

مؤتمر التفكير التصميمي في العالم العربي 2021

DESIGN THINKING Conference in The Arab World 2020

Online Conference

 | 11 - 12 Oct 2021

Designed By

sabr
Business Design

HPI Hasso
Plattner
Institut
Digital Engineering • Universität Potsdam

Our Partners

QDRA
QUDRA STRATEGY

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The First Design Thinking Conference in the Arab World

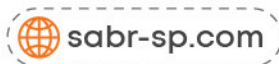
SABR Business Design in Partnership with Hasso Plattner Institute



SABR is a company that specialises in designing business solutions, launching initiatives through analysis techniques and innovation approaches, as well as designing leadership and executive strategies to enable individuals and institutions to develop a positive impact in the societies in which it operates.

SABR adopts the design thinking approach in developing strategies, products, services, and work systems for many clients in the Arab region in the fields of education, business, media, and society.

SABR supplies the Arab world with innovation trends and their specific applications within the Arab environment through a package of knowledge publications, tools, standards, innovation labs, and by designing effective learning experiences for many of the largest institutions and organisations in the Arab region.



Hasso Plattner Institute (HPI) was founded by Hasso Plattner, the co-founder of SAP SE, one of the largest software companies in the world. The Hasso Plattner Institute in Potsdam, Germany is said to be a university centre of excellence in digital engineering.

The institution founded the first school for design thinking in Stanford university (The Stanford d.school), and Hasso Plattner institute in Potsdam, Germany (HPI D-School.)

HPI focuses on developing user-oriented research and innovation. The institute has provided many innovation services in the manufacturing, energy, and education departments with many corporate giants) IDEO – DHL – Volkswagen (. Add to that, the institute has also provided a unique training and academic approach that has transformed the careers of thousands of HPI graduates.



Join us for the First Design Thinking Conference in the Arab World

Why this conference?

Design thinking is a thinking approach used to create solutions for complex user-centred issues that meet their demands. These solutions are:



Why Did Design Thinking Become a Global Trend



Moving towards design thinking

75%

👉 of companies worldwide have been recently busy with the concept of design thinking and trying to find some way to implement it 👉

Parsons News School & Hasso Platter Institute.
Without a Whole? The Current State of Design Thinking Practice in Organizations. 2015

Its importance in performance

219%

👉 better performance of organisations that rely on design thinking in their work compared to the rest (according to the S&P index in the last 10 years.) 👉

2015 Design Management Institute. Design Value Index Results.

Its importance in Results

82%

👉 of companies worldwide believe that there is a strong bond between innovation and work results. 👉

Forrester Consulting. Creativity Drives Business Results. 2014

Moving towards design thinking

71%

👉 of organisations that rely on design thinking practices in their work have a better work culture at the team level. 👉

Adobe's 2016 global study on creativity in business

Based on this information, we will be supporting the following at the conference



Institution leaders in the Arab world who strive to apply design thinking approaches in their work systems and provide the complete infrastructure for that.



Entrepreneurs and social entrepreneurs: to help them design a user-centric value proposition and address their needs. This enhances the chances of project success.



Solution, service, product designers and innovators: to reinforce their expertise in the field of solution and service-design by reviewing the best international practices in the application of design thinking.

Conference Objectives

1

Discussing the future of applying design thinking in facing challenges within organizations

2

Discussing the challenges of **applying design thinking in the Arab World and globally**

3

Exchanging the best knowledge and practices to enhance the expertise of innovators of solutions, services, and products

Benefits of Attending

- Networking with Design Thinking experts and practitioners worldwide.
- Cutting-edge knowledge and research in the field of Design Thinking.
- Cutting-edge best practices in the Design Thinking.
- Exclusive materials (print & digital) for the participants in the impact investing in both Arabic and English.
- Certificate of Attendance issued by the organizers.

Topics

The methodology of Design Thinking emergence and development

Design Thinking applications

Design Thinking studies and research

Design Thinking in the Arab world

Participants



Workers in the field of solution, service, and product design



Teachers and leaders of educational institutions



Entrepreneurs and executive leaders in companies and organisations



University students with technical and social specializations

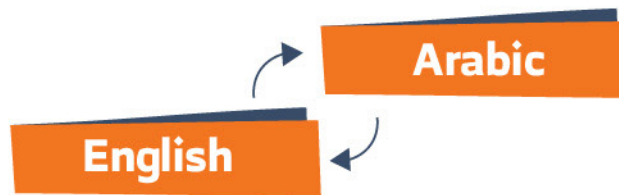


Designers of Social solutions, products, and services

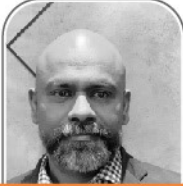
Timetable

Day 1	Monday	5:00 pm - 7:00 pm lectures and a panel discussion
	11 th October 2021	7:00 pm - 7:15 pm break
	5:00 PM - 9:30 PM Mecca time	7:15 pm - 9:15 pm lectures and a panel discussion
Day 2	Tuesday	5:00 pm - 7:00 pm lectures and a panel discussion
	12 th October 2021	7:00 pm - 7:15 pm break
	5:00 PM - 9:30 PM Mecca time	7:15 pm - 9:15 pm lectures and a panel discussion
		9:15 pm - 9:30 pm Conference conclusion and recommendations

With simultaneous translation
between the two languages.



Speakers



Raj Thota

Design Thinking Advisor
Stanford SEED



Hanadi Traifeh

Design Thinking
Research Program - HPI



PROF. DR. Christoph Meinel

DIRECTOR of HPI



غياث هوارى

مستشار تصميم الاستراتيجيات
والتطوير القيادي



James Rock

Managing Partner
Design Thinkers Group UK



Dr. Steven Ney

Director of Education - HPI



Alexandra Karacsonyi

Managing Director
lixir Consulting



كنده المعمار

مسؤول قسم الابتكار - شركة سبر



Hoda Mostafa MD

Director and Professor
Center for Learning and Teaching
AUC



Organisers

Development and Design



Preparations



Some of our projects

We empower solution designers in the Arab world to use the design thinking approach to design human-centred solutions that meet needs and make a difference in lives of users through our services and products

- Mapping DesignThinking in the Arab World
- Applying Design Thinking (SABR – HPI – Springer)
- Design Thinking (Live) (SABR – HPI)
- Design Thinking... Complete Guide
- Design Thinking in Social Innovation
- Design Thinking for Educators
- Social Innovation Trends Magazine

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