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15 – 16 APRIL 2015, DUBAI

IMAGINE IT'S 2020

CONNECTING CONTENT, REACH AND REVENUE

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APRIL 15TH, 10:00 – OFFICAL OPENING



WELCOME SPEECH OF OUR GUEST OF HONOUR

Her Excellency Reem Al Hashimy, UAE Minister of State



WELCOME ADDRESS FROM THE HOST

Dhaen Shaeen, CEO of Publishing Sector, Dubai Media Incorporated, Dubai, UAE



WELCOME ADDRESS FROM WAN-IFRA

Vincent Peyrègne, Chief Executive Officer, WAN-IFRA, France



WELCOME ADDRESS FROM THE REGION

Saleh Alhumaidan, Managing Director, Al-Yaum Media House Dammam, Saudi Arabia and Chairman of the WAN-IFRA Middle East Committee

EXCLUSIVE PRE-CONFERENCE TOUR OF THE EXHIBITION AREA

10TH WAN-IFRA MIDDLE EAST CONFERENCE

15 – 16 APRIL 2015, DUBAI

APRIL 15TH, 12:00 – CONFERENCE KEYNOTE



A LOOK INTO THE FUTURE: IMAGINE IT'S 2020

The future of news is not a version of itself but something completely new. It's activity-tracking wearables making situationally reactive content the norm. Connected cars triggering an explosion of audiocored media. Big Data, stripped of marketing hype, becoming the Millennial consumer currency of choice. The end of advertising. The rise of engagement. Disappearance of the home page and websites as we've known them. Journalist bands dominating high-end story production. Publishers as news experience producers. Microvideo everywhere. Everything social. Media not as product but as service. It's not too early to get out in front of it all.

Kerry Northrup, Turner Multimedia Professor, Western Kentucky University, USA, and Chief Editorial Officer, The Newsplexer Projects



THE GAME HAS CHANGED

Times are changing. We now live in an economy where things are more digitalized and socialized. Consumer behaviors are changing and so is the art of engagement in a rapidly moving media and marketing landscape. The media game has become tougher, more competitive, and it is constantly transforming and challenging the industry. Digital is at the epicenter of what is taking place as consumers shift towards personalized brand experiences. And it has never been so important than now to embrace a brave, new world where a continuous state of disruption is the new norm.

Bander Assiri, Co-Founder and Managing Director of Cehail Digital Advertising, KSA



LAYING THE GROUNDWORK FOR THE FUTURE OF NEWS DESIGN

As our ultra-connected lives make visual literacy ever more important, content creators and news designers have to strike a fine balance between embracing the latest technologies and recognising the enduring value of print. By positioning design as a bridge between various products and by branching out into new sectors, newspapers can open up new revenue streams based on existing capabilities. Not to mention prepare for the future of print in this region.

Luis Chumpitaz, Information Graphics Director, Al Bayan newspaper, UAE

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APRIL 15TH, 15:30 – ADVERTISING SESSION



Moderator: Niko Ruokosuo, Founder, Abi Media Network, Finland



LOOKING INTO THE CRYSTAL BALL

How technology advances, demographic changes, and the state of the economy help us predict the future of media

Ben Shaw, Director Consulting, WAN-IFRA, Germany



USING SCIENTIFIC PRICING ENGINE TO MAXIMISE CHALLENGED ADVERTISING MARGINS

Using scientific pricing engine to maximise ad margins India's Times Group publishes The Times of India and a dozen other newspapers and is the largest publishing company in India. Because pricing is integral to business and delivering results, the group recently developed an indigenous scientific and dynamic pricing system called "Pricewise" to win back advertising margins. Since its adoption, the Times Group has seen a sharp growth in yield, which translated into higher margins and was the single largest growth driver for the company. In Dubai, Arunabh Das Sharma, President of Times Group, will share the company's plans for the future to evolve Pricewise and how they continuously strive to revolutionise the advertising world.

Arunabh Das Sharma, President, Times Group, Bennett, Coleman & Co Ltd., India



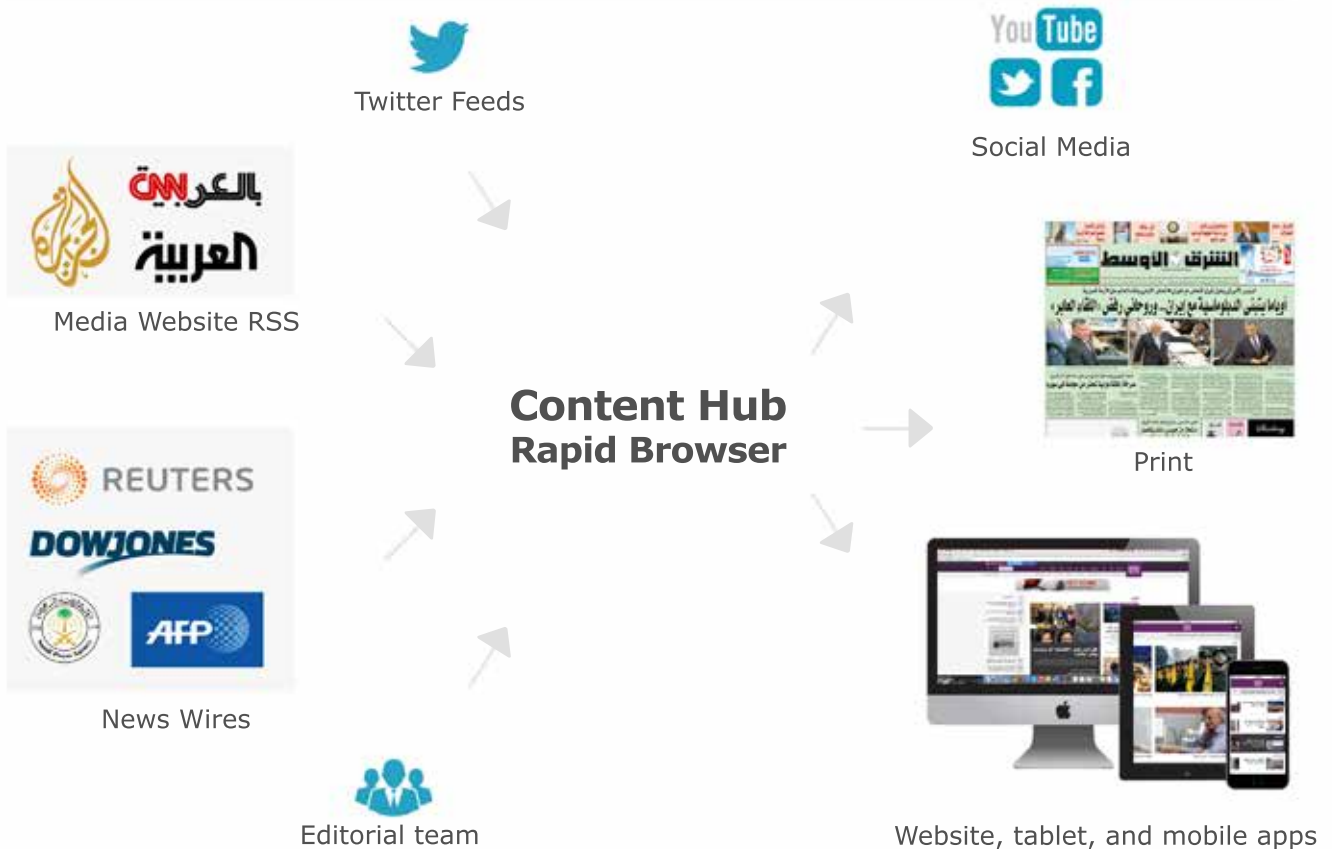
NATIVE ADVERTISING – THE TELEGRAPH MEDIA GROUP EXPERIENCE

The use of “native advertising,” or advertising designed to look like editorial content, has been growing in popularity during the past couple of years with newspaper. While popular with advertisers, the practice has also caused controversy, especially in newsrooms, which fear that readers won’t be able to tell the difference between advertising and their journalism. In this presentation a representative from the Telegraph Media Group in the UK will explain how it is using native advertising.

Toby Moore, Publishing Director Magazines and International Sales Director, Telegraph Media Group, London, UK

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Keeping track of change

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APRIL 16TH, 10:00 – INNOVATIONS IN NEWSROOMS



Moderator: Kerry J. Northrup, Turner Multimedia Professor, Western Kentucky University, USA, and Chief Editorial Officer, The Newsplexer Projects



2020: THE STORY HAS A LIFE OF ITS OWN

In 2020 the story will dominate technology. Instead of living on the page or on a screen it will live in the experience of consumers like never before as it transcends time, space, platform and experience. Digital technology will take a backseat to editorial engagement as journalists and editors create, curate and facilitate transformative content that literally jumps off the page and has its life across platforms, embedded in familiar everyday devices and is experienced differently with virtual reality and other such devices. Newspapers won't be the only media producers. Non-media professionals will compete for our businesses from the edges, forcing us to diverge and deliver media content to places we have traditionally not been. 2020 will also be unpredictable and uncertain as understanding what doesn't change will be as important as knowing what does.

Jonathan Halls, Adjunct Professor, The George Washington University and Principal, Jonathan Halls & Associates, USA



DRONE JOURNALISM

Will drones be increasingly used in content gathering? Case study from The Bangkok Post

Sithikorn Wongwudtianum, Photo Producer, The Bangkok Post, Thailand



CONNECTING WITH MILLENNIALS

What should publishers do when the young generation refuses to consume hard news the way their parents do via newspapers, radio or television? How can serious messages be sent to the digital natives who do not want the old-fashioned journalism? A news website in Vietnam breathed a new life to traditional media, using rap music to deliver news to the youths. The debut video, which was launched by VietnamPlus mid November 2013, quickly got 1 million views within the first 48 hours and RapNewsPlus then became a phenomenon in the country.

Le Quoc Minh, Editor-in-chief VietnamPlus, Vietnam News Agency



ENGAGING THE READERS FOR A BETTER FUTURE

Verdens Gang of Norway won 1st place for Best Reader Engagement in WAN-IFRA's European Digital Media Awards for its coverage of World Chess Championships. A case study.

Øyvind Naess, Chief of Staff, Verdens Gang AS

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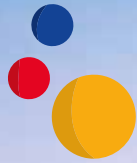


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APRIL 16TH, 14:00 – INNOVATIONS IN PRINT



Moderator: Manfred Werfel, Deputy CEO, WAN-IFRA, Germany



KEYNOTE: THE MINDSET OF INNOVATION

Newspaper innovations as a differentiation strategy while keeping print alive

A case study from two Sri Lankan Newspapers , “Ceylon Today” and “Mawbima” and how they used newspaper innovations as a differentiation strategy to create a distinct image in the minds of readers. The positioning strategy was to project the newspaper company as the most innovative one.

Saranga Wijeyarathne, Director Marketing - Ceylon Newspapers, Sri Lanka



MASAR'S VISION FOR THE FUTURE

Samer Sabri Abdel Qader, Director, Prepress & Digital, Masar Printing & Publishing, Dubai U.A.E.



SECRETS FOR A BETTER BRIGHTER BOLDER NEWSPAPER FUTURE: LESSONS FROM THE MAGAZINE INDUSTRY

In a digital era, some magazines discovered the power and beauty of print. What are their secrets? Why do magazines continue to thrive in a digital age? Why are digital companies moving to print? This session will reveal few of the lessons that newspaper folks can learn from their younger print siblings that can enhance and ensure a brighter future for the printed newspaper.

Prof. Dr. Samir Husni, The University of Mississippi, USA



PRINT VERSUS DIGITAL

Predictions of the death of the printed newspaper have been around for more than 100 years. In the past decade, these prophecies have picked up speed as many printed newspapers in much of the world have battled circulation declines.

Today, some might wonder if there will still be reasons to print the newspaper in 2020, just 5 years from now. After all, tablets and other digital platforms have altered the reading habits of many people. However, the printed product still holds substantial value for large percentages of the population in countries around the globe. We will look at how the printed newspaper has continued to develop in recent years and what we can still expect from it. In doing so, we will also seek to answer the question:

Is print on its way out, or can it remain an essential part of a multimedia world?

Manfred Werfel, Deputy CEO, WAN-IFRA, Germany

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SPEAKER



**HER EXCELLENCY REEM EBRAHIM AL HASHIMY,
UAE Minister of State**

In February 2008, Her Excellency Reem Al Hashimy was sworn in as Minister of State in the Cabinet of the United Arab Emirates. Her Excellency has managed the International Affairs Office of the UAE Prime Minister, His Highness Sheikh Mohammed Bin Rashid Al Maktoum, since her ministerial appointment. Additionally, she holds responsibility within the Ministry of Foreign Affairs, for the UAE's bilateral relations with Sub Saharan African countries, India, Pakistan and the Small Island Developing States (SIDS).

Her Excellency holds the position of Managing Director of the Dubai Expo 2020 Higher Committee as well as Director General of the Dubai Expo 2020 Bureau, in preparation for the upcoming mega event.

Her Excellency is Chairperson of the Emirates Competitiveness Council. In addition, she also served as Chairperson of Dubai Cares, a philanthropic organisation with the aim of improving access to primary education in developing countries.

Her Excellency completed her undergraduate degree at Tufts University, earning a BA in International Relations and French, followed by an MA from Harvard University. Prior to her current 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 DC.



DHAEN SHAEEN

CEO of Publishing Sector, Dubai Media Incorporated, Dubai, UAE

Current Editor-in-Chief of Al Bayan Daily Newspaper . CEO Dubai Media Incorporated Press. Headed Al-Bayan's Sports Department; Supervised Cultural, Miscellaneous, Localities, Photography and Proofreading departments.

Member of Emirates' Writers Federation; Official in Charge of Public Relations during one of the Federation's sessions.

Member of The Arab Writers' General Federation.

Financial and Administrative Manager of Al-Bayan Press, Printing & Publishing Establishment.

Jury Member of Skeikha Latifa Bint Mohammed Prize for Childhood Creations.

Member of The National Ecological Strategy Project in the Education & Ecological Awareness Sector. Participating in a training workshop on "Internal Customers" for The Dubai Government Excellence Award.

Participating in a press training course on human rights, Rabat, Morocco.

Poet & Literary Critic with five publications in Arabic:

1. "Silence-Inspiring Sign – A Poetic Collection (1990)
2. "Unsellable Stuff " – A Collection of Essays & Articles (1992)
3. "Inscriptions on the Gates of Al-Napat" – Critical Articles (1995).
4. "I Pronounce Thy Names in My Dreams" – A Collections of Writings.
5. "Out of Context" – A Collection of Articles on lifestyles and pubic culture.
6. "Other Faces for Life" – Articles & Essays.
7. "Saaleek.com"
8. "What the Wind did not say"
9. "Outside the picture inside the frame"

Participated in several cultural, literary and movie festivals, including Pizzaro Film Festival, Italy; The Mediterranean Film Festival of Pantelleria in Sicily, Italy; and The World Youth Festival in Pyongyang, North Korea, 1989.

Managing Editor for "Shoun Adabia", a seasonal magazine published by Emirates Writers Federation.

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Damascus Liaison Office
Dar Al Moohandesseen
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GERMANY

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SPEAKER



VINCENT PEYRÈGNE

Chief Executive Officer, WAN-IFRA, France

Vincent Peyrègne took up duties as Chief Executive Officer of the World Association of Newspapers and News Publishers (WAN-IFRA) on 1st October 2012. Prior to joining WAN-IFRA, since the end of 2008 he worked in the office of the French minister of Culture and Communication where he was responsible for newspapers and new media as well as the “états généraux de la presse écrite”, the French government’s response to the economic difficulties facing the newspaper industry. From 2004 to 2008 he was head of development at Edipresse Publications SA in Lausanne, with responsibility for reader studies and marketing research. In 1997, as Regional Manager of IFRA (INCA FIEJ Research Association), he established IFRA South West Europe, the IFRA subsidiary with responsibility for the French-speaking regions and the Iberian Peninsula, which he headed for seven years. He then established IFRA Ibérica in 2000, coinciding with the launch of the Spanish-language edition of IFRA’s international magazine, técnicas de prensa. Before joining IFRA for the first time, he worked for three years for the business daily publication La Tribune Desfossés in Paris, initially as head of advertising, then customer relationship manager. A graduate of the European Institute of Business Administration (IEA) in Paris, he began his professional career working as a consultant for several French newspaper companies, such as Libération and Groupe Sud-Ouest as well as for professional organisations such as Syndicat de la Presse Quotidienne Régionale, Syndicat de la Presse Parisienne, Syndicat des Quotidiens Départementaux and Nouvelles Messageries de la Presse Parisienne.

Vincent Peyrègne is a founding board member of the French-language chapter of SND (Society for News Design) and since several years a member of ESOMAR and INMA, and a former member of the REMP-WEMF Research Committee (advertising media research) in Zurich.



KERRY J. NORTHRUP

Turner Multimedia Professor, Western Kentucky University, USA, and Chief Editorial Officer, The Newsplexer Projects

Kerry J. Northrup is a career journalist and international media executive who specializes in prototyping the future of journalism. Northrup created the original US\$2.5 million Newsplex model newsroom for demonstration and training in convergent newshandling technologies and techniques. He is now chief editorial officer and news experience producer of The Newsplexer Projects – a series of massive-media editorial productions used to invent new ways of doing the news and train fusion journalists for the new mainstream media. He holds the endowed Turner Multimedia Professorship at Western Kentucky University, was a founding board member of the Global Editors Network and was publications director at the World Association of Newspapers and News Publishers (WAN-IFRA). He originated the annual NewsGear evaluation of advanced technology for modern, mobile, multiplatform journalists. He launched the Media Scenarios Project using scenario planning methods to envision the future of news and the news business. He executive produced the Telly Award-winning “Tomorrow’s News” video depicting a futuristic multichannel news operation. His previous career encompassed two decades as an award-winning reporter, writer, designer, multimedia producer, news technologist, editor and executive for a variety of newspapers, magazines and broadcasters, including The St. Petersburg Times and a corporate position at Gannett. He has consulted for scores of newsrooms in nearly two-dozen countries as a published expert in advanced editorial technologies and integrated newsroom management.

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BANDER ASIRI

Co-founder and managing director of Cehail Digital Advertising

Bander Asiri is the co-founder and managing director of Cehail Digital Advertising, which currently is the 2nd biggest digital advertising network in Saudi Arabia. He is also the co-founder of a number of other companies working in digital advertising and marketing. He worked prior as the MD of Khaleejiah, which is the biggest print ad company in the GCC. He holds a BA in Languages, and an MBA in change management.



LUIS CHUMPITAZ

Information Graphics Director, Al Bayan newspaper

Luis Chumpitaz is an intrepid explorer of multi-lingual design and journalism. Over the past 20 years, Luis has worked for Spanish, English, Arabic, Indian and Chinese media companies. His work has received several international awards from the Society of News Design (SND), the World Association of Newspapers and News Publishers (WAN-IFRA) and Malofiej, which is considered the Pulitzer Prize of the infographics industry.

Today, Luis combines a busy job as the head of graphics for several Dubai-based newspapers, he also lectures at several universities and participates in media conferences around the world.

As an active member of SND and WAN-IFRA, Luis favors a collaborative approach and pursues the highest ethical and artistic standards in all aspects of his work.

After completing a degree in arts and design at the Pontificia Universidad in Peru, Luis studied journalism at Navarra University in Spain, where he won the Reuters Peter Sullivan Fellowship for outstanding infographics. Starting out at Latin American newspapers such as El Sol, Epena and El Comercio, he honed his craft by becoming a regular attendant of study programs at the Poynter Institute for Media Studies in St. Petersburg, U.S.

Before long, Luis was invited to hold courses at leading South American universities, such as the University of San Martin de Porres and the San Ignacio de Loyola Institute. In addition, he started to pursue freelance design and consultancy projects.

In 2007, an opportunity came up to work in the United Arab Emirates (UAE), where he successfully established an award-winning infographic department, that now serves three of the coun-



try's leading newspapers: Emirates Business 24/7, Emarat Al Youm and Al Bayan; all operated by Dubai Media Incorporated, one of the most influential media companies in the UAE.

Awards highlights include: SND's first prize for Arabic and English newspaper information graphics (2008); WAN-IFRA's gold medal for infographics from the Middle East (2009); and a Malofiej award for outstanding infographics projects in print and online media of the Arab Gulf (awards since 2011-2013). In his roll of project manager and visual editor of books, his team got the great news on the 34th International Sharjah Book Fair Awards, with the Best Emirati Book about UAE, "Live from the Emirates: UAE Media History Uncovered", published by Al Bayan (2014).

One of Luis' lasting achievements has been to raise awareness for the importance of visual journalism and infographics in the Middle East and North Africa. As a speaker and jury member at SND-Malofiej International Awards, he attended summits in Buenos Aires (2009), St. Louis (2010) and Ohio (2011), Bangalore (2012), Jakarta Wan-IFRA(2013). Luis avidly promoted innovation and lifelong learning. In September 2011, he used a lecture at the "World Summit of News Design" in Mexico City to call on the industry to tackle global challenges head on.

In UAE, he is running training courses and presentations for government entities, such Dubai Economic Department, United Arab Emirates National Bureau of Statistics, Dubai Statistic Center and Dubai Police.

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NIKO RUOKOSUO
Founder, Abi Media Network, Finland

Niko Ruokosuo is the Chief Executive Officer of Scoopshot, the disruptive photo crowd-sourcing application. He has 20 years international experience as a senior executive in media, marketing and publishing companies in Scandinavia, Central Europe, North America and the Middle East. A key player and strategist in guiding the companies through changing consumer behaviour.

Prior to joining Scoopshot in August 2011, Niko was COO of the SRMG, the largest and only publicly listed media company in the Middle East. Before SRMG, Niko Ruokosuo was President and CEO of Sanoma City Magazines (Sanoma Kaupunkilehdet) based in Finland, Los Angeles Times as President of Recycler Classified, Research Manager at IFRA and consulting on an international level in Europe, Asia and the United States.

Niko is a renowned and sought-after speaker for international conferences and events.



BEN SHAW
Director, Global Advisory, WAN-IFRA, Germany

Ben joins WAN-IFRA's team to strengthen its mission of being the knowledge hub for the news media industry. As a leading expert on digital media, he has the task of providing independent advice on digital strategy and organisational change. He will also lead the various WAN-IFRA initiatives to support the media industry in its transformation.

Previously, he was Shaw Media's Chief Digital Officer, and focused in driving digital revenue and audience for their digital products in the United States. Shaw was also the company's CTO and previously IT Director. He oversaw the alignment of all technologies to Shaw's audience and revenue growth strategies. He was also actively involved in optimizing Shaw Media's over 100 print and digital publication products and workflows.

He is a licensed Apple iOS Developer and an Apple Certified Help Desk Specialist.



ARUNABH DAS SHARMA

President, Times Group, Bennett, Coleman and Co. Ltd, India

Board level business leader. Arunabh has worked in Media, Consumer Packaged Goods and Consumer Durables space with some experience in technology start ups.

Great blend of working and living in both mature and emerging market environments. He has worked in India, China and the US. He has an intimate working knowledge of the entire Asia Pacific market including Australia, as well as a fair working knowledge of the Western European markets and the Middle East.

Arunabh has handled businesses of various sizes and has been involved in a range of activities including M&A, JV formations and new market entry. He has significant experience in turnarounds and change management. Currently, he handles over a \$1B of direct revenue responsibility and a team of more than 2,000 people.

Specialties

Brand, product and sales management. Business strategy and handling large businesses across a range of markets. Turnaround and change management. Handling cross cultural working and living environments.



TOBY MOORE

Publishing Director Magazines and International Sales Director, Telegraph Media Group, London, UK

Toby started his media career as a media sales executive at Hearst UK working across magazines such as Cosmopolitan, Harpers Bazaar, Good Housekeeping and Zest Magazine where he reached the position of Advertisement Director. After 5 years he moved to Time Inc where he was Publisher of Marie Claire magazine for 6 years. Toby joined the Telegraph Media Group in 2005 and has held various senior roles including: Director of client sales for Fashion, Luxury and Beauty, International Sales Director and Publishing Director of Magazines. Toby has a history of launching magazines such as the ST portfolio which includes: ST Fashion, ST Men, ST Kids and ST Watches and Jewellery. In 2014 he launched the dual magazine and online edition of Luxury – now a quarterly publication.

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JONATHAN HALLS

Adjunct Prof, George Washington University, USA

Jonathan Halls is Principal of Jonathan Halls & Associates and an adjunct professor at The George Washington University in Washington DC.

He has worked for more than twenty years in the media industry, in more than 20 countries and with 30 different nationalities. He teaches and consults on organizational dynamics including leadership, change, communication and innovation. He also teaches media production.

Jonathan delivered the IFRA Newsplex' training for journalists at the Daily Telegraph when it moved to its converged newsroom in 2006, providing audio, video and web writing workshops. He has delivered training to journalists, editors and media professionals at newspapers and magazines around the world including Nottingham Evening Post, DeVolkskrant, Romania Libera, Primera Hora, Financial Times, FHM, Cosmopolitan, The Nation, Metro and many more."

Jonathan was formerly a learning executive at BBC in London. He was responsible for the delivery of the BBC's prestigious multimillion dollar training operation in television, radio operations and new media. He divides his time between teaching new media production and helping clients improve their organizational dynamics with leadership, communication, innovation and change training. Jonathan started his career as a journalist and has worked as a trainer and executive.



SITHIKORN WONGWUDTHIANUN

Photo producer, Bangkok Post, Thailand

Sithikorn Wongwudthianun, photo producer and in-house UAV pilot for The Bangkok Post, captured breathtaking images of Bangkok during political protests in 2013 using a drone.

In 2012, he learned to operate his UAV in a football field next to the office, and he is still using drones to capture footage even in the midst of coup-driven martial law.



LE QUOC MINH

Editor in Chief, Vietnam News Agency

Le Quoc Minh is editor-in-chief of VietnamPlus which delivers news in five languages. He is the person behind Vietnam News Agency's new media technologies development including a unique news application that runs on 500 different mobile phones. His various innovative journalism projects include RapNewsPlus which deliver news in rap music to young audience, and pioneering infographics project which he started in 2004. Minh is a leader in mobile journalism and social journalism in Vietnam, and he has been a lecturer on these topics for years. Dedicated to journalism training, Minh runs his personal 11-year-old website – Vietnam Journalism, the most popular Vietnamese language website on journalism training, and gives personal annual scholarships to journalism students at Hanoi University.

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ØYVIND NAESS
Chief of Staff, Verdens Gang AS

Øyvind Naess (55) is educated from the Norwegian University of Journalism. He has joined several management programs; e.g. The Scandinavian Newspaper Management Program and Schibsted Top Management Program.

As the Chief of Staff in VG, Naess is Advisor for the Publisher and coordinates the work in both the top-management group and in the editors group. Naess has been a member of the top management group during the transformation of VG into a digital media house.

Naess joined VG in august 1988 and has held various positions, including: Reporter (1988-1991), Managing Editor (1991-1993), Head of political department (1993-1995), Personnel director (1995-2005), Director of HR & Communications (2005-2011), Chief of Staff (2011-). Previous to VG, Naess worked as a journalist in different Norwegian newspapers.

Verdens Gang is read by 2, 4 million readers every day, on mobile, desktop, tablet, and printed paper. VGs online website www.vg.no, are Norway's most read news site.



MANFRED WERFEL
Deputy CEO, WAN-IFRA, Germany

Manfred Werfel took up duties at Ifra in 1996. He is Deputy CEO and Executive Director Production of WAN-IFRA, based in Germany. He heads a department with Consultants, Research managers and specialists in different areas of expertise, from Newspaper Production to ink and paper. Werfel specialises in reproduction and prepress applications as well as in colour management and printing standardisation in newspaper environments.



SARANGA WIJEYARATHNE

Director, Marketing - Ceylon Newspapers (Pvt) Limited, Sri Lanka

Saranga held key marketing positions in diversified fields such as rubber product manufacturing, software development and project consulting before he was selected in 2004 to be the youngest advertising manager of Wijeya Newspapers Limited, the leading media organisation in Sri Lanka, which publishes leading brands such as The Sunday Times, Lankadeepa, Daily Mirror, DailyFT and HI magazine. In 2007, he was promoted as the Assistant General Manager, becoming the youngest person to hold that position in 25 year history of Wijeya Newspapers Limited.

He is currently the Director of Marketing for Ceylon Newspapers, the publisher of Mawbima and Ceylon TODAY, the second largest newspaper group in Sri Lanka.

His Sinhala language newspaper Mawbima has won the Award for "The Best New Entrant of the Year" at Sri Lanka's biggest and most recognised Marketing / Branding Award Ceremony "SLIM Brand Excellence 2013." It was the first newspaper to win an award in the 13 year history of the awards show. Innovative Mawbima Lion Flag introduced by them on 62nd national day has won the first-ever Cannes Award for Sri Lanka in 2012. Their latest innovation "World's First Mosquito-Repellent Newspaper" published on World Health Day 2014 attracted the eye of international media and got shortlisted at Cannes in 2014.

He has initiated and introduced numerous innovations to print media in Sri Lanka.

He is currently sharing his knowledge as a visiting lecturer of University of Kelaniya on Advertising, School of Media Arts and Management on Advertising and Media Marketing. He is serving as a guest lecturer at University of Colombo, University of Sri Jayewardanepura, Sri Lanka Institute of Marketing and Open University of Sri Lanka.

He holds many positions in professional and social organisations including Board Director and sole print media representative in International Advertising Association (IAA) in 2009 – 2011, The President of Sri Lanka China Youth Front and Secretary of Sri Lanka China Journalists forum. He has served as the President of Colombo University MBA Alumni Association in 2013/14.

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He is a regular contributor for local newspapers and magazines in marketing and Management disciplines. His articles appeared in many international websites such as www.articlebase.com, www.articlealley.com, www.amazines.com, www.goarticles.com, www.thefreelibrary.com and quoted by hundreds of websites throughout the world.

Saranga has won the prestigious International Brand Leadership Award at the “Global Awards for Brand Excellence 2013” which was held at Mumbai, India. Further he has won the Gold Medal for Strategic Management at the MBA Level for his academic Excellence.

Saranga Wijeyarathne obtained his Master of Business Administration (MBA) from University of Colombo and the first degree in Marketing Management from University of Sri Jayewardenepura. He is a member of Sri Lanka Institute of Marketing (SLIM) and completed Licentiate level of Institute of Chartered Accountants of Sri Lanka.



SAMER SABRI ABDEL QADER

DIRECTOR DIGITAL & PREPRESS, MASAR PRINTING & PUBLISHING, DUBAI U.A.E.

Masar is one of the biggest modern high-tech Commercial and Newspaper printing plants in the region. located at International Media Production Zone (IMPZ) in Dubai.

After his last senior Positions at Arabian Printing in Bahrain; leading IT, Prepress, digital, Development and Training. then managing Dynagraph operation in Jordan representing manroland, Fuji, and many other leading brands in the printing industry.

Joined Masar’s senior management team from the very early beginning of the project on the year 2006. Establishing one of the best printing plants in the region following the highest international standards and certified by WAN-IFRA & Fogra.

With strong Management, IT, Printing, digital and PrePress experience; currently taking care of the Commercial PrePress, Newspaper Prepress, and Digital Printing departments at Dubai Media Inc’s printing sector including Masar Printing & Publishing and Mohammad bin Rashid Holy Quran Printing Center.



PROF DR SAMIR HUSNI

Director, Professor and Hederman Lecturer, Magazine Innovation Center, The University of Mississippi , USA

Mr. Magazine™ is Samir A. Husni, Ph.D. who is the founder and director of the Magazine Innovation Center at the University of Mississippi's Meek School of Journalism and New Media. He is also Professor and Hederman Lecturer at the School of Journalism. As Mr. Magazine™ he engages in media consulting and research for the magazine media and publishing industry.

Dr. Husni is the author of the annual Samir Husni's Guide to New Magazines, which is now in its 29th year. He is also the author of Just Common Sense: Mr. Magazine's Ideas to Grow and Cultivate Magazine Media published by Nautilus Publishing Co.; Magazine Publishing in the 21st Century, published by Kendall Hunt; Launch Your Own Magazine: A Guide for Succeeding in Today's Marketplace published by Hamblett House, Inc. and Selling Content: The Step-by-Step Art of Packaging Your Own Magazine, published by Kendall Hunt. Dr. Husni is also the co-author of Design Your Own Magazine published by the Magazine Innovation Center at The University of Mississippi. He is the editor of The Future of Magazines published through a grant from the Meredith Corp.

He has presented seminars on trends in American magazines to the editorial, advertising and sales staff of the magazine groups of the Morris Communications Company, IOStudio, Highlights for Children, Inc., Hearst Corp., Hachette Filipacchi Magazines, Meredith Corp., Reader's Digest Magazine, ESPN the magazine, Sail Magazine, American Airlines Publishing, the National Geographic Society, the Swedish magazine group Bonnier, the Finnish media group Sanoma, Southern Progress magazines, New South Publishing, Inc., the Society of Professional Journalists, the American Society of Magazine Editors, MPA: The Association of Magazine Media, Vance Publishing Corporation, the Florida Magazine Association, The Magazine Association of Georgia, the National Society of Black Journalists, the Japanese Magazine Publishers Association, and the American Press Institute.

He is "the country's leading magazine expert," according to Forbes ASAP magazine, "the nation's leading authority on new magazines," according to min:media industry newsletter; "a world-renowned expert on print journalism" according to CBS News Sunday Morning and The

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Chicago Tribune dubbed him “the planet’s leading expert on new magazines.”

Dr. Husni has been interviewed by major U.S. and International media on subjects related to the magazine industry. He has been profiled and is regularly quoted in The New York Times, The Los Angeles Times, USA Today, The Chronicle of Higher Education, and many other newspapers world-wide, as well as the major newsweeklies and a host of trade publications.

He has appeared on CBS News Sunday Morning, Good Morning America, CNBC, CNN, CN-NFN, PBS, and on numerous radio talk shows including National Public Radio’s Morning and Weekend Editions as well as On The Media.

Dr. Husni has also served as an expert witness in several lawsuits involving major media corporations including Time Inc. and American Express Publishing among others.

He has been a judge of The National Magazines Awards, The Global Mobile Awards, The Evangelical Magazines Association, The City and Regional Magazines Association, and The Florida and the Magazine Association of the Southeast Awards. Dr. Husni has been inducted in the Florida Magazine Association’s Hall of Fame.

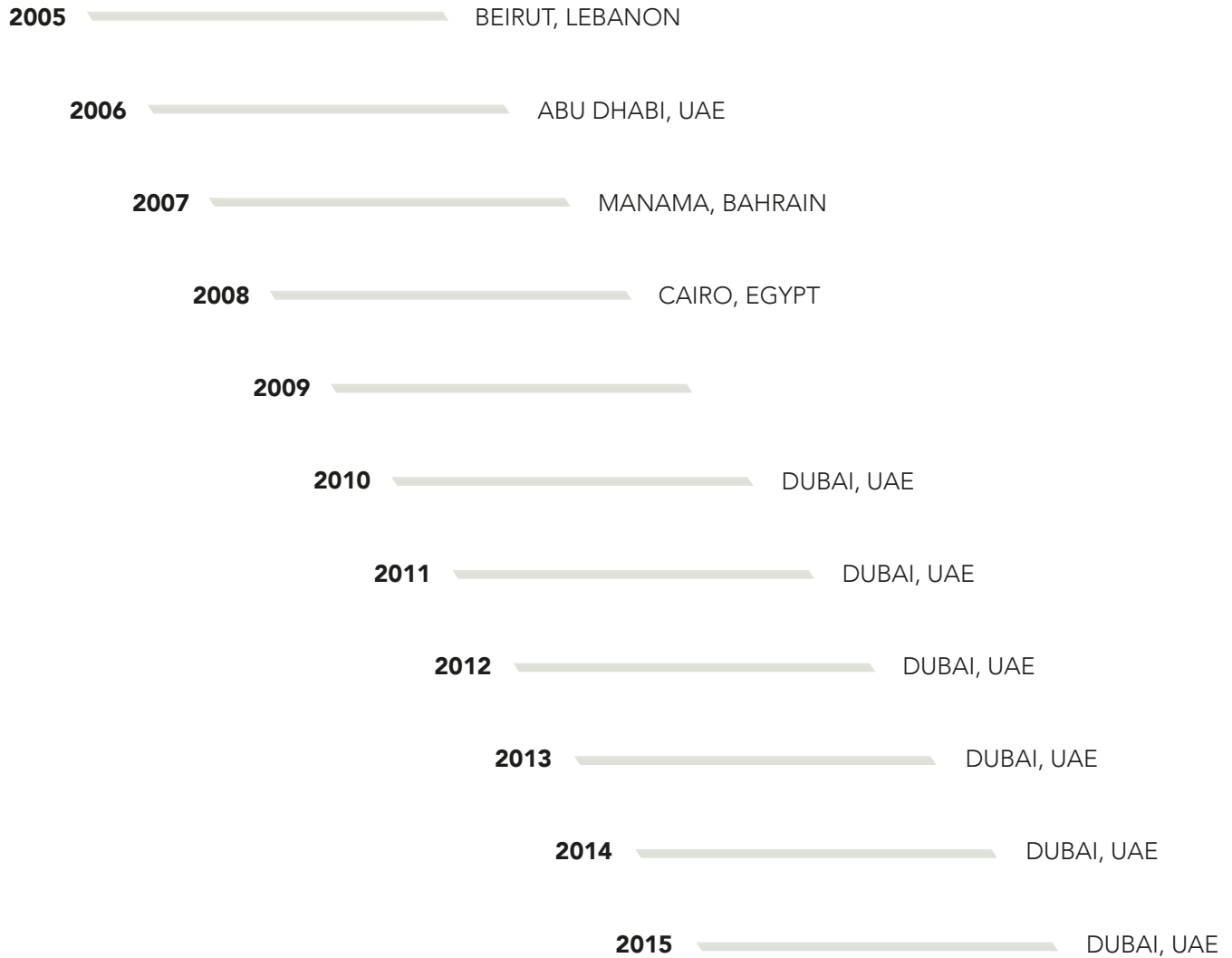
He is the President and CEO of Magazine Consulting & Research, a firm specializing in new magazine launches, repositioning of established magazines, and packaging publications for better sales and presentations.

Dr. Husni holds a doctorate in journalism from the University of Missouri-Columbia and a master’s degree in journalism from the University of North Texas.

When he is not in his office reading magazines, Dr. Husni is at the newsstands buying magazines.

The new Mr. Magazine™ logo reflects both of Mr. Magazine™’s loves: His first love, magazines and his side-kick love neckties. Dr. Husni is the proud owner of more than 28,000 first editions and more than 1,000 neckties.

HISTORY OF THE MIDDLE EAST CONFERENCE



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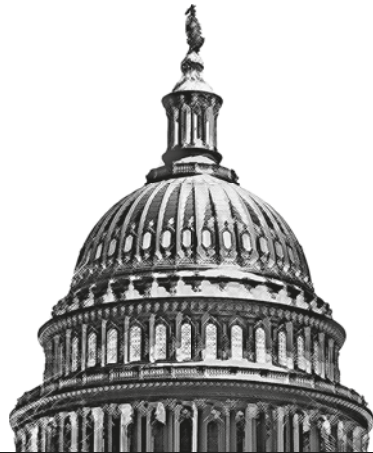
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Our conference would not be possible without the support of our strategic partner Al Bayan.
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