



UNITED ARAB EMIRATES  
MINISTRY OF ECONOMY



الإمارات العربية المتحدة  
وزارة الاقتصاد

Under the Patronage of H.E. Sultan Bin Saeed AlMansoori,  
Minister of Economy, United Arab Emirates

600

Participants

90

Nations

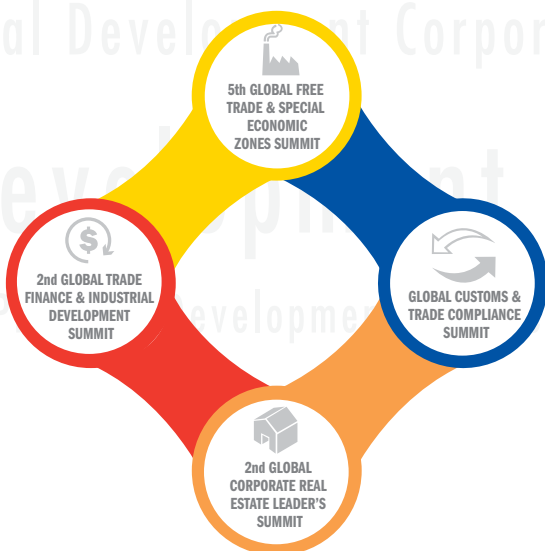
1

Trade Expo

120

Speakers

An **unmissable** event



# GLOBAL TRADE DEVELOPMENT WEEK EMEA

27 – 29 October 2014 | Emirates Towers, Dubai, UAE  
[www.kwglobaltrade.com](http://www.kwglobaltrade.com)

## OFFICIAL EVENT & PROGRAMME GUIDE

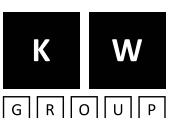
### STRATEGIC PARTNER & TRADE EXHIBITOR



جمارك دبي  
DUBAI CUSTOMS



### OFFICIAL ARABIC BROADCASTER



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## GLOBAL TRADE DEVELOPMENT WEEK OPENING MINISTERS & TRADE LEADERS PLENARY

### DAY 1, MONDAY, 27TH OCTOBER 2014

0830

Registration & Refreshments

0945



**Organiser's Welcome Remarks**  
**ANDREW KEABLE**, *Managing Partner*, KW GROUP

1000



**Chairperson's Opening Remarks**  
**NOUHA ALI**, *Presenter*, CNBC ARABIA, UAE

1015



**Keynote Welcome Address**  
**H.E. SULTAN BIN SAEED AL MANSOORI**, *Minister of Economy*, UNITED ARAB EMIRATES

1030



**Keynote Plenary Address**  
**H.E. HANI R. AL HAMLI**, *Secretary General*, DUBAI ECONOMIC COUNCIL (DEC)

1045



**Keynote Multilateral Address**  
**DR. NADIR ABDELLATIF MOHAMMED**, *Country Director*, GCC Countries,  
**WORLD BANK GROUP**  
(Delivering speech on behalf of DR JIM YONG KIM, President, WORLD BANK GROUP)

1100

Morning Refreshments & Networking

1130



**Keynote Plenary Address**  
Role of ITFC in transforming the face of Islamic Trade Finance  
**ENG. HANI SALEM SONBOL**, *Deputy CEO*, INTERNATIONAL ISLAMIC TRADE FINANCE CORPORATION (ITFC)

1145

#### LEADERS IN TRADE PANEL DISCUSSION

Improving conditions of trade and investments in global economy to maximize the benefits and minimize the risks associated with global value chains

Moderator:



**DR. JACQUES BUGHIN**, *Director*, MCKINSEY & COMPANY

Panelists:



**DR. HERBERT OBERHAENSLI**, *Vice President Economics & International Relations*, NESTLÉ SA



**SHISHIR PRIYADARSHI**, *Director-Development Division*, WORLD TRADE ORGANIZATION



**JAMES LOCKETT**, *Vice President, Head of Trade Facilitation and Market Access*, HUAWEI TECHNOLOGIES



**STEFANO ARGANESE**, *Chief Executive Officer*, DHL FREIGHT CESE & AMEA (CENTRAL EASTERN SOUTHERN EUROPE AND AMERICAS, MIDDLE EAST, AFRICA)



**RAJEEV ARORA**, *Joint Secretary*, DEPARTMENT OF COMMERCE MINISTRY OF COMMERCE & INDUSTRY, INDIA

1245

**Corporate Presentation by**  
**MARK HILL**, *Director*, DIGITAL CODING & TRACKING ASSOCIATION (DCTA)

1300

**Chairperson's Closing Remarks**  
**NOUHA ALI**, *Presenter*, CNBC ARABIA, UAE

1310

Networking Lunch



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## 2ND GLOBAL CORPORATE REAL ESTATE LEADERS' SUMMIT

### DAY 1, MONDAY, 27TH OCTOBER 2014

1400

**Chairperson's Opening Remarks**  
**CLAIRE HUGHES MUNRO**, *Director of Corporate Real Estate, ARABTEC HOLDING, UAE*

1415

**CASE STUDY – GE OIL & GAS**  
**Corporate Location Strategy for Business Competitiveness: GE Oil & Gas Investment In Saudi Arabia**

- Reasons for investing in a region
- Key considerations for selecting a location (talent availability, infrastructure, tax incentives, political stability and etc.)
- Challenges faced during the process of decision making and setting up

**MOHAMMED KHAN**, *Commercial & Strategic Development Leader – MENAT, GE OIL & GAS*

1445

**CASE STUDY – DUBAI LAND DEPARTMENT (DLD)**  
**The Role of Dubai Land Department in Attracting Investments: Programs & Initiatives**  
**ENG. DUAA ISSAM DABLAN**, *Senior Deputy Director - Real Estate Investment Management & Promotion Center, DUBAI LAND DEPARTMENT (DLD), UAE*

1530

**Afternoon Refreshments & Networking**

1600

**INTERACTIVE PANEL DISCUSSION 1**  
**Managing a Diverse CRE Portfolio and Assets across Multiple Geographies and Cultures**

- Overcoming the challenges of market transparency, diverse cultural and regulatory environments
- Implementing a tech-driven portfolio management to make faster decisions and improving profitability
- Strengthening internal business relationships, sourcing & establishing the right partnerships (local vs. international)

**Moderator:**  
**To Be Confirmed**  
**Panelists:**

- **DAVID KATZ**, *Head of Real Estate and Site Operations - MEA, IBM*
- **KIRAN NAIDU**, *Head of Corporate Facilities - IMEA, BOEING*
- **PHIL WEE**, *Director, Global Real Estate and Facilities, PANASONIC AVIONICS*

1715

**Chairperson's Closing Remarks**  
**CLAIRE HUGHES MUNRO**, *Director of Corporate Real Estate, ARABTEC HOLDING, UAE*

1730

**Evening Networking Reception Sponsored By DIGITAL CODING & TRACKING ASSOCIATION (DCTA)**



DIGITAL CODING &  
TRACKING ASSOCIATION

1900

**Gala Dinner Sponsored By KOREAN FREE ECONOMIC ZONES AUTHORITY**  
**Welcome Speech Delivered By**  
**PARK SOON-KEE**, *Director General Planning Office, KOREAN FREE ECONOMIC ZONES*



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## 2ND GLOBAL CORPORATE REAL ESTATE LEADERS' SUMMIT

### DAY 2, TUESDAY, 28TH OCTOBER 2014

0815	Registration
0845	Chairperson's Opening Remarks SAEED AL ABBAR, <i>Chairman</i> , EMIRATES GREEN BUILDING COUNCIL, UAE
0900	<b>CASE STUDY - IBM</b> Site Selection Strategy for Profitable Business Expansion and Overcoming Challenges in Entering an Emerging Market – Nigeria, Kenya & South Africa  DAVID KATZ, <i>Head of Real Estate and Site Operations for Middle East and Africa</i> , IBM
1015	Morning Refreshments & Networking
1045	<b>INTERACTIVE PANEL DISCUSSION 2</b> <b>Delivering Greater Cost Savings through Sustainability- Green Is the Colour of Money!</b> <ul style="list-style-type: none"><li>Aligning developer, building owner and occupier's needs to adjust the Building Management System (BMS) and reduce energy consumption and operating costs</li><li>Adopting renewable energy solutions like solar, wind, biomass, hydro, etc</li><li>Understanding the costs, ROI and payback period for investing in sustainable energy efforts</li><li>Overcoming challenges in constructing a LEED building</li></ul> <b>Moderator:</b> SAEED AL ABBAR, <i>Chairman</i> , EMIRATES GREEN BUILDING COUNCIL, UAE  <b>Panelists:</b> <ul style="list-style-type: none"><li>H.E. ENG ABDULLA RAFIA, <i>Assistant Director General for Engineering and Planning Sector, Head of The Sustainability Committee</i>, DUBAI MUNICIPALITY, UAE</li><li>ALI AL SUWAIDI, <i>Executive Director</i>, EJADAH ASSET MANAGEMENT GROUP ABU DHABI; <i>Board of Director</i>, MEFMA</li><li>INAKI AZALDEGUI, <i>Development Manager</i>, MASDAR CITY, UAE</li><li>PHIL WEE, <i>Director</i>, Global Real Estate and Facilities, PANASONIC AVIONICS</li></ul>
1200	Networking Lunch
1315	<b>INTERACTIVE PANEL DISCUSSION 3</b> <b>Innovating Workplace Strategies to Achieve Bottom Line Profit and Attract Talents</b> <ul style="list-style-type: none"><li>Moving beyond agility by redefining work and the need of space</li><li>Role of IT in delivering successful and innovative workplace strategies</li><li>Connecting the dots between CRE, HR, Finance and IT for strategic planning and cost-effective portfolio management</li><li>Role of CRE in creating a dynamic work environment to respond to different generational requirements</li></ul> <b>Moderator:</b> BRUCE SZCZEPANSKI, <i>Senior Development Director – McDonald's Middle East Development Company</i> , MCDONALD'S  <b>Panelists:</b> <ul style="list-style-type: none"><li>DAVID MIRMELLI, <i>Director- Europe, Middle East, Africa, Global Corporate Services</i>, BMC SOFTWARE</li><li>JASON GODDARD, <i>Regional Executive Director &amp; General Manager MENAT, Global Operations</i>, Global WorkPlace Solutions, JOHNSON CONTROLS</li><li>KENNY TAN, <i>Head of Facilities – Asia Pacific, Group Property</i>, ROLLS - ROYCE</li><li>PAUL CRAYFORD, <i>Director of EMEA Real Estate</i>, AON</li></ul>
1430	Afternoon Refreshments & Networking
1500	<b>INTERACTIVE PANEL DISCUSSION 4</b> <b>Measuring the Success of CRE Strategies to Ensure Sustainable Competitiveness</b> <ul style="list-style-type: none"><li>Measuring the effectiveness of CRE strategies to support organizational development</li><li>Developing and implementing the right metrics to ensure that it is aligned with organizational objectives</li><li>Benchmarking with competitors within and across industries</li></ul> <b>Moderator:</b> JACQUES PERPÈRE, <i>Head of International Real Estate</i> , AIRBUS  <b>Panelists:</b> <ul style="list-style-type: none"><li>CLAIRE HUGHES MUNRO, <i>Director of Corporate Real Estate</i>, ARABTEC HOLDING, UAE</li><li>ELLIOT LEWIS, <i>Portfolio Manager - Global Operations – Properties MENAT &amp; SSA</i>, GENERAL ELECTRIC; <i>Co-Chair</i>, CORENET GLOBAL MIDDLE EAST</li><li>SIMON WALTER, <i>Head of Real Estate SEMEA</i>, NOKIA</li></ul>
1615	Chairperson's Closing Remarks SAEED AL ABBAR, <i>Chairman</i> , EMIRATES GREEN BUILDING COUNCIL, UAE
1630	End of Summit





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## 2ND GLOBAL CORPORATE REAL ESTATE LEADERS' WORKSHOP

**DAY 3, WEDNESDAY, 29TH OCTOBER 2014**

### STRATEGIC SITE SELECTION & PORTFOLIO MANAGEMENT

#### Workshop Leader:

**ELLIOT LEWIS**, Portfolio Manager - Global Operations – Properties MENAT & SSA, **GENERAL ELECTRIC**; Co-Chair, **CORENET GLOBAL MIDDLE EAST**



**ELLIOT LEWIS** is responsible for the strategic and tactical real estate portfolio of General Electric throughout the Middle East and Africa, his portfolio consists of over 113 lease interests across 32 countries and over 3.3million sq ft. Elliot has focused on developing internal and external networks throughout the region to gain control over activities and understand business priorities & requirements, leveraging market knowledge and external contacts to building on a strong delivery model. Elliot is co-chair and founder of the Middle East Chapter of CoreNet Global a network of real estate professionals with 60 members made up of real estate end users and suppliers. Outside of family and work Elliot is a keen triathlete competing both nationally and internationally up to and including Ironman distance.

0845

Registration

0900

#### PART 1

- **Understanding the Portfolio** – Current Utilization and Ability to Optimize Existing Facilities for Future Growth or Business Requirements
- **Strategic Alignment** – Being Aligned with the Business to Understand Their Business Plans Be These Growth or Otherwise

1030

Morning Refreshments & Networking

1100

#### PART 2

- **Finance** – Taking the Real Estate and Market Information and Showing the Impact On the Bottom Line
- **Input** – Fully Understanding the Business Inputs and Their Impact Weighting on the Real Estate Decision Be These, Labor, Logistics, Utilities & Etc.

1230

End of Workshop & Networking Lunch





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## GLOBAL CUSTOMS & TRADE FACILITATION SUMMIT

### DAY 1, MONDAY, 27TH OCTOBER 2014

**1400** Chairperson's Opening Remarks  
PROFESSOR DAVID WIDDOWSON, *President*, INTERNATIONAL NETWORK OF CUSTOMS UNIVERSITIES (INCU)

**1415** Keynote Welcome Address  
H.E. AHMED MAHBOOB MUSABIH, *Director*, DUBAI CUSTOMS, UAE

**1430** **INTERACTIVE LEADER'S PANEL DISCUSSION**  
**Discussing the Role of Customs in Improving Economic Competitiveness of Nations and Developing Sustainable International Trade Growth**

- Implementation of trade facilitation measures and reforms
- Bridging the information gap and promoting greater connectivity between all stakeholders
- WTO Agreement on Trade Facilitation (ATF) – how do we prepare for this?

**Moderator:**  
PROFESSOR DAVID WIDDOWSON, *President*, INTERNATIONAL NETWORK OF CUSTOMS UNIVERSITIES (INCU)

**Panelists:**

- H.E. AHMED MAHBOOB MUSABIH, *Director*, DUBAI CUSTOMS, UAE
- FAKHRY ALHAZAIMEH, *Counsellor for WTO and Multilateral Trade Issues*, MINISTRY OF ECONOMY, UAE
- LEIGH WINCHELL, *Deputy Director of Compliance and Facilitation Directorate*, WORLD CUSTOMS ORGANIZATION (WCO)
- LIU PING, *Customs Representative of Permanent Mission of China to the WTO*, GENERAL ADMINISTRATION OF CHINA CUSTOMS (GACC), CHINA

**1545** Afternoon Refreshments & Networking

**1615** **INTERACTIVE PANEL DISCUSSION 2**  
**Reducing Trade Barriers and Creating a More Stable and Transparent Trading and Investment Environment – FTAs from the Perspective of the Public and Private Sectors**

- How can FTAs eliminate or reduce trade barriers?
- Impact of FTAs on government indirect tax revenue and on corporate businesses
- Discussing the impact of bilateral and regional trade agreements on trade flows, unilateral reform, investment returns and productivity growth

**Moderator:**  
DR. ASHRAF ALI MAHATE, *Head of Export Market Intelligence*, DUBAI EXPORTS, UAE

**Panelists:**

- CHARLES BARBER, *Director, Trade Compliance*, KUEHNE + NAGEL
- MOHAMMAD EHTESHAMUL HOQUE, *Second Secretary (Customs: International Trade and Modernization)*, NATIONAL BOARD OF REVENUE BANGLADESH, BANGLADESH; *Former International Customs Advisor (Governance)*, UNITED NATIONS OFFICE FOR PROJECT SERVICES (UNOPS)
- SAMER SHOUKRY, *International Trade Compliance Leader – MEA, Turkey & Central Asia*, HONEYWELL
- YAHYA AL DABBAGH, *Advisor for WTO and FTAs Affairs*, MINISTRY OF ECONOMY, UAE

**1730** Chairperson's Closing Remarks  
PROFESSOR DAVID WIDDOWSON, *President*, INTERNATIONAL NETWORK OF CUSTOMS UNIVERSITIES (INCU)

**1745** Evening Networking Reception Sponsored By DIGITAL CODING & TRACKING ASSOCIATION (DCTA)



DIGITAL CODING &  
TRACKING ASSOCIATION

**1900** Gala Dinner Sponsored By KOREAN FREE ECONOMIC ZONES AUTHORITY  
Welcome Speech Delivered By  
PARK SOON-KEE, *Director General Planning Office*, KOREAN FREE ECONOMIC ZONES



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## GLOBAL CUSTOMS & TRADE FACILITATION SUMMIT

### DAY 2, TUESDAY, 28TH OCTOBER 2014

0815	Registration
0845	<b>Chairperson's Opening Remarks</b> <b>DR. IGOR EGOROV</b> , <i>Director of Supply Chain Management MEA, FIAT-CHRYSLER GROUP; Chairman, RUSSIAN BUSINESS COUNCIL, UAE; Chairman, COORDINATION COUNCIL OF RUSSIAN COMPATRIOTS, UAE</i>
0900	<b>INTERACTIVE PANEL DISCUSSION 1</b> <b>Enhancing Cooperation, Integration and Information Sharing Between Custom Controllers, Government Trade Agencies and the Private Sector to Further Enhance Trade Facilitation and to Combat Illicit Trade</b> <ul style="list-style-type: none"><li>Highlight the threat and escalating economic and community costs of illicit trade</li><li>Enforcing strategic trade controls</li><li>Encouraging information transparency and international cooperation on supply chain performance and security</li></ul> <b>Moderator:</b> <b>ALINE PLANÇON</b> , <i>Sub-Director of Medical Product Counterfeiting and Pharmaceutical Crime, INTERPOL</i> <b>Panelists:</b> <ul style="list-style-type: none"><li><b>KENNETH BAGAMUHUNDA</b>, <i>Director of Customs, EAST AFRICAN COMMUNITY (EAC)</i></li><li><b>LEIGH WINCHELL</b>, <i>Deputy Director of Compliance and Facilitation Directorate, WORLD CUSTOMS ORGANIZATION (WCO)</i></li><li><b>MAHMOOD AL BASTAKI</b>, <i>Chief Executive Officer, DUBAI TRADE, UAE</i></li><li><b>RENATO ANTONINI</b>, <i>Partner, JONES DAY</i></li></ul>
1015	Corporate Presentation by <b>TOM DOYLE</b> , <i>Chief Commercial Officer, SICPA SECURITY SOLUTIONS SA</i>
1030	Morning Refreshments & Networking Sponsored By <b>SICPA SECURITY SOLUTIONS SA</b>
1100	<b>INTERACTIVE PANEL DISCUSSION 2</b> <b>Exploring the Next Generation of Innovative Trade Technology Applications to Achieve Effective Trade Facilitation and Border Enforcement</b> <ul style="list-style-type: none"><li>Developing a road map to identify areas to restructure and modernise</li><li>Using IT to embed risk analysis and intelligence in operational processes chain</li><li>Highlighting the importance and benefits of implementing secure track and trace technologies</li><li>Discussing the significance of the implementation of the 'single window' concept at borders in promoting trade around the globe</li></ul> <b>Moderator:</b> <b>RAMESH SIVA</b> , <i>Lead e-Government Specialist, THE WORLD BANK</i> <b>Panelists:</b> <ul style="list-style-type: none"><li><b>ERIC E. VAN DER STARRE</b>, <i>Director of Export Compliance Solutions, MIC CUSTOMS SOLUTIONS</i></li><li><b>JOEL WATERMAN</b>, <i>Regional Director of Business Analytics Division, Middle East, Pakistan, Turkey &amp; Africa, IBM</i></li><li><b>MOHAMMAD EHTESHAMUL HOQUE</b>, <i>Second Secretary (Customs: International Trade and Modernization), NATIONAL BOARD OF REVENUE BANGLADESH, BANGLADESH; Former International Customs Advisor (Governance), UNITED NATIONS OFFICE FOR PROJECT SERVICES (UNOPS)</i></li><li><b>TOM DOYLE</b>, <i>Chief Commercial Officer, SICPA SECURITY SOLUTIONS SA</i></li></ul>
1215	Networking Lunch
1330	<b>INTERACTIVE PANEL DISCUSSION 3</b> <b>Sustaining a More Resilient Global Risk Management Programme Through a Holistic Approach to GRC: Mitigating Trade Risk Across Global Supply Chains</b> <ul style="list-style-type: none"><li>Identifying potential risks in increasingly geographically dispersed supply chains to enhance supply chain and delivery performance</li><li>Utilising technology to integrate compliance requirements into workflows</li><li>Mitigating risks and streamlining trade processes to control costs, reduce risk of trade compliance violations, improve international operations, ensure ongoing compliance and to reduce delays by speeding outbound and inbound customs clearance</li></ul> <b>Moderator:</b> <b>DAVID PHILLIPS</b> , <i>Chief Executive Officer, FREIGHT SYSTEMS, UAE; President, NATIONAL ASSOCIATION OF FREIGHT AND LOGISTICS (NAFL), UAE; Vice President, INTERNATIONAL FEDERATION OF FREIGHT FORWARDERS ASSOCIATIONS (FIATA), SWITZERLAND</i> <b>Panelists:</b> <ul style="list-style-type: none"><li><b>JOHN PITT</b>, <i>Head of Global Customs, ADIDAS GROUP</i></li><li><b>KEITH STRONACH</b>, <i>Head of Export Control Compliance, BAE SYSTEMS, SAUDI ARABIA</i></li><li><b>MINNA HERRANEN</b>, <i>Head of Trade Management, MEA &amp; India, GOPS, Global Trade Management, Networks, NOKIA</i></li><li><b>PETER J.M. BULTERS</b>, <i>Senior Director of Global Trade Compliance, LIVINGSTON INTERNATIONAL</i></li></ul>
1445	Afternoon Refreshments & Networking
1515	<b>INTERACTIVE PANEL DISCUSSION 4</b> <b>Discussing the Future Development of Cross-Border Trade Information Exchange: Public and Private Sectors' Visions and Objectives</b> <ul style="list-style-type: none"><li>Identifying prior successes and present challenges of public sectors/customs administrations in implementing trade policies and strategies.</li><li>Role of private sectors in applying trade policies and strategies which automate trade documentation &amp; information, customs processes, and simplify transit formalities.</li><li>Fostering and enhancing partnership of MNCs/freight forwarders/logistics in facilitating smoother trade exchange in an increasingly competitive global environment.</li></ul> <b>Moderator:</b> <b>LARS KARLSSON</b> , <i>President, KGH BORDER SERVICES</i> <b>Panelists:</b> <ul style="list-style-type: none"><li><b>DR. IGOR EGOROV</b>, <i>Director of Supply Chain Management MEA, FIAT-CHRYSLER GROUP; Chairman, RUSSIAN BUSINESS COUNCIL, UAE; Chairman, COORDINATION COUNCIL OF RUSSIAN COMPATRIOTS, UAE</i></li><li><b>GLENDA L. ABADINES</b>, <i>Director of Trade Compliance, Middle East &amp; Asia Pacific Region, BAKER HUGHES</i></li><li><b>RICHARD DEARING</b>, <i>Global Trade Director of EY EMEA Tax Centre, ERNST &amp; YOUNG</i></li><li><b>SYED HABIB AHMED</b>, <i>General Manager of Trade Cooperation &amp; Promotion Program (TCPP), INTERNATIONAL ISLAMIC TRADE FINANCE CORPORATION (ITFC)</i></li></ul>
1630	<b>Chairperson's Closing Remarks</b> <b>DR. IGOR EGOROV</b> , <i>Director of Supply Chain Management MEA, FIAT-CHRYSLER GROUP; Chairman, RUSSIAN BUSINESS COUNCIL, UAE; Chairman, COORDINATION COUNCIL OF RUSSIAN COMPATRIOTS, UAE</i>



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## GLOBAL CUSTOMS & TRADE FACILITATION WORKSHOP

### DAY 3, WEDNESDAY, 29TH OCTOBER 2014

0900

Registration

#### ENABLING TRUSTED TRADE THROUGH SECURE TRACK AND TRACE TECHNOLOGY

##### Workshop Leader:

**TOM DOYLE**, Chief Commercial Officer, SICPA SECURITY SOLUTIONS SA



**TOM DOYLE** is the Chief Commercial Officer of SICPA Security Solutions SA since January 2013 where he is responsible for Global Marketing and Commercial Strategy. Having spent 35 years working within the public and private sector domain of Customs, Tax, and Border Management, Tom has first-hand experience in virtually all aspects of customs, tax, and international trade, but is best known for his work within the ICT environment, where he provides technical assistance support to a number of countries all over the world. His publications include: Outsourcing as a Strategic Delivery Option for Customs; Collaborative Border Management; Customs 2020; Achieving excellence in Customs through Knowledge Management; Rethinking the Procurement Practices of Customs Agencies; and most recently, Enabling Trusted Trade through Secure Track and Trace Technology. He also co-authored The World Bank's Border Management Handbook, A Guide for Reformers.

*There is a wide consensus on the need to address illicit trade. In the face of ever-increasing threats to government and society at large, comprehensive, collaborative and technically advanced secure track and trace solutions have an important role to play in strengthening and unifying regulatory control, fiscal sustainability, consumer protection and secure supply chains. This technology can also be a critically important trade facilitation tool to enable trusted traders to work collaboratively with regulatory agencies, in order to establish a level playing field of competitiveness for industry, as well as improving governments' ability to fight the scourge of illicit trade. However, a clear global vision is needed to enable trusted trade through secure track and trace technology. If governments and companies worldwide are to fully leverage the potential benefits from secure track and trace framework and solutions, they need to act now.*

0930

**PART 1: The Business Case Rationale for Secure Track and Trace**

1030

**Morning Refreshments & Networking**

1100

**PART 2: The SICPATRACE Customer Experience**

1200

**Networking Lunch**

##### Workshop Leader:

**RENATO ANTONINI**, Partner, JONES DAY



**RENATO ANTONINI** is a Partner at Jones Day. He focuses on EU trade, WTO and customs laws. He also advises clients in EU competition law. Renato advises clients in tariff classification, customs valuation, dual-use good, and sanctions. Renato has assisted clients in many EU and BRIC trade defence investigations and other trade matters. Renato presently assists the People's Republic of China in two disputes before the WTO. He has successfully defended clients' interests before governments and courts. Renato is chairman of CeSDE (Centro Studi di Diritto Doganale Europeo), a member of the International Bar Association, regular speaker at seminars and conferences, a member of the International Academy of Customs Law, as well as a member of the advisory board of Practical Trade & Customs Strategies.

*In the past, trade talks focused on addressing traditional trade barriers. Recently, more and more attention is given to trade facilitation. Trade facilitation deals with the simplification, harmonization, standardization and modernization of trade procedures. Trade facilitation aims at increasing transparency and predictability, thereby facilitating trade. Internationally accepted rules and practices are crucial for this purpose. The final goal is the reduction of the transaction costs. The customs have a key role in this process and they must seek to ensure a balance between effective control measures and customs compliance on the one hand, and trade facilitation on the other hand. Several initiatives have been taken to improve the role of customs in trade facilitation, including WTO trade round negotiations, initiatives at the level of the WCO, the inclusion of specific provisions in free trade agreements ("FTAs") and technical assistance. Trade facilitation is at the heart of customs modernization programs. Obstacles include conflicting interests, lack of coordination, lack of technology and access to knowledge and information.*

*In recent time, we have seen an increased use of trade control instruments, such as sanctions against persons, countries or organizations and export controls on specific goods (for instance, dual-use items). Effective coordination and striking a balance between addressing security concerns relating to the international trade in goods and trade facilitation, is key in order to maintain effective trade. Exports controls may be limited by certain rules at the level of the WTO.*

1300

**PART 1: The Role of Customs, Trade Facilitation Agreement, FTAs, Technical Assistance**

1430

**PART 2: Trade Facilitation and Security, Export Controls**

1600

**End of Workshop & Afternoon Refreshments & Networking**





# GLOBAL TRADE DEVELOPMENT WEEK

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## 5TH GLOBAL FREE TRADE & SPECIAL ECONOMIC ZONES SUMMIT

### DAY 1, MONDAY, 27TH OCTOBER 2014

1400

#### Chairperson's Opening Remarks

**MAJED ZAMBARAJI**, Vice President Middle East, India Subcontinent, Central Asia, and Africa, **UPS**

1415

#### INTERACTIVE PANEL DISCUSSION 1

**Extending strategic cooperation and exchange of knowledge between economic regions and zones globally for mutual benefits**

- Developing an open and transparent environment to reduce restrictions on trade and investments
- Providing a strong framework and greater opportunities for creating jobs and transferring know-how
- Synergizing trade and investment policies and institutions for all round sustainable development

#### Moderator:

**H.E. PROF. DR. KAMEL O. MAHADIN**, Chief Commissioner, **AQABA SPECIAL ECONOMIC ZONE AUTHORITY (ASEZA)**, JORDAN

#### Panelists:

- **MAJED ZAMBARAJI**, Vice President Middle East, India Subcontinent, Central Asia, and Africa, **UPS**
- **DR. NADIR ABDELLATIF MOHAMMED**, Country Director, GCC Countries, **WORLD BANK GROUP**
- **P.C NAMBIAR**, Chairman, **EXPORT PROMOTION COUNCIL FOR EOU<sub>s</sub> AND SEZ<sub>s</sub> (EPCES)**, INDIA
- **DR. RICHARD MUTULE KILONZO**, Vice President - Middle East & Africa, **SEZ INTERNATIONAL CORP, USA**

1530

#### Corporate Presentation by

**MAJED ZAMBARAJI**, Vice President Middle East, India Subcontinent, Central Asia, and Africa, **UPS**

1545

#### Afternoon Refreshments & Networking

1615

#### INTERACTIVE PANEL DISCUSSION 2

**Enhancing competitiveness and improving the productivity of Special Economic Zones-Comparing performance and learning from global experience**

- Enumerating the conditions that enable effectiveness of Special Economic Zones - How do they relate to industrial development, technology transfer and innovation?
- Adopting flexible SEZ models paying particular attention to the domestic trade integrating with national trade and industrial strategies
- Removing barriers to inward capital flows, attracting investments to boost trade and investments
- Establishing conducive and robust policies, incentives and administrative frameworks to make a successful SEZ

#### Moderator:

**VINOD SHARMA**, Director, **CENTRE OF INTERNATIONAL STUDIES ON DEVELOPMENT ECONOMICS (CEDIS)**; Chairman, **EXPORT PROMOTION COUNCIL (ELECTRONICS & SOFTWARES)**, INDIA

#### Panelists:

- **HANS. L VERHULST**, Founder/Director, **CENTRE OF INTERNATIONAL STUDIES ON DEVELOPMENT ECONOMICS (CEDIS)**, NETHERLANDS
- **HAZEM GALAL**, Partner & Global Leader, Cities and Local Government Sector, **PRICEWATERHOUSECOOPERS**
- **HUMPHRY HATTON**, Chief Executive Officer, **DELOITTE CORPORATE FINANCE LIMITED**
- **PROF. DATUK ISMAIL IBRAHIM**, Chief Executive, **ISKANDAR REGIONAL DEVELOPMENT AUTHORITY (IRDA)**, MALAYSIA
- **DR. RICHARD MUTULE KILONZO**, Vice President - Middle East & Africa, **SEZ INTERNATIONAL CORP, USA**

1730

#### Chairperson's Closing Remarks

**MAJED ZAMBARAJI**, Vice President Middle East, India Subcontinent, Central Asia, and Africa, **UPS**

1740

#### Evening Networking Reception Sponsored By DIGITAL CODING & TRACKING ASSOCIATION (DCTA)



DIGITAL CODING &  
TRACKING ASSOCIATION

1900

#### Gala Dinner Sponsored By KOREAN FREE ECONOMIC ZONES AUTHORITY

#### Welcome Speech Delivered By

**PARK SOON-KEE**, Director General Planning Office, **KOREAN FREE ECONOMIC ZONES**



\*Gala Dinner access only for  
Pre-Registered guests



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## 5TH GLOBAL FREE TRADE & SPECIAL ECONOMIC ZONES SUMMIT

### DAY 2, TUESDAY, 28TH OCTOBER 2014

0815	Registration
0845	<b>Chairperson's Opening Remarks</b> PAUL GODFREY, <i>Group Director of Editorial, CPI MEDIA GROUP, UAE</i>
0900	<b>INTERACTIVE PANEL DISCUSSION 1</b> <b>Unleashing the potential of industrial development by helping SMEs take advantage of collective efficiency gains through horizontal and vertical networks</b> <ul style="list-style-type: none"><li>• Attracting and maximizing the growth of value-added, knowledge-based, technologically-advanced and innovative SMEs to help businesses expand</li><li>• Enhancing the competitiveness and sustainability of SMEs through industrial clusters</li><li>• Adopting associative models of industrial development to integrate SMEs successfully into global value chains</li><li>• Driving innovation by creating input-output linkages with SMEs</li></ul> <b>Moderator:</b> ALEXANDAR MATHEW WILLIAMS, <i>Director, Strategy and Policy Division, DUBAI SME</i> <b>Panelists:</b> <ul style="list-style-type: none"><li>• DR. HASHIM HUSSEIN, <i>Head - Investment and Technology Promotion Office, UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION (UNIDO)</i></li><li>• JOE HEPWORTH, <i>Chief Executive Officer, BRITISH CENTRES FOR BUSINESS</i></li><li>• LESTER LU, <i>Regional Director, Middle East &amp; North Africa, INTERNATIONAL ENTERPRISE (IE) SINGAPORE</i></li><li>• PAUL GODFREY, <i>Group Director of Editorial, CPI MEDIA GROUP, UAE</i></li></ul>
1015	Corporate Presentation by HON. CALLE SCHLETTWEIN, <i>Minister, MINISTRY OF TRADE AND INDUSTRY, NAMIBIA</i>
1030	Morning Refreshments & Networking Sponsored By MINISTRY OF TRADE & INDUSTRY NAMIBIA
1045	<b>INTERACTIVE PANEL DISCUSSION 2</b> <b>Analyzing the role of mega infrastructures to attract significant levels of investment in the free trade and Special economic zones</b> <ul style="list-style-type: none"><li>• Highlighting the importance of infrastructure growth associated with greater accessibility and reduction in operational costs</li><li>• Enhancing competitiveness by achieving business excellence through better infrastructural availability</li><li>• Reducing the cost of doing business and increasing export performance by developing quality infrastructure projects</li><li>• Accelerating the infrastructure development through Public Private Partnerships</li></ul> <b>Moderator:</b> BILL BANKS, <i>Global Infrastructure Leader, ERNST &amp; YOUNG</i> <b>Panelists:</b> <ul style="list-style-type: none"><li>• DR. ADELHELM MERU, <i>Director General, EXPORT PROCESSING ZONES AUTHORITY (EPZA), TANZANIA</i></li><li>• CASPAR HERZBERG, <i>Vice President – Asia Pacific, Japan and China Theater, CISCO CONSULTING SERVICES</i></li><li>• H.E. PROF. DR. KAMEL O. MAHADIN, <i>Chief Commissioner, AQABA SPECIAL ECONOMIC ZONE AUTHORITY (ASEZA), JORDAN</i></li><li>• MARK PRIOR, <i>Managing Director of Programme, Cost, Consultancy EMEA, AECOM</i></li></ul>
1200	Corporate Presentation by H.E. PROF. DR. KAMEL O. MAHADIN, <i>Chief Commissioner, AQABA SPECIAL ECONOMIC ZONE AUTHORITY (ASEZA), JORDAN</i>
1215	Networking Lunch Sponsored By AQABA SPECIAL ECONOMIC ZONE AUTHORITY (ASEZA)
1330	<b>INTERACTIVE PANEL DISCUSSION 3</b> <b>Emerging trends and future direction in FDI – Creating synergies in Trade and Investments</b> <ul style="list-style-type: none"><li>• Catalyzing economic development by creating a competitive and enabling business environment</li><li>• Supporting diversification, attracting investment, creating employment, and benefit from skills and technology transfer</li><li>• Overcoming partnership challenges and implementing innovations by aligning expectations and objectives of all stakeholders</li></ul> <b>Moderator:</b> DR. WASSEEM MINA, <i>Associate Professor of Economics and Finance, UNITED ARAB EMIRATES UNIVERSITY</i> <b>Panelists:</b> <ul style="list-style-type: none"><li>• CHARLES CLIFTON, <i>Inward Investment Advisor, UK TRADE &amp; INVESTMENT (UKTI)</i></li><li>• FAHAD AL GERGAWI, <i>Chief Executive Officer, DUBAI FDI, UAE</i></li><li>• DR. FERDINANDO FIORE, <i>Trade Commissioner, ITALIAN TRADE COMMISSION, UAE</i></li><li>• H.E. MARWAN JASSIM AL SARKAL, <i>Chief Executive Officer, SHARJAH INVESTMENT AND DEVELOPMENT AUTHORITY – SHUROOQ, UAE</i></li><li>• DR. VALERY TSEPKALO, <i>Ambassador &amp; Head, BELARUS HI-TECH PARK</i></li></ul>
1445	Afternoon Refreshments & Networking
1515	<b>INTERACTIVE PANEL DISCUSSION 4</b> <b>Exploring the role of Free Trade Agreements (FTAs) to develop trade with emerging markets, strengthening trade in conventional markets and finding new markets in the difficult global economic scenario</b> <ul style="list-style-type: none"><li>• Improving FDI attractiveness by establishing FTAs across the region and internationally</li><li>• Analyzing export hurdles and determining the inputs required to further the growth of trade</li><li>• Boosting investor's confidence by protecting the investment from expropriation, ensuring transfer of funds and profits and speedy dispute resolution</li></ul> <b>Moderator:</b> JAMES LOCKETT, <i>Vice President, Head of Trade Facilitation and Market Access, HUAWEI TECHNOLOGIES</i> <b>Panelists:</b> <ul style="list-style-type: none"><li>• HON. CALLE SCHLETTWEIN, <i>Minister, MINISTRY OF TRADE AND INDUSTRY, NAMIBIA</i></li><li>• H.E. JUMA MOHAMMED AL KAIT, <i>Assistant Undersecretary - Foreign Trade Affairs, MINISTRY OF ECONOMY, UAE</i></li><li>• KAMAL SULTAN AL-KHAMERI, <i>Director General, Trade Agreement &amp; Area Department, MINISTRY OF INDUSTRY &amp; TRADE, REPUBLIC OF YEMEN</i></li><li>• MASAYOSHI WATANABE, <i>Managing Director, JAPAN EXTERNAL TRADE ORGANIZATION (JETRO) DUBAI &amp; MENA</i></li><li>• RAJEEV ARORA, <i>Joint Secretary, Department of Commerce, MINISTRY OF COMMERCE &amp; INDUSTRY, INDIA</i></li></ul>
1630	<b>Chairperson's Closing Remarks</b> PAUL GODFREY, <i>Group Director of Editorial, CPI MEDIA GROUP, UAE</i>
1645	End of Summit





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## 5TH GLOBAL FREE TRADE & SPECIAL ECONOMIC ZONES WORKSHOP

DAY 3, WEDNESDAY, 29TH OCTOBER 2014

### TOOLBOX FOR GLOBAL COMPETITIVENESS

#### Workshop Leaders:

- **HANS. L. VERHULST**, *Founder/Director*, CENTRE OF INTERNATIONAL STUDIES ON DEVELOPMENT ECONOMICS (CEDIS)
- **VINOD SHARMA**, *Director*, CENTRE OF INTERNATIONAL STUDIES ON DEVELOPMENT ECONOMICS (CEDIS); *Chairman*, EXPORT PROMOTION COUNCIL (ELECTRONICS & SOFTWARES), INDIA



**HANS. L. VERHULST** is the Founder/Director of CEDIS, the Centre of International Studies on Development Economics. As advisor to CBI –Agency of the Dutch Ministry of Foreign Affairs his key competence is on private sector development in transitioning economies. Together with co-director Vinod Sharma, he is author of various publications on international competitiveness, a/o “Valuemagics, a roadmap from cost to value” (McGraw Hill, 2013). Hans holds a master degree in business marketing from the Technical University Eindhoven, The Netherlands. CEDIS works with Governments, Ministries of Trade & Industry, sector associations on sector competitiveness projects. Together with his peers at The Global Value Chain, he developed a model on value chain design for companies in economies in transition - The Magic Pallet. It is the result of research for his thesis and years of practical implementation of the model in emerging markets.



**VINOD SHARMA** is a Director at the Centre of International Studies on Development Economics (CEDIS) and Chairman of the Export Promotion Council (Electronics & Softwares) in India. He is a successful entrepreneur, an experienced business leader and an insightful management expert. The three roles he plays- (i) as an entrepreneur + professional CEO (ii) Industrial Association leader (iii) International expert, consultant & trainer have contributed to a detailed, overall understanding of the actors and factors that play a role in enterprise and sector competitiveness. Vinod is a keen trainer and consultant, enhancing competitive management skills in managers, entrepreneurs and BSOs around the world. Along with his colleague Mr. Hans Verhulst, he has co-authored “Value Magics – a road map from cost to value”.

0845

#### Registration

0900

A roadmap from Cost to Value Competitiveness: Value Magics

- A model to understand and enhance Value - The Magic Pallet
- A tool to achieve enhanced value for your enterprise - SWAT

1030

#### Morning Refreshments & Networking

1100

Building a Country/ Sector strategy for Value Added Trade: Valuenomics

- Trade ecosystem
- The export funnel
- A tool to measure and increase trade competitiveness - MRI Scan
- Drafting a "Trade development Plan" - FSI Matrix

1230

#### Networking Lunch

1330

In our globalized economy, "Value chains compete, it's no longer competition between companies"

- How do we enable our value chains to compete?
- How do we drive the ecosystem towards sustainable competitiveness?

2 breakaway groups -  
Group 1. Products - Manufacturing & Trade  
Group 2. Services - Tourism

1500

#### Afternoon Refreshments & Networking

1530

#### Group reports / presentations and Q & A

1700

#### End of Workshop





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## 2ND GLOBAL TRADE FINANCE & INDUSTRIAL DEVELOPMENT SUMMIT

### DAY 1, MONDAY, 27TH OCTOBER 2014

1400

**Chairperson's Opening Remarks**  
**ROBIN AMLÖT**, *Managing Editor, CPI FINANCIAL*

1415

#### **INTERACTIVE PANEL DISCUSSION 1**

**Assessing the Environment for Trade and Trade Finance in the EMEA region - Role of Multilateral Financial Institutions, Regional Development Banks, Export Credit Agencies and Commercial Banks**

- Discussing Policy initiatives supporting trade in the region
- What are the growth and monetary prospects?
- Supporting inter and intra-regional growth in trade to aid in the rapid industrial development
- Supporting trade in emerging markets by ensuring adequate and affordable credit, loans and guarantees for trade transactions
- Bridging the gaps in existing Trade Finance to address and support strong links between Trade Finance, business expansion, job creation and competitiveness

**Moderator:**

**VINCENT O'BRIEN**, *Executive Member, ICC BANKING COMMISSION*

**Panelists:**

- **MANOJ MENON**, *Global Head of Transaction Services & Financial Institutions, FIRST GULF BANK*
- **DR. MARC AUBOIN**, *Economic Counsellor, WORLD TRADE ORGANIZATION (WTO)*
- **MARCO NINDL**, *Principal Trade Finance Banker of Trade Facilitation Programme (TFP), EUROPEAN BANK FOR RECONSTRUCTION & DEVELOPMENT, UK*
- **YAW ADU KUFFOUR**, *Head of Trade Finance, Private Sector Operations, AFRICAN DEVELOPMENT BANK (AfDB)*

1530

**Corporate Presentation by BASEL AL-HUSSEIN**, *Corporate & Structured Finance (CSF) Manager MENA, INTERNATIONAL ISLAMIC TRADE FINANCE CORPORATION (ITFC)*

1545

**Afternoon Refreshments & Networking**

1615

#### **INTERACTIVE PANEL DISCUSSION 2**

**Positioning Islamic Trade Finance As a Viable Instrument for International Trade Transactions**

- Exploring the untapped potential and emerging markets for Islamic Trade Finance due to the South-South trade
- Developing new structures and tools to meet the changing needs of the market and create added value to the trade
- Drawing comparison between conventional trade finance & Islamic trade finance from client's perspective

**Moderator:**

**DOUG BITCON**, *Head of Fixed Income Funds & Portfolio Management, EIIB RASMALA*

**Panelists:**

- **ABDULLA MOHAMMED AL AWAR**, *Chief Executive Officer, DUBAI ISLAMIC ECONOMY DEVELOPMENT CENTRE (DIEDC), UAE*
- **EHSAAN AHMED**, *Head of Global Transaction Services & Corporate Strategy, NOOR BANK, UAE*
- **NADIM ZAMAN**, *Managing Director, Head of Financial Institutions and Public Sector Wholesale Banking, NATIXIS, UAE*
- **NASSER AL-THEKAIR**, *Assistant GM, Head of MENA Region, Corporate & Structured Finance, INTERNATIONAL ISLAMIC TRADE FINANCE CORPORATION (ITFC)*

1730

**Chairperson's Closing Remarks**  
**ROBIN AMLÖT**, *Managing Editor, CPI FINANCIAL*

1730

**Evening Networking Reception Sponsored By DIGITAL CODING & TRACKING ASSOCIATION (DCTA)**



DIGITAL CODING &  
TRACKING ASSOCIATION

1900

**Gala Dinner Sponsored By KOREAN FREE ECONOMIC ZONES AUTHORITY**

**Welcome Speech Delivered By**

**PARK SOON-KEE**, *Director General Planning Office, KOREAN FREE ECONOMIC ZONES*



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## 2ND GLOBAL TRADE FINANCE & INDUSTRIAL DEVELOPMENT SUMMIT

**DAY 2, TUESDAY, 28TH OCTOBER 2014**

0815	<b>Registration</b>
0845	<b>Chairperson's Opening Remarks</b> <b>MOHAMED RASHAD</b> , <i>Group Head Trade Finance Operations, NATIONAL BANK OF ABU DHABI (NBAD), UAE</i>
0900	<b>INTERACTIVE PANEL DISCUSSION 1</b> <b>Driving Innovations in Supply Chain Financing to Maintain Resilience and Remain Competitive in Current Economic Climate</b> <ul style="list-style-type: none"><li>• Discussing the role of SCF platform providers (banks and non-banks), suppliers and buyers in ensuring win-win relationships</li><li>• Studying the impact of Basel III capital requirements on SCF business-Are SCF offerings reaching their limits?</li><li>• Role of SCF in addressing corporate's evolving working capital concerns</li><li>• Are banks capable of delivering cross-border solutions and what are the key regional differences?</li><li>• How BPO can be a source of competitive advantage to both banks and corporates?</li></ul> <b>Moderator:</b> <b>BAIHAS BAGHDADI</b> , <i>Managing Director, Head of Trade and Working Capital International, BARCLAYS</i> <b>Panelists:</b> <ul style="list-style-type: none"><li>• <b>ANIL WALIA</b>, <i>Global Head of Supply Chain Finance, Head Trade &amp; Supply Chain Finance Advisory EMEA and UK, THE ROYAL BANK OF SCOTLAND</i></li><li>• <b>DINESH KHANNA</b>, <i>Managing Director &amp; Regional Head, Transaction Banking MENAP, STANDARD CHARTERED BANK</i></li><li>• <b>FARAZ HAIDER</b>, <i>Trade Head, Managing Director, MENA, Pakistan &amp; Turkey (MENAPT), CITI</i></li><li>• <b>RAFAEL MURILLO</b>, <i>Executive Vice President, DURO FELGUERA, S.A</i></li></ul>
1015	<b>Morning Refreshments &amp; Networking Sponsored By INTERNATIONAL ISLAMIC TRADE FINANCE CORPORATION (ITFC)</b>
1045	<b>INTERACTIVE PANEL DISCUSSION 2</b> <b>Automating Trade Finance to Increase Efficiencies and De-Risking International Trade for Banks and Corporates</b> <ul style="list-style-type: none"><li>• Discussing the key issues in the current process of trade flows</li><li>• Ensuring flexibility in trade finance chain through collaborating trade finance technology underpinning BPO and electronic letter of credit</li><li>• Streamlining trade finance processing by utilising the potential values of BPO and other automated payments</li><li>• Improving processes for the electronic exchange of key documents to support international trade</li></ul> <b>Moderator:</b> <b>MANOJ MENON</b> , <i>Global Head of Transaction Services &amp; Financial Institutions, FIRST GULF BANK</i> <b>Panelists:</b> <ul style="list-style-type: none"><li>• <b>MOHAMED RASHAD</b>, <i>Group Head Trade Finance Operations, NATIONAL BANK OF ABU DHABI (NBAD), UAE</i></li><li>• <b>PETER GISLER</b>, <i>Group Vice President, Head of Export &amp; Trade Finance, ABB</i></li><li>• <b>RAVI KUMAR</b>, <i>Head of Business Innovation &amp; Projects, DUBAI TRADE</i></li><li>• <b>SOUZAN TARAZI</b>, <i>Senior Manager Trade Finance Services, Wholesale Banking, EMIRATES NBD</i></li></ul>
1200	<b>Networking Lunch</b>
1330	<b>INTERACTIVE PANEL DISCUSSION 3</b> <b>Mitigating Commercial and Political Risks and Enabling Growth in Trade by Employing Robust Trade Credit Insurance- Growth Potential for Trade Credit Insurance in EMEA Region</b> <ul style="list-style-type: none"><li>• Exploring the roles of public insurers (multilateral agencies, ECAs) and private insurers in facilitating trade finance</li><li>• Assessing political risk for the regions and leveraging trade credit insurance to gain access into emerging markets in the region</li><li>• What are the expectations of corporates towards insurers in terms of product innovation, capacity, costs and claims collection?</li><li>• Overcoming challenges faced by trade credit insurance market (lack of information from the buyers, lack of transparency in claims &amp; premiums, increased demand for product innovation, etc.)</li></ul> <b>Moderator:</b> <b>PHILIPP LEMMERZ</b> , <i>Head of Public Policy, Economics &amp; Policy Practice, PwC</i> <b>Panelists:</b> <ul style="list-style-type: none"><li>• <b>MAHAN BOLOURCHI</b>, <i>Chief Executive Officer, EULER HERMES – GCC COUNTRIES</i></li><li>• <b>MASSIMO FALCIONI</b>, <i>Head of Middle East Countries, COFACE</i></li><li>• <b>MUKUL SARKAR</b>, <i>Chief General Manager, EXPORT- IMPORT BANK OF INDIA, INDIA</i></li><li>• <b>SHEHZAD SHARJEEL</b>, <i>Regional Lead, Trade &amp; Supply Chain Solutions, Middle East &amp; North Africa, INTERNATIONAL FINANCE CORPORATION (IFC)</i></li><li>• <b>TOPI VESTERI</b>, <i>Executive Vice President, Deputy CEO, FINNVERA</i></li></ul>
1445	<b>Afternoon Refreshments &amp; Networking</b>
1515	<b>INTERACTIVE PANEL DISCUSSION 4</b> <b>Analyzing Developments in Commodity Finance and Highlighting the New Opportunities in the Region</b> <ul style="list-style-type: none"><li>• Identifying the key markets, regional focus and main trends of price &amp; structure for commodity sector</li><li>• Overcoming the challenges in commodity financing by coping with regulatory constraints and developing strategies to meet capital ratio requirements</li><li>• Importance of the commodity trade in developing economies and financial constraints across the region</li><li>• Understanding the role of multilateral agencies and development finance institutions in commodity finance deals</li></ul> <b>Moderator:</b> <b>SCOTT STEVENSON</b> , <i>Senior Manager, Trade and Supply Chain Solutions, INTERNATIONAL FINANCE CORPORATION (IFC)</i> <b>Panelists:</b> <ul style="list-style-type: none"><li>• <b>FAZALUR RAHMAN</b>, <i>Deputy General Manager of Finance, AL KHALEEF SUGAR COMPANY</i></li><li>• <b>JOHN MACNAMARA</b>, <i>Managing Director, Global Head of Structured Commodity Trade Finance, DEUTSCHE BANK</i></li><li>• <b>PAUL BOOTS</b>, <i>Director, Tradeflow, DMCC, UAE</i></li></ul>
1630	<b>Chairperson's Closing Remarks</b> <b>MOHAMED RASHAD</b> , <i>Group Head Trade Finance Operations, NATIONAL BANK OF ABU DHABI (NBAD), UAE</i>
1645	<b>End of Summit</b>



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## 2ND GLOBAL TRADE FINANCE & INDUSTRIAL DEVELOPMENT WORKSHOP

**DAY 3, WEDNESDAY, 29TH OCTOBER 2014**

0845

**Registration**

0900

### WORKSHOP 1 GLOBAL TRADE TRENDS AND KEY ICC BANKING

**Workshop Leader:**  
**VINCENT O'BRIEN**, *Executive Member, ICC BANKING COMMISSION*



**VINCENT O'BRIEN** is a member of the Executive Committee of the ICC Banking Commission and Chair of the ICC Market Intelligence Group (MIG). He has been actively involved in trade finance for more than a quarter of a century and has delivered technical trade finance assistance in more than 70 countries. He is regularly involved as an expert witness in arbitration and legal cases and he is highly regarded for speaking his mind and his ability to explain complex situations and structures in a clear and straightforward manner. Mr. O'Brien is an Associate Director of the Institute of International Banking Law and Practice (IIBLP), Washington, DC.

- Result of ICC Global Trade Finance Survey
  - Understanding the trends in trade growth
  - What are the key markets of activity and confirmations
  - Trends in Guarantee and Standby Usage
  - SWIFT traffic Summary
  - Export Credit Insurance- coverage and defaults
- Recurring Challenges in Trade Operations
  - Defaults or Non- Defaults under Letter of Credits
  - Issues with Gurantee and Standbys

1030

**Morning Refreshments & Networking**

1100

### WORKSHOP 2 ISLAMIC TRADE FINANCE OPERATION AND BEST PRACTICES

**Workshop Leader:**  
**IQBAL KARMALLY**, *SVP - Head of Trade Finance, Trade Finance Department, SHARJAH ISLAMIC BANK*



**IQBAL IBRAHIM KARMALLY** is the Senior Vice President & Head of Trade Finance at SHARJAH ISLAMIC BANK since 2005. He has wide ranging banking experience and in depth knowledge in all areas of Islamic and conventional trade finance products for more than 20 years. He has been involving regularly in Islamic Trade Finance and sharing his experiences and knowledge of Islamic trade finance in the industry. In 1992, as the MANAGER EXPORTS in American Express Bank, he was supervising export departments including advising, confirmation, pre and post shipment financing. Iqbal has a Bachelor Degree in Business and Commerce from Karachi University.

- Islamic Trade Finance Operation Introduction
  - Islamic finance and mechanisms of Islamic finance and mechanisms of Islamic trade finance
- Islamic Trade Finance Operation Murabaha Financing
  - What is Murabaha
  - Pre requisites of Murabaha
  - Murabaha under Letters of Credit
  - Murabaha against Documentary Collection
  - FAQ about Islamic trade finance

1300

**End of Workshop & Networking Lunch**