



and



in cooperation with

*The German Marshall Fund of United States (GMF) and Istituto Affari Internazionali (IAI)*

**are pleased to invite you to attend an international seminar on**



## **ENTREPRENEURSHIP AND SME FINANCING**



### **IN THE MENA REGION**

THE ROLE OF FINANCE AND THE BANKING SECTOR IN SUPPORTING SMALL AND MEDIUM  
ENTERPRISES (SMEs), ENTREPRENEURSHIP, AND TRADE  
IN THE SOUTH MEDITERRANEAN, MIDDLE EAST, AND THE GULF

**NAPLES**

**Monday November 19<sup>th</sup>, 2012**

Banco di Napoli, Sala delle Assemblee,

Via Toledo 177/178

*This initiative was supported by*



## » FOREWORD

The seminar is an initiative of SRM (an economic research center affiliated with Intesa Sanpaolo Group, based in Naples, and specialized in the South Italian and Mediterranean economies) together with OECD-Leed Program and Banco di Napoli. It was organized in cooperation with *The German Marshall Fund of United States* (GMF), *Istituto Affari Internazionali* (IAI), and with the support of the *Compagnia di Sanpaolo*.

The meeting will gather around **25 experts** from OECD, international financial institutions and the banking sector, to discuss the role that local and regional finance can play in fostering growth and economic development in the MENA region, especially through entrepreneurship, SMEs, and trade creation.

The seminar will start with a panel on state of play of economic relations between **Italy** and **Europe** on the one hand (at a time of stagnation and crisis in the Eurozone) and the **South Mediterranean** area on the other – which will help highlight the MENA region’s growing economic importance.

The seminar will then widen the focus of discussion to include a session on the role that **finance and the banking sector** are playing in the Southern Mediterranean, with a focus on **Turkey and Morocco**, and a final session on the **potential and challenges of finance in the Gulf region**.

Speakers and participants will be expected to engage in the following questions:

- *How can finance and the banking sector on both sides of the Mediterranean support cross-country entrepreneurial investment, SMEs, and trade?*
- *What is the present weight and size of Italian and European companies in the MENA countries? What are the main trends in business relations across the Mediterranean?*
- *Which MENA countries hold better prospects of supporting a dynamic domestic financial and banking sector, developed well enough to be able to operate on both sides of the Mediterranean region?*
- *What are the commonalities and differences in the financial and banking sectors across the MENA region?*
- *What is the role that private and public financial institutions play in the Gulf? What are the main lessons and experiences to be applied to the Mediterranean region?*

# » PROGRAM

**12.00-13.30**     **WELCOME RECEPTION** (a light meal will be served)

**13.30-14.00**     **INTRODUCTORY REMARKS**

**Maurizio BARRACCO**, President, Banco di Napoli, Naples

**Paolo SCUDIERI**, President, SRM, Naples

**Craig KENNEDY**, President, German Marshall Fund of United States (GMF), Washington

**14.00-14.30**     **OPENING SPEECH**

**Yves LETERME**, Deputy General Secretary, OECD, Paris

*The OECD work on SMEs financing and entrepreneurship in Europe and the MENA region*

**14.30-15.0**     **SESSION I - ECONOMIC RELATIONS BETWEEN EUROPE, ITALY AND THE SOUTH MEDITERRANEAN:  
FOCUS ON FIGURES, TRENDS AND ISSUES**

**Massimo DEANDREIS**, General Manager, SRM, Naples

**Gianluca SALSECCI**, Head of International Economic Research, Intesa Sanpaolo, Milan

Discussant and Introductory remarks to Session II and III:

**Sergio ARZENI**, Director, Directorate for Entrepreneurship, SME and Local Development, OECD, Paris

**15.00-16.45**     **SESSION II - THE ROLE OF FINANCE AND THE BANKING SECTOR IN SUPPORTING SMES, ENTREPRENEURSHIP,  
AND TRADE IN THE SOUTH MEDITERRANEAN: THE CASES OF TURKEY AND MOROCCO**

Moderator: **Antonio FANELLI**, Deputy Head, Private Sector Division, Directorate for Financial Affairs, OECD, Paris

**Hassan ABOUYOUB**, H.E. Ambassador of the Kingdom of Morocco to Italy, Rome

**Emiliano ALESSANDRI**, Research Fellow, GMF German Marshall Fund of United States, Washington

**Rym AYADI**, Senior Research Fellow, Head of Financial Institutions and Coordinator of MEDPRO Consortium, Center for European Policy Studies, CEPS, Brussels

**TAYFUN BAYAZIT**, Bayazit Consulting Services, Istanbul

**Karim EL AYNAOUI**, Advisor to the Chairman-CEO, OCP Group, Casablanca

**Yaser GAMALI**, Deputy Chairman Managing Director, Bank of Alexandria, Cairo

**Zeki ONDER**, Deputy General Manager, Sekerbank, Istanbul

**16.45-17.00**     **COFFEE BREAK**

**17.00-18.15**      **SESSION III - THE ROLE OF THE FINANCIAL SECTOR IN SUPPORTING ENTREPRENEURSHIP AND SMES IN THE MIDDLE EAST AND THE GULF: POTENTIAL AND CHALLENGES**

Moderator: **Ian LESSER**, Executive Director, GMF Transatlantic Center, Brussels

**Ibrahim AL MANSOORI**, Chief Operating Officer COO, Khalifa Fund for Enterprise Development, Abu Dhabi, UAE

**Angelo CICOGLIA**, Head of Division, International Department, Banca d'Italia, Rome

**Daniela Verena HUBER**, Researcher, Istituto Affari Internazionali (IAI), Rome

**Inigo LAMBERTINI**, Deputy General Director, Italian Ministry of Foreign Affairs, Rome

**Stefan LUMPKIN**, Principal Administrator, Financial Market and Policies, Financial Affairs Division, OECD, Paris

**Deepthie YATIYAWELA**, Manager SME Finance (Debt), Enterprise Qatar, Qatar

**18.15-18.30**      **CONCLUDING REMARKS**

**Marcello SALA**, Executive Vice Chairman of the Management Board, Intesa Sanpaolo, Milan

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**19.15-19.30**      Participants gather in the lobby of Banco di Napoli and depart for Hotel Vesuvio via shuttle bus

**20.00-20.15**      **COCKTAIL RECEPTION AND NETWORKING DINNER**

Location: Royal Yacht Club Canottieri Savoia (300 meters from the Hotel Vesuvio)

Welcome speech:

**Giuseppe CASTAGNA**, General Manager, Banco di Napoli - Intesa Sanpaolo, Naples - Turin