



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

Draft Agenda

08:00 - 09:00	<b>Registration and networking</b>
09:00 - 09:30	<p><b>Welcoming remarks</b> <i>H.E. Mr. Nasser Kamel</i> <i>UfM Secretary General</i></p> <p><i>Mr. Ahmed El Wakil</i> <i>President of the Union of Mediterranean Chambers of Industry and Commerce (ASCAME)</i></p> <p><b>Keynote Speeches</b> <i>UfM Jordan Co-Presidency</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>
<p><b>Merchandise Trade: Challenges, barriers and prospects</b> <i>Moderator: Mr. Adrian Taylor</i></p>	
09:30 - 10:30	<p><b>Session 1</b> <b>The business community: Opportunities, challenges and expectations</b> <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><i>Interventions of panelists and Q&amp;As</i></p> <ul style="list-style-type: none"> <li>- <i>Mr. Maher Al Mahrouk, Director-General, Jordan Chamber of Industry</i></li> <li>- <i>Mr. Vassilis Korkidis, President, Piraeus Chamber of Commerce Trade, Retail and Franchise Working Commission, Association of Mediterranean Chambers of Commerce (ASCAME)</i></li> <li>- <i>Panelist (TBC)</i></li> </ul>
10:30 - 11:00	<b>Coffee Break</b>



11:00 – 12:00	<p><b>Session 2</b> <b>Governments and regulators: Policies, negotiations and implementation</b> <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><i>Interventions of panelists and Q&amp;As</i></p> <ul style="list-style-type: none"> <li>- <b>Ambassador Dr. Magda Shahin</b>, Advisor to the Minister of Trade and Industry of Egypt</li> <li>- <b>Mr. Ignacio Garcia Bercero</b>, Director/ Chief Negotiator, DG Trade, European Commission</li> <li>- <b>Panelist (TBC)</b></li> </ul>
12:00 - 13:00	<p><b>Session 3</b> <b>International cooperation: The role of regional and global governance</b> <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><i>Interventions of panelists and Q&amp;As</i></p> <ul style="list-style-type: none"> <li>- <b>Ms. Suja Rishikesh</b>, Director, Market Access Division, World Trade Organization (WTO)</li> <li>- <b>Ms. Elodie Robin</b>, Manager, Capacity Building Portfolio, Trade and Market Intelligence Section, The International Trade Centre (ITC)</li> <li>- <b>Mr. Sherif Hazem</b>, International Trade Expert</li> <li>- <b>Mr. Ahmed El Farra</b>, Cluster Excellence Expert, National Program Coordinator, Palestine / UNIDO</li> </ul>
13:00 - 14:00	<p><b>Lunch</b></p>
<p><b>Harnessing the Potential of New Trends and Technologies for E-Commerce</b> <i>Moderator: Ms. Leena Ilmola</i></p>	
14:00 - 14:10	<p><b>Keynote Speech</b> <b>H.E. Eng./ Amr Talaat (TBC)</b> <i>Minister of Communication and Information Technology of the Arab Republic of Egypt</i></p> <p><b>H.E. Minister of Economy of Portugal (TBC)</b></p>
14:15 - 15:15	<p><b>Session 4</b> <b>The business community: Opportunities, challenges and expectations</b> <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><i>Interventions of panelists and Q&amp;As</i></p> <ul style="list-style-type: none"> <li>- <b>Mr. Wasil Rizk</b>, Founder, TIGARTI</li> <li>- <b>Ms. Noora Shanak</b>, Director of Business Development/Partner, Shopgo</li> <li>- <b>Panelist 3 (TBC)</b></li> </ul>



15:15 – 16:15	<p><b>Session 5</b> <b>The governments and the regulators: Challenges beyond market access?</b> <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><i>Interventions of panelists and Q&amp;As</i></p> <ul style="list-style-type: none"> <li>- <b>Eng. Hala El Gohary</b>, Acting President of the Information Technology Industry Development Agency (ITIDA), Egypt</li> <li>- <b>H.E. Tõnis Nirk</b>, Ambassador at Large for Digital Affairs, Estonia</li> <li>- <b>Panelist 3</b> ( TBC)</li> </ul>
16:15 - 16:45	<b>Coffee Break</b>
16:45 - 17:45	<p><b>Session 6</b> <b>International cooperation: International organizations and interoperability</b> <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><i>Interventions of panelists and Q&amp;As</i></p> <ul style="list-style-type: none"> <li>- <b>Mr. Abdel Hamid Mamdouh</b>, Former Director of Trade in Services and Investment Division, World Trade Organization (WTO) – Senior Counsel at King &amp; Spalding LLP, and Visiting Professor at Queen Mary, London University.</li> <li>- <b>Mr. James Howe</b>, ITC Senior Advisor, International Trade Centre (ITC)</li> <li>- <b>Mr. Fakhry Alhazaimeh</b>, Executive President, Agadir Technical Unit</li> </ul>
17:45 - 18:00	<p><b>Wrap-up and Conclusions of the UfM Business Forum</b> <b>Mr. Rachid Maaninou</b> <i>UfM Deputy Secretary General for Business Development and Employment</i></p>
18:00 - 19:30	<b>Networking Cocktail</b>

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