



Union for the Mediterranean
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الإتحاد من أجل المتوسط



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DEUTSCHE ZUSAMMENARBEIT



ASSOCIATION DES CHAMBRES DE COMMERCE ET D'INDUSTRIE DE LA MÉDITERRANÉE
ASSOCIATION OF THE MEDITERRANEAN CHAMBERS OF COMMERCE AND INDUSTRY
جمعية غرف التجارة والصناعة للبحر الأبيض المتوسط
ASCAME



ECS
التمثيل التجاري المصري
Egyptian Commercial Service



THE UFM BUSINESS FORUM
18 June 2019
Four Seasons Hotel Cairo at The First Residence
35 El Giza Street, Cairo, 12311, Egypt

Agenda

08:00 - 09:00	Registration and networking
09:00 - 09:20	<p>Welcoming remarks <i>H.E. Nasser Kamel</i> <i>UfM Secretary General</i></p> <p>Mr. Ahmed El Wakil <i>President of the Association of the Mediterranean Chambers of Commerce and Industry (ASCAME)</i></p> <p>Keynote Speeches <i>UfM Jordan Co-Presidency</i> <i>H.E. Yousef Al-Shamali</i> <i>Secretary General of the Ministry of Industry, Trade and Supply</i></p> <p><i>UfM EU Co-Presidency</i> <i>H.E. Ivan Surkoš</i> <i>Head of the European Union Delegation to Egypt</i></p> <p><i>H.E. Eng/ Amr Nassar</i> <i>Minister of Trade and Industry of the Arab Republic of Egypt</i></p>
Merchandise Trade: Challenges, barriers and prospects <i>Moderator: Mr. Adrian Taylor</i>	
09:25 - 09:30	<p>Keynote Speech <i>H.E. Niklas Johansson</i> <i>State Secretary to the Minister for Foreign Trade of Sweden</i></p>
09:30 - 10:30	<p>Session 1 The business community: Opportunities, challenges and expectations <i>What opportunities can be expected from liberalizing trade in goods for businesses in the Mediterranean, north-south as well as south-south? What barriers still exist for the private sector to fully exploit the opportunities of free trade? How can these barriers be removed?</i></p> <p>Panelists</p> <ul style="list-style-type: none"> - <i>Mr. Maher Al Mahrouk, Director-General, Jordan Chamber of Industry</i> - <i>Mr. Vassilis Korkidis, President, Piraeus Chamber of Commerce Trade, Retail and Franchise Working Commission, Association of Mediterranean Chambers of Commerce (ASCAME)</i> <p>Q&As</p>
10:30 - 11:00	Coffee Break



11:00 – 12:00	<p>Session 2 Governments and regulators: Policies, negotiations and implementation <i>What are the policy options and specific reform steps that can be taken, at the domestic level, to advance trade liberalization within the Mediterranean region?</i></p> <p>Panelists</p> <ul style="list-style-type: none"> - Mr. Ignacio Garcia Bercero, Director/ Chief Negotiator, DG Trade, European Commission - Ms. Latifa Elbouabdellaoui, Director for International Affairs, Ministry of Industry, Trade and Investment and the Digital Economy of Morocco - Ambassador Dr. Magda Shahin, Advisor to the Minister of Trade and Industry of Egypt <p>Q&As</p>
12:00 - 13:00	<p>Session 3 International cooperation: The role of regional and global governance <i>What is the institutional and legal framework to support free trade efforts by states and businesses in the Mediterranean? How can implementation and the use of trade agreements be enhanced? How can international cooperation in the WTO framework be further strengthened? Can the Euro-Mediterranean Free Trade Area become a reality?</i></p> <p>Panelists</p> <ul style="list-style-type: none"> - Mr. Ahmed El Farra, Cluster Excellence Expert, National Program Coordinator, Palestine/UNIDO - Ms. Elodie Robin, Manager, Capacity Building Portfolio, Trade and Market Intelligence Section, The International Trade Centre (ITC) - Mr. Sherif Hazem, International Trade Expert - Ms. Suja Rishikesh, Director, Market Access Division, World Trade Organization (WTO) <p>Q&As</p>
13:00 - 14:00	<p>Lunch</p>
<p>Harnessing the Potential of New Trends and Technologies for E-Commerce <i>Moderator: Ms. Leena Ilmola</i></p>	
14:00 - 14:15	<p>Keynote Speeches H.E. João Torres <i>Secretary of State for Consumer Protection of Portugal</i></p> <p>Ms. Roula Moussa <i>CEO of DiasporaID & Netways Lebanon</i></p>
14:15 - 15:15	<p>Session 4 The business community: Opportunities, challenges and expectations <i>Where do businesses in the Mediterranean see the opportunities and risks of new technologies and digital trade? What are the private sector's expectations towards regulators?</i></p> <p>Panelists</p> <ul style="list-style-type: none"> - Mr. Ayhan Kiziltan, President of the Mersin Chamber of Commerce and Industry and President of the Innovation and ITC Working Commission of ASCAME - Mr. Apoorva Kumar, CEO Jumia Egypt, Jumia group - Ms. Noora Shanak, Director of Business Development/Partner, Shopgo - Mr. Wasil Rezk, Founder, TIGARTI <p>Q&As</p>



15:15 – 16:15	<p>Session 5 The governments and the regulators: Challenges beyond market access? <i>To what extent are regulators -overwhelmed by new realities? What are their most challenging regulatory issues? How can we regulate in the least trade restrictive manner while ensuring the attainment of public policy objectives? How can inter-agency collaboration at the national level be improved to deal with such multidisciplinary issues?</i></p> <p>Panelists</p> <ul style="list-style-type: none"> - Dr. Nagwa El Shenawy, Under Secretary of State for Information Decision Support, Manager of the e-commerce Program, Ministry of Communication and Information Technology, Egypt - H.E. Tõnis Nirk, Ambassador at Large for Digital Affairs, Estonia - Eng. Hala El Gohary, Acting President of the Information Technology Industry Development Agency (ITIDA), Egypt <p>Q&As</p>
16:15 - 16:45	Coffee Break
16:45 - 17:45	<p>Session 6 International cooperation: International organizations and interoperability <i>What forms of international cooperation, including the WTO framework, would be needed to facilitate cross-border business? How can jurisdictional interoperability be ensured in a manner that strikes the right balance between trade liberalization and necessary regulation for the public interest?</i></p> <p>Panelists</p> <ul style="list-style-type: none"> - Mr. Abdel Hamid Mamdouh, Former Director of Trade in Services and Investment Division, World Trade Organization (WTO) – Senior Counsel at King & Spalding LLP, and Visiting Professor at Queen Mary, London University. - Mr. Fakhry Alhazaimeh, Executive President, Agadir Technical Unit - Mr. James Howe, ITC Senior Advisor, International Trade Centre (ITC) <p>Q&As</p>
17:45 - 18:00	<p>Wrap-up and Conclusions of the UfM Business Forum Mr. Rachid Maaninou <i>UfM Deputy Secretary General for Business Development and Employment</i></p>
18:00 - 19:30	Networking Cocktail

* Simultaneous translation will be provided for all sessions in English, French and Arabic.