



GTDW

Global Trade Development Week



الإمارات العربية المتحدة
وزارة الاقتصاد
UNITED ARAB EMIRATES
MINISTRY OF ECONOMY

Under the Patronage of H.E. Sultan bin Saeed Al Mansoori,
Minister of Economy, UAE.

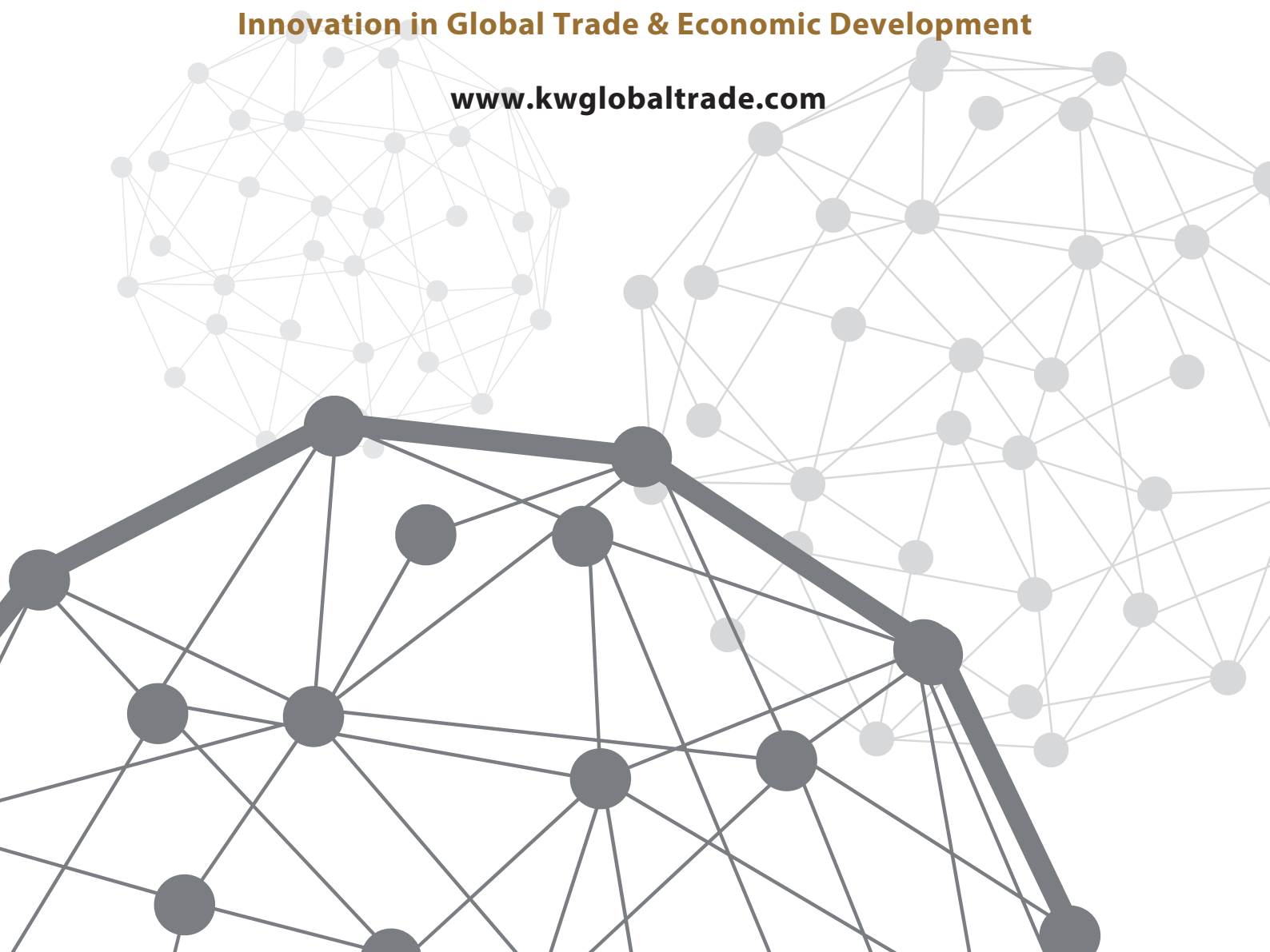


Global Trade Development Week Report 2015

27-29 October 2015 | Ritz-Carlton DIFC Dubai, UAE

Innovation in Global Trade & Economic Development

www.kwglobaltrade.com



globaltrade@kwconfex.com | +603 7662 6888 | www.kwconfex.com

UNITED ARAB EMIRATES
MINISTRY OF ECONOMY



الإمارات العربية المتحدة
وزارة الاقتصاد

Under the Patronage of H.E. Sultan bin Saeed Al Mansoori,
Minister of Economy, UAE.



“ Global Trade Development Week presents a forum where business leaders - whether they are SMEs, multinationals or owners of family businesses - can link directly with government departments and key representatives from investment and finance, to explore how they can grow their businesses, and trade across borders. This ease of doing businesses a crucial prerequisite to stimulate sustainable economic growth. ”

His Excellency Sultan Bin Saeed Al Mansoori, UAE Minister of Economy

FOR SOME, THE NEED TO GROW JUST KEEPS GROWING.

Successful businesses aren't satisfied by the here and now. They prefer to ask "Where next?"

With nearly 150 years of experience in supporting global businesses including 65 years in the Middle East and North Africa, HSBC has long believed in businesses willing to push boundaries and cross borders. That's why we offer access to international trade growth solutions and local expertise around the world.

As your business seeks growth opportunities, our global network can help make it possible.

See how we can help your business
www.gbm.hsbc.com

HSBC 

INTRODUCTION FROM THE ORGANISERS OF GTDW, KW GROUP



‘Global Trade Development Week continues to go from strength to strength’

We are particularly proud of what was achieved by GTDW 2015, the achievements were not limited to the event, but indeed we have had a year of many major milestones. Global Trade Development Week brings together leaders from politics, business and industry with the objective of deepening the participants’ understanding of key topics on international trade, and more importantly, brings them together driven by the hope that we can work towards shaping policy options and put in place the initiatives needed for the growth of sustainable economic development. 2015 was an eventful year for GTDW in pursuing these aims.

Three Year MOU with The UAE Ministry of Economy

Early in 2015, The UAE Ministry of Economy signed an MOU to be patron of this event for three years. The MOU demonstrates the Ministry of Economy’s commitment to the success of Global Trade Development Week, and establishes their pledge to work with KW Group, to deliver a high-caliber programme. More significantly, the MOU secures the UAE as the official host for this important event for the next three years

Welcoming 1000 delegates

By far the most significant milestone is the increase in the delegate numbers, the 2015 event saw attendance going from the 600 delegates coming in 2014 to a staggering 1000 delegates, made up of high-level representatives from both private sector and business across all key sectors involved in global trade.

Strength in partnership

Working with the UAE Ministry of Economy, GTDW during 2015 secured important partnership that will help the event enhance its impact and reach:

- UAE Federal Customs Authority; three year MOU to support GTDW
- China Silk Road Investment Authority; bringing GTDW to new audiences
- ICC Banking Commission MENA; working with the local partner Dubai Chamber of Commerce

Innovation Survey

The theme for this year’s GTDW, ‘Innovation in Global Trade and Economic Development’ was theme through all the summits and was the subject the GTDW survey of business leaders conducted working with our knowledge partner, A.T. Kearney. A review of the survey forms the latter half of this review of GTDW 2015. The central thrust of the survey was to discover ‘how government and business can leverage innovation to further grow global trade’.

Launch of new Summits

In our quest to ensure GTDW continues to cover issues of major relevance to the global trading system, 2015 saw the launch of two new major aspects to the programme:

- The Global Cargo, Transport and Logistics Summit
- The Global SME Summit

These are just a summary of GTDW 2015; the report gives further detail on many other new elements this year, including our new networking tool ‘Business Match-making’ and our hosting of the Coface Country Risk Conference. The report also provides a breakdown of the event in order to understand our audience composition – most importantly the achievement covered in this report provide a benchmark by which we can measure the success of future GTDW events, we thank you our delegates, speakers, patrons and partners for their support and working together believe we can make this event grow from strength to strength.

Kind Regards

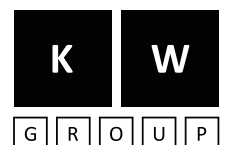


Andrew Keable
Group Managing Partner
KW Group

Kind Regards



Michelle Wong
Group Managing Partner
KW Group



www.kwconfex.com



GTDW INNOVATION SURVEY 2015

How is innovation formally managed in your organization?

(in % respondents)



80%

Said innovation is crucial or very important to success

50%

The vision and mission mention innovation



41%

At least one strategic goal is about innovation

29%

At least, one process is dedicated to innovation



26%

It is a criteria for staff evaluation & compensation

21%

It is included in staff's JDs/ Roles & Responsibilities



8%

There is time arrangement for innovation

Source: A.T. Kearney

AT Kearney & GTDW research on leading global perspectives on innovation

With the support of the UAE Ministry of Economy and GTDW 2015 exploree global and local levers for innovation in global trade and economic development. GTDW worked with its Knowledge Partner, A.T. Kearney, a world-leading management consultants to produce the survey and report. The Knowledge Partnership agreement leverages A.T. Kearney's global innovation expertise and GTDW's network of high-level trade leaders. The set of initiatives were designed to engage leaders from private and public sector, as well as academia, to define future priorities for the UAE, and also provide a showcase for other emerging economies. As part of this initiative GTDW will gathered insights through a survey of trade leaders from government and private sector in over 42 Ayesha Alkobaisi, Director of International Trade Organisations at the UAE Ministry of Economy and Project Director for GTDW, said, "The UAE Ministry of Economy is driving progress towards the UAE 2021 Strategy. Innovation is a key pillar of the strategy and we are keen to use this research on innovation to boost our international attractiveness and competitiveness. The UAE is committed to creating ecosystems that drive innovation and promote sustainable economic development through deepened trade and investment attractiveness internationally."

The purpose of the exercise is to explore how business and government are guided by innovation when seeking to mitigate threats and capture opportunities to improve competitiveness, grow trade, profitability and economic development. "Economic development and increased trade across borders are perhaps the strongest enablers of geopolitical stability. Innovation is a powerful tool to accelerate both," said Mauricio Zuazua, Partner at A.T. Kearney Economic Development and Innovation Practices A.T. Kearney Middle East. "Together with the UAE Ministry of Economy and GTDW, we will explore how policy and business practices, combined, can foster the innovation required to stimulate economic growth."

The final section on of the GTDW 2015 review is a report on Innovation by our Knowledge Partners AT Kearney

How important is innovation for the success of your organization?

80%
Very important or crucial



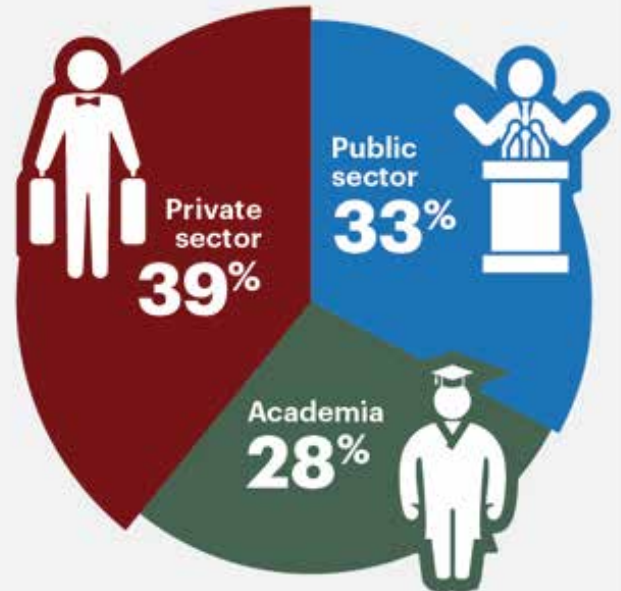
Source: A.T. Kearney

Which of your organization's innovation capability would you like to strengthen?



Source: A.T. Kearney

Which entity should play a more active role in driving economic development through innovation?



Source: A.T. Kearney

What is the optimal allocation of Government investment to improve innovation for global trade and economic development?

Optimal government investment
(in % share of government innovation investment)



Source: A.T. Kearney

USING INNOVATION TO CAPTURE OPPORTUNITIES IN A VOLATILE WORLD

Mauricio Zuazua, Benoit Bouvard, Liam Evans, Richa Goyat

Innovation: Why Is It So Important?

Global trade has been on an exponential trajectory, with total world merchandise trade exports have doubled to more than \$19 trillion in the past decade. Globalization has been a powerful force behind this boom, as the world becomes a smaller, more connected place. There has been an increase in access to information (Internet traffic has grown from less than 1 exabyte to 42 exabytes in the past decade), rapid cost reductions across industries, and a rise in new consumers in China and Brazil.

At the same time, a number of dynamics are changing. Some of the world's blazing-hot emerging economies are slowing down. Commodity prices have plummeted—oil is down 50 percent, metals 30 percent—leading to a consumer spending slowdown for oil-importing countries. And sociodemographic disparity is increasing across developing and developed nations; as population in places like Japan, Europe, and China age, some developing nations are seeing a huge surge in youth populations.

Amid this, innovation has proven a crucial driver of unanticipated growth. Technology has been the most vivid depiction of this—developments from big data to 3D printing are transforming business today. Innovation is also changing the way consumers do business, seen as Whatsapp, Uber, and Airbnb, just to name a few, alter business models. The home rental service Airbnb, for example, is valued above giant hotel chains even though it doesn't own a single bed. This performance is consistent with many of the other top innovators in the world, which have grown at triple the rate of the Euro Stoxx 50 in the past decade (see Figure 1).



Figure 1 Share price evolution of Best Innovators versus EURO STOXX 50 index (January 2003-September 2014)

With an eye on innovation's critical value to business today, His Excellency Sultan Bin Saeed Al Mansoori, the minister of economy for the United Arab Emirates, initiated a survey for the Global Trade Development Week (GTDW) Conference. Endorsed by GTDW and its knowledge partner, A.T. Kearney, the survey explores global perspectives on innovation. The objective is to gain insights from leaders in academia, the public sector, and business on how innovation guides them when seeking to mitigate threats and capture opportunities to improve competitiveness, grow trade, and boost economic development. One hundred twenty respondents from 42 countries contributed to this survey, representing all three actors within the innovation ecosystem: the private sector, the public sector, and academia. The private sector represents the largest group of respondents, followed by the public sector and academia.

The survey first explores the role of government to create an ecosystem for innovation. Second, the survey provides insights on how ecosystem actors harness innovation once a well-functioning innovation ecosystem is in place.

¹ World Trade Organization

² Cisco.com

³ International Monetary Fund data for indices PMETA (metals) and POILAPSP (oil)

USING INNOVATION TO CAPTURE OPPORTUNITIES IN A VOLATILE WORLD

CREATING AN ECOSYSTEM FOR INNOVATION: WHAT ROLE SHOULD THE GOVERNMENT PLAY?

Theories on the role of government span from no intervention to active participation in and funding of opportunities. Beyond the political dogma typically associated with this decision—for example, no intervention in conservative systems and high involvement in more socialist systems—the big thinkers have shown that the reality comes very much in shades of grey. For example, economist Mariana Mazzucato, in her recent book *The Entrepreneurial State: debunking public vs. private sector myths*, demonstrates how many big private companies like Apple, Google, and GlaxoSmithKline actually owe some of the success of their innovative products to government funding and research. Our survey asked the same question: **Who should play a more active role in driving innovation?**

Respondents provide a balanced yet fresh perspective. They show a quite even split about which party should play the most active role (see figure 2). Thirty-nine percent of respondents believe the private sector should play a more active role in driving economic development through innovation, followed by the public sector (33 percent) and academia (28 percent).



Figure 2 expected involvement of innovation ecosystem actors

Balanced involvement in the innovation ecosystem is confirmed throughout the ecosystem.

The need for all three main participants to drive innovation is clear. But what does it take to strengthen this innovation ecosystem? We asked respondents, **What should the government's priorities be to best nurture a fertile innovation ecosystem for economic development?**

The most common answer is that convenient access to resources was most important (see figure 3). After all, extracting growth out of assets, employees, and investments, and leveraging infrastructure for communication and trade are at the core of conducting business. The need for a stable political environment is a distant second, followed by adequate regulatory environment (20 percent) and competitive business environment (16 percent).

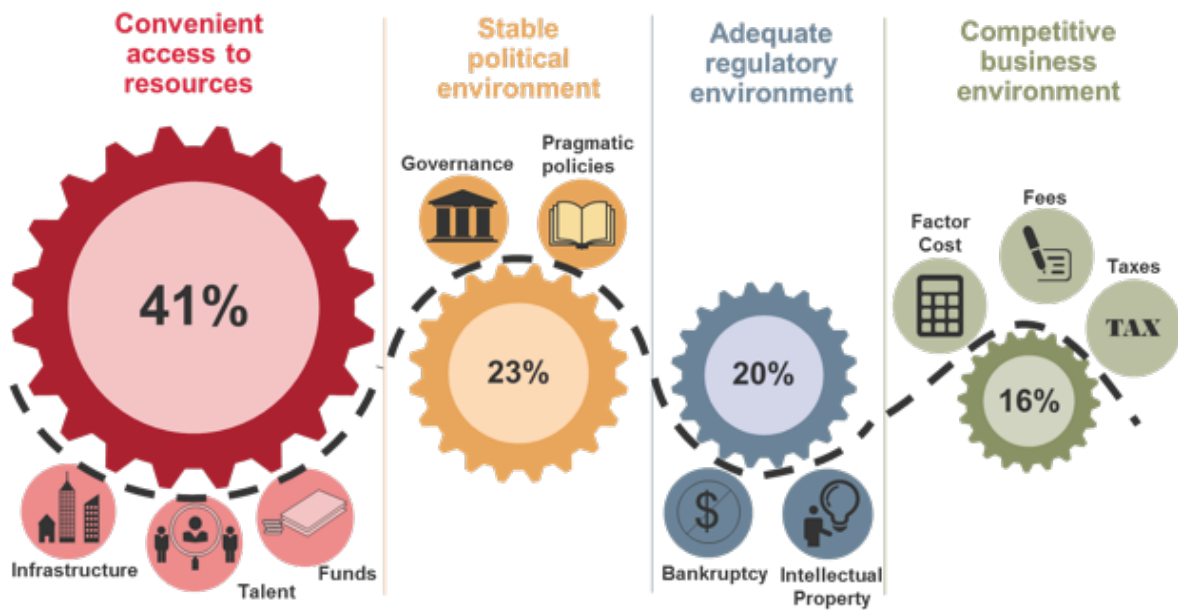


Figure 3 Government priorities (in % respondents)

The details of each group's response to this question yields additional insights. All groups had a high share of respondents saying convenient access to resources is the primary priority, but they differed in other dimensions.

- Small- and medium-sized enterprises (SMEs) give second-highest priority to maintaining an adequate regulatory environment (29 percent), not surprising given their size-related vulnerabilities.
- Large corporations, on the other hand, want the government to provide a stable political environment (28 percent), as they can control most other aspects of their environment.
- Interestingly, the public sector says that providing a stable political environment (28 percent) is the second priority. Public sector also emphasize more than SMEs and large companies the need to provide a competitive business environment (20 percent).

If access to resources is a priority, then how should those resources be allocated? Should the Government invest in private companies or the research labs, or should it play on the periphery by focusing on the ecosystem through innovation clusters, national programs, infrastructure, and regulation. We asked respondents, **What is the optimal allocation of government investment to improve innovation for global trade and economic development?**

Respondents say that the government should dedicate half of its innovation investment to private businesses, both big and small (see figure 4). R&D centers and sector ecosystems come next at about one-quarter of total investment each.

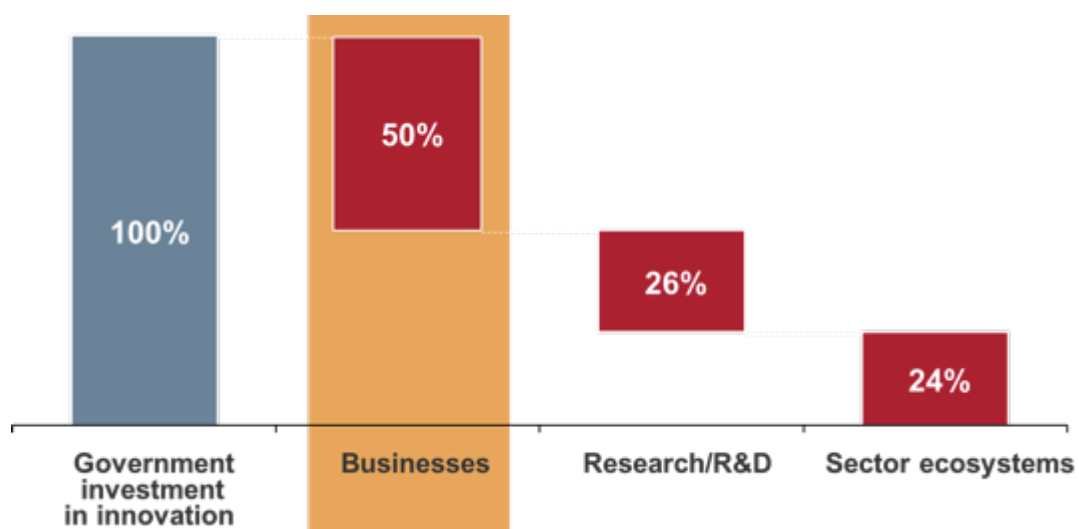


Figure 4 Government investment in innovation

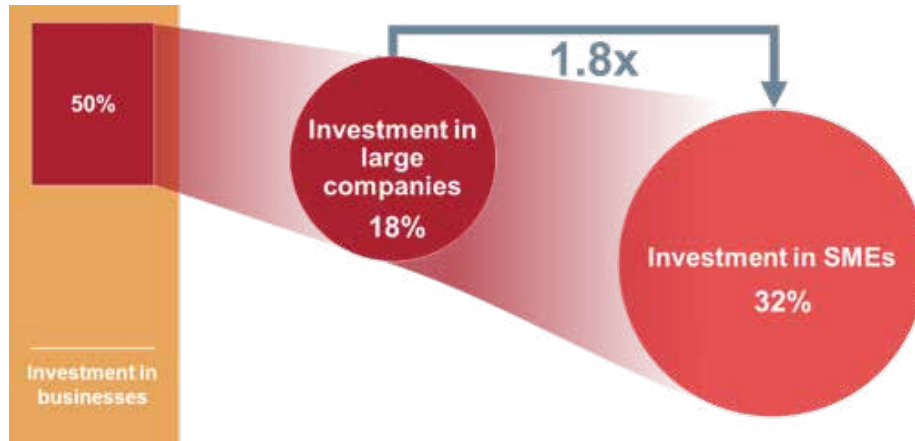


Figure 5 relative share between SMEs and large companies

If SMEs are the key players in the innovation ecosystem, the Government should use their power to help them. **How can government maximize the contribution of start-ups and SMEs to the economy?**

Survey respondents believe that while improving SMEs' innovation capabilities and fostering interaction are important, funding is the most important contribution government can make, as **SMEs are often strapped for money, meaning that great ideas often fail to come to fruition because they could not raise the funds needed** (see figure 6).

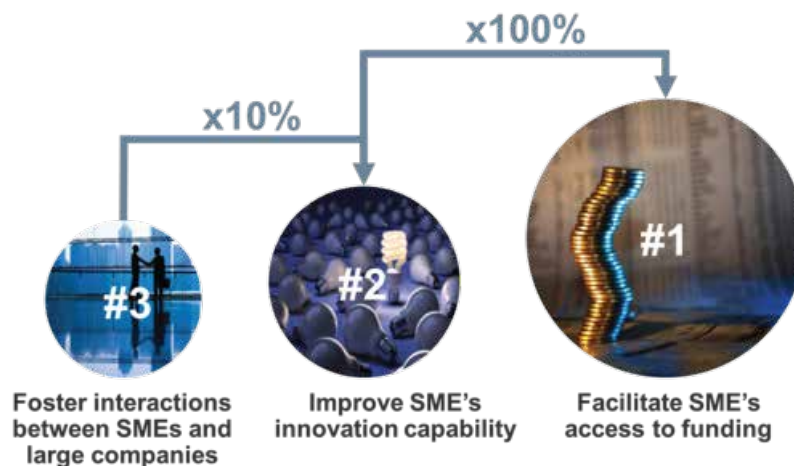


Figure 6 Top 3 government actions to maximise contribution of start-ups and SMEs to the economy

HARNESSING INNOVATION: ARE STAKEHOLDERS READY?

The first section focused on assessing the respondents' external environments. The second part was more introspective, identifying areas of improvement.

The first question set the baseline for assessing how seriously our respondents took innovation in their own organizations. **How important is innovation to the success of your organization?**

An overwhelming majority—four out of every five respondents—say that innovation is either very important or crucial to their organization's success. The responses clearly demonstrate respondents' belief that innovation is a key part of organization success.

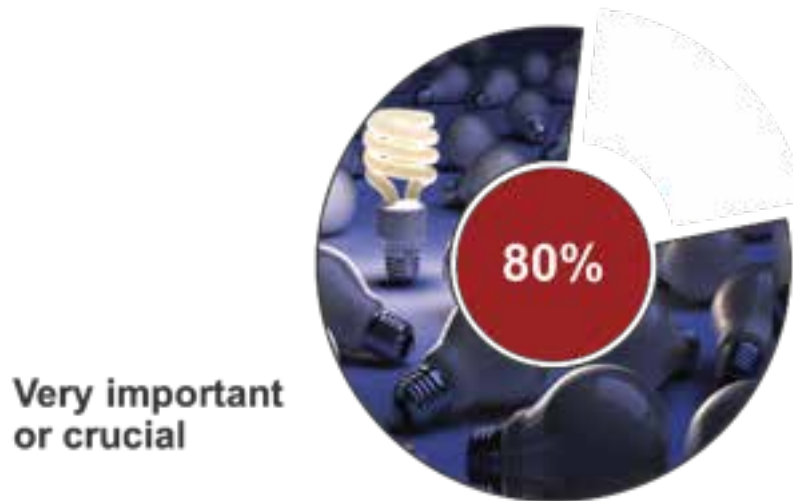


Figure 7 share of respondents who consider innovation very important or crucial

That said, do respondents actually turn these words into actions? **How do you manage innovation in your organization?**

The responses to this questions represent a vast range. Respondents indicated that while they are aware of the importance of innovation, incorporating it into their operations and culture is difficult. Innovation is both risky and difficult, and organizations big and small struggle with it (see figure 8).

(in % respondents)

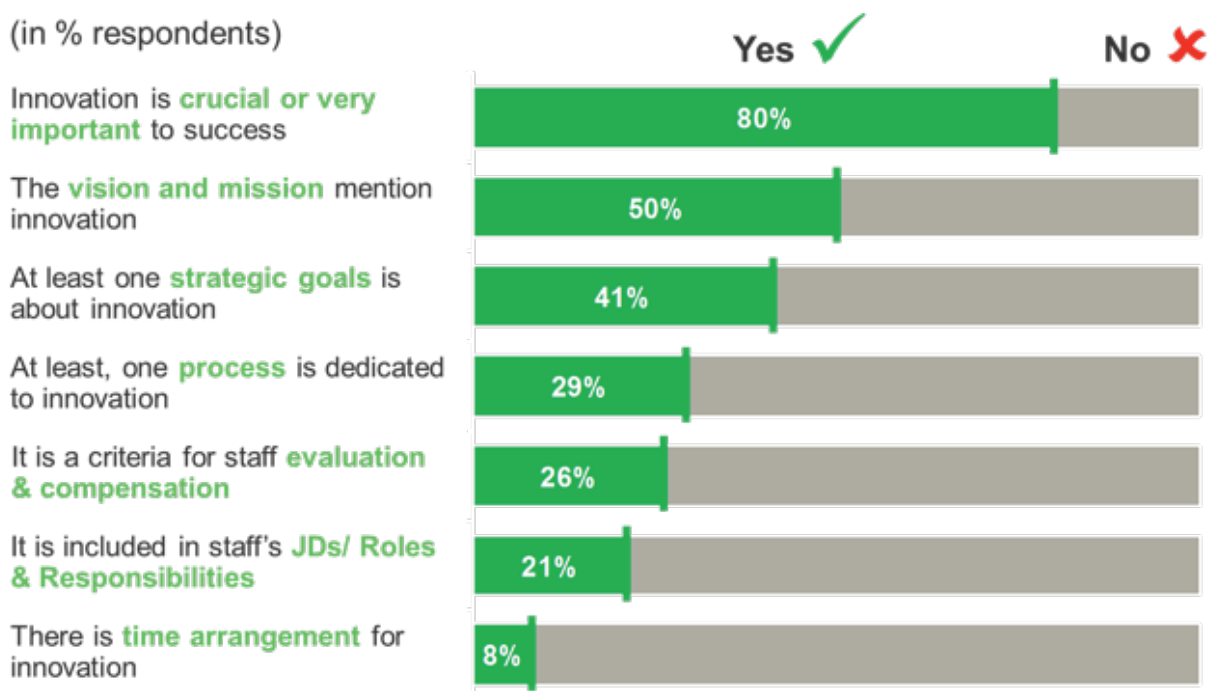


Figure 8 Managing innovation in your organization

Next we asked respondents, **Which innovation capability should an organization seek to develop the most?**

Almost half of respondents say they mostly need to identify future trends and client needs, an answer consistent with responses to the previous question. Since many organizations lack innovation management capabilities at the operational level, it is natural to start at the beginning of the innovation cycle. For example, developing foresight through trends and future client needs. Figure 9 shows the core capabilities that organizations would like to strengthen to improve their innovation output.



Figure 9 Which of your organization's innovation capability would you like to strengthen?

WHAT NEXT?

Now is our moment of truth. Innovation capabilities are still nascent, and we are facing a volatile world. Organizations that recognize this and master their innovation now will succeed going forward.

Building innovation capabilities is no overnight task, however. It requires the time and fortitude to understand current capabilities and outline the right path forward.

Governments have role to play in driving innovation, not only by facilitating access to funds, the engine of business, but also by providing adequate infrastructure, facilitating collaborative innovation across the ecosystem, and supporting organizations in developing those innovation capabilities.



الإمارات العربية المتحدة
وزارة الاقتصاد
UNITED ARAB EMIRATES
MINISTRY OF ECONOMY

Under the Patronage of H.E. Sultan bin Saeed Al Mansoori,
Minister of Economy, UAE.

Global Trade Development Week Event Report 2015

ORGANISER



Under the Patronage of H.E. Sultan bin Saeed Al Mansoori,
Minister, Ministry of Economy, UAE



الإمارات العربية المتحدة
وزارة الاقتصاد
UNITED ARAB EMIRATES
MINISTRY OF ECONOMY

UNITED ARAB EMIRATES
MINISTRY OF ECONOMY

PATRON



Global Trade Development Week 2015

27-29 October 2015 | Ritz-Carlton DIFC Dubai, UAE

Innovation in Global Trade & Economic Development

www.kwglobaltrade.com





GLOBAL TRADE DEVELOPMENT WEEK MINISTERS & BUSINESS LEADERS PLENARY

GTDW keynote speakers are amongst the most influential people driving the development of world trade.



UNITED ARAB EMIRATES
MINISTRY OF ECONOMY



الإمارات العربية المتحدة
وزارة الاقتصاد

**H.E. SULTAN BIN SAEED AL MANSOORI,
MINISTER OF ECONOMY UAE & PATRON
GLOBAL TRADE DEVELOPMENT WEEK**

"Global Trade Development Week is now an established international forum and exhibition for governments, businesses, and industry thought leaders, to collaborate and share best practices for the advancement of the global trading system. We are confident this edition of the Global Trade Development Week will serve as a platform for informative and insightful discussion."

**DR MUKHISA KITUYI,
SECRETARY GENERAL,
UNITED NATIONS CONFERENCE ON TRADE & DEVELOPMENT (UNCTAD)**

"The world needs a transformative agenda to promote prosperity for all, and UNCTAD's work has shown that international trade has the potential to deliver a broad range of social, economic and environmental advances to bring about such a transformation. GTDW is a platform that highlights many of the key issues that play a crucial role in fostering inclusive and sustainable economic growth for all nations."



**ARANCHA GONZALEZ,
EXECUTIVE DIRECTOR,
INTERNATIONAL TRADE CENTRE**

"...these are exciting times to be working in the field of trade development. I commend the organizers of the Global Trade Development Week for setting up a very interesting programme and I hope that these next couple of days will help bring more visibility to the incredibly important role of global trade in advancing opportunities and prosperity for all."

**DR AL HAMLI,
SECRETARY GENERAL,
DUBAI ECONOMIC COUNCIL**

"We are delighted to welcome to Dubai leading names in trade and industry from all corners of the world. This is an excellent opportunity to engage in dynamic dialogue on international trade – a tool for creating and linking markets that will help drive forward Dubai's position in the global economy."

مجلس دبي الاقتصادي
Dubai Economic Council



UNITED ARAB EMIRATES
MINISTRY OF ECONOMY



الإمارات العربية المتحدة
وزارة الاقتصاد

**AYESHA ALKOBAISI,
DIRECTOR INTERNATIONAL TRADE ORGANISATIONS,
MINISTRY OF ECONOMY UAE &
PROJECT DIRECTOR, GTDW**



This year's GTDW saw the introduction of many new elements that enhanced the programme, allowing for more in-depth discussion of crucial issues and more effective networking.



Business Matchmaking

'Maximizing the efficiency of networking'

It is well understood that for many the real purpose of attending conferences are to make those personal connections that are crucial to drive forward business aims. With this in mind GTDW introduced the Business Matchmaking service. This facility was available on a complimentary basis to registered delegates and allowed them to set-up face-to-face meetings with those delegates and speakers they especially wanted to meet.



1000
Participant



898
Delegates registered
on GTDW
Matchmaking



561
Delegates making
connections through
Matchmaking



251
Meetings arranged
via Matchmaking

Focus on SMEs

The crucial role of SMEs in capturing growth in the global economy was the spotlight of a roundtable debate that brought together world-leading experts on the topic - influential figures driving policy initiatives and collective action to foster global growth of SMEs. Titled "Promoting Innovative SMEs as Key Drivers of Innovation and Engines for Global Trade and Growth", the GTDW roundtable examined macro level issues that impact on the growth of SMEs.

"SMEs are essential drivers of growth in emerging economies across the world, accounting for up to 90% of all businesses in these markets. These figures are reflected in Dubai's dynamic economy with SMEs today representing 95% of all registered firms, 42% of the work force and 40% of the emirate's GDP. With Dubai being the host of GTDW, we are keen to share the many initiatives the UAE government has put in place to strengthen the competitiveness of SMEs and enhance sustainable development in various economic sectors". says Abdul Baset Al Janahi, CEO of Dubai SME, the agency of the Department of Economic Development in Dubai mandated to promote the SME sector.



Moderated by Fida Chaaban, Editor-In-Chief of Entrepreneur Middle East; the panelists were:

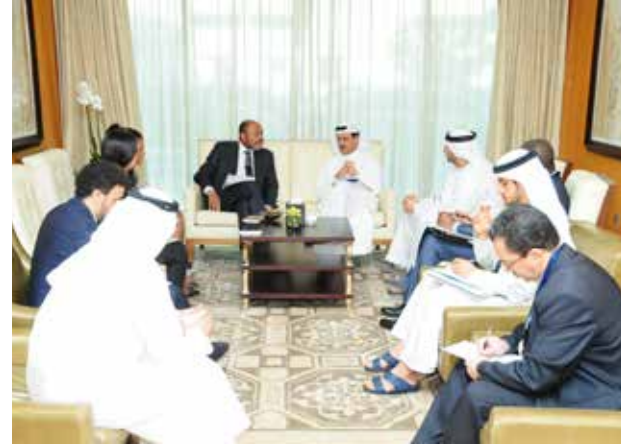
- Abdul Baset Al Janahi, CEO, Mohammed Bin Rashid Establishment For SMEs Development (Dubai SME)
- Marcos Vaena, Chief, Enterprise Competitiveness, International Trade Centre (ITC)
- Matthew Gamser, CEO, SME Finance Forum, International Finance Corporation (IFC)
- Marc Proksch, Chief, Business And Development, Trade & Investment Division, United Nations ESCAP

Bilateral Meetings

Once again GTDW provided a fertile ground for bilateral meetings between government delegations.

In addition to GTDW's ambitious programme, this forum creates bilateral, regional and multilateral dialogue – happening alongside the six summits. Bilateral discussions can sometimes be the crucial lever that transforms ambition into action; creating those vital connections that will collectively contribute to the growth of international trade across all borders.

Many bilateral meetings are held behind close doors, but one meeting that got the media attention was between H.E. Saeed Bin Sultan Al Mansoori and Abraham Gourgel, Minister of Economy of Angola, who reviewed international trade and the major challenges facing the international trade movement. The Angolan Minister hailed the United Arab Emirates for hosting the Global Trade Development Week, stressing the central role played by the UAE as a major commercial hub in the region.



Coface Country Risk Conference

This year's GTDW opened with the Coface Country Risk Conference. The event brought together a powerful line-up of key decision-makers and economists to discuss the global and regional economic outlook and the much-needed assessment of business risks in today's economic climate. The event was a platform that features the leaders and innovators from a wide range of fields to talk about commodities, energy, currency, global trade flows, emerging markets development, policies, and global safety.

Massimo Falcioni, Head of Middle East Countries at Coface, said: "We at Coface are honoured to start the Global Trade Development Week with the Country Risk Conference, which is lined up with impressive speakers from the trade and finance industries who will be able to provide decision-makers with the right knowledge and information. Delivery of timely in-depth insights, especially in risk monitoring, is of crucial importance to all companies operating in the international trade. And we are pleased that this information will be readily available during the Coface Country Risk Conference."



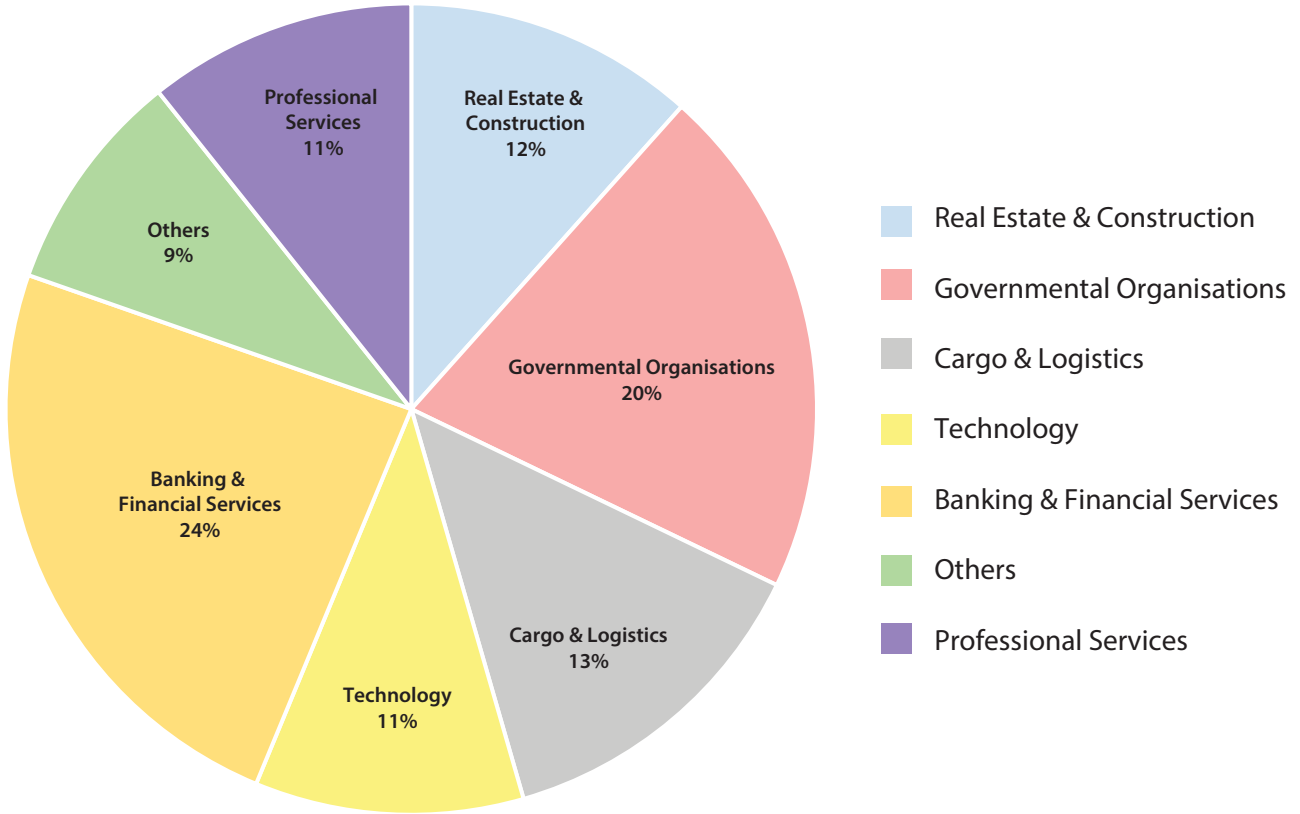
Andrew Keable, Managing Partner and Founder of the KW Group, the organisers of the event, says "Global Trade Development Week attracts the most dynamic, influential and forward thinking protagonists as speakers – people driving and shaping the global trade agenda. The quality of the speakers is one of the things that make Global Trade Development Week a truly outstanding event."

EVENT IN PICTURES

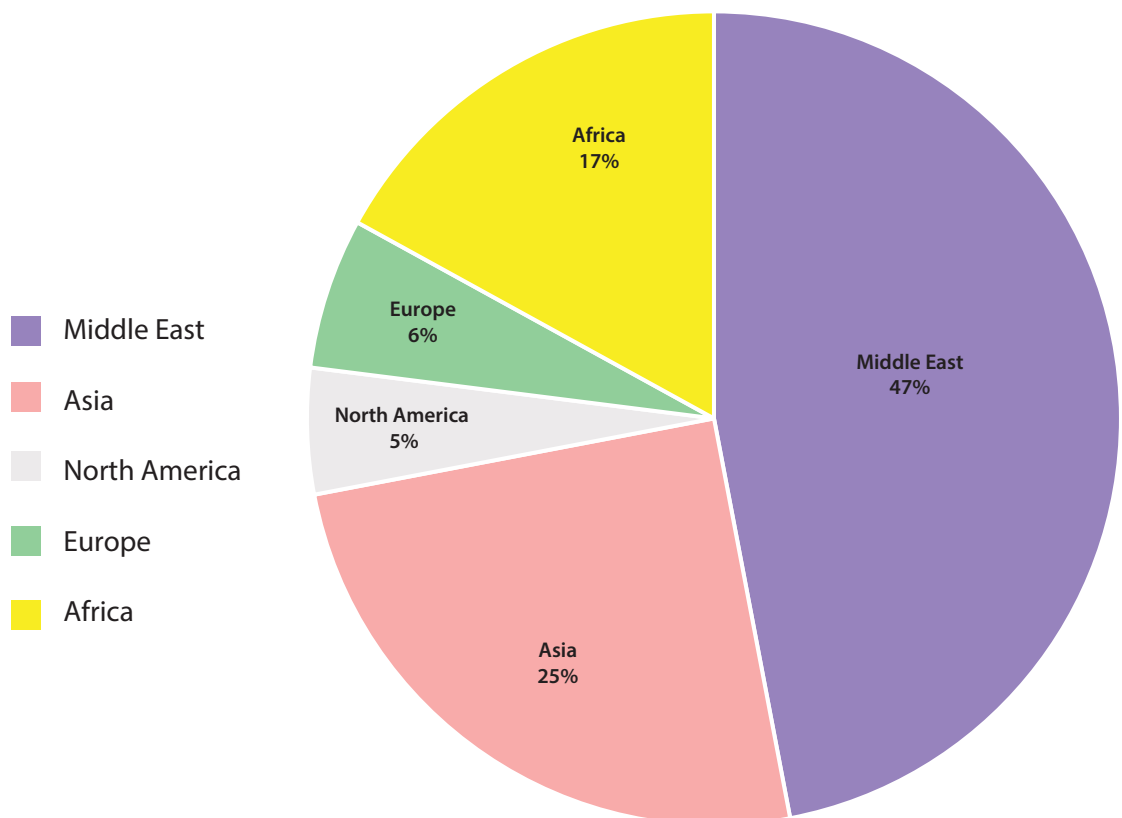


EVENT AT A GLANCE

Delegates – By Categories



Delegates - By Region



EVENT OVERVIEW

The Summits

"Increased trade across borders is perhaps the strongest enabler of geopolitical stability. However, we need to evolve efficient means to drive and facilitate this trade." H.E. Saeed bin Sultan Al Mansoori

GTDW has grown over the past 6 editions from being a single event focused on Global Free Trade & Special Economic Zones to a large group of specialized summits under one umbrella.




FREE TRADE &
SPECIAL ECONOMIC
ZONES SUMMIT



TRADE FINANCE
& INDUSTRIAL
DEVELOPMENT
SUMMIT



CUSTOMS & TRADE
FACILITATION
SUMMIT



CARGO
TRANSPORTATION &
LOGISTICS SUMMIT



SME TRADE
DEVELOPMENT
FORUM



COFACE
COUNTRY RISK
FORUM

Summit Highlights

- The **Global Customs and Trade Facilitation Summit** was organized in partnership with the UAE Federal Customs who hosted a stellar cast of Heads of Customs from the GCC and beyond.
- Opportunities for businesses to access international finance formed the central pillar of discussions at **The Global Trade Finance and Industrial development Summit**. The summit brought together an outstanding line-up of leaders from major banks and financial services from across the world.
- GTDW 2015 saw the launch of **The Global Cargo, Transport and Logistics Summit**, highlighting how the foreseeable increase in global freight represents an unprecedented challenge for the world's transport systems and can act as a brake on economic growth.
- Investment, strategic cooperation, Free Trade Agreements and SMEs featured amongst the discussions at **The Global Free Trade & Special Economic Zones Summit**. The summit brought together leaders from Regional Authorities, government, business and industry.

WHAT THE DELEGATES SAID

Tonnie Lim, American President Lines (APL) "Congratulation that the forum was such a success. Indeed it is a good platform where free flows of views and exchanges were discussed in a sit in discussion. I have learnt a lot more regarding transportation and logistics through this exchange programme."



Rachid Benjelloun, Nathan Associates Inc "Networking is why people come to these types of conferences and the platform used by KW, supported by real people who actively make sure that people are connecting, was extremely helpful."

Adel Jawad, Al-Nabaa Commercial Services (NCS Collection) "The conference was well organized, topics was fantastic and the speakers or whom was in the panel will experienced in their area from different sectors, different opinion and I'm glad that I joined the conference. The networking was fantastic as I made good networking with number of delegates and to stay in touch with them. Please do inform me about such conferences in future"

Viktor Mizo, Macedonian Free Zones Authority "The event provided a valuable networking opportunity, and useful information about the latest trends in international trade, policies, and practices, particularly in the UAE region."

Alistair Gall, USAID Southern African Trade Hub "Well organised; Well prepared; Well executed: Well done!"

Aftab Khan, Al Tamimi Investments "I thoroughly enjoyed participating in GTDW in Dubai. It was very insightful and engaging and provided me with a lot of meaningful information through the presentations, panel discussions and interactions with other delegates from different industries and countries. I have made several new contacts and will look forward to keeping in touch with them to continue sharing best practices for mutual benefit. I also thank the Ministry of Economy of UAE and KW Group for organizing such a great event."

CHAIRPERSON'S COMMENTS

DAY 1; INTERACTIVE PANEL DISCUSSION 1

Exploring Alternative Arrangements and Innovations in Access to Finance for MSMEs to Drive Growth in Trade & Export

Panellist **MATTHEW GAMSER**, Chief Executive Officer, SME Finance Forum, **INTERNATIONAL FINANCE CORPORATION (IFC)**

I participated in two panels. The first was on how to support innovation from SMEs. My contribution to that one focused on the importance of ensuring that adequate financing is available to ensure that SMEs can keep up with the evolving demands of global supply chains. The second panel focused on SME finance in supply chains. In that panel we talked about the innovations that make financing for SMEs more practical, both for banks and for non-bank alternatives, and about the major obstacles hindering greater financing to SMEs (movable collateral limitations, credit information limitations, post-crisis new rules on capital and higher risk rating for SMEs without financial statements, etc).

I found the summit a very stimulating affair, a chance to connect with a wide range of financier and SME promotion institutions from across the MENA region.

DAY 2; INTERACTIVE PANEL DISCUSSION 1

Discussing Next Generation Innovation and Solutions in Financial Supply Chain Management to Keep Up with Increasing Complex Cross-Border Trade

Panellist **ALEXANDER R.MALAKET**, CITP, President, **OPUS ADVISORY SERVICES INTERNATIONAL INC.**

We heard from the plenary sessions that the Ministry was looking forward to receiving actionable observations, insights and recommendations from the various 'summits' – an excellent idea, and one that would differentiate GTDW from other conferences. In that spirit, perhaps moderators could be explicitly asked to prepare their panels to come up with one or two thoughtful recommendations around their topic, and perhaps even a specific industry or policy action.

DAY 2; INTERACTIVE PANEL DISCUSSION 3

Trade Credit Insurance and Development Finance Institutions Trade Interventions: Discussing Market Best Practices, Trends and Enhancements to Meet Client's Need

Panellist **D. SUDHAKARAN**, Deputy General Manager, **NATIONAL GENERAL INSURANCE COMPANY (PSC), UNITED ARAB EMIRATES (UAE)**

The discussion focused, amongst other topics, on Trade Credit Insurance (TCI) products and its importance to exporters and financiers. The discussion reaffirmed that

- There is an increasing demand for TCI as open credit transactions are becoming common.
- The niche market is aware of its benefits.
- Lending institutions insist on TCI for extending Trade Finance.
- It helps them in mitigating the risk of non-payment and subsequent default for the borrowers.
- It also helps banks to readjust the capital allocation for lending related to trade.

DAY 2; INTERACTIVE PANEL DISCUSSION 4

Interpreting Basel III and Other Regulatory Constraints (AML/KYC): Impact on International Trade

Moderator **DR. MARC AUBOIN**, Economic Counsellor, **WORLD TRADE ORGANISATION (WTO)**

As you know, I moderated the last panel of the second day, on the impact of regulatory constraints to trade finance (Basel III and KYC-AML regulations) and their impact. The Panel was of good quality and diverse, as it mixed lawyers, compliance people, and specialists of trade finance. While this was the last panel of the day in the trade finance summit, we had a limited (20) but very motivated audience – so we had a lot of participation from the floor – typically prudential and other regulatory issues generate relatively lively discussions. Clearly, the imposition of a much tighter regulatory framework for trade finance has substantially increased the cost of compliance, and generally the cost of doing business, in trade finance, which is normally a low-risk and low remuneration business.

MEDIA COVERAGE HIGHLIGHTS



KUALA LUMPUR, March 20 (Bernama) - The United Arab Emirates' (UAE) Ministry of Economy has signed a memorandum of understanding (MoU) with Malaysian-based KW Group Sdn Bhd to partner in the Global Trade Development Week (GTDW) 2015 to be held in Dubai from Oct 27 to 29.

TheNational

The UAE is close to approving the Bali pact – an agreement to relax trade barriers concluded at the end of more than a decade of global negotiations – the minister of economy Sultan Al Mansouri said yesterday [at GTDW].



Al Mansouri said the government was still calculating what effect the fall in oil prices will have on its contribution to GDP this year. Speaking earlier at the Global Trade Development Week (GTDW) forum, Al Mansouri said the drop in the oil prices was a wake up call for the country.



The UAE Ministry of Economy has partnered with the Global Trade Development Week, or GTDW, in a move to explore global and local levers for innovation in global trade and economic development. set of initiatives announced on Sunday will engage leaders from private and public sector, as well as academia, to define future priorities for the UAE, and also provide a showcase for other emerging economies.



Dubai SME joins world-leading expert panel on SMEs during Global Trade Development Week

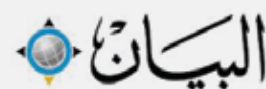
The crucial role of SMEs in capturing growth in the global economy will be the spotlight of a roundtable debate which will bring together world-leading experts on the topic.



Xian, China: The Global Trade Development Week, GTDW, team, led by Aisha Al Kobaisi, Director of International Trade Organisations at the UAE Ministry of Economy and Project Director for GTDW, yesterday participated in a press conference to announce an agreement between GTDW and China New Silk Road Investment Association, CNSRIA.



Supported by Dubai Economic Council (DEC) [GTDW] will run from October 27 to 29 at Ritz-Carlton DIFC. Hani Al Hamli, secretary general of Dubai Economic Council (DEC), will present a keynote speech welcoming the international delegations to Dubai.



لـ«قمة تيسير الجمارك والتجارة العالمية» خلال السنوات الثلاث القادمة. (AL BAYAN) دبلو الجهة المنظمة لأسبوع تنمية التجارة العالمي، لتكون «الشريك الاستراتيجي الرائد» علنت الهيئة الاتحادية للجمارك الإماراتية عن إبرامها مذكرة تفاهم مع مجموعة كيه (Federal Customs Authority Partners with GTDW)

MEDIA COVERAGE HIGHLIGHTS

“Global Trade Development Week continually focuses on key issues of international relevance with an active media campaign that captures world-wide media attention, not just during the forum, but all year long.”

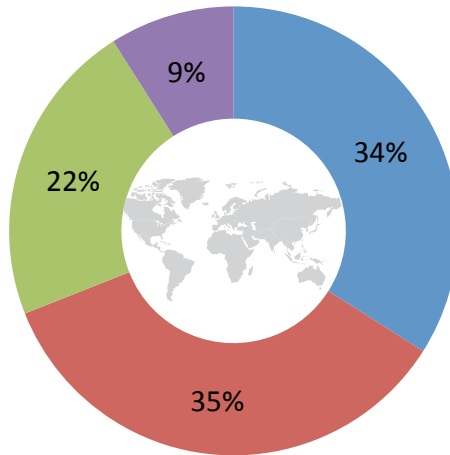
GTDW Media Campaign ‘Reaching millions around the world’

- ABU DHABI CITY GUIDE
- AFRICABUSINESS.COM
- ALLAFRICA.COM
- AFRICA NEWS INFO
- AL BAYAN
- AL FAJR
- AL HAYAT
- AL IQTISADI
- AL ITTIHAD
- AL KHALEEJ
- AL WAHDA
- AL WATAN
- ALANBAT.NET
- ALROEYA
- ALL AFRICA.COM
- AMEINFO
- ARABIAN INDUSTRY
- ARABIAN SUPPLY CHAIN
- ARABSTODAY.NET
- ARGAM
- ARCHITECT AFRICA ONLINE
- BERNAMA
- BLOOMBERG BUSINESS NEWS
- BUSINESS INTELLIGENCE NEWS
- BUSINESS PULSE
- CAPITAL BUSINESS
- BUSINESS ISLAMICA
- CASH & TRADE
- CHINA LEGAL BLOG
- CHINA MONEY NETWORK
- CHINA NEWSWIRE / XINWENGO.COM
- CNBC ARABIA
- CPI FINANCIAL ONLINE
- DUBAI CITY GUIDE
- THE DIPLOMAT
- DUABI EYE
- DUBAI ONE TV
- EMARAT AL YOUM
- ENTREPRENEUR MIDDLE
- ENTREPRENEUR MIDDLE EAST
- EYE OF DUBAI
- EMIRATES 24/7
- FINANCIAL IT
- FEDERATION OF ARAB NEWS AGENCIES
- GULF MAIL DAILY
- GULF NEWS
- GULF TIME
- GULF TODAY
- JIGOUTOUZ.COM
- JORDAN TIMES
- KHALEEJ TIMES
- MUSLEM.NET.CN
- NEW DELHI PIONEER ORGANISATION OF ASIA-PACIFIC NEWS AGENCIES
- SANEOU AL HADATH
- SHAANXI.GOV.CN
- SME ADVISOR MIDDLE EAST
- STARAFRICA.COM
- SXDAILY.COM.CN
- THE FIRST GROUP
- THE NATIONAL
- TRADE AND EXPORT
- TRADE ARABIA
- TRENDS
- UAEBUSINESS.COM
- UAE INTERACT
- VENTURES AFRICA
- YAHOO!MAKTOUBNEWS

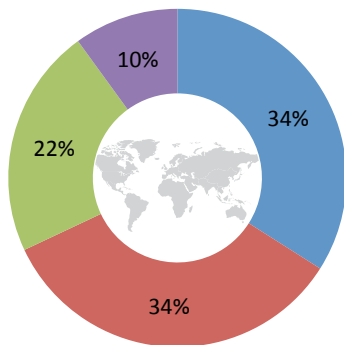
MEDIA PARTNERS



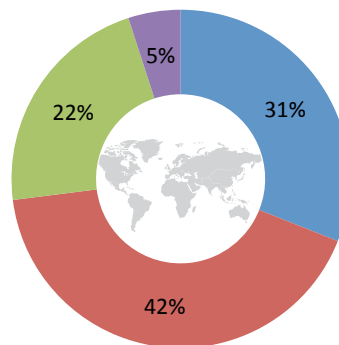
FEEDBACK STATISTICS



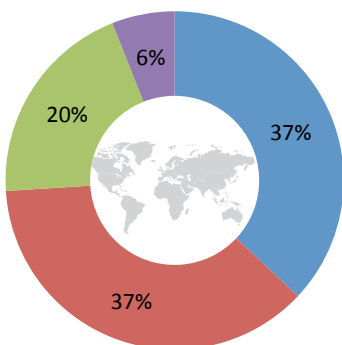
GLOBAL TRADE DEVELOPMENT WEEK 2015 OVERALL



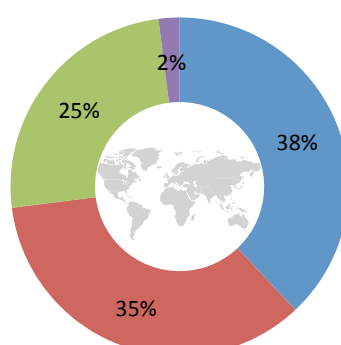
**MINISTERS & TRADE LEADERS
OPENING PLENARY**



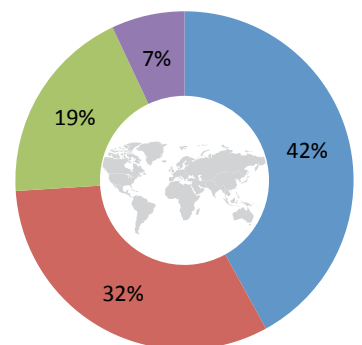
**GLOBAL FREE TRADE &
SPECIAL ECONOMIC ZONES SUMMIT**



**GLOBAL TRADE FINANCE &
INDUSTRIAL DEVELOPMENT SUMMIT**

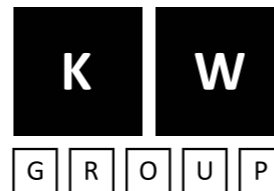


**GLOBAL CARGO TRANSPORTATION
& LOGISTICS SUMMIT**



**GLOBAL CUSTOMS &
TRADE FACILITATION SUMMIT**





GTDW is owned and organized by KW Group; founded and run by Andrew Keable and Michelle Wong (the KW in KW Group). Experienced exhibition, conference, training, media and consulting veterans with careers spanning between Asia Pacific, Europe, Africa and the Middle East.

KW Group's portfolio spreads across Asia and the Middle East with special expertise in Trade, Finance, Infrastructure, Human Resources, Project Management and Healthcare - successfully bringing leading buyers and sellers together through our events.

Strong networks across government, political, business, academic & industry thought leaders ensures that they originate & own leading innovative event profiles as well as managing strategic events for international associations & through government partnerships. Partnerships include Ministry of Economy, UAE (Patron of Global Trade Development Week), Malaysian Institute of Human Resource Management (MIHRM) & PMI Malaysia Chapter.

Contact

Andrew Keable: andrewk@kwconfex.com

Tel: +603 76626888