

27th Arab-German
Business Forum
Building Bridges between Germany and the Arab World

Invitation

Berlin – June 3rd - 5th, 2024
The Ritz Carlton Berlin

Under the patronage of the



Federal Ministry
for Economic Affairs
and Climate Action



وزارة الاستثمار
MINISTRY OF INVESTMENT

Organized by:



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

In Cooperation with:



Ghorfa

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Doing Business with Impact:
The Art of Building Lasting
Connections.

Introduction

Since its establishment 27 years ago, the Arab-German Business Forum stands as a beacon of opportunities. In an ever-evolving global landscape, the forum serves as an indispensable platform for those at the forefront of uniting Arab and German business communities with a shared vision for a prosperous and interconnected future. Held from June 3rd to June 5th, 2024, under the patronage of the Federal Ministry for Economic Affairs and Climate Action, the significance of this forum extends beyond mere business dealings; it represents a dynamic convergence of cultures, ideas, and aspirations, creating a powerful synergy that will shape Arab-German business cooperation for years to come.

Why attend

Participation in the 27th Arab-German Business Forum is not merely an option; it is an imperative for business leaders, governmental institutions and organizations. Here is why your presence and active engagement matter:

300 +

Participants

40 +

Speakers

10 +

Partners

- **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.
- **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.
- **Global Perspectives:** Gain a global perspective on business and economic trends, opening your mind to new opportunities and markets beyond your immediate borders.
- **Access to Investment:** Whether you are seeking investment or looking to invest in promising ventures, the forum is a hub for venture capital and growth capital opportunities, driving technology innovation and economic wealth.
- **Sustainability and 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 the future of economies.

- **Cultural Exchange:** Immerse yourself in a diverse and inclusive environment, exploring cultural differences while finding common ground with fellow attendees. Cultural understanding fosters smoother business interactions and paves the way for stronger international relations.
- **Empowering Youth and Women:** Join our forum dedicated to fostering gender diversity and equality in the business world. Whether you're passionate about women's leadership roles, gender balance, or creating a more inclusive business environment, be part of initiatives and discussions that empower both women and youth. If you represent the youth, benefit from mentorship, startup opportunities, and learning experiences from established leaders – equipping you with the tools to shape the future of business.

Anticipate the following

1. Inspiring Keynote Speeches
2. Comprehensive Industry Insights
3. Engaging Panel Conversations & Collaborative Round-tables
4. Promising Investment Prospects
5. Establish Connections and Network with Esteemed Business Leaders and Peers in the Business Landscape

Expect to Cross Paths With

1. CEOs
2. C-Suite Executives
3. Distinguished Government Representatives
4. Discerning Investors
5. Entrepreneurs
6. Diplomatic Figures

Topics

- **Building the Modern Region: “Smart Cities: Pioneering Infrastructure for Tomorrow’s Business Hubs”:** The panel will unravel the intersection of smart cities and innovative infrastructure. It will delve into how smart city concepts can elevate the hosting of global events, fostering collaboration between smart city initiatives and business development. The discussion will extend to innovative technologies shaping modern infrastructure, their role in attracting businesses and investors, and the crucial aspect of reimagining cities for sustainable living in a net-zero world. Participants can anticipate insights into governments’ strategies, global success stories, and the innovative technologies driving the creation of cleaner, greener cities. The session aims to not only showcase projects but also emphasize how these future cities can catalyze a shift in mindset towards more sustainable living.
- **Navigating Future Logistics: “Connecting Continents: Visionary Logistics & Transport Projects Shaping Regional Development”:** The discussion will spotlight visionary logistics projects, including high-speed railways and innovative transportation networks. Moreover, the panel will provide strategic insights into the future of infrastructure development in the region, unraveling the economic impact of these projects. Beyond the outlined topics, participants can anticipate engaging in discussions on sustainable logistics practices, cross-border collaborations, and the integration of emerging technologies to further enhance connectivity and efficiency in transportation networks.

- **AI Dynamics: “Navigating Risks and Unlocking Opportunities for Business Transformation”:** The panel aims to explore the intricate landscape of artificial intelligence in business. Panelists will engage in discussions about navigating regulatory challenges for fostering innovation, the role of AI in promoting sustainable practices across various industries, and its economic impact in the Arab world and Germany. The session will further delve into AI-driven entrepreneurship, highlighting startups leveraging AI for innovative solutions. Participants will gain insights into the regulatory landscape, real-world applications of AI, transformative business case studies, and leadership strategies for successful AI adoption—balancing its disruptive potential and transformative solutions.
- **Beyond Borders: “Capitalizing on Opportunities in Arab special Free Zones- Strategic Insights for German Businesses”:** This panel will explore the dynamic landscape of Arab countries free zones. The panelists will uncover strategic insights into how German businesses can leverage the unique advantages and regulatory frameworks of these zones to unlock unparalleled growth opportunities. From navigating regulatory landscapes to seizing innovation crossroads, the discussion will delve into success stories, trade dynamics, and the economic synergy that awaits German ventures in these pivotal regions.
- **Eventful Horizons: “Transforming Sporting, Environmental, and Cultural Events for Sustainable Tourism Growth”:** This panel aims to provide a comprehensive view of the evolving landscape of major sporting events, tourism, and cultural integration in the Arabian region. It will explore the transformative power of these events in shaping sustainable tourism growth, analyzing the successes and challenges of recent prominent events in the Arab world, such as the World Cup, Expo, and COP, with the goal of optimizing upcoming events. The discussion will delve into the logistics, safety measures, and lessons learned in tourism infrastructure from previous events, offering valuable insights for the planning and execution of future events.

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- The background of the slide features a soft-focus image of several hands of different skin tones shaking in a firm grip, symbolizing collaboration and partnership. This image is positioned behind the text, which is overlaid in a light gray area.
- **Green Horizons: “Navigating Resilient Supply Chains and Sustainable Energy Cooperation”:** This panel will delve into the dynamic interplay of building resilient and energy-efficient supply chains. Experts from the Energy sector will dissect the impact of climate change and the journey to net-zero on the development and maintenance of robust supply chains. The session will address the pressing need for leaders to implement strategies safeguarding supply chains amidst climate challenges, reducing emissions, and navigating the complexities of Scope 3 reductions. Participants will gain valuable insights from market-leading businesses, both regionally and globally, exploring innovative tactics and collaborations essential for the decarbonization of supply chains. Additionally, the discussion extends to the ambitious plans in Arab countries to transfer the energy supply, complementing the industry. The panel focuses on clean energy cooperation, regulatory landscapes, and effective leadership during energy transitions, and cross-border initiatives driving sustainable practices across the Arab world and Germany.
 - **Diplomatic Dialogues: “Ambassadors Unveil Visionary Ventures in Arab-German Collaborations”:** This panel will not only focus on visionary ventures but also the latest groundbreaking projects shaping the landscape of Arab-German collaborations. The discussions will delve on cultivating enhanced bilateral partnerships, discovering investment opportunities in key sectors, and aligning collaborative initiatives with Sustainable Development Goals (SDGs) for lasting impact. Beyond the traditional scope, the panel will illuminate the newest and most innovative projects that each country is strategically fostering to attract international cooperation, igniting economic growth and cultural exchange. The session promises a glimpse into cross-cultural events, and exchanges designed to transcend boundaries and cultivate mutual understanding between Arab and German communities.

Country Round Tables

- **Information & Opportunities:** A focused discussion on opportunities and developments in specific countries.

Special Round Tables:

- **Empowering Women and Fostering Young Business Leaders:** A comprehensive discussion on strategies for promoting female entrepreneurs and nurturing young leaders in the Arab and German business landscapes. The discussion will explore innovation, sustainability, and future collaborations while delving into effective investment strategies for nurturing startup ecosystems, including venture capital, angel investing, and supporting entrepreneurial growth.
- **Future Trends in Technology Transfer: Anticipating and Adapting to Innovation:** Explore the significance of digital transformation in facilitating technological transfer and analyze how the Arab world can benefit from the valuable German expertise and knowledge. Examine the impact of Industry 4.0, artificial intelligence, and other emerging technologies on fostering collaborations in the business realm.

Partnership Packages

→ Premium Partnership

- Highlighted branding as a „Premium Partner“ of the 27th Arab-German Business Forum
 - » on the official invitation sent to 15,000 decision makers in Germany and the Arab world
 - » on all print documents of the forum including the stage backdrop
 - » on the event website
- Special greeting as “Premium Partner” during the Opening Ceremony
- A one-page presentation in the 2nd or 3rd issue of the SOUQ business magazine
- Social Media
 - » featuring in Ghorfa’s live coverage during the event through posts including quote and pictures
 - » mentioning in the Ghorfa tweets and posts
 - » retweeting and sharing of partner’s tweets and posts about the event
- Company presentation area including desk, 2 chairs and access to power supply
- Placement of company information material in the conference area
- Admission of 4 participants to the Forum’s reception and the Gala Dinner

Investment: 16.500 EUR + VAT

Partnership Packages

→ Classic Partnership

- Branding as a „Classic Partner“ of the 26th Arab-German Business Forum
 - » on the official invitation sent to 15,000 decision makers in Germany and the Arab world
 - » on all print documents of the forum including the stage backdrop
 - » on the event website
- Social Media
 - » mentioning in the Ghorfa tweets and posts
 - » retweeting and sharing of partner's tweets and posts about the event
- Company presentation area including desk, 2 chairs and access to power supply
- Admission of 3 participants to the Forum's reception and the Gala Dinner

Investment: 10.500 EUR + VAT