

# DRAFT AGENDA

22 November 2009

## BUSINESS FORUM

and

## WOMEN BUSINESS LEADERS SUMMIT

*Beyond the crisis: how business can contribute  
to harnessing new opportunities for growth in  
the MENA region*

Under the High Patronage of His Majesty  
King Mohammed VI

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## Welcome cocktail – 21 November 2009

19:30	<b>WELCOME COCKTAIL SPONSORED BY THE CONFÉDÉRATION GÉNÉRALE DES ENTREPRISES DU MAROC (CGEM) AND L'ASSOCIATION DES FEMMES CHEFS D'ENTREPRISES DU MAROC (AFEM)</b> ( <i>Crystal Room, Hotel Palmeraie Golf Palace</i> )
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## Morning session - 22 November 2009

8:00 – 9:00	<b>Registration</b>
9:00 – 9:30	<p><b>Welcome and opening remarks:</b></p> <ul style="list-style-type: none"> <li>• Mr. Ahmed Reda Chami, <i>Minister of Trade and Industry, Morocco</i></li> <li>• Mr. Mohamed Horani, <i>President, Confederation of Moroccan Enterprises (CGEM), Morocco</i></li> <li>• Mr. Angel Gurría, <i>Secretary-General, OECD</i></li> <li>• Ambassador Melanne Verveer, <i>Ambassador-at-Large for Global Women's Issues, U.S. Department of State, USA</i></li> </ul>
9:30 – 11:00	<p><b>Panel I: Women Business Leaders Summit</b>  <b><i>Women's entrepreneurship beyond the crisis: a catalyst for growth</i></b></p> <p><i>How can MENA governments facilitate increased female participation in economic activity, as part of a strategy for job creation and economic growth in the region? What concrete measures can be taken to remove gender-specific obstacles to entrepreneurship and employment?</i></p> <p>Representatives from international, regional, and local businesswomen's associations, along with CEOs and Ministers from MENA and OECD countries, will discuss these and other pressing issues in this session. They will also assess the steps taken since the <i>2007 MENA-OECD Ministerial Declaration on Fostering Women's Entrepreneurship in the MENA Region</i> and produce a Strategic Action Plan to identify measures needed to boost women's entrepreneurship in the region.</p> <p><b>Moderator:</b> H.E. Ms. Cristina Narbona Ruiz, <i>Ambassador, Permanent Representative, Permanent Delegation of Spain to the OECD</i></p> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>• Ambassador Melanne Verveer, <i>Ambassador-at-Large for Global Women's Issues, U.S. Department of State, USA</i></li> <li>• H.E. Nezha Skalli, <i>Minister of Social Development, Family and Solidarity, Morocco</i></li> <li>• H.E. Dr. Sheikha Hissah Saad A. Al-Sabah, <i>President, Council of Arab Business Women, Kuwait</i></li> <li>• Dr. Nahed Taher, <i>CEO, Gulf One Investment Bank, Saudi Arabia (tbc)</i></li> <li>• Ms. Neveen El Tahri, <i>Chairperson and Managing Director, Delta Holding for Financial Investments, Egypt</i></li> <li>• Ms. Asmaa Mouhib, <i>President, Union des Femmes Investisseurs Arabes; Manager, Le Messenger, Morocco</i></li> <li>• Ms. Françoise Foning, <i>President, World Association of Women Entrepreneurs, Cameroon</i></li> </ul>
11:00 – 11:30	<p><b>COFFEE BREAK</b></p> <p><b><i>Panel I is followed by three parallel sessions:</i></b></p> <ul style="list-style-type: none"> <li>• Session A: Women Business Leaders Summit Networking Roundtable</li> <li>• Session B: MENA Forum on Responsible Business Conduct</li> <li>• Session C: International Advisory Group of the MENA Commercial Law Strengthening Project</li> </ul>

## Parallel Session A: Women Business Leaders Summit Networking Roundtable

11:30 – 13:00

### *Exchange of experiences in overcoming obstacles to entrepreneurship*

The Women's Entrepreneurship Network, which is composed of business leaders, representatives of civil society and business associations, and experts from both MENA and OECD countries, will provide recommendations to governments on how to improve the climate for women's entrepreneurship and economic participation. It will facilitate privileged links and exchanges between MENA and OECD businesswomen. An interactive internet platform will ensure the Network's continuous input into the gender-related activities of the MENA-OECD Investment Programme.

During this panel discussion, participants will exchange experiences in overcoming obstacles to entrepreneurship. They will also be invited to comment on the Strategic Action Plan presented in Panel I, and provide key considerations for the Network's future.

**Moderator:** H.E. Karen Kornbluh, Ambassador, Permanent Representative of the United States to the OECD

#### **Panelists:**

- Ms. Haifa Fahoum Al Kaylani, *Chairman, Arab International Women's Forum, United Kingdom*
- Dr. Amany Asfour, *Chairperson, President, Egyptian Business Women Association, Egypt*
- Ms. Saloua Karkri Belkiziz, *CEO, GFI Maroc, Morocco*
- Ms. Sonia Khandji Cachecho, *General Manager, Wella, Syria*
- Ms. Frédérique Clavel, *President, Paris Pionnières, France*
- Ms. Leila Karami, *President, Lebanese Business Women Association, Lebanon*
- Ms. Serena Romano, *Manager of Public Affairs, Telecom Italia, Italy*

13:00 – 14:30

**LUNCH**

## Parallel Session B: MENA Forum on Responsible Business Conduct

11:30 – 13:00

### ***Growing business through responsible conduct***

The MENA Forum on Responsible Business Conduct, an initiative of the MENA-OECD Investment Programme, brings together representatives from business, government and civil society to decide on concrete initiatives to promote the success of enterprises and the sustainable development of societies. First, CEOs and high-level business representatives will present a range of responsible business conduct experiences that highlight both individual and collective initiatives involving one or several companies and stakeholders. Their focus will lie on main success factors and challenges for companies involved in responsible business conduct.

Expert commentators will then place these individual accounts into a broader perspective, and seek to illustrate the global benefit of responsible business involvement across a variety of policy areas, such as business integrity, health, labour standards, and environmental protection. Participants will help determine priorities and main areas of co-operation between stakeholders. Conclusions from this session will be transmitted to the MENA-OECD Ministerial the following day.

**Moderator:** Ms. Carolyn Ervin, *Director, Directorate for Financial and Enterprise Affairs, OECD*

#### **Presentations:**

- Mr. Majied Qasem, *CEO, D1G, Jordan*
- Mr. Jamal Mikou, *Director General, Tanger Free Zone, Morocco*
- Additional high-level business representatives

#### **Commentators:**

- Mr. Graham Minter, *Advisor to the MENA Forum on Responsible Business Conduct*
- Mr. Ashraf Gamal El-Din, *Egyptian Institute of Directors, Egypt*
- Mr Badri el Meouchi, *Co-executive Director, Lebanese Transparency Association, Lebanon (tbc)*
- Mr. Abdelmjid Tazlaoui, *Vice President of CGEM in charge of Corporate Social Responsibility, Morocco*
- Mr. Djordjija Petkoski, *Lead Specialist and Programme Leader, The World Bank*
- Ms. Catherine Minard, *International Director, MEDEF*

13:00 – 14:30

**LUNCH**

## Parallel Session C : International Advisory Group of the MENA Commercial Law Strengthening Project

11:30 – 13:00

### ***A regional approach to commercial law reform***

Strong and effective commercial law is the foundation of a dynamic business environment. In this context, the International Advisory Group of the Arab Centre for the Development of the Rule of Law and Integrity (ACRLI) meets with the aim to strengthen demand-side commercial law reform in the MENA region. The meeting takes place within the broader framework of the MENA Commercial Law Strengthening (CLS) project, implemented by ACRLI in co-operation with the Middle East Partnership Initiative (MEPI).

Partners, key stakeholders, and international and regional experts in the areas of law, economics and finance will convene to assess the progress and impact of the efforts in the MENA region to strengthen commercial law, with a focus on the broader strategic vision of commercial law reform, complementarities between similar initiatives, and prospective projects for the CLS.

**Moderator:** Mr. Rainer GEIGER, *Attorney-at-Law, International Advisor on MENA-CLS Project*

#### **Presentations:**

- Ms. Joyce HAKMEH, *Project and Communication Specialist, Arab Center for the Rule of Law and Integrity (ACRLI), Lebanon*
- Dr. Antoine BASILE, *International Economist, University Professor and Attorney-at-Law, Lebanon*
- Dr. Nasser AL SAIDI, *Chief Economist, DIFC and HAWKAMAH Institute.*
- Mr. Alexander BÖHMER, *Head of Unit, MENA-OECD Investment Programme, OECD Private Sector Development Division*

13:00 – 14:30

**LUNCH**

## Afternoon session

14:45 – 18:00

### Panel II: MENA-OECD BUSINESS FORUM

14:45-15:00

**INTRODUCTION:** Mr. Angel Gurría, *Secretary-General, OECD*

15:00-16:15

#### **SESSION 1: *The role of the company post-crisis: what business has learned and how governments can harness those lessons for MENA's future***

What has business learned from the crisis, and how has this impacted companies' practices? Where should government's involvement begin and end in this respect? What does it mean to be a "good corporate citizen" in today's business context? How will this new paradigm affect growth prospects, both for the OECD and MENA regions?

**Moderator:** H.E. Mahmoud Mohieldin, *Minister of Investment, Egypt*

#### **Panelists:**

- Mr. Jean Desazars de Montgailhard, Executive Vice-President, Strategy, Business Development and Public Affairs, Lafarge Group
- Senior representative of Total (name tbc)
- Ms. Charlotte Ersboell, Corporate Vice President Global Stakeholder Engagement, Novo Nordisk, Denmark
- Mr. Husam Dajani, Vice President, Middle East and North Africa, ORACLE (tbc)
- Mr. Naguib Sawiris, Chairman and CEO of Orascom Telecom, Egypt (tbc)
- Ms. Hosna Mohamed Rachid, Chairperson, Rachid Mashreq Group, Egypt (tbc)
- Mr. Saeb Nahas, President and CEO, Nahas Enterprises Group, Syria (tbc)

16:15-16:30

### **COFFEE BREAK**

16:30-18:00

#### **SESSION 2: The crisis and the financial sector: which institutions and channels can best ensure continued access to finance for MENA businesses?**

How have the banks of the region been affected by the crisis? Did the crisis affect conventional and Islamic banks differently, and has this affected their ability to provide financing in the post-crisis era? How can liquidity in the region be further mobilized? How are banks reacting to the increased scrutiny to which they are being subjected, and the threat of increased regulation? Has the crisis strengthened the importance of, and attitudes towards, equity financing in the MENA region?

**Moderator:** Mr. Peter Thal-Larsen, Reuters

#### **Panelists:**

- Mr. Mohamed el-Kettani, CEO, Attijariwafabank (Morocco)
- Ms. Nezha Hayat, Member of the Management Board, Société Générale Morocco, Morocco
- Mr. Ali Kadiri, General Manager for Morocco and Director of Casablanca Branch, La Caixa, Spain
- Dr. Abdullah I. El-Kuwaiz, Managing Director of Gulf International Bank (Saudi Arabia)
- Mr. Yaser Gamali, Executive Director and North Africa Head, Abraaj Private Equity, United Arab Emirates (tbc)
- M. Rachid AGOUMI, Directeur Général, Banque Populaire du Maroc (Morocco)

18:00 – 18:30	<p><b>Finalisation of Business Statement</b></p> <p>Participants will prepare and adopt the joint Business Statement, to be communicated to the MENA-OECD Ministerial the following day. It will take into account key conclusions from the Business Forum, the Women Business Leaders Summit and related panels.</p> <p><b>Rapporteurs:</b> Ms. Serena Romano, <i>Manager of Public Affairs, Telecom Italia, Italy</i>  <i>(representing the Business and Industry Advisory Council to the OECD)</i>  Mr. Mustapha Terrab, <i>Director General, Moroccan Phosphates Corporation (OCP),</i>  Morocco <i>(representing the Confédération Générale des Entreprises du Maroc)</i></p>
18:30 – 19:00	<p><b>Launch of the MENA-OECD Business Council and presentation of MENA 100 winners</b></p> <p>For governments to lay the policy framework for an attractive business climate, it is critical that the business community be a privileged partner in an ongoing dialogue. The MENA-OECD Business Council will be launched to foster such a dialogue and to bring together business representatives at the highest level to inform and advise policy makers on reform priorities in MENA and OECD countries.</p> <p>The session will also present the winners of the MENA 100 Business Plan Competition and launch the MENA 100 publication.</p> <p><b>GROUP PHOTO</b></p>

### **EVENING EVENTS**

#### **20:30 GALA DINNER: (Palais Gharnata)**

*Participants will be invited to a gala dinner, graciously hosted by the Moroccan government, to include arriving Ministerial delegations.*



## The 2009 MENA-OECD Business Forum and Women Business Leaders Summit: an overview

The MENA-OECD Business Forum and Women Business Leaders Summit, to be held in Marrakech on 22 November 2009, will be a unique opportunity for business representatives and entrepreneurs at the highest level to develop action-oriented strategies to face the economic future of the MENA region with a strong reform agenda in place.

CEOs, Ministers, high-level business and government representatives, civil society organisations, as well as numerous participants will debate issues of critical importance to the region, such as tapping the potential of women's entrepreneurship, fostering responsible business conduct, and boosting growth after the crisis. Each session will be followed by an open discussion between speakers and the audience.

A Business Statement will be issued at the end of the Forum with inputs received from all participants, as well as the regional working groups of the OECD-MENA Investment Programme specialising in investment policy and promotion; corporate governance; financial sector development and economic diversification; SME policy, entrepreneurship and human capital development; and tax policy and administration. This Business Statement will be part of the Ministerial Declaration to be issued on the occasion of the 2009 MENA-OECD Ministerial Conference the following day, 23 November 2009.

For more information and registration, contact: [mena.investment@oecd.org](mailto:mena.investment@oecd.org) or  
see the conference website at: [www.oecd.org/mena/ministerial2009](http://www.oecd.org/mena/ministerial2009)

