

INVITATION

Principles of Entrepreneurship
Creating Financial Value

Liechtensteinische Landesbank Switzerland
Introduces

Artex / Morningstar
Training Program for Financial Professionals



Knowledge Counts

Principles of Entrepreneurship

Creating Financial Value

Introducing the Aegis / Morningstar Training Program for Financial Professionals.

Jeddah & Riyadh, Kingdom of Saudi Arabia

Hosted and sponsored by Liechtensteinische Landesbank (Switzerland) Ltd.

Saturday & Sunday

Date to be announced

Hotel Riyadh & Jeddah

Session 1 10.30 am

Light Buffet 12:30

Session 2 1:30

Participants should plan to be active in these working sessions that will simulate the actual classroom experience. Participants should bring writing instruments and be ready to enjoy a dynamic classroom discussion.

Worksheets, exercises and visual materials will be distributed in these sessions.

A Video Conference with Morningstar in London is also planned.

Profiles of the Professors

Dr. Nick Kourkouvelis, PhD, is the Director of MBA business programs at ACT, Anatolia College, an American College in Europe. In addition to over 28 years of corporate leadership, strategic planning, financial management, economics, human resource management and executive training experience, Dr. Kourkouvelis enjoys an array of academic credentials, having instructed over 100 courses in the fields of Finance, Economics and Creative Thinking in Graduate and Executive MBA programs. His corporate experience with development programs includes IBM, MCI, Roche Labs, JPMorgan Chase, Pfizer, AT&T, Lockheed Martin, Coca Cola, including women's and minority organizations worldwide. Dr. Kourkouvelis also served in a number of executive positions with Texaco Inc. from 1970 to 1998.

Peter Chresanthakes, CFA, is Professor of Business and Finance at ACT's Business Program, and Vice President of Institutional Development at the American College in Europe. Mr. Chresanthakes specializes in Creative Finance, his business experience extends from consulting and banking, to hedge fund and investment management, to real estate and private equity. He is a Chartered Financial Analyst (CFA) and experienced in a wide range of businesses, including Business Consulting, Sports Entertainment, Food Services, Real Estate and Banking. His Chicago background includes experience within the financial markets and exchanges, and he will be responsible for coordinating the classroom experience with Morningstar, Inc., a leading global provider in financial analysis.

Leichtensteinische Landesbank (Switzerland), Ltd, in association with Artex Value Limited and Morningstar, invites you to attend a half day workshop to introduce an important new training program for Saudi Bankers, Financial Professionals and Entrepreneurs.

The first of two seminars focuses on banking professionals and their corporate customers, and on executives, financial and investment managers, students and prospective business owners interested in expanding their knowledge of entrepreneurship, innovation and creative thinking.

The program helps participants expand their knowledge of current trends in innovation, and the creation of new business opportunities; this course addresses the newest methodologies for generating workable business models and turning ideas into profitable businesses. Emphasis is on practical application, and will center on personal and managerial skills.

The second seminar offers new approaches to asset management, and is targeted to wealth managers, financial consultants and trading professionals. Artex, with assistance from Morningstar, will guide these two courses in the KSA at selected bank and corporate locations. This course focuses on creating value in the financial markets, the importance of the capital markets and an introduction to new tools to manage investments; previous experience in finance is not required.

This one day workshop will introduce you to a new innovative, practical, "hands on" training program for bankers, financial professionals, and budding entrepreneurs, sponsored by LLB, a leading Private Bank in Switzerland. American professors will "team teach" these two courses in the KSA, at selected locations, and utilize virtual classroom-by- extension, via video conferencing from Morningstar's offices in Chicago and London.

What is the Artex / Morningstar Training Program?

Entrepreneurship and Creative Thinking can play an increasingly important role in the emerging market of Saudi Arabia. Integration of ideas to identify and nurture the skills to create financial value can promote a more vibrant corporate marketplace in the Kingdom. LLB, with Artex and Morningstar, are organizing this important, innovative training program for students, entrepreneurs, financial professionals, bankers and their corporate customers, and asset managers as they look to expand their understanding of today's marketplace.

This one-day Workshop will introduce the Training Program by providing two working classroom sessions, allowing participants to sample the topics that will be covered in the Training Program.

Session 1 Entrepreneurship and Creative Thinking

This seminar focuses on productive thinking, and is designed to assist participants in developing critical and creative thinking skills essential to enhance their innovative and decision-making skills. Participants will apply various modes of thinking to address critical business issues and workplace situations. These skills include the ability to make well-reasoned decisions, solve

problems skillfully, and make carefully reasoned judgments about the worth, accuracy and value of information, ideas, claims and proposals.

Participants will

Strengthen their creative thinking and problem solving skills

Understand the attitude and mindset of successful entrepreneurs

Evaluate essential factors and practical concerns that influence how people think

Explore success stories of transforming hidden assets into exponential growth

Apply innovation strategies to new product development, customer service, and organizational conflicts.

Session 2 Creating Financial Value

Geared to asset managers and investment professionals, this seminar builds an analytical framework for making portfolio management decisions, with a focus on new investment tools to manage global portfolios. The seminar begins by establishing a philosophical framework for investing, increasing the participant's understanding how financial markets function and why a thriving capital market is essential for

the future of the Kingdom. Emphasis is on developing skills that are useful for retail and institutional investors to understand the importance of increasing returns through portfolio diversification, and searching for the best investments and managers. A review of Modern Portfolio Theory is revealed through a discussion of current issues in financial markets. Participants will also learn about new tools, products, innovations and the important role of indexing. Morningstar is assisting in the curriculum development, and all participants will receive password protected access to a range of Morningstar's web based investment tools for the duration of the seminar.

Participants will

Become acquainted with new financial products and new investment approaches

Learn the benefits of portfolio diversification and risk/reward optimization

Construct and manage investment portfolios

Track the ongoing progress of their performance using Morningstar's web based software

Understand the benefits of passive vs active investing



Liechtensteinische Landesbank (Switzerland) Ltd.

Liechtensteinische Landesbank (LLB), established in 1861, was the first bank chartered in the principality of Liechtenstein. In 1998 LLB became a full service bank in Switzerland. Through its headquarters in Zurich, and branches in Geneva and Lugano, LLB specializes in asset management for private clients with a focus on administration and management of large assets from foundations, pensions, and institutional clients, as well as high-net worth investors. Switzerland is known for its long banking tradition and banking secrecy, and is a worldwide market leader in cross-border Private Banking, with a global market share of 27%. LLB is a part of this tradition. Through these training programs, LLB hopes to help enhance the skills of Saudi and GCC professionals in the areas of Wealth Management and Entrepreneurship, and through its investment philosophy, to expand the key principles of innovation, professionalism and integrity.



Morningstar

Morningstar, Inc. is a leading independent financial analysis and ratings company with its headquarters in Chicago, USA. With a staff of over 3,500 and offices in most major international financial centers, Morningstar offers an array of the latest financial tools for retail and institutional investors, including web-based and IT services, affording investors an array of tools to help investors analyze leading corporations, stocks and bonds, corporate ratings and governance, as well as mutual funds and ETFs. Morningstar is a listed company on the NASDAQ (MORN), and has a subscriber base of more than 350,000 retail and professional investors. The workshop will utilize Morningstar's software to help participants understand the role of portfolio management and psychology in today's financial marketplace. For more information on Morningstar, refer to the following link: www.morningstar.com



Artex

Artex is the European arm of Aegis, a financial consultant and global asset manager, providing a range of expertise including financial research, hedge fund management and financial product development. With origins in Chicago, and operating within Europe, Artex and Aegis work with investment companies like Morningstar and Merrill Lynch to develop innovative approaches to financial engineering and product design, with particular interest in the GCC, and Sharia Compliant investments. Aegis is registered with the National Futures Association (NFA), the regulatory agency under the auspices of the Commodities Futures Trading Commission (CFTC). Together with Morningstar, Artex is organizing these training seminars, with the assistance of Morningstar, to equip professionals in Saudi Arabia with the latest tools in the important growth areas of entrepreneurship and financial innovation.



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