

# Design Icon at Hive Conclave 2025

**KARIM RASHID**  
Joins the Stage



We are thrilled to announce that **Karim Rashid**, one of the most prolific and celebrated designers of our time, will be joining **Hive Conclave 2025** as a distinguished speaker.

With over **4,000 designs in production, 300+ international awards**, and creative collaborations spanning **40+ countries**, Karim has transformed the way the world interacts with design. His visionary portfolio includes iconic creations for brands like **Veuve Clicquot, Alessi, Christofle, Bonaldo, Samsung, Asus** and **Kenzo**, as well as groundbreaking interiors from **Athens to Berlin**.

A passionate advocate for making design accessible to all, Karim's philosophy aligns perfectly with Hive's mission to spotlight **innovation, inclusivity, and the future of design**.

Prepare to be inspired by his bold ideas, radical aesthetics, and unmatched creative energy as he shares insights into his journey, process, and the role of design in shaping a better world.

# Meet Our Key Speakers



**Guillermo Blanco**  
Design Director | WorldDesignTeam

**Shaju Thomas**  
Managing Director | EDI

**Sneha Mhatre Sancheti**  
Managing Director | Dot2Design

**Hadeer Ali**  
Design & Business Associate | DesignSmith



**Fatemeh Zihagh**  
Founder, CEO, Chief Architect | Zihoor Co

**Sarah Sham**  
Co-Founder & Designer | Jea

**Mirko Daneluzzo**  
Co-Founder | NYXO Studio

**Sean Shiels**  
Sales Director | Sobha Furniture



**Dunia Khaleel**  
Senior Vice President | Aldar

**Ahmed Moussa**  
Architect | JYSK-Mercurius International

**Fabiola Delgado Rodriguez**  
Founder & Creative Director | DEI Design

**Justine Welch**  
Regional Sales Director | Arper



**Murtaza**  
Founder | ANID & Buildmode Industries

**Alexandra Topalian**  
Hive Conclave Host

**Callie Van Der Merwe**  
Creative Director & Founder | COOOP Design

**Zilahi Imre**  
Journalist & Founding Owner  
MagMob

# Meet Our Key Speakers



**Samer Kaissi**  
CEO | DHL Global Forwarding MEA



**Bruno Gomes**  
Design Director | DLR Group



**Akash Talreja**  
Head Interior Designer | ebarza Furniture



**Aydin**  
Founder | COMFICASA Home Furniture Trading Co.



**Dr. Zia Bhat**  
Sales & Business Developer | Silver & Siam



**Reema Mahajan**  
Founder | Indian Women in Dubai



**Pir Arkam**  
Founder | Proto21



**Abdullah Al Mousa**  
CEO | Al Mousa Trading



**Nikita Phulwani**  
MD | Mumkin



**Mattia Michelin**  
Founder | Mattia Michelin Studio+



**Justin Wells**  
CEO | Wells International



**James Alec Ho**  
Head of Business Development | Koda



**Ali Soltan Alian**  
CEO | Kamel SCS shipping company



**Abdul Kaleem**  
Digital Marketing and E-commerce Manager  
UAE Enterprises Group of Companies



**Bhakti More**  
Chairperson & Professor | Manipal University



**Josephine Visser**  
Managing Director | Elementa Interior Design

# Day 1

# 15th May 2025

## Conference Agenda

 Expo Center Sharjah- Hall 4

11:00 AM - 11:10 AM

### Opening Remarks by Master of Ceremonies

Speaker: Alexandra Topalian, EMCEE

11:10 AM - 11:20 AM

### Opening Remarks

Speaker: Alexandra Topalian, EMCEE

11:20 AM - 12:20 PM

### Presentation & Q/A Session

The Future of Design

Speaker: Karim Rashid, President, Karim Rashid Inc.

12:20 PM - 12:40 PM

### Presentation Session

Furniture's Black Book: Trends, Designs & Insider Secrets

Speaker: Guillermo Blanco, Design Director, World Design Team

12:40 PM - 01:20 PM

### Panel Session

The Unseen Power of Influencers for building sales pipeline

Moderator: Abdul Kaleem, Digital Marketing Manager, UAE Enterprises Group of Companies

Speaker: Sneha Mhatre, Founder, Dot 2 Design Interiors | Nikita Phulwani, MD, Mumkin

Zia Bhat, Sales Manager, Silver& Siam Interior Solution

01:20 PM - 02:20 PM

### Lunch Break

02:20 PM - 02:40 PM

### Presentation Session

Furniture Shopping Gets a High-Tech Virtual Shopping Makeover

Speaker: Akash Talreja, Head Interior Designer, ebarza Furniture

# Day 1

# 15th May 2025

## Conference Agenda

 Expo Center Sharjah- Hall 4

02:40 PM - 03:20 PM

### Panel Session

#### Furniture from a Global Lens

**Moderator:** Zilahi Imre, Furniture Specialized Journalist, MagMob.ro

**Speaker:** Sean Shiels, Sales Director, Sobha Furniture | Zia Bhat, Sales Manager, Silver& Siam Interior Solution  
Ahmed Moussa, Architect/Interior Designer Manager JYSK-Mercurius International

03:20 PM - 03:40 PM

### Interview Session

#### The Future of Residential Living: Smart, Modular & Sustainable Interiors

**Moderator:** Bhakti More, Chairperson Manipal University

**Speaker:** Justine Welch, Sales Director Arper, Middle East and India

03:40 PM - 04:00 PM

### Interview Session

#### Disruptive Influence of 3D Printing in Furniture Manufacturing

**Moderator:** Bhakti More, Chairperson Manipal University

**Speaker:** Pir Arkam, Founder & CEO, Proto21

04:00 PM - 04:20 PM

### Presentation Session

#### Does Architecture Influence and Reflect the Essence of Furniture Design?

**Speaker:** James Ho, Head of Business Development, Koda - Kidzink

04:20 PM - 04:35 PM

### Presentation Session

#### Made in UAE: Redefining Quality & Automation in Furniture

**Speaker:** Sean Shiels, Sales Director, Sobha Furniture

04:35 PM - 04:45 PM

### Closing Remarks

**Speaker:** Alexandra Topalian, EMCEE

Closing Remarks & End of Day 1

# Day 2

# 16th May 2025

## Conference Agenda

 Expo Center Sharjah- Hall 4

11:00 AM - 11:10 AM

### Opening Remarks by Master of Ceremonies

Speaker: Alexandra Topalian, EMCEE

11:10 AM - 11:50 AM

### Panel Session

#### Bridging Gap Between Regulatory Framework & Sustainable Manufacturing Practices

Moderator: Aydin, Founder, COMFICASA Home Furniture Trading Co.

Speaker: **Hadier Manzoor**, CEO, Projects Director & Interior Architect, Design and Build Facilities,  
**Josephine Visser**, Managing Director, Elementa Interior Design  
**Hadeer Ali**, Design & Business Associate, DesignSmith

11:50 AM - 12:10 PM

### Interview Session

#### Advanced Digitalization Shaping Tomorrow's Furniture Desires & Buying Experience

Moderator: Aydin, Founder, COMFICASA Home Furniture Trading Co.

Speaker: **Fabiola Delgado Rodriguez**, Founder and Creative Director, DEI Design  
**Abdelkader Khemir**, Design & Development, Havelock One Interiors

12:10 PM - 12:30 PM

### Fire-Side Chat

#### Bridging the Gap of The Future of Furniture Delivery

Moderator: **Ali Soltan Alian**, CEO, Kamel SCS Shipping Company Trading Co.

Speaker: **Samer Kaissi**, CEO, DHL Global Forwarding MEA

12:30 PM - 01:10 PM

### Panel Session

#### A Play on Customized Furniture for the Modern Consumer

Moderator: **Ali Soltan Alian**, CEO, Kamel SCS Shipping Company Trading Co.

Speaker: **Sarah Sham**, Co Founder & Award Winning Designer, Jea  
**Fatemeh Zihagh**, Founder, CEO, Chief Architect, Zihoor Co.  
**Shaju Thomas**, Managing Director & Founder, EDI (Custom Furniture & Luxury Interiors)

01:10 PM - 02:10 PM

Lunch Break

# Day 2

# 16th May 2025

## Conference Agenda

 Expo Center Sharjah- Hall 4

02:10 PM - 02:30 PM

### Interview Session

#### Unseen Challenges in the Entrepreneurial Journey

**Moderator:** Murtaza, Founder, ANID and Buildmode Industries

**Speaker:** Mattia Michelin, Founder & Design Director Mattia Michelin Studio+

02:30 PM - 02:50 PM

### Presentation Session

#### Globalization in Furniture E-Commerce and Overcoming Supply Chain Challenges

**Speaker:** Abdullah Al Mousa, Chief Executive Officer (CEO), Al Mousa Trading

02:50 PM - 03:10 PM

### Interview Session

#### The Power of Her Purchase: Shaping Womens Buying Decisions

**Moderator:** Alexandra Topalian, EMCEE

**Speaker:** Reema Mahajan, Asia's Top 100 Women Power Leader

03:10 PM - 03:30 PM

### Presentation Session

#### Exploring the Emotional Intelligence of Smart Homes and Their Ability to Understand Human Needs

**Speaker:** Mirko Daneluzzo, Lecturer & Co-Founder, NYXO Visionary Design

03:30 PM - 04:00 PM

### Fire-Side Chat

#### Elevating Immersive Guest Experiences Through Hotel Interiors with the Power of Neuroarchitecture

**Moderator:** Bruno, Design Director, DLR Group

**Speaker:** Justin Wells, CEO, Wells International

Callie Van Der Merwe, Creative Director & Founder, COOOP Design Consultancy

04:00 PM - 04:10 PM

### Closing Remarks

**Speaker:** Alexandra Topalian, EMCEE

Closing Remarks & End of Day 2