



The American Chamber
of Commerce in Jordan

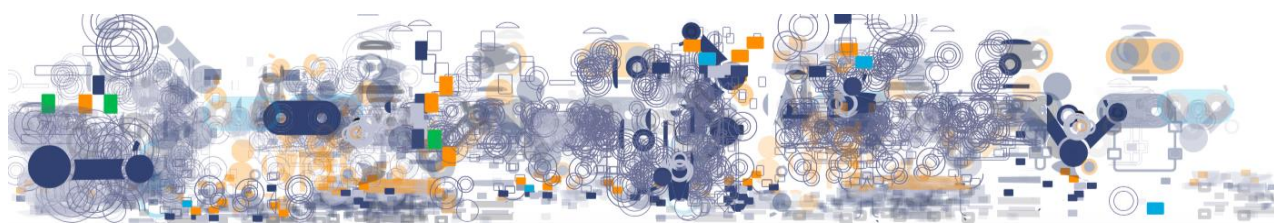


**Under The Patronage of
His Royal Highness Crown Prince Al Hussein Bin Abdullah II**

2018 AmCham MENA Council Annual Conference & Exhibition
**"Commercialization of Innovation: A Driver for Growth in the
MENA Region"**

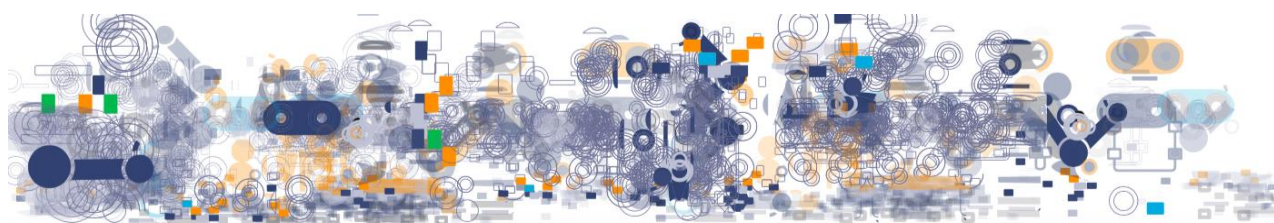
27th & 28th October 2018
Grand Hyatt Amman

Day 1: Saturday October 27, 2018	
Grand Ballroom	
8:30-9:00AM	Registration Welcome Coffee Break
9:00-10:00AM	Welcoming Remarks <ul style="list-style-type: none"> ▪ Engineer Mohammed S. Bataineh –Chairman of AmCham-Jordan ▪ U.S Chamber of Commerce Representative ▪ U.S Government Representative ▪ Jordanian Government Representative (Patron)
10:00-10:30AM	Opening of the Exhibition by Patron
10:30AM-12:00PM	Session 1: Business Environment: Keys to Unlocking the Potential of MENA Marketplace
Description	This session will address the opportunity and challenges that exist in the emerging MENA markets, taking into consideration the different dynamics and ecosystems in our diverse region. The session will: <ul style="list-style-type: none"> • Examine some of the successful business models that exist such as Souq.com and Careem, and analyze how these companies can break barriers and grow on a local and regional level. • Highlight ways to maximize the benefits of new technologies, processes, and business models to meet consumer demands. • Reflect on how historic and cultural aspects can offer competitive advantages to local businesses.
12:00-12:30PM	Coffee Break
12:30-2:00PM	Session 2: Policies and Strategies that Encourage Spinouts: The US Model





Description	<p>This session shall shed light on key U.S. economic policies that allowed the economy to become the most innovative and successful globally through:</p> <ul style="list-style-type: none"> Analyzing how large US corporations promote and support external innovations. Looking at the lessons learnt from this model as means to bolster growth in the MENA. Looking at how special agreements between the US and a number of MENA countries including Free Trade Agreements and QIZs that can contribute to sustainable development and regional integration within the MENA region and with the U.S.
2:00-3:30PM	<p>Conference Luncheon - Keynote Speaker</p>
3:30-4:30PM	<p>Session 3: How to Build a Resilient Business in the MENA Region</p>
Description	<p>This session details the importance of having a robust entrepreneurial and legal ecosystem including:</p> <ul style="list-style-type: none"> Legal frameworks that are interconnected with international frameworks to protect investment in innovation when traded across borders. Access to finance Ease of market entry and exit and other business practices in fostering enterprise growth and regional expansions.
4:30-6:00PM	<p>Session 4: Innovating Finance: Global Strategies Tailored to MENA's Startup Community</p>
Description	<p>This session will illustrate the gaps in funding available for MENA startups or enterprises wanting to develop innovative products and will shed light on:</p> <ul style="list-style-type: none"> Innovation being applied in the U.S. The different roles of VCs, Angel Investors, Banks and the Governments. Models being introduced in different MENA countries to ensure sustainability and the protection of local capital when relocating outside the region.
<p>End of Day 1</p>	

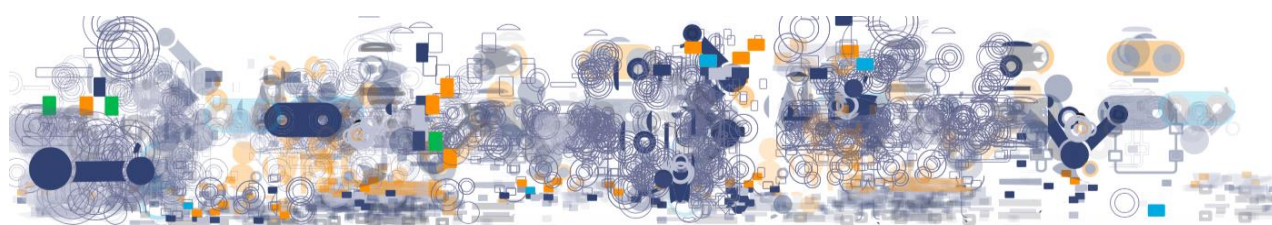




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Day 2: Sunday October 28, 2018	
Grand Ballroom	
Agenda	
8:30-9:00AM	Registration and Welcome Coffee
9:00-10:30AM	Session 5: Accelerating Innovation in Energy Technologies
Description	<p>This session will shed light on the rapid development of efficient and sustainable alternative energy sources. The session shall:</p> <ul style="list-style-type: none"> • Showcase Jordanian as well as regional examples of integration of solar and wind energy and identifying current hurdles. • Assess policies and measures that should be put in place to accelerate the evolution of energy technologies in the market. • Discuss current technologies in the energy market, opportunities going forward, and the collaboration between the private and public sector.
10:30AM - 12:00PM	Session 6: Bringing Innovation to Health Care Systems in the MENA Region
Description	<p>This session will focus on the rising prominence of technology in healthcare and particularly Artificial Intelligence (AI) and IT tools in advancing R&D for health care and life sciences. The panel will address the use of AI and innovations in:</p> <ul style="list-style-type: none"> • Innovative sourcing to reduce cost • Drug design and repurposing, target discovery, and efficiency in conducting clinical trials. • Reducing costs, enhancing efficiency, and providing a positive alternative to current methods towards quality health care services.
12:00-12:30PM	Coffee Break
Breakout Sessions	
12:30-2:00PM	Session 7(A): ICT Innovation for SMEs
Description	<p>This session will address the role of information technologies in business operations and the way SMEs can benefit from these technologies to become competitive and innovative. The panel will:</p> <ul style="list-style-type: none"> • Discuss ways to bridge the gap between ideas, research, and products • Using effective marketing strategies to reach target consumers.
12:30-2:00PM	Session 7(B): Educated Insight: The Reinvention of Learning





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Description	<p>This session will illustrate the growing prominence of internet-based technologies and new methods in the business of education and will shed light on:</p> <ul style="list-style-type: none"> • New trends of Life-Long Learning • The increased use of technology for provision of education. • The evolution of innovative educational approaches, and innovative skills. • Access to markets outside the region
12:30-2:00PM	Session 7(C): Reshaping the Business of Financial Services
Description	<p>This session details the ability of companies specifically SMEs to meet their financial needs for growth by looking at:</p> <ul style="list-style-type: none"> • The rise of Islamic banking financing • The development of alternative financing means including the rise of FinTech, Mobile Wallet and crypto currency • The high-impact of innovative financial inclusion channels and platforms that can advance financial inclusion • The importance of cyber security in protecting financial assets of corporations, personal data, and mitigating the risks of using new methods.
2:00PM	Conference Luncheon
End of Conference	
4:00-6:00PM	By Invitation Only: AmCham MENA Council Meeting

