



Shared Prosperity Dignified Life



القمة العربية
لريادة الأعمال
فرص عابرة للحدود

ARAB SMEs SUMMIT
Opportunities Beyond Borders

Amman, 30 October - 1 November 2022

عمان، 30 تشرين الأول/أكتوبر - 1 تشرين الثاني/نوفمبر 2022



International
Trade
Centre

DAY 1 | 30 October 2022 | 14.00-18.30

Time	Session	Speakers
14.00-17.00	<p>Photography for eCommerce: A race against time</p> <p>"A picture is worth a thousand words" is an adage that best describes this session. We will start the session with the importance of photography for the success of online sales. Then, we will see how to design a smart photography project and milestones for your e-commerce channel. At the end, we will see how to use artificial intelligence tools (mostly free) for e-commerce photography. Throughout the session, there will be case studies from past projects, best practices in the domain, tips and golden rules of photography, and live demonstrations using photo boxes and smartphones.</p>	<p>Abdelbasset Boulelouah, E-commerce & Marketing Advisor (ITC)</p> <p>Rabih Mouanes, Independent Professional Photographer</p> <p>Mehdi Nakouri, E-commerce & Technology Advisor</p>
17.00-18.30	<p>How to succeed at selling services and courses online</p> <p>Selling services such as web services and online courses requires a different approach to selling a product online: productization. In the first part of the session, we will cover how to successfully digitize services, the key elements to succeed in online service selling as well as what services can be sold online in today's online e-commerce landscape. In the second part of the session, we will dive deeper into e-learning, how to create products and courses that sell online and how to stand out, market and sell your online courses. Both sessions will include example and case studies and success stories.</p>	<p>Sabrina Hamdane, E-commerce Consultant</p> <p>Jennifer Kanaan, Digital Marketing Consultant and Founder of Skill Surfing</p>



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DAY 2 | 31 October 2022 | 16.30-18.00

Time	Session	Speaker(s)
16.30-18.00	<p>Investment Readiness for youth-led SMEs</p> <p>ITC through its Youth & Trade Programme will bring together youth SME founders and investors for a session on investment readiness and preparing for investment in the Arab region.</p>	<p>Randa Safah, Chief Investment Officer, Bank Audi S.A.L</p> <p>Omar El Hyani, Investment Director, Maroc Numeric Fund</p> <p>Neda Aldaihani, Co-Founder & CEO, Brilliant Lab</p> <p>Osama Barakat, Head of Commercial Lending, Vitas Jordan</p> <p>Waleed Abushirbi, COO, Micro Fund for Women (MFW)</p>