



Entrepreneurs Investment Summit

May 8 and 9 / **Venue: Entrepreneurs Room 7 – Side Forum 3**

Permeable

Under the patronage of HE Dr. Ahmed Abu El Gheit, Secretary General - League of Arab States the Union of Arab Chambers (UAC); the UNIDO ITPO office in Bahrain in cooperation with the Annual Investment Meeting (AIM) are organizing the **Entrepreneurs Investment Summit 2023**; that is to be held as an integral part of the Annual Investment Meeting 2023 in Abu Dhabi on May 8 to 10, 2023.

In line with the global economic reality present today from the Ukraine conflict; to the post COVID recovery; leading to the swift digitalization efforts have led to global supply chain distributions. Small and Medium Enterprises and the ecosystems are struggling to cope with these pressing challenges. Hence, this calls for a holistic approach to ensure that sustainability and inclusive survival and growth of these SMEs is addressed by all stakeholders namely public, private and developmental institutions. It also requires creating stronger integration and partnerships between SMEs and entrepreneurs in globally.

Summit Objectives and Structure

The 2-day Entrepreneurs Investment Summit 2023 aims at;

- (1) creating a platform for promoting bankable investment opportunities led by entrepreneurs/SMEs & Macro Investments
- (2) sharing best practices and experiences on the means of stimulating and unleashing entrepreneurship and joint investments.
- (3) deliberate on the challenges, opportunities, threats, and the road forward towards achieving economic integration

The Summit will consist of panel sessions and B2B networking/matchmaking

Expected Outcomes

- The summit aims to provide a platform for Entrepreneurs and SMEs from both regions to meet with the aim of developing joint investments, collaboration and trade facilitation.
- Develop an action plan towards forging stronger economic integration between entrepreneurs
- Participation of major developmental organizations and funds; chambers of commerce, industry and agriculture; economic associations and entrepreneur's networks; specialized entrepreneurship and MSME agencies; universities and academicians; major financial institutions and technology providers and investors.

Partners include: Union of Arab Banks, Association of the Mediterranean Chambers of Commerce and Industry (ASCAME), Islamic Cooperation Youth Forum (ICYF)

Agenda

Entrepreneurs Investment Summit

Day 1 – 8th May 2023 / Venue: Entrepreneurs Room 7 – Side Forum 3

10:00 - 11:45 **Global Leaders Debate: The Future Paradigm Shift: Future Investment Opportunities to Foster Sustainable Economic Growth, Diversity and Prosperities**

11:50 - 12:50 **Official Opening Ceremony**

13:00 - 14:00 **Lunch & Networking Break**

14:00 - 14:05 **MC Day One Opening Remarks**

- **Imad Eddine Oubiri**, Sr. Advisor, Director of Community Services & Industry Engagement – American University of Ras Al-Khaimah

14:05 – 14:20 **Opening remarks**

- **HE Dr. Hashim Hussein**, Executive Director - World Entrepreneurs Investment Forum
- **HE Dr. Khaled Hanafy**, Secretary General - Union of Arab Chambers
- **HE Abdullah Mohammed Al Mazrui**, President of the Federation of Chambers of Commerce and Industry of the United Arab Emirates & Chairman - Abu-Dhabi Chamber of Commerce & Industry

14:20 – 15:00 **Official Entrepreneurs Investment Summit Opening**

1. **HE Dr. Ahmed Abu El Gheit**, Secretary General - League of Arab States
2. **HE Dr. Haidara Fatou**, Deputy Director General and Managing Director, Directorate of Global Partnerships and External Relations, and Director General's Special Representative for Africa
3. **HE Sameer Abdulla Nass**, President at - Union of Arab Chambers
4. **HE Ahmed M. El Wakil**, President Association of the Mediterranean Chambers of Commerce and Industry (ASCAME)

15:00 – 16:00

Panel 1: Supporting Green Entrepreneurship: Greening SMEs for more Competitiveness and Sustainability - Opportunities for SMEs in a greener value chain

Re-manufacturing, repair, maintenance, recycling and eco-design have a great potential to become drivers of economic growth and job creation, while at the same time, making a significant contribution to addressing environmental challenges. SMEs and entrepreneurs need a supportive environment to move towards a circular economy. In our time SMEs shall turn the environmental challenges into opportunities in order for them to be able to compete in a time competitiveness became a high risk. SMEs are usually in dynamic and competitive markets and they operate on a business logic. Unless there are incentives for alternatives and those alternatives are easy to access most business owners' default to the easiest and cheapest option. This session highlights how can we prepare an enabling ecosystem for Green Business owners, in order to encourage for more sustainable business for SMEs; policy; promoting legal and institutional incentives, providing financial & cultural enabling ecosystem, supporting network, building human capacities, and facilitating access to markets.

Keynote Speech HE Dr. Nasser Yassin, Minister of Environment, Lebanon

Moderator: Rasmus Wiinstedt Tscherning, Managing Director - Creative Business Network, Denmark

Panelists:

- **Douja Ben Mahmoud Gharbi**, CEO RedStart Tunisia Accelerator and President DAMYA Angels
- **Dr. Ahmed Nasr**, Entrepreneur & Founder of GreenHub, Antika & MeaZone
- **Osama Rais**, Head of the Entrepreneurship Unit and Digital Transformation Expert, Arab Organization for Agricultural Development
- **Hatem Mohammad AbouOllou**, Founder of Saber Incubators & Accelerators

16:00 – 16:15

Special Session "Fostering International Partnerships Energy and Environment - Call for High Impact Cleantech" by UNIDO ITPO Italy

- **Phillip Sellwe**, Managing Director Bayon Holdings, Botswana
- **Samuel Okioro**, Co-founder Drop Access, Kenya
- **Roger Mori Pizzino**, CEO Ciclo, Peru

16:15 – 16:25

Special Initiative UNIDO Global Call 2023 "Clean and Smart Energy for Inclusive and Sustainable Industrial Development"; By Mr. Wu Yabin, Head UNIDO ITPO Beijing

16:25 – 17:25

Panel 2: Improving SMEs Access to Sustainable Finance: Finding Innovative Solutions to Unlock Sources of Capital

SMEs represent 90% of the businesses and more than 50% of employment worldwide, and contribute to up-to 40% of national income GDP in emerging economies, makes it very important to think about new sources of capital to SMEs. Access to finance is a key constraint to SME growth; keeping in mind that about half of formal SMEs don't have access to formal credit. This gap is even larger when micro and informal enterprises are included. MENA is perceived to be a high-risk region in terms of correspondent banking relationships (CBRs); One of the major dangers of de-risking is that it can exclude entire communities and business sectors from the global, regulated financial system. This not only erodes financial security, but also impacts local economies. In this environment, the domestic SME sector often finds it more difficult to access banking services than larger corporates. This, in turn, **stifles entrepreneurship and innovation**. This Panel shall discuss the barriers to finance in 2022/2023, and the tools of improving access to finance and unlocking sources of capital for SMEs.

Moderator: Ms. Reem Badran, Founder MENA Business Women Network

Panelists:

1. **Dr. Wissam Fattouh**, Secretary General Union of Arab Banks
2. **Pauline Koelbl**, Founder/Managing Partner - ShEquity's
3. **Baybars Altuntas**, Chairman, World Business Angels Investment Forum
4. **Michel Fossaert**, Board Member - World Union of SMEs
5. **Mohamed Hreimou**- Executive Manager - Emirati Entrepreneurs Association
6. **Ali Muqaibal**, Chief Executive Officer, Fund for Development of Youth Projects (Sharakah), Oman

Entrepreneurs Investment Summit

Day 2 – 9th May 2023 / Venue: Entrepreneurs Room 7 – Side Forum 3

10:00 – 10:10

Special initiative Dr. Rascha Ragheb, Executive Director of National Training Academy, and the Director of World Youth Forum

10:10 – 11:10

Panel 3: Developing conducive ecosystems for entrepreneurship and innovation

Today there is an urgent need for governments and the private sector to swiftly adapt to the changing market conditions; that take into account the digital transformation. Hence, in order to institutionalize an entrepreneurship and innovation ecosystem which takes into account laying the base for promoting domestic investment leading to leveraging foreign direct investment thus leading to the development of global entrepreneurs and SMEs calls for exploring international best practices and strategies in terms of non-financial services and the means of linking them to financial services to achieve sustainable financial inclusion. The base of such interventions will be the availability of effective economic infrastructure, a strong educational system that nurtures entrepreneurship and innovation from a very early age, and eventually a strong government advocacy and policy that promotes entrepreneurship and that is at the same time in strong partnership with the private sector and multinational organizations.

Moderator Dr Hashim Hussein, Head - UNIDO ITPO Bahrain

Panelists

1. **Omar Oz**, International Expert - Incubation Management
2. **Abdul F. Al Kayed**, CEO - Jordan Enterprise Development Corporation
3. **Dr. Giovanni Zazzerini**, Secretary General – International Network for SMEs
4. **Prof. Randa Rizk**, Secretary General - Arab Council for Social Responsibility
5. **Dr. Ashraf El Arabi**, President - National Planning Institute
6. **Mahmood Abdulsamad Alyas**, Director Support and Services - Ministry of Youth Affairs

11:10 – 12:10

Panel 4: Challenges of Women Entrepreneurs: The Financial, Investment and Educational Shortfalls

Women have made substantial progress in the world of business over the last two decades, and the importance of female entrepreneurship for economic growth is well documented. Even though there have been approximately 252 million women entrepreneurs worldwide, they are still facing real challenges socially, economically, and politically. This Session highlights the resilience, flexibility and strength Women Entrepreneurs have shown throughout the last 3 years in the face of unprecedented adversity, both in the workplace and their communities. In specific, the financial and educational challenges faced by Women Entrepreneurs in combination with the Global Challenges.

- **Moderator: Dr. Hanan El Basha**, Founder - The Business Doctor & The Global Businesswomen | Senator - WBAF

Panelists:

- **María Helena de Felipe**, Member - European Economic and social Committee & Vice-president - Equality group
- **Reem Baghdadi**, Chairwoman - Jordan Forum for Business and Professional Women
- **Ubaydli Al Ubaydli**, President - Arab ICT Union
- **Reem Badran**, Founder - MENA Businesswomen Network
- **Yemisi Mokuolu**, CEO - Hatch Ideas

12:10 – 13:10

Panel 5: Access to Markets - Unlocking Growth in Logistics SMEs & Diversifying Supply Chains

Many factors have affected the low participation of SMEs in international trade; some of them are internal constraints as, the informational barriers, human resources barriers, the higher vulnerability to market developments and high infrastructure costs. Others are external factors as the standards and technical regulations, logistics processes & services, customs, and other administrative trade procedures. This panel shall highlight the internal and external barriers which hinder SMEs access to markets; Some of the highlighted challenges are high tariffs, costs of products specially in agriculture sector, standards related measures specially for chemicals, cosmetics & machinery, logistics including customs requirements & Harmonized System (HS) Classification, lack of governmental incentives to participate in global value chains, marketing barriers, competitiveness barriers and financial



barriers. This Panel shall highlight the adopted tools and strategies of unlocking the challenges to the road of access to markets.

Moderator: Dr. Sara Al Gazzar, Dean of College of International Transport & Logistics (Arab Academy for Science, Technology and Maritime Transport) and Economic Advisory for the Union of Arab Chambers

Panelists:

1. **Hu Shuting**, CEO Talk Technology, Shenzhen – China
2. **Sonya Janahi**, Global Entrepreneur & Board Member - Bahrain Chamber
3. **Alice Kaboli**, Director of MENA Producers Trust - USA
4. **Rabab Khalaf**, Head of Planning & Market Intelligence - Export Bahrain
5. **Mohammed Mulla Yaqoub**, Assistant Director General for Business Development – Kuwait Direct Investment & Promotion Authority (KDIPA)
6. **Ayman Edris Alawadi**, Member – Emirati Entrepreneurs Association

13:10 – 14:00

Lunch and Networking

14:00 – 14:10

Special Session “Economic Empowerment Activities of the Youth in Organisation of Islamic Cooperation” by Mr. Yunus Sönmez, Director General Cabinet Islamic Cooperation Youth Forum

14:10 – 15:10

Panel 6: SMEs & Agritech Business: Digital Transformation & IOT’s Role in Boosting Investments in Agriculture SMEs

Agriculture Sector is still the least digitised sector; SMEs in the agriculture sector today must cope with a rapidly changing socio-economic environment and tackle a broad variety of external shocks and stresses such as climate change, and the COVID-19 Pandemic. Applying digital Transformation & IOT in Agriculture sector can pave the way for addressing some of the constraints faced by SMEs in adapting to the rapid changes in the socioeconomic environment, as well it can help in enabling them to compete with large scale agribusinesses. This panel highlights the challenges and opportunities of applying full digitalization to the Agretech business.

Moderator: Ubaydli Al Ubaydli, President - Arab ICT Union

Panelists:

1. **Miguel Martin**, President - SDGs Science, Tech & Innovation Committee WBAF, Spain
2. **Mohamed Najjar**, Animal Production Expert - AOAD



3. **Imad Hamdan**, General Manager Lebanon Fund for Development & Innovation
4. **Daniel Musiita Ssubi**, Board Member - World Union of SMEs
5. **Farah Chakhachiro**, Vice President Gracia Group
6. **Mohamed Soud**, Arab Center Organization for the Studies of Arid Zones and Dryland “ACSAD”
7. **Ahmed Juma Alraeesi**- Secretary General - Emirati Entrepreneurs Association
8. **Dr. Muhammad Sharif**, Advisor Science and Technology Islamic World Educational, Scientific and Cultural Organization

15:10 – 16:10

Panel 7: Educational Institutions, Think Tanks & R&D: The Way Forward to Promote Knowledge Based Economy

Innovation is a major engine of economic growth; Small and medium-sized enterprises (SMEs), which account for most of the enterprises, are expected to significantly contribute to innovation. However, it is known that SMEs' contribution to research and development (R&D) activities is limited. Only 11% of SMEs have achieved product innovation during 2012-2014 compared to 27% for large firms. SMEs are subject to constraints in internal resources such as capital, human resources, and knowledge due to their small size. Also, access to external resources is limited due to market failures. Therefore, SMEs should rely on external business resources to conduct R&D activities; here comes the role of Research Tanks. Meanwhile, SMEs must seek external funding and collaborate with other organizations to obtain advanced knowledge. Thus, SMEs have disadvantages in R&D and innovation when compared to larger firms; SMEs often lack sufficient knowledge and human resources to absorb external knowledge, which is essential for R&D and innovation. This session highlights the relation between think tanks (R&D) and boosting innovation and growth in SMEs; the internal and external challenges, the think tanks role, the challenges of protecting and utilizing Intellectual Property Rights (IPR).

Moderator: Douja Ben Mahmoud Gharbi, CEO RedStart Tunisia Accelerator and President DAMYA Angels

Panelists:

- **Dr. Sara Al Gazzar**, Dean of College of International Transport and Logistics- Arab Academy for Science, Technology and Maritime Transport
- **Dr. Mourad Mansour**, Assistant Professor of Strategic Management & Entrepreneurship KFUPM, Saudi Arabia
- **Filippo Ravoni**, Head of local economic analysis - Fondazione Eni Enrico Mattei, Italy



- **Dr. Jyothi Devakumar**, Director of operations, Consortium for Space and Longevity, Director of international regulations, Healthspan Action Coalition, & CEO and Founder of Purusha Venture Labs
- **Ahmed Shawqi**, Managing Director, Middle East, FranklinCovey International Education

16:10 – 17:00

Fire Side Chat: Entrepreneurship & Orange Economy: an Opportunity to Modernize & Transform SMEs Sectors in Need of New Production Eco-friendly & Sustainable Models – Cultural Tourism, Entertainment Economy & other sectors as examples

- **Rasmus Wiinstedt Tscherning**, Managing Director - Creative Business Network, Denmark
- **Ahmed El-Ghandour** - El-Da7ee7 (Forbes under 30)

17:00 – 17:30

Entrepreneurs Investment Summit: Closing

- **HE Dr. Ahmed Abu El Gheit**, Secretary General - League of Arab States
- **HE Dr. Haidara Fatou**, UNIDO Managing Director - Directorate of Corporate Management & Operations
- **HE Shaikh Ebrahim Al Khalifa**, Honorary Chairman Board of Trustees - UNIDO Arab International Centre for Entrepreneurship & Investment
- **HE Dr. Khaled Hanafy**, Secretary General - Union of Arab Chambers
- **HE Dr. Hashim Hussein**, Executive Director - World Entrepreneurs Investment Forum