

PRELIMINARY PROGRAMME

STRENGTHENING THE SWEDISH-TUNISIAN CONNECTION

TUNIS, 25-26 OCTOBER 2016

25 October 2016

Venue: The National Bardo Museum

19:00-21:00 Embassy Opening Reception

26 October 2016

Venue: Sheraton Tunis Hotel & Towers, Avenue de la Ligue Arabe, Tunis Carthage

08:00-08:45 Coffee and Registration

08:45-09:00 WELCOME

- ▶ H. E. Mr. Fredrik Florén, Ambassador of Sweden to Tunisia

09:00-09:20 INTRODUCTORY REMARKS

- ▶ H. E. Ms. Margot Wallström, Minister for Foreign Affairs of Sweden
- ▶ H. E. Mr. Zied Ladhari, Minister of Industry and Trade of Tunisia
- ▶ Ms. Ouided Bouchamaoui, President, UTICA

09:20-10:50 BUSINESS CLIMATE AND MARKET INSIGHTS

Swedish-Tunisian Business Relations

- ▶ Mr. Magnus Schöldtz, Senior Advisor on international and government affairs attached to the Wallenberg Foundations; Senior Advisor to the Chairman of Investor AB, the Chairman of SEB and the Chairman of Wallenberg Foundations AB
- ▶ Mr. Mohamed Ferid Ben Tanfous, Managing director of Arab Tunisian Bank, Honorary Consul General for Sweden in Tunis

Invest in Tunisia – a platform for Africa & the Middle East

- ▶ Mr. Khalil Laabidi, General Director of the Foreign Investment Promotion Agency "FIPA Tunisia"
- ▶ Mr. Aziz Zouhir, CEO, Sancellia
- ▶ Mr. Steve Hedouin, Vice President MEAC, Volvo Buses

Doing Business with Sweden

- ▶ Mr. Cherif Sayed, Vice-President Middle East & Africa, Business Sweden
- ▶ Mr. Slim Ghariani, Country Manager, Ericsson
- ▶ Mr. Khaled Haddad, CEO, Nordic Machinery
- ▶ Mr. Ferid Abbas, CEO, Setcar Group

Panel Discussion and Q&A

10:50-11:20

Coffee

11:20-12:50

DEVELOPING FOREIGN TRADE WITH TUNISIA

Trade opportunities between Tunisia and Sweden

- ▶ Ms. Aziza Htira, CEO, CEPEX

Swedish Financing Facilities

- ▶ Ms. Yvonne Brycker, Trade Finance Specialist, Business Sweden
- ▶ Ms. Eva Ohlsson, Director Structured Finance, Swedish Export Credit Corporation

International Financing Facilities

- ▶ Ms. Marie-Alexandra Veilleux-Laborie, Head of Office in Tunisia, European Bank for Reconstruction and Development
- ▶ Mr. Hicham Seffa, General Director of Attijari Bank Tunisia

Panel Discussion and Q&A

12:50-13:00

CONCLUDING REMARKS

- ▶ Mr. Khalil Laabidi, General Director of the Foreign Investment Promotion Agency "FIPA Tunisia"

13:00-14:30

Lunch