

## **Maali Qasem, CEO and Founder of Schema, wins coveted Rising Star of Corporate Governance Award from Yale School of Management**

On June 16, the Millstein Center for Corporate Governance and Performance at the Yale School of Management announced the recipients of its third annual Rising Star of Corporate Governance Award. This award recognizes global corporate governance professionals under the age of 40 who are making their mark as outstanding analysts, experts, activists, or managers.

Winners were selected based on criteria such as past accomplishments and thought leadership, future projects and endeavors, reputation among existing industry leaders, and potential to influence the industry in the future.

"We have the privilege to recognize young and upcoming corporate governance professionals from around the world through this Rising Stars award," said Ira M. Millstein, Senior Associate Dean for Corporate Governance at the Yale School of Management. "We are entering into a new era of corporate governance and this year's honorees are among the next generation of leaders who will help define it."

Maali Qasem was one of the global winners to be recognized for their outstanding achievements and leadership in the field of Corporate Governance; other winners include: Douglas K. Chia, Assistant General Counsel & Assistant Corporate Secretary, Johnson & Johnson (USA); Rick E. Hansen, Counsel, Securities and Corporate Governance, Chevron Corporation (USA); Dr. Hans-Christoph Hirt, Director, Global Head of Corporate Engagement, Hermes Equity Ownership Services, Hermes Fund Managers Limited (UK); Stefano Rossi, Assistant Professor of Finance, Imperial College Business School (UK); and David Smith, Head of Asia-Pacific Corporate Governance Research, ISS Institutional Shareholder Services (Singapore).

For more information about this, please [click here](#).

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## **Schema Organized and Led the Arab Delegation to the GRI Conference on Transparency for Sustainability**

On May 26-28, Schema led the Arab Delegation to the GRI Conference on Transparency for Sustainability that took place in Amsterdam.

The Arab Delegation consisted of senior personnel, decision makers and business champions in the fields of corporate responsibility, sustainability and governance. Attendees came from the private sector, public sector and civil society, and represented a variety of industries including oil and gas, telecom, financial centers, legal, research, education, and consulting. Schema was represented by Maali Qasem

the CEO and Founder.

The event was a great success, providing a truly global perspective with over 1200 attendees from over 77 countries, 6 of which were from the MENA region.

The conference was divided into a variety of segments, namely: discussion based, learning areas, case study presentations and workshops. The segments addressed a full range of topics including an introduction to the newly developed ISO 26000, the role of reporting for NGO's, sustainability in the supply chain, the role of financial services in shaping future practices and many more.

The Arab Delegation had a private session to interact independently and address pertinent regional issues with the attendance of key persons in the field such as Prof. Mervyn King, Chairman of the GRI Board of Directors.

The Arab Delegation also shared a session with other delegations such as the Nordic Delegation to discuss possible advancements for the region and areas of collaboration to increase transparency for sustainability.

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## **Schema Now Officially Represented in Egypt through Perception Communication and Offers New Specialized CSR Communication Services**

Schema now has official representation in Egypt through its partnership with Perception Communication, a highly recognized marketing and communications company with specialized expertise in communication, and a member of the ComVort Group.

The partnership focuses on an exchange of expertise and building of local capacity in CSR and communication, with the objective of integrating both specialties and providing a combined service for the MENA market. Through this partnership Perception Communication now offers clients full CSR services in Egypt building on the expertise that Schema has built over the years.

By leveraging each other's expertise and combining services, Schema and Perception Communication now offer clients specialized CSR Communication services, a key new service using proven methodologies.

The combination of communication and CSR to increase transparency and accountability in the market is becoming key to successful communication and to CSR strategies. While communication has always played an important role in the corporate world, CSR communication is unfortunately under represented. CSR, although a growing practice, is now increasingly under scrutiny making it essential to effectively communicate CSR practices, achievements and objectives.

For more information about the partnership, please contact us at [info@schematt.com](mailto:info@schematt.com).

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## **Second Regional Corporate Governance and Responsibility Forum 2009**

In November 2009, Schema hosted the Second Regional Corporate Governance and Responsibility

("CGR") Forum with over 100 business leaders from the MENA region attending.

As part of Schema's commitment to regularly advance and develop CGR practices in the region, we have published an Output Document with the outcome of the CGR Forum. This Output Document includes a summary of the key discussions that took place between the participants and the key findings. The CGR Forum is a venue to identify the needs of the market, and accordingly the Output Document represents Schema's action plan for the coming year based on its stakeholders needs, requests and demands.

For more information about the CGR Forum please visit [www.cgrforum.com](http://www.cgrforum.com), and for more information about the Output Document please contact us at [info@schematt.com](mailto:info@schematt.com).

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## Schema at the AIESEC Event in Yarmook University

On June 8, Schema participated in the Career Development Seminar organized by the local office of AIESEC at Yarmouk University in Irbid. More than 100 university students and recent graduates attended the event to gain insights and knowledge to help them enhance their work readiness and pursue their desired career.

Schema, represented by Monaem Ben Lellahom a Corporate Responsibility Advisor, delivered an inspirational and practical "Youth Leadership Development" workshop covering topics related to strengthening youth leadership capabilities and identifying personal strengths with the aim of helping participants better leverage themselves in the Jordan talent pool.

Schema is a founding member of AIESEC and a regular participant in their activities as we support building the capabilities of the youth segment and supporting them in entering the job market.

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***Our success is built on your trust in us and continuous support.***

Thank you. .

