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Cross-Cultural Leadership Forum

Global retained executive search network operating worldwide for more than 20 years is **seeking new exclusive members** for cross border business further development **in the UK, Switzerland, Singapore, Vietnam**. Ideally the firms will have a long standing reputation in their own countries and include international business development in their short term strategy. For further information, please contact enquiries@search-consult.com.

‡ Dubiotech Leadership Forum: Cross Cultural Leadership From A ME Perspective

Bringing together life-science experts and professionals, the [Dubiotech Leadership Forum 2010](#) will be held on May 24th as part of the Pharmaceutical and Biotechnology Middle East (PABME) conference at the Dubai International Convention & Exhibition Center.

This half day forum will debate the idea of “*Cross Cultural Leadership - From A Middle East Perspective*” and will engage an audience of CEO’s, senior managers and HR heads from relevant industries including bioscience, pharmaceuticals, medical and all life science related concerns. Speakers include Dr. Marco Baccanti, Executive Director, DuBiotech, Jan Felton, CEO Modern Pharmaceutical Company, Craig McLaren, MD&D Middle East, J & J and Tamer Elewa, Director of HR, Merck Serono Middle East.

The question of globalizing engagement drivers will be raised by Tamer Elewa, who is a research member of Aberdeen Business School and the Robert Gordon University in the UK. The research, running across 13 countries in the Middle and Near East, shows the difference between cultures when it comes to engagement drivers, and identifies the cultural barriers against the globalization of understanding and dealing with these different engagement drivers.

“Leaders must learn to shape culture positively, and align it with the direction the organization is taking. This exciting new leadership forum is the opportunity for regional heads in the life science industry to engage with experts in their field, with a unique insight into how to harness the benefit of a cross cultural workforce,” said Dr Marco Baccanti, Chief Executive, Dubiotech, the forum’s host.

“In such a diverse workforce that we see here in the Middle East, senior leaders in the 21st century need to be adept at managing people of different cultures. They need to be able to grasp the essence of each culture quickly, because culture is so important in shaping customer or employee behavior,” said Dr Nairouz Bader, CEO of [Vision Executive Search](#), organizers of the forum.

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