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Economic and Social Commission for Western Asia

Expert Group Meeting on Enhancing Competitiveness
through the Promotion of Innovative Approaches in
Small and Medium-sized Enterprises
Manama, 10-12 June 2002

PROVISIONAL AGENDA



**Expert Group Meeting on
Enhancing Competitiveness
through the Promotion of
Innovative Approaches in SMEs**

10-12 June 2002, Manama, Kingdom of Bahrain

Provisional Agenda

*Please note that presentations and papers of the meeting could be downloaded from:
<http://www.escwa.org.lb/divisions/sectoral/industry.html>*

DAY 1: MONDAY, 10 JUNE 2002

OPENING SESSION

Mr. Hashim HUSSEIN	Head, UNIDO/ITPO Bahrain
Mr. Nedal S. AL-AUJAN	General Manager, Bahrain Development Bank
Mr. Jamal HAZEEM	Chief Executive, Economic Development Board, Bahrain
Ms. Mervat TALLAWY	Executive Secretary, ESCWA
H.E. Mr. Ali Saleh AL-SALEH	Minister of Commerce and Industry

SESSION ONE: INNOVATION –A CONCEPTUAL FRAMEWORK

1. **The concept of innovation and learning organizations, and the salient features of SMEs' potential for innovation**

Umayma YAMUT, *ESCWA*

- **Success Story: Gallery Al-Ain** (*Randa FAHMI*), *Egypt*

SESSION TWO: INNOVATIVE MANAGEMENT APPROACHES

1. **Innovative Approaches in Marketing, and a success story**
Roy BADARO (KINDOU), Lebanon

2. **The application of ICT and networking as key elements in enhancing a firm's Innovative capacity, and a success story**
Antoine FEGHALI (TIMEZERO), Professor at AUB, Lebanon

- **Success Story: Global Marketing for Technology (GMT)** (*Sayed ISMAIL*) *Egypt*

3. Innovative approaches to finance

a. Finance and e-Finance for SMEs as a means to enhance their operations and competitiveness

Kumiko POWELL; UNCTAD

b. Private Equity for SMEs' Development: Experience and Tendencies

Enrico AMBROGI; UNIDO / ITPO – Italy

- **Success Story: Alexandria Business Association (ABA), Florette**
MAKRAM GAD, MIS Manager, Egypt

DAY 2: TUESDAY, 11 JUNE 2002

SESSION THREE: BEST PRACTICES IN INNOVATION

1. New technology-based institutional forms as instruments to enhance innovation and competitiveness of SMEs

Mansour FARAH; ESCWA

2. Best practices: The experience of the Arab Regional Center for Entrepreneurship and Investment Training in Bahrain

Hashem Hussein, UNIDO-ITPO, Bahrain

- **Success Story: JOJOBA: The Green Gold Hope for the Egyptian Desert Development** (*Nabil EL MOGUY*), NATOIL, Egypt

SESSION FOUR: WOMEN ENTREPRENEURS AND INNOVATION

1. Introducing status of women entrepreneurs in the ESCWA Region

Fatima ALMANA; ESCWA

2. Fostering Women Entrepreneurs through Innovative Methodologies: Hope out of despair

Hina SHAH, ICECD, Ahmedabad

3. Innovation Leads to Success: Opportunities for Jordanian Women Entrepreneurs

Reem FAREEZ, Coordinator, Jordan Technical Resource Network for SMEs in the Arab States - UNIFEM

Field experience: The Lebanese Experience of the Technical Resource Network for SMEs in the Arab States

Hussein MAJED, Regional Technical Unit

4. ILO and women entrepreneurship programme

Rania BEKHAZI, ILO

• **Success Stories:**

- a. **Qatar Ladies Investment Co.,** *Sheikha Hanadi Nasser Bin Khalid Al Thani, Qatar (sponsored by ILO)*
- b. **Al Saleh Furniture Factory,** *Abeer AL KASSAR, Bahrain*
- c. (...), *Ameena GHOULOUM, Bahrain*

DAY 3: WENDSDAY, 12 JUNE 2002

F. SESSION FIVE: INNOVATION-FRIENDLY ENVIRONMENT

1. **The role of government, NGOs and private sector institutions in promoting innovation for SMEs**
Antoine MANSOUR; ESCWA
2. **Development of Clusters and Networks of SMEs: the UNIDO Programme**
Fabio RUSSO; UNIDO
3. **Enhancing Productivity and Competitiveness of SMEs through Clustering and Networking: The experience of Italy**
Andrea MANUELLI; Expert, Italy
4. **Using the Intellectual Property System for Business Success of SMEs**
Wolfgang STAREIN; WIPO
5. **Capacity building and the promotion of an innovation-friendly environment for SMEs: The experience of Canada**
Atef KUBURSI; Professor at McMaster University, Canada

CLOSING SESSION: SUMMARY AND RECOMMENDATIONS