



**SWISS  
ARAB  
NETWORK**

*Bridging Gaps*

**PRESENTATION**

# Our Vision, Mission and Strategy

## Our Vision

SAN believes in a strong, valuable and respectful relationship and friendship between Switzerland and the Arab World.

## Our Mission

SAN strives to bridge gaps, promote sustainable exchange and intensify the mutual understanding among Swiss and Arab people.

## Our Strategy

SAN is a leading non-profit association, which set the following key priorities:

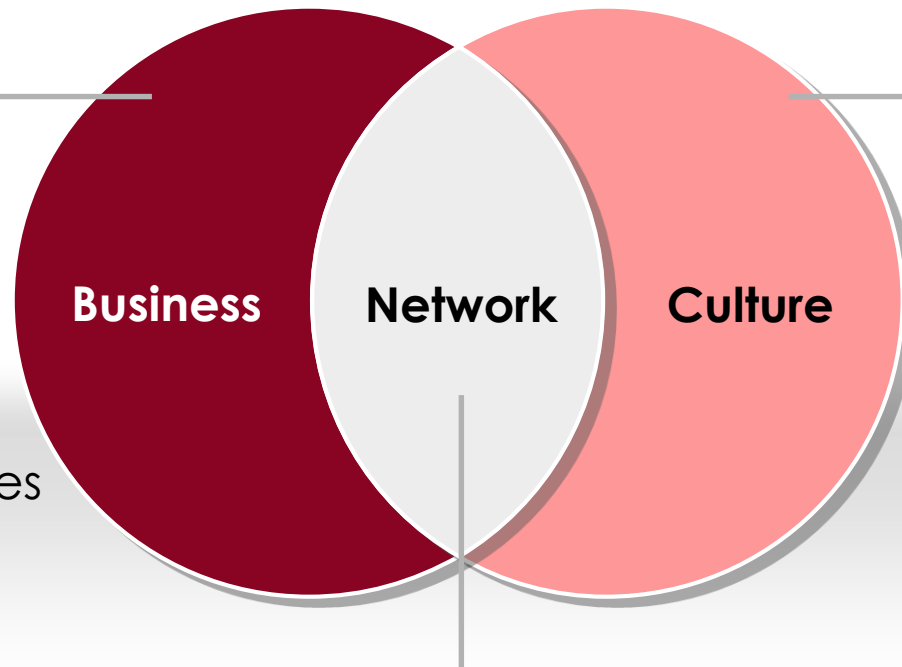
- The ongoing development of a strong network
- Deepening economic relations
- Promoting and strengthening cultural exchange

# Our Mission

**Explaining Culture. Promoting Business. Bridging Gaps.**

Engage in:

- Business events
- Consulting / Fact finding
- Conference / Business trips
- Information services
- Business Matching



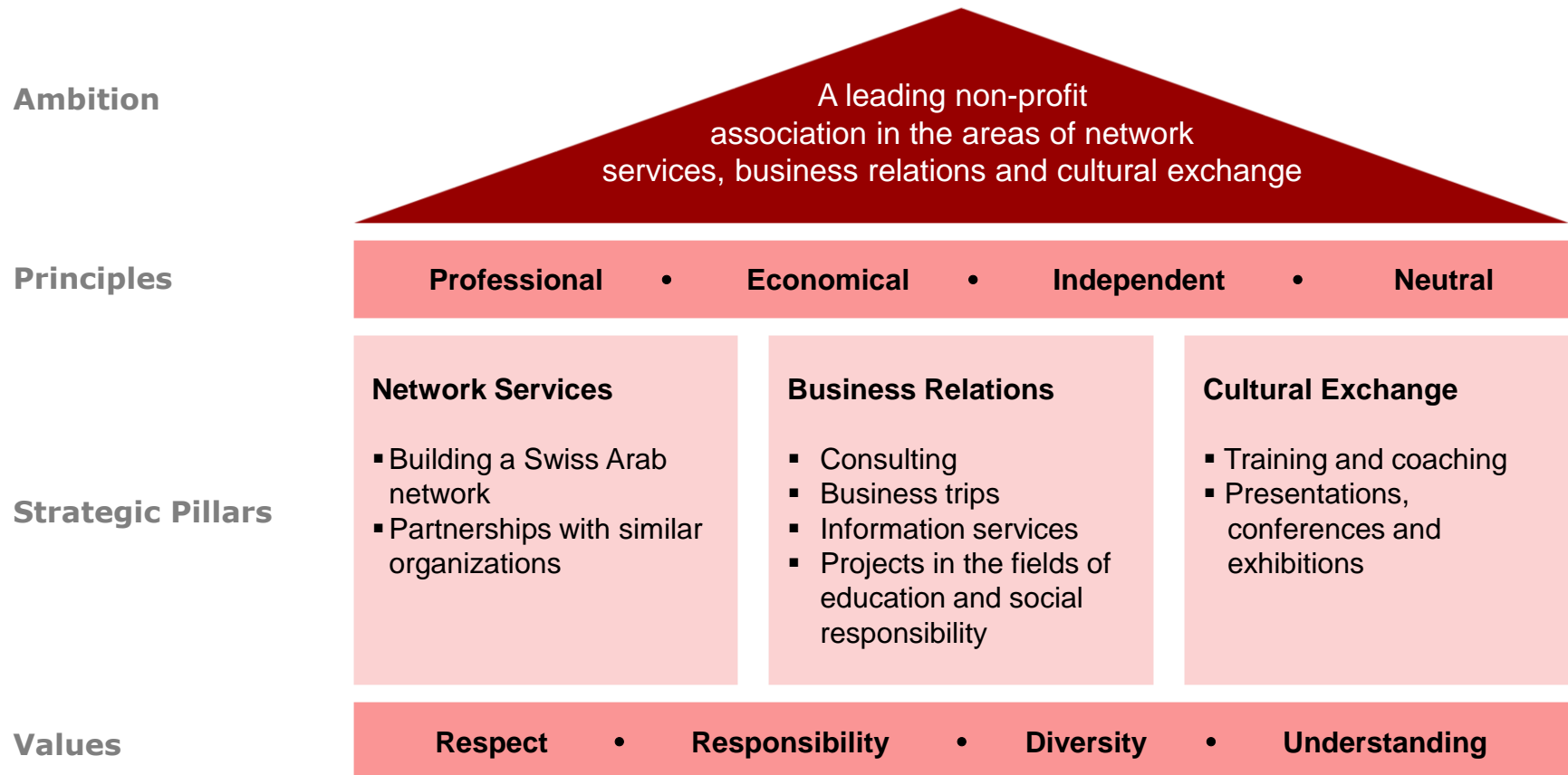
Engage in:

- Film / Music
- Art / Literature
- Social Projects
- Explaining Culture

A high-profile networking platform to bridge gaps, promote sustainable exchange and intensify mutual understanding among Swiss and Arab people.

# Our Strategy-House

Three focus areas network services, business relations and cultural exchange.



# Our Differentiation

## Differentiator. Brand. Focus Areas.

### Credo

- **Public Image:** Dynamic, fresh and innovative.
- **Execution:** Doing rather Talking.
- **Potential:** Ability to challenge and change status quo.
- **Quality:** Delivering high quality.
- **Honest and Integer:** Say what we do and do what we say.

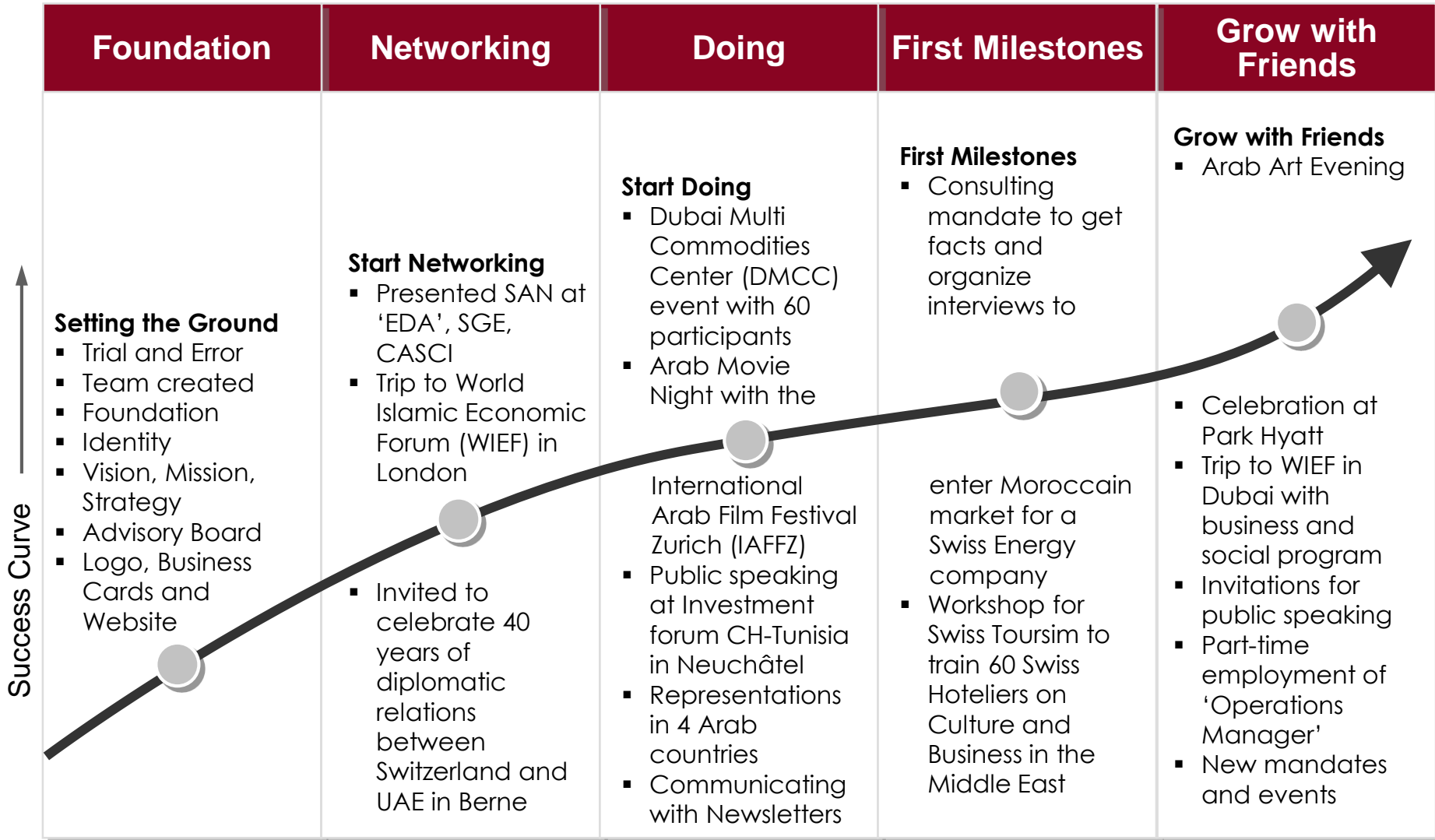
### Focus

- **Activity:** Swiss Arab Business and Culture.
- **Geography:** (Firstly) German speaking geographical area and the whole Arab world, with an own interpretation.
- **Selective regarding new members:** Highly educated, ambitious, divers in background and sectors, relation to the Swiss and Arab world, willing to share own network (Give and Take).
- **Companies / Partnerships:** Needs to be a fit, complementary, willing to share, high ethical standards, taking responsibility towards society and environment.



# Our Highlights in 2013/2014




















The more members joined and contributed the more we were able to realize.



# Roadmap 2015/2016

Status per 28.1.2015  
For updates please  
contact the SAN Board  
Planning 2016 is ongoing

**Ambition is to organize 5 events per year.**

	2015			2016		
	Q2	Q3	Q4	H1	H2	
<b>Event Roadmap</b>	 'Sharek be Fekra' – Insights Middle East Business and Culture Event (Video on Website)  Arab Literature and Poetry Evening  Emerging profiles of Insect eating in the Arab world  Arab Movie Night together with IAFFZ  International short Film Festival Winterthur – Arab Encounter  SAN General Assembly  Islamic Banking & Finance event(s)  IAFFZ					
<b>Event Pipeline</b>	 Arab Art Evening  Arab Health Event  Business Lunch and/or Event with Qatar and/or Saudi Arabia  Tunisia Culture and Business Forum  Arab Women in Changing Society  Invitation of a recognized top speaker on Arab matters			<b>Other Activities</b>	 Consulting Mandate  Culture Workshops  Business Matching  New Members / Partners  Running SAN	

# Who we are: Executive Board <sup>1/2</sup>

## Name / Surname

## Function / Description

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### Mounir Khouzami

### President and Co-Founder



- ◆ Strategy & Business Consultant at UBS Wealth Management (WM)
  - ◆ More than 5 years experience in the field of international WM at UBS, Deloitte Consulting (France) and Merrill Lynch (New York)
  - ◆ Former president of AIESEC in Winterthur (Zurich)
  - ◆ Swiss and Moroccan citizenship
  - ◆ General Management and Finance studies at ZHAW and HUB (Brussels)
  - ◆ Languages: Swiss German, German, English, French, Arabic and basic knowledge in Italian
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### Slim Habli

### Vice-President and Co-Founder



- ◆ Business Development Manager at Henley & Partners, Citizenship and Residency Planning for wealthy families and individuals, Dubai, UAE
  - ◆ Legal Consultant at Swiss ILC Management Services JLT in Dubai which is part of ILC International Legal Consultants, a law firm group with offices in Switzerland, Qatar, UAE, Singapore and Myanmar
  - ◆ Former board member of the „Fridaysclub“
  - ◆ Master of Law studies at University of Lucerne and Singapore Management University
  - ◆ Swiss and Tunisian citizenship
  - ◆ Languages: Swiss German, German, English, French, Arabic and basic knowledge in Italian
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# Who we are: Executive Board <sup>2/2</sup>

## Name / Surname

## Function / Description

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### Omar Lahyani



### Executive Board, Advisor and Co-Founder

- ◆ CEO at Spacebyte AG which focuses on smart, high-impact cloud and mobile applications, business intelligence and big data analysis
  - ◆ More than 18 years of experience as entrepreneur in the fields of Assessment, Corporate Learning and Talent Development Solutions
  - ◆ Finalist of the Ernst & Young Entrepreneur of the Year (2006), Idee Suisse Entrepreneur of the year (2005), Ranked in the Top 50 of the most innovative companies (Bilanz 2002)
  - ◆ Swiss and Moroccan citizenship
  - ◆ Studies in Computer Sciences and Information Technology at ETH Zurich
  - ◆ Languages: Swiss German, German, English, French, Arabic and basic knowledge in Italian and Spanish
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### Khaldoun Dia-Eddine

### Executive Board and Co-Founder



- ◆ Head of the Regional Competence Center Middle East & Africa at the department of International Business of the Zurich University of Applied Sciences (ZHAW)
  - ◆ Lecturer in the field of International Executive MBA of the ZHAW
  - ◆ Middle East and intercultural negotiation expert. Longstanding experience in the field of technology, insurance and consulting
  - ◆ Swiss and Syrian citizenship
  - ◆ Studies at Aleppo University, HTL Solothurn and City University
  - ◆ Languages: Swiss German, German, English, French Arabic, Italian and Albanian
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# Who we are: Management Team <sup>1/2</sup>

Name / Surname

Function / Description

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Jacqueline Erb



**Community Manager Basel**

- ◆ Owner and General Manager at Erb Communication Basel
- ◆ Cross-cultural business expert Middle East & West Africa
- ◆ Previously employed at the International Committee of the Red Cross (ICRC) as a delegate in various countries in the Middle East, Bosnia & Herzegovina and in Africa
- ◆ Long-time experience in international corporations in the field of Corporate Communications, Media Relations & Public Affairs
- ◆ Swiss citizenship
- ◆ Studies at AUC in Cairo; Law graduate (lic.iur.) at University of Basel
- ◆ Languages: Swiss German, German, English, French, basic knowledge in Arabic

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Biagio Zoccolillo



**Community Manager Zurich**

- ◆ Entrepreneur as well as independent Senior Business Advisor and Management Consultant / Coach, Executive Interim Manager, Professional Services, Family Office, Private Equity & Real Estate
- ◆ Previously in various Management positions at Swiss and Universal banking groups and boutiques covering different industry activities
- ◆ Seasoned in depth international banking and finance experience with activities in Switzerland, EU, CEE / CIS, Africa, Middle East and Latin America
- ◆ Swiss and Italian citizenship
- ◆ Betriebsökonom KSZ and Executive MBA at IMD Lausanne
- ◆ Languages: Swiss German, German, English, French, Italian, basic knowledge in Spanish and Russian

# Who we are: Management Team 2/2

**Name / Surname**

**Function / Description**

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**Abdelmalek Hasbi**



**Business Trip Manager and Co-Founder**

- ◆ Owner and Director of Malek Tours
  - ◆ More than 20 years of experience as an entrepreneur in the field of tourism (speciality Morocco and Oman)
  - ◆ Swiss and Moroccan citizenship
  - ◆ Hotel Management College in Fes and Switzerland
  - ◆ Languages: Swiss German, German, French and Arabic
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**Mirjam Hasbi**



**Marketing / Event Manager and Co-Founder**

- ◆ Flight Attendant at Edelweiss Air and student
  - ◆ Former local council („Gemeinderätin“) in Schlieren/Zurich
  - ◆ Swiss and Moroccan citizenship
  - ◆ General qualification for university entrance and Commercial education
  - ◆ Languages: Swiss German, German, English, French and basic knowledge in Arabic
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# Who we are: Advisory Board <sup>1/2</sup>

## Name / Surname

## Description

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### Bahaa El Attar



### Advisory Board Member

- ◆ General Secretary of the Arab Swiss Chamber of Commerce and Industry (Casici) in Geneva
  - ◆ Languages: Arabic and English
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### Urs Stirnimann



### Advisory Board Member

- ◆ Managing Partner of Swiss ILC Management Services JLT in Dubai which is part of ILC International Legal Consultants, a law firm group with offices in Switzerland, Qatar, UAE, Singapore and Myanmar
  - ◆ More than 25 years of experience in different countries of the Middle East and Latin America in various functions; Wide management and corporate law experience
  - ◆ Previously employed in the finance industry, for example as CEO VP Bank (Switzerland) and Caribbean
  - ◆ Vice President of the Swiss Business Council Dubai; Chairman of the Swiss Financial Group, which unites the 20 Swiss banks and insurance companies in the UAE and Executive Director of the Emirati Swiss Friendship Forum (ESFF)
  - ◆ Swiss citizenship
  - ◆ Law Graduate (lic.iur.) at University of Zurich
  - ◆ Languages: Swiss German, German, English, French and Spanish
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# Who we are: Advisory Board 2/2

Name / Surname

Description

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Suhail el Obeid

**Advisory Board Member**



- ◆ Consultant Africa, Middle East & Iran at Switzerland Global Enterprise (S-GE)
  - ◆ Experienced in international trade & business, development and execution of new market entry and regional responsibility for business in Africa and Arabia
  - ◆ Previously in various management positions at international companies in the field of pharmaceuticals, food and flavours in different countries
  - ◆ Speaker at conferences and lecturer at universities on doing business in Africa and the Middle East
  - ◆ Sudanese and German citizenship
  - ◆ Masters degree (M.Sc.) in Business Administration and Psychology from the Universities of Marburg and JLU Giessen
  - ◆ Languages: German, Arabic, English, French
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# Join us and become a Member!



**Individual Membership: CHF 180.- per annum (= CHF 15.- per month)<sup>1</sup>**

## Benefits

- ◆ Access to the SAN network via „linked-in Member Group“
- ◆ Access to exclusive member gatherings
- ◆ Reduced fee for Events
- ◆ Offering the procurement of consultancy mandates  
(Mandates result from business activities. SAN does not guarantee for regular mandate opportunities)
- ◆ One voting right at the General Assembly

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**Corporate Membership: CHF 480.- per annum (= CHF 40.- per month)<sup>1</sup>**

## Benefits

- ◆ Access to the SAN network via „linked-in Member Group“  
(Max 5 persons of the same company or association)
- ◆ Access to exclusive member gatherings  
(Max 2 persons of the same company or association)
- ◆ Reduced fee for Events  
(Max 2 persons of the same company or association)
- ◆ Reduced conditions for promotion possibilities at Events
- ◆ Logo and short company description with relation to the Arab World on our website
- ◆ Offering the procurement of consultancy mandates  
(Mandates result from business activities. SAN does not guarantee for regular mandate opportunities)
- ◆ One voting right at the General Assembly

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**Pro Rata Conditions:** Member Fee is due at the beginning of the year. For members entering during the year, pro rata conditions are applied and therefore only the remaining months until end of the year are payable, whereas the current month is for free. The monthly membership fee for an individual membership is CHF 15.-, for a corporate membership CHF 40.- An Example: An individual member joining SAN mid of April would pay only CHF 120.- (8 months x CHF 15.-) rather than CHF 180.-.

# Contact us!



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Linked-In Profile



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8000 Zurich



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BIC: UBSWCHZH80A  
Remark: Membership and/or Donation