

Day 3

Regional collaboration and market expansion – Opportunity spotlights

■ Introduction

The regional collaboration and market expansion opportunity spotlight aims to shed light on the key pathways for small and medium-sized enterprises (SMEs) in the Arab region to successfully scale their operations in today's competitive global market. SMEs are vital for economic growth, job creation and innovation, and understanding the resources available for internationalization is essential for their sustained success.

This 30-minute panel will delve into various opportunities that SMEs can leverage for global expansion, including funding sources, governmental support programmes, and strategic partnerships. Through insightful discussions, participants will discover actionable strategies for accessing financial resources, navigating regulatory landscapes, and forging valuable collaborations. The session aims to inspire entrepreneurs to capitalize on the multitude of opportunities available to elevate their businesses on the international stage.

■ Moderator

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Alaa Bushnaq, Freelancer, Jordan

Speakers

- **Khalid Abdulla Al Mana**, Vice President of Enterprise Development, Qatar Development Bank (QDB), Qatar

■ Thematic focus

The regional collaboration and market expansion opportunity spotlight aims to shed light on the critical pathways available for SMEs to expand their operations globally and thrive in a competitive marketplace. Attendees will gain practical knowledge and actionable strategies to navigate the unique challenges and opportunities faced by SMEs in today's dynamic environment.

Key themes for discussion include:

- **Access to international funding:** This theme will explore the various funding mechanisms available to SMEs looking to expand globally, including venture capital, angel investments, government grants, and international financing options. Panelists will discuss the criteria that investors look for, the importance of a strong business plan, and how SMEs can effectively pitch their ideas to secure the necessary capital for international growth.
- **Government and institutional support for global expansion:** Governments and institutions play a crucial role in fostering a conducive environment for SMEs seeking to internationalize. This theme will cover various initiatives and support programmes for SMEs, including tax incentives, training programmes, and access to international market information. Panelists will address how SMEs can leverage these resources and navigate regulatory frameworks to enhance their operations and expand their market reach.
- **Building strategic partnerships for global success:** Panelists will share best practices for identifying potential international partners, fostering collaborative relationships, and leveraging joint resources to enhance competitiveness. Insights into how strategic partnerships can open doors to new markets and customer segments will be discussed.