



إكسبو 2020
دبي الإمارات العربية المتحدة
DUBAI UNITED ARAB EMIRATES



المجلس العالمي
WORLD MAJLIS

Expo 2020 Dubai

PROGRAMME FOR PEOPLE AND PLANET

WORLD MAJLIS AGENDA

GOLDEN JUBILEE

03 November - 04 December 2021



THE POWER OF CONVERSATION

A better future is built together

DATE Monday, 8th November 2021

TIME 3.00 to 5.00 PM UAE

VENUE Al Wasl Plaza



THE CONVERSATION TOPIC

THE POWER OF CONVERSATION

A better future is built together

There is great power in the connection made over a shared idea. Conversations can mend bridges between warring factions or build empathy between different cultures. They can spark a great idea and build the coalition for change to make it happen.

This idea is at the core of Expo 2020 and the World Majlis programme – connecting minds and creating the future. This special Majlis to mark the Golden Jubilee month turns the conversation back on itself.

How can the power of conversation be better harnessed to build new coalitions for a better future? How do you set up the conditions for constructive, open dialogue? Do our digital tools offer new ways to have these conversations or make it harder?

How has conversation historically served humankind?

Can the tools of negotiation and diplomacy help with a wider range of conversations?

How does digital technology change our conversations?

How can conversation be converted into new collaborations, coalitions or ventures?

HOST



H.E. REEM AL HASHIMY

**UAE Minister of State for International Cooperation
Director General, Expo 2020 Dubai**

Her Excellency Reem Al Hashimy was sworn in as Minister of State in the Cabinet of the United Arab Emirates in February 2008. She was appointed to her current role as UAE Minister of State for International Cooperation in February 2016. Her Excellency is additionally responsible for managing the UAE Vice President's Office of Political Affairs.

Her Excellency holds the post of Director General of Expo 2020 Dubai, the first World Expo to be held in the Middle East, Africa and South Asia (MEASA) region.

Her Excellency chairs the National Committee on Sustainable Development Goals which leads the promotion of the Sustainable Development Goals in the UAE, aligning them with the UAE's national development priorities.

Her Excellency also serves as Chairperson of Dubai Cares, a philanthropic organisation that aims to improve access to education in developing countries.

Prior to her position as Minister of State, Her Excellency served as Commercial Attaché, and subsequently Deputy Chief, of the UAE Embassy to the United States of America in Washington D.C. Her Excellency holds a Bachelor's in International Relations and French from Tufts University, and a Master's from Harvard University.

PARTICIPANTS



HE DR ABDULLA AL KARAM

Director General of the Knowledge and Human Development Authority (KHDA), UAE

Dr. Abdulla Al Karam, Director General of the Knowledge and Human Development Authority (KHDA), is responsible for a wide spectrum of education in Dubai's private sector, spanning early learning, school, and higher education and training Institutes.

Dr. Al Karam has the distinction of holding key positions across the United Arab Emirates. He is chairman of the Dubai Future Education Council, a member of the International Positive Education Network (IPEN) advisory board and an Education Committee member of the Global Council for Happiness and Wellbeing. Dr. Al Karam is a member of the university council at UAE University, and serves on the board of trustees for Dubai Future Foundation and Mohammed Bin Rashid University of Medicine and Health Sciences. He is a board member of Dubai Sports Council and Dubai Cares, and is also a member of the Higher Committee for Protection of the Rights of People with Disabilities in Dubai. Most recently, Dr Al Karam has been appointed a member of the Emirati Human Resources Development Council in Dubai.

Previously, Dr. Abdulla held positions in various government sectors, including: Vice Chairman and Secretary General, Hamdan Bin Rashid Al Maktoum Award for Distinguished Academic Performance; Chairman of the Dubai Government's Human Resources Committee, which was set up as the link between human resources programmes and initiatives and Dubai's goals and strategic priorities; Board member, Dubai Knowledge Fund, which seeks to effectively participate in developing Dubai's knowledge capital through profitably managing funds. He was also a member of the World Economic Forum's Global Agenda Council on Education 2010.

Prior to the formation of KHDA, Dr. Abdulla held the post of CEO of Dubai Knowledge Village, which ushered in the International Branch Campus, with a remit to diversify the educational landscape in Dubai. Before that, Dr. Abdulla headed the Research Unit at Dubai Internet City and began his career working as a software engineer in the United States and France.

Dr. Abdulla holds a PhD in computer engineering from the University of South Carolina.



HE DIMITRI S. KERKENTZES

Secretary General, BIE, Greece/UK

Dimitri S. Kerkentzes is Secretary General of the Bureau International des Expositions (BIE), the intergovernmental organisation that regulates and oversees international exhibitions.

Mr. Kerkentzes joined the BIE in 2003 and was appointed Deputy Secretary General in 2015. He previously worked in the energy industry in London, before moving to the United Nations in New York in 2001. He graduated from the University of Kent with a Master's degree in International Relations and Human Rights.

A Greek/British national born in London in 1979, Mr. Kerkentzes speaks English, French and Greek.



CHERI-LEIGH ERASMUS

Global Director of Learning, Accountability Lab, USA

Cheri-Leigh Erasmus serves as the Global Director of Learning at the Accountability Lab, a nonprofit organization aimed at making governance work for people by supporting active citizens, responsible leaders, and accountable institutions. She has spent more than a decade in the international higher education and international development arenas.

Through her work in leadership development, she's conceptualized and implemented leadership and skills development curricula for emerging leaders geared for careers in both the private and public sectors. She oversees Accountability Lab's learning and impact in her current position as part of a team working with young leaders to find innovative ways to hold governments accountable in 12 countries across Africa and South Asia. Cheri-Leigh is committed to finding new ways of using citizen-generated data to strengthen civic participation, especially related to the increased inclusion of traditionally marginalized groups.

She serves as Co-Chair of the Board of Berrett-Koehler Foundation, is an Advisory Board Member for Auburn University's Graduate Certificate in Nonprofit Organizations and Community Governance and is a Board Member at Embracing Diversity.



DR BRANDON FERDERER

Director of Global Community and Curator Development, Shared_Studios, USA

Brandon Ferderer is the Director of Global Community at Shared_Studios and honors faculty at Arizona State University. He is a writer, performer/storyteller, educator, and expert facilitator with a doctorate in intercultural communication from Arizona State University. He has a range of experience across the private, education, and not-for profit sectors where he has worked to harness the power of new communication technologies to bridge cultural divides through transformative conversation. His academic and creative works have been featured in publications including *Liminalities* and *The Seventh Wave*.

He has performed works at the Scottsdale Museum of Contemporary Art and Phoenix Art Museums as well as the Dixon Theatre in New York City. He is life-long learner and resides in Brooklyn, NY.

In his free time you can find him practicing German, reading, and riding his bike.



GORDON GILL

Partner, Adrian Smith + Gordon Gill Architecture, UAE/USA

Gordon Gill FAIA, is one of the world's foremost exponents of performance-based architecture. Ranging from the world's tallest buildings to sustainable communities, his work is driven by his philosophy that there is a purposeful relationship between formal design and performance; and that there is a Language of Performance, which is the basis of his practice: Form Follows Performance. His approach is based on an ecologically conscious philosophy that sets new standards for the relationships between the built and natural environment.

A founding partner of award-winning Adrian Smith + Gordon Gill Architecture (AS+GG), Gordon's work includes the design of the world's first net zero-energy skyscraper, the Pearl River Tower in Guangzhou, China (designed at SOM Chicago), the world's first large-scale positive energy building, Masdar Headquarters, the next world's tallest tower, Jeddah Tower in Jeddah Saudi Arabia, and most recently the design of Astana Expo 2017 and its sustainable legacy community for Astana, Kazakhstan and Al Wasl Plaza, the open space for the centerpiece of Expo 2020 Dubai, featuring an intricate domed trellis that will be the world's largest immersive projection experience. These landmark projects pursue energy independence by harnessing the power of natural forces on site and striking a balance with their environmental contexts.

Gordon has been published extensively and has exhibited, lectured, and taught widely in the U.S. and internationally. His designs have repeatedly been recognized and awarded by the American Institute of Architects and Architectural Institutions around the world. Prior to founding AS+GG in 2006, Gordon was an Associate Partner at Skidmore, Owings & Merrill and a Director of Design for VOA Associates.



LASANA T. HARRIS, PH.D.

Professor of Social Neuroscience, University College London, UK

Professor Harris completed his undergraduate education at Howard University, USA, and received post-graduate training at Princeton University, USA. He has held positions at New York University, USA, Duke University, USA, and Leiden University, the Netherlands, before coming to UCL. Professor Harris is a social neuroscientist who takes an interdisciplinary approach to understand human behaviour. His research explores the neural correlates of person perception, prejudice, dehumanization, anthropomorphism, social learning, social emotions, empathy, and punishment. This research addresses questions such as: How do we see people as less than human, and non-human objects as human beings? How do we modulate affective responses to people? How do we decide right from wrong?

Professor Harris is the EDI Lead for PGT Academic and Workforce Programmes at the Anna Freud Centre, a council member at the Economic and Social Research Council (ESRC), a Fellow at the Turing Institute, and a Visiting Professor at the Institute of Philosophy, School of Advances Studies. He is also currently appointed in the Experimental Psychology Department in Psychology and Language Sciences, and the Centre for Longitudinal Studies in the Institute for Education at UCL.



SAMEER HASHMI

Middle East Business Correspondent, BBC News



JORGE PEREZ JARAMILLO

Architect, Colombia

He is an architect, planner and author based in Medellín, Colombia. He has practiced professionally since 1987. He is advisor to the Governor of Antioquia for Planning and Habitat of Antioquia and member of the Scientific Committee for the Climate Emergency defined by the Governor in March 2020.

Pérez Jaramillo served as Medellín's Chief Planner between 2012 and 2015, was coordinator of the winning candidacy of the Lee Kuan Yew World City Prize for Medellín 2015, was Mayor in charge in May 2013 and was also Planning Deputy director of the Metropolitan Area Aburrá valley Medellín, between 2004 and 2008.

He was selected by the Rockefeller Foundation to be a Resident Fellow at the Bellagio Center in Italy in August 2019, is a member of the UBUNTU Advisory Panel Group of the United Cities and Local Governments UCLG, is a senior consultant for the World Bank, was Visiting Fellow in King's College, Cambridge in 2017 and is guest professor in Institute of Urban and Regional Development IURD UC Berkeley 2017-2019.

He was Dean of the schools of architecture of UPB 1993-2001 and USTA 2018-2019 in Medellín, and professor in several universities. He is visiting professor in several universities in Colombia, USA, UK, and other countries.

He recently authored the book Medellín, urbanism and society (2019, Turner Editors Mexico-Madrid).



PATOU NUYTEMANS

Chief Executive Europe, Middle East & Africa, Ogilvy, UAE/Belgium

As Chief Executive Officer EMEA of Ogilvy, Patou is responsible for driving all aspects of Ogilvy's business across Europe, the Middle East and Africa, spanning public relations, growth and innovation, advertising, health, and experience.

Patou joined Ogilvy in Belgium in 1993, and has steadily risen through the ranks of Ogilvy, taking on management roles of increasing responsibility. She has worked on three continents across a broad range of disciplines, categories, and clients.

Prior to being named CEO of EMEA, Patou was Global Chief Growth Officer of Ogilvy Growth and Innovation, Ogilvy's consulting arm. In the short period she was in that role, she made significant impact to that business, operationalizing the network and its marketing function for growth.

Before bringing her talents to Growth & Innovation, Patou served as CEO of the Middle East and North Africa region for four years, where she grew Memac Ogilvy financially, operationally, and reputationally—transforming a network of 11 offices into an integrated, efficient, modern marketing agency with an unparalleled new business track record, high client satisfaction, and a true talent and people-first culture.

Prior to her move to Dubai, Patou combined her role of EMEA Chief Digital Officer with that of CEO Ogilvy & Social.Lab Brussels, to oversee the network roll-out of this leading-edge social media performance business that was acquired under her leadership and became one of Ogilvy's fastest-growing offers globally. As Chief Digital Officer, a role she had for over 15 years, she played a pivotal role in developing and implementing the strategy that transformed Ogilvy into a digital-age agency group.



MANUEL RABATÉ

Director, Louvre Abu Dhabi, UAE/France

Manuel Rabaté has been Director of Louvre Abu Dhabi since 2016 and oversees all aspects of its operations and activity. The institution welcomed more than one million visitors in its first year, making it the 77th most visited museum worldwide in 2018.

Rabaté has worked on the museum since its inception, joining Agence France-Muséums a year after the signature of the intergovernmental agreement between France and Abu Dhabi, first as CFO, then Secretary General and CEO (2008-2016). Rabaté was Deputy Director of Cultural Development (2005-2008) of musée du quai Branly-Jacques Chirac for its opening, managing the launch of the museum's first touring exhibitions, notably Masques - Beauté des Esprits at the Bahrain National Museum. He was Deputy Director of the auditorium of musée du Louvre (2002-2006), where he participated in developing new programmes accompanying the creation of the Islamic Art department.

He is a graduate of Sciences Po (1998) and HEC business school (2001), and a Knight of France's National Order of Merit.

WITH
CONTRIBUTIONS
FROM



SARAH LYNN REES

Lecturer, Monash University, Australia

Sarah Lynn Rees is a Palawa woman descending from the Trawlwoolway people of north-east Tasmania. She is a Lecturer at Monash University, Associate at Jackson Clements Burrows Architects (JCBA) where she also is also a Lead Indigenous Advisor: Architecture and Design, she is program advisor and curator of the BLAKitecture series for Mpavilion, a Director of Parlour: Women, Equity, Architecture, and a member of the Victorian Design Review Panel for the Office of the Victorian Government Architect and Co-Chair of the Australian Institute for Architects First Nations Advisory Working Group.

Sarah's practice, advisory and research interests are geared towards a long term aim of Indigenising the built environment. Awarded the Charlie Perkins scholarship, Sarah attended the University of Cambridge where she produced a thesis on Indigenous housing in remote Australian communities and graduated with an MPhil in Architecture and Urban Design.

Sarah has practiced architecture in both Melbourne and London, most notably with Stirling Prize Winner Will Alsop's London based practice aLL Design before returning to Jackson Clements Burrows Architects in Birrarung-ga (Melbourne).

Sarah is widely published in architectural media, and speaks regularly at architecture and design conferences both locally and internationally. Her current research focus is on developing resources for built environment practitioners to improve collaborative engagement processes with Traditional Owners and Indigenous communities throughout each stage of architecture from procurement to media and awards.

WITH
CONTRIBUTIONS
FROM



DR JAY WANG

Associate Professor, USC Annenberg School for Communication and Journalism; Director, Center on Public Diplomacy, USA

A scholar and consultant in the fields of strategic communication and public diplomacy, Jay Wang is Director of the USC Center on Public Diplomacy and an Associate Professor at the USC Annenberg School for Communication and Journalism. He previously worked for the international consulting firm McKinsey & Company, where he advised clients on matters of communication strategy and implementation across a variety of industries and sectors.

Dr. Wang has written widely on the role of communication in the contemporary process of globalization. His most recent book, *Debating Public Diplomacy: Now and Next*, a co-edited volume that casts forward to examine future directions of public diplomacy's research agenda. He is the author of *Nation Branding at the World Expo: Shaping China's Global Imagination*, which provides a comprehensive discussion of how countries embrace branding as a crucial element in their pursuit of soft power and why certain nation-branding efforts succeed while others fail through the use of the Shanghai Expo as a case study. He has written several other books and serves on the editorial board of the *International Journal of Communication*.

As a leader in global public diplomacy scholarship and practice, Dr. Wang has developed innovative, policy-relevant research and programming across a range of public diplomacy issues ranging from soft power in global affairs, United States public diplomacy and national security, to digital advocacy, public diplomacy performance and evaluation.



إكسبو 2020
دبي، الإمارات العربية المتحدة
DUBAI UNITED ARAB EMIRATES



المجلس العالمي
WORLD MAJLIS