

## Day 2

# Sustainability and responsible business practices – Inspirational panel

### ■ Introduction

In an era where environmental sustainability is a core priority for businesses globally, Arab small and medium-sized enterprises (SMEs) are increasingly adopting responsible business practices and eco-friendly innovations to address pressing environmental and social challenges. The sustainability and responsible business practices inspirational panel at the Arab SMEs Summit 2024 will highlight entrepreneurs who are at the forefront of sustainable innovation in the Arab region. By embedding responsible practices into their business models, these leaders demonstrate that economic growth can harmoniously coexist with environmental stewardship and social responsibility.

This 30-minute panel will feature three entrepreneurs whose companies are driving positive change through renewable energy, sustainable practices in the creative industry, and innovative eco-friendly solutions. Their experiences will inspire other businesses in the region to integrate sustainability into their operations, thereby contributing to a more equitable and resilient future.

### ■ Moderator and speakers

#### Moderator

**Muaadh Bani**, Managing Director of Raffih, Yemen

#### Speakers

- **Ahmed Zahran**, CEO and Co-Founder of KarmSolar, Egypt
- **Safiya Al Bahlani**, Founder and CEO of Safiya Arts, Oman
- **Fatima Al-Khater**, Co-Founder and CEO of Torba Market and Intaj.Inc, Qatar

## ■ Thematic focus

The sustainability and responsible business practices panel will focus on key themes where responsible innovation and sustainability are transforming industries. The discussions will focus on the following topics:

- **Renewable energy as a catalyst for change:** Exploring how clean energy solutions can drive economic growth, particularly for underserved communities, and the vital role of private enterprises in advancing renewable energy initiatives.
- **Integrating eco-friendly practices in creative industries:** Examining how SMEs can weave sustainability into sectors such as arts and local crafts, ensuring that innovation remains accessible and deeply rooted in local culture.
- **Building sustainable supply chains for community empowerment:** Understanding the importance of developing eco-conscious supply chains, creating new opportunities for local economies, and fostering community-centred development that prioritizes social equity.