



**SWISS GCC**

FORUM EXPO



ARAB-SWISS CHAMBER OF COMMERCE AND INDUSTRY  
الغرفة العربية السويسرية للتجارة والصناعة



# SWITZERLAND – GCC ECONOMIC FORUM & EXPO

## OPPORTUNITY – BUSINESS- INVESTMENT

HOTEL PRESIDENT WILSON  
Quai Wilson 47, 1211 Geneva, Switzerland

**28 – 29 JUNE 2022**

Supported by

**The Cooperation Council for the  
Arab States of the Gulf (GCC -SG)**

In presence of

**H.E. Dr. Nayef Falah Al-Hajraf**

Secretary General of the Cooperation Council  
for the Arab States of the Gulf (GCC -SG)

# SPECIAL FEATURES FOR REGISTERED PARTICIPANTS



Playback Forum (by session)



A key challenge for the Gulf in the next decade therefore will be to manage energy, water, and food resources to ensure both high living standards and sustainable growth in the long term. Aware of these challenges, Gulf Arab states are undertaking a variety of measures to ensure long-term sustainable growth



Easy access to the B2B database and build your own business profile. You may retrieve profiles of registered Companies and request a meeting with them either physically during the works of the Forum or electronically via E-mail of the Forum.





## Monday 27 June 2022

18.30 – 19.15:

Welcome Cocktail at the President Wilson Hotel lobby for GCC & Swiss Participants, VIPs and Sponsors.

## Tuesday 28 JUNE 2022

8:00 – 8h50:

Registration & Sanitary measures (registration and badges)

8h50 – 9:00

Forum Introduction:

- ❖ Ms Laurence de la Serna, President Geneva Chamber General of Commerce, Industry and Services
- ❖ HE Mr. Ajlan bin Abdulaziz Al Ajlan, Chairman of the Federation of GCC Chambers, Federation of Saudi Chambers and Riyadh Chamber of Commerce and Industry

9h00 – 9:40

Opening Ceremony

## Introduction:

The Swiss trade balance remained stable for Switzerland, with Swiss exports reaching about \$20billion and Swiss imports reaching about \$5 billion. Switzerland has the economic and financial resources and has sufficient experience in the field of services in education, banking, health, and technology, especially in watches and jewelry, not to mention the agricultural and food special capacities. Therefore, Gulf businessmen have great opportunities to benefit from these elements and to establish strategic partnerships that serve the interests of the Gulf.

- **HE Dr. Nayef bin Falah Al-Hajraf, Secretary General of the Cooperation of the Arab States of the Gulf (SG-GCC)**
- The European Free Trade Association (EFTA)
- The Federal Department of Foreign Affairs Switzerland, Head of MENA division
- The Ministry of Foreign Affairs of the Kingdom of Saudi Arabia (Kingdom of Saudi Arabia leading the GCC Cooperation Council for the year 2022).
- The Federation of GCC Chambers & the Federation of Saudi Chambers & the Riyadh Chamber of Commerce and Industry.
- The State Secretary & SECO Director and Director of the Foreign Economic Affairs Directorate
- The State Counsellor in charge of the Department of Economy and Employment, State of Geneva



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**09:40 – 10:30**

High level Dialogue: GCC Switzerland Economic Cooperation - “Building Bridges between strong Partners” Dialogue and Q&A



**Moderator:**

**Prof. Jean-Paul Vulli  ty**, President of the Board, Arab-Swiss Chamber of Commerce, and Industry, (CASCI)

What are the main sectors attracting investments in the GCC countries in the coming years?

How GCC see cooperation between the Gulf area and the Swiss side on the innovative projects and startups?

GCC have noticed that there are many areas of cooperation in the fields of invention, innovation, and entrepreneurship. What are the main sectors attracting investment in Switzerland countries in the coming years?



**10:30 – 10:50**  
**Coffee Break / Exhibition**





**10:50 – 11.50 & 11.50 – 12:50:**  
Federation of United Arab Emirates  
Kingdom of Bahrain  
Kingdom of Saudi Arabia



State of Kuwait  
Sultanate of Oman  
State of Qatar



**10h50 – 11h50: “High potential for Swiss Exporters and Investors”  
Presentation and Q&A**

**Introduction:**

The **UAE** is Switzerland first trade partner with imports from Switzerland worth \$3.78B (package medicaments, blood, antisera, vaccines, toxins, cultures, jewelry, diamond, gold, precious and watch metal, high voltage protection equipment & more) and exports of \$15.1B. (jewelry, gold, raw aluminum & more)

**Saudi Arabia** is the second trade partner with imports of \$1.95B (package medicaments, blood, antisera, vaccines, toxins, cultures, jewelry, gold, precious and watch metal, high voltage protection equipment & more) and exports of \$524M million (gold, jewelry, aluminum plating, raw aluminum & more)

**Bahrain** export to Switzerland \$101M (raw aluminum, jewelry and more) and import from Switzerland \$336M (base metal and precious metal, packaged medicaments, high voltage protections, gas turbines, rolled tobacco, jewelry & more)

**Moderator:** Mr. Vincent Subilia, Director General CCIG

**11h50 – 12h50: “High potential for Swiss Exporters and Investors”  
Presentation and Q&A**

**Introduction:**

**Qatar** imports from Switzerland \$1.16B (jewelry, gold, base and precious metal, package medicaments, blood, antisera, vaccines, toxins, cultures & more) and export to Switzerland \$454M (jewelry, sulfur, precious metal & more)

**Kuwait** imports from Switzerland \$61.3M (jewelry, gas turbine, clocks, metal and precious metal & more) and import from Switzerland \$512M (base metal and precious metal, jewelry, flavored water, package medicaments, blood, antisera, vaccines, toxins, cultures & more)

**Oman** imports from Switzerland \$256M (precious and base metal, gas turbines, refined petroleum, jewelry, military weapons, package medicaments, blood, antisera, vaccines, toxins, cultures & more) and export to Switzerland \$10.1M (gas turbines, navigation equipment, aircraft parts, raw plastic sheeting, gold, perfumes, raw aluminum, base and precious metal, compasses, fish fillets & more).

**Moderator:** Mr. Bahaa El Attar, Secretary general of the Swiss Arab Chamber of Commerce



**13:00 – 14:30**  
**Networking Luncheon for participants and VIPs**



## Afternoon: Parallel sessions:

**14.30 – 16.00** **Women Startup “Opportunities and Development” Presentation & Dialogue & Afternoon workshop and sessions**

Business to Business  
Presentation & Dialogue “Opportunities and Development”

### Introduction:

Our goals are partnerships between countries, business organizations, women’s organizations. Education, trade missions, investor relations, startup and SME development, cultural and scientific cooperation including workshops for business about local culture, language, business culture and support for innovation projects, organizing joint events, taking part in international events, cooperation with governments, NGOs, technology parks, business incubators and universities.

**16:00 – 16:30**  
**Coffee Break / Exhibition**

**16.30 – 18:30**

### **Business 2 Business matchmaking – LinkedIn process**

All participants/ speakers/ VIP Guests/ sponsors taking part in the forum either physically or hybrid will have to register in the dedicated website of the forum to initiate a password & a web E-mail address, which will enable them to use the hybrid sessions, but also to set up appointments for the B2B meetings during the afternoon as well as sending documentations of projects, presentations, enquiries, etc. to the participants and speakers (web chat)



## Afternoon: Parallel sessions:

### 14.30 – 15.30

#### Session 5: Investing in Switzerland - Business opportunities, "Investment opportunities in Switzerland"

##### Introduction:

Switzerland is the best location for innovation. It offers stable political, economic, and financial framework conditions combined with the highest standard of life. We help innovative companies from all over the world to establish their business in Switzerland, on behalf of the Swiss Confederation and the cantons.

Switzerland is the most competitive business center in the world. There are numerous good reasons to locate a business in Switzerland: innovation and technology, a liberal economic system, political stability, close links with foreign markets, excellent education and healthcare systems, an outstanding infrastructure, a high standard of living and a competitive tax system.

- Innovation and technology
- Higher education and R&D

Moderator: Mr. Vincent Subila, Director CCIG

##### Presentation by S-GE

1. Mr David Avery, Head of Cleantech at S-GE
2. Ms. Abier Nasr, Deputy Head of the Swiss Business Hub in Dubai
3. Suhail El Obeid, Senior Consultant Africa, Middle East, Turkey

### 15.30 – 16.00

**Session 6:** Role and mission to promote and expand relations between Switzerland and the Arab Countries, members of the League of Arab States

**Presentation by Mr. Bahaa El Attar, Secretary general of the Swiss Arab Chamber of Commerce**

**Moderator:** Mr. Ahmed Shetta, AS International Consulting

##### Presentation by the Swiss Arab Chamber of Commerce

Role and mission to promote and expand relations between Switzerland and the Arab Countries, members of the League of Arab States.

To coordinate, develop and facilitate the commercial, industrial, and financial relations between Switzerland and the Arab Countries, in both ways, by making known on a reciprocal basis their economic potentialities.

To improve and extend opportunities for industrial and technical co-operation between Switzerland and the Arab Countries, in close collaboration with private or public organizations with similar objectives

### 16:00 – 16:30

## Coffee Break / Exhibition

### 16.30 – 18:30

#### **Business 2 Business matchmaking – LinkedIn process**

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**Tuesday 28 JUNE**  
**2022:**

**20h00 – 22h00**  
**Gala dinner**





## 9:00 – 10:00 GCC Mega Projects

“Building the future with Technology.”

“Current Projects and Prospects potential offers” -  
Presentation and Q&A

## 10:00 – 10:45 Clean technology Presentation and Q&A

### Introduction :

Hundreds of Swiss companies operate in GCC markets in the areas of logistics, infrastructure, hydraulic systems, groundwater and well drilling, equipment, coatings and chemicals, engineering systems for energy, water, environment, technology, hospitality, logistics, communications, banks, investment funds, pharmaceuticals, robots, machinery & export development, office & mobile rooms, power generation & industrial metal production, education, consulting & quality control, chemical products, foodstuffs, agricultural development and trade shows.

The top Swiss diplomat revealed that precious metals gold and jewelry constitute the biggest part of the bilateral trade. The economic diversification in the GCC will provide new opportunities for small and medium enterprises in Switzerland that produce specialized technical solutions, for example, in sustainable farming, water stewardship or healthcare. The growing cooperation in the fields of education, artificial intelligence, technology, health, and economy, in addition to exchanging views over several regional and international issues of mutual interest.

### Introduction:

A key challenge for the Gulf Arab State in the next decade therefore will be to manage energy, water, and food resources to ensure both high living standards and sustainable growth in the long term. Aware of these challenges, Gulf Arab states are undertaking a variety of measures to ensure long-term sustainable growth. These includes introducing energy efficiency measures: investing in clean fuel and renewable energy supplies; improving water efficiency; investing in new water desalination capacity; and buying or leasing agricultural land abroad.

- ✓ GCC states look beyond their present-day fossil fuel riches
- ✓ Industrial diversification boosts demand for oil and gas as feedstock
- ✓ Managing domestic demand remains a key challenge
- ✓ Significant investment in solar and nuclear technology is planned
- ✓ Minerals: the new frontier
- ✓ Water demand is outstripping supply
- ✓ The food price spike of 2008 has had strong policy reverberations
- ✓ Sharing the gains with food producing countries



**10:45 – 11.00**  
**Coffee Break / Exhibition**



## 11:00 – 11:45 Health-tech - Presentation and Q&A

### Introduction:

In 2021, there will be a tremendous focus on wellness and prevention to curb chronic diseases. The other big trend is more private sector participation.

In fact, private sector participation is set to increase by almost 30 to 50 percent. The next trend will be in insurance-based health care financing and the insurance system, resulting in growth opportunities, especially in virtual health. Localization of manufacturing and localization of the workforce is another big area of growth. For the region, it is expected that 30 percent of medical devices and 40 percent of pharmaceutical products will be manufactured locally by 2025. Local manufacturing is set to increase from 2 percent to almost 30 percent in the next four years. Moreover, digitalization by way of home to hospital is where the infrastructure is going to be built. Today, 50 percent of hospitals in the UAE and KSA use some level of digital solutions and IT based access. Also, it has been observed that 80 percent of doctors are using tablets, smartphones, and medical applications.

- How to obtain validation of product, how to keep high health system for major events such Dubai Expo, Qatar FIFA 2022
- Other strategy for health cooperation and medical agreements in GCCE
- What are the needs for next 10 years Investment in GCC for medical factory and laboratory?

**Moderator: Mr Philippe Morel - Geneva**

**11:45 – 12:15** The role of the Gulf Standardization Organization in supporting the economy and trade between the GCC countries and Switzerland." Presentation and Q&A

### **Presentation by**

- ❖ **H.E. Mr. Ahmed bin Mohammed Al Mohammed**, Secretary General of the Gulf Organization of Industrial Consulting organization (GOIC)
- ❖ **H.E. Mr. Saud Nasser Al-Khusaibi, GCC Standardization Organization (GSO)**

### **12:15 – 12:45 FINTECH – BANKING INFRASTRUCTURES – Presentation and Q/A - Switzerland & GCC**

The financial services industry continues to attract tech companies that transform how people and businesses spend, save, borrow, invest, and more. fintech is utilized to help companies, business owners, and consumers manage their financial operations, processes, and lives better by utilizing specialized software and algorithms that are used on computers and, increasingly, smartphones. **The term fintech is a combination of "financial technology"**

## **12h45: Recommendations of the forum**

The Swiss ministers continued to say that economic cooperation will be Switzerland's first priority in the bilateral relations with the GCC in the next years. Innovation, new technologies and sustainable development will be other priorities