



# Med Invest 2009

**Under the High Patronage of His Excellency  
President of the Lebanese Republic  
General Michel Sleiman**

**Intercontinental Phoenicia Hotel  
Beirut, Lebanon  
20-21 February 2009**

## Conference agenda

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### Thursday February 19, 2009

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|--------------|---------------------------|
| All day      | <b>Welcome at airport</b> |
| 15:00-18:00  | <b>Pre-registration</b>   |
| 18:00- 20:00 | <b>Reception cocktail</b> |

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### Day One: Friday, February 20, 2009

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08:00-09:15 **Registration**

09:30-10:15 **Official Opening**

Welcoming announcement and brief description of the main issues of Euro Med-Gulf relations.

- Mr. Raouf Abou Zaki, Chairman of Al-Iktissad Wal-Aamal;
  - Mr. Jaques Jean Sarraf, President of BUSINESSMED;
  - Mr. Ernest-Antoine Seilliere, President of BUSINESSEUROPE;
  - H.E. Mr. Riad Salameh, Governor of Bank of Lebanon;
  - H.E. Mr. Amr Moussa, Secretary General of the Arab League – tbc;
  - His Excellency the President of the Republic.
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10:15-10:30 **Coffee break**

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10:30 - 11:30 **Building on Investment Opportunities in the Mediterranean**

Investment prospects and opportunities, the basis of wider European-Arab economic cooperation and integration - Development options and investment prospects in the Mediterranean region: Possible and potential projects assessed in terms of economic need and financial viability - Major projects proposed at the 2008 Paris summit as they relate to economic and business priorities - Complementarities and shared responsibilities between European, Gulf and other Arab investors in realizing possible and potential projects in the region.

Moderator: S.E. Dr. Jihad Azour;



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## 1<sup>st</sup> Pannel

- Mr. Hedi Djilani, President of the Maghreb Confederation, Pres. of UTICA ;
- Mr. Abdullah El Kuwaiz, former Assistant Secretary General-Economic Affairs, Cooperation Council for the Arab States, Gulf-Secretariat General.
- H.E. Mr. André Parant, Ambassador of France – tbc.
- Mr. Ernest-Antoine Seillière, Président de BUSINESSSEUROPE
- Mr. Galal Zorba, President Federation of Egyptian Industries – FEI;

## 2<sup>nd</sup> Pannel

- Mr. Othman Aidi, President of the Arab Union for Hotels & Tourism;
- Mr. Moulay Hafidh el-Alamy, President of the *Confédération Générale des Entreprises du Maroc*;
- H.E. Dr. Hatem Halawani, President of the Jordanian Chamber of Industry - JCI
- H.E. Mr. Mohamed Abdellahi Ahmed Ould Yaha, former Minister of Investment, Mauritania.

11:30-12:00

### **Mediterranean Investment Map**

Latest investments in the Mediterranean - The panorama of foreign investments: origin, country distribution, sectors, expectations.

Key speaker: Mr. Benedict de Saint Laurent, General Manager Med Alliance Consortium, Invest in Med EU Project.

12:30-14:00

### **Project Financing & Technology Transfer**

Moderator: Dr. Makram Sader;

#### **Project Financing, Regional Strategic Cooperation**

Financing projects is threatened by the world economic crisis; however the crisis could also ultimately lead to an increasing localization of Gulf investments in the region - Financing requirements and modalities: Role of governments, banks and financial institutions, and other investors - Means of increasing Gulf investment flows into the Mediterranean region - Short and medium term impact of the international financial crisis on the availability of financing and investment flows from the Gulf.

- Ms Leila Sbiti, President of Anima Investment Network;
- Dr. François Bassil, President of the Lebanese Banking Association;
- Mr. Claudio Cortese, Manager of the European Investment Bank operations for all Mediterranean countries;
- Mr. Eisa El-Eisa, acting Board Member and CEO Samba Financial Group, Saudi Arabia;
- Mr. Paul Tholly, General Manager SIGEFI Ventures Gestion (SIPAREX), France.

#### **Technology Transfer, Productivity and Competitiveness**

Financing projects requires a sound feasibility that only technology transfers and rising productivity can provide - Enhancing Total Factor Productivity - Joint ventures; cross joint ventures; other ways and means of technology acquisition - Quality production, Innovation, controlled term of origin, Label products, Intellectual Property Rights;



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- Mr. Fadi Abboud, President of the Association of Lebanese Industrialists;
- H.E. Mr. Pippo Gianni, Minister of Industry, Sicily.
- H.E. Mr. Patrick Laurent, Ambassador of the European Union – tbc;
- Mr. Randolph Rodenstock, Vice President *Bundesvereinigung der Deutschen Arbeitgeberverbände e.V.* - BDA

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14:00-16:00 **Lunch hosted by the Chamber of Commerce, Industry & Agriculture in Beirut and Mount-Lebanon**

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Keynote speech:

- Mr. Ghazi Koraytem, President of the Chamber of Commerce Industry & Agriculture of Beirut & Mount Lebanon;
- Mr. Pierre Simon, President of the Chamber of Commerce of Paris; President of EUROCHAMBRES.

16:00-17:30 **Investment Trend in the Mediterranean – New Prospects**

Foreign investments in the Mediterranean; policy priorities essential for promoting and supporting foreign investment - Contribution of the Investment Promotion Agencies to the attraction of investment in the South countries - Creating the right investment environment. Country presentation - Prospects for an open Mediterranean market and its implications for investment in the region.

Moderator: Mr. Emmanuel Noutary, General Manager Anima Investment Network;

- Dr. Rym Ayadi, Senior Research Fellow, Centre for European Policy Studies, Brussels;
- Ms Leila Sbiti, President of Anima Investment Network;
- Mr. Oscar Alvarez, General Manager Invest in Spain.
- Mr. Nabil Itani, President Investment & Development Authority in Lebanon
- Mr. Haitham Joud, Chairman Sourya Holding, Damascus;
- Mr. Chadi Karam, General Mnager Sourya Holding;
- Mr. Hamad Kassal, VP of *Confédération Générale des Entreprises du Maroc*.
- Mr. Robert Maury, Director General of *Provence Promotion*
- Dr. Bassel Hussein Roshdy, GM & CIO Nile Capital & IT Ventures
- Mr. Ahmad Tantash, President & CEO Jord. Invest;

17:30-18:00 **The Euromed Challenge**

It may need some time for the new ideas to find their way towards new achievements; however we must draw some conclusion: What is wrong and what is on the right track in the North-South relationship.

Moderator: Dr. Elias Baroody, Economist.

- Mr. Nazzal Armouti, Vice President of the Jordanian Chamber of Industry;
- Mr. Charles Arbid, President of the Lebanese Franchise Association;
- Dr. Abdel Rahman el-Attar, President of the International Chamber of Commerce in Syria;
- Dr. Alaa Ezz, Secretary General of the Confederation of Egyptian European Business Associations – CEEBA, Egypt.
- Mr. Habib Yousfi, President of the *Confédération Générale des Entreprises Algériennes* ;



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18:00-19:00

## **The Future of the Mediterranean**

The future of the Mediterranean has today a name "The Union for the Mediterranean". It is not of course a geographic isolation, but a tight cooperation in the spirit of Barcelona process and the Neighborhood Policy, for a wider opening towards Europe and the Gulf countries.

Keynote speech:

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20:00

**Dinner hosted by H.E. Mr. Saad El-Hariri**

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## **Day Two: Saturday, February 21, 2009**

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9:30-13:30

## **Business to Business Meetings**

Specific business to business meetings will be arranged by the organizers upon the prior request of companies and individuals. Arrangements can also be made for such meetings that are organized independently by forum participants.

**BtoB** will be extended to projects' presentation to investors; joint ventures; cross joint ventures; technology acquisition; etc ... Workshops may be organized for promoters of large investment projects.

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13:30

**Lunch hosted by H.E. The Prime Minister, Mr. Fouad El-Siniora**

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15:30

Free time

Visit of Solidere

Happy hours

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20:00

**Dinner – programme, hosted by BUSINESSMED**

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**This agenda is subject to change as seen necessary by the organizers**