

The 1st Regional Conference on Developing Service Markets and Value Chains

Amman – Jordan

February 19th – 21st, 2007



Agenda

Please note that this agenda is indicative and may be changed when the organizers review progress at the end of each day.

Monday 19 February

- 08:00** **Registration**
- 09:00** **Welcome**
- 09:15** **ILO Perspective on Enterprise Development**
Peter Tomlinson, Seminar Director & Enterprise Development Program Manager, ITC-ILO
- 09:45** **Introducing the Business Development Center**
Nayef Stetieh, President & CEO, The Business Development Center
- 10:00** **Developing Service Markets and Value Chains: Frameworks for Analysis and Action**
Jim Tanburn, Seminar Director & Enterprise Development Consultant
- 10:30** **Coffee Break**
- 11:00** **The Conference Reader on Service Markets and Value Chains: Implementing Sustainable Private Sector Development - Striving for Tangible Results for the Poor**
Jim Tanburn, Seminar Director & Enterprise Development Consultant
Peter Tomlinson, Seminar Director and Enterprise Development Program Manager, ITC- ILO
- 11:30** **Case Study: Morocco**
- Integrating Low-Income Women into Profitable Value Chains for Olive Oil**
Tezer Ulusay de Groot, Industrial Development Officer, United Nations Industrial Development Organization
- 12:00** **Plenary Discussion**
Kholoud Al-Khaldi, Senior Program Officer, ITC-ILO Enterprise Development Program
- 12:30** **Lunch**
- 14:00** **Approaches & Trends for Regional Service Market Development**
Nayef Stetieh, President & CEO, The Business Development Center
- 14:30** **Case Study: Egypt**
- Developing an Integrated Market for Business Services in Egypt: The Experiences of the Association for SME Development**
Hassan Mitwaly, Senior BDS Advisor, Business Development Services Support Project
- 15:00** **Case Study: Egypt**
- The Critical Role of Market Intelligence Services and Value Chain Management in Enhancing Exports: Egyptian Agri-Food Exports**
Douglas Anderson, Chief of Party, ACDI / VOCA MENA Office
Ali El Saied, Director of Programs, ACDI / VOCA MENA Office
- 15:30** **Break**



16:00

Discussion Groups

DG 1: Developing Service Markets and Value Chains: Frameworks for Analysis & Action

Jim Tanburn, Seminar Director & Enterprise Development Consultant

Peter Tomlinson, Seminar Director & Enterprise Development Program Manager, ITC-ILO

DG 2: Integrating Low-Income Women into Profitable Value Chains for Olive Oil

Tezer Ulusay de Groot, Industrial Development Officer, United Nations Industrial Development Organization

DG 3: The Critical Role of Market Intelligence Services and Value Chain Management in Enhancing Exports: Egyptian Agri-Food Exports

Douglas Anderson, Chief of Party, ACDI / VOCA MENA Office

Ali El Saied, Director of Programs, ACDI / VOCA MENA Office

DG 4: Developing an Integrated Market for Business Services in Egypt: The Experiences of the Association for SME Development

Hassan Mitwaly, Senior BDS Advisor, Business Development Services Support Program

17:30

Closing & Announcements

20:00

Dinner at Kan Zaman



Tuesday 20 February

- 09:00** **Feedback on Day 1**
- 09:30** **Making ICT Work for Rural Entrepreneurs in Bangladesh : Generating Wider Change through a Viable Business Model**
Manish Pandey, Services Division Manager, Swisscontact / KATALYST
- 10:00** **Case Study: Lebanon**
- Exporting Preserved Food to Global Markets from Lebanon: The Experiences of the Stimulating Markets & Rural Transformation (SMART) Program**
Mario Rebeiz, Project Director, YMCA / Lebanon
- 10:30** **Coffee Break & Group Photo**
- 11:00** **Designing Programs to Strengthen Service Markets & Value Chains: Current Experiences & Donor Practices**
Katharine McKee, Senior Advisor on Policy, Poverty and Aid Effectiveness, CGAP / World Bank
Jim Tanburn, Seminar Director & Enterprise Development Consultant
- 11:30** **Case Study: Middle East & North Africa (MENA)**
- Using Mass Media to Build Awareness of Best Practices in the Middle East: Public-Private Partnerships and the Business Edge Training Course**
Michel Botzung, Business Edge Program Manager, International Finance Corporation
- 12:00** **Plenary Discussion**
Kholoud Al-Khaldi, Senior Program Officer, ITC-ILO Enterprise Development Program
- 12:30** **Lunch**
- 14:00** **Case Study: Jordan**
- What a Sectoral Association Can Do to Build Markets for SMEs: The Experiences of the Jordan Stone & Tile Exporters Association (JOSTONE)**
Mohammad Shami, CEO, Jordan Stone & Tile Exporters Association
- 14:30** **Value Chain Development: ILO Approach & Methodology**
Nikolai Rogovsky, Enterprise Development Senior Specialist, ILO / Geneva
- 15:00** **Questions & Answers on Value Chain Development: ILO Approach & Methodology**
Nikolai Rogovsky, Enterprise Development Senior Specialist, ILO / Geneva
- 15:15** **Plenary Discussion**
Kholoud Al-Khaldi, Senior Program Officer, ITC-ILO Enterprise Development Program
- 15:30** **Break**



16:00

Discussion Groups

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Manish Pandey, Services Division Manager, Swisscontact / KATALYST

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DG 4: What a Sectoral Association Can Do to Build Markets for SMEs: The Experiences of the Jordan Stone & Tile Exporters Association (JOSTONE)

Mohammad Shami, CEO, Jordan Stone and Tile Exporters Association

17:30

Closing & Announcements

20:00

Dinner at Movenpick Resort & Spa – Dead Sea



Wednesday 21 February

- 09:00** **Feedback on Day 2**
- 09:30** **Measuring Impact, Sustainability & Outreach**
Peter Tomlinson, Seminar Director & Enterprise Development Program Manager, ITC-ILO
- 10:00** **ITC-ILO Training Products**
Kholoud Al-Khaldi, Senior Program Officer, ITC-ILO Enterprise Development Program
- 10:30** **Coffee Break**
- 11:00** **Case Studies from the Region & Lessons Learned**
Nesreen Barakat, Managing Partner, To-Excel Consulting Associates
- 11:30** **Current Technical Debates & Future Trends**
Jim Tanburn, Seminar Director & Enterprise Development Consultant
- 12:00** **Concluding Comments**
Jim Tanburn, Seminar Director & Enterprise Development Consultant
Kholoud Al-Khaldi, Senior Program Officer, ITC-ILO Enterprise Development Program
- 12:30** **Conference Closing Ceremony**
Jim Tanburn, Seminar Director & Enterprise Development Consultant
Peter Tomlinson, Seminar Director & Enterprise Development Program Manager, ITC-ILO
Nayef Stetieh, President & CEO, The Business Development Center
- 13:00** **Lunch**
- 15:00** **Panoramic City Tour**
- 20:00** **Dinner at Tawahin Al Hawa Restaurant**

