UP-GRADE
Business Consulting

PRÉSENTS

BUSINESS TRANSFORMATION & PERFORMANCE SUMMIT

ACCELÉRATING GROWTH AND PROFITABILITY IN AN UNCERTAIN ECONOMIC ENVIRONMENT

DECEMBER 15, 2026

NOVOTEL WORLD TRADE CENTRE
DUBAI, UNITED ARAB EMIRATES



SPEAKER 1
YAMINE BOUBRAHIM
BUSINESS TRANSFORMATION & ARTIFICIAL INTELLIGENCE

SPEAKER 2
FAHAD ALSEMARI
STRATEGY, LEADERSHIP & ORGANIZATIONAL TRANSFORMATION

SPEAKER 3
ABDELKADER HABRI
BUSINESS GROWTH & INTERNATIONAL DEVELOPMENT

SPECIAL GUEST
Dr AYISSI YVES PATRICE
GOVERNANCE & INTERNATIONAL COOPERATION

HIGH-LEVEL CONFERENCE | **PANELS & DISCUSSIONS** | **INTERNATIONAL NETWORKING** | **BUSINESS OPPORTUNITIES**

EXECUTIVES | ENTREPRENEURS | MANAGERS | DECISION-MAKERS

AFRICA • EUROPE • MIDDLE EAST • INTERNATIONAL

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THE SUMMIT

ONE QUESTION AT THE HEART OF THE DAY

How can companies accelerate growth, improve profitability and remain competitive in an uncertain economic environment?

A common thread throughout the day: growth and profitability.

Designed for business leaders, CEOs, entrepreneurs, managing directors and international managers: strategic decisions, practical solutions and real-world experience rather than theoretical presentations.

FIVE CORE THEMES

01 **Business strategy and transformation**
Adapt business models, make sound decisions and anticipate market changes.

02 **Artificial intelligence and performance**
Leverage AI, automation and data to boost productivity, reduce costs and improve profitability.

03 **Leadership and change management**
Mobilize teams, foster a performance culture and turn vision into measurable results.

04 **Commercial growth and international expansion**
Enter new markets and create opportunities across Africa, Europe and the Middle East.

05 **Governance and international cooperation**
Institutional stability, partnerships, sustainability and cooperation as drivers of growth, particularly in Africa.

WHAT YOU WILL TAKE AWAY

Clear growth levers · Profitability ideas · Transformation tools · New business connections

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PROGRAMME · MORNING

Master of Ceremonies: Fatime Ezzahra Benchikh

08:30	**Participant welcome and registration** Welcome coffee
09:00	**OFFICIAL OPENING · Welcome address** UP-GRADE Business Consulting Management
09:15	**HONORARY ADDRESS · Governance, international cooperation and sustainable development: what prospects for Africa?** Dr Ayissi Yves Patrice · Guest of Honour
09:30	**OPENING KEYNOTE · From strategic vision to results: how to achieve organizational transformation?** Fahad AlSemari · Governance, leadership, corporate culture and strategic execution
10:15	**Coffee break and networking**
10:45	**CONFERENCE · How artificial intelligence transforms business performance and profitability** Yamine Boubrahim · Optimization, automation, productivity gains and operational transformation
11:25	**CONFERENCE · How to expand internationally and enter new markets?** Abdelkader Habri · Commercial strategy, distribution networks, negotiation and partnerships
12:05	**PANEL 1 · Transform without compromising performance** Fahad AlSemari · Yamine Boubrahim · Abdelkader Habri | Moderator: Fatime Ezzahra Benchikh
12:50	**Networking lunch**

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PROGRAMME · AFTERNOON

14:15 — **PARALLEL WORKSHOPS · 75 MINUTES**

Choose one of three practical workshops

A

Strategy and culture assessment

Assess alignment between strategy, leadership and execution

Fahad AlSemari

B

AI and business transformation

Identify AI use cases to improve productivity and profitability

Yamine Boubrahim

C

International development plan

Build a market-entry strategy for Middle East and Africa

Abdelkader Habri

15:30 — **Coffee break and networking**

15:45 — **FINAL PANEL · Tomorrow's businesses: combining strategy, artificial intelligence, leadership and international expansion for sustainable growth**

Fahad AlSemari · Yamine Boubrahim · Abdelkader Habri · Dr Ayissi Yves Patrice | Moderator: Fatime Ezzahra Benchikh

16:30 — **WORKSHOP DEBRIEF · Ten key actions to remember**

Workshop facilitators

16:50 — **OFFICIAL CLOSING · Certificate presentation and official photo**

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17:00 — **NETWORKING · Cocktail reception and B2B meetings**

4 SPEAKERS · 3 CONFERENCES · 2 PANELS · 3 WORKSHOPS

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THE SPEAKERS



KEYNOTE SPEAKER

FAHAD ALSEMARI

STRATEGY, LEADERSHIP & ORGANIZATIONAL PERFORMANCE

Strategic advisor and experienced executive with over 30 years of experience in organizational transformation, governance and high-performance business models.

KEY COMPETENCIES

- ✓ Business strategy and sustainable growth
- ✓ Executive leadership and strategic governance
- ✓ Organizational and digital transformation
- ✓ Performance and profitability management
- ✓ Strategic execution and change management



SPEAKER

YAMINE BOUBRAHIM

BUSINESS TRANSFORMATION & ARTIFICIAL INTELLIGENCE

Expert in strategic and operational transformation, specializing in organizational performance, process optimization and integration of new technologies to strengthen competitiveness.

KEY COMPETENCIES

- ✓ Business transformation and operational excellence
- ✓ Artificial intelligence, automation and innovation
- ✓ Cost optimization and improved profitability
- ✓ Performance strategy and results management
- ✓ Change management and organizational transformation

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THE SPEAKERS · CONTINUED



SPEAKER

ABDELKADER HABRI

COMMERCIAL GROWTH & INTERNATIONAL EXPANSION

International business development expert with over 25 years of experience in market expansion, commercial network development and strategic partnerships across Europe, Africa, the Middle East and Latin America.

KEY COMPETENCIES

- ✓ Growth strategy and commercial development
- ✓ International expansion and new market access
- ✓ Strategic partnerships and alliances
- ✓ International negotiation and business development
- ✓ Commercial performance and revenue optimization

GUEST OF HONOUR



DR AYISSI YVES PATRICE

GOVERNANCE & INTERNATIONAL COOPERATION

Guest of Honour at the Summit, addressing governance, international cooperation and sustainable development, with particular emphasis on African economic prospects.

AREAS OF CONTRIBUTION

- ✓ Institutional governance and international leadership
- ✓ Economic cooperation and international partnerships
- ✓ Sustainable development and inclusive growth
- ✓ Diplomacy, dialogue and institutional stability
- ✓ Strategic perspectives on African development