

19th Arab-German *Business* Forum

The Ritz-Carlton, Berlin – May 25th-27th, 2016

Program

Organized by:



In cooperation with:



THE ARAB-GERMAN BUSINESS FORUM: PROGRAM

Wednesday, May 25th, 2016

18.00 h **Reception**
*at The Palmenhof-Silbersaal
Bellevuestraße 1, 10785 Berlin*

*H.E. Nael Al-Kabariti
President, General Union of Chambers of Commerce, Industry
and Agriculture for Arab Countries*

*H.E. Abdulrahman Mohammed Sulaiman Al Khulaifi
Ambassador of the State of Qatar & Dean of the Arab
Diplomatic Corps, Germany*

Thursday, May 26th, 2016

08.00 h **Registration**
*at The Ritz-Carlton Hotel
Potsdamer Platz 3, 10785 Berlin*

*H.E. Rainer Baake
State Secretary, Federal Ministry for Economic Affairs and
Energy, Germany*

*Keynote:
H.E. Sultan bin Saeed Al Mansouri
Minister of Economy of the United Arab Emirates, UAE*

09.30 h **Opening Ceremony**

*Moderation:
Stefanie Suren
Journalist, Deutsche Welle, Germany*

10.30 h **Networking Break**

*Welcoming:
Abdulaziz Al-Mikhlaifi
Secretary General of the Ghorfa Arab-German
Chamber of Commerce and Industry, Germany*

11.00 h **Session 1**
*Logistics and Mobility: What is the Vision and where are the
Limits?*

*Julia Arnold
Divisional Manager International Markets,
Association of German Chambers of Commerce
and Industry (DIHK), Germany*

*Moderation:
Dietmar Siersdorfer
Chief Executive Officer, Siemens Middle East Limited/ LLC,
UAE*

*Speakers:
H.E. Dr. Peter Ramsauer
Federal Minister ret., President of the Ghorfa
Arab-German Chamber of Commerce and
Industry, Germany*

*Speakers:
Dr. Adnan Abu-Dayya
Chief Executive Officer, Qatar Mobility Innovation Center,
Qatar
"Internet of Things - Enabling Intelligent Mobility and Smart
Logistics"*

*Hugo Spowers
Founder and Architect, Riversimple, UK
"The automotive industry - a sector ripe for change"*

THE ARAB-GERMAN BUSINESS FORUM: PROGRAM

Oliver Oehms

*Delegate of German Industry and Commerce for Saudi Arabia, Bahrain and Yemen, German-Saudi Arabian Liaison Office for Economic Affairs, Saudi Arabia
"Saudi Arabia: Vision 2030 Builds Upon Advanced Logistics"*

Uwe Stupperich

Managing Director, M.G. International Transports GmbH, Germany

Ghassan Kherfan

First Vice Chairman, Amman Chamber of Commerce, Jordan

11.00 h

Session 2

Financial Services: New Opportunities in Changing Markets?

Moderation:

Ralph Nitzgen

Coordinator Developing Markets / Corporates & Markets / Corporate Finance, Commerzbank AG, Germany

Speakers:

Jan von Allwörden

*Head of Department Underwriting, Euler Hermes Aktiengesellschaft, Germany
"Hermes Cover for export financing to the Arab world"*

Reda El Merini

*Director of Economic Affairs, General Secretariat of the Arab Maghreb Union, Morocco
"The financial sector in the Maghreb region: a fast growing one "*

Souad Benkredda

*Managing Director, Deutsche Bank AG, UK
"Local MENA banks vs international banks: clients or competitors "*

Dr. Kilian Bälz

*Partner, Amereller Legal Consultants FZE, Germany
"Investing in Microfinance in the MENA Region"*

Reem Mohammad Asaad

*Investment Advisor, Saudi Fransi Capital, Saudi Arabia
"Financial services and customer culture in Saudi Arabia"*

12.30 h

Networking Lunch

14.00 h

Session 3

Industrialization: Regional Strategies Cross-Examined - and what Germany has to add

Moderation:

Dr. Housseem Jemili

Partner, Roland Berger Middle East, UAE

Speakers:

Dr. Jürgen Friedrich

*Chief Executive Officer, Germany Trade and Invest, Germany
"Germany: Partner for diversification and industrialization"*

Ali Vezvaei

*President, Linde AG Engineering, UAE
"Low carbon and low growth industry; can German technology make a difference?"*

H.E. Abdo Dawood

State Minister of Industry, Ministry of Industry, Sudan

THE ARAB-GERMAN BUSINESS FORUM: PROGRAM

Dr. Abdulaziz Istaitieh

*Economic Advisor, TEC – Dubai Government, UAE
“Highlights of Dubai Industrial Strategy”*

Hussain Al Mahmoudi

*Chief Executive Officer, American University of
Sharjah Enterprise (AUS Enterprise), UAE
“Government of Sharjah Case Study on: Approach
to Industrial Modernization through Academic-
Industrial Coalition”*

Boris van Thiel

*Chief Executive Officer, thyssenkrupp Industrial
Solutions MENA, Qatar
“engineering. tomorrow. together. – Making visions
come true through networks of excellence”*

14.00 h

Session 4

*Sports Industry - Motor of Development:
Potential or Mature Market?*

Moderation:

Joachim Schares

*Member of the Management Board and Partner,
AS&P - Albert Speer & Partner GmbH, Germany*

Speakers:

Marcus Höfl

*Managing Director, Camp Beckenbauer, Austria
“The Future of Sports”*

Dr. Markus J. Neumann

*Executive Director International, Bioscientia GmbH,
Germany
“Big Data and Sports”*

15.30 h

Markus Wischy Hernandez

*Major Projects Developer, Siemens plc, UK
“Sport venues as a driver for city developments”*

Selim Eddé

*Global Lead Labor Markets Digitization, SAP SE, UAE
“Digitization - A “game-changer” in sports”*

Mohammed Al Mohammadi

General Manager, Run in Sports, Saudi Arabia

Abdulahakeem Altuwaijri

*Founder & Chief Executive Officer, Sport Future, Saudi Arabia
“Sport Future Development and Potential “*

Networking Break

16.00h

Session 5

Free Zones: Gateways for Business and Investment

Moderation:

Dr. Peter Göpfrich

*Board Member and Senior Advisor Legal Affairs & Industrial
Relations, Terra Sola, Egypt*

Speakers:

Krysta Fox

*Executive Director Free Zone, DMCC – Dubai Multi
Commodities Centre, UAE*

*“Free Zone Selection – A Framework for Evaluating the Best on
Offer”*

Hans Henrik Christensen

*Director DTEC & SOE, Dubai Technology Entrepreneurship
Center / Dubai Silicon Oasis Authority, UAE*

*“What you can expect from a fully integrated free zone:
Example DSOA”*

THE ARAB-GERMAN BUSINESS FORUM: PROGRAM

Eugenio Bettella

Partner, Rödl & Partner, Italy

“Free Zones: advantages and disadvantage of a growing business model”

Maria Al Zahrani

Head of Investor Relations, Emaar The Economic City, Saudi Arabia

Ahmed Baghoum

Director Masdar Free Zone, Masdar – Abu Dhabi Future Energy Company, UAE

“Masdar City’s Free Zone: A Catalyst for Investment and Innovation”

Nicolas Bremer

Partner, Alexander & Partner Rechtsanwälte, Germany

“Location Analysis for Set-Up in and Operation through a Free-Zone Entity”

16.00h

Session 6

Infrastructure Megaprojects: Rails and Ports

Moderation:

Dr. José Campos Nave

Managing Partner, Rödl & Partner, Germany

Keynote:

Dieter Michell-Auli

Member of the Board International Market, DB Engineering and Consulting, Germany

“Railways for the world of tomorrow - Expansion in Middle East and Added Value from Deutsche Bahn”

Speakers:

Uwe Hörmann

Partner, Roland Berger GmbH, Germany

“Make it happen: Infrastructure projects in times of limited budgets”

Helmut Scholze

Partner, Roland Berger Middle East, UAE

“Innovative financing models as vehicle for funding infrastructure projects in the Middle East – Example: Railway projects “

Elsadiq Alfatih Hamour

Director of Business Development, Qatar Financial Center Authority, Qatar

“Doing Business in Qatar”

Imad Al Abdulqader

General Manager for Investors Attraction, Saudi

Arabian General Investment Authority, Saudi Arabia

Faris Nasser Mohammed Al Farsi

Economic Expert, Ithraa, Oman

“Invest in Oman”

Eva Seddik

Head of Investment Promotion Sector, GAFI, Egypt

19.30h

Reception & Gala Dinner

at The Ritz-Carlton Hotel

Potsdamer Platz 3, 10785 Berlin

THE ARAB-GERMAN BUSINESS FORUM: PROGRAM

Friday, May 27th, 2016

09.00 h

Session 7

*Women Entrepreneurs - Leading Innovation:
Thoughts and Examples*

Moderation:

Dr. Gabi Kratochwil

Managing Director, CrossCultures, Germany

Speakers:

Maximiliana Pangerl

*Chief Executive Officer, Muehldorfer GmbH & Co. KG,
Germany*

Sara Al Madani

*Board Member, Sharjah Chamber of Commerce & Industry,
UAE*

Lina K. Almaeena

*Chief Executive Officer, Jeddah United Sports Company
(JUSC), Saudi Arabia*

Daniah Aloufi

*HR Supervisor, DB International Branch Jeddah, Saudi
Arabia*

Miriam Lakebrink

*Chief Executive Officer, German Arabian Business Center /
German Arabian Advisory GmbH, UAE*

H.E. Reem Badran

*President, Arab Business Women Network in the MENA
Region, Jordan*

09.00 h

Session 8

Invest in the UAE: Catalyst for Sustainable Development

Moderation:

Felix Neugart

*Chief Executive Officer, German Emirati Joint Council
for Industry and Commerce (AHK), UAE*

Speakers

Mohammed Ahmed Al Hamri

*Vice President Corporate Sales, Dubai Silicon Oasis
Authority, UAE*

Hans Henrik Christensen

*Director DTEC & SOF, Dubai Technology
Entrepreneurship Center / Dubai Silicon Oasis Authority,
UAE*

*“Doing business in Dubai as a startup: connecting to the
startup ecosystem”*

Mohamed Al Musharrakh

*Deputy Director, Sharjah Foreign Direct Investment
Office / Sharjah Investment and Development Authority,
UAE*

Krysta Fox

*Executive Director Free Zone, DMCC – Dubai Multi
Commodities Centre, UAE*

“Doing Business in Dubai “

Ahmed Baghoum

*Director Masdar Free Zone, Masdar – Abu Dhabi Future
Energy Company, UAE*

*“Masdar City – Pioneering Solutions for a Sustainable
Future”*

THE ARAB-GERMAN BUSINESS FORUM: PROGRAM

10.30 h **Networking Break**

11.00 h **Session 9**

Construction and Housing: Overview of Challenges and Opportunities in the current Context

Moderation:

Olaf Hoffmann

Vice President, Ghorfa Arab-German Chamber of Commerce and Industry and Chief Executive Officer & President, Dorsch Holding GmbH, Germany

Speakers:

Khawla Al Hashimi

Design Manager, Sharjah Investment and Development Authority, UAE

Said Hanafi

*Vice Chairman, Orascom Housing Communities, Egypt
"Affordable Housing in Egypt: Challenges and Opportunities"*

Dr. Thomas Ertel

*Managing Director, bw-engineers GmbH, Germany
"Recent Experiences in Facility Management and Design of Infrastructure Projects in Saudi-Arabia"*

Hayssam El Masri

President, Sharjah Oasis Real Estate, UAE

11.00 h **Session 10**

Start-ups & SMEs: Case Studies of Success Stories in the Euro-Arab Context

Moderation:

Christian Wiesenhütter

Deputy Chief Executive Officer, Chamber of Commerce and Industry of Berlin (IHK), Germany

Speakers:

Selim Eddé

*Global Lead Labor Markets Digitization, SAP SE, UAE
"SME digitization - Shaping the Future of Work"*

Mohamed Ali Hilal

*Head of the Trade / Board Member, Chamber of Commerce and Industry (SCCI), UAE
"The Three Phases of an Entrepreneur's Life"*

Philipp Eckhoff

*Managing Partner, morean - digital realities, Germany
"morean – a German-Arab success story within the Berlin start-up society"*

Dr. Abdelgadir Warsama Ghalib

Senior Legal Advisor / Professor of Law, BBK, Bahrain

Detlef Daues

*Chief Executive Officer, V-Line Europe GmbH, Germany
"Success Story of V-LINE, a German SME adding value in the Middle East since 1979"*

THE ARAB-GERMAN BUSINESS FORUM: PROGRAM

13.00 h **Perspectives of Arab-German Business Relations**
Political and Economic Outlook and Public Perceptions

Moderation:
Dr. Florian Amereller
Partner, Amereller Legal Consultants FZE, Germany

Speakers:
H.E. Dr. Joachim Pfeiffer, MdB
Member of Parliament, Speaker for economy and energy of the CDU/CSU-faction, Germany

H.E. Dr. Awwad Al Awwad
Ambassador of the Kingdom of Saudi Arabia, Germany

Peter Fischer
Deputy Director General for Globalisation, Energy and Climate Policy, Federal Foreign Office, Germany

H.E. Dieter W. Haller
Director General for Economic Affairs and Sustainable Development, Federal Foreign Office, Germany

Olaf Hoffmann
Vice President, Ghorfa Arab-German Chamber of Commerce and Industry and CEO & President, Dorsch Holding GmbH, Germany

Dr. Michael Inacker
Chief Executive Officer, WMP EuroCom AG, Germany

Paul-Anton Krueger
Middle East Correspondent, Süddeutsche Zeitung, Egypt

14.00 h **Networking Lunch**

THE ARAB-GERMAN BUSINESS FORUM: PROGRAM

Premium Sponsors:



Classic Sponsors:



With the kind support of:

