

Day 3

Regional collaboration and market expansion – Inspirational panel

▪ Introduction

Scaling up businesses is a critical step for entrepreneurs seeking to expand their impact, increase competitiveness, and drive economic growth in the Arab region and beyond. The regional collaboration and market expansion inspirational panel at the Arab SMEs Summit 2024 will spotlight entrepreneurs and leaders who have successfully navigated the complexities of scaling and internationalizing their operations through collaboration and strategic partnerships. By sharing stories and insights, this panel will inspire emerging business owners and provide them with practical strategies for growth.

This 30-minute session aims to explore the challenges and opportunities that come with scaling a business in today's dynamic environment. With a focus on innovative approaches, successful scaling strategies, and the lessons learned along the way, the panel will celebrate the resilience and creativity of Arab entrepreneurs who are shaping the future of their industries.

▪ Moderator and speakers

Moderator

Laila Al Hadhrami, Founder and Managing Director of Communities Connect Cities (C3), Oman

Speakers

- **Youssef El Bahri**, Founder of Baykron DMCC, United Arab Emirates
- **Bouchra Zarkani**, Private Investor of Albert William Jewelry, Morocco
- **Noora Bu-Helaiqa**, Founder of Qommunication, Qatar

▪ Thematic focus

The regional collaboration and market expansion panel will delve into key areas relevant to scaling and internationalizing operations. It will address the following thematic topics:

- **Strategic partnerships for market entry:** Panelists will discuss the importance of forming strategic collaborations and alliances to facilitate market entry and expansion.
- **Adapting business models for global markets:** Panelists will explore the importance of adapting business models to fit the demands of new international markets while staying true to a company's core mission and values.
- **Overcoming regional challenges:** Panelists will share insights on overcoming common obstacles faced during the scaling process, including regulatory hurdles, market competition, and resource allocation.