



GDEIB CONFERENCE 2025

25 February 2025

CONFERENCE OBJECTIVES

1 UNDERSTAND BUSINESS CASE

Understand the business and social case for aligning DEI with the organization's sustainability through measurable indicators.

2 TRANSFORM YOUR ORGANIZATION

Transform your organization from using diversity defensively as a matter of legal or ethical compliance to position it as a strategic asset to compete in the market.

3 USE GLOBAL DEI BENCHMARKS STANDARDS

Use Global DEI Benchmark Standards for gap analysis, benchmarking and strategy formulation and contribute towards sustainable development goals.

4 MEET WITH HIGHLY QUALIFIED BUSINESS COMMUNITY

Network with highly qualified business community to develop professional connections to leverage your career growth.





BACKGROUND

Organizations today are dedicated to serving all stakeholders, including customers, employees, suppliers, regulators, shareholders and society at large. Future-focused organizations want to ensure long-term sustainability of the world and the people in this world. As organizations are increasingly becoming agile in their business model, supply chains, shared services and operational processes; stakeholders like diversity, equity and inclusion integration with business for sustainable outcomes, To optimize organizational results, creativity, innovation, problem solving, talent management and stakeholders engagement, organizational leaders need to adopt inclusive approaches, management strategies and governance styles that incorporate different perspectives, cognitive, cultural and linguistic differences, and collaboration.

KEY STATISTICS



46

ORGANIZATIONS



11+

INDUSTRIES



300+

PARTICIPANTS

DISTINGUISHED SPEAKERS

Guests of Honour



Akif Saeed

Chairman
Securities and Exchange
Commission of Pakistan



Dr. Ishrat Husain

Former Governor
State Bank of Pakistan



Musharaf Hai

Former CEO
Unilever and L'Oréal
Pakistan



Maleeha Mimi Bangash

CEO
BAJO Digital Ventures



Jehan Ara

CEO
Katalyst Labs



Moneeza Usman Butt

Partner
KPMG Taseer Hadi & Co.



Zaffar A. Khan

Former CEO
Engro Corporation



Fatima Asad-Said

CEO
Abacus



Sharleen Ansari

Global DEI Certified
Professional & Certified
Corporate Trainer



Shafaq Fauzil Azim

Acting President and
CEO
PICG



Taimur Beiram Khan

Head of Business
Development South
ACCA Pakistan



Dr. Zahra Hoodbhoy

Associate Professor (Research)
Department of Paediatrics
AKU



Tazeen Shahid

Chief People Officer
Jazz



Mirza M. Asim Baig

Group Head HRMG
National Bank of Pakistan



Gull Zareen Khan

Acting Head of HR
Engro Fertilizers Limited



Fahim Khalid Qureshi

VP Talent & Culture
Mobilink Bank



Anum Afzal

Head Diversity-HR
HBL



Beenish Kajani

Head of HR
Engro Polymer and
Chemicals Ltd



Omair Ahmed

CEO
NOWPDP



Farah Asim

Head of Corporate Affairs
Faysal Bank Limited



Dr. Sadia Nadeem

Dean Faculty of Management
Sciences FAST-NUCES
Islamabad Campus



Azima Dhanjee

Co-Founder & CEO
ConnectHear



Zahid Mubarik
SHRM-SCP, GPHR, SPHRI

CEO
HR Metrics

DEI CONFERENCE 2025: Speakers Topics

1 VISION, STRATEGY, AND BUSINESS IMPACT

How to Develop a Strong Rationale for DEI Vision, Mission, and Strategy and Align It to Organizational Goals

2 LEADERSHIP AND ACCOUNTABILITY

How to Hold Leaders Accountable for Implementing the Organization's DEI Vision, Setting Goals, Achieving Results, and Being Role Models

3 DEI STRUCTURE AND IMPLEMENTATION

How to Provide Visible, Dedicated Support and Structure with Authority and Budget to Effectively Implement DEI

4 RECRUITMENT

How to Ensure Attraction, Sourcing, and Recruitment is Done through the Lens of DEI

5 ADVANCEMENT AND RETENTION

How to Integrate DEI into Talent Development, Performance Management, Advancement, and Retention Strategies

6 JOB DESIGN, CLASSIFICATION, AND COMPENSATION

How to Evaluate Job Design and Classification for Bias and Ensure Equitable Compensation across Key Dimensions of Diversity

7 WORK-LIFE INTEGRATION, FLEXIBILITY & BENEFITS

How to Achieve Work-Life Integration, Flexibility, and Equitable Benefits with Accessible Flexible Work Options

8 ASSESSMENT, MEASUREMENT AND RESEARCH

How to Ensure Assessments, Measurement, and Research Include a DEI Lens

9 DEI COMMUNICATIONS

How to Make DEI Communication Clear, Simple to Understand, and a Crucial Force in Achieving Organizational DEI Goals

10 DEI LEARNING AND DEVELOPMENT

How to Educate Employees to Achieve DEI Competence and Confidence for a Diverse, Equit and Inclusive Organization

11 CONNECTING DEI AND SUSTAINABILITY

How to Connect DEI and Sustainability Initiatives to Increase the Effectiveness of Both

12 COMMUNITY, GOVERNMENT RELATIONS & PHILANTHROPY

How to Be Proactive in Working with Community, Public-Private Partnerships, Government, and Society through Philanthropy

13 SERVICES AND PRODUCTS DEVELOPMENT

How to Embed DEI in Services and Product Development to Better Serve Diverse Customers and Clients

14 MARKETING AND CUSTOMER SERVICE

How to Integrate DEI into Marketing and Customer Service for Inclusive Brand Representation

15 RESPONSIBLE SOURCING

How to Practice Responsible and Ethical Sourcing While Developing and Nurturing Underrepresented Suppliers



Global Diversity, Equity & Inclusion Benchmarks