



غرفة صناعة الأردن  
Jordan Chamber of Industry

# SME S

REGIONAL CONFERENCE

*Chambers & Business Associations:  
Drivers of Change*

Amman  
28 – 29 April 2014



## **Conference Theme**

A strong role has to be played by chambers of industry and commerce as well as business associations to support SMEs prosperity in the MENA region

# SMEs

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## Day One 28/4/2013

8:30 – 9:30	Registration
9:30 – 10:30	Opening
10:30 – 11:00	Coffee Break
11:00 – 12:30	Session One
12:30 – 13:00	Coffee Break
13:00 – 14:30	Session Two
14:30 – 15:30	Lunch Break
15:30 – 17:00	Session Three

**Day Two 29/4/2013**

9:00 – 10:30	Session Four
10:30 – 11:00	Coffee Break
11:00 – 12:30	Session Five
12:30 – 13:00	Coffee Break
13:00 – 14:30	Session Six
14:30 – 15:30	Lunch Break
15:30 – 17:00	Closing

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## Program

- ✓ **First: Setting the Scene – SMEs in the MENA region and CBAs role in empowering them**

This session will focus on setting the scene for SMEs in the MENA region discussing SMEs facts and challenges, while highlighting the role that CBAs can play in enhance SMEs working environment

- ✓ **Second: SME Financing – Addressing the main challenge and the role of CBAs in bridging the gap**

Discussion on this session will mainly be around the financial challenges SMEs face, as financial issues are considered to be the main challenge ahead of SMEs growth and expansion. Meanwhile, issues on the financial aspect differs depending on the angle looked at, that being financial institutions (banking and non-banking) perspective or SMEs point of view



## Program

### ✓ Third: Government role in supporting SMEs – Efficient mechanisms

Several support programs are offered to SMEs by governments and regional and international initiatives and programs in the MENA region, as SMEs are regarded to be the main contributor to the desired development through their role in addressing poverty and unemployment. However, there are many challenges faced by all parties (SMEs, regional and international programs as well as governments) in the mechanisms of enforcement of support programs



## Program

### ✓ Fourth: Non-Financial services – SMEs empowerment

SMEs encounter several non-financial challenges related to their technical, marketing and managerial capabilities. Accordingly SMEs need to be empowered by a specialized set of non-financial services to unlock their potential in development and in particular be better able to access financing.

### ✓ Fifth: Innovation – the path for the future

Addressing SMEs challenges require innovative solutions by SMEs themselves as well as CBAs. Innovation and entrepreneurship should be utilized to enhance the position of SMEs in front of service providers (financial and non-financial) as well as government agencies and programs



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## Speakers

- ✓ **Dr. Bader Othman Mallah:** Director General – Arab Institute for Planning
- ✓ **Dr. Hashim Hussain:** Director – Arab International Center for Enterprise & Investment
- ✓ **Mr. Niels Kristensen** - Deputy Director - DI
- ✓ **Dr. Ahmad Attiga:** IFC
- ✓ **Mr. Ezzeddine Saidane:** Financial Advisor – Directway Consulting
- ✓ **Mrs. Suhair Al Ali:** Former Minister of Planning





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## Speakers

- ✓ **Eng. Yarub Al Qudah:** CEO – Jordan Enterprise Development Corporation
- ✓ **Dr. Abdullah Al Daradari:** ESCWA
- ✓ **Ms. Rohana Ramly:** SME Corp. Malasiya
- ✓ **Dr. Nabeel Shalabi:** Founder & Chairman, Arab Entrepreneur House
- ✓ **Dr. Adeeb Al Afifi:** Abu Dhabi Dep. Of Economic Development

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## Mark Your Agenda!

April 2014

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

