



Youssef Benkirane is The Deputy General Manager for L'Oréal Luxe in the Middle East, in charge of the distribution, the retail and the development of the Go-To_Market strategy in all channel and for all luxury brands including: Lancôme, Giorgio Armani, Yves Saint Laurent, Ralph Lauren, Viktor&Rolf, Valentino. In his Role, Youssef is also in charge of the development of the E-commerce a strategical channel

for L'Oréal.

Youssef started his journey with L'Oréal 12 years ago and had the opportunity to work in different countries, functions, starting with Supply Chain transformation project for the group in France, then as Supply Chain Director for 3 Divisions in the Middle East (Consumer goods, Professional product, Active cosmetic) before integrating in 2013 the Luxury division in business development.



Nicolas Ioannides is working for Tradition Dubai, part of Compagnie Financière Tradition, one of the world's largest interdealer brokers. Nicolas has been heading the Exchange Traded Funds & Cross Asset Sales & Trading Desk since 2017. He deals with financial institutions across the globe, giving them global macro and geopolitics insights and delivering market execution services.

Previously, he worked for major financial institutions such as the Pan European Stock Exchange NYSE-Euronext, BNP Paribas and international brokerage houses. Nicolas also worked for the British Delegation to The Organisation for Economic Co-operation and Development (OECD).

Nicolas speaks several languages and holds 2 Master's degrees from ESSCA Business School and from The French Institute for International and Strategic Affairs (IRIS).

COUNTRY CONFERENCE

KUWAIT



Thursday 7th November 2019
DoubleTree by Hilton
Business Bay, Dubai

- 8:00 – 8:30am** Registration & Networking
- 8:30 – 8:35am** Welcome Speech
- 8:35 – 8:55am** Political outlook of Kuwait, the France-Kuwait bilateral relations and the future prospects of the country by **H.E. Marie Masdupuy** - Ambassador of France in Kuwait
- 8:55 – 9:15am** Economic and financial outlook, Kuwaiti economic diversification plan and business potential by **Arnaud Boulanger** – Head of Economic Services at the French Embassy in Kuwait
- 9:15 – 9:30am** Q&A session
- 9:30 – 10:10am** Discussion panel with 3 companies active on the Kuwaiti market:
 - **Pascal Hawath**, Country Head – BNP PARIBAS
 - **Tom Greenwood**, General Manager – ENGIE Services Kuwait
 - **Youssef Benkirane**, Deputy General Manager GCC Luxury Division – L'OREAL MIDDLE EAST
- 10:10 – 10:30am** Q&A session
- From 10:30am** Networking session
- Moderator:** **Nicolas Ioannides**, Head Sales & Trading ETF/Cross Asset – Tradition Dubai



H.E. Marie Masdupuy, Ambassador Extraordinary and Plenipotentiary of the French Republic in the State of Kuwait received her degree in Political Sciences from SciencesPo Paris and has spent the majority of her career serving France abroad. She started working in the European Affairs Department in the Soviet Union (1991-1994) before moving to Brussels as part of the French Permanent Representation to NATO (1994-1997). From 1997 to 2001, she was a Political Counsellor in Cairo. She was Deputy Head of Mission in Kabul, Afghanistan (2005 to 2007), Consul General in Cairo (2007 to 2010), and Deputy Head of Mission in Moscow (2010 to 2013). Between 2014 and 2017, H.E. Marie Masdupuy served as Head of European and International Department, in the Ministry of Home Affairs in Paris before accepting her current position as Ambassador Extraordinary and Plenipotentiary of the French Republic in the State of Kuwait.

H.E. Marie Masdupuy speaks a total of six languages and has received the prestigious awards of Chevalier de l'Ordre National du Mérite and Chevalier de la Légion d'Honneur.



Arnaud Boulanger is Head of the Economic Department at the French Embassy in Kuwait, where he has been posted since September 2018. He was previously in charge of the Economic Department at the French Embassy in Malaysia (2014-2018), after having represented France to the European Union institutions in Brussels, as counsellor in charge of competition law (2011-2014).

Graduated from Sciences-Po Paris (Economy and Finance) and École Nationale Supérieure des Postes et Télécommunications, Arnaud Boulanger dedicated the first part of his career to the telecommunications sector (1997-2007), within respectively the French telecom operator (ARCEP), the French competition and consumer affairs directorate (DGCCRF) and the European Commission. In 2007, he joined the French Ministry of Energy as Head of unit in charge of gas markets. In 2009, he joined the French Treasury as Head of unit in charge of Bilateral Economic Relations with North African, Near East and Southern African countries.



Pascal Hawath is Head of Territory and General Manager of the Kuwait operations of BNP Paribas since October 2016. He has been with the bank over 30 years and carried various assignments in different Corporate Investment Banking divisions, among them Treasury (Dealing room), Mergers & Acquisitions, Structured Finance.

His professional experience is geographically diverse, with secondments in Spain, Bahrain, and Denmark, where he was Head of Territory there in addition to Board membership of BNPP-Fortis Factoring AS.

Fluent in Arabic, he has good understanding of the region having lived previously in Bahrain for 6 years as Senior Banker in charge of Corporate Coverage in GCC for the bank.

Pascal is a CCE member and Board member of the French-Business-club Kuwait.

He graduated from HEC in 1984 majoring in International Finance.



Tom Greenwood is the General Manager of ENGIE Services Kuwait since June 2019.

Tom has a background in Engineering and has worked for nearly a decade for ENGIE, within several senior positions including Operational Manager roles, Country Account Manager and Business Development. He is part of ENGIE talent pool and consequently was proposed his actual

position.

Tom was a professional boxing athlete and has represented the group during CSR raids and personal initiatives.

ENGIE partners with clients from a multitude of sectors providing facility management. This allows them to focus on their core business whilst providing a safe compliant one stop shop for all outsourced services coupled with innovation, digitalization and Energy Savings initiatives. ENGIE announces itself as the leader of the Zero Carbon transition for his clients and partners and in line with this the Middle East is seen as a key market to focus on.