



Botschaft des Königreichs
SAUDI - ARABIEN
Berlin



EMA

Euro-Mediterran-Arabischer Länderverein
المنظمة العربية الأورومتوسطية للتعاون الإقتصادي
Euro-Mediterranean-Arab Association

Program

[As of: 18.10.2016]

1st Saudi-German Forum for Sustainable Business

October 20th, 2016

Conference Venue:

Fairmont Hotel Vier Jahreszeiten Hamburg
Neuer Jungfernstieg 9-14, D-20354 Hamburg

Conference Language:

English

Cooperation Partner



Delegation der Deutschen Wirtschaft
für Saudi-Arabien, Bahrain und Jemen
German-Saudi Arabian Liaison Office
for Economic Affairs (GESALO)
مكتب الاتصال الألماني السعودي للشؤون الاقتصادية

Knowledge Partner

Arthur D Little

*Furthering economic
development cooperation*

Program | October 20th, 2016

09:30 – 10:00	Registration at the Fairmont Hotel Hamburg
10:00 – 10:15	Opening and Words of Welcome
	H.E. Christian Wulff, President of the Euro-Mediterranean-Arab Association EMA, Former President of the Federal Republic of Germany
	H.E. Cornelia Prüfer-Storcks, Senator for Health and Consumer Protection of the Free and Hanseatic City of Hamburg
	H.E. Dr. Awwad S. Alawwad, Ambassador of the Kingdom of Saudi-Arabia to the Federal Republic of Germany
10:15 – 10:30	Keynote Dr. Hayat Sindi Member of the Majlis Ash-Shura (Consultative Assembly of Saudi Arabia) Founder and CEO of i2institute
10:30 – 12:00	Panel I: The Kingdom's Strategies for a Sustainable Economy
	Speakers:
	<ul style="list-style-type: none"> - <i>Lina Almaeena</i>, Founder and CEO, Jeddah United Sports Company (JUSC) - <i>Oliver Oebms</i>, Delegate of the German Industry & Commerce for Saudi Arabia, Bahrain and Yemen - <i>Dr. Jaap Kalkman</i>, Managing Partner of the Energy & Utilities Practice at Arthur D. Little, United Arab Emirates - <i>Sabine Domke</i>, Unit North Africa, Near and Middle East, Federal Ministry for Economy and Energy (BMWi), Berlin - <i>Dr. Murad Dagbles</i>, Counsel, Allen & Overy LLP, Düsseldorf
	<i>Chairperson: Dr. Harald Kindermann, Secretary General of the German Council on Foreign Relations (DGAP), Former Ambassador of the Federal Republic of Germany to Saudi-Arabia</i>
	Topics:
	<ul style="list-style-type: none"> - Status quo of German-Saudi relations - Diversification strategies: National Transformation Program 2020 and the Vision 2030 - The role of the private sector in times of transformation / PPP - Promotion of SMEs; Women in the labor market - Market and investment opportunities, investment climate; Economic, political and legal framework
12:00 – 13:00	B2B-Lunch



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	Panel II: The Health Sector: Backbone of The Economy
13:00 – 14:30	<p>Speakers:</p> <ul style="list-style-type: none"> - <i>Dr. Basma Al-Buhairan</i>, Managing Director of Health Care and Life Sciences, SAGIA - <i>Rola Ashour</i>, Co-Managing Director, Jeddah Adult and Child Therapy Center (ACT) and Faculty Member at Dar Al-Hekma University, Jeddah - <i>Markus Warmholz</i>, Director Corporate Legal, Hartmann Group, Heidenheim - <i>Prof. Dr. med. Christian Jürgens</i>, Medical Director, BG Unfallkrankenhaus Hamburg - <i>Dr. Najfab Hamoudah Al Shaalan</i>, Plastic Surgery Resident, Medical University of Hannover <p><i>Chairperson: Clara Gruitrooy, Managing Director, EMA</i></p> <p>Topics:</p> <ul style="list-style-type: none"> - Current challenges in the health sector: opportunities for German-Saudi cooperation - Medical & pharmaceutical industry - Digitalization in the healthcare sector: The e-health strategy - Hospital Management; Local Capacity Building; Best-Practice Examples
14:30 – 15:00	B2B-Coffee
	Panel III: Logistics and Infrastructure: Pillars of Growth and Prosperity
15:00 – 16:30	<p>Speakers:</p> <ul style="list-style-type: none"> - <i>Rayan Qutub</i>, CEO of the Industrial Valley, King Abdullah Economic City, Jeddah - <i>Muataz Alsafi</i>, Director General, Export Intelligence, Saudi Export Development Authority - <i>Dr. Wassef Ayadi</i>, CEO, IDAIR GmbH, Hamburg - <i>Nadeem Anjum</i>, Sales Manager Middle East & Africa, Ritz Instrument Transformers GmbH, Dubai <p><i>Chairperson: Dr. Jaap Kalkman</i>, Managing Partner of the Energy & Utilities Practice at Arthur D. Little, United Arab Emirates</p> <p>Topics:</p> <ul style="list-style-type: none"> - Saudi Arabia's efforts becoming a global logistics hub - Efficient Supply Chain Management, logistics, shipping, port logistics - Airport modernization; It-Solutions; Best-Practice Examples in the logistics/infrastructure sector
16:30 – 17:00	Closing panel
19:00 – 21:00	Evening Reception upon Invitation

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