C (86 F).



Agenda of GBO Italy

GBO AGENDA	Thursday July, 14*	Friday July, 15	Saturday July, 16	Sunday July, 17	Monday July, 18
7:00-9:00	Flights arrivals**	Sport session	Sport session	Sport session	Sport session
9:00-11:00		The Italian Entrepreneurial system	Cross cultural presentation: each Country presents itself and some cases of local social enterprise	FREE ITALIAN SUNDAY - SUGGESTIONS ABOUT THE MUSEUMS AND OTHER CULTURAL POINTS OF INTEREST	OUTDOOR TEAM BUILDING AND FINAL SET-UP IN ORDER TO CHOOSE THE TEAMS
11:00-11:15		Break	Break		
11:00-13:00		The social enterprise	The entrepreneurship attitude - Business Cases		
13:00-14:00		Lunch	Lunch		
14:00-16:30	Bus transfer from Fiumicino Airport to hotel/s for the accommodation	Vision, Mission and Values	Tour in Rome - Planned for each group with an Italian student with the final purpose of social sharing on Instagram, FB and Twitter. To be fixed the number of groups		A <i>TREASURE HUNT</i> THROUGH A BOOK AND AN APP WITH CLUES AND RIDDLES TO BE SOLVED IN ORDER TO FIND THE TREASURE. LENGTH: 8 HRS. LOCATION: AROUND ROME - http://www.whaiwhai.com/en
16:30-16:45		Break			
16:45-19:00	Opening Ceremony with welcome of CSR AI Ahli Director, Dean, Rector, Faculty and Staff involved	Vision, Mission and Values			
19:00-20:00		Free time			
20:00-...	Welcome Dinner	Dinner	Dinner		Dinner and team entertainment activities - Find the way out from the room!



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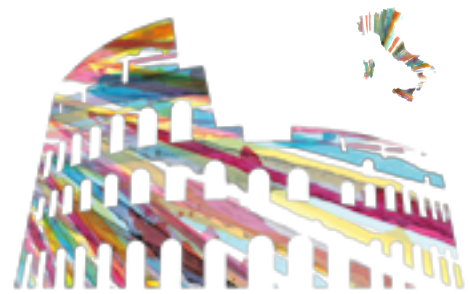
Tuesday	Wednesday	Thursday	Friday	Saturday
July, 19	July, 20	July, 21	July, 22	July, 23
Sport session	Sport session and appointment for bus transfer	Sport session	Sport session	Sport session
Creativity, Innovation and ideas generation	Transfer to Spoleto (PG) and Business Visits: Monini Olive Oil and Urbani Truffles	Business Strategy	Marketing Strategy	Corporate Finance
Break		Break	Break	Break
Brainstorming: how to build a business idea		Business Strategy	Marketing Strategy	How to build a start-up budget
Lunch	Lunch at Urbani Truffles	Lunch	Lunch	Lunch
How to write a Business Plan	Transfer to Solomeo (PG) and Business Visits: Brunello Cucinelli Cashmere	Business Networking	Communication Skills	Team work
Break		Cultural activity - Organization of a visit to the historical buildings of the Italian Parliament and of Quirinale (the residence of the President of the Italian Republic with the Museum)	Break	
Entrepreneurship and International Law - Someone from LUISSEnLabs			Impact Communication	
Team Announcement: it has to be exciting, involving, engaging		Free time	Free time	
Dinner	Dinner	Italian Cultural Night*** - The Italian students cook and prepare all the typical cultural features	Jordan Cultural Night*** - The Jordanian students cook and prepare all the typical cultural features	UAE Cultural Night*** - The UAE students cook and prepare all the typical cultural features



Sunday	Monday	Tuesday	Wednesday	Thursday
July, 24	July, 25	July, 26	July, 27	July, 28
FREE ITALIAN SUNDAY - SUGGESTIONS ABOUT THE MUSEUMS AND OTHER CULTURAL POINTS OF INTEREST	Sport session	Drawing class - Coach + Distribution of the book "The artist's way" by Julia Cameron	Yoga class - Coach - Trainer	Dancing class - Coach: - Each team will do a creative movement based on a choreography
	Project Management	Creativity and Technology	Team work with the Mentors (each team per class)	Leadership - Inspirational speech
	Break	Break	Break	Break
	Project Management	Creativity and Technology for social	Team work with the Mentors (each team per class)	Leadership - Inspirational speech
	Lunch	Lunch	Lunch	Lunch
	Meeting with the mentors: mission and executive summary of the project	PR and Branding Management	Team work with the Mentors (each team per class)	HR and Organizational choices - Inspirational Speech
	Break	Break	Cultural activity - Street arts, a different way to visit Rome	Break
	Meeting with designers for the branding	PR and Branding Management		HR and Organizational choices - Inspirational Speech
	Team work	Free time	Free time	Free time
	Argentinian Cultural Night*** - The Argentinian students cook and prepare all the typical cultural features	Bahrain Cultural Night*** - The Bahrain students cook and prepare all the typical cultural features	Sudan Cultural Night*** - The Sudan students cook and prepare all the typical cultural features	Lebanon Cultural Night*** - The Lebanon students cook and prepare all the typical cultural features



Friday	Saturday	Sunday	Monday	Tuesday	Wednesday
July, 29	July, 30	July, 31	August, 1	August, 2	August, 3
Free time	Theatre Lab - The improvisation at theatre - Lecturer of the Creative Centre	FREE ITALIAN SUNDAY	Free time	FREE TIME - JUDGES DECISION	BUS TRANSFER TO FIUMICINO AIRPORT
TIME FOR TEAM WORK	Team work with the Mentors (each team per class)		FINAL PRESENTATION TO THE JUDGES		
Break	Break		Break		
TIME FOR TEAM WORK	Team work with the Mentors (each team per class)		FINAL PRESENTATION TO THE JUDGES		
Lunch	Lunch		Lunch		
TIME FOR TEAM WORK	Team work with the Mentors (each team per class)		OPEN SESSION: the teams meet LUISS BS MBAs, LUISS EnLabs start-ups, business community, associations and other social enterprises. Presentation of DUBAI 2020: Lina Hourani, Managing Director CSR Al Ahli and Mohammed Khammas, CEO Al Ahli Group		
Break	Break				
TIME FOR TEAM WORK	TTEAM WORK FOR THE PRESENTATION				
Light dinner and opening of the Social night with social activities - TBD	Free time	Free Dinner	Business dinner	18:00 - CLOSING CERIMONY WIHT AWARD AND FINAL DINNER	
	Dinner with the mentors				



Final presentations guideline

The Awards

Best Business Plan presented in GBO Argentina 2014	(Team Award)
Best Cultural Night	(Team Award)
Best Team Player	(Individual Award)
Best Country representative	(Individual Award)
Best in business ethics	(Individual Award)
Best Public speaker	(Individual Award)
Best in time management	(Individual Award)
Best Team Leader	(Individual Award)
Most popular participant (voted by participants)	(Individual Award)

Judging criteria

I. WRITTEN BUSINESS PLAN: (____ out of 35%)

1. Executive Summary & Company Overview

What problem are you solving? What is your business proposition for solving the problem? Who are your customers? Who are your competitors? How viable is your business? How do you make money? Executive Summary is clear & effective as a stand-alone document.

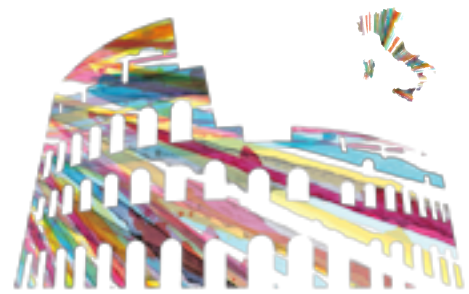
2. Products or Services

What is the product or service? What are its attributes? Advantages and potential drawbacks? Why/how is your product/service more compelling than existing ones or the competition? What is the stage of development? Do you have a proprietary position or intellectual property protection planned or in place? What is the technology lifecycle?

3. Market Potential for Your Product or Service

What specific conditions in the market have created the problem you are solving? How will your product/service take advantage of the opportunity? Who are your customers and what are their attributes? Clearly define your potential customers and why they will pay for your product or service.

What are the characteristics of the market for your product or service? How will you reach the market? How big is the market opportunity: number of potential customers & annual sales? Can you narrow the market to a manageable segment? How will you dominate the market? e.g. through pricing, quality, geography, etc? Is there a market niche where you will have competitive advantage? To what degree is the buyer power? To what degree is the supplier power? What is the exit strategy?



4. Competitive Advantage

Competitive Matrix: Who are your competitors? Their strengths & weaknesses? Your strengths & weaknesses? How will you close the gap? How easily can competition close gap? Is there any barrier to entry? Is there any threat or substitute?

5. Financial Forecasts

Present in summary form, consistent with plan and effective in capturing financial performance; quarterly for first two years, annually for years 3-5.

Criteria	Poor	Fair	Good	Very good	Excellent
Income Statement	1	2	3	4	5
Balance Sheet	1	2	3	4	5
Cash flow	1	2	3	4	5

II. PRESENTATION (____ out of 40%)

Criteria	Poor	Fair	Good	Very good	Excellent
Materials presented in clear, logical form	1	2	3	4	5
Ability to present and support the start-up	1	2	3	4	5
Ability to maintain judges' interest	1	2	3	4	5
Quality of PowerPoint Slides	1	2	3	4	5
Effective use of time allocated (minimal redundancy in slides)	1	2	3	4	5
Listening and observing	1	2	3	4	5
Responds appropriately to judges' inquiries with substantive	1	2	3	4	5
Public speaking	1	2	3	4	5

III. VIABILITY OF BUSINESS PROPOSED (____ out of 25%)

Criteria	Poor	Fair	Good	Very good	Excellent
Market Opportunity (market need & opportunity.)	1	2	3	4	5
Distinctive Competence in terms of competitive advantage	1	2	3	4	5
Management Capability	1	2	3	4	5
Financial Understanding	1	2	3	4	5
Investment opportunity and different sources	1	2	3	4	5