



Botschaft des Königreichs  
**SAUDI - ARABIEN**  
Berlin



**EMA**

Euro-Mediterran-Arabischer Länderverein  
المنظمة العربية الأورومتوسطية للتعاون الإقتصادي  
Euro-Mediterranean-Arab Association

## Program

[As of: 12.10.2016]

# 1<sup>st</sup> Saudi-German Forum for Sustainable Business

*October 20<sup>th</sup>, 2016*

Conference Venue:

Fairmont Hotel Vier Jahreszeiten Hamburg  
Neuer Jungfernstieg 9-14, D-20354 Hamburg

Conference Language:

English

Cooperation Partner



Delegation der Deutschen Wirtschaft  
für Saudi-Arabien, Bahrain und Jemen  
German-Saudi Arabian Liaison Office  
for Economic Affairs (GESALO)  
مكتب الإتصال الألماني السعودي للشؤون الاقتصادية

Knowledge Partner

**Arthur D Little**

*Furthering economic  
development cooperation*

Program | October 20<sup>th</sup>, 2016

|               |   |
|---------------|---|
| 09:30 – 10:00 | Registration at the Fairmont Hotel Hamburg  |
| 10:00 – 10:15 | <b>Opening and Words of Welcome</b>   |
|               | H.E. Christian Wulff, President of the Euro-Mediterranean-Arab Association EMA, Former President of the Federal Republic of Germany   |
|               | H.E. Cornelia Prüfer-Storcks, Senator for Health and Consumer Protection of the Free and Hanseatic City of Hamburg  |
|               | H.E. Dr. Awwad S. Alawwad, Ambassador of the Kingdom of Saudi Arabia to the Federal Republic of Germany   |
| 10:15 – 10:30 | <b>Keynote</b><br><b>Dr. Hayat Sindi</b><br>Member of the Majlis Ash-Shura (Consultative Assembly of Saudi Arabia)<br>Founder and CEO of i2institute  |
| 10:15 – 12:00 | <b>Panel I: The Kingdom's Strategies for a Sustainable Economy</b>  |
|               | Speakers:   |
|               | <ul style="list-style-type: none"> <li>- <i>Noba Kattan</i>, Advisor to the deputy of women department at General Sports Authority and managing the vision realization office at General Sports Authority, Kingdom of Saudi-Arabia</li> <li>- <i>Lina Almaeena</i>, Founder and CEO, Jeddah United Sports Company (JUSC)</li> <li>- <i>Oliver Oehms</i>, Delegate of the German Industry &amp; Commerce for Saudi Arabia, Bahrain and Yemen</li> <li>- <i>Ryan Almesayan</i>, Manager at Arthur D. Little, Kingdom of Saudi-Arabia</li> <li>- <i>Sabine Domke</i>, Unit North Africa, Near and Middle East, Federal Ministry for Economy and Energy (BMWi), Berlin</li> <li>- <i>Dr. Murad Dagbles</i>, Counsel, Allen &amp; Overy LLP, Düsseldorf</li> </ul> <p><i>Chairperson: Dr. Harald Kindermann, Secretary General of the German Council on Foreign Relations (DGAP), Former Ambassador of the Federal Republic of Germany to Saudi-Arabia</i></p> |
| Topics:       |   |
|               | <ul style="list-style-type: none"> <li>- Status quo of German-Saudi relations</li> <li>- Diversification strategies: National Transformation Program 2020 and the Vision 2030</li> <li>- The role of the private sector in times of transformation / PPP</li> <li>- Promotion of SMEs; Women in the labor market</li> <li>- Market and investment opportunities, investment climate; Economic, political and legal framework</li> </ul>   |



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|               |   |
|---------------|---|
| 12:00 – 13:00 | <b>B2B-Lunch</b>  |
| 13:00 – 14:30 | <b>Panel II: The Health Sector: Backbone of The Economy</b>   |
|               | <p>Speakers:</p> <ul style="list-style-type: none"> <li>- <i>Dr. Basma Al-Bubairan</i>, Managing Director of Health Care and Life Sciences, SAGIA</li> <li>- <i>Rola Ashour</i>, Managing Director, Jeddah Adult and Child Therapy Center (ACT)</li> <li>- <i>Markus Warmholz</i>, Director Corporate Legal, Hartmann Group, Heidenheim</li> <li>- <i>Prof. Dr. med. Christian Jürgens</i>, Medical Director, BG Unfallkrankenhaus Hamburg</li> <li>- <i>Dr. Najfab Hamoudah Al Shaalan</i>, Plastic Surgery Resident, Medical University of Hannover</li> </ul> <p><i>Chairperson: Clara Gruitrooy, Managing Director, EMA</i></p> <p>Topics:</p> <ul style="list-style-type: none"> <li>- Current challenges in the health sector: opportunities for German-Saudi cooperation</li> <li>- Medical &amp; pharmaceutical industry</li> <li>- Digitalization in the healthcare sector: The e-health strategy</li> <li>- Hospital Management; Local Capacity Building; Best-Practice Examples</li> </ul> |
| 14:30 – 15:00 | <b>B2B-Coffee</b>   |
| 15:00 – 16:30 | <b>Panel III: Logistics and Infrastructure: Pillars of Growth and Prosperity</b>  |
|               | <p>Speakers:</p> <ul style="list-style-type: none"> <li>- <i>Rayan Qutub</i>, CEO of the Industrial Valley, King Abdullah Economic City, Jeddah</li> <li>- <i>Muataz Alsafi</i>, Director General, Export Intelligence, Saudi Exports Development Authority</li> <li>- <i>Henning Kinkborst</i>, Managing Director, Hamburg Port Consulting GmbH</li> <li>- <i>Dr. Wassef Ayadi</i>, CEO, IDAIR GmbH, Hamburg</li> <li>- <i>Nadeem Anjum</i>, Sales Manager Middle East &amp; Africa, Ritz Instrument Transformers GmbH, Dubai</li> </ul> <p><i>Chairperson: Ryan Almesayan, Manager at Arthur D. Little, Kingdom of Saudi-Arabia</i></p> <p>Topics:</p> <ul style="list-style-type: none"> <li>- Saudi Arabia's efforts becoming a global logistics hub</li> <li>- Efficient Supply Chain Management, logistics, shipping, port logistics</li> <li>- Airport modernization; It-Solutions; Best-Practice Examples in the logistics/infrastructure sector</li> </ul>                                   |
| 16:30 – 17:00 | <b>Closing panel</b>  |
| 19:00 – 21:00 | <b>Evening Reception upon Invitation</b>  |

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