
The Centre for Economic Growth (CEG)
in partnership with INSEAD
Abu Dhabi, United Arab Emirates

The Centre for Economic Growth (CEG) is the first of its kind in the region – a collaboration between the region’s private sector and a leading global business school to provide original research and projects on the key economic topics impacting the region.

The CEG is a unique platform for private-public sector dialogue focused on the region’s most pressing issues. In partnership with leading global academic, corporate and policy institutions, the CEG is driving regional thought leadership and action on:

- **Youth Unemployment:** over 10 million new participants will enter the MENA labour force in next decade – this is both a challenge and opportunity and new thinking must inform policy decisions.
- **Employable Skills and Education:** providing benchmarks and analysis to support regional employment through understanding labour market demands and the skills required in 21st Century.
- **Driving Economic Growth:** providing analysis and policy recommendations that seek to transform regional economies and encourage good governance, transparency and competitiveness that drives both inclusive and sustainable growth.

CEG Partnership Model: The CEG partners with leading regional and global companies to produce high-impact reports and workshops to bring about positive change on key economic issues in the region. Recent examples include:

- **MENA Talent Competitiveness Index 2015 Report:** Based on INSEAD’s Global Talent Competitiveness Index methodology (which ranks 103 countries), the MENA report provides a benchmark and tool for nine MENA countries regarding growing, attracting and retaining talent and provides actionable policy recommendations to strengthen regional human capital development. *This project is supported by the Human Resources Development Fund (HRDF) in Saudi Arabia and was completed in partnership with PwC.*
- **Role of Technology in Job Creation:** In partnership with SAP, the CEG launched a benchmark report on how technology can transform regional labour markets and support job creation across the MENA region.

Corporate & Community Engagement & Expected Impact

The CEG will be the first collaboration between a top global business school and companies in the region and aims to:

- Provide the highest quality globally competitive research standards and analysis while creating a new pool of researchers and experts in the region who will develop innovative solutions on current regional and global economic topics.
- Develop new data resources on the MENA Region that will be globally recognized and respected in both the policy-making sphere and the wider community.
- Establish ties with leading global universities and research institutions, which will encourage engagement with recognized researchers and experts worldwide.
- Engage the private sector who will benefit from new perspectives and an enhanced role on regional economic issues and the opportunity to access a wider network of global expertise.

Corporate Membership – Founding Partner (\$50,000 annually)

Founding Partners of the CEG will play a critical role in the governance and leadership of CEG and its programs: The companies:

- Will play an active part in the governance of the CEG and will be invited to become a member of the CEG Executive Board. Through their engagement on the Board, the Founding Partners will be able to guide and steer the Centre's activities to areas that are most relevant to their businesses and economies;
- Will have up to five invitations to the CEG's Annual Forum, workshops and events and privileged access to CEG's research output and ability to develop research and reports with INSEAD faculty where relevant;
- Will have high visibility as Founding Partners on the CEG website, in publications and communications to the wider public;
- Will have recognition on a plaque on the INSEAD Abu Dhabi campus and added recognition on the INSEAD institutional website and relevant communications to the alumni network in 170 countries.
- Will have priority for engaging in research projects with the CEG and INSEAD faculty;
- Will have high priority for speaking spots and have recognition at conferences and workshops.

Corporate Membership – Corporate Member (\$20,000 annually)

Associate Companies will support the ongoing development of the CEG and its programs: The companies:

- Will support the development of critical research and projects that support youth employment and economic growth in the Middle East region;
- Will have up to three members invited to participate in CEG's Annual Forum, workshops and events;
- Will have privileged access to CEG's research output and play a key role in shaping the research agenda;
- Will be named on CEG's website, publications and communications to the wider public, providing visibility in the UAE and beyond;
- Will be recognized and visible to INSEAD's alumni network globally.

Partnership with INSEAD

- A global leader in the academic world. Representing over 35 countries across the globe and based in 3 campuses, INSEAD's faculty and research staff have worked to create an environment of diversity, cultural agility and open collaboration.
- Close to business: INSEAD, a pioneer in executive education since the 1970s, has relevant knowledge for business leaders and has received over 36 endowed faculty chairs from leading companies including Shell, Eli Lilly, Mubadala.
- Deep belief in business as a force for good in the world: today, the Middle East is a key priority for INSEAD as we believe that business has a key role to play in the creation of stability and cohesion in the region.
- A MENA anchor with a global reach: our Abu Dhabi campus provides extensive exposure to business and economic dynamics of the MENA region.