

IBG 4th Annual Assembly 2016

Date: Wednesday, May 17, 2017

Location: Assila Hotel, Jeddah

In Attendance:

IBG Members:

Mr. Yousef Alsulaiman, Managing Director, AlGhassan Motors

Mr. Abdulelah Aldarwish, Chairman, Manuel Supermarkets

Mr. Fathy Allam, General Manager, Fast Auto Technics

Mr. Rami Tawil, General Manager, Trevi Group

Mr. Loreto Catania, General Manager, Sharbatly Fruit

Dr. Khaled Mutabagani, Jeddah Clinic Hospitals

Mr. Raed Kayal, Managing Director, Kgroup

Mrs. Noha Sindi, Professional Stylist and Image Consultant

Mr. Antoun Abou Jaoude, Marketing Director, Rubaiyat (on behalf of Mrs. Wafaa Abbar, President)

Mr. Ghadi Izhiman, Sales Manager, Assila Hotel (on behalf of Mr. Fernandez, General Manager)

Mrs. Oula Sukkar, Murano Group (on behalf of Mr. Riad Barraaj, General Manager)

IBG Team:

HE Elisabetta Martini, IBG Honorary President and Consul General of Italy

Dr. Bashar Jabban, IBG President

Mrs. Alessandra Serafini, IBG Events Coordinator

Guests:

Dr. Rossella Rossi, Second Secretary, and Head of Economic & Commercial Affairs at the Embassy of Italy in Riyadh

Dr. Renato Catania, Head of Commercial Affairs at Consulate of Italy in Jeddah

The Assembly was chaired by the Italian Consul General HE Elisabetta Martini, IBG president Dr. Bashar Jabban and Dr. Rossella Rossi, Head of Economic & Commercial Affairs at the Embassy of Italy in Riyadh on behalf of the Ambassador HE Luca Ferrari.

Meeting Minutes:

1- HE Elisabetta Martini introductory speech

HE Martini described the recent guidelines from the Italian Ministry of Foreign Affairs in the matter of development of the Italian network system, committed abroad in sustaining and promoting Italian industries and cooperatives of brands. She mentioned the efforts done by the Ambassador to Italy in Riyadh HE Luca Ferrari and the Italian institutions to reactivate the Saudi-Italian Council and the proposed project of extending IBG concept and activities in the Kingdom through two new chapters in Riyadh and Dammam. The proposed project need to be evaluated and approved by IBG members and endorsed by the Italian Ambassador in Riyadh as anticipated by the President, Dr. Jabban.

HE Martini pinpointed the Consulate's and IBG's different spheres of activities: The Consulate organizes exclusively the national institutional commemorations day, and in collaboration with IBG the events planned in accordance with the ministerial guidelines in support and promotion of the "Italian way of living". She stressed that events and projects to promote a single or multiple private businesses in relation to Italy need to be organized through IBG exclusively for its members, and the consulate will back and support these initiatives as it always did.

HE Martini also explained the reasons for the delay in holding the 2016 annual meeting that were mainly due to the last period events concomitance and time schedule constraints.

At the end of her Speech, HE Martini introduced Dr. Rossella Rossi, Second Secretary, and Head of Economic & Commercial Affairs at the Embassy of Italy in Riyadh.

Dr. Rossi conveyed the Ambassador salutations to IBG members and his regret in not attending due to previous engagements. She also confirmed the Embassy interest in IBG activities, and the general support of Italian diplomacy towards policies aimed at developing the Italian business network abroad.

2- Dr. Bashar Jabban, IBG president, annual report presentation

Dr. Jabban briefly related about the activities and events done through the year, the implementation of the announced partnership marketing initiative, the acquisition of new members and the year financial situation. He highlights that the savings resulting from the annual budget are set aside to contribute to IBG vision and future: Extend IBG activities through opening new IBG chapters in the Kingdom and rethinking IBG organization structure and membership levels and benefits accordingly, and that in consideration with the new rules that Saudi government is pursuing to regulate the non-profit associations.

He talked about the enhancement done on the IBG cloud based Information Management System, and members derived benefits when collaborating on shared projects or planning shared events.

Dr. Jabban then illustrated the relevant professional characteristic of Studio Righini, a major Consultants, Lawyers, and Chartered Accountants, a highly specialized in the internationalization process of Italian companies willing to do business in Saudi Arabia and vice versa. Studio Righini is a IBG member and collaborator.

He finally introduced Mr. Martin Yofre, KSA Managing Director for Ogilvy, who is collaborating with IBG in launching its collaborative marketing communication platform “IBG COM”.

Mr. Yofre briefly presented the IBG COM Co-Marketing Project Concept, introduced earlier to the Marketing Committee, and announced the ongoing preparation of a Concept Pilot project for the coming months.

3- A reception with Italian dinatoire and live piano complemented the evening



















