



Raising Awareness of OIC Markets

Mohamed El-Fatatry, Founder & CEO, Muxlim Inc.





muxlim

Top Muslim Sites

Muxlim.com

Publisher Network

- **Leading Integrated Marketing Company in the Global Muslim Market**
- **Advised some of the World's Major Brands & Governments**
- **The World's Largest Lifestyle Network for Global Muslims**
- **Reaches 190 countries, 100 million ads delivered**
- **Represents the top 25 Muslim sites, 25 million people/year**



BLOGS

NEW LG PHONES WITH ISLAMIC FEATURES LAUNCHED

Buzz



BLOGS

YAHOO! ACQUIRES LARGEST ARAB COMMUNITY MAKTOOB

StartUpArabia

Latest on muxlim

Getting over Sentiments

Muslimness - 8 hours ago

The Souq's free Eid giveaway

DetroitMuslimExaminer - 8 hours ago

(Video) The Last Patch: A Funny Movie A...

ArabCrunch - 7 hours ago

Food Glorious Food... Day 14

MuslimsInEngland - 8 hours ago

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next »

HomePurchasePlan

THE **HALAL** MORTGAGE ALTERNATIVE



My Bank, My Values



BLOGS

OSLO ALLOWS "BURQINI" SWIMSUITS IN CITY POOLS

AlArabiyaEng



TV

PRESIDENT OBAMA GIVES RAMADAN MESSAGE

Buzz



BLOGS

MUSLIM LAWYER VYING FOR NYC PUBLIC ADVOCATE POST

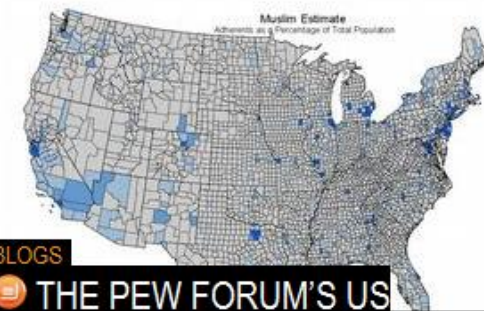
TriStateMuslim



BLOGS

THE SUPERMAN IMAM

TriStateMuslim



BLOGS

THE PEW FORUM'S US RELIGIOUS LANDSCAPE SURVEY

SuhaibWebb

MORE

Leadership



- Founder & CEO, Muxlim Inc.
- One of the World's 500 Most Influential Muslims
- First Immigrant to receive the Internationalization Award of the President of Finland
- Invited by President Barack Obama to the Presidential Summit on Entrepreneurship
- Chief Executive Magazine's "Leader of Tomorrow"
- Co-author of "Islamic Marketing Handbook"



- President, Muxlim Inc. Former SVP, Marketing at Fortune 500 companies: ING, MetLife, Nationwide
- Built a 20 year career based on Multicultural Markets including Muslim, Hispanic, Asian
- Professor of Integrated Marketing at NYU
- Previously worked with McDonald's, Coca-Cola, AT&T, Wells Fargo, Walmart, ING, Macy's, General Mills, Bank of America, FedEx, Hilton, U.S. Navy, IBM, MetLife, Target, J.P. Morgan Chase, Citibank

Internationalization Award of the President

- The top Business Internationalization award in Finland
- Won by Nokia Corporation 10 years ago
- Never won by a Startup or an Immigrant
- Recognition of the global Muslim market as a massive opportunity



KAUFFMAN

The Foundation of Entrepreneurship



“I had the chance to meet the entrepreneur that launched Muxlim.com. Think of them as the Facebook equivalent for the Muslim world. And they in fact are coalescing tremendous purchasing power and opportunity for advertisers.”

**Thom Ruhe, Director of Entrepreneurship
Kauffman Foundation**



Clients

NOKIA
Connecting People

Wilson.



 **Lufthansa**



Muslims as a Global Market



"Muslim consumers are a trillion dollar market"

TIME



ALJAZEERA

"Marketers have sleepwalked past what is possible the largest and most wealthy emerging global market. What they lack is an introduction to that community."

theguardian

"Muxlim is the trailblazer in the digital Muslim market"

newmediaage
MAKING SENSE OF INTERACTIVE BUSINESS



CHIEF
EXECUTIVE

FORTUNE

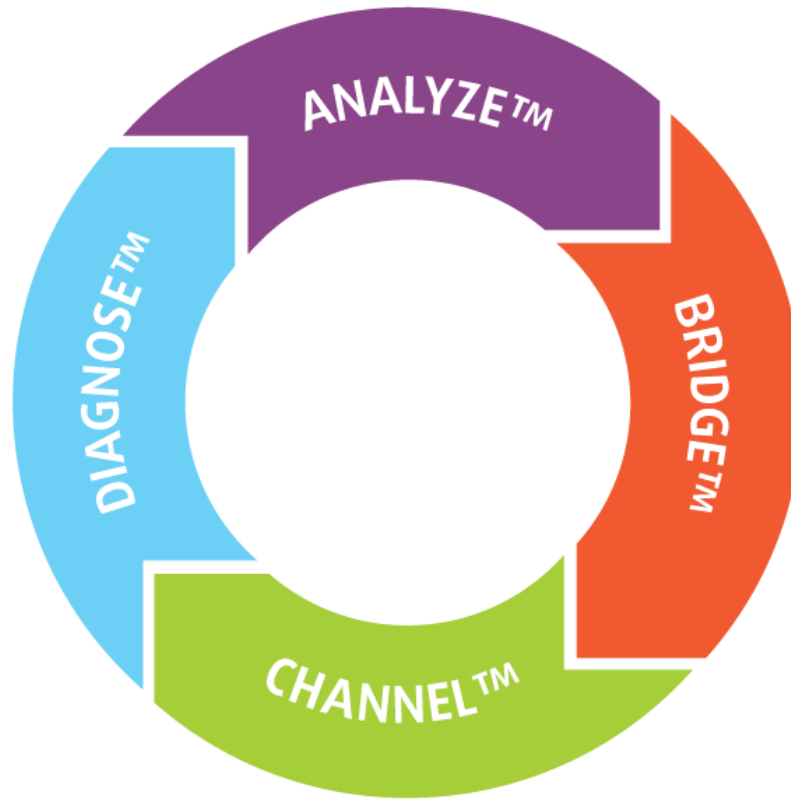
muxlim Gateway to the Global Muslim Market

Why now?



Provide Entry Level Support

Goal: Understanding the opportunity and steps needed to reach the market



Goal: Helping brands develop product and brand loyalty from through social engagement, digital media and traditional channels

Goal: Helping companies develop specific approaches and the corresponding strategic plans to address the Muslim market

Goal: Launching and delivering integrated campaign messages

Create Alliances, Support Advocates

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NEW YORK LONDON TOKYO

Vatican Says Islamic Finance May Help Western Banks in Crisis

By Lorenzo Totaro - March 4, 2009 03:33 EST

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March 4 (Bloomberg) -- The Vatican restore confidence amongst their

“The ethical principles on which I and to the true spirit which should newspaper Osservatore Romano

Author Loretta Napoleoni and Ab article that “Western banks could collateral”. Sukuk may be used to London,” they say.



Pope Benedict XVI in an Oct. 7 speech reflected on crashing financial markets saying that “money vanishes, it is nothing” and concluded that “the only solid reality is the word of God.” The Vatican has been paying attention to the global financial meltdown and ran articles in its official newspaper that criticize the free-market model for having “grown too much and badly in the past two decades.”

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Chief Economist Latin America and the Caribbean, The World Bank

Global recovery The Latin American perspective

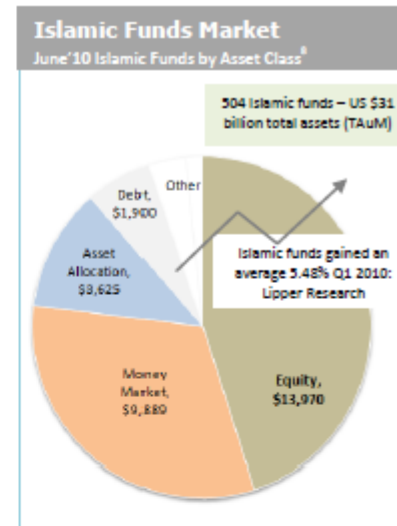
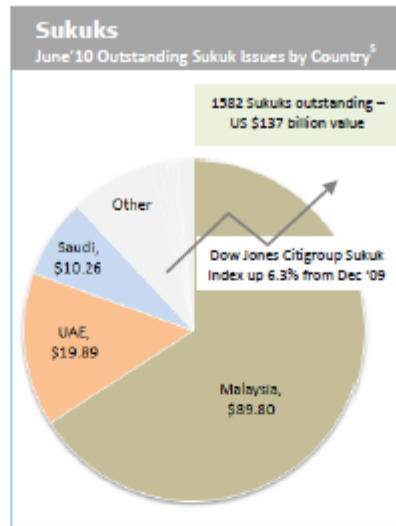
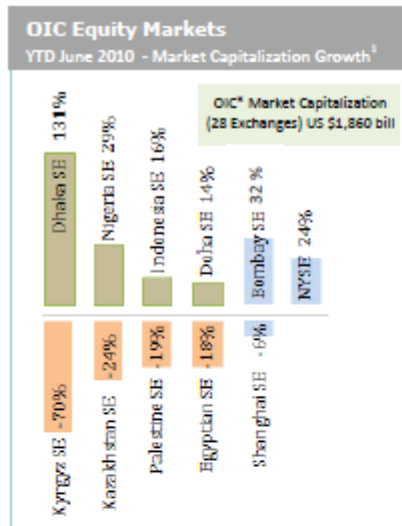


ROBECO
The Investment Engineers

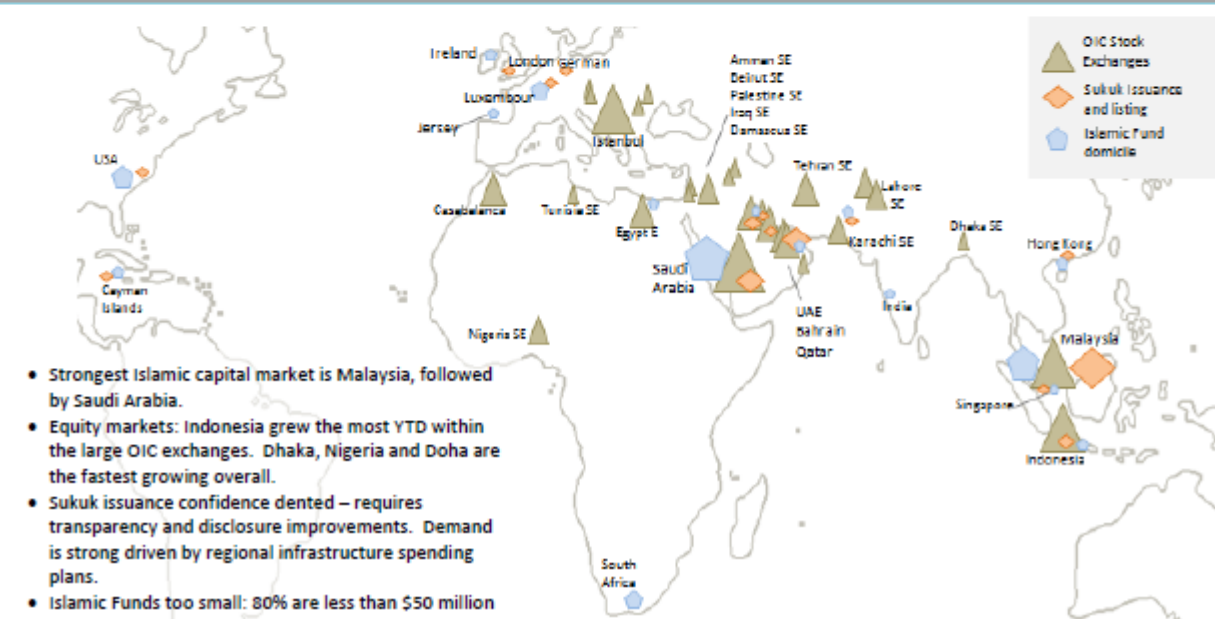
Highlight the Global Opportunity

	Population	GDP
OIC Markets	1.5 Billion	\$7.7 Trillion
Germany	82 Million	\$2.5 Trillion
France	60 Million	\$1.8 Trillion
United Kingdom	60 Million	\$1.8 Trillion
Italy	58 Million	\$1.7 Trillion
Canada	33 Million	\$1.1 Trillion

Work Collaboratively



Aggregate Islamic Capital Markets View: YTD June 2010



Leverage Established OIC Brands



Lead with an Effective Digital Strategy



Organization of the
Islamic Conference (OIC)

OIC MEMBER STATES' STOCK EXCHANGES FORUM



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The Organization of Islamic Conference (OIC) Member States' Stock Exchanges Forum provides a focused platform and communication channel for representatives of the relevant OIC organizations and institutions to discuss international cooperation activities and will offer participants the opportunity to share their experiences. Additionally, the Forum will focus on the efforts towards the work to initiate the groundwork to harmonize the rules and regulations governing market operations, as well as to open channels through which the stock exchanges may continue to cooperate.

Deepening relations and business links among the OIC member states, with well designed and implemented strategic policies, will help us increase the amount of international portfolio investments flowing to our countries.

[NEW "The Final Report of the Third Working Committee Meeting of the OIC Member States' Stock Exchanges Forum"](#)

•
["Updated Official Holidays of the Istanbul Stock Exchange"](#)

•
["The Presentations and Reports of The OIC Member](#)

Use Data as a Lobbying Tool



Harness the Power of Online Muslims

	Estimated Total	250,892,827
Rank	Country	Estimated Muslims Online
1	Turkey	33,113,025
2	Iran	30,797,712
3	Indonesia	24,485,549
4	Nigeria	20,707,717
5	Pakistan	17,243,720
6	Egypt	15,835,658
7	India	10,882,991
8	Morocco	10,456,545
9	Malaysia	10,329,863
10	China	9,602,766
11	Saudi Arabia	9,343,835
12	Russia	9,313,708
13	Algeria	4,581,092
14	Uzbekistan	4,174,884
15	Azerbaijan	3,708,510
16	United_States	3,429,801
17	Tunisia	3,419,720
18	Syria	3,340,521
19	France	3,332,693
20	United Arab Emirates	3,113,418

Thank you!

OIC Markets



THE WORLD'S NEXT ECONOMY