

## Draft Agenda

### CAWTAR\_EBSOMED EU-Med ROADSHOW

# SCALING UP FINANCE FOR INCLUSIVE DEVELOPMENT IN SOUTH NEIGHBORHOOD COUNTRIES

Tunisia, Tunis, Hotel Golden Tulip El Mechtel

**June 18-19, 2019**

**LEAD PARTNER:** Center of Arab Women for Training and Research (CAWTAR)

**TARGET COUNTRIES:** ENI Southern Countries (Tunisia, Morocco, Algeria, Egypt, Jordan, Lebanon, Libya, Syria, Palestine) + EU

**TARGETS:** SMEs, Micro enterprises and Business Support Organizations (BSOs)

- **June 18 & June 19 (morning)** : Session 1 to session 5 :  
**Hotel Golden Tulipe El Mechtel**

**Event venue:**

- **June 19 (afternoon):** Session 6 (joint session CAWTAR and OECD): **Movenpick Hotel**

## Day 1: June 18, 2019

Registration, welcome coffee and press point		09:30 - 10:00
<b>Session 1- Opening session &amp; welcome address</b>		
<b>Speakers</b>	<ul style="list-style-type: none"> <li>Center of Arab Women for Training and Research (CAWTAR)</li> <li><b>BUSINESSMED</b></li> <li>EU representative (TBC)</li> <li>Official representative from the Tunisian government. (TBC)</li> <li>Tunisian Ministry of Women, Family, Childhood and the Elderly.</li> </ul>	10:00 - 11:00
Coffee Break and press point		11:00 - 11:30
<b>Session 2 – Access to finance for SMEs and Micro-enterprises in South Neighborhood Countries (SNC): Needs and constraints</b>		
<b>Chair</b>	<i><b>RADHI MEDDEB</b> - CEO, COMETE Engineering, President-Founder ADS, President IPEMED, France</i>	
<b>Speakers</b>	<p><b>State of the art: regional review</b></p> <ul style="list-style-type: none"> <li><b>MAZEN KHALIFE</b> – Expert from the EU program: “Support to an enabling business environment for MSME”.</li> </ul> <p><b>From the demand side</b></p> <ul style="list-style-type: none"> <li><b>YOMNA ELSHERIDY</b> – President of BWE21 and women entrepreneur</li> </ul> <p><b>From the supply side</b></p> <ul style="list-style-type: none"> <li><b>AHMAD AL KARAM</b> - President, Union of Maghreb Banks (UBM) - TBC</li> <li><b>ALGAZAWI KHALED WALID</b> – Board member, AGFUND Microfinance Banks</li> </ul> <p><b>Testimonial:</b> Concrete case from women entrepreneur</p> <p><b>Q&amp;A</b></p>	11:30 - 13:00
Networking Lunch		13:00 - 14:30



Project funded by the  
EUROPEAN UNION

<b>Session 3 – Improving SMEs finance: Tools &amp; Opportunities</b>		
<b>Chair</b>	<i>DOUJA GHARBI - Member of the executive board, Women Global Leaders Committee at WBAF</i>	
<b>Speakers</b>	<ul style="list-style-type: none"> <li>• <b>FORTUNÉ AHOULOUMA</b>, Secretary General, FPAM, Associate Lawyer, LABS-NS Avocats</li> <li>• <b>MICHEL KALUSYNSKI</b>, Partner and Director, WiSEED,</li> <li>• <b>HEMDANE THAMEUR</b> , Founder and CEO, AFRIKWEETY</li> </ul> <p>Q&amp;A</p>	<b>14:30 -16:30</b>
<b>Cultural visit: La MEDINA</b>		<b>16:30 -19:30</b>
<b>Networking Dinner</b>		<b>20:00 - 22:00</b>



The EBSOMED project is led by BUSINESSMED within a consortium consisting of 6 partners.

## Day 2: June 19, 2019

<b>Session 4 : Non-Financial Services (NFS): models to maximize access to finance</b>		<b>09:00 - 10:00</b>
<b>Chair</b>	<b>FAKER HALLEB</b> – Director, Observatory of Financial Inclusion (Central Bank of Tunisia)	
<b>Speakers</b>	<ul style="list-style-type: none"> <li>• <b>HEDI BCHIR</b>, projects coordinator : Top Experiences from CAWTAR / AGFUND’s CENTER OF EXCELLENCE:             <ul style="list-style-type: none"> <li>- <b>Rayda project: HELA OURIR</b>, Tunisian Ministry of Women, Family, Childhood and the Elderly.                 <ul style="list-style-type: none"> <li>❖ <b>MARWA BEN ALI</b>, <i>Testimonial of the Woman Entrepreneur of the Year 2018.</i></li> </ul> </li> <li>- <b>Financial Inclusion of young women entrepreneurs: RAJA HAMAYEL</b> : President, Palestinian Business Women’s Association (ASALA).</li> </ul> </li> <li>• <b>REEM EL SAADY</b>, National Program Manager-EBRD Cairo: EBRD’s experience in Egypt.</li> <li>• <b>CHOKRI ELFIDHA</b>, president Tunisia + Association: MEDIATE project’s experience.</li> </ul> <p><b>Q&amp;A</b></p>	
<b>Coffee Break</b>		<b>10:00 - 10:15</b>
<b>Session 5: Round table: WHICH WILL BE THE WINNING MODELS FOR SMEs AND MICRO ENTERPRISES FINANCING?</b>		<b>10:15 - 12:15</b>
<b>Chair</b>	<b>SLAHEDDINE LADJIMI</b> – Board Chairman, COMAR	
<p>In order to be able to suggest practical policy recommendations, it is important to address what are the issues at the heart of difficulties in accessing capital, especially for youth and women innovative SMEs and micro enterprises.</p> <p>This session will allow BSOs, SMEs and micro enterprises to develop recommendations for better access to :</p> <ol style="list-style-type: none"> <li>1. <u>Traditional financing tools</u> - Animated by <b>ALGAZAWI KHALED WALID</b> Board member, AGFUND Microfinance Banks</li> <li>2. <u>Alternative financing tools</u> - Animated by <b>ASMA BOURAOUI</b> – TBC</li> <li>3. <u>Non-Financial services</u> – Animated by <b>SERENA ROMANO</b>, Gender Senior Expert, Advocacy on women’s empowerment issues</li> </ol>		
<b>Networking Lunch</b>		<b>12:15 - 13:30</b>

**Important Notice:** CAWTAR will ensure participants' transportation from the Golden Tulip El Mechtel Hotel to the Movenpick Hotel: more details are available in the logistic note.

### Session 6: **MOVENPICK Hotel**

**Idea Factory: Discussion between the public and private sector on how to strengthen policies for a better utilization of digital technologies by SMEs and entrepreneurs. Joint session CAWTAR/EBSOMED & OECD.**

This "Idea Factory," is co-organised by the OECD and CAWTAR. It will consist in a dynamic discussion between the participants of the SME Working Group and participants from the CAWTAR/EBSOMED project on three key topics:

1. How to better harness digital and other technologies for start-ups and SME growth? How to integrate a technological dimension into national SME agendas?
2. How to leverage technology to facilitate access to finance for young and female entrepreneurs?
3. How can digital technologies help to improve business environments by rationalising business licences and procedures and reducing opportunities for bribes and corruption?

14:30 - 17:00

### Conclusions and the way forward

- **ADNANE ZIDANE**, Direction Générale de la Promotion des PME Ministère de l'Industrie et des PME.
- **MARIA LUDOVICA AGRO**, Former General Director, Agency for Territorial Cohesion, Italy.
- **CARLOS CONDE**, Head of the Middle East and Africa Division, Global Relations Secretariat, OECD.

17:00 - 17:30