



[about](#) | [join](#) | [mit](#) | [conference](#) | [jobs](#) | [links](#) | [home](#)

- Beirut 2002
 - Agenda
 - Speakers
 - Registration
 - Lebanon culture
 - Lebanon tourism
 - Sponsorship
 - Sponsorship guide
 - Current sponsors
- Previous conferences

Massachusetts Institute of Technology (MIT) Arab Alumni/ae Association

CONFERENCE SPONSORSHIP OPPORTUNITIES

We are pleased to offer sponsorship opportunities for the MIT Conference on “**Emerging Technologies for Emerging Countries**” to be held on March 23-24 2001 in Beirut, Lebanon (Sheraton Coral Beach, Jnah Avenue). Sponsorship opportunities are available in the following tiers:

1. **Diamond Sponsor:** Contribution of over \$50,000.
2. **Titanium Sponsor:** Contribution of \$30,000-\$50,000.
3. **Platinum Sponsor:** Contribution of \$20,000-\$29,000.
4. **Gold Sponsor:** Contribution of \$10,000-\$19,000.
5. **Silver Sponsor:** Contribution of \$5,000-\$9,000.

This year, we are also accepting “in-kind” sponsorship contributions. Examples of in-kind needs include:

6. **Airline tickets:** Open Business Class tickets for speakers from home country to Conference location and Return
7. **2nd night gala dinner sponsoring:** Our 2nd night dinner will be a mind-blowing event with entertainment

Sponsor detailed privileges:

Diamond: Contribution of over \$50,000:

- For every \$10,000 of sponsorship, 1 free entrance to the conference covering registration fees, registration folders, meals and coffee breaks (i.e., 5 entrances or more)
- Banner ad **inside and outside** the conference hall
- A table for display and distribution of sponsor literature, press releases, signatures, etc at the best spot of the registration hall (company representatives get first right to choose)
- Mention of sponsorship in our written press ad campaigns
- Mention of sponsorship on conference website and handout material as well as mailers and registration form
- One pager from company in the handout folder
- Mention of sponsorship in our “Thank you” messages during the conference

Titanium: Contribution of \$30,000-\$50,000:

- For every \$10,000 of sponsorship, 1 free entrance to the conference covering registration fees, registration folders, meals and coffee breaks (i.e., 3 – 4 entrances)
- Banner ad **outside** the conference hall
- A table for display and distribution of sponsor literature, press releases, signatures, etc at the second best spot of the registration hall (company

representatives get second right to choose, after Diamond sponsors)

- Mention of sponsorship on conference website and handout material as well as mailers'
- One pager from company in the handout folder
- Mention of sponsorship in our Thank yous during the conference

Platinum: Contribution of \$20,000-\$29,000:

- For every \$10,000 of sponsorship, 1 free entrance to the conference covering registration fees, registration folders, meals and coffee breaks (i.e., 2 entrances)
- A table for display and distribution of sponsor literature, press releases, signatures, etc at the third best spot of the registration hall (company representatives get third right to choose, after Diamond and Titanium sponsors)
- Mention of sponsorship on conference website and handout material
- Mention of sponsorship in our Thank yous during the conference

Gold: Contribution of \$10,000-\$19,000:

- For every \$10,000 of sponsorship, 1 free entrance to the conference covering registration fees, registration folders, meals and coffee breaks (i.e., 1 entrance)
- Mention of sponsorship on conference website and handout material

Silver: Contribution of \$5,000-\$9,000:

- Mention of sponsorship on conference website and in handout material

We are ready to discuss special sponsoring requests, such as Group requests from a Holding company.

CONTRIBUTION DETAILS

Contributions may be either wired to the bank account or paid by check.

All checks are to be made out in US\$ to the MIT Arab Alumni/ae Association and mailed to the attention of:

Pauline Haddad, Treasurer, 61, Dartmouth Street - Boston, MA 02116

For questions regarding the sponsorship, please e-mail: panarabconf@mit.edu

Tel: 1-617-758-4241; Fax: 1-253-390-0906;

Contributions may be wired to: MIT Arab Alumni/ae Association. Account number: 940-866-2412

Fleet National Bank, 100 Federal Street, Mailcode: MABE10005C. Boston, MA, USA 02110;

ABA# 011-000-138, Swiftcode: FLTBUS3B.

[contact](#) | [mit](#)

© 2002 MIT Arab Alumni/ae Association. All rights reserved.

Last updated: March 2002

Abdul Latif Jameel Association of MIT

[about](#) | [join](#) | [mit](#) | [conference](#) | [jobs](#) | [links](#) | [home](#)

- • Beirut 2002

- . . Agenda
- . . Speakers
- . . Registration
- . . Lebanon culture
- . . Lebanon tourism
- . . Sponsorship
 - . . Sponsorship guide
 - . . Current sponsors

The conference is made possible thanks to the support of the MIT Alumni/ae Association as well as our various sponsors.

TITANIUM



Abdul Latif Jameel Group

GOLD

- • Previous conferences

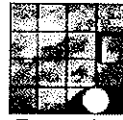
a/jeeb!
ا/جيب



SILVER



Deloitte & Touche



LEBANON OPPORTUNITIES



contact | mit
© 20 02 MIT Arab Alumni/ae
Association. All rights reserved.



[about](#) | [join](#) | [mit](#) | [conference](#) | [jobs](#) | [links](#) | [home](#)

- Beirut 2002
 - [Agenda](#)
 - [Speakers](#)
 - [Registration](#)
 - [Lebanon culture](#)
 - [Lebanon tourism](#)
 - [Sponsorship](#)
- Previous conferences
 - Brief biographies of our various speakers as they become available, listed alphabetically:
 - Maroun Asmar

Mr. Asmar resides in Lebanon, and is currently the Chairman and General Manager of Berytech. He is also the General Manager, Logistics, at Banque de la Méditerranée. In addition to his corporate experience, Mr. Asmar has served as the Dean of the Faculty of engineering at Saint Joseph University, and has also served as an Adviser to the Lebanese Ministry of finance.

Mr. Asmar was the Chairman of the board of directors of "Electricité du Liban" from 1993 to 1997, and before that he had been the Chairman of the electrical engineering department at "Ecole supérieure d'ingénieurs de Beyrouth" at Saint-Joseph University.
 - Samih Barbir

Mr. Barbir is the Chairman and Managing Director of IDAL (Investment Development Authority of Lebanon). Prior to that Mr. Barbir had been a finance professional, financial consultant and a fund manager for over 10 years. During that period he occupied key positions at organizations like Banque Audi, Lebanon; Dominick & Dominick, Monaco; and Thomson McKinnon in Monaco. Mr. Barbir holds a Bachelor of Science in Business Administration from University of Southern Europe, Monaco.
 - Peter L. Einstein

Peter Einstein was appointed President and Chief Executive of Gulf DTH/Showtime in January 1997 after 15 years with MTV Networks. Showtime is the largest – and fastest growing - direct-to-home, digital satellite pay-TV service for the Middle East. Gulf DTH owns the network, which is a joint venture between KIPCO (Kuwait Investment Projects Company) and Viacom Inc.

At MTV Networks he was employed in various senior marketing, sales and general management positions. Most recently he was President, Business Director, MTV Networks Europe, responsible for MTV Europe and VH-1. Fluent in German, Peter holds a BSc in Business Administration and Communications from Ithaca College, Ithaca, New York, and an MBA in Marketing from Babson College, Wellesley, MA. ([presentation](#))
 - Kamran Elahian

Mr. Elahian is the Chairman & Co-Founder of several companies, and is a veteran entrepreneur with over 25 years of experience in the high-tech industry. Mr. Elahian has co-founded ten high-tech companies, one venture capital firm and two non-profit organizations. These companies include CAE Systems, Centillium Communications, and Global Catalyst Partners, L.P. - a global venture capital fund. Mr. Elahian also founded Schools Online, a non-profit public charity organization with the goal to bring the Internet to every school in the world (www.schoolsonline.org).

Mr. Elahian is currently the chairman of Centillium Communications (www.centillium.com), Planetweb (www.planetweb.com), UltraPhotonics (www.ultraphotonics.com), Greenfield Networks (www.greenfieldnetworks.com), Cahoots (www.cahoots.com), KangarooNet (www.kangaroonet.com), Actelis Networks (www.actelis.com), Probix (www.probix.com), Global Catalyst Foundation and Schools Online (www.schoolsonline.org). Mr. Elahian received a BS

in Computer Science and a BS in Mathematics and a Masters of Engineering degree in Computer Graphics from the University of Utah.

Pierre El Daher

Mr. El Daher is the Chairman of the Lebanese Broadcasting Corporation International, where he has worked since 1985. He holds a B.S. degree in Engineering and a Masters in Engineering Management from University of Southern California in Los Angeles.

Mr. Basil Fuleihan

Minister of Economy, Lebanon

Fadi Ghandour

(presentation)

H.E. Rafic Hariri

President of the Council of Ministers, Lebanon (since 1992)

Robert E. Kennedy

Robert Kennedy is an Associate Professor of Business Administration at the Harvard Business School. He teaches several courses including New Opportunities in Emerging Markets, Creating Modern Capitalism and The Economics of Markets, Business, Government and the International Economy (BGIE), as well as various executive education programs. He holds B.A. degrees in Economics and Political Science from Stanford, an M.S. in Management from MIT, and a Ph.D. in Business Economics from Harvard. Prior to his appointment to the Harvard faculty in 1995, Professor Kennedy worked in more than a dozen countries as a management consultant and a venture capitalist.

Professor Kennedy's research focuses on business strategy and industrial dynamics in emerging economies. Recent publications utilize an Industrial Organization framework to analyze how industry structure changes following economic liberalization, and how these changes affect business strategy. Previous research focused on the competitive effects of firm failure. Professor Kennedy's recent cases have explored: bribery and corruption in emerging markets; the onset of currency crises; entrepreneurship in sub-Saharan Africa; investment banking in Morocco; e-commerce in China; software services in India; and branded packaged goods in Venezuela. His BGIE cases examined development strategies in Chile, China, India, Poland, and Czechoslovakia. (presentation)

Vijay Kumar

Dr. Vijay Kumar is the Assistant Provost and Director of Academic Computing at MIT. In this role he influences MIT's strategic focus on educational technology and promotes the effective integration of information technology in MIT's education. Dr. Vijay is a member of the steering committee of the MIT-Microsoft Alliance's Project I-Campus, and is also the Principal Investigator for the Mellon-supported Open Knowledge Initiative, a collaborative effort to develop an open source learning management system. Prior to his current assignment, Dr. Kumar has championed several projects in the field of education technology, including a Hewlett Foundation-supported effort for curriculum development using on-line resources. He is also a member of the advisory group for Apple Computer and NIIT, India. Dr. Kumar has taught courses in Future Studies, Instructional Computing, and Data Communications. He holds a Ph.D. in Education, M.S. in Industrial Management and a B.S. in Chemical Engineering.

Nadim Munla

Dr. Nadim Munla has spent the last six years helping build Future TV, where he is now the Chairman and General Manager. For the past two years he has also been Chairman and General Manager of Zen TV. Prior to that Dr. Munla enjoyed a distinguished career as an economist, serving as Economic Advisor for the President of Lebanon's Council of Ministers, and for the Minister of State. Dr. Munla also served as the Vice Chairman for the Beirut Stock Exchange from 1994 to 1999. Dr. Munla's global

experience includes working as an Economist at the International Monetary Fund in Washington D.C. His private sector experience includes his role as Senior Manager at Méditerranée Investors Group. Dr. Munla holds a Ph.D. in Economics from University of Southern California, L.A. and a B.A. in Economics from American University of Beirut. He also taught at AUB from 1980 to 1985 as Assistant Professor of Economics.

Luis Sanz

Mr Sanz has been the Director General of the IASP (International Association of Science Parks) Since 1996. He is also President and founder of Perfil Trh. S.L. (International technology brokerage company). Mr. Sanz started his career as a journalist for the International Dutch Radio Broadcasting System, and also participated as a lecturer at the Faculty of Modern Languages of the University of Utrecht in the late seventies. In 1980 Mr. Sanz moved to Italy where he began his professional activities in the private sector. In 1981 he founded his own consulting services company in Italy, mostly dealing with international marketing, import-export activities and technology brokerage.

In 1987 Mr. Sanz returned to Spain to set-up and develop the Technology Park of Valencia. During this period he was Vice-President of the Spanish Association of Science Parks (1990-94), President of the IASP European Division (1992-96) and member of the IASP International Board (1992-1995). He has published a number of articles, edited books and presented many papers on the topic of Science Parks, regional development policies, international networking, etc. He has also co-ordinated the organisation of 18 International Conferences on Science Parks and on Business Incubation. Mr. Sanz speaks Spanish, English, French, Italian and Dutch and his passions include literature, golf and aviation. ([powerpoint presentation](#), [word presentation notes](#))

Dean Richard Schmalensee

Professor Richard Schmalensee is the Dean of MIT's Sloan School of Management. He has served on President George Bush's Council of Economic Advisers, is a respected and effective thinker on emissions trading and issues of global change, and is a highly sought expert in the economics of competition. Dean Schmalensee has also served on the Environmental Protection Agency's Environmental Economic Advisory Committee and chaired its Advisory Council on Clean Air Act Compliance Analysis. The author of three books and co-author of three others, Dean Schmalensee has published more than 100 articles in professional journals and books. His research centers on industrial economics and its application to managerial and public policy. He is co-editor of the Handbook of Industrial Organization, a standard reference work. He is a Research Associate of the National Bureau of Economic Research, a Fellow of the Econometric Society, a member of the International Academy of Management, and a Fellow of the American Academy of Arts and Sciences. He has served on the Executive and Budget Committees of the American Economic Association. ([presentation](#))

Fouad Siniora

([presentation](#))

Barbara Gunderson Stowe

Barbara Stowe came to MIT in 1981 and was appointed Vice President for Resource Development in 1994. Prior to her appointment, she developed the support structure for school-based fundraising, directed the foundations program, and led the Institute's fundraising efforts with alumni in Europe and the Middle East. With more than 20 years of fundraising experience in research universities and health care organizations, she has been responsible for major gifts, corporate and foundation relations, annual funds, and special events, and has extensive experience in capital campaigns and new program development. She currently oversees MIT's \$1.5B capital campaign, now in its third year.

Mostafa Terrab

(presentation)

Saed Younis

Saed Younis is currently a V.P. of Business Development for QUALCOMM Incorporated. He has recently relocated to Cairo to become the Managing Director of QUALCOMM Middle East office and is also the acting CEO of RANEEN. He has spent the better part of last year heading the business development activities for a proposed project in Egypt encompassing the deployment of a nationwide CDMA WLL network (RANEEN), and establishing a CDMA Development Center to design and produce CDMA subscriber units. Saed Younis holds a Ph.D. from MIT in Electrical Engineering and Computer Science. Prior to his current Business Development role, he worked on High-Speed computing at IBM T.J. Watson research center and on lattice gas hydrodynamic simulation at EXA corporation, a startup in Cambridge MA. He joined QUALCOMM in 1994 where he has participated in various aspects of the development of CDMA technology. Saed holds 9 patents in low power CMOS technology and Wireless Telecommunications systems. He is Co-Inventor, with Tom Knight Jr., of the SCRL adiabatic logic family.

[contact | mit](#)

© 2002 MIT Arab Alumni/ae Association.
All rights reserved.

Emerging Technologies for Emerging Countries
Massachusetts Institute of Technology Arab Alumni/ae Association
March 23-24, 2002, Sheraton Coral Beach Hotel, Beirut, Lebanon

**Under the patronage of H.E. the President of the Council of
Ministers Mr. Rafic Hariri**

Last updated: March 23, 2002

Saturday, March 23, 2002

7:00-8:45am	Registration and Breakfast buffet
8:45-8:55am	Introduction MIT Arab Alumni/ae Association
8:55-9:15am	Welcome address Representative of the Government of Lebanon
9:15-10:00am	Evolutions and Revolutions at MIT Barbara Stowe, Vice President, Resource Development, MIT William J. Hecht '61, Executive Vice President and CEO Association of Alumni and Alumnae of MIT
10:00-11:15am	Keynote: Lessons Learned from the Microsoft Trial Richard Schmalensee, Dean, MIT Sloan
11:15-11:30am	Break
11:30 – 12:45pm	The Role of Science and Technology Parks in Economic Development Luis Sanz, Director General, International Association of Science Parks Olli Niemi, Managing Director, Hermia Technology Park – A case study Moderator: Mr. Maroun Asmar, Chairman of the Board, Berytech
12:45-2:15pm	Lunch
2:15-3:30pm	Borderless Education and the Future of Learning Vijay Kumar, Assistant Provost for Technology, MIT brahim Hajj, Dean of the Faculty of Engineering, AUB
3:30-3:45pm	Break
3:45-4:45pm	Keynote: Winning Big: What It Takes and What It Means Dr. Kamran Elahian, Managing Partner, Global Catalyst Partners Chairman, Schools Online
4:45 – 5: 30pm	Regional Success Stories: From Amman to NASDAQ Fadi Ghandour, CEO, Aramex
5:30 Promptly	Departure for Solidere Presentation on the Beirut Central District and visit of the City Center
8:00	Formal Dinner – Koraytem, Residence of H.E. Mr. Rafic Hariri, President of the Council of Ministers (By invitation only)

Last updated: Sunday, March 24, 2001

Sunday, March 24, 2001

7:00-8:45am	Breakfast buffet and Networking
8:45-9:30am	Keynote Address H.E. Mr. Bassel Fuleihan Minister of Economy, Lebanon
9:30-10:15am	Regional Telecommunications: Beyond Deregulation and to a New Era Mostafa Terrab, Managing Director, National Agency for Telecommunications Regulation, Morocco
10:15 - 10:30am	Break
10:30-11:45am	Regional Digital TV networks – Content, Viability and Technology Moderator: Peter Einstein, CEO, Showtime Arabia Pierre El Daher, CEO, LBCI; Dr. Nadim Munla, CEO, Future Television
11:45-12:30pm	H.E. Minister Fouad Siniora
12:30-1:45pm	Lunch – Ambassadors B and A
1:45- 3:00	New Technology Ventures Opportunities in Emerging Markets Robert Kennedy, Assistant Professor, Harvard Business School Dr. Saed Younis, CEO, Raneen: A Case study in Technology Transfer
3:00-4:15pm	Making Investment opportunities Happen in the Region Ken Morse, Managing Director, MIT Entrepreneurship Center Mr. Samih Barbir, President, Investment Development Authority of Lebanon (IDAL)
4:15-4:30pm	Break
4:30-5:15pm	Keynote: Leadership in Roller Coaster Times Dr. Richard Rowe, Founder and Chairman, Rowecom
5:30pm-	Departure to Saida
6:15pm	After hours visit of the Sea Castle of Saida and the old city, organized by the Ministry of Tourism and Mrs. Bahia Hariri
7:30pm	Formal Dinner, Khan el Franj, Historic Saida Hosted by Mrs. Bahia Hariri and the Hariri Foundation

*End of conference.
Program subject to change without notice.*