

BMG 2006 GCC POLO CUP



Corporate philanthropy, or Corporate Social Responsibility (CSR) as it is now known, is a hot topic these days. As businesses benefit from harnessing the resources and manpower in a given area, they are now expected to give back something in return, a concept also known as "social debt." With companies investing in social initiatives with the aim of boosting their image while at the same time discharging their obligation towards the less fortunate, the lines can become blurred as to what qualifies as advertising and what is pure philanthropy. Some initiatives, however, manage to encompass both areas. BMG Foundation's GCC Polo Cup is one such initiative.

BMG Financial Advisors is one of the leading investment advisory firms in the GCC region. It specializes in a broad range of financial advisory services. With offices in Riyadh, Jeddah, Damascus and London, BMG cooperates with businesses on mergers and acquisitions, corporate restructurings, initial public offerings and corporate advisory services. Previous clients include the World Bank, Vodafone, and Kingdom Insurance Company, among many others. Since Mr. Basil Al-Ghalayini, CEO, believes strongly in social responsibility, the BMG Foundation was established to help those in need.

The Foundation organizes a three part charity function held in June 2006, encompassing a charity concert, business conference, and polo match. The match is held at the prestigious Guards Polo Club in Windsor between a team captained by HRH Prince Charles and one representing the GCC.

Organized by BMG Foundation, and funded through companies which pledge sponsorship packages, this charitable equestrian event has become one of the top social events on the Arab-British calendar. As Bizzie Frost, a freelance journalist in the Kingdom of Saudi Arabia, wrote, "a fund-raising event that is now an established date on the British summer social calendar, as well as one for the Arab and British media, it is a choice association for any GCC business. Furthermore, it is an exceptional opportunity to highlight the philanthropic awareness of their companies."

The event is an opportunity for leaders in the private sector to join forces in benefiting thousands of

needy people around the world. During the past nine years, the BMG Foundation has raised hundreds of thousands of pounds for various well-established charities around the world, including the Prince's Trust in the UK, the Disabled Children's Association of Saudi Arabia, the Graham Layton trust in Pakistan, the Kidney Research Centre in the Kingdom of Saudi Arabia, the St. Luke's Hospice Plymouth, the Joseph Weld Hospice, the CAABU and the Friends of the Disabled Association in Lebanon.

Polo is known as the sport of kings, and it is said that "Smith's Lawn is to polo what Park Avenue is to New York." The opportunity to watch HRH the Prince of Wales and his sons play an exceptional game of polo against a GCC team and/or to meet with HRH Queen Elizabeth is one that almost anyone would cherish. The BMG Foundation makes this opportunity available to its valued sponsors, who are invited to send their guests to the polo match and luncheon, attend a business conference and concert, and are presented with a token of the event by a royal guest.

I believe that we, as leaders in the private sector and as responsible citizens of not just our Country, but of the World, should look upon such an event as a chance offered to us to fulfill our responsibility towards the less fortunate people who exist in the very same society in which we operate.

Bahaa R. B. Al Hariri
Son of former Lebanese Prime Minister,
Rafik Al Hariri

The Prince of Wales has never, ever let me down throughout these nine years. He sees it as a way to bridge relationships between the GCC countries and the UK. It is a bit like the diplomacy of ping-pong between China and the US: this is the diplomacy of polo. It brings the great and the good of the countries together over the event of a polo tournament.

Basil Al-Ghalayini
CEO, BMG Financial Advisors

The club is delighted to be involved in such a dynamic and cultural organization and is thrilled to provide an elegant venue for this important day in the organization's calendar.

Charles Stisted Chief Executive,
Guards Polo Club



The three day function gets massive international media coverage. Sponsors receive full exposure around the polo field in the form of boards and banners, an advertisement and company write-up in the exclusive event magazine, and extensive publicity with the press and media covering the event. Media groups covering this event will include MBC, Al Arabia, Future, LBC, Rotana, ORBIT, SKY Sports, and CNN. On the press front, Asharq Al-Awsat, Iqtisadiyah, Al Riyadh, Al Hayat, The Times, Daily Telegraph, and Financial Times, among others that will also be present.

As a unique opportunity for heads of top multinational companies, CEOs, government officials, and influential personalities to join together at the historic Guards Polo Club, this event is unparalleled in terms of assembling who's who of the British and GCC luminaries. Guests of Honor from previous years include HRH Prince Salman Bin Abdulaziz, HRH Prince Muteb Bin Abdullah Bin Abdulaziz, HRH

Prince Abdulaziz Bin Fahd Bin Abdulaziz, HRH Prince Fahd Bin Salman Bin Abdulaziz, HRH Prince Faisal Bin Salman Bin Abdulaziz, HRH Prince Al Waleed Bin Talal Bin Abdulaziz, HRH Prince Turki Al Faisal

Bin Abdulaziz, and Mr. Baha Al Hariri, son of late Lebanese Prime Minister Rafiq Al Hariri.

In addition to the Polo Cup, the sponsors of the event will be invited to send members of their companies to attend a high powered conference. The conference will be held on Monday June 19th and Tuesday June 20th at the Sheraton Park Lane Hotel in London and will be managed by MEED. BMG Foundation aims to highlight the attractive investment climate in the country including, the recent development in KSA Capital Market, Foreign Direct Investments, the insurance sector, WTO membership, privatization prospects, tourism, commerce and industry, Saudi research and marketing, petrochemicals, and The King Abdullah Economic City, etc.

As a major contributor to the success of the country's future growth, BMG have asked their esteemed delegates to deliver keynote speeches during this important conference and to join them at their other two noble events. Overall, the conference will provide a unique opportunity to the top officials of influential companies to meet and discuss business in an informal setting.

The 10th anniversary will be concluded by a Charity Concert. The charity concert will either be held at the Grosvenor House Hotel, Park Lane London or the Hilton Hotel, Park Lane London. BMG Foundations plans to hold the concert on evening of June 24 or 25 and all direct sponsors will have automatic entry into the concert along with x number of free tickets. Among some of the Performing Artists approached were: Mohammed Abdu, Kazem Al Sahir, Majda Roumi, Yusif Islam, and Sami Yusef.

In conclusion, the GCC Polo Cup offers unique, multi-layered benefits to its sponsors. From the massive international coverage to the opportunity to meet Royalty, political leaders, business leaders, and world-class celebrities, all while benefiting internationally recognized charities, this event is unrivalled. Related websites:

www.bmgfoundation.com
www.bmg.com.sa
www.guardspoloclub.com