THE BOX, Inside Out!

1/11/2016 UN House – Beirut
Doha Abdelkhaleq
DOHA ABDELKHALEQ

BACKGROUND : Legal Counsel ; Human Resources

ENTREPRENEUR – Women In Business Partnerships

WORK - FAMILY - TRAVEL
ESKADENIA was established as an LLC by founder Nael Salah & cofounder in July 2000; Legal status "Private Share Holding Company"

All ESKADENIA Software is developed In-house with a focus on Modular design;

Active in the Education, Enterprise, Internet, Telecom Solutions - 100 Customers in Europe, Middle East & Africa. Current Number of employees is 200, 85% in R&D
COUNTRY

Space 98,000 K Km

Ca 7-11 M

Half lives in Amman
Capital - The High Tech community

• R&D ?
• Universities ?
• Eco system ?
Crossing Difficulties

Access

To Capital
To Ideas
To People
To Export Markets
Female participation in the IT sector rose from 23% in 2008 to 31% in 2014

Source: int@j
LOCAL SPACE?
GOOD AT DOING? WHAT?
## 2025?

**VISIONS.V. VISIONS**

<table>
<thead>
<tr>
<th>High-level area</th>
<th>Target – ambitious estimate</th>
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</thead>
<tbody>
<tr>
<td>Acceleration of growth in GDP</td>
<td>4 %</td>
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<tr>
<td>Growth in turnover</td>
<td>30 %</td>
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<tr>
<td>Growth in jobs</td>
<td>150,000 jobs in 10 years</td>
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<tr>
<td>Number of digital economy businesses</td>
<td>600 new businesses</td>
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Mission?

Ensure a highly stable, nurturing business environment.

- Companies “PRIVATE SECTOR” will be able to drive creative and innovative technologies

How about **mind sets?**

- PRIVATE SECTOR BECOMES A Platform for change; innovation in international partnerships

- Products; Open access to Markets, technologies, people, ideas, standards & data.
key focus areas that will drive action

- Smart Specialization & Demand Driven innovation
- 37 Products + Intellectual Property
- Export; Expansion to New Markets
Location to Access other Markets
- Continuous Royal support for sector
- Talents
- Incentives and Legislations
- Great environment (social, weather, entertainment, etc)
- Hospitality
- Geographical Location
A Journey

RELAX

Business Unfolds at the Right Time!
• Mix ! With CSR
THANK YOU

Q&A

d.salah@eskadenia.com