



## INVITATION

# MIDDLE EAST & AFRICA SUMMIT 2015

HOTEL SOFITEL DUBAI DOWNTOWN, 20-21 OCTOBER 2015



The Middle & North Africa Summit has grown and become the Middle East & Africa Summit! This biennial event is Sweden's largest business convention for all Swedish export promotion stakeholders in the region. Guests of honor at Middle East & Africa Summit 2015 are H.E. Eng. Sultan bin Saeed Al Mansouri, UAE Minister of Economy, H.E. Abdullah Al Saleh, Undersecretary to UAE Minister of Economy and H.E. Mikael Damberg, Sweden's Minister for Enterprise & Innovation.

The Middle East & Africa Summit 2015 offers you a unique opportunity to meet with regional stakeholders and decision-makers, Swedish ambassadors and trade commissioners as well as with Swedish private sector representatives that are active in the region. Apart from increasing your knowledge on topical issues and different business sectors, this two day event offers numerous opportunities for networking and discussions on how to promote your business in the region.

*"The concept of a 'region' is changing, from a self-contained, well-defined geographical area, to trade nodes and hubs, directing flows and connecting markets. Dubai's importance, as illustrated by its successful Expo2020 bid, is thus far greater than its objective size or its home market. Dubai is a lab and a springboard for Middle East and Africa business",* says H.E. Jan Thesleff, Ambassador of Sweden to the UAE.

Middle East & Africa Summit 2015 is arranged by Business Sweden, in co-operation with the Embassy of Sweden in UAE and other Swedish Embassies in the Middle East and Africa.

### Speakers at the Middle East & Africa Summit 2015 include:

- ▶ H.E. Eng. Sultan bin Saeed Al Mansouri, UAE Minister of Economy
- ▶ H.E. Mikael Damberg, Sweden's Minister for Enterprise and Innovation
- ▶ Mrs. Ylva Berg, CEO of Business Sweden
- ▶ Mr. Trita Parsi, Founder and President of National Iranian American Council,
- ▶ Dr. Jakkie Cilliers, Executive Director of Institute for Security Studies,
- ▶ Mr. Trevor McFarlane, Founder of Emerging Markets Intelligence & Research (EMIR)
- ▶ Mr. Gary Dugan, Chief Investment Officer at National Bank of Abu Dhabi
- ▶ Ms. Joyce-Ann Wainaina, CEO for Citibank N.A. Kenya and E. Africa

### Information and registration

SEK 12,900 includes participation in all activities during Middle East & Africa Summit 2015. For further information and registration, please visit: <http://www.business-sweden.se/meas2015/>

**Take this opportunity to expand your network and boost your business in the Middle East and Africa!**



## PRELIMINARY PROGRAMME (SUBJECT TO CHANGE)

# MIDDLE EAST & AFRICA SUMMIT 2015

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### Day One – Tuesday, October 20<sup>th</sup>

08.30-08.45 Registration and Coffee in front of Diamond Ballroom

#### **Session One – Inauguration in the presence of H.E Mikael Damberg & H.E Abdullah Al Saleh**

08:50 Introduction by **Mr. Trevor McFarlane**, Moderator

09:00 Introductory Remarks by **H.E. Ambassador Jan Thesleff**

09:05 Keynote addresses by

**H.E Sultan Bin Saeed Al Mansoori**, UAE Minister of Economy

**H.E. Mikael Damberg**, Swedish Minister for Enterprise and Innovation

*H.E Abdullah Al Saleh invited on stage for exchange of gifts*

09:35 Remarks by **Mrs. Ylva Berg**, CEO, Business Sweden

09.50 **Mr. Trevor McFarlane**, Founder, Emerging Markets Intelligence & Research (EMIR)

▶ *Middle East and Africa in 2016: The Business Outlook*

10.30 Networking coffee break outside Diamond Ballroom

#### **Session Two – Economic and Socio Political Overview of Sub-Saharan Africa**

11.00 **Dr. Jakkie Cilliers**, Executive Director and Head of African Futures and Innovation at the Institute for Security Studies

▶ *Africa rising: the future of democracy, governance and violence*

11.40 **Ms. Joyce-Ann Wainaina**, CEO for Citibank N.A. Kenya and E. Africa

▶ *TBC*

12.20 Success Case – **Mr. Magnus Andersson**, CEO – Metrum Sweden AB

12:30 Q&A session with **Dr. Jakkie Cilliers**, **Ms. Joyce-Ann Wainaina** and **Mr. Magnus Andersson**

13:00 Networking Lunch



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### **Session Three – Economic and Socio Political Overview of the MENA Region**

- 14:30            **Mr. Trita Parsi**, Founder and President, National Iranian American Council
- ▶ *The impact of the Iran deal on the geopolitics of the region and its implications over the next few years*
- 15:10            **Mr. Gary Dugan**, Chief Investment Officer at National Bank of Abu Dhabi
- 15.50            Success Case – **Mr. Niklas Brönn**, Managing Director – Middle East, Konecranes
- 16:00-16:30    Q&A session with **Mr. Trita Parsi, Mr Gary Dugan and Mr. Niklas Brönn**

### **Session Four – Gala Dinner**

- 19:00            Gala Dinner hosted by **Mrs Ylva Berg** on the occasion of the **Middle East & Africa Summit** and the visit of **H.E Mikael Damberg**, Minister for Enterprise and Innovation
- ▶ Welcoming Address by **Mrs Ylva Berg, CEO, Business Sweden**
  - ▶ Inspirational Speech by **Mr Magnus Olsson, CEO, Careem**



## Day Two – Wednesday October 21<sup>st</sup>

### Session One – Voices from the market

- 09.00 Introduction by **Mr. Trevor McFarlane**, Moderator
- 09.10 Swedish companies share their experience from the market
- 09.50 Networking Session in the presence of Swedish Ambassadors - outside the main ballroom
- 10.35 Vision and opportunities of **Expo 2020 Dubai** – Presentation by the Expo 2020 committee
- ▶ *Purpose, objectives and plans by Expo 2020 Dubai Committee*
  - ▶ *Swedish company involvement by Business Sweden*

### Session Two – Workshops 1-4

11:45 – 13:00

**Healthcare:** *Ability by Sweden, Middle East and Africa: Opportunities and challenges*

- ▶ **Scope & Purpose:** Mobility and disability, patient, home and elderly care will be highlighted. We will raise further awareness about this important topic and demonstrate what Swedish companies can offer in terms of products and services. To the session we will invite high-level decision makers and representatives from influential organisations and associations from selected markets in the region
- ▶ **Venue:** Topaz

**Energy:** *Meeting the Energy Challenges in the 21<sup>st</sup> Century*

- ▶ **Scope & Purpose:** In Sub-Saharan Africa rural electrification is a challenge holding back development. Developed countries are facing a modernisation to adapt to smart grid and renewable energy solutions. In this workshop we will look at grid optimisation and renewable energy generation
- ▶ **Venue:** Turquoise

**ICT:** *Connecting Industry with Society*

- ▶ **Scope & Purpose:** Internet and social media penetration in the Middle East & Africa are among the highest in the world. At the same time, ICT requires huge investments and operators are not able to monetize their internet services at the same rate as an expanding user base. The purpose of the workshop is to look at how digital companies should position themselves in order to capitalize on the market growth
- ▶ **Venue:** Amber

**Infrastructure:** *Building Sustainable Cities*

- ▶ **Scope & Purpose:** The purpose of the workshop is to highlight the needs that come with rapid urbanization in the MEA region, many of which can be addressed by Swedish solutions.
- ▶ **Venue:** Aquamarine

13:00 Ambassador's Lunch



## **Session Three – Workshops 5-8**

**14:30 – 15:45**

**Iran:** *How can Swedish companies grasp the promising opportunities in Iran*

- ▶ **Scope & Purpose:** Despite the fact that the Iranian economy is still largely dependent on oil exports, it has also seen substantial industrial development. The purpose of the workshops is to highlight the business opportunities in Iran post sanctions. We will discuss what the deal actually mean, when and how the sanctions will be restricted, whether companies still need export approval, whether the financial sector will open up, what the ways of entering the Iranian markets are and how the Free Zones work.
- ▶ **Venue:** Amber

**UN Tenders:** *Supplying the United Nations in the Middle East and Africa*

- ▶ **Scope & Purpose:** Increase the knowledge and understanding of the UN procurement processes that reach several billions USD annually, as well as deliver concrete examples of how companies can get in contact with the UN and NGOs in East Africa and the Middle East as well as develop a process to actively work with selected stakeholders
- ▶ **Venue:** Topaz

**Islam:** *Religion, Lifestyle and Business*

- ▶ **Scope & Purpose:** In a predominantly Muslim region, the focus of the workshop is to look at what role Islam plays in everyday business practices, specifically within the areas of Islamic Financing and Islamic Law (Sharia). The purpose of the workshop is to highlight the role of Islam in a business context and for companies to understand how cultural and religious practices play a role in business strategy
- ▶ **Venue:** Turquoise

**Entrepreneurship:** *Building Human Capital*

- ▶ **Scope & Purpose:** The Middle East & Africa are two regions that are extremely attractive for international investors. Part of the challenge is to foster innovation-led growth and entrepreneurship whilst taking advantage of exciting business opportunities. The purpose of the workshop is to look at labour initiatives and other government-backed support to see what role Swedish companies can play in the transfer of knowledge
- ▶ **Venue:** Aquamarine

## **Session Four – Closing Remarks**

15:45

Wrap up by **Mr. Jan Claesson**, Trade Commissioner to the UAE  
Mr Claesson and selected companies will together share their experience from Middle East & Africa Summit 2015