DIT SMEs Forum
holding
V INSME Annual Meeting

April 20 – 23, 2009
Jumeirah Emirates Towers, Dubai, United Arab Emirates

AGENDA

"Building a Knowledge-based Eco-system for SMEs:
Finance, Innovation, Technology and Networking"

Co-hosted by:

Dubai Institute of Technology (DIT)
TechnoPark

International Network for SMEs (INSME)

In Partnership with:

Media Partner: Investment Community Partner:

CNBC zawya
### International Conference

**Day 1: Tuesday, 21st April 2009**

**Venue:** Godolphin Section 1&2

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>09:00 -10:00</td>
<td>Registration &amp; Welcome Coffee/Tea</td>
</tr>
<tr>
<td>10:00 –14:30</td>
<td>Morning Working Session</td>
</tr>
<tr>
<td>10:00 – 11:00</td>
<td>Opening Ceremony</td>
</tr>
<tr>
<td></td>
<td>Welcome Statements from the main Hosts:</td>
</tr>
<tr>
<td></td>
<td>- Ms. Salma Ali Saif Bin Hareb, CEO, <strong>Economic Zones World</strong>, UAE</td>
</tr>
<tr>
<td></td>
<td>- Mr Abdul Baset Al Janahi, CEO, <strong>Mohammed Bin Rashid Establishment of Young Business Leaders</strong>, Dubai, UAE</td>
</tr>
<tr>
<td></td>
<td>- Mr. Paolo Anselmo, President, <strong>International Network for SMEs- INSME Association</strong>, Italy</td>
</tr>
<tr>
<td></td>
<td>- Mr. Ibrahim Al Mansouri, Deputy CEO, <strong>Khalifa Fund</strong>, Dubai, UAE</td>
</tr>
<tr>
<td></td>
<td>- Mr. Anthony Clarke, President, <strong>EBAN</strong>, UK</td>
</tr>
<tr>
<td></td>
<td>- Mr. Hamad Al Hashemi, Managing Director, <strong>Dubai TechnoPark-DIT</strong>, UAE</td>
</tr>
<tr>
<td>11:00 – 11:30</td>
<td>Exhibition Inauguration &amp; Coffee/Tea Break</td>
</tr>
</tbody>
</table>

Information booths from co-hosts and partners will be available at the conference venue during the event.

**11:30-12:00** Introductory Session

**Speaker:** Dr. Farouk El-Baz,, Director-Center for Remote Sensing, **Boston University**, USA: "Towards value knowledge-based society: Dubai Institute of Technology".
**Roundtable Session 1: SME Financing**

*Moderator:* Mr. Paolo Anselmo, President, **International Network for SMEs- INSME** Association, Italy.

*Keynote speaker expert on the topic:* Mr. Christian Saublens, Executive Manager, **EURADA**, Belgium: “SME Access to Finance: Strengthening the offer and improving the demand”.

**Speaker 1:** Mr. Ibrahim Al Mansouri, Deputy CEO, **Khalifa Fund**, Abu Dhabi, United Arab Emirates: “Khalifa Fund: Bridging the gap in the entrepreneurial ecosystem”.

**Speaker 2:** Mr. Alexandar M Williams, Director - Strategy & Policy, **Mohammed Bin Rashid Est. for Young Business Leaders**, United Arab Emirates: “The Role of Government in Enabling a More SME-Friendly Environment”.

**Speaker 3:** Prof. Salvatore Zecchini, President, **Italian Institute for Industrial Promotion-IPI**, Chair of the OECD Steering Group on SMEs and Entrepreneurship financing, Italy: “SMEs, Innovation and the global financial crisis”.

**Speaker 4:** Mr. John May, Managing Partner, **New Vantage Group**, USA: “Business Angels and SMEs: US Experiences with Angel Groups and the evolution of cross border entrepreneurial finance – the World Business Angel Association launch”.

**Case Study:** Mr. Andrew Newland, Chief Executive, **ANGLE**, UK: “Bridging the Gap”.

*Panel Discussion*

**Networking Lunch Break**

13:30 – 14:30

**Afternoon Working Session**

**Roundtable Session 2: Cross Border Networking**

*Moderator:* Mr. Richard Woodham, Delivery Director, **Intrasoft International**, Luxembourg.

*Keynote speaker expert on the topic:* Dr. Manfred Vohrer, CEO, **Global-woods AG**, member of the Board of the German SMEs-BVMW, Germany

**Speaker 1:** Dr. Hashim Hussein, Head, **UNIDO Investment and Technology Promotion Office, Arab Regional Center for Entrepreneurship & Investment Training (ARCEIT)**, Kingdom of Bahrain, GCC: “UNIDO Investment & Technology Promotion Network”

**Speaker 2:** Mr. Alexander Bohmer, Executive Programme Manager, **MENA-OECD Investment**, France,

**Speaker 3:** Ms. Martine Diss, Head of Unit-Animation of the Enterprise Europe Network, Executive Agency for Competitiveness and Innovation (EACI)-**European Commission**, Belgium: “The Enterprise Europe Network and its global reach”.

**Speaker 4:** Mr. Robert Sanders, Head of European Projects, **European Business and Innovation Network** -EBN, Belgium, INSME Board Member: “BIC Success Stories of Cross Border Networking”.

**Case Study:** Mr. Omar Al Mahmoud, Executive Director, **Esal**, United Arab Emirates: “Esal: A story of Technopreneurship and Innovation”.

*Panel Discussion*

**Coffee/Tea Break**

16:00 – 16:30
16:30 – 18:00  Roundtable Session 3: Trans-national Technology Transfer

**Moderator:** Dr. Eesa M. Bastaki, Faculty Member-Faculty of Engineering, **UAE University**, Dubai, UAE

**Keynote speaker expert on the topic:** Dr. Dieter R. Fuchs, President, World Association of Industrial and Technological Research Organizations **WAITRO**, UAE/Malaysia: “Trans-national Know-how-sharing and Technology Transfer”

**Speaker 1:** Dr. Abdalla A. Alnajjar, President, **ASTF** Arab Science & Technology Foundation, Sharjah, UAE: “ASTF Innovation Management Model”

**Speaker 2:** Mr. Aleardo Furlani, CEO, **Innova**, Italy, INSME Board Member: “The Transfer of knowledge as a key driver for value creation”

**Speaker 3:** Dr. Raimund Broechler, Senior delivery Director, **Intrasoft International**, Luxembourg, INSME Vice-President: “The EU-USA match technology platform for technology transfer”

**Case Study:** Mr. Hazim Al Hijaj, Managing Director, **Micro Automation**, United Arab Emirates: “Technology Development in Dubai, Opportunity and Challenges”

Panel Discussion

20:00 -22:30  Gala Dinner–Bab Al Shams, Al Hadeerah Restaurant

Day 2: Wednesday, 22

9:30-13:30 Morning Working Session

9:30 – 11:00  Roundtable Session 4: Entrepreneurship & SME Innovation

**Moderator:** Dr. Samir Hamrouni, Senior Advisor, **Dubai Institute of Technology-TechnoPark**, UAE.

**Keynote speaker expert on the topic:** Dr. Jaume Valls i Pasola, Professor, Director of the Management and Business Economics Department and the Entrepreneurship Chair, University of Barcelona, Spain: “Innovation and entrepreneurship: key concepts and integrated policy approaches”

**Speaker 1:** Mr. Afif Barhoumi, Program Coordinator, **Arab Regional Center for Entrepreneurship & Investment Training** (ARCEIT), Kingdom of Bahrain, GCC: “Enterprise Development & Investment Promotion Program: An International Model for Entrepreneurship and SME Development”

**Speaker 2:** Dr. Gui Liang, Director General of **TORCH**, **MOST**, China, INSME Vice-President: “Build an eco-system for SMEs-from cultural and institutional aspects”

**Speaker 3:** Mr. Marco Marzano de Marinis, SME Division, **World Intellectual Property Organisation – WIPO**, Switzerland: “Tech it easy: strategic use of Intellectual Capital (IC) for SMEs”

**Speaker 4:** Dr. Mohammed Essaidi, Program Manager, **ASTF** Arab Science & Technology Foundation, Morocco/UAE: “Results on the SMEs Study on Innovation in the MENA Region”

**Local Case Study:** Mr. Mohammed Saeed Harib, Chairman, **Lammtara**, United Arab Emirates: “FREEJ: Repackaging Culture for the 21st Century”

Panel Discussion
### Roundtable Session 5: Intellectual Capital Structure (ICS) and SMEs

**Moderator:** Mr. Hamad Al Hashemi, Managing Director, Dubai TechnoPark –DIT, UAE

**Keynote speaker expert on the topic:** Prof. Kai Mertins, Director, Fraunhofer Institute, Germany: “Managing the Knowledge Economy by investing in Intellectual Capital”

**Speaker 1:** Dr. Holger Kohl, Head of Business Excellence Department, IPK, Germany: “German experiences by developing and implementing Intellectual Capital Statements”

**Speaker 2:** Mr. Stefan Zickgraf, Managing Director, Confédération Européenne des Associations de Petites et Moyennes Entreprises - CEA-PME, Belgium: “InCaS: Intellectual Capital Statement-made in Europe”

**Speaker 3:** Prof. Josep Maria Viedma Marti, Director, ETSEIAT, Spain: “InCaS contributions to SME’s excellence: The Spanish experience and international best practices”

### Panel Discussion

### Closing Ceremony

- Mr. Hamad Al Hashemi, Managing Director, Dubai TechnoPark – DIT, UAE
- Ms. Simona Marzetti, Secretary General, International Network for SMEs – INSME Association, Italy

### Networking Lunch Break

13:30 – 14:30

### Industrial Site Visits

14:30: Industrial site tour for registered participants.

Departure from the Conference venue

Visit to: Jafza - Jebel Ali Free Zone
Dubai TechnoPark, including the Dubai Institute of Technology (DIT)
Dubai Ports World

17:30 Return transfer of delegates to recommended Hotels

**Day 3: Thursday, 23rd April 2009**

### Sightseeing City Tour

9:00 – 13:00

For registered participants visit to:

- Jumeirah Tour
- Gold Souk
- City Center
- Burj Al Arab