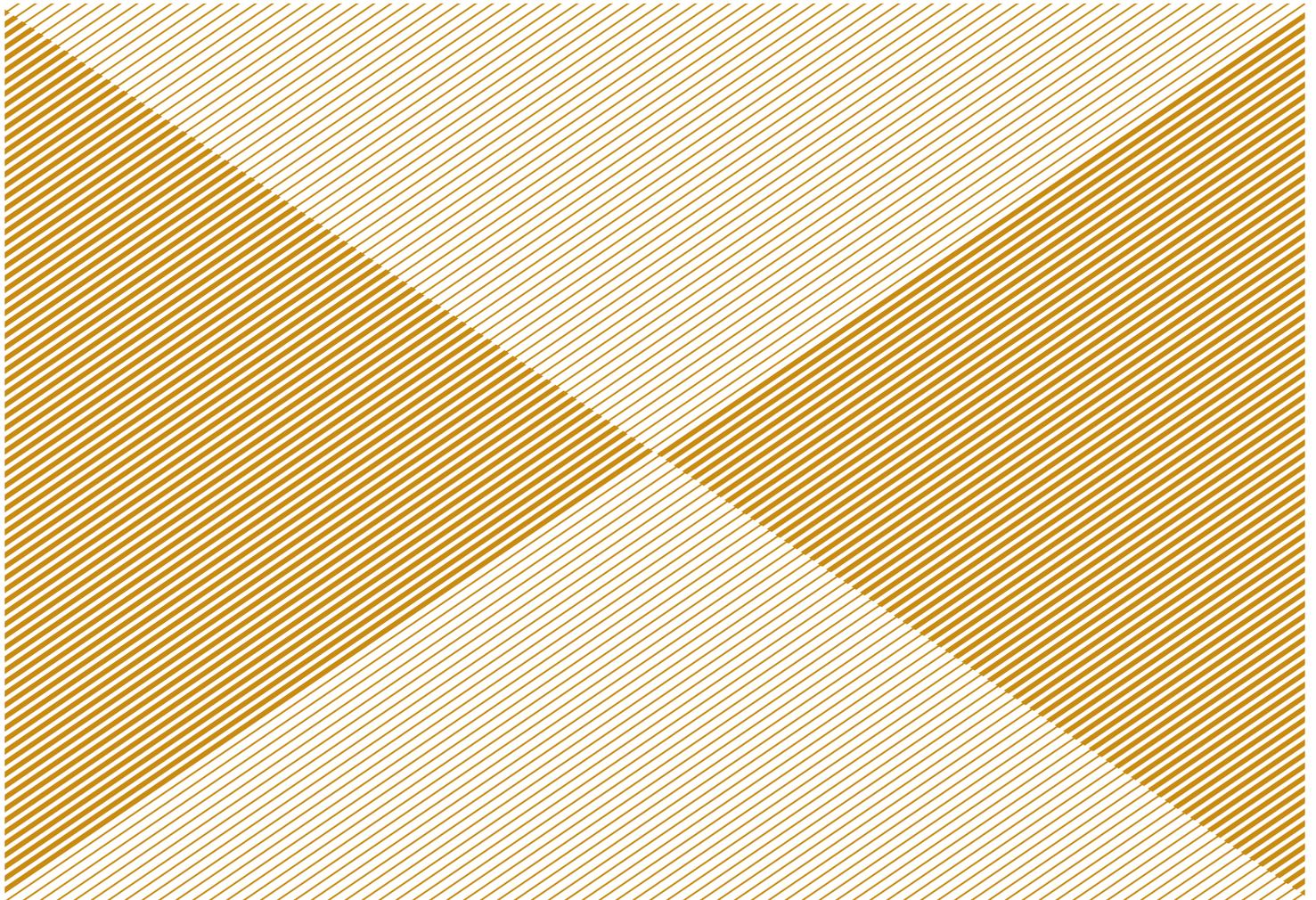


Regional Agenda

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

Dead Sea, Jordan 21-23 May 2015



Creating a Regional Framework for Prosperity and Peace

Through Public-Private Cooperation

At a decisive time for the region and with the full support and presence of Their Majesties King Abdullah II and Queen Rania Al Abdullah, the World Economic Forum is convening over 800 key leaders from government, business and civil society to support a comprehensive and forward-looking vision for prosperity and peace.

Directly building on recent initiatives by leaders in the region and internationally, this special Meeting will provide a high-level Public-Private coordination platform to respond to shared economic, societal and geopolitical imperatives. Particular emphasis will be placed on the advancement of youth, which is absolutely key for long-term success of current efforts to counter marginalization and radicalization.

The policy reform momentum in many countries including Jordan, Egypt, Tunisia and Morocco will be another focus of the Meeting, as will be the attendant infrastructure, energy and investment partnerships with the Gulf Cooperation Council countries and international financial institutions. Attention will especially be paid to how these national developments can jump-start growth and foster job creation and entrepreneurship; and to the role of the private sector.

Given Jordan's unique diplomatic role and in light of the changing geopolitics and geo-economics of the region, the Meeting will hold high-level dialogues on the security and humanitarian imperatives with the goal to advance shared understanding and action, including with regard to the situation in Syria, Iraq and Libya.

The programme of the Meeting will be based on the Forum's Transformation Maps, an innovative analytical tool to inform decision making on the region. Reflecting the Forum's status as an International Institution for Public-Private Cooperation, the Meeting will integrate on-going, impact-oriented initiatives such as the New Vision for Arab Employment, Arab Economies in Transition and the Global Strategic Infrastructure Initiative.



Advancing an inclusive and humane vision has never been more vital for the future of our region and it is the responsibility of us all.



H.M. King Abdullah II Ibn Al Hussein of the Hashemite Kingdom of Jordan

Co-Chairs

Omar K. Alghanim,
Chief Executive
Officer, Alghanim
Industries, Kuwait

Gordon Brown,
Chair, World
Economic Forum
Global Strategic
Infrastructure
Initiative; Member
of Parliament;
Prime Minister of
the United
Kingdom (2007-
2010)

Suma Chakrabarti,
President,
European Bank for
Reconstruction
and Development
(EBRD), London

Bodoor Al Qasimi,
Chairman, Sharjah
Investment and
Development
Authority -
Shurooq, United
Arab Emirates

John Rice,
Vice-Chairman,
GE, Hong Kong
SAR

Programme Objectives

Transforming industry and competitiveness

- How are global energy shifts reshaping the region's industries and economies?
- In the new energy context, what are the models needed to ensure strategic investment in infrastructure?
- How can the region fully unlock the potential of the sharing economy?
- How will big data and the internet of things impact business models and governance?
- How can Arab cities make sustainable transport and mobility economical?
- How is the global innovation imperative changing family businesses?

Transforming employment and entrepreneurship

- How can companies and governments partner to build effective innovation ecosystems?
- How can quality education be made more affordable and accessible?
- How can countries and companies better leverage and integrate female talent?
- How are technological and generational shifts reshaping the future of work in the region?
- How can the region's employers better recruit, develop and retain top talent?
- How can corporate social entrepreneurship be effective in conflict and post-conflict environments and among refugee populations?

Transforming governance and institutions

- How can governments best pursue reforms in the context of societal shifts?
- How can constitutional and electoral gains in transition countries be translated into advances in nation-building?
- What policy enablers are necessary to ensure better integration of youth in society and prevent radicalization?
- How can governments innovate to deliver tangible gains for a broader spectrum of society and enhance transparency?
- How is the communications revolution reshaping the relationship between governments and their constituents?
- What are possible institutional roadmaps for overcoming polarization in fragile societies?
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Transforming geo-economics and geopolitics

- What new partnerships are necessary to effectively respond to the imperative of pushing back violent extremism?
- How can an inclusive national vision for Iraq, Syria and Libya be realized in the new geopolitical context?
- How can shared environmental risks enable more regional cooperation?
- How can the region better leverage high-growth markets in Africa and Asia?
- What tariff and non-tariff measures can enable more trade among Arab countries?
- How can regional stakeholders enhance collective mechanisms to respond to humanitarian emergencies and civil strife?

Meeting Information

To create meaningful dialogue and debate, the programme will feature innovative formats that aim to generate insight, spark inspiration and drive impact for participants.

Generate insight

Plenary sessions feature senior government officials and business leaders, cover broad issues related to the meeting's theme and provide the conceptual framework for further discussion. In almost 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 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.

Televised sessions raise awareness of important trends and debates by broadcasting the discussion to a global audience. They are aired by the broadcast partner hosting the debate. There are no speeches; rather, brief remarks set the context and integrate various points of view.

Arena sessions promote a dialogue among panellists by placing them in the centre of the room. The audience encircles the panel to create an intimate and stimulating atmosphere.

Spark inspiration

One-on-one sessions invite an inspiring individual from business, government, academia or civil society to share insights on an idea for an important transformation occurring in our lifetime.

Drive impact

Solutions sessions highlight the creative approaches taken by the Forum's communities to solve certain intractable issues. Innovative ways of dealing with a global challenge are presented during the session and their impact and scalability are discussed.

WorkStudios are structured to allow a high level of interaction and exchange among participants. They 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 ensures the results of the discussions are shared. An open question-and-answer period rounds up the WorkStudio. The sessions are structured to elicit concrete recommendations and clear insights.



This logo denotes **GGC track sessions**. Global Growth Company tracks comprise a selection of sessions of particular relevance to companies experiencing hyper growth and engaging in international expansion. GGC track sessions are an integral part of all Forum regional meetings. 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.

Chatham House Rule

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.

The same rule applies to blogging and tweeting of sessions. To encourage free-flowing debate, bloggers and participants using social media 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 Jordan Valley Marriott Resort & Spa, the Kempinski Hotel Ishtar Dead Sea and the Mövenpick Resort & Spa Dead Sea. You will be contacted on confirmation of your registration.

What does registration include?

The registration fee (CHF 3,500 for Forum Members and CHF 6,500 for non-members) includes participation in plenaries, interactive sessions, workshops, lunches and dinners.

What is the working language of the meeting?

Sessions will be held in English. Simultaneous interpretation in Arabic and French will be available in some sessions.

When do I need to register?

We recommend that you register before 22 April 2015.

Do I need a visa?

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 on the programme can be found on the Forum website at <http://www.weforum.org/events/world-economic-forum-middle-east-and-north-africa-2015>. When you register, you will receive access to TopLink, the Forum's online collaboration and interaction platform.

Who can I contact for more information?

Participant Services Team
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MiddleEast@weforum.org

Programme at a Glance

Wednesday 20 May	Thursday 21 May	Friday 22 May	Saturday 23 May
14.00 – 23.00 Registration	08.00 - 23.00 Registration	08.00 - 23.00 Registration	08.00 - 16.00 Registration
	08.00 - 22.00 Private Industry and Constituent Meetings	08.45 - 10.15 Interactive and Collaborative Sessions in Parallel	09.30 - 10.30 Interactive and Collaborative Sessions in Parallel
	19.30 - 20.30 Welcome Reception	10.00 - 10.30 Community Break	10.30 - 11.00 Community Break
		10.30 - 11.10 Opening Address	11.00 - 12.00 Plenary Session
		11.10 - 11.30 Community Break	12.00 - 13.30 Community Lunch
		11.30 – 13.15 Plenary Session	12.30 - 14.30 Interactive and Collaborative Sessions in Parallel
		13.15 - 14.30 Community Lunch	14.30 - 15.00 Community Break
		14.30 - 15.30 Interactive and Collaborative Sessions in Parallel	15.00 - 16.15 Closing Plenary
		15.30 – 16.00 Community Break	16.15 - 17.00 Farewell Reception
		16.00 - 17.00 Plenary Session	
		17.00 - 17.30 Community Break	
		17.30 - 18.45 Interactive and Collaborative Sessions in Parallel	
		20.00 - 22.00 Cultural Dinner	



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IMPROVING THE STATE
OF THE WORLD

The World Economic Forum is an international institution committed to improving the state of the world through public-private cooperation in the spirit of global citizenship. It engages with 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 independent, impartial and not tied to any interests. It cooperates closely with all leading international organizations.

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