



EU-GCC
Trade and Business Facility

FIRST EU-GCC BUSINESS FORUM

**23-24 MAY 2016
BRUSSELS, BELGIUM**

VENUE:

European Economic and Social Committee
Belliardstraat 99
1040 Etterbeek
Belgium

Funded by the EU



Supporting partner Business Forum 2016



European Economic and Social
Committee Employers' Group

Consortium Partners



Confederation of Danish Industry



Business Forum 2016

Dear Colleagues,

We are delighted to invite you to the first EU-GCC Business Forum on fostering and strengthening EU and GCC trade relations to be held at European Economic and Social Committee in Brussels, Belgium May 23- 24, 2016.

The Business Forum is organized by the partners of the EU-GCC Trade and Business Cooperation Facility: Federation of GCC Chambers (FGCCC), the Confederation of Danish Industry (DI) and BUSINESSEUROPE with the support of the European Economic and Social Committee Employers' Group. It is funded by the European Commission.

The Business Forum will take stock of recent developments in EU and GCC economies and bilateral trade, explore opportunities and challenges for trade and investment, discuss specific sectoral opportunities that can support sustainable economic development, and lastly outline the private sector's recommendations. These recommendations will feed into to the EU and GCC political leaders attending the 25th Joint Council and Ministerial Meeting of the Cooperation Council for the Arab States of the Gulf and the European Union.

We encourage you to participate in this event and join the discussions to exchange views on engaging the private sector in constructive policy dialogue with government, and would be delighted if you would join us.

Please, complete the registration <http://eu-gcc.app.rsvpify.com> by 19 May, 2016. The organizing team will review applications based on relevance and space availability. Accepted applicants will



PROGRAMME DAY ONE (May 23, 2016)

OPENING SESSION

Speakers:

- H.E. Mr. Ignacio Garcia Berceo, Director, DG Trade, European Commission
- H.E. Ms. Amal Mejren Al Hamad, Ambassador of the Cooperation Council for the Arab States of the Gulf to the European Union
- Mrs. Thérèse de Liedekerke, Deputy Director General, BUSINESSEUROPE
- H.E. Mr. Abdulrahman Al Otaishain, Vice Chairman of Federation of GCC Chambers and Chairman of Asharqia Chamber

09:30-10:15

Moderator

- Mr. Niels Kristensen, Project Director, EU-GCC Trade and Business Cooperation Facility

SETTING THE SCENE: THE EU-GCC ECONOMIC CLIMATE

Speakers:

- H.E. Mr. Abdulaziz Al Ageel, Secretary General, Gulf Organization for Industrial Consulting
- Mr. Fahad M. Alturki, Chief Economist and Head of Research, Jadwa Investment
- Sarah Jurreit, Economist, DG ECFIN, EU Commission

10:15-11:00

Moderator:

- Mr. Oliver Cornock, Managing Editor (Middle East), Oxford Business Group

11:00-11:30

REFRESHMENTS

SESSION ONE | ECONOMIC DIVERSIFICATION AND TRANSFORMATION

The GCC have formulated ambitious strategies for diversification, job creation and the building of a more productive and less oil-dependent 'knowledge economy'. Strategies that are reliant on skill alignment, privatization of industries, and most importantly, redefining the role of the private sector in a period of reform. Using insights gained from the roundtables as the foundation, the session will examine the needs of the private sector and its role in times of economic diversification and transformation.

Topics of importance:

- National employment policies and the need for competencies
- The role of the private sector in times of transformation
- Moving from public to private sector employment

11:30-12:30

Panellists:

- Ms. Ania Thiemann, Head of Global Relations and Senior Economist, MENA-OECD Investment Programme, OECD
- Mr. Jassim Salem Al Ansari, CEO (Middle East), CSR Company International
- Dr Ashraf Mishrif, Professor at Qatar University

Moderator:

- Mr. Felix Neugart, German Emirati Joint Council for Industry & Commerce, AHK

12:30-12:35

- Jacek Krawczyk - President of the Employers' Group at EESC

12:35-13:30

LUNCH

SESSION TWO | ENHANCING TRADE, INVESTMENTS AND COMPETITIVENESS

Trade and investment between the EU and GCC is flourishing. The trade between the EU to the GCC has increased by 5.8% on average between 2008 and 2013. Investments into the GCC have equally increased. However, the full potential has not been realised. European companies face several barriers that limit their growth potential and corollary create local growth and jobs. Using insights gained from the roundtables as a stepping stone, this session will examine existing and perceived barriers to trade and investment between the two regions, focussing on the development of private sector and support to SMEs.

Topics of importance:

- Barriers to investment
- Non-tariff barriers to trade
- Harmonization of GCC legal issues, standards and conformity issues
- Private sector development and empowerment

13:30-14:30

Panellists:

- Mr. Imad Al Abdul Qader, Director Investor Attraction, SAGIA
- H.E. Mr. Nabil Molla, Secretary General, Gulf Standard Organisation, Kingdom of Saudi Arabia
- Mr Christos Folias, Business Development Advisor to CCC President, Consolidated Contractors Company, Greece
- Mr. Jacques Bourgeois, General Delegate of Airbus Group

Moderator :

- Mr. Peter Young, Deputy Head of Unit , DG Trade, European Commission

14:30-15:00

REFRESHMENTS

SESSION THREE | FOSTERING INNOVATION AND ENTREPRENEURSHIP

An ecosystem that enable creativity and innovation is essential for the success of any entrepreneur. A number of GCC countries have achieved impressive results in developing their innovation strategies. To succeed, it is equally important to attract entrepreneurs that challenge the status quo. A number of GCC countries are capable of attracting entrepreneurs from outside the GCC while others are still coming to terms with the need. The session will deliberate on identifying the needs of the private sector and particularly that of entrepreneurs.

Topics of importance:

- What are the building blocks of an eco-system for entrepreneurship
- How to create linkages and matchmaking between large and small enterprises
- The role of the private sector and government in innovation policies

15:00-16:00

Panellists:

- Mr. Eric Koch, Adviser, European Commission, Executive Agency for Small and Medium-sized Enterprises (EASME)
- Mr. Alaa Al Shaikh, CEO of Relativity Group and Bahraini entrepreneur
- Mr Tarik Al Haidari, Board member, Council of Saudi Chambers

Moderator:

- Dr. Crystal Ennis, Leiden University (TBC)

CLOSING REMARKS:

16:00-16:30

- Dr. John O'Rourke, Head of division "Arabian Peninsula, Iran and Iraq" , EEAS, EU Commission
- H.E. Abdulrahim Naqi, Secretary General, Federation of GCC Chambers
- Mr. Niels Kristensen, Project Director, EU-GCC Trade and Business Cooperation Facility

16:30-18:00

COCKTAIL RECEPTION

PROGRAMME DAY TWO (May 24, 2016)

09:30-11:00	<p>B2B Session</p> <p>Place the Hotel Metropole</p> <p>Moderated by the Arab Belgian Luxembourg Chamber of Commerce</p>
11:00-13:00	<p>Chocolate tour—Walking tour with visits to chocolate shops and factories in Central Brussels</p> <p>EU Institution tour—Walking tour with visits to key European Union buildings.</p> <ul style="list-style-type: none">• A total of 60 spaces is available for the chocolate tour.• A total of 20 spaces are available for the tour of the European Union buildings. <p>The participants from the GCC countries on a first come — first served basis.</p>
13:00-14:00	<p>Lunch</p>
14:00-14:15	<p>OPENING SESSION</p> <p><i>Welcome and introduction</i></p> <ul style="list-style-type: none">• Ms. Luisa Santos, International Relations Director, BUSINESSEUROPE• Mr. Peter Helk, Manager, Confederation of Danish Industry <p>The workshop will be moderated by <i>Dr. Abdullah I. Almojel, Global Dimension for Education and Training</i></p>
14:15-15:15	<p>THE ROLE OF VOCATIONAL EDUCATION AND TRAINING (VET) IN FACILITATING YOUNG PEOPLE'S LABOUR MARKET INTEGRATION</p> <p>Panellists:</p> <ul style="list-style-type: none">• Mr. Norbert Schoebel, Team Leader - European Alliance for Apprenticeships, DG Employment, Social Affairs and Inclusion, Unit for Vocational Training and Adult Education, European Commission• Overview of EU VET priorities and initiatives, Mr. Robert Plummer, Adviser, Social Affairs, BUSINESSEUROPE
15:15-15:30	<p>COFFEE BREAK</p>
15:30-16:30	<p>EMPLOYERS' VIEW AND INITIATIVES ON THE BENEFITS OF APPRENTICESHIPS AND EMPLOYER ENGAGEMENT:</p> <p>Panellists:</p> <ul style="list-style-type: none">• Operation Apprenticeship – an initiative to increase the supply of apprenticeship places in Denmark, Ms. Hanne Sundin, Confederation of Danish Industry, Denmark• The Siemens experience of apprenticeship training, Ms. Anka Schild, Siemens
16:30-16:45	<p>CONCLUDING REMARKS</p>

PRACTICAL ASPECTS

Hotel	<p>Hotel Metropole De Brouckèreplein 31, 1000 Brussel, Belgium http://www.metropolehotel.com/</p> <ul style="list-style-type: none"> • The project covers the hotel room, incl. Breakfast May 22-25 (three nights) • You must provide your credit card at check-in to cover incidentals • Please note there is full portage included in the room price 	
Transport	<ul style="list-style-type: none"> • Taxi - At the Airport, it will cost around 40-50€ • Train –From the airport & stop at Brussels Central Station, which is few minutes away from the Hotel (walking or taxi). • To the airport please note that you have to be at the airport minimum two hours before check 	
Attire	<ul style="list-style-type: none"> • Men: Suits with tie (day one) Suit without tie (day two) • Women: As you please 	
Program	May 23, 2016	
	08:40	Departure to Business Forum by bus from the hotel
		All participants will have to go through a security check. It is suggested to stay at the Business Forum throughout the day
	18:10	The participants will be guided to the bus by five, clearly indicated, guides
		May 24, 2016
	09:30	The B2B will take place at the Hotel Metropole. A room has been reserved. Coffee and tea will be served. The arrangement and match making resides with the Arab Belgian Luxembourg Chamber of Commerce and Saber Group
	11:00	<p>Division of participants according to whether they want to participate in</p> <ol style="list-style-type: none"> 1. Chocolate Tour - Get a taste of Belgium: This walking tour will get you around the top tourist attractions of the lower-side of Brussels. The guide will walk us through the narrow and historic streets of Brussels and explain the cultural and historic background of the city. Belgium is famous for their delicious chocolates, and what better way to see than try it yourself? This tour involves a lot of walking. 2. EU institutions and power in the capital of Europe, Brussels: We will go by bus to the center of European power. The guide will take us by foot to all the major European political institutions and beautiful green areas around. Here we will get to understand the decision processes as well as getting a sense of the impressive and big institutions that are the vital organs of the European Union. This tour involves less walking. <p>Please note that there is a limited number of spaces available in each group and that you have to commit Monday 23, 2016 at the latest.</p>
	13:00	Lunch at BUSINESSEUROPE
	14:00	Seminar at BUSINESSEUROPE
	17:00	Departure by bus to Hotel Metropole from BUSINESSEUROPE