



**Saïd Business School**  
UNIVERSITY OF OXFORD

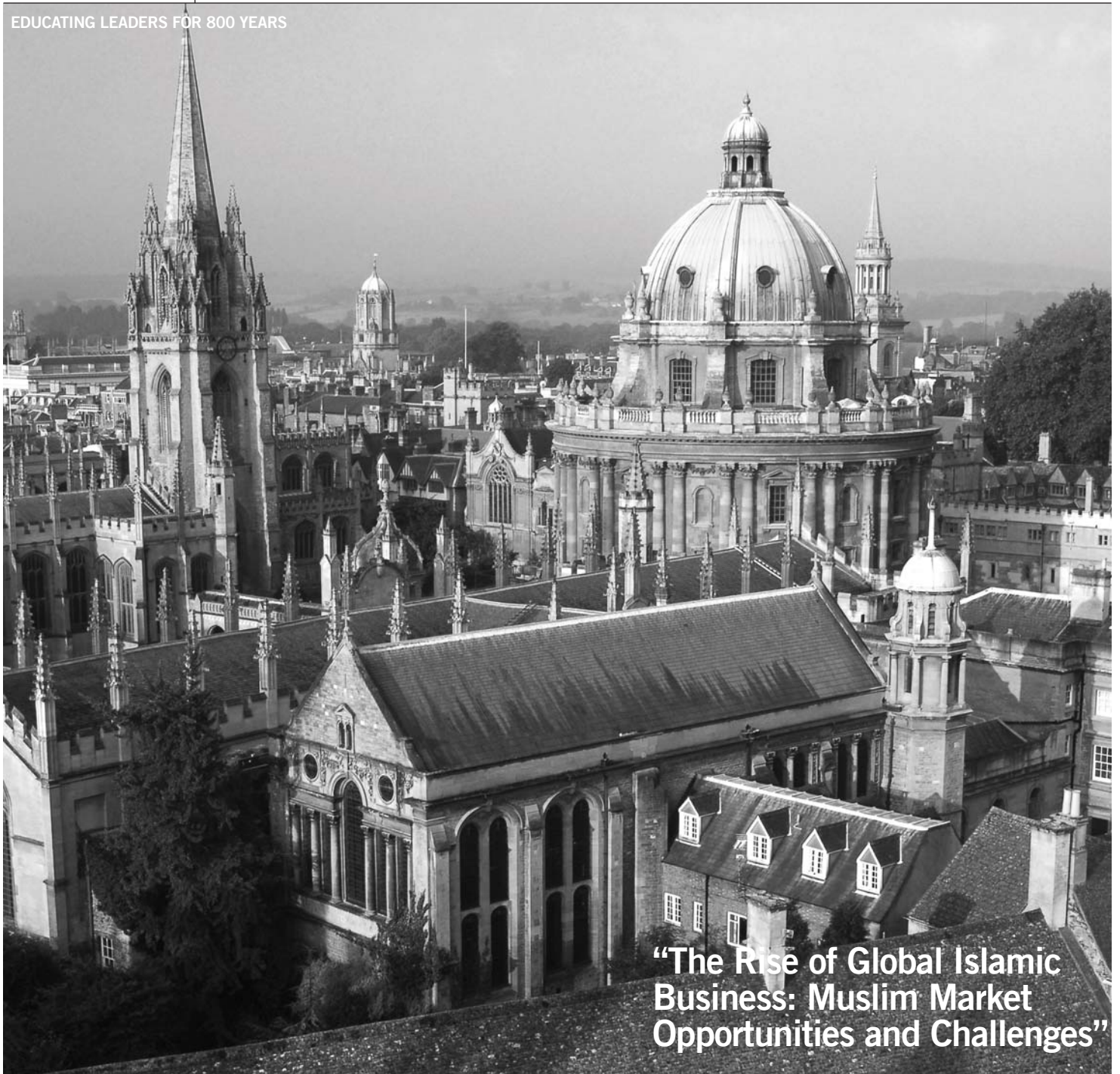
UNIVERSITY OF OXFORD

# THE INAUGURAL OXFORD GLOBAL ISLAMIC BRANDING AND MARKETING FORUM

26–27 July 2010, Oxford, England

[WWW.SBS.OXFORD.EDU](http://WWW.SBS.OXFORD.EDU)

EDUCATING LEADERS FOR 800 YEARS





“There can be no doubt that the next wave of brand development and success will come from the Islamic world.”

**DR PAUL TEMPORAL**  
Business at Oxford,  
Issue 14

“Muslims are becoming increasingly active as investors and manufacturers, bankers and traders, competitors and suppliers and becoming real partners in a global economic system.”

**AT KEARNEY**  
Addressing the Muslim Market; Can You Afford Not To? 2007

# THE INAUGURAL OXFORD GLOBAL ISLAMIC BRANDING AND MARKETING FORUM

## ABOUT THE FORUM

According to the Pew Research Center a comprehensive demographic study of more than 200 countries finds that there are 1.57 billion Muslims of all ages living in the world today, representing 23% of an estimated 2009 world population of 6.8 billion. Not only is the Muslim population a significant percentage of the global population, but AT Kearney also point out that the market for Shariah compliant products or services – that is products and services that conform to Islamic law – totals USD\$2trillion annually and is growing rapidly.

As Muslim countries develop, there is an expressed need to develop and market their own brands to the rest of the world. Additionally, there is substantial interest amongst non-Muslim companies in how to enter and penetrate this global market, which spans many industries, including finance, food and beverage, cosmetics, healthcare, pharmaceuticals, logistics, tourism, fashion, and others.

The Oxford Forum will be the first to bring Muslim and non-Muslim leaders and companies from a variety of public and private sector organisations together to discuss how to develop better trade and business relations and to learn from each other about the markets involved and the techniques required. Islam is one religion, but within the Islamic global population there are many markets that behave differently from both cultural and business perspectives, and Muslim and non-Muslim brand managers and marketers seek to understand these differences effectively to address their needs.

## WHO IS THE FORUM FOR?

The Forum is for senior executives in the field of branding and marketing from global companies, media agencies, and government officials who have an interest in Islamic markets. Over 200 senior delegates from the UK, the USA, the Middle East, and South and South East Asia are expected to attend, in particular:

Companies and executives of companies that want to learn more about Muslim markets and consumer behaviour in them

Companies and executives of businesses that would like to access and gain more share of Muslim markets

Marketing and advertising executives of companies interested in addressing Muslim markets

Muslim entrepreneurs, companies, investors and professionals interested in building brands and marketing these to Muslim majority and minority markets

## CONFIRMED SPEAKERS INCLUDE:

The Honourable Dato' Sri Mohd Najib bin Tun Abdul Razak, Prime Minister of Malaysia

HE Shaukat Aziz, former Prime Minister of Pakistan

YAB Pehin Sri Haji Abdul Taib Mahmud, Chief Minister of Sarawak, Malaysia

Lord Nazir Ahmed, Life Peer of the House of Lords of the UK Parliament

Sir Iqbal Sacranie, Chairman, Muslim Council of Britain

Miles Young, CEO, Ogilvy & Mather Worldwide

Datuk Hajjah Norah Bte Tun Abd-Rahman Ya'kub, Executive Chairman, Tanjung Manis Food & Industrial Park Sdn Bhd

Tan Sri Dato' H. Muhammad-Ali, President & CEO, Johor Corporation

Mohamed El-Fataty, Founder & CEO, MUXLIM

and other senior business figures, marketing experts and thought leaders

# PROGRAMME

DAY 1	Monday
09.00–10.30	Registration
10.30–11.45 Session 1	<p>OPENING SESSION  <b>“The Role of Muslim Nations in Rebuilding Today’s Global Economy”</b></p> <p>OPENING KEYNOTE ADDRESS BY A MUSLIM LEADER FOLLOWED BY Q&amp;A</p>
11.45–13.00 Session 2	<p>OPEN FORUM DISCUSSION ON  <b>“UNDERSTANDING MUSLIM CONSUMERS”</b>  <b>“Understanding Muslim Consumers: Are Muslims the same the World over? What are the Ethnographic, Demographic and Behavioural Similarities and Differences across Global Muslim Markets? Where is the Purchasing Power? What are the Implications for Branding and Marketing Strategies?”</b></p> <p>Presentation on brands and Muslim consumers followed by a panel discussion led by experts who have researched Muslim consumers.</p>
13.00–14.15	Networking lunch
14.15–14.35 Session 3	<p>FORUM PRESENTATION ON DESTINATION BRANDING  <b>“The Halal City of the Future: Building a City’s Islamic Brand and the Marketing Challenges Faced”</b></p>
14.35–14.55 Session 4	<p>FORUM PRESENTATION ON HALAL BRANDING  <b>“Building Islamic Brands for Niche Markets”</b></p>
14.55–15.15 Session 5	<p>FORUM PRESENTATION ON HALAL RETAIL AND DIRECT MARKETING  <b>“Reaching out to the Muslim Community”</b></p>
15.15–15.35 Session 6	<p>FORUM PRESENTATION ON HALAL MARKETING  <b>“The Future of Global Halal Brands: A Western Perspective”</b></p>
15.35–16.00	Networking break
16.00–17.00 Session 7	<p>DIALOGUE ON THE GLOBAL HALAL INDUSTRY  <b>“Marketing Challenges for the Global Halal Industry: What must we do?”</b></p> <p>The Halal industry includes food, cosmetics, pharmaceuticals and logistics among others. What are companies doing to serve Muslim communities? From farm to fork what are the best practices in Halal logistics and food security across the value chain? Where are the business growth areas and what are the priorities?</p> <p>OPEN FORUM DISCUSSION ON THE BRANDING AND MARKETING CHALLENGES AND OPPORTUNITIES FOR BUSINESS IN THE HALAL INDUSTRY LED BY KEY PLAYERS IN THE GLOBAL HALAL MARKET</p>
17.00–18.00 Session 8	<p>IN CONVERSATION WITH A THOUGHT LEADER ON:  <b>“The Global Importance of Understanding the Muslim World”</b></p>
19.30–21.30 Session 9	<p>DINNER KEYNOTE ADDRESS  <b>“Bridging the Gap: The Meeting of Minds in Global Business”</b></p>

## VENUE

The Forum will be held at Saïd Business School, University of Oxford, located in Park End Street, Oxford, United Kingdom.

DAY 2	Tuesday
08.00	Coffee and tea served
09.00–09.30 Session 10	<p>FORUM PRESENTATION ON ISLAMIC FINANCE  <b>“The Future of Islamic Finance: Trends, Growth, Innovation”</b></p> <p>PRESENTATION ON THE FUTURE OF ISLAMIC FINANCE</p>
09.30–11.00 Session 11	<p>OPEN FORUM DISCUSSION ON ISLAMIC FINANCE  <b>“The Future of Islamic Finance: Trends, Growth, Innovation”</b></p> <p>What roles have ethics and values played in the growth of Islamic finance? What should we watch out for? What are the main market segments and how do we reach them?</p> <p>KEYNOTE ADDRESS FOLLOWED BY AN OPEN FORUM DISCUSSION LED BY A PANEL OF FINANCE EXPERTS</p>
11.00–11.30	Networking break
11.30–12.45 Session 12	<p>FORUM DISCUSSION ON BRAND AND MARKETING COMMUNICATIONS  <b>“Islamic Branding: The Next Big Thing?”</b></p> <p>What are the best communications channels to reach Muslim markets? What should the media industry take into consideration? What is the role of e-business and new social networking media? What can we learn from Western and Islamic communications strategies?</p> <p>KEYNOTE ADDRESS FOLLOWED BY OPEN FORUM DISCUSSION WITH MARKETING AND MEDIA EXPERTS</p>
12.45–14.00	Networking lunch
14.00–15.30 Session 13	<p>PRESENTATIONS ON “INNOVATIVE GLOBAL MARKETING DEVELOPMENTS”  <b>“What are the Innovative Branding and Marketing Developments in Muslim Industries? A Look at Cases of Innovative and Entrepreneurial Muslim Brands”</b></p> <p>Presentations on innovative developments in key industry sectors focusing on the Muslim market, including entrepreneurship, corporate social responsibility, and Muslim lifestyles.</p>
15.30–17.00 Session 14	<p>FORUM DIALOGUE ON THE FUTURE  <b>“Anticipating the Future: What are the Future Trends in Global Muslim Markets? How should we Prepare for the Shape of Things to Come?”</b></p> <p>A trend spotting discussion with influential figures on their thoughts of what the future holds.</p>
17.00–17.45 Session 15	<p>FORUM KEYNOTE ADDRESS  <b>“Religion, Culture and Branding: The Importance of Understanding and the Challenges of Engaging a Global Multicultural World”</b></p> <p>How can we promote multiculturalism? What role should Muslim business play in fostering harmony in non-Muslim societies? Can Muslim brands be accepted by western consumers?</p> <p>KEYNOTE ADDRESS BY A THOUGHT LEADER FOLLOWED BY Q&amp;A</p>
17.45–18.00 Closing Session	FORUM CLOSING ADDRESS

Programme is subject to changes, please see website for latest updates.



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Join in the discussion on the issues at our blog site:  
OxfordIslamicMarketing.  
sbsblogs.co.uk/home

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OxfordIslamicMarketing@sbs.ox.ac.uk  
or visit our website  
www.sbs.oxford.edu/  
IslamicMarketing

### SAID BUSINESS SCHOOL

The Saïd Business School is Europe's fastest growing business school. An integral part of The University of Oxford, the School embodies the academic rigour and forward thinking that has made Oxford a world leader in education. The School is dedicated to developing a new generation of business leaders and entrepreneurs and conducting research not only into the nature of business, but the connections between business and the wider world.

### ABOUT OXFORD

Oxford, The City of Dreaming Spires, is famous the world over for its over 800 year old University and place in history. The city is a bustling cosmopolitan town located just over an hour from London with direct train services from London Paddington to Oxford's train station. In preparing your trip to Oxford do visit [www.visitoxford.org/](http://www.visitoxford.org/) for more information.

### WHERE TO STAY

Oxford offers a variety of hotels to stay in. A list of recommended hotels can be found on our website [www.sbs.oxford.edu/IslamicMarketing](http://www.sbs.oxford.edu/IslamicMarketing)

### RESEARCH AND EDUCATION PROJECT ON ISLAMIC BRANDING AND MARKETING

The Saïd Business School Research and Education Project on Islamic Branding and Marketing welcomes contributors and partners who are interested in playing a role in understanding Islamic Branding and Marketing. As well as combining the resources of Saïd Business School and the wider University, experts and interested parties from the global private and public sector are encouraged to take part in the research and the building of case studies for educational purposes.

### SPONSORS





**THE INAUGURAL OXFORD  
GLOBAL ISLAMIC BRANDING  
AND MARKETING FORUM**

26–27 July 2010

BOOKING FORM

PARTICIPANT DETAILS	NAME	NAME TO APPEAR ON TAG
	JOB TITLE, ORGANISATION AND CONTACT DETAILS	
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	JOB TITLE, ORGANISATION AND CONTACT DETAILS	
INVOICING INSTRUCTIONS	PLEASE INDICATE FULL ADDRESS FOR THE INVOICE IF DIFFERENT FROM THE DETAILS USED FOR OUR CORRESPONDENCE	
	PARTICIPANT INVOICE INVOICE ADDRESS (IF DIFFERENT FROM ABOVE)	

**REGISTRATION FEE**

Delegate fee GBP 1,000 + VAT  
Group of 3 or more per organisation  
GBP 880 + VAT per delegate

VAT paid by overseas participants  
may be reclaimed from HM Revenue  
& Customs by the sponsoring  
organisation.

The fee includes scheduled events and  
meals during the Forum.

**To register please complete form and  
fax to: +44 (0)1865 422501 or email  
OxfordIslamicMarketing@sbs.ox.ac.uk**

**Accommodation**

Delegates are requested to make their  
own accommodation arrangements, at  
their own expense.

**A list of recommended hotels can be  
found on our website**

**[www.sbs.oxford.edu/IslamicMarketing](http://www.sbs.oxford.edu/IslamicMarketing)**

**Transport**

Participants are asked to make their  
own transport arrangements to and  
from the main venue each day.

**TERMS AND CONDITIONS**

Bookings should be made on the  
booking form above. Following receipt  
of the booking form an invoice will  
be issued and the booking will be  
confirmed on receipt of full payment  
of the fee.

Places will be allocated in order of  
receipt of payment.

A 50% cancellation fee is payable  
for cancellation more than six weeks  
before the programme commences.  
The total fee is retained in the event of  
cancellation less than six weeks before  
the commencement date.

If you would like to discuss any aspect  
of the Forum, or the booking process,  
please contact the Secretariat on  
**+44 (0)1865 422900** or email  
**OxfordIslamicMarketing@sbs.ox.ac.uk**  
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**[www.sbs.oxford.edu/IslamicMarketing](http://www.sbs.oxford.edu/IslamicMarketing)**