



12th Annual **AmCham MENA Regional Conference**

April 17, 18 & 19, 2024 - Westin Dubai Mina Seyahi Resort & Marina

"ONE REGION, ONE VOICE"



The 12th Annual AmCham MENA Regional Council Conference **"One Region, One Voice"** **The Westin Dubai Mina Seyahi Beach Resort & Marina.** **Dubai-UAE**

Welcome to the 12th Annual AmCham MENA Regional Conference in Dubai, hosted by AmCham Dubai on April 17- 19 at the Westin Dubai Mina Seyahi Resort & Marina Hotel.

Embracing the theme of "One Region, One Voice," this conference unites leaders and experts from across the 12 nations of the MENA region. A unique gathering that underscores the economic significance of these nations, representing various industries and sectors. Over these three days, we will discuss various topics impacting businesses throughout the region.

We aim to address the multifaceted challenges and opportunities that define the MENA business landscape. Emphasizing the value of the area, our collective efforts will extend beyond dialogue, fostering collaboration on critical issues and regulations affecting businesses in the MENA region. Join us as we connect, collaborate, and amplify one voice for the progress and prosperity of our diverse and dynamic region.

Wednesday, April 17, 2024
Time: 6:30-9:30 PM

Networking Reception- An Exclusive Gathering of AmCham MENA Delegates

The Networking Reception is the kick - off the AmCham MENA conference, bringing together delegates from 11 nations in the region. This exclusive gathering aims to foster connections, encourage cross-border collaborations, and set the stage for meaningful discussions throughout the conference.

The 12th Annual AmCham MENA Regional Council Conference
“One Region, One Voice”
The Westin Dubai Mina Seyahi Beach Resort & Marina.
Dubai-UAE
April 18th -19th, 2024

CONFERENCE PROGRAM

DAY I: Thursday, April 18th

Opening Session

Conference Welcome

- Ms. Cara Nazari, CEO, AmCham Dubai

Opening Remarks

- Mr. Sammy Bousaba, President, AmCham Dubai, and Vice Chairman, AmCham MENA Regional Council
- Mr. Tarek Tawfik, AmCham Egypt President, Chairman of the AmCham MENA Regional Council; and Chairman, Cairo Poultry Group
- Mr. Khush Choksy, Senior Vice President, International Member Relations & Senior Vice President, Middle East & Turkey, U.S. Chamber of Commerce

Session I: “Innovation, Technology, and Cybersecurity”

- *Regional digital transformation initiatives spanning sectors such as healthcare, education, finance, and government services, all aimed at bolstering efficiency, competitiveness, and overall quality of life.*
- *Information and Communication Technology (ICT) sector’s growth: policies and initiatives that attract investment, stimulate innovation, and generate employment opportunities.*
- *Investments in ICT infrastructure, including broadband networks and data centers are being made to facilitate digital growth and ensure reliable connectivity.*
 - *Digital Transformation and e-Governance.*

Session II: “International Trade Panel”

- *Advancing intra-regional trade relations and with the United States*
 - *Trade Financing Opportunities available for the Region*

Session III: “Forging a Sustainable Tomorrow: Post-COP28 Strategies for Ongoing Climate Momentum”

- *Stepping up regional government goals both to adapt to climate change and to reduce our own contribution to global warming.*
 - *Investment to sufficiently boost climate resilience and meet 2030 emissions reduction targets.*
 - *Attracting more private finance to bridge the financing gaps.*
 - *Private sector outcomes from COP28*

Lunch Break/Networking

Poly-Economic Review

Special Conference Remarks:



Mr. Nenad Pacek
Founder and President
Global Success Advisors and the EMEA Business Group

CONFERENCE KEYNOTE ADDRESS:



H.E. Dr. Mahmoud Mohieldin
Executive Director for Arab States and The Maldives
International Monetary Fund (IMF)

Session IV: Food and Water Security in the Region

- *Advancing Innovation in Agriculture, Water Resources Management, and Environmental Sustainability.*
- *Impact of Climate Change on Agro-Ecosystems, assessing Water Sustainability Management practices, Waste Management and the Circular Economy*
Digitization of the Agriculture Sector, and ways in which businesses can achieve a sustainable supply of crops, a Net-zero value chain, and make positive choices.
- *Best Practices in Agribusiness for sustainability and waste reduction (specific country experiences).*

Session V: Role of Brand Protection and IPR in Facilitating Investment

- *Addressing the Challenges facing the private sector in protecting Brand image.*
- *Success stories in the region, private-public sector cooperation in protecting Private sector image.*
 - *The way forward: the positive impact of improving IPR in the region.*

Session VI: Financing the Energy Transition

- *Role of Innovation in Decarbonizing the Region's Oil & Gas Sector and in Accelerating the Region's Green Transition*
- *Ways in which regional and global oil & gas leaders are leveraging technologies to improve efficiencies and decrease environmental impacts in their operations at every stage of the supply chain, including Carbon Capture, Methane Reduction, and other solutions.*
- *Role of multilateral DFIs in MENA green energy finance and involvement in new technologies (carbon capture)*
- *Private and Public Finance to tackle regional challenges related to Climate Change, and U.S. Financing Tools available for the Region.*

DAY II: Friday 19th

Registration & Light Breakfast

MOU Signing: Launch of AmCham MENA Marketplace Platform in Partnership with Kallman Worldwide

Session VII: Advancing Health Equity in the MENA Region

- *Highlight models of Public Private Partnerships in advancing healthcare equity in the region.*
 - *The role of private sector in facilitating affordable/accessible healthcare schemes*
- *Private Sector innovation (role of multinational pharmaceutical companies) in mitigating non-communicable diseases.*
 - *Disparities in regional healthcare systems.*

Session VIII: "Unleashing the potential of AI in the MENA Region"

- *Role of Arabic AI in accelerating regional industrial development*
- *AI progress in MENA and putting the best formula forward for a greener economy.*
 - *Integrating AI with HR strategies and technology development in MENA*
 - *AI governance and regulation trends in MENA*

Closing Remarks

Adjourn