



The American Chamber  
of Commerce in Jordan



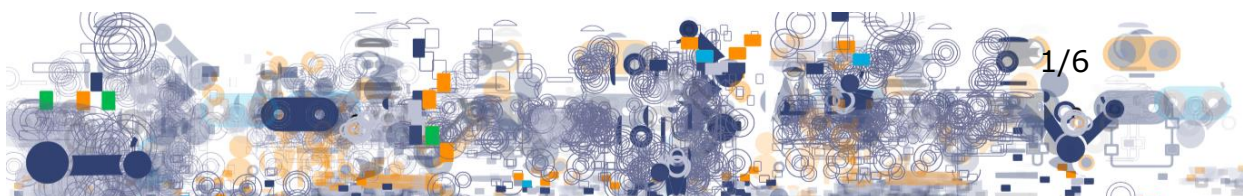
**Under The Patronage of  
His Royal Highness Crown Prince Al Hussein Bin Abdullah II**

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

27<sup>th</sup> & 28<sup>th</sup> October 2018  
Grand Hyatt Amman

## Agenda

<b>Day 1</b>	<b>:</b>	<b>Saturday October 27, 2018</b>
<b>Location</b>	<b>:</b>	<b>Grand Ballroom</b>
<b>Time</b>	<b>:</b>	<b>Session</b>
<b>8:30-9:00</b>	<b>:</b>	<b>Registration Welcome Coffee</b>
<b>9:00-10:00</b>	<b>:</b>	<b>Opening Session</b>
		<ul style="list-style-type: none"> <li>▪ Eng. Mohammed S. Bataineh, Chairman, the American Chamber of Commerce in Jordan &amp; Chairman of the AmCham MENA Regional Council</li> <li>▪ Mr. Tarek Tawfik, President, American Chamber of Commerce in Egypt - AmCham MENA Council Regional Secretariat</li> <li>▪ Mr. Khush Choksy, Senior Vice President, Middle East &amp; Turkey Affairs, U.S Chamber of Commerce.</li> <li>▪ Ms. Sarah E. Kemp, Acting Deputy Under Secretary of Commerce for International Trade, U.S Department of Commerce</li> <li>▪ H.E. Mothanna Gharaibeh, Minister of Information &amp; Communications Technology</li> </ul>
<b>10:00-10:30AM</b>	<b>:</b>	<b>Exhibition Opening</b>
<b>10:30-12:00</b>	<b>:</b>	<b>Session 1: Business Environment: Keys to Unlocking the Potential of MENA Marketplace</b>
<b>Description</b>		The 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 we will examine some of the successful business models that exist and analyze how companies can break barriers and grow on a local and regional level. We will also highlight ways to maximize the benefits of new technologies, processes, and business models to meet consumer demands and reflect on





how historic and cultural aspects can offer competitive advantages to local businesses.

**Moderator** : H.E. Mr. Marwan Jumaa, Chairman of Oasis 500 (Jordan)

- Speakers** :
- H.E. Mr. Karim Kawar, President of Kawar Group (Jordan)
  - Mr. Nasser Al Osabia, Managing Partner, Global Advocacy & Legal Counsel (UAE)
  - Mr. Fares Ghandour, Partner, Wamda Capital (Jordan)
  - Ms. Maha Bahou, CEO, JO-PACC (Jordan)
  - Dr. Ayman Ismail, Founding Director, AUC Venture Lab, The American University in Cairo (Egypt)
  - Mr. Rami Qawasmi, Founder & CEO, Mawdoo3.com (Jordan)

**12:00-12:30** : **Coffee Break**

**12:30-1:30** : Session2:  
Innovating Finance: Global Strategies Tailored to MENA’s Startup Community

**Description** : This session will illustrate the gaps in funding available for MENA startups or enterprises wanting to develop innovative products and will shed light on the different roles of VCs, Angel Investors, Banks and the Governments. We will also highlight Jordan’s legislative development and the models being introduced in different MENA countries to ensure sustainability and the protection of local capital when relocating outside the region.

**Moderator** : Mr. Sharief Fahmy, Managing Partner at Burgeon Ventures LLC (UAE)

- Speakers** :
- H.E. Mr. Ziad Fariz, Governor, Central Bank of Jordan (Jordan)
  - Mr. Amr El Abd, CEO, Egypt Ventures (Egypt)
  - Mr. Mohab Murrar, General Manager, Innovative Startups & SMEs Fund (Jordan)
  - Mr. Emile Cubeisy, Managing Partner of Badia Impact Fund (Jordan)

**1:30-3:00** : **Lunch**

**3:00-4:00** : **Session 3:**  
**How to Build a Resilient Business in the MENA Region**

**Description** : This session details the importance of having a robust entrepreneurial and legal ecosystem including legal frameworks that are interconnected with international frameworks to protect investment in innovation when traded across borders, ease of market entry and exit and other business practices in fostering enterprise growth and regional expansions.

**Moderator** : H.E. Mr. Fareedon Hartoqa, Secretary General, Jordan Investment Commission (Jordan)

- Speakers**
- Mr. Rasem Kamal, Founder and Managing Partner, Kamal & Associates Attorneys and Counselors at Law (Palestine)
  - Dr. Hiba Zarouor, Head of Intellectual Property Department at Hikmah Pharmaceuticals (Jordan)





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- Mr. Ibrahim Faza, Project Director, ShamaStart (Jordan)
- Dr. Mohammad Al-Jafari, Managing Director, Intellectual Property Commercialization Office (IPCO), iPark (Jordan)

**4:00-4:15** : **Coffee Break**

**Keynote Address** : The Honorable Charles Frank Bolden Jr., (USMC-Ret.), Department of State's Science Envoy for Space (USA)

**4:15 – 4:35** : Presentation

**Description** : The Use of STEM, PPP and Innovation with the Focus on Academic, Industrial and Governmental Cooperation in Innovative Space

**4:35 -5:45** **Session 4:  
Policies and Strategies that Encourage Spinouts: The US Model**

**Description** : This session sheds light on key U.S. economic policies that allowed the economy to become the most innovative and successful globally. We will look at how large US corporations promote and support external innovations, whilst looking at the lessons learnt from this model as means to bolster growth in the MENA and how special agreements between the US and a number of MENA countries including Free Trade Agreements can contribute to sustainable development and regional integration within the MENA region and with the U.S.

**Moderator** : Mr. Peter C. Mehravari, IP Attaché for the Middle East and North Africa, U.S. Embassy-Kuwait, U.S. Department of Commerce.

**Speakers** : 

- The Honorable Charles Frank Bolden Jr., (USMC-Ret.), Department of State's Science Envoy for Space (USA)
- Ms. Nour G. Jarrar, CEO, Citibank N.A. Jordan (Jordan)
- Mr. Hussein Malhas, Country Manager, Microsoft (Jordan)
- Mr. Hashem El-Dandarawy, Chairman Team4Security & Member of AmCham Egypt Board (Egypt)

**End of Day 1**

**Day 2** : **Sunday  
October 28, 2018**

**8:30-9:00** : **Registration  
Welcome Coffee**

**9:00-10:30** : **Session 5:  
ICT Innovation for SMEs**

**Location** : **Jasmine**

**Description** : 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 discuss ways to bridge the gap between ideas, research, and products and highlight ways to use effective marketing strategies to reach target consumers.





<b>Moderator</b>	: H.E. Mr. Mothanna Gharaibeh, Minister of Information and Communications Technology (Jordan)
<b>Speakers</b>	: <ul style="list-style-type: none"> <li>▪ Dr. Sherif Kamel, Dean, School of Business – The American University in Cairo (Egypt)</li> <li>▪ Mr. Danny Tawil, Vynets (Lebanon)</li> <li>▪ Ms. Soumaya El Sherbini, Co-Founder – RIGHTFOOT (Egypt)</li> <li>▪ Ms. Sara Mousa, Co-Founder &amp; Product Development Manager, Robotack (Jordan)</li> <li>▪ Mr. Ali Hajjaj, CEO, Labiba for Artificial Intelligence (Jordan)</li> <li>▪ Mr. Raafat Al Saifi, CEO, SignCom (Jordan)</li> <li>▪ Mr. Otha Mabry, Security Consultant, System Threat Engineer, Threat Intelligence Research and Security Architecture, Cisco Systems (USA)</li> </ul>
<b>10:30-12:00</b>	: <b>Session 6:</b> <b>Reshaping the Business of Financial Services</b>
<b>Location</b>	: <b>Jasmine</b>
<b>Description</b>	: This session details the ability of companies specifically SMEs to meet their financial needs for growth by looking at the rise of Islamic banking financing, the development of alternative financing means including the rise of FinTech, Mobile Wallet and crypto currency. This session will also highlight the high-impact of innovative financial inclusion channels and platforms that can advance financial inclusion, also the importance of cyber security in protecting financial assets of corporations, personal data, and mitigating the risks of using new methods.
<b>Moderator</b>	: Ms. Iman Mutlaq, Founder, Ingot Coin (Jordan)
<b>Speakers</b>	: <ul style="list-style-type: none"> <li>▪ Dr. Florence Eid Oakden, CEO &amp; Chief Economist of Arabia Monitor</li> <li>▪ Eng. Bassem Fuad Farradj, Chairman of the Board of Directors, Dinarak (Jordan)</li> <li>▪ Mr. Muhannad Ebwini, Founder &amp; CEO, HyperPay (Jordan)</li> <li>▪ Mr. Alaa Enshaiwat, Head of Zain Cash (Jordan)</li> <li>▪ Eng. Nasser Saleh, CEO and Founder, MadfoatCOM for ePayments (Jordan)</li> <li>▪ Mr. Ahmad Elayyan, Acting Executive Manager Assistant for Payment Systems &amp; Financial Inclusion Department, Central Bank of Jordan (Jordan)</li> </ul>
<b>12:00-12:30</b>	: <b>Coffee Break</b>
<b>Breakout Sessions</b>	
<b>12:30-2:00</b>	: <b>Session 7(A):</b> <b>Accelerating Innovation in Energy and Environment Technologies</b>
<b>Location</b>	: <b>Jasmine</b>
<b>Description</b>	: This session will shed light on the rapid development of efficient and sustainable alternative energy sources. The session will showcase Jordanian and 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. This session will discuss ways of integrating strategies that promote sustainable energy production and environmental conservation; assess new trends in solar and wind energy production; highlight opportunities and trends in environmental architecture; identify current hurdles, assess policies and measures that should be put in place to accelerate the evolution of energy technologies, examine potential collaboration between the private and public sector in the areas of energy production and environment conservation.

**Moderator** : Dr. Duraid Mahasneh, Chairman, EDAMA (Jordan)

- Speakers** :
- Ms. Sarah El Battouty, Chairman - Principal Architect – EConsult, and Senior Advisor to the Egyptian Presidency on Sustainability (Egypt)
  - Mr. Hanna Zaghoul, CEO, Kawar Energy (Jordan)
  - Mr. Samer Judeh, Chairman, Jordan Wind Project Company (Jordan)
  - Mr. Waleed AlHallaj, Co-founder & General Manager, Ishraq Energy (Jordan)

**12:30-2:00** : **Session 7(B): Educated Insight: The Reinvention of Learning**

**Location** : **Orchid**

**Description** This session will illustrate the growing prominence of internet-based technologies and new methods in the business of education and will shed light on new trends of Life-Long Learning and the increased use of technology for provision of education. Highlighting the evolution of innovative educational approaches, and innovative skills and ways to access markets outside the region.

**Moderator** : Dr. Jamil Al Khatib - Manager of German Jordanian University (GJU) Program Innovation & Entrepreneurship (PIE) (Jordan)

- Speakers** :
- Mr. Sam Caucci, Founder & CEO, 1HUDDLE (USA)
  - Mr. Levon DerSarkissian, President, LKD Technologies (Jordan)
  - Mr. Mohannad Armoush, CEO, Evyra (Jordan)
  - Ms. Hanan Khader, Founder & CEO, Hello World Kids (Jordan)
  - Ms. Jida Sunna, Co-Managing Partner, Code Circle (Jordan)

**12:30-2:00** : **Session 7(C): Bringing Innovation to Health Care Systems in the MENA Region**

**Location** : **Iris**

**Description** : This session will focus on the rising prominence of technology in healthcare and particularly Artificial Intelligence (AI) and IT tools





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in advancing R&D for health care and life sciences. The panel will address the use of AI and innovations in:

Innovative sourcing to reduce cost, drug design and repurposing, target discovery, and efficiency in conducting clinical trials and reducing costs, enhancing efficiency, and providing a positive alternative to current methods towards quality health care services.

**Moderator** : Mr. Faris Gammoh, CEO, Jordan International Insurance Group (Jordan)

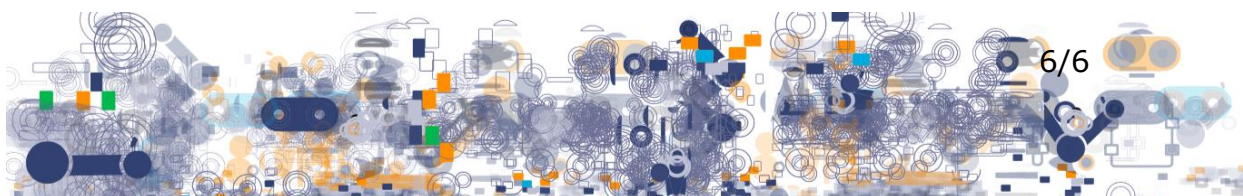
- Speakers**
- Dr. Samir Khalil, Executive Director, PhRMA (UAE)
  - Mr. Mohammad El Mougi, VP of North Africa & Levant, Vezeeta (Egypt)
  - Mr. Ghassan Al-Lahham, Founder & CEO, Hakeem (Jordan)
  - Dr. Noha Khater, Co-Founder – Al-Mouneer (Egypt)
  - Mr. Brandon Smith, Director International Sales, Tactical Medical Solutions (USA)
  - Mr. Ziad Sankari, Founder, CardiDiagnostics (Lebanon)

**2:00** : **Lunch**

**End of Conference**

**3:00-4:30** : **AmCham MENA Council Meeting (By Invitation)**

**Location** : **Orchid**





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## Contact & Follow AmCham–Jordan:



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