

Program

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The 1st German-Arab Digital Forum

*March, 21st, 2017, Scale 11,
CeBIT Hannover*

Conference language:

Arabic/German

with simultaneous interpretation

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Digitalization in the Arab world registers a high rate of increase and Internet access in Maghreb and the Middle East and mainly takes place via Smartphone. Whereas around the turn of the millennium the installation of mobile communications network was significant, network operator and Internet provider already enlarge their transmission capacity on 3G and 4G capacity.

Broadband extension has advanced quickly, although its availability very much differs regionally. In 2015, Internet use reached a new high of more than 90% in the Gulf States, Qatar, Bahrain, and the United Arab Emirates. In Lebanon, the Internet penetration reached 80%, whereas Morocco reached more than 50% and Tunisia approximately 30%. According to the International Telecommunication Union the Internet broadband per user in Egypt is around 9.302 Bit/s and 25.972 Bit/s in Tunisia respectively.

Moreover, the Arab region is increasingly developing into a production site for the IT-sector. Geographically nearby Europe, minor time difference, and labor potential aspects in favor of North Africa, North African governments like Tunisia increasingly work on developing labor potential.

Against this background, start-up scenes with digital business concepts arise from Tunisia, to Egypt, Jordan, Lebanon, and the Gulf States. Education, health care, financial services, transport, and logistics equally – start-ups in the EMA-region reap the benefits of digitization in versatile ways and throughout the different sectors.

Information and communication technologies play an increasingly important role for development cooperation on the African continent, too. The German Federal Ministry for Economic Cooperation and Development (BMZ) supports the sector with different initiatives and instruments – amongst them through the *Strategic Partnership Digital Africa* and the BMZ's Tech Entrepreneurship Initiative *Make-IT*.

The 1st German-Arab Digital Forum will focus on this “Digital Transformation” in the Arab World. Subject of the debates will be how the frame conditions and infrastructure are changing and where regional hubs arise that are vitally important to the digitization of economy in North Africa and the Middle East. The discussion will be enriched by the perspectives of the BMZ, who, together with the Agency for Business & Economic Development will provide an insight into the cooperation potential for the private sector - German companies and those abroad alike.

We warmly invite you to participate in the first German-Arab forum during CeBIT 2017. You will have the opportunity to receive first-hand information about the IT-sector in the Arab region, to share your experiences with other participants and to establish or deepen relations to business partners.

	Words of Welcome
10:00 – 10:30	<p>Dr. Andreas Gruchow, Member of the Managing Board of Deutsche Messe AG, CeBIT</p> <p>Christian Wulff, Former President of the Federal Republic of Germany, President of the EMA</p> <p>Dr. Corinna Franke-Woeller, Head, Agency for Business & Economic Development (AWE)</p>
10:30 – 10:45	<p>Keynote: “The German-Arab Relation in the Digital Age“</p> <p>H.E. Mouhamed Anouar Maarouf, Minister of Communication Technology and Digital Economy, Tunisia</p>
10:45 – 11:30	<p><i>The value of cooperation in times of digital transformation</i></p> <p>Dr. Thomas Endres, VOICE, Chairman VOICE, Chairman Board of Directors EuroCIO</p> <p>Viola Klein, Saxonia Systems AG, CEO and board member of the EMA</p> <p>Andy Froemmel, SAP Saudi Arabia Software Trading Ltd., COO SAP Saudi-Arabia, Bahrain and Yemen</p> <p>Naif Mohammed AlRustamani, Dubai Silicon Oasis Authority, Senior Associate Manager</p>
11:30 – 11:45	<p>Keynote: “The new potential of German-Arab cooperation in the digital age“</p> <p>Günter Nooke, BMZ’s Commissioner for Africa, Federal Ministry for Economic Cooperation and Development (BMZ) German Chancellor’s Personal Representative for Africa</p>
11:45 – 12:00	<i>Question and answer session</i>
12:00 – 13:00	Lunch
13:00 – 14:00	Exhibition tour