



Agenda
UfM Trade and Investment Forum 2021
11 November 2021
Online event

Event moderators: *Adrian Taylor / Natasha Walker*

Time (CET)	Agenda Item
09:45 – 10:00	Connection to the platform
10:00 – 10:20	Welcoming remarks H.E. Nasser Kamel <i>UfM Secretary General</i>
10:20 – 10:30	Introduction
10:30 – 11:30	Panel 1 – Trade Facilitation: How to cut through red tape in the Mediterranean <i>Trading across borders in the MENA region is three times more expensive and takes four times longer than the average among OECD economies. How can countries make trade simpler, faster and more cost-effective? How can governments, businesses and international organizations work together to shape regulatory frameworks and efficient border measures that respond to business needs?</i> Moderator: Adrian Taylor Panelists - Elçin Edis - Head of Department for International Agreements and EU Affairs, Ministry of Trade, Republic of Turkey - Nele Eichhorn – Head of Unit DG TRADE, European Commission - Mena Hassan - Senior Trade Policy and Trade Facilitation Expert, World Trade Organization (WTO) - Jordi Torrent - Strategy Director, Port of Barcelona - Abdelwahed Hirrizi - Sales Director, North West Africa BASF
11:30 – 11:45	Coffee break
11:45 – 12:45	Panel 2 – E-Commerce: How to unlock the potential of digital trade in the UfM region <i>Accelerated by the Covid-19 pandemic, digital trade has become one of the strongest and fastest growing sectors in the Southern Mediterranean. However, despite the significance of e-commerce for cross-border trade and economic development, MSMEs in the Southern Mediterranean still struggle with high costs and inadequate logistics. Which policies, digital solutions and business skills are needed to boost digital trade in the region?</i>



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	<p>Moderator: Natasha Walker Panelists</p> <ul style="list-style-type: none"> - 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 (tbc) - Nidal Bitar - CEO of the Information and Communications Technology Association of Jordan (INT@J) - Torbjörn Fredriksson - Head of UNCTAD's eCommerce and Digital Economy Branch, UNCTAD - Amr Abou Elazm - Vice Chairman and CEO, Tamweely Micro Finance - Maher Kallel – President, Carthage Business Angels
12.45 – 13.45	<p>Panel 3 – Sustainable Investment: How to ensure the positive impact of Foreign Direct Investment (FDI) <i>Societies, businesses and governments focus increasingly on the quality of investments. Yet many countries in the Mediterranean region are still struggling to increase the societal and economic benefits of FDI. Which policies can help to maximize the positive impact of investment in the region? How can FDI be aligned with the SDGs and a digital and green transition? Which form of FDI creates decent jobs and strengthens good governance?</i></p> <p>Moderator: Adrian Taylor Panelists</p> <ul style="list-style-type: none"> - Ingrid Schwaiger, Deputy Head of Regional Programs Neighborhood South Unit, DG NEAR - Rajesh Aggarwal - Chief, Trade Facilitation and Policy for Business, International Trade Centre (ITC) - Emmanuel Noutary – Director General ANIMA Investment Network - Fares Al Hussami - Investment Division of the Directorate for Financial and Enterprise Affairs, OECD - Ghazi El Biche - President, Association of European Investors in Tunisia
13:45 – 14:00	<p>Wrap Up Adrian Taylor and Natasha Walker</p>

Simultaneous interpretation in: Arabic, English and French.