

13th German-Arab *Business Forum*

Berlin – June 2nd-4th 2010



THE GERMAN-ARAB BUSINESS FORUM: PROGRAM

Wednesday, June 2nd, 2010

18.30 h Reception

Thursday, June 3rd, 2010

08.30 h **Registration** at the The Ritz Carlton Hotel
Potsdamer Platz 3, 10785 Berlin

*H.E. Shaikh Daij bin Salman bin Daij Al Khalifa,
Chairman, General Organisation of Sea Ports
Bahrain*

09.30 h **Opening Ceremony**
Arab-German Cooperation: A Story of Success
Moderation: Ms. Astrid Frohloff

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

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

*H.E. Prof. Dr. med. Ossama Abdulmajed Ali
Shobokshi, Ambassador of the Kingdom of Saudi
Arabia & Doyen of the Arab Diplomatic Corps*

*Dr. Bernd Pfaffenbach, State Secretary at the
Federal Ministry of Economics and Technology*

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

10.30 h **Coffee Break**

11.00 h **Session 1**

*Construction and Energy Efficiency:
Sustainability for a Better Future*

*Chair: Mr. Klaus Wenzel, Senior Business
Developer, GTZ, Germany*

*Sustainable Production – Efficient Use –
Avoidance of Consumption*
*Mr. Olaf Hoffmann, CEO, Dorsch Consult,
Germany*

*Decoupling Economic Growth from Resource
Consumption*
*Mr. Achim Noack, Managing Director, Bayer
Technology Services GmbH, Germany*

*Natural Gas – The Energy Efficient Lean Fuel to
Sustain a Better Future*
*Mr. Oliver Kühner, Director Fuel Gas Systems,
Bauer Kompressoren GmbH, Germany*

11.00 h **Session 2**

*IT and Telecommunication:
Perspectives and New Trends*

*Chair: Dr. Alexander Tettenborn, LL.M., Head of Unit North
Africa, Near and Middle East (V B 7), Federal
Ministry of Economics and Technology, Germany*

**Cooperation between Arab Countries and Germany in the
Field of ICT**

*Mr. Hans Wolfgang Kunz, Member of the Board,
Giesecke & Devrient GmbH, Germany*

ICT - Challenges on the Way to the Digital Society

*Dr. Bernd Wiemann, Head of R & D Advanced Research,
Vodafone, Germany*

**Usage of Broadcasting Frequencies – An Important Step
towards Future of Communications**

Dipl. Ing. Arne Börnsen, AB Consulting, Germany

Social Media Power

*Mr. Bernhard Longin, CEO & Founder, Dot-Gruppe,
Germany*

The First Individualized Newspaper

*Mr. Wanja Sören Oberhof, Managing Partner, Niiu,
Germany*

12.30 h **Lunch**

13.30 h **Special Workshop**

*Doing Business in Iraq:
Focusing on Chances*

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

Oil & Gas and Infrastructure Businesses in Iraq

*Mr. Joseph Hanna Shaikh, Hanna Shaikh Holding
Company LLC, UAE*

**Logistic and Transportation Concept for Contracts in
Iraq**

*Mr. Uwe Stupperich, Managing Director, M.G.
International Transport, Germany*

*Mr. Ahmed Al-Janabi, Attorney at Law, Mena
Associates in association with Amereller Legal
Consultants, Iraq*

Mr. Hak Al-Hakim,

Adviser to the Prime Minister, Iraq

**Trading and Supply of Oil & Gas Equipment and
Services in Iraq**

*Mr. Wolf-Michael Baeume, General Manager Iraq,
MDC – Iraq Development Company, Oil & Gas Field
Services & Supplies Ltd., Iraq*

Doing Business in Iraq

*Dr. Michael Fraenzel, Managing Director, Techconsult
GmbH, Germany*

**The German Liaison Office for Industry and Commerce
Iraq in Erbil**

*Mr. Volker Wildner, Head of Office, German Liaison
Office for Industry and Commerce Iraq, Iraq*

13.30 h **Session 3**

*Market Entry and Financing:
The Road to High-Performance*

*Chair: Dr. Jürgen Holz, Managing Partner, Dr. jur. Holz
Beratungsgesellschaft mbH, Germany*

Prospects of Arab-German Economic Cooperation in a Changing World

Dr. Emad Shehab, Secretary General, General Union of Arab Chambers of Commerce, Industry and Agriculture, Lebanon

Chances and Risks at the Market Entry in Syria

H.E. Dr. Andreas Reinicke, Ambassador of the Federal Republic of Germany in Syria, Syria

How Can ECAs Be of Help?

Mr. Jan von Allwörden, Head of Department Underwriting, Euler Hermes Kreditversicherungs-AG, Germany

Simple and Cost Effective Market Entry to the GCC

Ms. Maryam Al Murshedi, Deputy Director General, Ras Al Khaimah Free Trade Zone Authority, UAE

Potential Business Opportunities for German Companies - A Market Overview of the UAE

Dr. Dalia Abu Samra-Rohte, Deputy CEO, German Industry and Commerce – Office UAE, UAE

Build – Own – Operate (BOO) Format in the Omani Energy Sector

Dr. Jürgen Holz, Managing Partner, Dr. jur. Holz Beratungsgesellschaft mbH, Germany

15.00 h **Coffee Break**

15.30 h **Session 4**

Privatization and Investment: Seizing Opportunities

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

Jordan Experiment in Privatization & Partnership between Public & Private Sectors

Ms. Reem Badran, Second Vice Chairman, Amman Chamber of Commerce, Jordan

Regulatory Environment for M&A Transactions by Non-EU Investors in Germany

Dr. Ulrich Blech, Attorney at Law, Hengeler Mueller Partnerschaft von Rechtsanwälten, Germany

Investment Opportunities in Oman

Ms. Eng. Nisreen Ahmed Jaffer, Director General of Investment Promotion, Omani Center of Investment Promotion and Export Development (OCIPED), Oman

Investment Opportunities in Algeria

Mr. Ali Toumi, Director, Regional One-Stop-Shops, National Agency of Investment Development, Algeria

The Emergence of MENA Private Equity: Regional Potentials of the Global Crisis?

Dr. Kilian Bälz, Partner, Amereller Legal Consultants, Germany

15.30 h **Session 5**

Environmental Technologies: Water, Wastewater, Recycling

Chair: Mr. Saeb Nahas, President & CEO, Nahas Enterprises, Syria

Water Challenges in the Arab Region

H.E. Dr. Mohamed Lutf Al-Eryani, Ambassador, Embassy of the Republic of Yemen, Germany

Solutions for Water Management in the Gulf Region

Dr. Frank Wolcke, Regional Director Middle East, Dornier Consulting, Germany

The 1250 MW Merowe Hydropower Plant – One year of Operation and Related Technical Assistance
Mr. Egon Failer, Executive Director, Hydropower and Water Resources Division, Lahmeyer International, Germany

Algerian Water Sector
Mr. Andreas Hergenröther, General Manager, Algerian-German Chamber of Industry and Commerce (AHK), Algeria

19.30 h **Gala Dinner**

Friday, June 4th, 2010

09.00 h **Special Session**

The Role of Business Women in the Arab Economy: Building on Achievements

Chair: Dr. Gabi Kratochwil, General Manager, CrossCultures, Germany

Ms. Reem Badran, Second Vice Chairman, Amman Chamber of Commerce, Jordan

Ms. Maryam Al Murshedi, Deputy Director General, Ras Al Khaimah Free Trade Zone Authority, UAE

Dr. Azza S. Mahfouz, Owner & Manager, Alex Pharmacies and Alexandria Businesswomen Association, Egypt

Ms. Dahlia Rahaimy, Country Director Germany, SAGIA, Saudi Arabia

Ms. Claudia Schmitz, Managing Director, Cenandu Learning Agency, Germany

Dr. Hoda Yassa, President of Businesswomen for Development and the Arab Women Investors' Union, Egypt

09.00 h **Session 6**

Infrastructure: Railways, Roads, Ports and Airports

Chair: Eng. Sulaiman Saud Al-Sayyari, General Manager SAGECO, Saudi Arabia

“The Modal Split” – Towards a Fast, Save and Affordable Mobility

Mr. Olaf Hoffmann, CEO, Dorsch Consult, Germany

An Overview of Recent Trends in the Infrastructure Sector of the GCC-Countries

Mr. Martin Böll, Bureau Chief, Dubai Office, GTAI, Germany

Design and Construction for the Future

Mr. Dipl.-Ing. Jürgen Papadopoulos, Managing Director, Papadopoulos Associates GmbH, Germany

Mr. Saleh Mohammed Al-Khalifa, Engineering Manager, Saudi Railway Company (SAR), Saudi Arabia

Mr. Alexander Zinell, Senior Vice President Global Investment & Management, Fraport, Germany

Presentation of Projects in Syria

Mr. Saeb Nahas, President & CEO, Nahas Enterprises, Syria

10.30 h **Coffee Break**

11.00 h **Session 7**

Family Business: Between Trends and Traditions

The Six Principles of Family Business Leadership

Prof. Dr. Thomas Armbrüster, Professor of Strategy, Organisation and Human Resource Management, Quadriga Hochschule, University of Mannheim, Germany

- 11.00 h **Session 8**
Transport and Logistic: Best Practice in Business
- Chair: Dr. Peter Göpfrich, CEO, German-Emirati Joint Council for Industry and Commerce Dubai (AHK), UAE, Qatar, Oman*
- Bahrain – The Logistics Hub for the North Gulf**
Mr. Bassam Ameen, Head of Business Development, Bahrain Logistic Zone, Bahrain
- Design of Logistic Networks: How to Balance Customer Needs, Cost and Ecology**
Prof. Dr. Ludger Brüll, Head of Supply Chain and Logistics, Business Management – Accounts Middle East, Bayer Technology Services GmbH, Germany
- German Engineering Companies Track New Ways in the Railway Sector**
Mr. Michael Witt, Director Transportation Infrastructure, Lahmeyer International, Germany
- Logistics Markets in the Middle East: Challenges and Success Factors of Integration and Development**
Mr. Balkan Tufan Cetinkaya, Project Manager, International Research Berlin Institute of Technology, Chair of Logistics, Technical University Berlin, Germany
- 12.30 h **Small Lunch**
- 13.30 h **Plenary Session**
Prospects of Arab-German Business Relations: New Potentials for Long-Standing Partners
- Chair: Mr. Jürgen Hogrefe, Member of the Board, Ghorfa Arab-German Chamber of Commerce and Industry, Germany*
- Keynote**
H.E. Sayyid Badr bin Hamad bin Hamood Albusaidi Secretary General, Ministry of Foreign Affairs, Oman
- Dr. Thomas Bach, President of the Ghorfa Arab-German Chamber of Commerce and Industry, Germany*
- H.E. Ramzy Ezzeldin Ramzy, Ambassador of the Arab Republic of Egypt, Germany*
- Dr. Jörg Westphal, Vice President International Business, Schüco International KG, Germany*
- Mr. Saeb Nahas, President & CEO, Nahas Enterprises, Syria*
- 14.30 h **Special Workshop**
Business Success in Germany – Guide to Trade and Investment in Germany
- Opening Remarks and Introduction to Germany Trade & Invest**
Dr. Jürgen Friedrich, Chief Executive, Germany Trade & Invest, Germany
- Arab-German Investment Partnership Opportunities**
Dr. Robert Hermann, Director Investor Consulting, Germany Trade & Invest, Germany
- Incentives in Germany: Supporting Foreign Investment Projects**
Mr. Friedrich Henle, Manager Financing and Incentives, Germany Trade & Invest, Germany
- Business Opportunity Germany: A Glance at the Consumer Goods Industry**
Ms. Stephanie Horn, Manager Consumer Goods, Germany Trade & Invest, Germany

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