

12th German-Arab Business Forum

Berlin – June 24th-26th 2009

Organisers:



Partner country:
Syrian Arab Republic

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THE GERMAN-ARAB BUSINESS FORUM: MESSAGE BY THE CHANCELLOR

Message of Greeting

I would like to extend a warm welcome to members and guests of the 12th German-Arab Business Forum.

Germany and the Arab countries are bound by close relations that have developed over the years. Economic cooperation is an especially important pillar of our partnership and has proven to be quite dynamic – last year German exports to the region grew by 20 percent and German imports increased by over 32 percent. We aim to build on this success.


In this respect the Arab-German Chamber of Commerce and Industry,

also known as Ghorfa, plays an important role. Since 1976 it has offered a range of information, services and events that reveal opportunities for expanding economic relations and facilitate trade and investment between German and Arab partners. I am very grateful to Ghorfa and its executives for their helpful commitment.

This year Ghorfa is hosting the German-Arab Business Forum for the twelfth time. Many German and Arab political and business representatives see the Forum as an opportunity to build bridges. Numerous bilateral success stories have started here and

I hope that there will be many chapters to come.

On that note, I would like to wish Ghorfa every success, also for its future work on behalf of the German-Arab business partnership and I hope that the participants in this year's Forum will have interesting meetings and discussions.



Dr. Angela Merkel,
Chancellor

THE GERMAN-ARAB BUSINESS FORUM: MESSAGE BY THE SYRIAN PRIME MINISTER

Message of Greeting

We come today to Germany to the meeting of the Ghorfa Arab-German Chamber of Commerce and Industry, taking place this year with Syria as a guest of honour, with solid conviction that Syria should play a greater role in the regional economy. In fact, its geographic location at a cross-road of trade routes, its deeply rooted role played in the history of world commerce, its diversified economic resources and finally the economic reforms undertaken today, all these, entail Syria to become a promising pole for regional growth. The relevance and efficiency of these reforms were reflected in the increase of the GDP, employment and direct investment rates and trade liberalisa-

tion, enabling the private sector to play a greater role in the development of the country. Banking, financial and industrial sectors were also positively impacted by these reforms.

Diversification of trade relations is the guiding principle for the trade strategy: trade within the Great Arabian Free Trade Area has been completely liberalised and the numerous conditions stipulated by the EU Association Agreements, have been voluntarily fulfilled by Syria and application for membership in the WTO was submitted in 2001.

The position of Syria as a gateway for Europe to the Arab region and to the countries of West Asia presents

an opportunity for the development of joint investments in the areas of energy, industry, information technology and telecommunication, transports, banking and financing sectors.

The framework for dialogue between the Syrian and German business communities generously offered by the Ghorfa today would enable these communities to know and understand each other. Knowledge and understanding would lead to the transformation of potentials into opportunities. These opportunities would then become a reality of which every one would benefit.



Eng. Mohammed
Naji Otri,
Prime Minister

» The German-Arab Business Forum has established itself as the core platform for Arab-German economic exchange and networking. «



*Dr. Karl-Theodor
Freiherr zu Guttenberg,
Minister of Economics
and Technology,
Patron of the 12th
German-Arab
Business Forum*

THE GERMAN-ARAB BUSINESS FORUM: YOUR STAGE FOR SUCCESS

Preface – Ghorfa

Since the first German-Arab Business Forum took place in 1998, the total trade volume between Germany and Arab countries has tripled from 14bn Euro to 42bn Euro in 2008. This impressive growth came along with an enhanced climate of mutual trust and respect between the Arab and German partners.

The German-Arab Business Forum has facilitated these positive developments. Thanks to the continuing and reliable support of Arab and German governments, the Business Forum has established itself as the core platform of German-Arab economic exchange

and networking. In 2008, more than 800 high ranked participants from politics and business from the Arab world and Germany took the opportunity of this occasion to build up new contacts as well as to further strengthen existing contacts.

Panels on all major sectors and developments with distinguished speakers ensure an extensive coverage of Arab-German business. Alongside traditional and key sectors of economic exchange between Germany and the Arab world such as oil and gas, the Forum also addresses young sectors like renewable energies, clean tech-

nologies and urban development. The Ghorfa Arab-German Chamber of Commerce and Industry, along with its cooperation partners of the Association of German Chambers of Commerce and Industry and the General Union of Arab Chambers of Commerce, Industry and Agriculture is delighted to welcome you in Berlin. We wish you highly interesting and enriching discussions on the 12th German-Arab Business Forum.



Dr. Thomas Bach,

President

Abdulaziz Al-Mikhlaifi,

Secretary General

» The unique geographic location of Syria at a cross-road of trade routes, its rich history and, the economic reforms undertaken today, all these elements if combined together, entail Syria to become a promising economic growth pole in the Middle East. «



Dr. Abdallah Al-Dardari,
Deputy Prime Minister
of Economic Affairs
Syrian Arab Republic

THE GERMAN-ARAB BUSINESS FORUM: PREFACE FROM THE DIHK

*Preface –
Association of German Chambers of
Industry and Commerce (DIHK)*

The Arab world has emerged as an important partner of German business in recent years. In 2008, more than 10% of Germany's non-European exports were destined to the Arab region. Many German companies established themselves in the region and Arab investors have shown an increasing interest in Germany. But the recent crisis has not left the region unaffected: Falling oil prices and the banks' growing reluctance to finance large projects are bound to leave an impact. However, solid cash reserves of many regional clients as well as the necessity of investing in infrastruc-

ture for fast-growing populations will ensure that the Arab world will remain an attractive business location for the years to come.

The German-Arab Business Forum has established itself as an important platform for contacts with business partners from the Arab region and Germany. The forum is co-organized by the Association of German Chambers of Industry and Commerce (DIHK), which represents more than 3.5 million member companies organized in 80 regional Chambers of Industry and Commerce. Moreover, DIHK coordinates the global German

Chamber Network with 120 representations in 80 countries including in Morocco, Algeria, Tunisia, Egypt, Saudi Arabia, Qatar, Oman and the United Arab Emirates.

We are looking forward to a compelling event and wish you attractive presentations and fruitful conversations.



Dr. Martin Wansleben,
CEO

THE GERMAN-ARAB BUSINESS FORUM: PREFACE FROM THE GENERAL UNION

*Preface –
General Union of Arab Chambers of
Commerce, Industry and Agriculture*

Germany and the Arab countries have historically been enjoying excellent relations on all levels, whether political, economical, social or cultural. Over the past years, both partners have been witnessing remarkable growth in trade, investment and financial exchanges. Such a strategic economic partnership between Germany and the Arab region has been beneficial for their economies and people.

The Forum which gathers very distinguished and renowned speakers on the various aspects of economic exchanges between Germany and Arab countries will discuss in depth the opportunities and challenges pre-

sented in various economic sectors such as oil and gas, petrochemicals, infrastructure, transportation and communications, banking, finance and healthcare. This in addition to key emerging sectors such as renewable energies, clean technologies and urban development.

The General Union of Arab Chambers which comprises the chambers of commerce, industry and agriculture from twenty two Arab countries, and joint Arab-foreign chambers, is very glad to partner with the Arab-German Chamber of Commerce and Industry in this Forum. This Chamber has clearly demonstrated its ability and capability to promote the

Arab-German business relationship by bringing business communities closer together to better understand each other's needs, and to establish the required synergies which are most likely to achieve the business objectives of the two parties and their respective economies.

The General Union of Arab Chambers together with its partners the Ghorfa Arab-German Chamber of Commerce and Industry and the Association of German Chambers of Industry and Commerce invite and look forward to welcoming you to the 12th German-Arab Business Forum in Berlin.



*Adnan Kassar,
President
Dr. Emad Shehab,
Secretary General*

THE GERMAN-ARAB BUSINESS FORUM: FEDERATION OF SYRIAN CHAMBERS OF COMMERCE

*Preface –
Federation of Syrian Chambers
of Commerce*

The Federation of Syrian Chambers of Commerce looks after economic, commercial, and industrial interests and tries to act together with the Syrian government and economic authorities to improve the business climate and to make it more business friendly, especially since two thirds of the GDP in Syria is generated by the private sector. The Federation of Syrian Chambers of Commerce consists of 10 Cham-

bers of Commerce and Industry and 4 Chambers of Commerce. Its board members represent the associated chambers with total membership numbering a few hundred thousand, which makes the Federation an excellent tool for networking. Syria is privileged to be the guest of honor of the 12th German – Arab Business Forum, and the FSCC is delighted to have this opportunity to show you a glimpse of Syria, where

the burgeoning private sector is key to developing and modernizing the Syrian economy and is truly interested in establishing partnerships with you for mutual interests targeting the Syrian and regional markets especially due to the fact that Syria has signed free trade agreements with all Arab countries and has initiated a vast economic reform program.



Mhd. Ghassan al-Qalla,
President

Eng. Bassam Ghraoui,
Secretary General

*»The Arab world has become
one of the most dynamic
business regions of the world.«*

Dr. Thomas Bach – Ghorfa President

THE GERMAN-ARAB BUSINESS FORUM: PROGRAM

Wednesday, June 24th 2009

19.30 h **Reception** for the participants at the
Rotes Rathaus Berlin, Rathausstr. 15,
10178 Berlin

*H.E. Dr. Abdallah Al-Dardari, Deputy Prime
Minister of Economic Affairs, Syria*

*H.E. Adnan Kassar, President of the General
Union of Chambers of Commerce, Industry and
Agriculture for Arab Countries*

*H.E. Moncef Ben Abdallah, Ambassador
of the Republic of Tunisia, Doyen of the Arab
Diplomatic Corps*

Thursday, June 25th 2009

08.00 h **Registration** at the Haus der Deutschen
Wirtschaft, Breite Straße 29, 10178 Berlin

09.30 h **Opening Ceremony**
Arab-German Business: Sustaining the Growth

*Dr. Martin Wansleben, CEO of the Association
of German Chambers of Industry and Commerce
(DIHK)*

*Dr. Thomas Bach, President of the Ghorfa Arab-
German Chamber of Commerce and Industry*

*H.E. Dr. Karl-Theodor Freiherr zu Guttenberg,
Federal Minister of Economics and Technology*

10.30 h **Coffee Break**

11.00 h **Session 1**
Infrastructure 1: Transport and Logistics

Session 2
*Gas & Petrochemical Industry: The Key to Eco-
nomic Development in the Arab World?*

Session 3
*Market Entry: Legal, Strategic and Logistical
Aspects*

12.30 h **Lunch** at the Haus der Deutschen Wirtschaft

14.00 h **Session 4**
*Project and Export Financing:
Global Best-Practice*

 Friday, June 26th 2009

	<p>Round Table <i>Family Businesses: The Strategic Principles of High Performance</i></p> <p>Session 5 <i>IT and Information Services: Meeting 21st Century Demands</i></p>	<p>09.00 h Special Session 2 <i>The Role of Business Women in the Arab Economy: Opportunities and Diversity</i></p> <p>Special Session 3 <i>German-Iraqi Business Cooperation: Exploring the Potential</i></p> <p>Session 8 <i>Infrastructure 2: City Development and Urban Planning</i></p>
15.30 h	Coffee Break	
16.00 h	<p>Session 6 <i>Banking and Investment: Challenges Ahead</i></p> <p>Session 7 <i>Automotive Trade and Industry: Growth Opportunities in the Arab World</i></p> <p>Special Session 1 <i>Doing Business in Iraq: Latest Developments and Opportunities</i></p>	<p>10.30 h Coffee Break</p> <p>11.00 h Plenary Session 1 <i>German-Syrian Business Cooperation: Extending Great Developments</i></p> <p>12.00 h Plenary Session 2 <i>Arab-German Business Relations: Opportunities in Times of Economic Crisis</i></p>
19.30 h	Gala Dinner	<p>13.30 h Lunch <i>at the Haus der Deutschen Wirtschaft</i></p> <p>14.30 h Plenary Session 3 <i>Renewable Energy and Environmental Technology: The Future for the Arab World</i></p> <p>16.30 h Concluding Remarks</p>

THE GERMAN-ARAB BUSINESS FORUM: RECEPTION

The brick-red Rotes Rathaus, one of Berlin's famous historic landmarks and today home to the government of Berlin, traditionally hosts the German-Arab Business Forum inaugural reception. Being Germany's capital and largest city, Berlin has once again established itself as a prime location for business meetings and a centre of gravity for

global politics. The reception in the dignified halls of the Rotes Rathaus is the first excellent networking opportunity for the participants of the 12th German-Arab Business Forum in a relaxed atmosphere.

THE GERMAN-ARAB BUSINESS FORUM: OPENING CEREMONY

The forum's patron, H.E. Dr. Karl-Theodor Freiherr zu Guttenberg, Federal Minister of Economics and Technology, will open the 12th German-Arab Business Forum in the Haus der Deutschen Wirtschaft in Berlin. H.E. Dr. Abdallah Al-Dardari, Deputy Prime Minister of Economic Affairs of the Syrian Arab Republic, and other notable speakers

will examine the past, the present and the future of Arab-German economic relations. Although the bilateral trade volume has tripled in the past decade, more growth is possible. The distinguished speakers will seek ways to sustain these high growth rates and identify strategies for Arab-German business relations.

THE GERMAN-ARAB BUSINESS FORUM: PANELS AND SESSIONS

Session 1 – 11.00 h Thursday, June 25th 2009

Infrastructure 1: Transport and Logistics

Recent years have witnessed growing investments in infrastructure in Arab countries. Dubai has emerged as the largest trading hub of the Middle East and other countries are catching up, building large logistic centres, ports and airports. These investments lay the foundation of extended trade and economic cooperation and great opportunities are arising for Ger-

man companies. On the other hand, Arab companies are expanding their activities in transportation and logistics and increasingly to international markets, among them Germany. Strategic cooperation prospects between port operators and airlines are being explored, thus deepening the exchange of know-how and facilitating economic exchange.

Session 2 – 11.00 h Thursday, June 25th 2009

Gas & Petrochemical Industry: The Key to Economic Development in the Arab World?

Although Arab oil and gas producers are diversifying their economies, the hydrocarbon sector remains, directly or indirectly, the single most important contributor to Arab economies. New contracts, upstream and downstream developments are underway and Germany, as a major player in petrochemicals and geological research, is set to successfully participate in these developments. The oil and gas sector's importance to eco-

nomic growth and prosperity in the Arab world can hardly be underestimated as many projects in other sectors benefit from the investment of oil revenues. Further investment in the production capacities will sustain financial liquidity and secure the implementation of other projects. Arab-German exchange of expertise and cooperation will support and keep up these developments.

Session 3 – 11.00 h Thursday, June 25th 2009

Market Entry: Legal, Strategic and Logistical Aspects

On the threshold of the economic crisis successful market entries are more important than ever. No one can afford to lose neither time nor money when the two are rare. But some challenges are still not sufficiently understood by all partners taking part in such a step. This session will present the opportunities of and create sensitivity for the risks of do-

ing business in the Near and Middle East. What does the legal framework look like and how does it have to be dealt with? What opportunities for strategic co-operations are there and what are the basic rules for sustainable and beneficial engagement in the fascinating and still growing markets of the Near and Middle East?

Session 4 – 14.00 h Thursday, June 25th 2009

Project and Export Financing: Global Best-Practice

Exports and business ventures require courage and the readiness to take chances. This is even more important in times of global crises. The sound finance of projects and exports is therefore of utmost importance to Arab and German business relations and thus mutually beneficial. Tools in mixed finance and Euler Hermes

guarantees offer more options to traders. In order to safeguard the ever growing cooperation, participants will use this panel to discuss recent trends in finance. As the risks rise in times of economic uncertainty, communication and the exchange of views become all the more important.

Round Table – 14.00 h Thursday, June 25th 2009

Family Businesses: The Strategic Principles of High Performance

In the times of the current economic crisis Family Businesses have proven once again to have specific strengths and qualities that provide them with a competitive advantage over non-family companies. Not only do partnerships between Family Businesses prove to be more successful and sustainable than non-family Business Partnerships, but also do they often have more resilient financial setups, which provide them with greater sta-

bility in turbulent times. By discussing their success stories, this round table reveals insights into some of the most successful Arab and German family businesses, their competitive business models and challenges they have faced in the past. It also focuses on emerging trends that Family Businesses will have to master in order to maintain their business model in the future.

Session 5 – 14.00 h Thursday, June 25th 2009

IT and Information Services: Meeting 21st Century Demands

With almost 200 million mobile subscribers, the Arab world is among the fastest growing markets for telecommunications. In the course of Arab countries' ambitions to create knowledge-based economies, IT education and training are paramount. As state monopolies in these sectors are crumbling, more competition as well

as cooperation create wide opportunities for Arab and German business alike. Large IT-centres in the region document the increasing importance of the sector and new IT-systems are being introduced into all sectors of the economy, like e-government solutions and IT-security.

Session 6 – 16.00 h Thursday, June 25th 2009

Banking and Investment: Challenges Ahead

Despite substantial progress and steady growth in recent years, the Arab and German banking sectors have been hit by the global crisis, as have all financial markets worldwide. Mutual investments however help foster Arab-German business co-operation and stabilize each other's economies. These strong business relations do also provide opportunities and assurance for both sides. The

panel on banking and investment is an important opportunity to discuss the repercussions and implications of the current downturn. The panel will further show perspectives for ways to secure and back these very important sectors. It will help to coordinate Arab-German efforts to overcome present challenges and to plan concerted actions.

Session 7 – 16.00 h Thursday, June 25th 2009

Automotive Trade and Industry: Growth Opportunities in the Arab World

The global automotive industry is one of the hardest hit industries in times of crisis. Output figures dropped in some areas by more than 30% and short time working is the means used to tackle the crisis in Germany. Even though Germany has to face these very serious and urgent issues there are many growth opportunities ahead. The Arab world as a market has made enormous develop-

ments during the last decade and will further prosper in the years to come. To emerge from this crisis stronger than before, close cooperation between the Arab world and Germany is essential. In this session automotive experts will try to highlight different aspects of the opportunities lying ahead. Insights on latest trends will be given and future trends will be discussed.

Special Session 1 – 16.00 h Thursday, June 25th 2009

Doing Business in Iraq: Latest Developments and Opportunities

With the third largest reserves in crude oil and growing investments in infrastructure and rebuilding the economy, Iraq has returned as a serious competitor for foreign direct investments and the expansion of business relations. The issuance of a new investment law in the frame of an overall modernization of Iraqi leg-

islation was an important landmark. Challenges notwithstanding, the situation in Iraq improved considerably in recent years. As German-Iraqi economic relations have a long history of mutual trust and respect, chances are high for German companies to successfully enter the Iraqi market.

Special Session 2 – 09.00 h Friday, June 26th 2009

The Role of Business Women in the Arab Economy: Opportunities and Diversity

The prejudice that women play no role in Arab economies has long been refused. Today, women investors in the Arab Gulf alone manage assets worth more than \$ 40bn and the gender gap is narrowing. Women entrepreneur associations are being established all over the Arab world and in recent years more women reached high-level positions in business and politics. This panel will enable Arab and German business women to exchange their experiences and discuss recent successes.

Special Session 3 – 09.00 h Friday, June 26th 2009

German-Iraqi Business Cooperation: Exploring the Potential

The world's third largest oil reserves, liberal commercial laws and improving security conditions: Iraq is back on track and becomes a prime destination for foreign business. As German-Iraqi business relations have a long tradition, the new conditions, challenges notwithstanding, offer German companies singular opportu-

nities. Both sides can profit from each others expertises as well as demands and carry on their partnership. Iraq is modernizing its infrastructure and reforming the framework of commercial activities. The continuing commitment on both sides will tap the full potential of Iraq's business environment.

Session 8 – 09.00 h Friday, June 26th 2009

Infrastructure 2: City Development and Urban Planning

Construction projects are booming, especially in the Arab Gulf region, and city development and urban planning have a great share in these projects. The rapid population growth and urbanization offer challenges to policy makers and city planners alike. Huge investments have been announced by Kuwait, Qatar, Saudi Arabia, the UAE and Algeria. Others are following suit and the development of residential areas, new city quarters, parks and infrastructure projects creates promising areas of cooperation between German and Arab companies and professionals.

Plenary Session 1 – 11.00 h Friday, June 26th 2009

German-Syrian Business Cooperation: Extending Great Developments

While the German trade with the Arab world tripled in the past decade, the growth of German-Syrian trade even outperformed this impressive development. German-Syrian exchange stood at 780m Euro in 1998 and is now at 1.9bn Euro. Economic reform policies in Syria will further boost economic cooperation. With Syria considering the legalization of foreign ownership, German companies expect great business potentials. The country is furthermore re-organizing its industry and invests in alternative sources of energy. The reissue of an EU-Syrian association agreement will further foster bilateral economic relationships.

Plenary Session 2 – 12.00 h Friday, June 26th 2009

Arab-German Business Relations: Opportunities in Times of Economic Crisis

The ongoing global financial and economic crisis will also leave a mark on German-Arab trade relations, as the oil price remained low and some projects have been suspended. Every crisis however, creates opportunities and offers new prospects to emerge from it stronger and more consolidated than before. Especially in times of economic downturns, communica-

tion and coordination are imperative. Based on a long-established climate of mutual respect and trust, Arab and German businessmen and politicians will use the German-Arab Business Forum to discuss impacts of the crisis, ways and methods to cushion its effect and prospects to unlock potentials in business areas such as research, education and trade.

Plenary Session 3 – 14.30 h Friday, June 26th 2009

Renewable Energy and Environmental Technology: The Future for the Arab World

As with environmental technologies, Germany is leading the field in international competition for the development of renewable energies. Investments in research, production and marketing of this sector make it a serious alternative source of energy, which in contrast to hydrocarbons is sustainable and does not deplete. Prospects for Arab-German cooperation are magnificent, as German tech-

nology meets Arab countries' efforts to diversify their economies. This goes for oil-producers and countries without hydrocarbon resources alike. With further investments in research and development, renewable energies like solar, wind and water will become more competitive and might well serve as a backstop technology to oil and gas in the future.

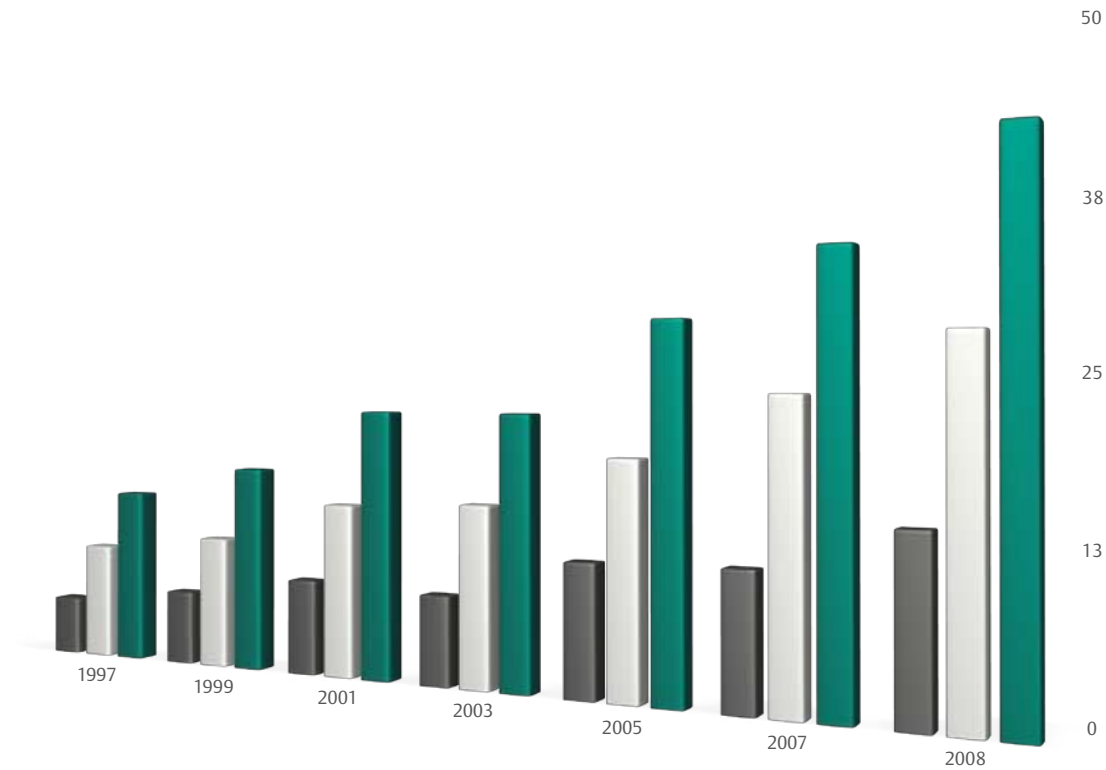
» Especially in times of economic downturns, communication and coordination are imperative. «

A DECADE OF GROWTH: ARAB-GERMAN ECONOMIC RELATIONS

Arab-German economic relations continue to prosper. The last decade saw the triplication of the trade volume between the two sides, rising from 14.5bn Euros in 1997 to more than 42bn Euros in 2008. Both exports and imports had their share in this growth with German imports from Arab countries amounting 4.8bn Euros in 1997 and reaching 14.1bn Euros in 2008. During the

same period, German exports to the Arab world went up from 9.6bn Euros to 28.2bn Euros. Diversification efforts undertaken by most governments in the region will not only make Arab economies less dependent on oil and gas but also, by stimulating and strengthening other sectors, provide business opportunities for the domestic private sector and German companies and investors alike.

German trade volume with Arab countries 1997-2008 in billion Euros:



■ Imports ■ Exports ■ Total

Diagram by Ghorfa. Data source: Federal German Agency for Statistics, 2009

»German exports to the Arab world went up from 9.6bn Euros in 1997 to 28.2bn Euros in 2008.«

There are numerous reasons for this positive development which is expected to continue despite the ongoing economic volatility that affects both sides. The long history of Arab-German economic exchange and cooperation built mutual respect and trust. Business relations were further backed by bilateral trade agreements and treaties to avoid double-taxation. In recent years, more Arab countries became full members of the World Trade Organization and thus reduced tariff and non-tariff trade barriers. German exporters especially benefit from such develop-

ments. The continuing deepening of regional economic integration, especially in the GCC countries, contributed to an improving climate for investment and trade. The establishment of the Greater Arab Free Trade Area (GAFTA) further opens business opportunities for international companies.

Particularly German companies could invest in Arab countries and were able to have their share in the economic development. Arab-German investments have increased in recent years and helped stabilize their respective economies in times

of mounting challenges. This clearly shows the high level of trust on both sides. The continuing efforts to diversify Arab economies and strengthen the non-oil sector offer further opportunities of cooperation and economic exchange.

»The long history of Arab-German economic exchange and cooperation built mutual respect and trust.«

Abdulaziz Al-Mikhlafi – Ghorfa Secretary General

PARTNER COUNTRY 2009: THE SYRIAN ARAB REPUBLIC

The Syrian Arab Republic

After the Sultanate of Oman's great success in presenting itself as the guest country of honour on last year's German-Arab Business Forum, it is now Syria's time to showcase the remarkable progress it has made in reforming and liberalizing its economy and thus creating opportunities for local businessmen and foreign investors alike.

With a population of 19 million and a continuously growing labour force, Syria is one of the largest countries in the Arab world, situated in a strategically and economically advantageous position. Since President Bashar al-Assad assumed office in 2000, the Syrian government has paved the

way for economic reform, not hastily but cautiously. The effects however are visible as the country witnessed a steady and robust GDP growth in real terms over the past years, reaching 5% in 2008.

Syria is thus catching up rapidly and the "Doing Business Report 2009", published by the World Bank, praises Syrian reform efforts as second only to Egypt's. A new company law and commercial code as well as a reform of the taxation directorate are smoothing the way for a vibrant business environment and more economic growth. These policies also lead to an increased harmonization with international business laws and therefore

facilitate the entry of foreign investors into the Syrian market.

Above that, the reissue of an association agreement between the EU and Syria will further develop business opportunities for European and German companies. Regional integration and cooperation has also enhanced as Syria and Turkey agreed to deepen their economic relationship. Damascus also established diplomatic relations with Beirut and resumed a political and economic partnership with Iraq. In Syria itself, a number of sectors have profited from the “infitah” (opening).

Syria will continue to pursue liberalizing the economy and deepen business relations with regional and international partners. This naturally includes strengthening the private sector and its contribution to GDP. Great opportunities arise for the private sector in Syria and foreign businessmen and investors alike, as Syria’s economic potential is far from exhausted. The 12th German-Arab Business Forum will give both sides the chance to present themselves, establish economic ties, foster cooperation and explore new areas of business.

»The reissue of an association agreement between the EU and Syria will further provide business opportunities for European and German companies.«

GHORFA: ARAB-GERMAN CHAMBER OF COMMERCE AND INDUSTRY

Ghorfa – At a Glance

Ghorfa

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Commerce and Industry*

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The Arab world has become one of the most dynamic business regions of the world. Encouraging moves are being made to liberalise economies and to provide a basis for long-term and sustainable growth across the Arab world. German companies are welcome in the Arab countries to participate in the economic growth. They are appreciated for their reliability and quality of products and services as well as for their cooperation with local companies.

Building on the principles of mutual benefit and understanding, the Arab countries and Germany can gain

great advantage from increased cooperation in technology and science as well as from wider economic and social development. Germany's small and medium sized companies have a great potential for export and investment.

The Arab-German Chamber of Commerce and Industry has promoted good business relations between Germany and the Arab world for more than 30 years. Main goals of our chamber are information, communication and networking. Therefore we offer our members and the wider Arab and German business

communities various services to improve the cooperation between German and Arab partners.

DIHK: ASSOCIATION OF GERMAN CHAMBERS OF INDUSTRY AND COMMERCE

DIHK

The Association of German Chambers of Industry and Commerce (DIHK) is the central organisation for 80 Chambers of Industry and Commerce in Germany. All German companies registered in Germany, with the exception of handicraft businesses, the free professions and farms, are required by law to join a Chamber of Industry and Commerce.

Thus, DIHK speaks for more than 3.5 million entrepreneurs. They include

not only big companies but also retailers and innkeepers. This gives the association considerable political influence. It does represent all commercial enterprises in Germany, not any specific corporate group.

Furthermore, DIHK has the special task of coordinating the worldwide German Chamber Network (AHKs). At 120 locations in 80 countries around the world, the members of the German Chamber Network

(AHKs) offer their experience, connections and services to German and foreign companies. AHKs are located in all countries which are of special interest for German companies.

DIHK

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THE GEMAN-ARAB BUSINESS FORUM: MAIN SPONSOR



Cham Holding

Cham Holding is Syria's largest holding group with diversified investments in Property, Investment and Development, Tourism and Hospitality, Finance and Banking, Transportation, Healthcare, Education, and Manufacturing. It is a leading player in the arena of Syria's new economy. This unique association of 70 top businessmen in Syria was born in 2007, chairman Mr. Nabil R. Kuzbari during its first years of operations has managed to enter into strategic partnerships with some of the world's leading companies such as

Emaar properties, Al Kharafi Group of Kuwait, Amlak Finance Dubai, Gulf Sands and more. We at Cham Holding predict an optimistic future for our customers and investors. Our goal is the foundation of large companies in diversified sectors with high growth potential. So far, we have succeeded in the establishment of Bena (real estate), Sana (energy and infrastructure), Mada (transportation – includes the new airline Syrian Pearl Air), CIG (Cham Investment Group – Financial Services) and many more companies are in planning. Our work

is constantly monitored by our covenants of Corporate Governance Charter, Finance & Investment Committee Charter, and Audit & Risk Management Charter. Today, two years after our start-up, we can confidently say that we are moving from one success story to the next in order to achieve our goals of return on investment and the development of the Syrian National Economy. Cham Holding will help in boosting developmental projects and accelerating the execution of their strategies and projects.

THE GERMAN-ARAB BUSINESS FORUM: MAIN SPONSOR

NAHAS Enterprises Group

A 109-year-old Syrian family business, today in its fourth generation, pioneered in setting up an internationally-structured business group with global reach since 1967. The Group is also a leader as the first Syrian private business concern to adopt International Auditing Standards (IAS) in 1997, reflecting complete financial transparency that appealed to international banks and financing houses from France, UK, Bahrain, Sweden, Lebanon, and UAE, to partner with, and support, the group.

The partnerships the group has developed over the past 4 decades include companies from Europe, especially Germany, Austria, France, and Swe-

den, from the Middle East region, the US, India, China, South Korea, and Malaysia.

Nahas Enterprises Group currently engages in industry (pharmaceuticals, food, recycling), trading (automotive, machinery, elevators, food and soft commodities, and beauty care and cosmetics), and services (ICT, training and education, travel and tourism, hotels, insurance and banking, and contracting and infrastructure), over a wide geographical span that extends to Lebanon, Jordan, United Arab Emirates, Iraq, and Sudan. The group employs over 1,600 executives of various expertise from both genders, playing a distinguished

role in the Syrian society in the frame of Corporate Social Responsibility. The group is synonymous with brand names such as Austrian Airlines, Gulf Air, Japan Airlines, Peugeot, Volvo, Renault, Hyundai, LG-SIGMA, Mitsubishi-TEMSA, Pfizer, GSK, Sanofi-Aventis, Al Zamil, Aptech, and Berlitz, among others, and continuously aspires to new partnerships in Syria and abroad.

In recognition to his achievements, sound business experience, and track record, Mr. Saeb Nahas, President & CEO of the group, was awarded with decorations of distinction of the highest order from Germany, Austria, France, Mexico, Brazil, and Senegal.



THE GERMAN-ARAB BUSINESS FORUM: WITH THE KIND SUPPORT OF

*The Birkholz Group -
Your successful way in the Iraqi Market*

Birkholz®
International GmbH
your business partner in Iraq

The Birkholz Group was established by Dipl.eng. Mr. Nasyr Birkholz 1991 in Berlin and consists of Birkholz International GmbH and Birkholz Transport & Logistics.

Birkholz International GmbH specialise in the distribution of products with high quality, depend on modern international management methods in Iraq. The Company is anxious to offer for a big and medium companies and enterprises an efficient and flexible infrastructure in Iraq. Our goal is the building of successful long term business relationship with our partners. The company is achiev-

ing a great success since 2003 with Schwarzkopf & Henkel in the Iraqi markets. The partner companies are advised by an Iraq-experienced manager and expert, administrative assistance using a very good distribution infrastructure, as well as a regional contact network and essential know-how. He is helping his partner to take the contacts with Iraqi entrepreneurs and authorities. The experienced Team will assist you in organizing of local networks, Market launches, participation in trade exhibitions, permanent and exclusive representation of interest and taking over of

the entire distribution chain, as well as local project management and controlling.

Birkholz Transport & Logistics is the biggest Service partner of DHL in Berlin, Brandenburg and NRW since 1993. The Birkholz Group had in 2008 a turnover of ca. \$18 million. The German business man Nasyr Birkholz is a member of the board of directors and treasure of the DAFG, Iraqi Engineers Union and the Ghorfa. Our offices are in Berlin, Düsseldorf, Baghdad and Sulymnia/Iraq.

Deutsche Bank

Deutsche Bank is a leading global investment bank with a strong and profitable private clients franchise. Its businesses are mutually reinforcing. Against a backdrop of increasing globalization in the world economy, Deutsche Bank is very well-positioned, with a presence in over 70 countries, abt. 80.000 employees, significant regional diversification and substantial revenue streams from all the major regions of the world. We have established strong bases in all major emerging markets, and therefore have good prospects for business growth in fast-growing economies,

including the Middle East and North Africa, the Asia-Pacific region, Central and Eastern Europe, and Latin America. In Europe, we are well placed to benefit from the resilient conditions in our home market, Germany, and from continued strong levels of corporate activity in the euro zone. We are committed to serving the interests of our shareholders, clients staff and society. Deutsche Bank is a global powerhouse dedicated to excellence, constantly challenging the status quo to deliver superior solutions to our demanding clients. That's why to us A Passion to Per-

form is far more than just a claim – it is the way we do business. Thanks to its powerful business model, strong international presence and the great commitment of its staff, the bank is assured of success in the future, too.



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