

SIDE EVENT ON

ARAB-TÜRKIYE BUSINESS EXCHANGE

19 November 2024

8.30 AM - 11.00 AM | Hall 3

EVENT DESCRIPTION

This business exchange event brings together a delegation of 15 entrepreneurs, investors and business support organizations from Türkiye to meet with 20 Arab startups and SMEs, fostering cross-border collaboration and partnerships. With growing economic ties between the Arab region and Türkiye, this event aims to bridge opportunities, build lasting relationships, and encourage the sharing of expertise in vital areas like market access, investment, technology transfer, and knowledge exchange.

Given the strategic importance of both regions in terms of innovation and emerging technologies, this event serves as a platform to deepen mutual understanding of regional business dynamics. It will help identify growth opportunities, foster co-investments, and explore strategic alliances that can strengthen economic and business ecosystems across both markets.

By creating opportunities for direct engagement and formalizing partnerships through Letters of Intent (LOIs), the event emphasizes actionable outcomes and long-term collaboration, enhancing the entrepreneurial landscape in both regions.

EVENT OBJECTIVES

The primary goals of this event are to:

- Provide a deeper understanding of the business dynamics in both the Arab and Turkish markets and identify areas where collaboration and growth opportunities lie.
- Facilitate meaningful connections between Turkish and Arab entrepreneurs to explore collaboration opportunities in key areas such as market access, investment, technology transfer, knowledge exchange, and various partnership models.
- Ensure actionable outcomes by supporting the formalization of partnerships through the signing of Letters of Intent between interested parties.

TOPICS TO BE COVERED

The event will provide a platform to explore and discuss:

- **Market Access:** Identify opportunities and strategies for Arab SMEs and startups to enter and expand in Turkish markets, including insights on local market dynamics and entry requirements.
- **Investment Opportunities:** Identify potential investment avenues and funding opportunities available for Arab SMEs and startups from Turkish investors.
- **Knowledge Exchange:** Foster the exchange of specialized skills between Turkish and Arab entrepreneurs, including expertise in marketing, management, and advanced technological know-how.
- **Technology Transfer:** Discuss opportunities for transferring and adapting Turkish technological innovations to Arab SMEs and startups, exploring successful methods for effective technology adoption.
- **Partnership Models:** Examine strategic alliances, joint ventures and co-investments between Arab and Turkish businesses.

TARGET AUDIENCE

The event is designed to engage the following groups:

- **Primary:** Pre-identified to include the Turkish delegation and 20 Arab startups and SMEs, who are most likely to benefit from the event.
- **Secondary:** N/A

LANGUAGE

The discussions will be conducted in English. Please note that interpretation services will not be available.

CONTACT INFORMATION

- **Contact Person:** Ayman Ghoneam
- **Position:** Founder & CEO, AG'z DEV
- **Email Address:** ayman@agzdev.com
- **Phone Number:**

AGENDA

This agenda serves as an initial proposal. The format, topics and structure of the event may be adjusted based on the final composition of the Turkish delegation and the selected Arab startups and SMEs to ensure alignment with participants' specific needs and goals.

<p>8.30-8.45 AM</p>	<p style="text-align: center;">Welcome & Opening Remarks</p> <ul style="list-style-type: none"> • Ayman Ghoneam, Founder & CEO, AG'z DEV • HE Dr. Mehmet Mustafa Goksu, Ambassador of the Republic of Türkiye to the State of Qatar (<i>TBC</i>)
<p>8.45-10.50 AM</p>	<p style="text-align: center;">Roundtable Discussions</p> <ul style="list-style-type: none"> • Table Theme 1: Market Access • Table Theme 2: Investment Opportunities • Table Theme 3: Knowledge Exchange • Table Theme 4: Technology Transfer • Table Theme 5: Partnership Models <ul style="list-style-type: none"> - Participants will be divided into 5 groups of 4. - Each group discusses the theme for 25 minutes, with a focus on actionable collaboration opportunities. - There will be 5 rounds of discussions. A bell will signal the end of each round, prompting participants to rotate to a new table for the next discussion. - Each table will have a moderator to guide the discussions and ensure that LOIs between interested parties are properly completed and signed.
<p>10.50-11.00 AM</p>	<p style="text-align: center;">Closing & Next Steps</p>