



# 12<sup>th</sup> German-Arab Business Forum June 24<sup>th</sup>-26<sup>th</sup>, 2009

**Partner Country: Syrian Arab Republic**

**Wednesday, June 24<sup>th</sup>, 2009**

**19.30 h**                      **Reception**  
for the participants of the German-Arab Business Forum  
at the Rotes Rathaus Berlin, Rathausstr. 15, 10178 Berlin

**Thursday, June 25<sup>th</sup>, 2009**

**08.00 h**                      **Registration**  
at the House of German Business, Breite Straße 29, 10178 Berlin

**Opening Ceremony**  
**Arab-German Business: Sustaining the Growth**  
**09.30 h – 10.30 h**  
**Room: Mendelssohn**  
**Moderation: Astrid Frohloff**

**Dr. Martin Wansleben**, CEO of the Association of German Chambers of Industry and Commerce (DIHK)

**Dr. Thomas Bach**, President of the Ghorfa Arab-German Chamber of Commerce and Industry

**H.E. Dr. Karl-Theodor Freiherr zu Guttenberg**, Federal Minister of Economics and Technology

**H.E. Dr. Abdallah Al-Dardari**, Deputy Prime Minister of Economic Affairs, Syria

**H.E. Adnan Kassar**, President of the General Union of Chambers of Commerce, Industry and Agriculture for Arab Countries

**H.E. Moncef Ben Abdallah**, Ambassador of the Republic of Tunisia, Doyen of the Arab Diplomatic Corps

**10.30-11.00 h                  Coffee Break**

**Session 1  
Infrastructure 1: Transport and Logistics  
11.00 – 12.30 h  
Room: Mendelssohn**

**Moderation: Dr. Peter Göpfrich, CEO, German-Emirati Joint Council for Industry and Commerce Dubai (AHK), UAE, Qatar, Oman**

| <b>Subject</b>   | <b>Speaker</b>   |
|--|--|
| <i>Investments and Opportunities in Transportation</i>   | <b>Rasha Mohammed</b><br>Director of International Cooperation, Ministry of Transport, Syria |
| <i>Syria – The Bridge Between East and West</i>  | <b>Khulud Al Halaby</b><br>General Manager, DHL, Syria                                       |
| <i>Logistics Issues, Solutions and Hidden Champions in the Kingdom of Saudi Arabia</i>                     | <b>Ralf Behrens</b><br>Director Freight Transport/Logistics, Dornier Consulting, Germany     |
| <i>The Vision of an Efficient Railway Network Connecting Europe with the Near &amp; Middle East Region</i> | <b>Peter Josef Haaks</b><br>Regional Director Project Development Middle East, DB, Germany   |
| <i>Djibouti: An Open Gate to the COMESA</i>  | <b>Magda Remon Coubeche</b><br>Vice President, Djibouti Chamber of Commerce, Djibouti        |
| <i>Maritime Industry in Modern Syria</i>   | <b>Abdul Kader Sabra</b><br>President, Chamber of Shipping, Syria                            |

**Session 2  
Industry, Gas & Petrochemicals: The Key to Economic Development in the Arab World?  
11.00 – 12.30 h  
Room: Amerongen**

**Moderation: Bassam Ghraoui, Secretary General, Federation of the Syrian Chambers of Commerce, President Ghraoui Group, Syria**

| <b>Subject</b>  | <b>Speaker</b>  |
|---|---|
| <i>Syrian Industry Vision</i>   | <b>H.E. Dr. Eng. Fouad Issa Aljouni</b><br>Minister of Industry, Syria                            |
| <i>Natural Gas in Syrian Arab Republic</i>                                    | <b>Bassam Toumaa</b><br>Deputy Manager of Service Contracts, The General Petroleum Company, Syria |
| <i>Lurgi – Your Clean Conversion Partner in a World of Changing Feedstock</i> | <b>Dieter Grabenbauer</b><br>Executive Vice President, Lurgi, Germany                             |

**Session 3  
Market Entry: Legal, Strategic and Logistical Aspects  
11.00 – 12.30 h  
Room: Schleyer**

**Moderation: Dr. Rainer Herret, CEO, The German Chamber of Industry and Commerce (AHK) Cairo, Egypt**

| <b>Subject</b>   | <b>Speaker</b>   |
|--|--|
|  | <b>Dr. Emad Shehab</b><br>Secretary General, General Union of Arab Chambers of Commerce, Industry and Agriculture, Lebanon                 |
| <i>Sustainable Business Development in the Arab World</i>                      | <b>Thomas Kraneis</b><br>Executive Director, Lahmeyer International GmbH, Germany  |
| <i>Case Study – Bahrain</i>  | <b>Dr. Zakaria Ahmed Hejres</b><br>Deputy Chief Executive, Bahrain Economic Development Board, Bahrain                                     |
| <i>Simple and Cost Effective Market Entry in the UAE – RAK Free Trade Zone</i> | <b>Maryam Al Murshedi Al Shehi</b><br>Deputy Director General, Ras Al Khaimah Free Trade Zone Authority, Government of Ras Al Khaimah, UAE |
| <i>Strategies, Do's and Don'ts for Doing Business in the Arab World</i>        | <b>Dr. Florian Amereller</b><br>2 <sup>nd</sup> Vice-President, Ghorfa Arab-German Chamber of Commerce and Industry, Germany               |
| <i>Market Entry: The Opportunities and Risks of the Law</i>                    | <b>Dr. Abdulhay Sayed</b><br>Managing Partner, Sayed & Sayed Attorneys at Law, Syria   |
| <i>Taxation of Projects and Foreign Investments in Syria</i>                   | <b>Dr. Wolfgang Graf von Armansepp</b><br>Legal Counsel, Amereller Rechtsanwälte, Germany  |

**12.30-14.00 h                      Lunch at the House of German Business**

**Session 4**  
**Project and Export Financing: Global Best-Practice**  
**14.00 – 15.30 h**  
**Room: Mendelssohn**

**Moderation:    Ralph M. Nitzgen, Senior Executive Officer & General Manager, Commerzbank AG, Dubai Branch, UAE**

| <b>Subject</b>   | <b>Speaker</b>   |
|--|--|
| <i>The Changing Face of Export Finance in the Arab World</i> | <b>Piers Constable</b><br>Director, Global Transaction Banking, Structured Trade & Export Finance, Deutsche Bank, UK             |
| <i>Hermes Cover in Challenging Times</i>                     | <b>Peter Ahlbrecht</b><br>Head of Department, Department Project Finance and Ships, Euler Hermes Kreditversicherungs-AG, Germany |
| <i>The Role of Businessmen and Governance</i>                | <b>Saeb Nahas</b><br>President & CEO, Nahas Enterprises, Syria   |
| <i>Project Financing and the Syrian Banking Sector</i>       | <b>Nadim Ghantous</b><br>CEO, Bank Byblos, Syria   |

**Round Table**  
**Family Businesses: The Strategic Principles of High Performance**  
**14.00 – 15.30 h**  
**Room: Amerongen**

| <b>Subject</b>  | <b>Introduction Notes</b>  |
|---|--|
| <i>Success Factors in Strategies of Family Businesses</i> | <b>Prof. Dr. Hermut Kormann</b><br>Professor, Zeppelin University, Friedrichshafen Institut for Family Business, Germany |

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| <i>Family Businesses: The Strategic Principles of High Performance</i> | <b>Farouk Joud</b><br>General Manager & Owner, Joud Company, Syria |
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| <p><b>Session 5</b><br/> <b>IT and Information Services: Meeting the 21st Century Demands</b><br/> <b>14.00 – 15.30 h</b><br/> <b>Room: Schleyer</b></p> |
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**Moderation: Eng. Sulaiman Saoud Al-Sayyari, 1st Vice President of the Ghorfa, General Manager SAGECO, Saudi Arabia**

| <b>Subject</b>  | <b>Speaker</b>  |
|---|---|
| <i>Orientations &amp; General Guidelines</i>  | <b>H.E. Dr. Bassel Kheshi</b><br>Deputy Minister of Communications and Technology, Syria                  |
| <i>Overview of IT in Syria Today</i>  | <b>Amer Mujtahed</b><br>General Manager, ITEC, Syria  |
| <i>Convenience &amp; Security via Biometric Recognition Devices</i>                                     | <b>Casimir Graf Maltzan</b><br>Managing Director, TST Biometrics GmbH, Germany                            |
| <i>ICT Development in New Urban Areas - Smart Cities</i>  | <b>Jochen Dinger</b><br>Managing Partner & Head of Telco Strategies, Detecon International GmbH, Germany  |
| <i>Next Generation of eID Cards - Trends and Requirements to Physical and Electronic Authentication</i> | <b>Axel Vonderhagen</b><br>Group Vice President - Head of Sales & Marketing, Giesecke & Devrient, Germany |
| <i>ICT Future for Palestine</i>   | <b>Yasser A. Elshantaf</b><br>General Manager, PhoenixBird Ltd., Palestine                                |

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| <b>15.30-16.00 h</b> | <b>Coffee Break</b> |
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| <p><b>Session 6</b><br/> <b>Banking and Investment: Challenges Ahead</b><br/> <b>16.00 – 17.30 h</b><br/> <b>Room: Berg/Schneider/Rodenstock</b></p> |
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**Moderation: Dr. Jochen Vetter, Partner, Hengeler Mueller Partnerschaft von Rechtsanwälten, Germany**

| <b>Subject</b>  | <b>Speaker</b>  |
|---|---|
| <i>Islamic Banking</i>  | <b>Darshan Bijur</b><br>Director - Corporate Finance, Islamic Finance and Investments, KPMG London, UK                      |
|   | <b>Dr. Thomas Rüschen</b><br>Managing Director, Global Head Asset Finance & Leasing, Deutsche Bank, Germany                 |
| <i>Why Germany? Will There Be More Middle East Investments in German Companies?</i> | <b>Dr. Philipp Mohr</b><br>Head, Strategic Advisory, Commerzbank AG, Germany  |
|   | <b>Dr. Jürgen Friedrich</b><br>CEO, Germany Trade and Invest, Germany   |
| <i>Syria: An Emerging Economy in a Regional Context</i>                             | <b>Dr. Nabil Sukkar</b><br>Managing Director, SCB, Syria  |
| <i>Egypt... A Regional Powerhouse with Global Reach</i>                             | <b>Mohamed Rizk</b><br>Head, Investments Promotion & Investor Care, Egyptian General Authority For Investment (GAFI), Egypt |

**Session 7**  
**Automotive Trade and Industry: Growth Opportunities in the Arab World**  
**16.00 – 17.30 h**  
**Room: Schleyer**

**Moderation: Saeb Nahas, President & CEO, Nahas Enterprises, Syria**

| <b>Subject</b>  | <b>Speaker</b>  |
|---|---|
| <i>Opportunities and Chances of the Automotive Sector in the Arab World</i> | <b>Prof. h.c. Josef Schleicher</b><br>Director, External Affairs & Public Policy, Daimler AG, Germany |
| <i>Eastern Trade Services GmbH</i>  | <b>Aymeric Lefebure</b><br>General Manager, Benteler Distribution International GmbH, Germany         |
| <i>LEONI in North Africa</i>  | <b>Helmut Zehnder</b><br>Executive Vice President & COO, LEONI Bordnetz-Systeme GmbH, Germany         |
| <i>The Egyptian Automotive Industry – A Promising Future</i>                | <b>Houssam Abdel-Aziz</b><br>Business Development Manager, Autocool B2 Industrial Zone, Egypt         |

**Special Session 1**  
**Doing Business in Iraq: Latest Developments and Opportunities**  
**16.00 – 17.30 h**  
**Room: Mendelssohn**

**Moderation: Dr. Florian Amereller, Attorney at Law, Amereller Legal Consultants, Germany**

| <b>Subject</b>   | <b>Speaker</b>  |
|--|---|
|  | <b>H.E. Ali Aldabbagh</b><br>Spokesman, Iraqi Government, Iraq  |
|  | <b>H.E. Jaafar Rasool Jaafar Al-Ghrai</b><br>President, Federation of Iraqi Chambers of Commerce, Iraq              |
| <i>Facilitating Business: The Baghdad Chamber of Commerce Role in It</i> | <b>Amjad Al-Juboori</b><br>President, Baghdad Chamber of Commerce, Iraq   |
| <i>Promoting Trade and Investment Between Germany and Iraq</i>           | <b>Dr. Klaus Hachmeier</b><br>Deputy Head of Division, German Federal Ministry of Economics and Technology, Germany |
| <i>Logistic and Transport Concept for Contracts in Iraq</i>              | <b>Uwe Stupperich</b><br>Manager, M.G. International Transports GmbH, Germany                                       |
| <i>Investment Potential &amp; Projects in Iraq</i>                       | <b>Dipl.-Ing. Nasyr Birkholz</b><br>General Director, Birkholz International GmbH, Germany                          |

**19.30 h                      Gala Dinner**

Friday, June 26<sup>th</sup>, 2009

**Special Session 2**  
**The Role of Business Women in the Arab Economy: Opportunities and Diversity**  
**09.00 – 10.30 h**  
**Room: Amerongen**

**Moderation: Dr. Gabi Kratochwil, General Manager, CrossCultures, Germany**

| <b>Subject</b>  | <b>Speaker</b>  |
|---|---|
| <i>The Role of Business Woman in the Arab Economy</i>                               | <b>Dr. Afnan Al-Shuaiby</b><br>Secretary General, Arab-British Chamber of Commerce, UK      |
| <i>Syrian Business Women and the Syrian Social Market Economy</i>                   | <b>Sonia Khandji</b><br>General Manager, Khandji Trading Co., Syria                         |
|   | <b>Sabine Gummersbach-Majoroh</b><br>Director, iMOVE, Germany                               |
| <i>Experience of a Business Woman in Syria</i>                                      | <b>Assil Taji</b><br>General Manager Assistant, Assil Co., Syria                            |
| <i>Arab Businesswomen: An Emerging Power</i>  | <b>Bassant Helmi</b><br>Project Manager Global Project Partners, Germany                    |
| <i>The 3rd Alexandria Businesswomen Day: Meeting Arab and European Counterparts</i> | <b>Dr. Azza Mahfouz</b><br>Member of the Board, Alexandria Businesswomen Association, Egypt |

**Special Session 3**  
**German-Iraqi Business Cooperation: Exploring the Potential**  
**09.00 – 10.30 h**  
**Room: Mendelssohn**

**Moderation: Felix Neugart, Director North Africa and Middle East, Association of German Chambers of Industry and Commerce (DIHK), Germany**

| <b>Speaker</b>  |
|---|
| <b>H.E. Ali Aldabbagh</b><br>Spokesman, Iraqi Government, Iraq  |
| <b>H.E. Dr. Christof Weil</b><br>Ambassador of the Federal Republic of Germany in Iraq, Iraq  |
| <b>H.E. Alaa Abdul Majeed Hussein Al-Hashimy</b><br>Ambassador of the Republic of Iraq in Germany, Germany  |
| <b>H.E. Jaafar Rasool Jaafar Al-Ghrai</b><br>President, Federation of Iraqi Chambers of Commerce, Iraq  |
| <b>Amjad Al-Juboori</b><br>President, Bagdad Chamber of Commerce, Iraq  |
| <b>Karl Wendling</b><br>Head of the Directorate, External Economic Policy and European Affairs, Federal Ministry of Economics and Technology, Germany |
| <b>Klemens Semtner</b><br>Head, Iraq Unit, Federal Foreign Office, Germany  |

**Session 8**  
**Infrastructure 2: City Development and Urban Planning**  
**09.00 – 10.30 h**  
**Room: Schleyer**

**Moderation: Gerd M. Doepner, Delegate of German Industry and Commerce for Bahrain, Kuwait, Saudi Arabia and Yemen**

| <b>Subject</b>   | <b>Speaker</b>   |
|--|--|
| <i>Urban Development in the Middle East: The challenge to Safeguard Mobility</i>       | <b>Ulf Schulte</b><br>Director Transportation Planning and Technology, Dornier Consulting, Germany     |
| <i>Urban, Regional Development &amp; Planning in Syria</i>                             | <b>Mazen Azmeh</b><br>Managing Director, Tercon Immobilien Projektentwicklungs GmbH Middle East, Syria |
| <i>Regional Security Competence Centers - A New Approach to Strategic Partnerships</i> | <b>Prof. Dr.-Ing. Heinz Thielmann</b><br>CEO, Emphasys GmbH, Germany                                   |
|  | <b>Dr. Laith Mhmd Ali Al Kaabi</b><br>General Manager, East Buildings for Consulting Engineering, UAE  |

**10.30-11.00 h Coffee Break**

**Plenary Session 1**  
**German-Syrian Business Cooperation: Extending Great Developments**  
**11.00 – 12.00 h**  
**Room: Mendelssohn**

**Moderation: Dr. Florian Amereller, Attorney at Law, Amereller Legal Consultants, Germany**

| <b>Speaker</b>  |
|---|
| <b>H.E. Dr. Hussein Omran</b><br>Ambassador of the Syrian Arab Republic, Germany                                |
| <b>H.E. Dr. Andreas Reinicke</b><br>Ambassador of the Federal Republic of Germany in Syria, Syria               |
| <b>Saeb Nahas</b><br>President & CEO, Nahas Enterprises, Syria  |
| <b>Tarif Akhras</b><br>General Manager & Owner, Tarif Akhras Group, Syria                                       |
| <b>Andreas Gies</b><br>Regional Development, Federal Ministry for Economic Cooperation and Development, Germany |

**Plenary Session 2**  
**Arab-German Business Relations: Opportunities in Times of Economic Crisis**  
**12.00 – 13.30 h**  
**Room: Mendelssohn**

**Moderation: Jürgen Hogrefe, Member of the Board, Ghorfa Arab-German Chamber of Commerce and Industry, Germany**

| <b>Speaker</b>  |
|---|
| <b>H.E. Abdallah Al-Dardari</b><br>Deputy Prime Minister of Economic Affairs, Syria                                       |
| <b>H.E. Günter Gloser</b><br>Staatsminister, German Federal Foreign Office, Germany                                       |
| <b>Dr. Thomas Bach</b><br>President of the Ghorfa Arab-German Chamber of Commerce and Industry, Germany                   |
| <b>H.E. Usamah M. Al-Kurdi</b><br>Member of the Economic and Energy Affairs Committee, Saudi Shoura Council, Saudi Arabia |
| <b>Saeb Nahas</b><br>President & CEO, Nahas Enterprises, Syria  |

**Dr. Peter Göpfrich**

CEO, German-Emirati Joint Council for Industry and Commerce Dubai (AHK), United Arab Emirates,  
State of Qatar, Oman

**13.30-14.30 h**

**Lunch**

**Plenary Session 3**  
**Renewable Energy and Environmental Technology: The Future for the Arab World**  
**14.30 – 16.30 h**  
**Room: Mendelssohn**

**Moderation: Thomas Kraneis, Executive Director, Lahmeyer International GmbH, Member of the Board of Directors, Ghorfa Arab-German Chamber of Commerce and Industry, Germany**

| <b>Subject</b>  | <b>Speaker</b>  |
|---|---|
| <i>The German Federal Ministry of Economics and Technology's Renewable Energy Export Initiative</i> | <b>Juliane Hinsch</b><br>Head of Coordination Office, Renewable Energies Export Initiative<br>c/o The Federal Ministry of Economics and Technology, Germany |
| <i>Merowe</i>   | <b>Egon Failer</b><br>Executive Director Hydropower and Water Resources Division,<br>Lahmeyer International GmbH, Germany                                   |
| <i>Perspectives of Renewable Energy in Southern Mediterranean Countries</i>                         | <b>Dr. Ahmed Al-Salaymeh</b><br>Director, Energy Center at the University of Jordan<br>(Renwebale Energy Office), Jordan                                    |
| <i>Energy at GTZ</i>  | <b>Hans-Gerd Hühn</b><br>Senior Adviser, GTZ, Germany   |
| <i>Promoting Renewable Energy Through Arab-German Cooperation</i>                                   | <b>Abdulahdi Zein</b><br>Independent Energy Consultant, Syria   |
| <i>Potentials of the Renewable Energies in the Arab World</i>                                       | <b>Kuno Schallenberg</b><br>Head of Renewable Energy Section, Lahmeyer International,<br>Germany  |
| <i>Sudan's Vision</i>   | <b>Bakri Yousif Omar</b><br>Secretary General, Sudanese Businessmen & Employers<br>Federation, Sudan  |
| <i>Tailor-made Solutions for Renewable Energy Projects in the Arab Golf Region</i>                  | <b>Dr. Jürgen Holz</b><br>Managing Partner, Dr. jur. Holz Beratungsgesellschaft mbH,<br>Germany   |

**Concluding Remarks**

**16.30 h**

**Room: Mendelssohn**

**Thomas Kraneis,**

Member of the Board of Directors, Ghorfa Arab-German Chamber of Commerce and Industry,  
Germany