



القمة العربية
لريادة الأعمال
فرص عابرة للحدود

ARAB SMEs SUMMIT
Opportunities Beyond Borders

عمان، 30 تشرين الأول/أكتوبر - 1 تشرين الثاني/نوفمبر 2022 | Amman, 30 October - 1 November 2022

E/ESCWA/ETC/ASMES/2022/Concept note

Concept note Arab SMEs Summit

Under the Patronage of
His Royal Highness Crown Prince Al Hussein bin Abdullah II

1. Purpose and background

In recent years, particularly since the outbreak of the COVID-19 pandemic, several emerging issues have posed severe challenges to the Arab region's small and medium enterprises (SMEs). Overcoming these challenges by providing new opportunities for SMEs is fundamental to expanding and positioning Arab SMEs for future progress and growth that leaves no one behind.

The Summit aims to help Arab SMEs access regional and international markets, mobilize diverse financial resources, benefit from regional and international networks, and increase their ability to scale up. Moreover, the Summit will act as a regional platform for national and international leaders from the public and private sectors to advocate inclusive policies and strategies required to support Arab SMEs.

The Summit will bring together some 600 selected participants, including entrepreneurs, investors, business influencers, political leaders, economists, journalists, intergovernmental organizations, non-governmental organizations, and donors, to discuss regional and international business opportunities for Arab SMEs across 20 main sessions and 10 side events.

The Summit will be held at the Kempinski Convention Centre in Amman from 30 October to 1 November 2022.

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2. Objectives

The Summit aims to enhance partnerships and expand SME opportunities across the Arab region and internationally by achieving the following objectives:

- Inspiring Arab entrepreneurs with regional and global business models and success stories.
- Providing networking and clustering opportunities and fostering strategic alliances.
- Delivering targeted capacity-building to government entities, business enablers and SMEs.
- Engaging Arab countries in developing improved SME policy frameworks that promote inclusive and sustainable economic growth and build resilient infrastructures to nurture Arab SMEs.

3. Expected outcomes

- Enhance SME access to opportunities and strategic partnerships to drive their growth at the regional and international levels.
- Improve SME capacity to support government institutions and the private sector to expand SME potential.
- Influence policymakers to strengthen the business-enabling environment for Arab SMEs.

4. Theme and structure

The 2022 Summit's theme is "**Opportunities beyond borders**", which will be divided into the following three subthemes over three days:

- **Day 1:** Opportunities to access markets and global value chains (GVCs)
- **Day 2:** Financial opportunities and green growth
- **Day 3:** Digitization and disruptive innovation

Each day will start with an **inspirational panel** that showcases inspiring businesses from the Arab region and globally, followed by an **opportunities know-how** discussion to elaborate the practical interventions needed to strengthen SME access to opportunities. After lunch, parallel panel discussions will provide an **overview** of best practices in the region on strategies, policies, and support programmes. Subsequently, three parallel **capacity-building workshops and interactive discussions** will take place to provide hands-on tools and methodologies to empower Arab SMEs.



In addition, the Summit will provide an interactive **exhibition** space for **100 conveners**, including SMEs, business enablers, intergovernmental organizations, non-governmental organizations, donors, and international delegations.

Moreover, the Summit will host **10 side events** over three days, organized by ESCWA partners, focusing on specific target groups and relevant topics, in addition to **networking spaces** and dedicated **media booths**.

5. Agenda

Day 1: Sunday, 30 October 2022

Time	Room and modality	Subtheme: Opportunities to access markets and global value chains
9:00 – 9:30 a.m.		Registration
9:30 – 10:00	<u>Grand Ballroom</u> <i>Opening Ceremony</i>	Opening note: H.E. Yousef Alshamali, Minister of Industry, Trade and Supply, and Chairman of JEDCO, Jordan Keynote Speaker: Rola Dashti, Under-Secretary General and the Executive Secretary of the United Nations Economic and Social Commission for Western Asia
10:00 – 11:00	<u>Grand Ballroom</u> <i>Inspirational showcases of successful businesses</i>	Inspirational panel: businesses beyond borders Showcases of inspirational businesses from the Arab region that crossed borders and scaled up regionally and internationally. Moderator: Nicole Tannouri, Journalist at MBC Speakers: <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• Fabio Russo, Chief SME Development and Job Creation Unit, UNIDO• Dana Al-Zoubi, Secretary General Ministry of Industry, Trade and Supply, Jordan
11:00 – 11:30		Coffee break



11:30 – Grand **Opportunities know-how: how can Arab SMEs integrate into global**
12:30 Ballroom **value chains**

Opportunities and support programmes for SMEs

Discussion on how to enhance Arab SMEs participation in global value chains and access to international opportunities.

Moderator: Nisreen Barakat, Executive Director of JSF, and Former Minister of Social Development (2012), and Public Sector Development (2011), Jordan

Speakers:

- Amer Bukvic, Director-General Global Practice and Partnership at the Islamic Development Bank
- Nadia Al Saeed, CEO of Bank al Etihad, and Chair of Endeavor Jordan
- Abdulla Al-Awadi, Head of Change Management at Kuwait International Bank
- Ali Badarneh, Chief of the Food Security and Food Systems Unit, UNIDO

12:30 – 14:00 Lunch and Networking

14:00 – Parallel
15:00 panels
Regional overviews, and ways forward

Grand Ballroom

Overview: how to Scale up SMEs in the Arab market

Moderator: Lara Al Arab, Entrepreneurship Consultant.

Speakers:

- Rana Nawas, Founder of When Women Win, Palestine.
- Karim Shaaban, Program Director, Levant Region, CIPE.
- Zahraa Taher, Board member, Bahrain International Federation of Business and Professional Women (BPW)
- Rafik Feki, Industrial Development Officer, Division of Digital Transformation and AI Strategies, UNIDO

Orchid Room

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

Part 1: Overview and inspiring models

Moderator: Farhan Kalaldeh, ESCWA Technology Centre

Speakers:

- Datuk Hafsa Hashim, former CEO of SME Corporation Malaysia
- Ambassador José Luis Cancela Coordinator of the WTO Informal Working Group on MSMEs



15:00 – 16:30	<u>Parallel workshops</u> <i>Capacity building and exchange of experiences</i>	<u>Lotus Room</u> Fostering SME Resilience across Arab States through Accessible Trade Intelligence Moderator: Emmanuelle Ganne, Senior Analyst, Economic Research & Statistics Division, WTO <ul style="list-style-type: none"> Osama Makki, Director of International Cooperation, JEDCO Anna Jankowska-Ericksson, Programme Officer, Trade & Market Intelligence, ITC Mohammed Khair Obaidat, Executive Director, Queen Rania Center for Entrepreneurship 	<u>Meeting Room III</u> Developing your strategy using a fast start road mapping approach <ul style="list-style-type: none"> Diana Khripko, Cambridge University 	<u>Orchid Room</u> Part 1 (continued): Exchanges and showcases from Arab countries Moderator: Yousef Al Abdallat, Vice Chairman, JEDCO <ul style="list-style-type: none"> Algeria Jordan Mauritania Morocco Sudan Syria United Arab Emirates Qatar
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Day 2: Monday, 31 October 2022

Time	Room and modality	Subtheme: Financial opportunities and green growth
9:00 – 9:30	Networking	
9:30 – 10:30	<u>Grand Ballroom</u> <i>Inspirational showcases of successful businesses</i>	Inspirational panel: green businesses Showcases of inspirational international green businesses and mainstreaming green investments. Moderator: Aline Bussmann, Green Businesses Consultant, Germany Speakers: <ul style="list-style-type: none"> Johannes Heeb, Founder of Seecon International GmbH, Switzerland Ramy Boujawdeh, Chief Operating Officer of Berytech, Lebanon Lieve Franssen, Co-founder of Platform for Transformative Technologies, Belgium Mohamed Wageih, PRIMA Secretariat Project Office, Spain
10:30 – 11:00	Coffee break	



11:00 – 12:30	<u>Grand Ballroom</u> <i>Opportunities and support programmes for SMEs</i>	Opportunities know-how: how Arab SMEs improve their access to finance, digital marketing, and e-Commerce Discussion on various options for supporting SMEs in accessing financial resources, investments, fintech solutions, and funding opportunities. Moderator: Valentina Qussisiya, CEO of Abdul Hameed Shoman Foundation Speakers: <ul style="list-style-type: none">• Fares Akkad, Regional Director for META in MENA• Ramez El Serafy, CEO of Flat6Labs, Egypt• Katja Mulheim, CEO of Prestel & Partner, London• Mirna Sleiman, CEO of Fintech Galaxy, Lebanon• Adi Ghuneim, Director of Governate Development Fund, Jordan				
12:30 – 14:00	Lunch					
14:00 – 15:00	<u>Parallel panels</u> <i>Regional overviews, and ways forward</i>	<table border="0"><tr><td>Grand Ballroom</td><td>Orchid Room</td></tr><tr><td>Overview: regional capacity-building and support programmes Moderator: Gabriel Petrus, International Chamber of Commerce Speakers:<ul style="list-style-type: none">• Viridiana Garcia-Quiles, Programme Management Officer, eTrade for Women, UNCTAD• Emad Al Khaja, CEO of Injaz, Qatar• Laila AL Hadhrami, Smart Cities Development Manager in NEC, Oman• Ali Haddad, Director of the Jordan Youth Innovation Forum.</td><td>Policy dialogue: exchange of experiences – national funding support programmes for SMEs Part 2: Overview and inspiring models Moderator: Farhan Kalaldehy, ESCWA Technology Centre Speakers:<ul style="list-style-type: none">• David Prais, Chairman of Greater London Investment Fund• David Madié, CEO of GrowthWheel International Inc., Denmark</td></tr></table>	Grand Ballroom	Orchid Room	Overview: regional capacity-building and support programmes Moderator: Gabriel Petrus, International Chamber of Commerce Speakers: <ul style="list-style-type: none">• Viridiana Garcia-Quiles, Programme Management Officer, eTrade for Women, UNCTAD• Emad Al Khaja, CEO of Injaz, Qatar• Laila AL Hadhrami, Smart Cities Development Manager in NEC, Oman• Ali Haddad, Director of the Jordan Youth Innovation Forum.	Policy dialogue: exchange of experiences – national funding support programmes for SMEs Part 2: Overview and inspiring models Moderator: Farhan Kalaldehy, ESCWA Technology Centre Speakers: <ul style="list-style-type: none">• David Prais, Chairman of Greater London Investment Fund• David Madié, CEO of GrowthWheel International Inc., Denmark
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15:00 – 16:30	<u>Parallel workshops</u> <i>Capacity building and exchange of experiences</i>	<u>Lotus Room</u> How to digitize your business and sell online <ul style="list-style-type: none"> • Joelle Yazbeck, ICC-ESCWA CoE • Abdelbasset Boulelouah, International Trade Centre 	<u>Meeting Room III</u> Understanding and developing successful green business models <ul style="list-style-type: none"> • Maisam Otoum Project Manager at Cewas 	<u>Orchid Room</u> Part 2 (continued): Exchanges and showcases from Arab countries Moderator: Elham Abu Nejm, Head of SMEs Unit at JEDCO <ul style="list-style-type: none"> • Bahrain • Egypt • Kuwait • Oman • Palestine • Saudi Arabia • Tunisia
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Day 3: Tuesday, 1 November 2022

Time	Room and modality	Subtheme: Digitization and disruptive innovation
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9:00 – 9:30 a.m. Networking

9:30 – 10:30	<u>Grand Ballroom</u> <i>Inspirational showcases of successful businesses</i>	Inspirational panel: disruptive technologies and business models Showcases and overview of disruptive business models in the past decade. Moderator: Kristina Podnar, International Consultant on Digital Technology, United States Tentative speakers: <ul style="list-style-type: none"> • Joel Dietz, Chief Executive Officer of Wallet.co, UK • Youssef Mohamed, Alibaba’s Middle East and Africa Managing Partner • David Madié, CEO of GrowthWheel International Inc., Denmark • Abedalrhman Habashneh, CEO of Decapolis, Jordan
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10:30 – Grand
11:30 Ballroom

Opportunities and support programmes for SMEs

Opportunities know-how: how to create opportunities for SMEs in disruptive technologies and digitization

Discussion on current and future opportunities for SMEs in immersive technologies, digital services, and e-commerce.

Moderator: Mohab Anis, Chief Executive Officer of Innovety, Egypt

Speakers:

- Rudy Shoushany, Founder of CryptoTalks and DxTalk, Lebanon
- Kavya Pearlman, Founder of XR Safety Initiative, USA
- Asha Easton, Immerse UK Lead, UK
- Emmanuelle Ganne, MSMEs and Blockchain Lead, World Trade Organization

11:30 – 12:00 Coffee break

12:00 – Grand
13:30 Ballroom

Closing Ceremony

10 mins **ESCWA Awards:**

- Announcement of the "Restoring Hope Challenge" Winners.

70 mins **National and Regional Initiatives:**

- UNIDO Announcement: StarPack Initiative, Accreditation Program.
- WTO Announcement: MSMEs Informal Working Group Meeting
- Rising Arab Changemakers Award, Mona Itani, CEO of Riyada Innovation.
- Regional Partnerships Promotion, AbedFattah Al-Kayed, CEO of JEDCO.
- Investment Opportunities in Jordan, Zaher Al Qatarneh, Secretary General, Ministry of Investment, Jordan
- Launching the ICC-ESCWA Centres of Entrepreneurship.

10 mins **Announcement of the Arab SMEs Summit 2023**

