



CONCEPT NOTE: Regional Business Networking Forum and LevelUp Project Achievement

Date: 22-23 May 2023

Venue: InterContinental Hotel, Amman-Jordan

MAIN OBJECTIVE OF THE FORUM

The objective of the Forum is in two folds, 1) Present the key achievements of the LevelUp project and, 2) Promote Business-to-Business (B2B) networking while showcasing best strategies/practices to strengthen export-oriented value chains, in particular, Garment and Fashion, Food Supplements and Natural Cosmetics. Private sector companies from the Middle East and North Africa (MENA) region – **Egypt, Iraq, Lebanon, Palestine, Syria** and **Italy** are expected to join the Forum.

BACKGROUND AND RATIONALE

The Forum will be under the patronage of the Ministry of Industry, Trade, and Supply (MITS) of the Hashemite Kingdom of Jordan and organized within the framework of the LevelUP – Advancing Jordanian Industries project entitled “Job Creation for Youth and Women through the Improvement of Business Environment and Small and medium-sized enterprises (SMEs) Competitiveness” funded by the Italian Agency for Development Cooperation (AICS). The LevelUp project is implemented by the United Nations Industrial Development Organization (UNIDO), in partnership with the Ministry of Industry, Trade, and Supply (MITS) of the Hashemite Kingdom of Jordan and aims to increase Jordan’s private-sector contribution to job creation and promote the economic inclusion of youth and women (including through self-employment) by supporting the development of competitive small and medium-sized enterprises (SMEs). [Level UP – Advancing Jordanian Industries \(levelupjordan.org\)](http://levelupjordan.org)

The event is organized in partnership with the Union of Mediterranean Confederations of Enterprises (BUSINESSMED)¹ and is supported by UNIDO Investment and Technology Promotion Office (ITPO) Italy, with its unique role as a broker to investment and technology agreements between developed, developing countries and countries with economies in transition.

The main objective of the Forum is aligned to the joint efforts by UNIDO and MITS within the project to avail opportunities for Jordanian SMEs and entrepreneurs to engage with companies in the MENA region and Italy to promote business networking, while showcasing best practices and achievements of the LevelUp Project.

FORUM ORGANIZATION

Forum methodology

The Forum will employ a dynamic and interactive approach to facilitate sharing of experiences and best practices among participating companies from the MENA region, Italy and Jordanian SMEs. The B2B thematic roundtable sessions will be organized in parallel with the session to present the key achievements of the LevelUP project. Throughout the Forum, opportunities for participating SMEs to network will be facilitated by BusinessMed’s [Business Country Desk Platform \(BCD\)](https://www.businessmed-umce.org/en/home/), B2B matchmaking platform powered that combines a vibrant marketplace with a dedicated space for networking and brokerage between business operators (companies, SMEs/ start-ups) and institutional structures.

Language requirements

The working language of the Forum will be English, and interpretation in Arabic will be provided. All documentation and background materials will be available in English and Arabic.

¹BUSINESSMED is the main representative of the private sector that reflects the interest of 24 Confederations of Enterprises from States members of the Union for the Mediterranean – UfM. <https://www.businessmed-umce.org/en/home/>

AGENDA

Day 1, Monday 22 May 2023							
Duration	Location	Description of programme					
09:00-09:45		Arrival and welcoming of participants (Participants should be seated by 9:45 at the latest)					
10:00-10:40	Al-Mukhtar II	Opening remarks, MC: Ms. Hana M. Alaraj <ul style="list-style-type: none">– H.E. Yousef Al-Shamali, Minister of Industry, Trade and Supply (MoTI)– H.E. The Ambassador of Italy, Mr. Luciano Pezzotti, Embassy of Italy in Jordan– Mr. Cristiano Pasini, Director of the Division for Capacity development, Industrial Policy advises and Statistics UNIDO HQ					
10:40-11:00	Al-Mukhtar I	Opening of B2B and Exhibition <ul style="list-style-type: none">- Eng. Sulafa Mdanat, Country Representative, UNIDO Jordan- Mrs. Letizia Pizzi, Director General at Confindustria Assafrica & Mediterraneo- Mr. Giulio Tarlo, Coordinator, International Relations and European Programming, Regione Autonoma Friuli Venezia Giulia					
11:00-11:20		Coffee break and refreshment					
Achievements of LevelUp Project				Presentations and B2B thematic roundtable sessions			
11:20-12:00	Al-Mukhtar II	Welcome and opening remarks MC: Ms. Hana M. Alaraj <ul style="list-style-type: none">– H.E. Ms. Dana Alzoubi, Secretary General, (MITS)– Mr. Emilio Cabasino, Head of office, Italian Agency for Development Cooperation in Jordan (AICS)– Mr. Fabio Russo, Chief of the SME Development & Job Creation Unit, UNIDO HQ Vienna, Austria	11:20-11:30	Al Badiya	Business Opportunities in Jordan <ul style="list-style-type: none">– Mr. Amin Alasoufi, Manager of Economics Studies & Research, Amman Chamber of Industry		
			11:30-11:40		Business Environment and Opportunities to boost economic cooperation between FVG-Triveneto Region, Italy and MENA Region <ul style="list-style-type: none">– Mrs. Luisa Corbelletto, Coordinator SPRINT FVG		
12:00-12:25		Key highlights of Project Outcomes <ul style="list-style-type: none">– Ms. Dong Guo, Statistician, UNIDO HQ, Vienna Austria– Mr. Anders Isaksson, Chief, Capacity Development and Policy Advice Unit, UNIDO HQ, Vienna Austria– Mr. Abdallah Hindawi, Senior SME Expert, UNIDO Jordan	11:40-11:50		Al-Mukhtar I	Presentation of the Business Country Desk Platform <ul style="list-style-type: none">– Ms. Takwa Mrabet, Business Country Desk Coordinator · BUSINESSMED	
12:25-12:30		Video presentation on the Industrial Intelligence Observatory (IIO)	11:50-12:00	Al Badiya		Visit to the Exhibition & B2B area Group 1: B2B round table session – Innovation and Technology	
12:30-12:40		Launch of key publications – JICR & Upgrading Strategies for the three (3) selected value chains <ul style="list-style-type: none">– Dr. Mutasem Al Jaloudi, Director, Economic Policy Department, MITS	12:00-12:45	Al-Mukhtar I		Discussion / debate Group 2 B2B Roundtable session – Garment and fashion	
12:40-13:00		Closing remarks MC: Ms. Hana M. Alaraj <ul style="list-style-type: none">– Mr. Fabio Russo, Chief of the SME Development & Job Creation Unit, UNIDO HQ Vienna, Austria– Eng. Sulafa Mdanat, Country Representative, UNIDO Jordan		Zara		Discussion / debate Group 3 B2B Roundtable session – Agri-industry Discussion / debate	
13:00-14:00		Lunch break					
14:00-14:45	Al-Mukhtar II	Panel discussion –Twin transition: A catalyst of Trade and Investment in the MENA Region Moderator: Dr. Eng. Samia Dhahri, Nano-Biotechnology Expert, BUSINESSMED <ul style="list-style-type: none">– Mr. Ahmad Hammad, Expert in Trade and Investment, BUSINESSMED– Dr. Adel Ben Youssef, Green & Digital Expert, Economics Professor, University of Nice Sophia- Antipolis– Ms. Soussen Ben Romdhane, Business Development Officer, the International Trade Center– Mr. Kareem Hassan, Executive Director of ESCWA Technology Centre for Development					
14:45-15:00		Discussion and summary of key recommendations					
15:00-15:20		Coffee break and refreshment					
15:20-15:55	Al-Mukhtar II	Panel discussion: “Contribution of Energy efficiency to increase competitiveness along the value chains in the MENA region” Moderator: Adel Ben Youssef, Green & Digital Expert, Professor of Economics, University of Nice Sophia-Antipolis <ul style="list-style-type: none">– Eng. Tarek Tawfik, Vice President of BUSINESSMED, Vice Chairman of the Federation of Egyptian Industries, FEI– Dr. Mohamed Wageih, Project Officer, Agro-food Value Chain, PRIMA Foundation– Mr. Mohammed Elhousseiny, Energy Expert, Union for the Mediterranean (UfM)– Mr. Fadi Marji, Member, EDAMA - Energy, Water & Environment					
15:55-16:10		Discussion and summary of key recommendations					
16:10-16:25		Closing remarks MC: Ms. Hana M. Alaraj <ul style="list-style-type: none">– Mrs. Letizia Pizzi, Director General at Confindustria Assafrica & Mediterraneo– Mrs. Diana Battaggia, Head of UNIDO ITPO Italy					
Business Networking Cocktail reception: by invitation only							
17:00-18:30	Outdoor	Opportunity for participating businesses, SMEs and companies to network					
18:30		End of Day 1					

Day 2, Tuesday 23 May 2023		
Duration	Location	Description of programme
Industry on-site visits 09:00-12:00		
<i>Industry on-site visit – Garment and Fashion</i>		
08:30-09:20		<i>Gather for bus pick up at hotel</i> <i>(Participants should be gathered at the pre-function room by 09:15 at the latest)</i>
09:20-10:00		<i>Travel from InterContinental Hotel to Amman, Alabdali</i> Hadyana uniform — Focal point: Ms. Thekayat Alsaadi
11:15-12:00		<i>Return to InterContinental Hotel</i>
<i>Industry on-site visit – Natural Cosmetics</i>		
08:30-09:20		<i>Gather for bus pick up at hotel</i> <i>(Participants should be gathered at the pre-function room by 09:15 at the latest)</i>
09:20-10:00		<i>Travel from InterContinental Hotel to Amman, Abu Nseir village street</i> Modern Chemicals Co.- Kima — Focal point: Eng. Rawand Azzouni
11:15-12:00		<i>Return to InterContinental Hotel</i>
<i>Industry on-site visit – Food Supplements</i>		
08:30-09:20		<i>Gather for bus pick up at hotel</i> <i>(Participants should be gathered at the pre-function room by 09:15 at the latest)</i>
09:20-10:00		<i>Travel from InterContinental Hotel to Amman, Khalda</i> BioEnergyTech (TBC) —
11:15-12:00		<i>Return to InterContinental Hotel</i>
<i>Business Networking meeting</i>		
09:00-12:00	Al-Mukhtar I	<i>Opening of B2B sessions (matchmaking platform)</i> — Dedicated space provided for B2B sessions
12:00-13:00		<i>Lunch break</i>
13:00		<i>End of Forum</i>

NB: Registration will be on a first-come, first-served basis, interested participants are advised to register ahead of time by sending an email to s.hawatmeh@unido.org with the subject "**Industry On-site Registration**". **Maximum of 12 participants for each on-site visit**

Venue floor plan