

Day 2: Monday, 31 October 2022

Time	Room and modality	Subtheme: Financial opportunities and green growth
8:00 – 9:00 a.m.	Coffee reception and networking	
9:00 – 10:30 a.m.	Grand Ballroom <i>Inspirational showcases of successful businesses</i>	<p>Inspirational panel: green businesses</p> <p>Showcases of inspirational international green businesses and mainstreaming green investments</p> <p>Moderator: Aline Bussmann, Green Businesses Consultant, Germany</p> <p><i>Tentative speakers:</i></p> <ul style="list-style-type: none"> • Johannes Heeb, Founder of Seecon International GmbH, Switzerland • Ramy Boujawdeh, Deputy General Manager at Berytech, Lebanon • Lieve Franssen, Co-founder of Platform for Transformative Technologies, Belgium • Mohamed Wageih, PRIMA Secretariat Project Office, Spain
10:30 – 11:00 a.m.	Coffee break	
11:00 a.m. – 12:30 p.m.	Grand Ballroom <i>Opportunities and support programmes for SMEs</i>	<p>Opportunities know-how: how Arab SMEs improve their access to finance, digital marketing, and eCommerce</p> <p>Discussion on various options for supporting SMEs in accessing financial resources, investments, fintech solutions, and funding opportunities</p> <p>Moderator: Reham El Saghier, Founder of CPath, Jordan</p> <p><i>Tentative speakers:</i></p> <ul style="list-style-type: none"> • Fares Akkad, Regional Director for META in MENA • Essam Qourashi, Director of the SMEs Special Account, Arab Fund for Social and Economic Development

- Anas Meerza, Chief Executive Officer of National Technology Enterprises Company, Kuwait
- Katja Mulheim, Chief Executive Officer of Prestel & Partner, Germany
- Ramez El Serafy, CEO of Flat6Labs, Egypt
- Mirna Sleiman, Chief Executive Officer of Fintech Galaxy, Lebanon

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: regional capacity-building and support programmes
Moderator: Gabriel Petrus, International Chamber of Commerce
Tentative speakers:

- Lilia Naas, Chief of MENA office, International Trade Centre
- Viridiana Garcia-Quiles, Programme Management Officer, eTrade for Women, UNCTAD
- Ali Haddad, Director of the Jordan Youth Innovation Forum.
- Laila Hadrami, Smart Cities Development Manager, Oman
- Karim Shaaban, Program Director, Levant Region, CIPE.

Orchid Room
Policy dialogue: exchange of experiences – national funding support programmes for SMEs
Part 2: Overview and inspiring models
Moderator: Farhan Kalaldehy, ESCWA Technology Centre
Tentative speakers:

- David Prais, Chairman of Greater London Investment Fund
- Datuk Hafsah Hashim, former CEO of SME Corporation Malaysia

2:30 – 3:00 p.m. Coffee break

3:00 – 4:30 p.m.	Parallel capacity-building workshops, multiple sessions/topics	Lotus Room	Jasmine Room	Orchid Room
		How to digitize your business and sell online	Understanding and developing successful green business models	Part 2 (continued): Exchanges and showcases from Arab countries
		Joelle Yazbeck, Executive Coordinator of the ICC-ESCWA CoE and Abdelbasset Boulouah, International Trade Centre	Janek Hermann-Friede, Project Manager at Cewas	Moderator: Farhan Kalaldeh, ESCWA Technology Centre <ul style="list-style-type: none"> • Bahrain • Kuwait • Morocco • Oman • Tunisia • Palestine