

## SPURRING ENTREPRENEURSHIP AND MSME GROWTH IN LEBANON

**“What is needed to blend funding and promotion of MSMEs more effectively in Lebanon?”**

**Hotel le Bristol–Beirut, 6 December 2016**

09h00-09h30	<b>Registration - Coffee, tea</b>
09h30-09h50	<p><b>Introduction and welcome remarks</b> Introductory remarks to outline seminar goals, welcome participants, and provide leadership vision from the organising institution.</p> <ul style="list-style-type: none"> <li>- H.E. Dr Hussain Al Haj Hassan, Minister of Industry</li> <li>- Mr Jose Luis Vinuesa Santamaria, Head of Sustainable Development Section, EU Delegation to Lebanon</li> <li>- Dr Khater Abi Habib, CEO, Kafalat</li> <li>- Ms Marie-Jo Char, Project Team Leader, EBESM</li> </ul>
09h50-10h15	<p><b>Panel 1: Setting the stage - Key findings of the assessment of Lebanese and MED countries’ policies to facilitate access to finance for MSMEs</b></p> <ul style="list-style-type: none"> <li>- Mr Christophe Malherbe and Mr François-Louis Billon, Experts EBESM</li> </ul>
10h15-11h15	<p><b>Panel 2: Real life testimonials: what are the challenges and key issues faced by entrepreneurs and SMEs?</b></p> <ul style="list-style-type: none"> <li>- Ms Aline Kamakian, CEO, FIG Holding</li> <li>- Mr Toufic Azar, CEO, Meacor</li> <li>- Mr Mohamad Sabouneh, Moodfit</li> <li>- Mr. Bassel Idriss – Formidable Industries</li> <li>- <b>Moderator:</b> Ms Nicola Ehlermann, Head, MENA OECD Competiveness Programme, OECD</li> </ul> <p>Discussion</p>
11h15-11h30	<b>Coffee break</b>
11h30-12h20	<p><b>Panel 3: The response of the financial ecosystem</b></p> <ul style="list-style-type: none"> <li>- Mr Bechara Nader, Head SME Credit, Banque Audi</li> <li>- Mr Fouad Rahmeh, Investment Banker</li> <li>- Mr. Paul Chucrallah, Managing Director, Berytech Fund II</li> <li>- Ms. Corine Kiame, IM Capital</li> <li>- Ms Alia Farhat, Business Development Manager, Al Majmoua</li> <li>- <b>Moderator:</b> Mr Alain Santi, Expert EBESM</li> </ul> <p>Discussion</p>
12h20-13h10	<p><b>Panel 4: Non-financial support services to early stage and SMEs</b></p> <ul style="list-style-type: none"> <li>- Mr Rami BouJaoude, Assistant General Manager, Berytech</li> <li>- Mr Sami Abou Saab, CEO, Speed@BDD</li> <li>- Ms. Fida Kanaan, Director of Executive Education, AUB The Darwazah Center</li> <li>- Mr. Nadim Zaazaa, Tech Hub S.A.L.</li> <li>- <b>Moderator:</b> Mr Emmanuel Noutary – General Delegate - Anima</li> </ul> <p>Discussion</p>

13h10-14h00	<p><b>Panel 5: Can business support and financial institutions better interact with each other to accompany SME growth and support value chains?</b></p> <ul style="list-style-type: none"> <li>- Ms Malin Elander Oggero, Programme Manager, EU Policies, European Commission</li> <li>- Ms Sylvie Cogneau, Manager International Department, Bpifrance</li> <li>- Mr Benjamin Godel, Senior Manager, International Markets BDI, Federation of German Industries</li> <li>- Mr François-Louis Billon</li> </ul> <p><b>Moderator:</b> Ms Patricia Augier, IM, FEMISE</p> <p>Discussion</p>
14h00-14h30	<p><b>Wrap-up Session: conclusions and the way forward</b></p> <ul style="list-style-type: none"> <li>- Ms Marie-Jo Char, Mr Bernd Balkenhol, Expert EBESM, Ms Manal Yassine, National SBA Coordinator, Ministry of Industry</li> </ul>
14h30-15h30	<p><b>Lunch</b></p>