



IRAQ NATIONAL TRADE FORUM INTF

CONNECTING IRAQI SMALL BUSINESSES
TO GROWTH OPPORTUNITIES

AGENDA



Day I

28/11/22

Day/time	Program for Main Hall – Gilgamesh 200 pax	Facilitator/Speakers (tentative)	Program for Al Furat - Room I – 70 pax	Facilitator/Speakers (tentative)	Program for Small Room 2 – 40 pax	Facilitator/Speakers (tentative)	Outdoor space
28/11 08:00	Registration and Welcoming	NA	<i>CLOSED</i>	NA	<i>CLOSED</i>	NA	“Made in Iraq” exhibition (VIP visit)
28/11 09:00 (1-1)	<u>OPENING CEREMONY</u> - Joint official opening by VIPs on stage - National anthem - Ribbon cutting and Photo call	<ul style="list-style-type: none"> ● Minister of Planning ● Minister of Agriculture ● Minister of Trade ● EU Ambassador ● German Charge d'Affaires ● RC/HC ● President of Baghdad Chamber of Commerce ● ITC Executive Director / HoA Iraq ● IOM Regional Director 	<i>CLOSED</i>	NA	<i>CLOSED</i>	NA	“Made in Iraq” exhibition
28/11 10:00	<u>BUSINESS DIALOGUE I:</u>	Facilitation by IOM – Claire Lyster	<i>CLOSED</i>	NA	<i>CLOSED</i>	NA	“Made in Iraq” exhibition

<p>28/11 10:00</p> <p>(1-2)</p>	<p><u>BUSINESS DIALOGUE 1:</u></p> <p>Agri-business in Iraq: a land of opportunity</p> <p>Description: With a demand for agriculture and agri-food products in Iraq expected to reach \$5.6 billion by 2025, Iraqi agri-businesses hold remarkable potential for growth. In a larger debate on food security what actions should the government and businesses prioritize to seize this potential? How can opportunities be turned into tangible actions for impact?</p>	<p>Facilitation by IOM – Claire Lyster</p> <ul style="list-style-type: none"> • Minister of Agriculture or Deputy Minister Mithaq • SAAVI Program Manager • SAAVI Agri-business alliance representative (Ninewah or Basrah) • CEO, Carrefour / Majid Al Futtam • National Investment Commission, Iraq 	<p><i>CLOSED</i></p>	<p>NA</p>	<p><i>CLOSED</i></p>	<p>NA</p>	<p>“Made in Iraq” exhibition</p>
<p>28/11 11:00</p> <p>(1-3)</p>	<p><u>BUSINESS DIALOGUE 2:</u></p>	<p>Facilitation by ITC – Barbara Ramos</p>	<p><i>CLOSED</i></p>	<p>NA</p>	<p><i>CLOSED</i></p>	<p>NA</p>	<p>“Made in Iraq” exhibition</p>

	Global challenges and the new business paradigm: can Iraq get by without a vibrant SME sector?	<ul style="list-style-type: none"> • Basima Abdulrahman, CEO and founder of KESK, a green solutions company - TBC • IOM (EDF) • BEPP • RMC • Central Bank of Iraq, head of the CBI Initiative for Financing SMEs 					
28/11 12:00 (1-4)	<u>BUSINESS DIALOGUE 3:</u> It takes an eco-system: access to finance and business support organizations in Iraq	Facilitation by David Cordobes, ITC <ul style="list-style-type: none"> • Mr. Firas AL-Hamadani, President, Baghdad Chamber of commerce • Mr. Mujahed Waisi, CEO and founder KAPITA • Mr Timothy Mizen, TVET senior expert UNESCO • Ms. Laura Olivier, co-founder of Iraq Tech Ventures 	<i>CLOSED</i>	<i>NA</i>	<i>CLOSED</i>	<i>NA</i>	“Made in Iraq” exhibition

		<ul style="list-style-type: none"> Ms Dhuha Abdulmunem, Iraq Response Innovation lab manager 					
28/11 13:00 <i>(1-5)</i>	<u>BUSINESS</u> <u>DIALOGUE 4:</u> Creating a conducive business environment: A vision for Iraq's service sector to enable economic reforms through WTO Accession	<ul style="list-style-type: none"> Keynote presentation on Importance of Trade in Services (Mr. Hamid Mamdouh, International Expert on Trade in Services, ITC) The role of WTO accession in developing service sectors (Ms. Maika Oshikawa, Director, Accession Division, WTO) Panel Discussion – Navigating Iraq's service sector through its WTO accession process (moderated by Mr. Hamid Mamdouh) <ul style="list-style-type: none"> Minister of Trade (tbc) 	<i>CLOSED</i>	<i>NA</i>	<i>CLOSED</i>	<i>NA</i>	“Made in Iraq” exhibition

		<ul style="list-style-type: none"> o Representative of Private Sector Association (tbc) o Mr Jean-Sébastien Roure, Lead Trade Policy Officer, ITC o Representative from GIZ 					
28/11 14:00	Lunch – change room disposition	X	Lunch	X	Lunch	X	“Made in Iraq” exhibition
28/11 15:00 (1-6)	Business-to-Business meetings	10 tables - 40 minutes session - 10 minutes feedback	<u>Benefits of WTO Accession for the private sector</u> B-P	Hamid Mamdouh Linda Kassem MoT representative	<u>Private sector round table: “Made in Iraq, packed in Iraq” - how branding and packaging initiatives can support development of local consumption</u> B	James Howe, Frédéric Couty, International Experts	“Made in Iraq” exhibition
28/11 16:00	Business-to-Business meetings	10 tables - 40 minutes session - 10 minutes feedback	Iraq’s growth trajectory: how can Iraq	Dr. Julia Smith	<u>Quality champions: practical</u>	Mr Simon Heisig, Ms Wasan Bahir Hasim, a	“Made in Iraq” exhibition

(1-7)			best harness its revenue surpluses?? B-A		<u>solutions for quality management and food safety in Iraq</u> B-P	Quality Champion from East Africa	
28/11 17:00 (1-8)	Business-to-Business meetings	10 tables - 40 minutes session - 10 minutes feedback	<u>JNA platform showcase:</u> solutions for agripreneurship training T-I	NRC, Moi, master trainers	<u>Promoting profitable agriculture: the Agri-business alliance model in Ninewah and Basrah</u> B	Zuhoor AlWatan Ahla/Nadia, Carrefour, BEPP, potato farmer and other alliance, NRC Moi Peter Zahraa Witwit	“Made in Iraq” exhibition

Day 2

29/11/22

Day/time	Program for Main Hall – Gilgamesh 200 pax	Facilitator/Speakers (tentative)	Program for Al Furat - Room 1 – 70 pax	Facilitator/Speakers (tentative)	Program for Small Room 2 – 40 pax	Facilitator/Speakers (tentative)	Outdoor space

29/11 09:00 (2-1)	Business-to-Business meetings	10 tables - 40 minutes session - 10 minutes feedback	<u>Pitching event for women entrepreneurs</u> (full day event, with detailed agenda) I-A	Sarah Ghulam	<u>Developing the Olive and olive oil sector in Iraq</u>	Moi Peter and Zahraa WitWit MoA, NRC, Buyer (Halabja group), Selected olive farmers from Bashiqa	“Made in Iraq” exhibition
29/11 10:00 (2-2)	Business-to-Business meetings	10 tables - 40 minutes session - 10 minutes feedback	<u>Climate change adaptation and agri-food in Iraq: the business case</u> S-B-P	Moi Peter Zahraa Witwit RC/HC Climate Change consultant TBC	<u>TVET in Agriculture: how to better align skills with private sector needs?</u> T-I	Martin Kent, UNESCO, Tim Mizen Co-Water PMAC MoHESR MoLSA	“Made in Iraq” exhibition
29/11 11:00 (2-3)	Business-to-Business meetings	10 tables - 40 minutes session - 10 minutes feedback	<u>The Iraq Youth barometer: voices from young entrepreneurs across Iraq</u> I-P	MOYS, NRC Young entrepreneurs ITC, Claire Sterngold ITC, Julia Zietemann	<u>Private Sector Round Table: Retail marketing strategies centred on Iraqi local products and how to implement them in 2023</u> B	Jerome Radiguer, Frédéric Couty, James Howe, International Experts	“Made in Iraq” exhibition

29/11 12:00 (2-4)	Business-to-Business meetings	10 tables - 40 minutes session - 10 minutes feedback	Access to Finance in Iraq: Prudential regulation for financial service providers and presentability issues B-A	<ul style="list-style-type: none"> • Khalid Kabeer, CEO of VITAS Group (CHF-Vitas is the largest MFI in Iraq)- • Bilal Al Sugheyer, Resident Representative of the International Finance Corporation in Iraq • Hussein Thamer, CEO of the Iraqi Company for Bank Guarantees, • National Bank of Iraq general management- 	<u>The Quality for Trade platform: a tool to understand standards and technical market requirements</u> B-T	Mr Joshua Olson (remotely), Mr Simon Heisig, speaker from COSQC (tbc)	“Made in Iraq” exhibition
29/11 13:00 (2-5)	Lunch	X	<u>Developing the tomato sector in Iraq</u> B	WTPC remotely Tomato farmers association Basrah buyer Moi Peter Zahraa Witwit	<u>As a female entrepreneur, how to close a deal from pricing to the final negotiation</u> B-I	Ms. Tara Mulhare SheTrades	“Made in Iraq” exhibition

29/11 14:00 (2-6)	Business-to-Business meetings	10 tables - 40 minutes session - 10 minutes feedback	<u>SUPPORTING HOMEGROWN SUCCESS STORIES: ENABLING YOUTH ENTREPRENEURSHIP IN IRAQ WITH YE! COMMUNITY</u> I-P	IRIL – Dhuha Ye! Advisor to ITC Youth Entrepreneur Private Sector Company Rawnaq Aldur ITC, Claire Sterngold ITC, Julia Zietemann	<u>Developing the potato sector in Iraq</u> B	IPC remotely Potato alliance BEPP Pepsi Co, tbc Moi Peter Zahraa Witwit	“Made in Iraq” exhibition
29/11 15:00 (2-7)	CHANGE ROOM SET-UP	10 tables - 40 minutes session - 10 minutes feedback	<u>A strategic and coordinated approach for transforming the future of Iraqi agricultural sector</u> Panellists discuss the way forward in public-private sector coordination towards a competitive and sustainable agricultural sector. MoA and development partners present priorities for implementation in 2023	Facilitator: ITC- Karla Solis Below TBC DM Mahdi MoA, FAO, IOM, ILO, GIZ, Private sector representative	<u>How to successfully navigate the current global economic changes as a female entrepreneur?</u> I-B	Ms. Tara Mulhare SheTrades	“Made in Iraq” exhibition

			B-T-P-A-I-S				
29/11 16:00 (2-8)	Iraq National Trade Forum Closing Ceremony	<ul style="list-style-type: none"> ● EU representative ● German embassy representative ● MoYS ● MoHESR ● MoLSA ● NRC ● ITC ● IOM ● Baghdad CoC 	CLOSED	X	CLOSED	X	“Made in Iraq” exhibition
29/11 17:00	END OF THE DAY	NA	END OF THE DAY	NA	END OF THE DAY	NA	END OF THE DAY

Day 3

30/11/22

09:00 to 17:00 - Field visit for international businesses and selected participants

9:00 to 10:00: Kick for Trade graduation ceremony: satellite stand-alone event organized by SAAVI Kick for Trade with MoYS (200 youth).