

Under the patronage of the



Federal Ministry
for Economic Affairs
and Climate Action

Organized by:



غرفة التجارة والصناعة العربية الألمانية
Arab-German Chamber of
Commerce and Industry e.V.

In Cooperation with:



28th Arab-German Business Forum

Building Bridges between Germany and the Arab World

Transforming Business: Synergies for Sustainable Progress

In Partnership with:



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19th to 21st of May 2025



The Ritz Carlton Berlin



Introduction

The Arab-German Business Forum has become a cornerstone of opportunities. Since its founding 28 years ago, it has served as a crucial platform for leaders aiming to unite the Arab and German business communities in their pursuit of a prosperous and interconnected future plans. Set to take place from May 19th to 21st, 2025, the forum transcends typical business interactions; it represents a dynamic fusion of cultures, ideas, and aspirations, creating a powerful synergy that will shape the future of Arab-German business collaborations.



Why Attend?

Join the 28th Arab-German Business Forum to engage with prominent leaders, acquire critical insights, and explore strategic partnerships.

400 + Participants



Networking and Partnerships:

The forum provides an unparalleled opportunity to connect with decision-makers, industry leaders, and potential collaborators. Forge meaningful relationships and strategic partnerships that can drive your business to new heights.

50 + Speakers



Innovation and Knowledge Exchange:

Stay at the forefront of industry trends, emerging technologies, and innovative practices. Gain insights from business leaders and experts, equipping yourself with the knowledge needed to lead in a rapidly evolving world.

20+ Partners



Access to Investment:

Whether you are seeking a strategic business partner or aim to expand your business, the forum is a hub for venture capital and growth capital opportunities, driving technology innovation and economic wealth.



Anticipate the Following

- Inspiring Keynote Speeches
- Comprehensive Industry Insights
- Engaging Panel Conversations & Collaborative Roundtables
- Enhancing Businesses
- Promising Investment Prospects
- Establish Connections and Networks with Esteemed Business Leaders and Peers in the Business Landscape



Expect to Cross Paths with

- CEOs
- Distinguished Government Representatives
- Diplomatic Figures
- C-Suite Executives
- Entrepreneurs
- Discerning Investors

Sustainability and Social Responsibility:

Learn how sustainability is not just an option but also a key driver of success in today's world. Discover sustainable business practices and strategies that will shape future successful cooperation

Cultural Exchange:

Immerse yourself in a diverse and inclusive environment, exploring cultural diversities while finding common ground with fellow attendees. This enriching cultural understanding fosters smoother business interactions and paves the way for stronger international relations.



Global Perspectives:

Gain a global perspective on business and economic trends, opening your mind to new opportunities and markets beyond your immediate borders.



Empowering Women and Youth:

Engage in initiatives and discussions aimed at empowering women and youth, fostering leadership, and creating a more inclusive environment. Youth participants can benefit from mentorship, startup opportunities, and insights from experienced leaders, while also contributing fresh perspectives and knowledge in new technologies, shaping the future of business together.

Panel Discussions



Advancing Smart Cities: Designing Sustainable Urban Ecosystems for a Climate-Challenged and Resilient Future

This panel will explore the evolution of urban environments beyond traditional smart city concepts, focusing on the design of sustainable urban ecosystems that can thrive amid climate challenges and effectively respond to unforeseen circumstances. Panelists will discuss innovative strategies for climate adaptation, the integration of green mobility solutions, and the development of robust infrastructure that can withstand extreme weather events. Key topics will include successful collaborations between Arab-German partners that exemplify sustainable urban planning, the role of technology in enhancing urban resilience, and community engagement in creating eco-friendly cities. The session aims to foster dialogue on transforming urban landscapes into sustainable, adaptable ecosystems that prioritize environmental health, preparedness, and community well-being.

Panel Discussions



Diversifying Economies through Industrialization: AI, Robotics, and Human-Centric Manufacturing

This panel explores how Industry can support the ongoing diversification of economies in the Arab world as they move beyond gas and oil dependency. Panelists will discuss the transformative potential of AI, robotics, and human-centric manufacturing in driving innovation and enhancing productivity across various sectors.

Key topics will include the establishment of smart factories, AI-powered predictive maintenance, and the integration of collaborative robots (“cobots”) to augment human labor. The discussion will emphasize the importance of partnerships between Arab and German businesses in leveraging technology to build resilient supply chains and stimulate economic growth. By addressing these critical themes, the panel aims to inspire collaborative solutions that empower the workforce and advance sustainable industrial practices.

Panel Discussions



Maximizing Opportunities: Navigating Arab Free and Special Zones for Dynamic Growth and Innovation

This panel will explore how businesses can effectively leverage the unique advantages of Arab free and special zones to drive growth and innovation. High ranking representatives of the special and free zones and experts from various sectors will discuss strategies for standing out in these zones, focusing on best practices for utilizing regulatory benefits, enhancing operational efficiency, and fostering cross-cultural partnerships. Key topics will include successful projects showcasing innovative practices that capitalize on local resources, the role of technology in optimizing business processes, and the importance of strategic collaboration between Arab and German companies. By fostering a dialogue on these critical themes, this session aims to equip participants with actionable insights and tools to navigate the opportunities of free and special zones, enabling them to unlock their full potential as vibrant catalysts for trade and investment in the Arab region.

Panel Discussions



From Challenges to Solutions: Redefining Logistics and Aviation Strategies Beyond Borders in a Dynamic Landscape

This panel will explore the evolving landscape of logistics and supply chain management in light of recent regional developments. Panelists will discuss innovative strategies for enhancing supply chain resilience, optimizing logistics operations, and leveraging technology to navigate uncertainties in transportation and trade. Key topics will include the impact of changing geopolitical dynamics on logistics routes, the critical role of various transportation modes—including aviation, railways, and maritime shipping—in connecting markets, and the importance of digitalization in improving efficiency. Additionally, best practices for ensuring continuity in supply chains amid unforeseen challenges will be addressed. The session aims to foster dialogue on building adaptive logistics frameworks that effectively respond to current and future challenges in the region.

Panel Discussions



Energizing Innovation: Integrated Solutions for Sustainable Water and Energy Management, with a Focus on Hydrogen Production and Utilization

This panel will explore the correlation between water and energy management and the blue economy in fostering sustainability and resilience in a rapidly changing environment. Panelists will discuss innovative approaches to optimize resource use, focusing on the roles of green and blue energy, including hydrogen economies—green hydrogen production and blue hydrogen's role in emissions reduction. The discussion will also highlight strategies for responsible marine resource management, sustainable fisheries, eco-friendly aquaculture, and marine renewable energy solutions. Key topics will include technologies that enhance water efficiency while supporting energy production, sustainable practices in irrigation, and the impact of climate change on both water and energy resources. The session will also examine decentralized energy systems, advancements in energy storage, and the electrification of transportation, alongside successful collaborations between Arab and German companies. This session aims to encourage dialogue on holistic strategies for integrated resource management and highlight collaborative opportunities within the evolving energy, water, and blue economy sectors.



Panel Discussions



Driving Innovation through Cross-Border Collaboration: Arab-German Business Opportunities and Partnerships in Food and Health Technologies

This session will explore how Arab and German companies in the food and health technology sectors are collaborating to develop innovative solutions that promote better health outcomes. With growing consumer demand for health-driven products, these partnerships are leveraging advanced technologies like biotechnology, AI, and big data to create functional foods, personalized nutrition, and preventive health solutions.

Panelists will discuss successful business models such as joint ventures, licensing agreements, and co-branding, and how these strategies are helping companies accelerate market entry, expand regionally, and address consumer needs in both markets. The discussion will also cover key challenges, including regulatory compliance, cultural differences, and market dynamics, and how cross-border partnerships can help companies overcome these hurdles. The session will highlight how these collaborations are tapping into emerging trends in health and wellness, from plant-based foods to digital health platforms, and the commercial opportunities for businesses looking to innovate and scale globally.

Panel Discussions



Bridging Societies: Visions for Sustainable Arab-German Economic Cooperation

This panel will bring together Arab and German Ambassadors and policy makers to discuss the importance of fostering strong diplomatic relationships through enhanced economic and business cooperation. Panelists will discuss innovative strategies for enhancing bilateral ties through trade, investment, and cultural exchange, while highlighting success stories and opportunities for future cooperation. Key themes will include the importance of building trust through cultural diplomacy, addressing common challenges, and promoting collaborative initiatives. This important dialogue aims to inspire actionable partnerships that contribute to a prosperous and stable future for both the Arab world and Germany.

Round Tables



Country-Focused & Ambassadors Round Tables

The round tables will provide a dynamic platform for engaging discussions on the economic landscapes and investment opportunities in individual Arab countries. Each round table will feature focused presentations highlighting key sectors, regulatory environments, and emerging markets. Participants will engage in interactive dialogues, addressing challenges and exploring solutions relevant to their countries. Additionally, ambassadors round tables will share insights on investment initiatives, fostering collaboration between the Arab countries and Germany. This initiative aims to identify potential partnerships and investment opportunities that can enhance economic and business ties and mutual growth.

Innovative Minds Shaping the Future: The Impact of Women and Young Leaders Across Industries

This round table brings together pioneering women and young leaders whose fresh perspectives and creative approaches are reshaping industries. Participants will share practical experiences and insights into leveraging technology, driving innovation, and fostering inclusive growth. By exploring their achievements and unique problem-solving strategies, this session highlights how new voices are advancing industries and setting standards for future success.

Partnership Packages

★★★★★
PREMIUM

✓ **As a “Premium Partner” of the 28th Arab-German Business Forum, your brand logo will be prominently featured on:**

- The official invitation sent to more than 10,000 decision-makers in Germany and the Arab world
- All digital and print materials for the forum, including the stage backdrop and badges
- The event’s website
- Receive a special greeting as “Premium Partner” during the Opening Ceremony

✓ **A free one-page presentation/Ad in the 2nd or 3rd, 2025 issue of the SOUQ business magazine**

✓ **Social Media Promotion:**

- Highlighted in Ghorfa’s live coverage before and during the event, including posts with quotes and images
- Featured in Ghorfa tweets and posts, with retweets and shares of your own promotional content related to the event

✓ **Presentation Area:**

- A dedicated company presentation area equipped with a desk, 2 chairs, and access to a power supply
- Opportunity to display your company’s promotional materials in the conference area

✓ **Exclusive Interview Feature:**

- Gain visibility through an interview published on our social media channels, showcasing your organization and highlighting your company and its activities in the Arab world or in Germany.

✓ **Speaker Slot in a Panel at the Forum**

✓ **Participant Admission:**

- Admission for **5** participants to the forum, reception and the Gala dinner



Investment 16,500 EUR + VAT

Partnership Packages



✓ As a “Classic Partner” of the 28th Arab-German Business Forum, your brand will be prominently displayed on:

- The official invitation sent to more than 10,000 decision-makers in Germany and the Arab world
- All digital and print materials for the forum, including the stage backdrop and badges
- Receive a special greeting as “Classic Partner”
- The event’s website

✓ **Special Discount: a 30% discount on an Ad in the 2nd or 3rd issue 2025 of the SOUQ business magazine for Ghorfa members and 20% discount for non-members**

✓ **Social Media Promotion:**

- Mentioned in Ghorfa tweets and posts related to the event
- Retweets and shares of your promotional content on Ghorfa’s social media channels

✓ **An opportunity to display your company’s promotional materials in the conference area**

✓ **Speaker Slot in a Panel at the Forum**

✓ **Participant Admission:**

- Admission for **3** participants to the forum, reception and the Gala dinner

Investment 10,500 EUR + VAT



Highlights from the 27th Arab-German Business Forum





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