

**17-19 APRIL 2024**

The Westin Dubai Mina Seyahi Beach Resort & Marina

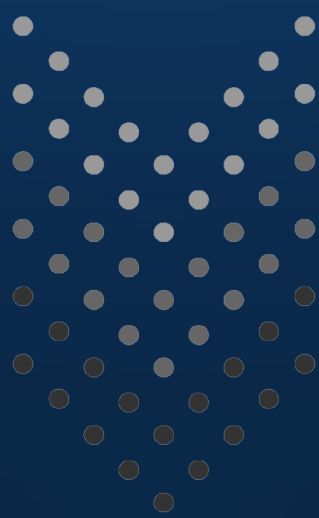


1 2 T H   A N N U A L

# **AMCHAM MENA**

REGIONAL CONFERENCE 2024

**“ONE REGION, ONE VOICE”**



# **P R O G R A M**

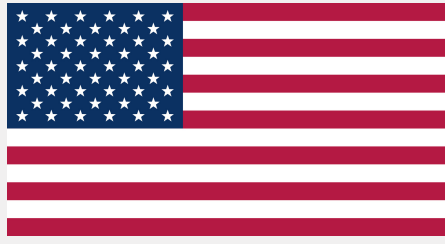


12th Annual **AMCHAM MENA** Regional Conference

**“ONE REGION, ONE VOICE”**

17-19 April 2024

# 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 11 nations of the MENA region. A unique gathering that underscores the economic significance of these nations, representing various industries and sectors. Over these 2.5 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.



## About AmCham MENA Council -

[www.amchammena.org](http://www.amchammena.org)

The AmCham MENA Regional Council (AmCham MENA Council) was established in 2005 and now comprises the AmChams of Abu Dhabi-UAE, Dubai-UAE, Bahrain, Egypt, Jordan, Kuwait, Lebanon, Oman, Palestine, Qatar and Tunisia. AmCham Dubai started its two-year tenure as Chair of the Council in April 2024. The Council’s Secretariat resides at AmCham Egypt.

Our mission is to strengthen trade and economic ties between the MENA region and the United States.



U.S. Chamber of Commerce



12th Annual **AMCHAM MENA** Regional Conference

**"ONE REGION, ONE VOICE"**

17-19 April 2024

**DAY 1**

**Thursday, April 18, 2024**

Location: Serdaal 2 Ballroom

**8:30 – 9:00**

**REGISTRATION**

*Networking and Light Breakfast*

**9:00 – 9:45**

**OPENING SESSION**



**Sammy Bousaba**

*Chairman*  
**AMCHAM DUBAI & VICE CHAIR**  
**AMCHAM MENA COUNCIL**



**Martina Strong**

*U.S. Ambassador*  
**UAE**



**Tarek Tawfik**

*President, AMCHAM EGYPT*  
*Chairman, AMCHAM MENA COUNCIL*  
*Chairman, CAIRO POULTRY GROUP*



**Khush Choksy**

*Senior Vice President*  
*International Member Relations*  
*Senior Vice President, ME & Turkey,*  
**U.S. CHAMBER OF COMMERCE**

**9:45- 10:45**

**PANEL SESSION 1**

*Cybersecurity Innovation*  
*Technology*

**INDUSTRY  
SECTOR  
PARTNER**



*Focus on the intersection of cybersecurity enabling innovation technology in the MENA region, exploring challenges to foster technological advancement while ensuring robust cybersecurity measures.*



**Moderator**

**Ljupcho Joshevski**

*Director, Cybersecurity Solutions*  
*Engineering, CISCO*



**Panelist**

**Zanfer Ahad**

*Information Technology Director*  
**Innovo**



**Panelist**

**Ghiya Al-Haj-Hasan**

*Chief Commercial Officer*  
*Middle East & Africa*  
*High Growth Regions*  
**HONEYWELL**



**Panelist**

**Aydin Aslaner**

*Cybersecurity Director*  
**MICROSOFT - MIDDLE EAST**



**Panelist**

**Phil Marlowe**

*Managing Director*  
**AVI-SPL**





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**9:45- 10:45**

**BREAKOUT SESSION**

***IPR Roundtable & Training***

Location: Sharjah Meeting Room

(by invitation)

*Focus on the intersection of cybersecurity enabling innovation technology in the MENA region, exploring challenges to foster technological advancement while ensuring robust cybersecurity measures.*



**Aisha Y. Salem-Howey**

Intellectual Property Attaché  
U.S. EMBASSY ABU DHABI



**Mohamed Kamal**

Director, Brand Protection & Anti  
Counterfeiting Investigations  
NIKE



**Chris Hilotin**

Brand Protection Manager  
APPLE



**Kamal Sharma**

Director & Assistant General Counsel,  
Global Brand Protection, IMEA  
P&G



**Carol Halasa**

Consultant  
IPWHIZ

**10:45 – 11:00**

**COFFEE BREAK**

**11:00 – 12:00**

**PANEL SESSION 2**

***International Trade***

*MENA trade faces numerous challenges, including trade security concerns and economic diversification. In this context, this panel explores the impact of global trade issues, - protectionism and trade wars- regional trade cooperation- trade collaboration and integration within MENA while addressing trade barriers- sustainable trade practices.*



Moderator

**Tanya Cole**

Counselor for Commercial Affairs,  
Regional Sr. Commercial Officer Gulf  
U.S. EMBASSY UAE



Panelist

**Mohamed Ali El Dabaa**

Regional Director of Public Policy ME  
P&G



Panelist

**Sahar Hosny**

Operations Manager  
GLOBAL SERVICE FOR TRADE



Panelist

**Mary Gukasyan**

Managing Director MEA  
KRAFT HEINZ



Panelist

**Karim Refaat**

Chairman  
N GAGE GROUP



Panelist

**Aisha Y. Salem-Howey**

Intellectual Property Attaché  
U.S. EMBASSY ABU DHABI



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**12:00- 13:00**

**PANEL SESSION 3**

***Forging a Sustainable Tomorrow:***

Post-COP28 Strategies for Ongoing Climate Momentum

*A comprehensive readout of COP28, analyzing key outcomes and addressing the global efforts to tackle climate change.*



**Introduction**

**Joëlle Jammal**

*Executive Director*

**GLOBAL COMPACT NETWORK UAE**



**Moderator**

**Raya Makawi**

*Regional Leader - Sustainability MEA*  
**3M**



**Panelist**

**Yasin Kasirga**

*Decarbonization Leader - MEA*  
*Carbon Solutions - Gas Power*  
**GE VERNOVA**



**Panelist**

**Khalid Mohammad**

*Vice President & General Manager, MEA*  
**JOHNSON CONTROLS**



**Panelist**

**Samer Judeh**

*Chairman AmCham Jordan*  
**JORDAN WIND COMPANY**



**Panelist**

**Becky Briggs-York**

*Africa, Middle East and South Asia (AMESA)*  
*External Communications Lead, Corporate*  
*Affairs*  
**PEPSICO**

**13:00 – 13:50**

**LUNCH BREAK**

**14:00 – 15:00**

**KEYNOTE SPEAKER**

***POLY-ECONOMIC OVERVIEW***



**Nenad Pacek**

*Founder and President*

**GLOBAL SUCCESS ADVISORS AND**  
**EMEA BUSINESS GROUP**

*The poly-economic overview provides a comprehensive perspective on political and economic dynamics in the MENA region, insights, and strategies for engagement. Providing valuable insights into its compelling business opportunities and fostering a deeper appreciation for its strategic significance.*

- *Global Economic Trends: Gain a comprehensive understanding of the current economic climate and its implications for businesses worldwide.*
- *Geo-Political Influences: Explore how geopolitical factors shape the MENA markets and what it means for your organization.*
- *Challenges Facing MENA Directors: Identify and address the key challenges confronting directors in the MENA region and learn effective strategies for overcoming them.*
- *Tools for Corporate Expectations: Nenad Pacek will provide actionable tools and strategies for managing and exceeding corporate expectations in today's dynamic business environment.*





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**15:00 – 16:00**

## **PANEL SESSION 4**

### **Food & Water Security**

*Defining the intricate relationship between water management and food security, exploring strategies to ensure sustainable access to water resources for agricultural practices across the region.*



**Moderator**

**Hassan Moufid Halawy**

*General Manager*  
**ELITE AGRO**



**Panelist**

**Tarek Tawfik**

*President, AMCHAM EGYPT*  
*Chairman, AMCHAM MENA COUNCIL*  
*Chairman, CAIRO POULTRY GROUP*



**Panelist**

**Antoine Quily**

*Commercial Director for MEA*  
**VALMONT**



**Panelist**

**Rhana Kurdi**

*CEO*  
**SKYDROPS SUSTAINABLE**  
**WATER TECHNOLOGIES**



**Panelist**

**Mohamed Aissaoui**

*Founder & CEO*  
**MY FARM**



**Panelist**

**Peter Henderson**

*Founder & CEO*  
**E2G FOOD**

**15:00 – 16:00**

## **BREAK OUT SESSION**

### **HR -IZATION Roundtable**

Location: Sharjah Meeting Room

*Join us for 'IZATION,' a dynamic roundtable session during the AmCham MENA conference, where we'll delve into the evolving landscape of nationalization initiatives in the Middle East. Explore the profound impact of nationalization on business operations and gain valuable insights to navigate this strategic landscape effectively.*

## **S P E A K E R S**



**Sulaf Al-Zu'bi**

*Senior Advisor*  
**SSA CONSULTING**



**Isil Atta**

*Head of HR MEA*  
**CIGNA**



**Shoaib Khaleeli**

*Senior Manager*  
**FRAGOMEN**



**Talal El Halabi**

*Senior Director, HR MEA*  
**JCI**



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**16:00 - 16:15**

**COFFEE BREAK**

**16:15- 17:15**

**PANEL SESSION 5**

***Financing Energy Transition***

*Explores how financing strategies not only support energy initiatives but also encompass ESG considerations for sustainable and responsible financing.*



Special Remarks

**Geoffrey R. Pyatt**

*Assistant Secretary*

*Bureau of Energy Resources*

**U.S. DEPARTMENT OF STATE**



Moderator

**Semih Ozkan**

*Executive Director, EMEA Energy,  
Power, Renewables, Metals & Mining*  
**JP MORGAN CHASE BANK**



Panelist

**Marc Khawaja**

*Advisor - Strategy and Business  
Development*  
**THE CORAL OIL COMPANY LIMITED**



Panelist

**Salih Yilmaz**

*CFA, Senior Equity Research  
Analyst - Energy, Oil & Gas,  
Transition ESG*  
**BLOOMBERG**



Panelist

**Anupama Bhatia**

*Managing Director*  
**GUNVOR ENERGY TRADING**

**17:30 - 19:30**

**NETWORKING RECEPTION**

*An Exclusive Gathering of AmCham MENA delegates*

***Location: Farrago, W Hotel Dubai Mina Seyahi***

The Networking Reception is the opportunity of the delegates of the AmCham MENA conference, to network 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.





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### DAY 2

Friday, April 19, 2024

Location: Serdaal 2 Ballroom

8:45 - 9:15

#### Breakfast with RAK

Explore Business Opportunities with RAKEZ and RAKTDA over Breakfast

8:00 - 9:10

#### AmCham Dubai Board Meeting

By Invitation

Location: Sharjah Meeting Room

9:10 - 9:30

#### Networking & Light Breakfast

9:30 - 10:00

#### WELCOME, ROTATION OF LEADERSHIP ROLES & MOU SIGNING



##### Sammy Bousaba

Chairman  
AMCHAM DUBAI



##### Tarek Tawfik

President, AMCHAM EGYPT  
Chairman, AMCHAM MENA COUNCIL  
Chairman, CAIRO POULTRY GROUP



##### Tom Kallman

President & CEO  
KALLMAN WORLDWIDE

#### MOU SIGNING: AmCham MENA Sourcehere Marketplace

The AmCham MENA Council virtual marketplace will be an online platform that connects the Members of AmCham's in the MENA region and provides them with a space to showcase their products and services, advancing trade and commerce between members of the region.

10:00 - 10:50

#### PANEL SESSION 6 Health Equity

Addressing the need for fair opportunities, eliminating disparities, and overcoming systemic barriers to ensure everyone can achieve their highest level of health.

INDUSTRY  
SECTOR  
PARTNER



Moderator

##### Robert Mikhael

Founder & Managing Director  
H FOR HEALTH



Panelist

##### Ashraf Mallak

AVP, Managing Director GCC  
MSD



Panelist

##### Rami Al Tayar

Regional Director GCC  
CHILDRENS NATIONAL  
MEDICAL CENTER



Panelist

##### Mohamed Mostafa

VP & GM, KSA, Egypt Libya Sudan  
IQVIA



Panelist

##### Samia Cherif

Head of Gov't Affairs, Emerging Markets  
ILLUMINA





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**10:50 – 11:50**

**PANEL SESSION 7**

***Unleashing the Potential of AI***

**INDUSTRY  
SECTOR  
PARTNER**



**Microsoft**

*This discussion will provide a comprehensive overview of the current landscape of Artificial Intelligence (AI) in the MENA region, exploring existing applications, challenges, and successes. Expert speakers will delve into the region's unique opportunities for AI advancement and discuss strategies to harness its full potential.*

**Moderator**



**Dima Sari**

*Director, Gov't Affairs Campaigns  
Corporate External & Legal Affairs  
MICROSOFT*

**Panelist**



**Hoda Mansour**

*Chief Operating Officer Asia Pacific,  
Japan, Middle East & Africa  
IFS*

**Panelist**



**Emna Krichene**

*Privacy Policy Manager,  
ME, NA & Turkey, META*

**Panelist**



**Raymond Makhoul**

*Managing Director, Accenture Strategy  
ACCENTURE*

**Panelist**



**Prof. Dr. Sanjay Sarma**

*CEO, President & Dean  
ASIA SCHOOL OF BUSINESS*

**11:50 – 12:00**

**CLOSING REMARKS & PHOTOS**

**12:00 – 13:00**

**LUNCH AT MINA'S KITCHEN**

**THANK YOU TO OUR  
INDUSTRY PARTNERS**



U.S. Chamber of Commerce