

Keynote Speech 5:

Knowledge Management - Inventing Our Future Today

Mohammed Abdulaziz Al-Ansari

Administrator of
Saudi Aramco Corporate Intellectual Assets Management
Saudi Aramco

Abstract

In today's competitive environment overwhelming the marketplace, most of industrious leaders are challenged to sustain their advantage among competition. Some of these privileged companies were able, formerly, to maintain that competitive edge but that advantage is eroding progressively due to the effectiveness of others to innovate and deploy technologies that reduce capital investment and minimize operating costs.

To sustain this alleged leadership, pioneering companies must extensively widen the competitive gap with their opponents through focusing on core competencies, sharing knowledge and unleashing their innovative spirit. These dimensions are extremely fundamental and envisioned to be the decisive components to maintain the global leadership and ensure future prosperity.

The primary objective of this session is to address how to effectively capitalize on the process of knowledge management to add value to the organization and address the importance of innovation, knowledge sharing and intellectual assets management in view of Saudi Aramco's current initiatives.