

**« Encourage and Support Lebanese SMEs to benefit from growth markets »
National Seminar for Lebanon
9-10 October 2014, Crown Plaza Hotel, Beirut - Lebanon
Programme**

Day 1: Thursday, 9 October 2014: Export promotion strategy	
08.30-09.00	Participant registration; coffee and tea
09.00-09.20	Welcome and introductory remarks Introduction to the seminar, objectives, structure and organisation By: Mr. Dany Gedeon, Director General, Ministry of Industry and Ms. Marie-José Char, Project Team Leader, GIZ
09.20-10.30	Presentation of “Internationalisation of SMEs”, principle 10 of the Small Business Act for Europe (SBA) Linkages with the other principles of the SBA By: Ms. Marie-José Char State of play in Lebanon : Institutions, policies and instruments By : Mr. Karim Hammoud Q&A Session/Discussion
10.30-11.30	How to build successful export promotion strategies? Exchange of best practices By: Mr. Oliver Clark and Mr. Karim Hammoud Q&A Session/Discussion
11.30-11.45	Coffee break
11.45-13.00	Export capacity-building programmes Exchange of best practices By: Mr. Oliver Clark and Mr. Karim Hammoud Example of export programme for services: Berytech By: Mr. Nicolas Rouhana, Executive Director, Berytech. Q&A Session/Discussion
13.00-14.00	Lunch
14.00-16.00	Two parallel workshops on 1) Export promotion strategy and 2) Export capacity building programmes Position of Lebanon with respect to these two topics (SWOT Analysis) Challenges encountered in implementing this SBA principle Recommendations/action plan to improve its implementation. By: Responsible of each sub-group
16.00-16.10	Coffee break
16.10-16.45	Conclusions and recommendations By: Mr. Oliver Clark and Mr. Karim Hammoud
16.45-17.30	Wrap-up session By: Ms. Manal Yassine Charter coordinator and Ms. Marie-José Char

Day 2: Friday, 10 October 2014: Facilitate access to global markets	
08.30 - 09.00	Participant registration; coffee and tea
09.00 -10.00	Global value chains and production networks Exchange of best practices By: Mr. Fadi Fayad and Mr. Oliver Clark Q&A Session/Discussion
10:00 -11.00	Providing advice and high value information about the international market - One-stop-shop By: Mr. Fadi Fayad - The EU help desk By: Mr. Juan-Ramon Iturriagagoitia Q&A Session/Discussion
11.00 -11.15	Coffee break
11.15 -12.30	Product and service : facilitating access to international markets - Product Standards By: Mr. Fadi Fayad - Technical Barriers to Trade (TBT) By: Mr. Juan-Ramon Iturriagagoitia - Non-tariff Measures (NTM) By: Mr. Juan-Ramon Iturriagagoitia Q&A Session/Discussion
12.30-13.00	Overview of the Agreement on Conformity Assessment and Acceptance of industrial products (ACAA) By: Ms. Manal Yassine, Charter coordinator, Ministry of Industry and Mr. Juan-Ramon Iturriagagoitia Q&A Session/Discussion
13.00-14.00	Lunch
14.00-16.00	Two parallel workshops on 1) Market access issues and 2) Information on international markets. Position of Lebanon with respect to these two topics (SWOT Analysis) Challenges encountered in implementing this SBA principle Recommendations/action plan to improve the implementation of this principle. By: Responsible of each sub-group
16.00-16.10	Coffee break
16.10-16.45	Conclusions and recommendations By: Mr. Fadi Fayad and Mr. Juan-Ramon Iturriagagoitia
16.45-17.30	Wrap-up session Workshop assessment and participant feed-back By: Ms. Manal Yassine and Ms. Marie-José Char