



SMEs & Arab World Forum report

Paris, May 19 -22, 2014

Under the patronage and in presence of
Her Highness Sheikha Bodour Bint Sultan Al Qasimi
Chairperson of Sharjah Investment and Development Authority (Shurooq)

Organized by

Arab Business Leaders
قادة الأعمال العرب

In partnership with



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Introduction

Arab Business Leaders, in partnership with the Euro-Mediterranean think tank IPEMED, the Franco-Arab Chamber of Commerce and Paris-Dauphine University have organized the first “SMEs & Arab World” Forum under the patronage and in presence of Her Highness Sheikha Bodour Bint Sultan Al Qasimi, Chairperson of Shurooq.

The events took place over 4 days and gathered major players of the European and French Economies, including SMEs, international trade agencies, Chambers of Commerce and the Ministers of Economy and Foreign Affairs.

Over 300 CEOs from Europe and the MENA region participated in the conference on May 20th at Paris-Dauphine University. It focused on how European SMEs can succeed in the MENA region as well as on how Arab investors can support European SMEs' growth.

H.H Sheikha Bodour Al Qasimi delivered a speech in French towards stronger relationships based on mutual exchanges and trust between the Arab World and Western countries.

H.H Sheikha Bodour Al Qasimi said: “Our civilizations, European and Arabs, are different, but also complementary in many respects. And while our legal, political and economic environments may differ, I am here today to assure you we will do everything in our power to help you overcome any obstacles in order to succeed in Sharjah's thriving economic environment.”

Diplomatic and business delegations from several Arab countries and Europe attended the conference. Professionals from Europe, the UAE, Saudi Arabia, Kuwait, Egypt, Morocco and Lebanon participated in the round tables and gave their vision about the French-MENA relations. All of them highlighted the weakness of Arab investments in French SMEs and agreed to work together in the near future to strengthen ties between Europe, France and the MENA region.

Face to face meetings between Arab delegations and French CEOs were held before the conference.

A new edition of the forum will be organized by the end of 2014 in the UAE.

Forum “SMEs & Arab World” Kick off cocktail

Launching of the Forum at Fouquet’s Barrière Hotel in the Champs-Elysées Avenue

50 selected CEOs, investor and the Arab delegations gathered in the most prestigious avenue in France, the Champs Elysées.



FOUQUET'S BARRIÈRE
HÔTEL & RESTAURANTS
PARIS



Meetings organized for the Arab delegations*

Meetings organized by Arab Business Leaders for the Arab delegations:



- H.H Sheikha Bodour Al Qasimi with H.E. Arnaud Montebourg, Minister of Economy of France
- H.H Sheikha Bodour with H.E. Jack Lang, President of the Arab World Insitute, Former France's Minister of Culture and Minister of Education
- Meeting with MEDEF International (France's largest union of employers)
- Face to face meetings between French and European SMEs and business professionals from the GCC
- M. Jacques Maire, Director for business and global economy for the French Ministry of Foreign Affairs
- Mr Jean-Louis Schilansky, President of the French Union of Petroleum Industry
- French investment funds (private equity, family offices and hedge funds)
- French major players in energy, luxury and legal.
- GDF Suez (2nd World's largest energy company)
- Franco-Arab Chamber of Commerce
- Paris Chamber of Commerce

(*) Non exhasutive list

The conference on May 20th: “The MENA region, a new source of opportunities for French SMEs”

Conference under the patronage and the presence of
Her Highness Sheikha Bodour Bint Sultan Al Qasimi



Conference organized by Arab Business Leaders in partnership with IPEMED, the Franco-Arab Chamber of Commerce and Paris-Dauphine University.

List of guest speakers

- **H.H. Sheikha Bodour Bint Sultan al Qasimi**
- **H.E. Marwan J. Al Sarkal** : CEO at Sharjah Investment and Development Authority, Shurooq (UAE)
- **Michel Adwan** : Deputy CEO at BlomBank (Lebanon)
- **Sherif Abdul Razak** : CEO at Ektettab Investment Holding (Kuwait)
- **Dr. Ali Al Shamali** : Investor and CEO at Al Madina Holding (Kuwait)
- **Luai Al Tayeb** : General Manager at PMC Jubail (Arabie Saoudite)
- **Radhi Meddeb** : Board member at the Banque Tuniso-Koweitienne (Tunisia)
- **Christophe Bavière** : President at Idinvest, USD 7bn investment fund (France)
- **Mohammed Amrabi** : Director at Moroccan Investment Development Agency (Morocco)
- **Roland Ziadé**: Lawyer, Partner at Linklaters (France/Lebanon)
- **Philippe Mangeard** : Vice-president at UBIFrance (main French agency for export promotion)
- **Michele Assouline** : Vice-presidente du MEDEF Paris (France’s largest union of employers)
- **Jacques Ardant** : Deputy CEO Méditerranéen-Africa at BNP Paribas International Retail Banking
- **Pascal Colleoni** : CEO at Hyseo Energy (France)
- **Rim Siam** : CEO at WEBB International Middle-East (Egypt)
- **Jean-Louis Guigou** : General Delegate at IPEMED (France)
- **Dr. Saleh Al Tayar** : General Secretary at Franco-Arab Chamber of Commerce (France/Saudi Arabia)
- **Arnaud Raynaud** : Vice-President at Paris-Dauphine University (France)
- **Houssam Nasrawin** : President at Arab Business Leaders (France/Jordan)

H.H Sheikha Bodour Al Qasimi, UAE Ambassador to France, H.E Mohamed Al Raeesi; H.E Marwan Al Sarkal, CEO at Shurooq and Houssam Nasrawin, President at Arab Business Leaders



"SMEs & Arab World" Forum media coverage

Sharjah's investment potential highlighted

Two-day conference in Paris focuses on how French SMEs can succeed in the Mena region



Participants in the two-day conference in Paris, France, focused on how French SMEs can succeed in the Mena region.

بداية بدور القاسمي وحضور 300 رجل أعمال الشارقة تستقطب المستثمرين في باريس

شارقة تستقطب المستثمرين في باريس... بدأت في باريس... حضرها 300 رجل أعمال... شارقة تستقطب المستثمرين في باريس... بدأت في باريس... حضرها 300 رجل أعمال...

Sharjah TV



Khaleej Times

Le Monde DES FONDATIONS Revue de la générosité, du mécénat et de la philanthropie Le nouvel Economiste

شروق، تعرض التسهيلات والمزايا الاستثمارية أمام رجال الأعمال الفرنسيين



شروق، تعرض التسهيلات والمزايا الاستثمارية أمام رجال الأعمال الفرنسيين... شارقة تستقطب المستثمرين في باريس... بدأت في باريس... حضرها 300 رجل أعمال...

الشارقة تستقطب أنظار المستثمرين خلال مؤتمر اقتصادي في باريس



الشارقة تستقطب أنظار المستثمرين خلال مؤتمر اقتصادي في باريس... شارقة تستقطب المستثمرين في باريس... بدأت في باريس... حضرها 300 رجل أعمال...

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Shurooq concludes Paris seminars

Sharjah Investment and Development Authority delegation meets with head of the Directorate for businesses and global economy in France

Staff Report Published: 15:51 May 24, 2014 GULF NEWS

Sharjah: The Sharjah Investment and Development Authority (Shurooq) has concluded hosting two seminars in Paris, France on May 22nd and May 23rd. The seminars, which followed closely after a two-day conference at the Paris Dauphine University, were organised by Shurooq to promote Sharjah as a prime investment hub for France and explore avenues of future collaboration.

The seminars were held in collaboration with the Chambre de Commerce Franco-Arabe and MEDEF International, as well as IPEMED, the Euro-Mediterranean think tank, where attendees met with Shurooq and learned more about its role in Sharjah's and Middle Eastern operations. They also learned about the different incentives and facilities Sharjah's government entities offer to investors.

Focus on Sharjah as key investment hub at Paris conference

Sharjah Bodour AI Qasimi and HE Mohammed Meer Abdullah AI Raeesi during the conference



Event held under the patronage of Shurooq Chairperson Bodour AI Qasimi and attended by over 300 investors The Sharjah Investment and Development Authority (Shurooq) has participated in a two-day conference on the Middle East and North Africa (MENA) region as a new source of opportunities for French SME's in Paris, France.

The conference's activities were held under the patronage and presence of Sheikhha Bodour bint Sultan AI Qasimi, Chairperson of Sharjah Investment and Development Authority (Shurooq) and were attended by HE Mohammed Meer Abdullah AI Raeesi, UAE Ambassador to France, Arnaud Raynaud, Vice president of Paris Dauphine University and Dr. Saleh AI Tayar, Secretary General of Franco-Arab Chamber of Commerce.

Shurooq's delegation was led by Sheikhha Bodour bint Sultan AI Qasimi, Chairperson of the Sharjah

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Shurooq participates in two-day conference on MENA region as new source of opportunities for French SME's in Paris

Wednesday, May 21 - 2014 @ 15:15

The Sharjah investment and Development Authority (Shurooq) has participated in a two-day conference on the Middle East and North Africa (MENA) region as a new source of opportunities for French SME's in Paris, France. The conference, which took place on the 19th and 20th of May, was organised by the Franco-Arab Chamber of Commerce, Arab Business Leaders, IPEMED and the Paris Dauphine University, and focused on how French SMEs can succeed in the MENA region as well as on how Arab investors can support French SME's growth.

The conference's activities were held under the patronage and presence of Sheikhha Bodour bint Sultan AI Qasimi, Chairperson of Sharjah Investment and Development Authority (Shurooq) and were attended by HE Mohammed Meer Abdullah AI Raeesi, UAE Ambassador to France, Arnaud Raynaud,

(*) Non exhaustive list



Arab Business Leaders in brief



About Arab Business Leaders

Arab Business Leaders is an independent organization meant to promote entrepreneurship and business between the Arab World and the rest of the countries.

We aim at helping our members to network, share ideas and create business opportunities. In a nutshell, we build "business bridges" where cultural, social and lingual barriers are collapsed to pave the way for business to flourish between the Arab World and the rest of the countries.

Rapid and strong economic, social and legal transformations are occurring in the Middle East. For the last ten years, the region has been changing and becoming more and more attractive to international investors. We believe that the MENA region has a major role to play in the current globalization and therefore we want to attract international investors to the region and at the same time assist Arab investor in their strategies abroad.

Our network counts top decision makers as:

- *Business professionals:* top executives, Managing Directors & Partners, CEOs, investors, entrepreneurs,
- *Politicians:* diplomats, government members, advisors,
- *Governmental institutions:* chambers of commerce, Ministries, Business Councils.

*H.H Sheikh Nasser AL Thani, ABL member
with Jordan General Council to UAE*



*H.H. Sheikha Hind Al Qassimi with former
Nigeria Vice-president H.E Atiku Abubakar*



*H.E Mr. AL Maani Ambassador of Oman
H.E Mr. Al Belooshi Ambassador of Bahrain
to France during ABL conference in Paris*



Arab Business Leaders is committed to providing to its members the best quality of services. We have 3 missions:

1. Creating a large network of businessmen and women with interest in business with the Arab World to encourage bilateral trades between the MENA region and Europe and Africa.
2. Promoting Arab culture all over the World. The MENA region suffers from many stereotypes. These biases are an obstacle for foreign investors to do business with Arab countries. Arab Business Leaders has been designed to open channels of dialogues between the Arab and Western media to promote mutual understanding of regional culture and history.
3. Fostering entrepreneurship in Arab countries through mentorship program, university partnerships and venture funds.

Worldwide presence



Arab Business Leaders has partners, members and affiliates in more than 30 countries and is therefore present in almost all the regions in the World

Middle East & North Africa



Sub Africa



Asia



Europe



North & South America



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