Expert Group Meeting on Harnessing Technology for Enhanced Small and Medium-sized Enterprises Productivity and Competitiveness

Cairo, Egypt, 3-4 November 2007

PROGRAMME OF WORK

Saturday, 3 November 2007	**J.W. Marriott Hotel**
8:30 – 10:00 am	Registration
OPENING SESSION	
10:00 – 11:00 am	**Opening Statements** ▪ Ms. Anhar Hegazi, Director, Sustainable Development and Productivity Division, United Nations Economic and Social Commission for Western Asia (ESCWA) ▪ Mr. Abdalla A. Alnajjar, President, Arab Science and Technology Foundation (ASTF) ▪ Mr. Mohammed Bin Yousef, Director General, Arab Industrial Development and Mining Organization, Morocco ▪ Statement of Mr. Hany Seif El Nasr, Managing Director, Social Fund for Development of Egypt delivered by Mr. Ahmed Nassar, Acting Director General for the Monitoring and Planning Group, Social Fund for Development
SESSION I	**REGIONAL AND COUNTRY PRESENTATIONS**
11:00 – 11:30 am	**The Regional Context** Ms. Carol Chouchani Cherfane, Acting Team Leader, Technology and Enterprise Development Team, Sustainable Development and Productivity Division, ESCWA
11:30 – 1:00 pm	**Country Presentations** Presentations by the Delegated Representative of the Governments of Bahrain, Egypt, Jordan, Lebanon, Oman, Palestine, Syrian Arab Republic, United Arab Emirates and Yemen
1:00 – 1:30 pm	Coffee Break
SESSION II	**REGIONAL INITIATIVES**
1:30 – 2:00 pm	**ESCWA Technology Centre for Development** Mr. Yousef Nusseir, Director, Information and Communications Technologies Division, ESCWA
2:00 – 2:30 pm	**ASTF Investing in Technology Initiative: Past Activities and Future Plans** Mr. Farhan Kalaldeh, Program Manager, Investing in Technology Program, ASTF - Sharjah Headquarters
2:30 – 3:00 pm	Discussion

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SESSION III	**POLICY FRAMEWORKS FOR HELPING SMES TO HARNESS TECHNOLOGY**
3:00 – 3:15 pm	**National Science and Technology Policies and SME Initiatives** Mr. Samer Sabbagh, Director, National Fund for Enterprise Support, Higher Council for Science and Technology, Jordan
3:15 – 3:30 pm	**Policy Infrastructure and Technology Profiling in the Euro-Mediterranean Context** Mr. John Yates, Program Manager, Medibtikar: Euro-Med Innovation Program, Egypt
3:30 – 3:45 pm	**Promoting SME Investment and Technology Development in Developing Countries** Mr. Marco Potecchi, Officer in Charge, UNIDO Investment Promotion Unit Egypt
3:45 – 4:00 pm	**Entrepreneurship Development & Enterprise Creation Programs** Mr. Afif Barhoumi, Investment Promotion Expert and Arab Regional Center for Entrepreneurship and Investment Training Program Coordinator, UNIDO Bahrain
4:00 – 4:30 pm	Discussion
4:30 – 5:30 pm	Lunch
	End of Day

Sunday, 4 November 2007	**J.W. Marriott Hotel**
9:30 – 10:00 am	Registration
10:00 – 11:00 am	**KEYNOTE STATEMENT: MANAGEMENT OF TECHNOLOGY** Mr. Tarek Khalil, President, International Association of Management of Technology
SESSION IV	**MECHANISMS FOR STRENGTHENING SME COMPETITIVENESS THROUGH TECHNOLOGY LINKAGES**
11:15 – 11:45 am	**Mechanisms and Models for Harnessing Technology in SMEs** Mr. Fouad Mrad, Professor, Department of Electrical and Computer Engineering, American University of Beirut / ESCWA Consultant
11:45 – 12:15 pm	**Customizing Plastic Products for the World Market** Mr. Khaled Mahjoub, Chairman, Mahjoub Est., Syria
12:15 – 12:30 pm	Discussion
12:30 – 1:10 pm	Coffee Break

Sunday, 4 November 2007	**J.W. Marriott Hotel**
SESSION V	**STANDARDS AS INSTRUMENTS FOR MOTIVATING INNOVATION AND ADAPTATION**
1:10 – 1:30 pm	**The Role of Standards in Promoting Innovation and Competitiveness of SMEs in World Markets** Mr. Hassan Charif, Senior Advisor, ESCWA
1:30 – 1:50 pm	**Certification Schemes as a Means to Improve Product Safety and Competitiveness** Mr. Naji Geha, Coordinator, Inspection Center - Lebanon, Underwriters Laboratories Inc.
1:50 – 2:00 pm	Discussion
SESSION VI	**TECHNOLOGY TOOLS FOR IMPROVING SME PRODUCTIVITY**
2:00 – 2:20 pm	**Tools for Competitive Product Development** Mr. Ahmad Smaili, Chairperson, Mechanical and Mechatronics Engineering Department, Harririri Canadian University, Lebanon
2:20 – 2:35 pm	**Automation to Reach Global Standards** Mr. Hany Loka, Senior Vice President and Head of Automation and Drives, Siemens Limited
2:35 – 2:50 pm	**Process Control and Quality Assurance Technologies** Mr. Michel Haddad, Managing Director, National Instruments Arabia
2:50 – 3:05 pm	**Environmental Technologies for Improving SME Productivity** Ms. Hanan El Hadary, Director, Egypt National Cleaner Production Centre, Ministry of Trade and Industry, Egypt
3:05 – 3:20 pm	Discussion
3:20 – 3:30 pm	Break
CLOSING SESSION	
3:30 – 3:50 pm	**Conclusions and Recommendations** Moderated by ESCWA
3:50 – 4:00 pm	**Closing Statements**
4:00 – 5:30 pm	Lunch
	End of meeting