



Day 1: Sunday, 30 October 2022

Time	Room and modality	Subtheme: Opportunities to access markets and global value chains
8:00 – 9:00 a.m.	Registration and coffee reception	
9:00 – 9:30 a.m.	<u>Grand Ballroom</u>	<p><i>Opening note:</i> H.E. Yousef Alshamali, Minister of Industry, Trade and Supply, Jordan</p> <p><i>Keynote Speaker:</i> Rola Dashti, Under-Secretary General and the Executive Secretary of the United Nations Economic and Social Commission for Western Asia</p> <p><i>Welcoming note:</i> H.E. Bisher Al-Khasawneh, Prime Minister of Jordan</p>
9:30 – 10:30 a.m.	<u>Grand Ballroom</u> <i>Inspirational showcases of successful businesses</i>	<p>Inspirational panel: businesses beyond borders</p> <p>Showcases of inspirational businesses from the Arab region that crossed borders and scaled up regionally and internationally.</p> <p>Moderator: Nicole Tannouri, Journalist at MBC</p> <p><i>Tentative speakers:</i></p> <ul style="list-style-type: none"> • Mona Ataya, Founder and CEO of Mumzworld.com, and eTrade for Women Advocate • Abdulaziz B. Al Loughani, Founder and CEO of Flowerd, Kuwait
10:30 – 11:00 a.m.	Coffee break	
11:00 a.m.– 12:30 p.m.	<u>Grand Ballroom</u> <i>Opportunities and support programmes for SMEs</i>	<p>Opportunities know-how: how can Arab SMEs integrate into global value chains</p> <p>Discussion on how to enhance Arab SMEs participation in global value chains and access to international opportunities.</p> <p>Moderator: Maha Ali, Former Minister of Industry and Trade, Jordan</p> <p><i>Tentative speakers:</i></p>

- John W.H. Denton AO, Secretary General, International Chamber of Commerce
- Nadia Al Saeed, CEO of Bank al Etihad, and Chair of Endeavor Jordan
- Abdulla Al-Awadi, Head of Change Management at KIB
- Ali Badarneh, Programme Manager, UNIDO
- Abdel Fatah Alkayed, CEO of JEDCO

12:30 – 1:30 p.m. Lunch

1:30 – 2:30 p.m.

Parallel panels, interviews, discussions, presentations
Regional overviews and ways forward

Grand Ballroom

Overview: how to Scale up SMEs in the Arab market

Moderator: Lara Al Arab, Entrepreneurship Consultant.

Tentative speakers:

- Rana Nawas, Founder of When Women Win, Palestine.
- Omar Al-Haza'a, CEO of Franchise Arabia
- Michael Kropac, CEO of Cewas, Switzerland
- Rafik Feki, Project Manager of the Arab Regional Cooperation Accreditation, UNIDO

Orchid Room

Policy dialogue: exchange of experiences – benchmarking the entrepreneurship-enabling environment

Part 1: Overview and inspiring models

Moderator:
Farhan Kalaldehy, ESCWA Technology Centre

Tentative speakers:

- Johan Berggren, Deputy Director at Swedish Dialogue Institute for the Middle East and North Africa

2:30 – 3:00 p.m. Coffee break

3:00 – 4:30 p.m.

Parallel capacity-building workshops, multiple sessions/topics

Lotus Room

Fostering SME Resilience across Arab States through Accessible Trade Intelligence

Mathieu Loridan, International Trade Centre

Jasmine Room

Tackling Technology Challenges for SMEs

Diana Khripko, Cambridge University

Orchid Room

Part 1 (continued): Exchanges and showcases from Arab countries

Moderator: Farhan Kalaldehy, ESCWA Technology Centre

- Algeria
- Egypt
- Jordan (Ma'moun Abu Shawar)
- Saudi Arabia
- United Arab Emirates
- Qatar