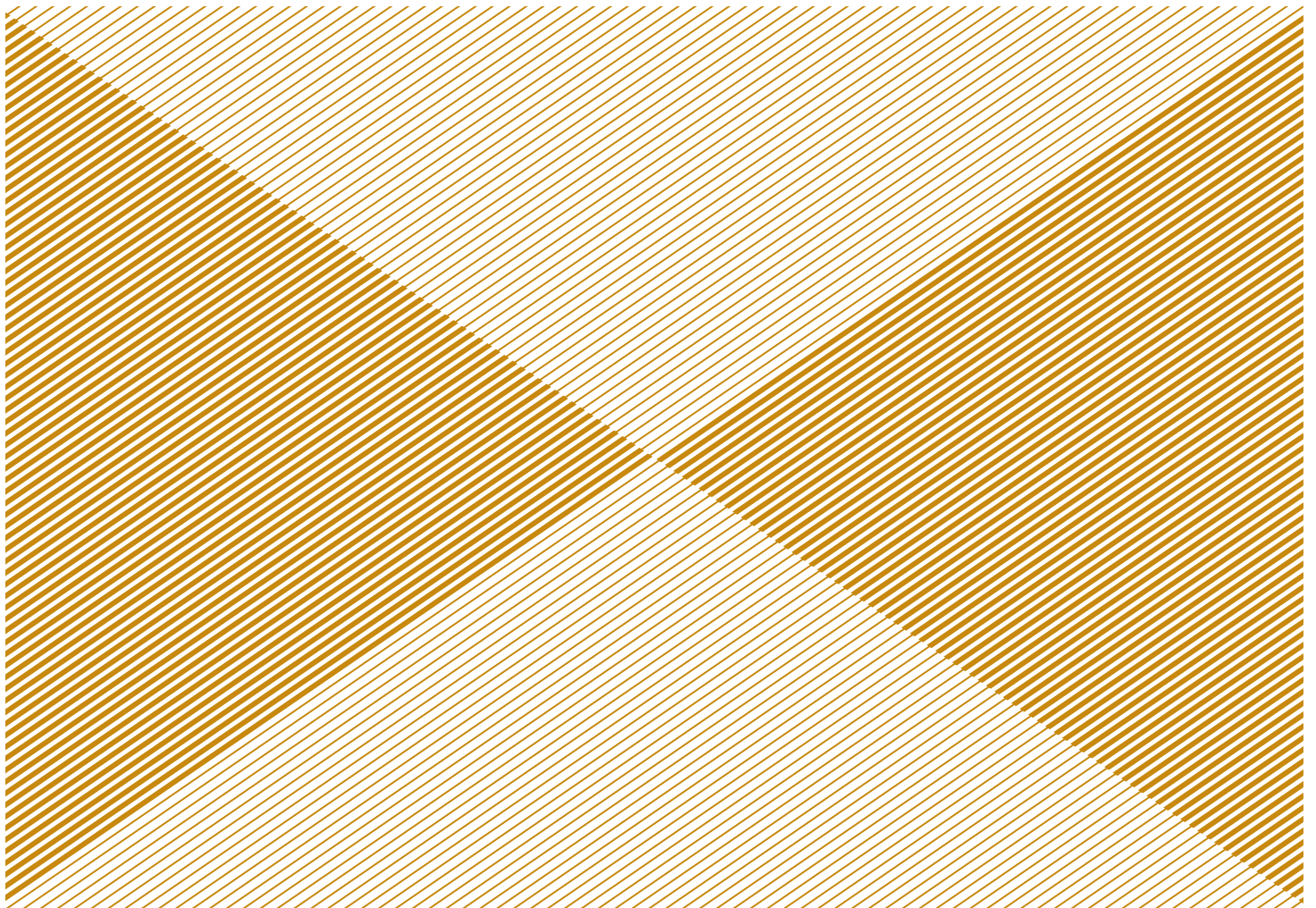


Regional Agenda

# World Economic Forum on the Middle East and North Africa Meeting Overview

Dead Sea, Jordan 24-26 May 2013



# Advancing Conditions for Growth and Resilience

The current Middle East and North Africa context is of fundamental importance for shaping the economic, social and governance systems of the future. Home to youthful populations, energy endowments and some of the fastest-growing economies globally, the region as a whole has formidable assets to drive positive outcomes. Two years after the start of the transitions in North Africa, this promise is compounded by a clear urgency for decision-makers to deliver development and prosperity throughout the populations. There is therefore a unique opportunity for business, civil society and government to jointly make historic gains in crucial areas, such as youth unemployment, transparency, income disparity, private sector development and infrastructure.

Simultaneously, these forward-looking efforts take place in an environment of a continued global economic slowdown, geopolitical shifts in the Levant, complex political transitions in certain countries as well as a generally heightened sense of public expectations at the national level. Therefore, creating resilience anchored in macroeconomic stability, robust national consensus, and effective and timely international partnerships, including with emerging markets, is absolutely critical for realizing current opportunities and aspirations.

At this pivotal time, the World Economic Forum on the Middle East and North Africa will convene over 900 of the foremost leaders from Gulf Cooperation Council countries, the Levant, North Africa and internationally. Representing government, industry, media, civil society and youth, these stakeholders will come together to advance understanding, dialogue and action on the most immediate and urgent priorities as well as long-term imperatives.



**Building on Jordan's recognized role in the region and internationally, the aim of the 2013 meeting is to advance the economic governance necessary to deliver, in a timely manner, growth and development across society. The focus will be on the private sector and the youth, which are absolutely critical in this respect.**



Miroslav Dusek  
Director and Head of Middle East and North Africa, World Economic Forum

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## Programme Objectives

The programme will revolve around the following three pillars:

1. Partnerships for Employment, Entrepreneurship and Infrastructure
  - What are the best practices for creating the conditions for youth-driven entrepreneurial growth?
  - What do successful start-ups in the region do differently?
  - What are the most urgent institutional reforms needed to spur job creation?
2. Strengthening Economic Governance
  - How can new governments respond to public expectations while managing sustainable economic transitions?
  - What financing mechanisms need to be in place to safeguard the prosperity of economies facing resource scarcity and rapid population growth?
  - How can government, civil society and business jointly strengthen institutions to contribute to greater societal resilience?
3. Advancing Regional Cooperation and Resilience
  - Given the stakes of economic transitions, how can trade regimes in the region be reformed to become an engine of growth?
  - How do foreign policy priorities of newly elected governments affect the region's diplomatic and security outlook?
  - What regional mechanisms are necessary to minimize the impact of humanitarian emergencies on human security?

# Meeting Information

We have further improved the interactive, outcome-oriented format of Forum discussions. Speeches are strongly discouraged and all participants are invited to contribute actively to constructive, lively debate.

**Plenary Sessions** feature senior government officials and business leaders, and cover broad issues on the meeting's theme. These sessions provide the conceptual framework for further discussions. In virtually all cases, ample time for questions, answers and discussion allows government officials to give first-hand information on critical economic and business issues. The **Closing Plenary** highlights the outcomes of the meeting and maps out the future engagement of the main stakeholders.

**Interactive Sessions** pursue topics related to the three pillars of the programme in greater depth and are structured around a panel, bringing together expert views and contrasting perspectives. Prepared remarks by the panel are kept to a minimum in favour of intensive discussions under the guidance of a moderator. The objective of each interactive session is to formulate two to three concrete action points on the topic. Some of the interactive sessions are sector-specific and industry-focused.

**Arena Sessions** offer interactive debate with top government, business and civil society leaders. Prepared remarks by the panel are kept to a minimum in favour of intensive discussions under the guidance of a moderator.

**WorkStudios** are structured to allow a high level of interaction and exchange among participants. They often begin with short introductory remarks to set the scene, followed by small brainstorming exercises around working walls led by designated discussion leaders/facilitators. A feedback process brings the results of all the discussions back to a common core. An open question-and-answer period rounds up the WorkStudio. The sessions are also structured to come up with concrete recommendations and key takeaways.

**One-on-One Interview Sessions** elicit insightful and challenging perspectives on the region's transformation from a select group of global and regional thought leaders. Each session introduces a guest who is an inspiring individual from business, government, academia or civil society.

**Televised Sessions** are conducted in collaboration with a leading global media organization. They explore timely issues affecting the region.



This logo denotes GGC track sessions in the programme. Global Growth Company (GGC) tracks comprise a selection of sessions of particular relevance to companies experiencing strong growth and engaging in international expansion. GGC track sessions are an integral part of all Forum regional meeting programmes. Where appropriate, the output of each will be incorporated into subsequent GGC track sessions in the build-up to the Annual Meeting of the New Champions 2013, which will take place in Dalian, People's Republic of China, from 11 to 13 September.

For sessions that are not open to the reporting press, please note that the Chatham House Rule applies: *When a meeting/session is held under the Chatham House Rule, neither the identity nor the affiliation of the speaker(s) may be revealed. The aim is to provide anonymity to speakers and encourage openness and sharing of information. It is now used worldwide as an aid to free discussion.*

The same rule applies to blogging and tweeting of sessions. To encourage free-flowing debate, bloggers and twitterati are asked not to reveal the identity or affiliation of speakers in sessions without their permission.

# FAQs

## Where will the meeting take place?

The meeting will take place at the Dead Sea, Jordan.

## Where will I stay?

PublicisLive, the Forum's operations and production provider, arranges accommodation at the Dead Sea Spa Hotel, the Jordan Valley Marriott Resort & Spa, the Kempinski Hotel Ishtar Dead Sea and the Mövenpick Resort & Spa Dead Sea. You will be contacted upon confirmation of your registration.

## What does registration include?

Registration (CHF 3,500 for Members, CHF 6,500 for non-Members) includes access to all sessions, including plenaries, interactive sessions, workshops, lunches and dinners.

## What is the working language of the meeting?

The official language of the meeting is English, with simultaneous interpretation in Arabic and French for plenaries and Arabic in some sessions.

## When do I need to register?

The deadline for inclusion in the printed Participants Booklet is 7 May 2013. We therefore recommend that you register before this date.

## Do I need a visa?

Please check with the Jordanian embassy or consulate nearest you for visa requirements. The World Economic Forum is not responsible for providing visas.

## Where do I find additional information about the programme?

Basic information can be found on the Forum's website at <http://wef.ch/mena13>. Upon registration, you will receive personal access to the meeting's private area of the website.

## Who do I contact for more information?






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## Programme at a Glance

### Friday 24 May

08.00 - 18.00	<b>Private Industry and Constituent Meetings</b>
08.00 - 22.00	<b>Registration</b>
20.30 - 22.30	<b>Opening Reception</b>

### Saturday 25 May

09.00 - 10.00	<b>Interactive Session</b> – private sector  – libya
09.00 - 10.00	<b>Televised Session</b> – sky/infrastructure
09.00 - 10.15	<b>Brainstorming Session</b> – web/social resilience
10.30 - 11.00	<b>Plenary Session</b> – opening address
11.00 - 12.00	<b>Plenary Session</b> – opening 
12.15 - 13.45	<b>Sharjah Community Lunch</b> – community lunch
14.00 - 15.15	<b>Plenary Session</b> – partnerships for transition
15.15 - 16.45	<b>WorkStudio</b> – scaling start-ups 
15.30 - 16.30	<b>Arena Session</b> – sme
15.30 - 16.30	<b>Interactive Session</b> – financing reform – food security  – health investment
15.30 - 16.30	<b>Televised Session</b> – bbc/religion and governance
17.00 - 17.30	<b>Thinking Ahead</b> – thinking ahead/conflict
17.15 - 18.15	<b>Interactive Session</b> – iraq
17.15 - 18.15	<b>Televised Session</b> – cnbc/emerging market 
17.15 - 18.45	<b>Plenary Session</b> – foreign policy outlook
20.00 - 22.00	<b>Jordanian Night</b>

### Sunday 26 May

08.30 - 09.15	<b>Breakfast</b> – in the news
09.00 - 10.30	<b>WorkStudio</b> – coexistence
09.30 - 10.45	<b>Interactive Session</b> – entrepreneurship  – family business – trade and tourism
09.30 - 10.45	<b>Televised Session</b> – f24/gender
11.15 - 12.45	<b>Plenary Session</b> – employment
12.45 - 14.00	<b>Community Lunch</b> – community lunch
12.45 - 14.00	<b>Interactive Lunch Session</b> – jordan lunch
14.00 - 15.15	<b>Televised Session</b> – dubai/syria
14.15 - 15.30	<b>Interactive Session</b> – consumer market – energy subsidies – us foreign policy
16.00 - 16.30	<b>Thinking Ahead</b> – thinking ahead/ new ideas
16.00 - 17.15	<b>Interactive Session</b> – institutions
16.00 - 17.15	<b>Arena Session</b> – education workforce 
16.00 - 17.15	<b>Televised Session</b> – al arabiya/energy transformation
17.30 - 18.30	<b>Plenary Session</b> – breaking the impasse
18.30 - 18.45	<b>Plenary Session</b> – closing
18.45 - 20.00	<b>Farewell Reception</b>

## Pillar-related Sessions

### A Partnerships for Employment, Entrepreneurship and Infrastructure

- A New Vision for Arab Employment
- Family Businesses as an Engine for Growth
- Connecting 360 Million Consumers
- Infrastructure for Long-term Competitiveness
- Investing in Healthcare
- Investing in SMEs for Employment 
- New Ideas to Drive Positive Social Change
- Preparing for the Workforce of the Future 
- Rethinking the Private Sector 
- Scaling Start-Ups 
- The Anatomy of Entrepreneurial Success 

### B Strengthening Economic Governance

- Building Institutions' Effectiveness
- Creating a Dynamic Emerging Market 
- Economies in Focus: Iraq
- Funding for Reform
- Navigating Energy Subsidy Reform
- Partnerships for Economies in Transition
- Political Islam and Governance
- The Business Case for Gender Diversity
- World Economic Brainstorming - Understanding Vulnerabilities, Enhancing Resilience

### C Advancing Regional Cooperation and Resilience

- Energy: Global Transformations, Regional Impact
- Food Security and Growth Resilience 
- Safeguarding Syria
- Smart Solutions for Conflict Prevention
- The Foreign Policy Outlook
- The Role of the United States
- Towards Coexistence
- Unlocking the Growth Potential of Trade and Tourism



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IMPROVING THE STATE  
OF THE WORLD

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The World Economic Forum is an independent international organization committed to improving the state of the world by engaging business, political, academic and other leaders of society to shape global, regional and industry agendas.

Incorporated as a not-for-profit foundation in 1971 and headquartered in Geneva, Switzerland, the Forum is tied to no political, partisan or national interests.

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