



Time	Agenda
09.00 - 09.30	<i>Welcome</i> - Thomas Bustrup, Deputy Director General
09.30 -10.30	<i>Introduction to DI's efforts towards SMEs.</i> - Sidsel Dyrholm Holst, Director, SMEs & Entrepreneurship
10.30-11.00	<i>Coffee break</i>
11.00-12.00	<ul style="list-style-type: none"><li>• <i>Output from SME Regional Conference, Amman, April 2014</i> - Hiba Abu Taleb, JCI</li><li>• <i>Progress of MENA Benchmark Report</i> - Iman Awadh, DI</li><li>• <i>SME Best Practice Catalogue</i> - Karen Panum, DI</li></ul>
12.00-13.00	<i>Interactive session: using a benchmark report in practice</i>  - Jes Lerche Ratzner, Senior Advisor, SMEs & Entrepreneurship
13.00-14.00	<i>Lunch— at DI</i>



Time	Agenda	
14.00-15.00	<i>Discussion of commercial politics.</i> - Anders Hoffmann, Deputy Director, Danish Business Authority	
15.00-15.30	<i>Coffee break</i>	
15.30-16.30	<p><b><u>AACCSA</u></b></p> <p><i>Discussion of lessons learned and knowledge sharing in relation to AACCSA's Manufacturing Advisory Unit.</i></p> <p>- Christian Eskelund-Hansen, Senior Advisor, The Manufacturing Industry under DI</p>	<p><b><u>AE Network</u></b></p> <p><i>Looking ahead: 2015</i></p> <ul style="list-style-type: none"><li>• <i>Pilot Gap Analysis in Egypt</i> —Yousri Tinawy, FEI/CFI</li><li>• <i>B2B Platform</i></li><li>• <i>Establishing the secretariat with JCI in Amman, January 2015</i> —Niels Tanderup Kristensen, DI</li></ul>
19.30-22.00	<i>Dinner—Restaurant Almanak</i>	



# Tuesday, September 30th

Time	Agenda
10.00-11.30	<i>Meeting with Arla</i>  - Kristian Lerche Nielsen, Regional Marketing Director, Arla Foods Middle East and Africa
11:30-13:30	<i>Tour of the canals and lunch.</i>
14:00-21:00	<i>DI Annual Summit: “Velkommen, Bienvenue, Witamy”</i>  <b>Remember to bring the hard copy invitations</b>  Dinner will be served at the Summit.



# Wednesday, October 1st

Time	Agenda	
9.30-16.30	<i>AACCSA:</i> Meeting program at DI (8.30-15.30)	<i>AE-network:</i> Company visits (9.00-16.30)
19:30-22:00	<i>Farewell dinner at Restaurant Salt, Admiral Hotel</i> -Dinner speech by Deputy Director General, Thomas Bustrup	