



**DYNAMICS PACT**  
Global Microsoft Dynamics 365

# CEO CONFERENCE 2023

Jumeirah Palm | Dubai

12th - 14th November 2023

Delegate Itinerary & Business Agenda

20  
2024 - 20th Year  
**ANNIVERSARY**





# Welcome *To Dubai*

Dear Colleagues

It was a welcome return to normality when we all gathered in Portugal last year, proving that true collaboration and networking are best done face to face!

Later this week, we look forward to welcoming you to the 2023 DynamicsPact CEO Conference in Dubai.

The world we all work in continues to move fast and, based on your feedback, we have put together an agenda exploring our shared challenges and opportunities.

As an added bonus, we get the opportunity to meet in another fantastic location, and you will be able to learn more about the culture and business opportunities in the UAE through our host member, Synergy, and the local Microsoft Gulf team.

We look forward to seeing you in Dubai!

Regards  
Michael Blatherwick

# Itinerary

Sunday 12th November

19:30

Drinks Reception

Monday 13th November

**08:45 - 17:00**

Business Meeting - Nakhla 9 & 10 Suite  
Hilton Jumeirah Palm

**20:00 - Late**

Annual Conference Dinner  
Hilton Jumeirah Palm, Trader Vic Restaurant

Tuesday 14th November

**11:00 - 23:00**

Culture Tour, Burj Khalifa & Dhow Cruise &  
Dinner



# Need to Know

## The Venue

Hilton Dubai Palm Jumeirah  
Palm West Beach - The Palm Jumeirah - Dubai -  
United Arab Emirates  
Tel: +971 4 230 0000

## Dress Code

Smart Casual

## Airport

Dubai International Airport  
Airport Transfers: Approx 250 - 300AED

You can pre-book your transfers direct with the Hilton Hotel for 250AED. Please contact the hotel 2 days prior to your arrival to book this service.

## Conference Contact

Paul Blatherwick  
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+44(0)7967 186951



# Delegate Introductions

In morning session one, we will give delegates the opportunity to introduce themselves and their organisations. With the above in mind, we ask you to prepare a brief, 90-second introduction.

If you could cover the following topics.

## **Introduce Yourself**

Your position and roles.

## **Introduce Your Organisation**

Your organisation

Your market focus and expertise

Apps, IP, Solutions



# Business Agenda

Time	Duration	Topic
08:45	15	Reception
09:00	15	<b>Introduction &amp; Welcome</b> Apologies for Absence New & Potential Members
09:15	30	<b>Delegate Introductions</b> Introduce Yourself Your position and roles.  <b>Introduce Your Organisation</b> Your organisation Your market focus and expertise Apps, IP, Solutions
09:45	45	<b>Microsoft Keynotes   Sameer Verma, Partner CPO</b> Microsoft's approach to AI led ERP. Strategy, Vision and Roadmap of Dynamics 365 Finance and SCM.  This session will focus on the approach that Microsoft is taking to drive AI led ERP, how AI will fundamentally change ERP and SCM. Sameer will also share the roadmap and recent innovations for Dynamics 365
10:30	30	<b>Partner Programme Update - Ian Herlevsen - Prodware</b>
11:00	15	Coffee Break
11:15	30	<b>Microsoft Q&amp;A</b> Sameer Verma will take pre-qualified questions.

Time	Duration	Topic
11:45	45	<b>Survey Review/Key Topics</b> <ul style="list-style-type: none"> <li>• Partner Profitability</li> <li>• Resourcing and Retention</li> <li>• Where leads come from/how we can help each other</li> <li>• IP, Localisation and Templated Implementation</li> </ul>
12:30	60	Lunch
13:30	30	<b>Global Deployment - Hasse Bergman &amp; Jesper Outze - Scales</b> <ul style="list-style-type: none"> <li>• Key differentiators for winning these deals as a DynamicsPact member.</li> <li>• Typical deployment characteristics – 3 different approaches</li> <li>• Joint input discussion on approaches used and joint messaging.</li> </ul>
14:00	30	<b>Ramy Yassa: Business Applications Solution Specialist, Microsoft Gulf</b> Empowering businesses to deliver seamless customer service and engagement through digital channels.
14:30	30	<b>Reynald Janssen: Partner Marketing Manager, Microsoft Gulf</b> Driving market share growth, partner incentives & investments
15:00	15	Coffee Break
15:15	30	<b>Umar Bari : Partner Technology Strategist, Microsoft Gulf</b> Accelerating partner growth with GPS, building capability & skillset to drive success.
15:45	30	<b>AI Transformation and the Impact on our Business - Marco Arndt - Arineo</b> <ul style="list-style-type: none"> <li>• Current AI Portfolio</li> <li>• Impact For Partners &amp; Our Business</li> </ul>
16:15	45	<b>Overspill, Round Up and Any Other Business</b>
17:00		Close

# Delegate List

First	Last	Company
Marco	Arndt	Arineo Group
Umar	Bari	Microsoft Gulf
Marc	Belliveau	Thinkmax
Hasse	Bergman	Scales A/S
Michael	Blatherwick	DynamicsPact
Paul	Blatherwick	DynamicsPact
Viktor	Blažek	Konica Minolta IT Solutions
Patrik	Chavarie	Thinkmax
Sridaran	CTV	Synergy Software Systems
Dzung	Dinh	Yokogawa Votiva Solutions
Keith	Dunkinson	DynamicsPact
Reem	Ellabban	Microsoft Gulf
Paweł	Gabryelczyk	Integriz Systemy IT
Stijn	Geeroms	Cegeka
Robert	Hawley	SIS Global
Ian	Herlevsen	Prodware
Frank	Jakobi	Arineo Group
Reynald	Janssen	Microsoft Gulf
Stephen	Jones	Synergy Software Systems

First	Last	Company
Marcin	Klawitter	Integriz Systemy IT
Patricia	Maia	Arquiconsult
Leandro	Meermeier	Arineo Group
Toshinari	Miyamoto	Yokogawa Electric Corporation
Paulo	Mota	Arquiconsult
Jesper	Outze	Scales A/S
Guido	Passmann	Cosmoconsult
Marcel	Sanders	Fellowmind
Akihiko	Sato	Yokogawa Votiva Solutions
John	Scandar	Alithya
Dusan	Taraba	Konica Minolta IT Solutions Czech s.r.o.
Hugo	Tudela de Azevedo	Arquiconsult
Stefan	Van Hecke	Cegeka Business Solutions
Jennifer	Vaz	Synergy Software Systems
Sameer	Verma	Microsoft
Jack	Wang	Knowledge & Strategy Info Co. Ltd.
Dietmar	Winterleitner	Cosmo Consult SI GmbH
Ramy	Yassa	Microsoft Gulf
Philip	Zhang	Arineo Group

# Annual Dinner Menu

Monday 13th November, 20:00 - Late

Annual Conference Dinner, Hilton Jumeirah Palm, Trader Vic Restaurant

## Tidbits & Pupus

**Maui Wau Shrimp** Coconut shrimp tossed in spicy chili aioli, served over katsu slaw

**Beef Cho Cho** Beef skewers served rare with a soy ginger glaze & flaming hibachi

## Appetiser

**Spicy Tuna Tartar** Furikake tapioca cracker, chives Sesame seeds, radish salad, Sriracha dressing

**Duck Potstickers** Hoisin chili braised duck filling, pan fried crispy, chili yuzu sauce

## Salad

**Trader Vic's Salad** Tender greens with artichoke heart, Belgium endive, heart of palm, citrus tomato Our signature Javanese dressing

## Mains

**Duck & Pineapple Red Curry** Tender duck in red curry sauce with pineapple, water chestnuts & snow peas

**Beef Kew Pake** Ginger & garlic marinated tenderloin, broccolini, jalapeño, garlic, shallots Savory black bean sauce

**Prawns San Francisco** Blue prawns pan-seared with garlic white wine & parsley Sautéed baby spinach, parmesan garlic crumble

**Cauliflower Curry** Cashew-madras curry base, finished with coconut milk

**"All-in" Fried rice** Jasmine rice, chicken, shrimp, char siu beef, ginger & garlic Scallions, bean sprouts, carrots, peas & soy, toasted sesame oil

## Dessert

**Malasada** Hawaiian style doughnuts, haupia filling, sugar crusted, caramel drizzle



# City Tour

Tuesday 14th November, 11:00 - 23:00  
Culture Tour, Burj Khalifa & Dhow Cruise & Dinner

The coach will pick us up at 11.00 from the Hilton Palm Jumeirah.

We will visit all the key attractions while taking in Dubai's history, culture and heritage. At sunset, we will also visit the 125th floor of the Burj Khalifa (tallest building in the world) and have time to shop at the Dubai Mall.

After the Burj Khalifa, we will head to the Dubai Marina, board a traditional Dhow boat, cruise around the marina, enjoy dinner watching the Dubai Marina Skyline, and arrive back at the hotel at approx. 23:00.

