

WORKTECH™ Dubai

WORK / WORKPLACE / TECHNOLOGY / INNOVATION

EXPLORE THE FUTURE OF WORK AND THE WORKPLACE

TUESDAY 14TH APRIL 2026

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Peter Verkooijen

Conference Producer,
WORKTECH Events

A warm welcome to WORKTECH26 Dubai

WORKTECH Dubai is a leading conference exploring how the intersection of people, place, and technology is shaping the future of work and the workplace. It is part of the leading global WORKTECH events series.

Bringing together senior leaders, strategists, designers, technologists, and workplace professionals from across industries, WORKTECH Dubai examines how organisations are rethinking work, space, culture, and digital infrastructure in response to rapid change.

Join over 100 senior professionals from real estate, facilities, HR, technology, executive management, architecture, design and professional advisors to listen to global thought leaders, further their knowledge and share best practise and expertise.

Alongside the conference, we will have a curated innovations exhibition taking place in the breakout areas for attendees to meet with our education partners, complementing learning during the day.

On the day, there will be networking breaks, allowing attendees time to meet the other participants. After the conference closes, all delegates will be invited to continue networking at the WORKTECH drinks reception.

We hope you will be able to join us and we are looking forward to welcoming you to the event on 14th April.

Warmest regards,
Peter

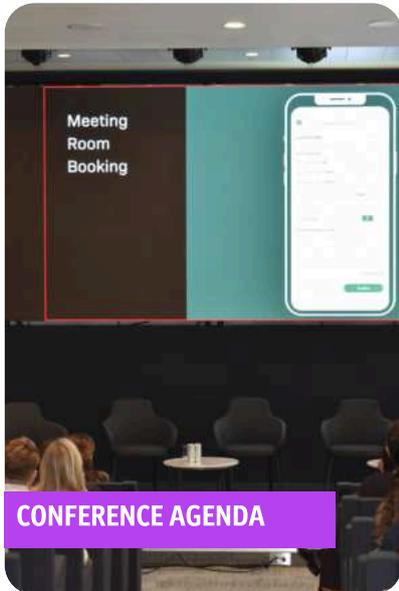
CONTENTS



SPEAKERS



SESSIONS



CONFERENCE AGENDA



VENUE



WHO ATTENDS



KEY INFORMATION

MEET THE SPEAKERS



WORKTECH26 Dubai will attract some of the biggest and brightest names to debate, discuss, and divulge the latest thinking on the future of work and the workplace.

The conference will feature leading international thinkers from industry and academia.

Through interdisciplinary speakers and learning experience, we focus on bringing cutting edge ideas and inspiration to the workplace community to enhance creativity and move thinking forward. Instead of focusing on peer to peer innovation through imitation, we aim to curate a unique programme, bringing together experts in the fields of people, place and technology and relevant adjacencies to reflect on the future of work and workplace.

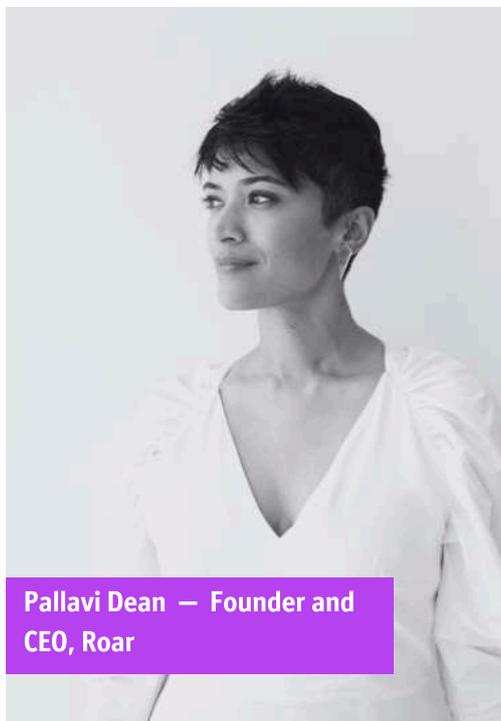
Alongside the conference series, the WORKTECH Academy knowledge hub explores the future of work through six key themes: people, place, technology, design, culture and innovation. Creating leading commentary, research and publications that places scientific research at the heart of key business problems. www.worktechacademy.com

Full list of speakers

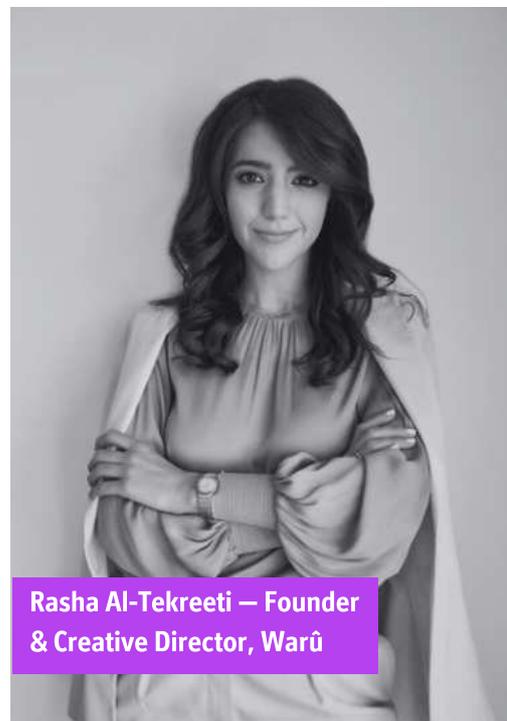
Rasha Al-Tekreeti, **Warū**
Carolina Anselmino, **ITU**
Sarah Aoun Balesh, **HSBC**
Kathryn Athreya, **Roar**
Sinem Beaujean, **Sedus**
Viktor Csedrik, **Nestlé**
Pallavi Dean, Founder and CEO, **Roar**
Karim El Faramawy, **Adze Designs**
Adel El Mawla, **Workplaced**
Ahmed Fathy, **PepsiCo**
Jitin Kandy, **World Bank**
Magdi Madi, **Turner & Townsend**
Samer Mahdi, **Baker Hughes**
Matthew Marson, **JLL Technologies**
Leeson Medhurst, **AIS**
Moataz A. Mosallam, **Knight Frank MENA**
Brian Nicholas, **UNICEF**
Muhammad Talha, **VEON**
Ninad Tipnis, **JTCPL Designs**
Dana Williamson, **JLL**



**Viktor Csedrik — Real Estate
Lead, Zone AOA, Nestlé**



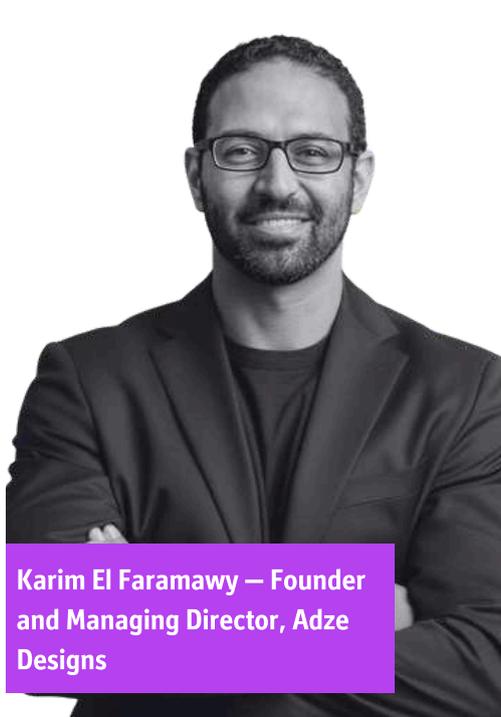
**Pallavi Dean — Founder and
CEO, Roar**



**Rasha Al-Tekreeti — Founder
& Creative Director, Warû**



**Moataz A. Mosallam — Head of
Project and Development
Services, Knight Frank MENA**



**Karim El Faramawy — Founder
and Managing Director, Adze
Designs**



**Ninad Tipnis — Founder and
Principal, JTCPL Designs**



**Ahmed Fathy — People
Experience & Ops Sr. Director
— EMEA, PepsiCo**



**Dana Williamson — Head of
Offices, Business Space and
Retail, Middle East and Africa;
Executive Director, JLL**



**Jitin Kandy — Regional Real
Estate Portfolio Manager —
South Asia, World Bank**

SESSION HIGHLIGHTS



Key themes we will be discussing at this event include:

Flight to Quality Transforming Dubai Workplace Market

Demand for Grade A office space in Dubai is still surging as older assets face growing obsolescence. Rebuilding real estate portfolios to support return-to-office goals while facing sustained rental hikes, multinationals are moving beyond traditional office environments toward experience-driven, hospitality-inspired workplaces – balancing flexibility and longevity in an ever-changing city. Tenants demand curated amenities, wellness zones, outdoor terraces and vibrant social hubs within mixed-use developments. Real estate has evolved from a cost metric into a strategic asset for talent attraction, retention and brand differentiation.

AI Accelerating Workplace Change

Artificial Intelligence is reshaping how we work, design workplaces and manage real estate and facilities. Beyond accelerating production and administrative processes, with AI agents becoming co-workers and transforming the employee experience, AI is driving workplace strategy and design, generating space utilisation analysis and scenarios, optimising layouts and streamlining collaboration between project teams and fit-out providers. Facilities management is embracing sensors and AI for predictive maintenance and adaptive environments. AI is impacting every aspect of the workplace in ways we are only starting to understand.

Offices That Reflect Culture and Inspire Collaboration

Even with stricter return-to-office mandates, hybrid work is firmly established in Dubai. Employees expect autonomy in where and how they work. HR leaders aim to provide healthy environments where employees choose to spend their days in-office, co-created with them in continuous feedback loops, transitioning from traditional assigned desks to more flexible, bookable spaces with layouts that enhance well-being, creativity, collaboration and productivity. Dubai is pivoting from purely functional workplaces to culturally resonant and experience-enhancing designs that express Emirati heritage through contemporary architectural language.

KEY THEMES

FLIGHT TO QUALITY TRANSFORMING DUBAI WORKPLACE MARKET

AI ACCELERATING WORKPLACE CHANGE

OFFICES THAT REFLECT CULTURE AND INSPIRE COLLABORATION

09:00 CHAIRPERSON'S WELCOME

Kathryn Athreya, [Managing Director and Pallavi Dean](#), [Founder and CEO, Roar](#)

roar

09:05 HOST WELCOME ADDRESS

Speaker to be confirmed.

09:10 KEYNOTE

Speaker to be confirmed.

Session to be confirmed.

09:40 RESETTING THE CORPORATE REAL ESTATE PLAYBOOK FOR THE RETURN-TO-OFFICE

Samer Mahdi, [Strategic Portfolio Director, Baker Hughes](#); Viktor Csedrik, [Real Estate Lead Zone AOA, Nestlé](#); Dana Williamson, [Head of Offices, Business Space & Retail, Middle East & Africa, JLL](#). Moderator: Sarah Aoun Balesh, [Global Head of Workspace Operations, HSBC](#)

After years of downsizing and consolidation, leadership teams are now enforcing stronger return-to-office mandates, expanding headcounts and competing for limited high-quality space. Corporate real estate leaders are under pressure to redesign and rebalance their portfolios for 2026 and beyond. This opening panel brings together leading voices in corporate real estate, workplace strategy and smart-building innovation to explore the shift from density-driven planning to experience-led workplaces. The discussion will examine how AI and data are accelerating decision-making, the financial implications of this new operating environment and the growing need for cross-functional alignment.



10:30 NETWORKING AND COFFEE BREAK

11:00 INNOVATION PLATFORM

Leeson Medhurst, [Chief Strategy Officer, AIS](#)

Content to be confirmed.

AIS

11:20 HOW AI WILL ENABLE A RETURN TO MEANINGFUL WORKPLACE DESIGN

Matthew Marson, [Managing Director, EMEA Technology Advisory at JLL](#)

As workplaces face rising pressure to become more sustainable, efficient and culturally relevant, AI presents a chance to break free from generic design and create environments genuinely shaped by local context and human need. The challenge is pairing this design potential with clear financial returns and technology frameworks that can scale across complex portfolios. This presentation explores how AI can help deliver workplaces that are smarter, more adaptive and meaningfully connected to their environment.



11:30 AI AS THE NEW ENGINE OF WORKPLACE AND PORTFOLIO STRATEGY

Karim El Faramawy, **Founder & Managing Director, Adze Designs**;
Moataz A. Mosallam, **Partner - Project & Development Services, Knight Frank MENA**; Jitin Kandy, **Regional Real Estate Portfolio Manager - South Asia, World Bank**;
Magdi Madi, **Senior Project Manager at Turner & Townsend**

AI and PropTech are rapidly transforming how organisations plan, measure and deliver their real estate. From utilisation analytics across vast geographies to scalable, bookable workspace systems, data driven tools are enabling more flexible portfolios and healthier, more responsive environments. At the same time, AI is reshaping the design and delivery process itself; deepening strategic insight, strengthening programming, reducing variation orders and smoothing coordination between designers, contractors and suppliers. This session uncovers how these technologies are creating faster, smarter and more predictable outcomes across global workplace portfolios.



12:20 INNOVATION PLATFORM

12:25 DESIGNING MINDFUL WORKPLACES FOR BELONGING, PERFORMANCE AND CULTURAL DIVERSITY

Sinem Beaujean, **Global Engagement Strategist, Sedus**



How can furniture and space design shape inclusion in practice? In this short session, Sinem Beaujean will introduce Sedus' Inclusive Journey and show how the Mindful Office framework translates inclusion into concrete workplace solutions. She will close with direct questions designed to spark reflection and continue the conversation during the lunch activation at the Sedus space.

12:30 LUNCH AND NETWORKING BREAK

13:20 GIGA, ONE GREEN DOT AT A TIME

Brian Nicholas, **Operations Associate, UNICEF**; Carolina Anselmino, **Programme Officer, ITU**



Giga is a global UNICEF-ITU multilateral initiative to connect every school in the world to the internet. The Giga Connectivity Centre is located at Campus Biotech – the heart of international Geneva. It is a diverse, inclusive, collaborative space for teams to work, meet and co-create as we seek to connect every school in the world to the Internet by 2030. The centre is forward thinking, flexible and modular by design and our partnerships with research and development institutions, the education sector and technology industries means our space is a thriving hub of innovation throughout the year.

13:50 THE HEALTHY OFFICE: TURNING WORKSPACES INTO HAPPINESS AND SUCCESS SPACES

Ninad Tipnis, **Founder and Principal, JTCPI Designs**



This session presents ongoing multi-year research into how workplace design influences longevity, motivation, performance, and well-being. Offices should move beyond aesthetics and functionality to become proactive, healing environments that support mental, emotional, and spiritual health while extending health spans and enhancing productivity. Integrating thoughtful spatial strategies, flexible design frameworks, collaborative spaces and sustainable solutions that adapt to evolving technologies and hybrid models, the “healthy office” is a catalyst for happiness and success, co-created through dialogue to meet diverse cultural and workforce needs.

14:10 INNOVATION PLATFORM

Speaker to be confirmed.

Content to be confirmed.

14:30 DESIGNING FOR UTILIZATION EXTREMES

Muhammad Talha, [Director of People & Organization, VEON](#)

Content to be confirmed.

VEON

14:50 NETWORKING AND COFFEE BREAK

15:20 WHAT CULTURE REALLY MEANS — AND HOW INTERIORS SHAPE IT

Rasha Al-Tekreeti, [Founder & Creative Director, Warū](#)

Content to be confirmed.



15:40 WORKPLACE: AN HR PERSPECTIVE

Ahmed Fathy, [People Experience & Ops Sr. Director - EMEA, PepsiCo](#)

Content to be confirmed.



16:20 INNOVATION PLATFORM

Speaker to be confirmed.

Content to be confirmed.

16:50 CHAIRPERSON'S CLOSING REMARKS

Kathryn Athreya, [Managing Director and Dean, Pallavi](#)
[Founder and CEO, Roar](#)



17:00 CONFERENCE CLOSES

17:00- 18:00 NETWORKING DRINKS

CONFERENCE LOCATION



Dubai

We're delighted to be hosting WORKTECH in Dubai, a dynamic global hub for innovation and collaboration. WORKTECH Dubai brings together entrepreneurs, start-ups and forward-thinking organisations in an inspiring environment designed to spark creativity and connection.

GETTING HERE

LOCATION

Dubai

PUBLIC TRANSPORTATION

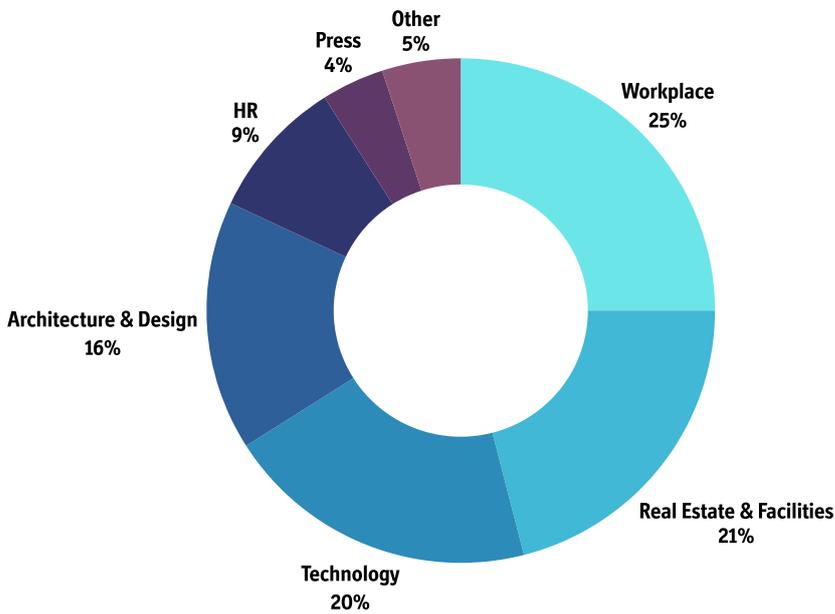
To be updated.

DRIVING AND PARKING

To be updated.

WHO ATTENDS

Attracting senior level professionals from Workplace, CRE, IT, HR and Architecture & Design



This is an event packed with exciting innovative information you can use especially if you are designing a new workplace.

VICE PRESIDENT, JPMORGAN CHASE



Very informative and up to date information that changes the way of working. Definitely a good one to go to to learn more about the workplace!

PORTFOLIO MANAGER, SHELL



BOOK NOW

[HTTPS://WORKTECHEVENTS.COM/EVENTS/WORKTECH26-DUBAI/](https://worktechevents.com/events/worktech26-dubai/)

KEY INFORMATION

Date & Venue

When: Tuesday 14th April, 2026

Where: Dubai

How to book:

Visit: www.worktechevents.com/events/worktech26-dubai/

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Become a marketing partner for this event and qualify for a special rate for your colleagues, complimentary passes for yourself, logo exposure for your organisation, and more!

If you are part of a group that would like to attend and are looking for a joint group rate please get in touch to arrange a bespoke ticket price.

Become a WORKTECH Ambassador

We're looking for people that love the future of work and the workplace and social media. People who are willing to become part of our team and help spread the word to the masses. There will be a free event ticket available to successful applicants. Apply here: <https://bit.ly/3jiHC4b>

For more information on the above initiatives, please contact:

sally.adamson@worktechevents.co.uk



WORKTECH™

WORK / WORKPLACE / TECHNOLOGY / INNOVATION

7 St. John's Mews
13 St. John's Road, Hampton Wick
Kingston upon Thames, KT1 4AN, UK

+44 (0)20 89 77 89 20
info@unwired.eu.com

www.worktechevents.com