

**EUROPE-
IRAN
BUSINESS
FORUM**

**Online
Conference**

14-16 December
2020

**Digital
Business
Networking**

01-21 December
2020

europeiranbusinessforum.com

with the support of:

Introduction

A commitment to economic relations



The Europe-Iran Business Forum is envisioned as a major international business conference focused on economic opportunities in Iran. The Business Forum is being organised within the EU Iran Trade Development Project, a European Union funded project under the implementation of the International Trade Centre, the joint agency of the United Nation and the World Trade Organization. The online conference represents the durable bilateral commitment to support and develop trade and economic relations among European and Iranian stakeholders.

Europe-Iran economic relations have faced a challenging two years. Political pressures, economic challenges, and a global pandemic have all served to make routine business more difficult. Yet, the political commitment to diplomacy remains strong, and commercial relations between Europe and Iran remain significant. It is therefore evident for policymakers and business leaders on both sides that the disruptions to trade and investment are temporary and that the opportunities for expanded commerce remain significant.

The Europe-Iran Business Forum will enable stakeholders in Europe and Iran to examine the challenges and opportunities facing Europe-Iran economic relations with the help of expert analysis. The online sessions and training modules will provide an opportunity for the exchange of ideas and expertise that can help business leaders and policymakers improve their day-to-day operations and rethink their strategies. The resulting dialogue will help strengthen existing business relationships

and foster new connections between European and Iranian executives.

The Business Forum represents a timely opportunity to take stock of how companies in Europe and Iran have adjusted to the recent challenges, what they have learned from the experience, and how they expect to apply those learnings in the future. The Business Forum also provides a platform for policymakers to detail their efforts to support bilateral trade and investment in creative ways, such as through outreach to small and medium enterprises, due diligence processes or through the promotion of entrepreneurship. Unfortunately, many of these initiatives are not widely known.

Among its objectives the Europe-Iran Business Forum intends to provide enterprises with concrete opportunities to identify and engage potential business counterparts. The initiative provides an opportunity to respond to recent disruptions in trade, such as the COVID-

19 crisis, and an opportunity to examine the long-term trajectory for the Iranian economy, such as through the articulation of a new National Export Strategy.

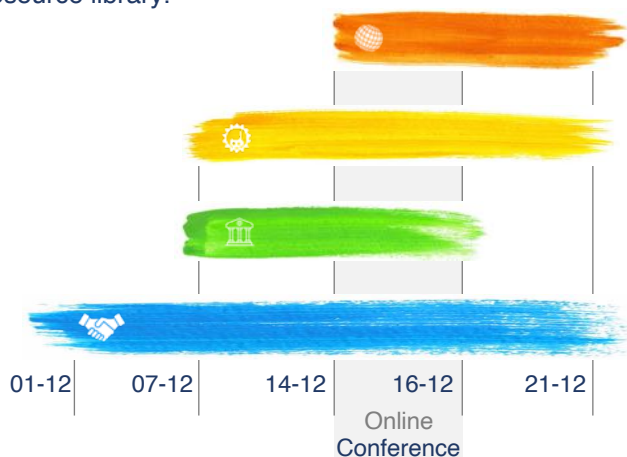
The future of economic relations between Europe and Iran depends on the credibility of commitment from both sides. This innovative conference will seek to use open and frank dialogue to help build mutual trust and understanding between stakeholders in Europe and Iran who work between the worlds of business and policy. This understanding will help make economic relations between Europe and Iran more resilient to future shocks while also ensuring bilateral trade and investment reaches new highs when circumstances improve.

The event is organised within the EU Iran Trade Development Project, a European Union funded project under the implementation of the International Trade Centre, a joint agency of the United nation and the World Trade organization.

Agenda

A dynamic programme

The Europe-Iran Business Forum revolves around the 3-day main programme, which includes the key programme elements. However, in order to maximize the results of the conference, several activities are scheduled to run two-weeks before and after the online conference programme. Registered participants will have ample time to familiarize themselves with the digital platform and Business Forum agenda before the launch of the conference on December the 1st. Additionally, the recordings and documents presented as part of the Business Forum will remain available after the conclusion of the event, to serve as a resource library.



Plenary Sessions

14 December – 16 December
 Live Streaming
 17 December – 21 December
 Recording available from
 resource library

Capacity Building

1-3 December, 09 December
 Training Course
 16 December
 Conclusive Session

Industry Panels

14 December – 16 December
 Live Streaming
 17 December – 21 December
 Recording available from
 resource library
 7 December – 21 December
 Digital Marketplace

Business Networking

01 December – 6 December
 Participants' Enrollment
 7 December – 21 December
 Matchmaking and
 Business Interaction

Online Conference

All times in Central European Time (CET)

14 December 2020

09.15 - 09.45

Opening Remarks

10.00 - 11.00

Ambassadors' Panel (*Political Insight*)

11.30 - 12.30

Resilience and Reform in the Iranian Banking Sector (*Economic Insight*)

13.00 - 14.00

Iranian Macroeconomics in the Wake of COVID-19 (*Economic Insight*)

14.15 - 15.15

Elections and the Outlook for the Iranian Economy

15 December 2020

09.15 - 10.00

Developing a National Export Strategy (*EU Initiatives*)

10.15 - 11.00

Introduction to the New Due Diligence HelpDesk (*EU Initiatives*)

11.30 - 12.30

Continued Development of Iran's Private Sector (*Economic Insight*)

13.00 - 14.00 (2 Concurrent Session)

Industry Panels: Medicinal Herbs and Autoparts

14.30 - 15.30 (2 Concurrent Session)

Industry Panels: Medicinal Herbs and Autoparts

16 December 2020

09.15 - 10.00

Next Steps for INSTEX

10.15 - 11.15

Prospects for European Investment in Iran

11.45 - 12.45

How Iranian Talent Can Service European Firms (*Innotech and Startup*)

13.15 - 14.00

Capacity Building – Program Remarks

14.15 - 15.15 (2 Concurrent Session)

Industry Panels: Petrochemicals and ICT

15.15 - 15.30

Closing Remarks

Format

An innovative digital platform

The COVID-19 pandemic and the related travel restrictions have made traditional conferences impractical. However, the move to an innovative digital platform will enable the Business Forum to reach a wider range of companies in Europe and Iran than ever before. The platform allows full access from computer (webdesk) smartphone and tablet, through dedicated app. Its user friendly interface makes access to contents and interactions simple and intuitive, maximizing participants' experience and take aways.

FEATURES

KNOWLEDGE BASE SESSIONS

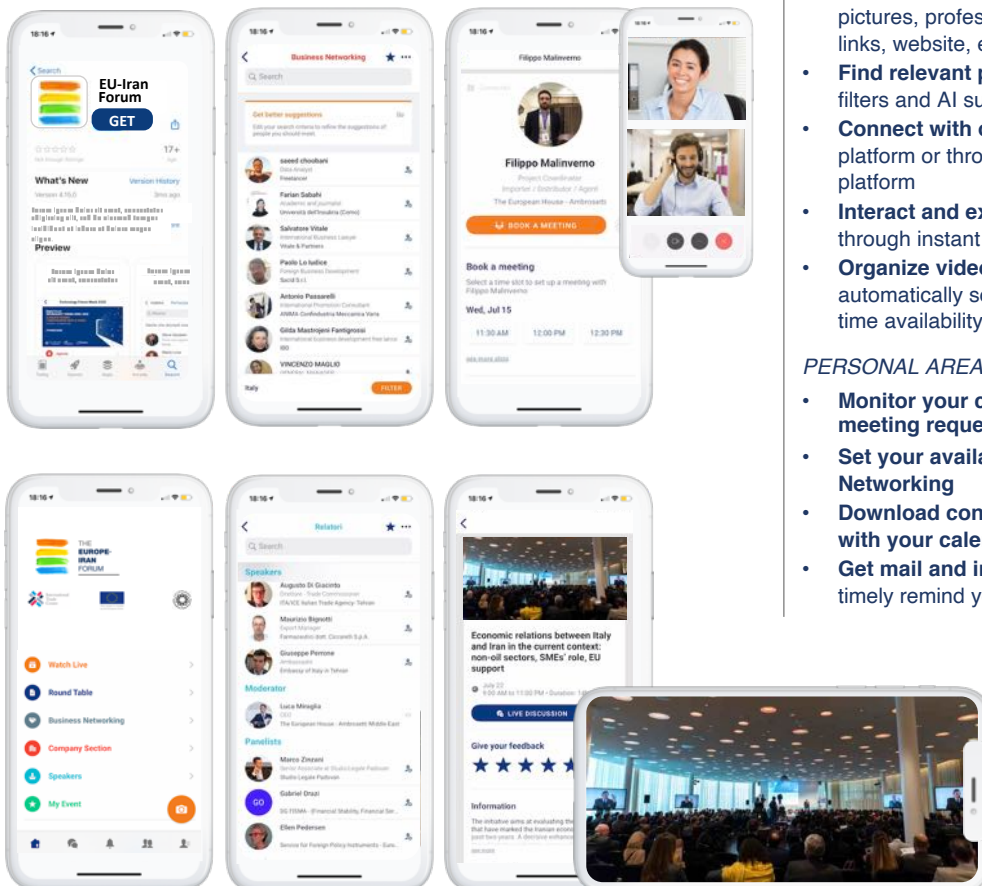
- **Build customized agenda** with favourite sessions
- **Attend live panels** and participate into Q&A and Polls
- **Watch recorded contents**
- Access session information and speakers' bio
- **Download contents**

BUSINESS NETWORKING

- **Build detailed personal profiles** with pictures, professional info, social media links, website, etc.
- **Find relevant profiles**, using advanced filters and AI support
- **Connect with other participants**, in-platform or through social media platform
- **Interact and exchange document**, through instant messaging functionality
- **Organize video conferences**, automatically scheduled according to time availability

PERSONAL AREA

- **Monitor your conference agenda and meeting requests status**
- **Set your availability for Business Networking**
- **Download contact and sync meeting with your calendar**
- **Get mail and in-app notification** to timely remind your scheduled activities



Event Elements

Plenary Sessions



Plenary sessions bring together a panel of expert speakers for moderated discussions on key issues surrounding Iran's economic development and business opportunities. These sessions examine topics relevant to all European and Iranian businesses, including events such as the US election and themes such as innovation and digitalisation. The plenary sessions also include special introductions of the NES project and the new due diligence support being offered by the European Union to companies engaged in Iran.

Industry Panels



Taking place as concurrent sessions, the industry panels provide insights into the economic sectors at the heart of the National Export Strategy (NES) project. Industry-experts will present case studies that include outlooks on the global markets trends, Iranian industries' peculiarities, potential and challenges and main areas of improvement to upgrade competitiveness and export performance. Testimonials from Iranian and European enterprise will show case best practices and help identifying possible areas of cooperation.

Capacity Building



The unique capacity building sessions provide Iranian participants an opportunity to engage in focused online courses designed to develop the management competencies that can help Iranian businesses engage international opportunities more effectively. Courses end in a workshop session where case studies will be used to bring the course material to life.

Business Networking



Enabled through the Business Forum's online platform, business networking enables the interaction and engagement of conference participants in order to develop a stronger network for Europe-Iran trade and investment. Advanced filter and search tools make matchmaking easy and efficient. Business Forum participants will be able to schedule one-to-one video meetings, exchange messages, and share documents.

Organizers



The Iran Trade Promotion Organisation (ITPO) has played a central role in the development of Iran's non-oil export potential. ITPO has supported Iran's business community by supporting the creating of more favorable trade policy, engaging in global trade promotion activities, and through active trade facilitation efforts.

ITPO's role as Programme Partner in the Europe-Iran Business Forum this year is consistent with the market promotion activities of the organisation which enable Iranian companies to identify new opportunities to sell their goods and services abroad and to equip companies to take

advantage of these opportunities. ITPO leadership has provided key input into programme design and the identification of the goals of the Business Forum this year.

ITPO is the leading organization within the National Export Strategy program, a project funded by the European Commission and implemented by the International Trade Center (ITC), the joint agency of the World Trade Organization and the United Nations. The project leverages on the deep knowledge ITPO has of Iranian economy and its valuable services on trade information and promotion, market intelligence and development.



The International Trade Centre (ITC) is the only development agency that is fully dedicated to connecting small and medium-sized enterprises (SMEs) to global markets. SMEs create the vast majority of jobs and are proven engines of growth, in particular for women, young people and poor communities. To foster inclusive and sustainable development through trade in developing countries and transition economies, ITC prioritizes support to least developed countries, landlocked developing countries,

small island developing states, sub-Saharan Africa and post-conflict countries. Established in 1964, ITC is the joint agency of the United Nations and the World Trade Organization.

ITC partners with the business community, governments, policymakers, development agencies, international and regional organizations, trade and investment support institutions, SMEs and other stakeholders in the public and private sectors.

With the support of:



The European House – Ambrosetti is one the most influential private think tank globally (no. 1 think tank in Italy, among the top 10 in Europe and 20 in the world according to the University of Pennsylvania's "Global Go To Think Tanks Report").

Each year, The European House – Ambrosetti carries out more than 100 strategic and industrial scenarios deploying policy and strategic research activities in synergy with a network of high level experts. It also handles about 300 events aimed at stimulating reflections, debate and confrontation on both relevant subjects for the competitiveness of specific industries and on priority issues for the Country-System. Those events involve more than 2,000 experts and top-level representatives and 10,000 business leaders.

Active in Middle East since 2012, The European House-Ambrosetti has acquired a solid experience in working with Iran and a deep knowledge of its unique and dynamic business environment.



Bourse & Bazaar is a think tank committed to economic development and economic diplomacy in the Middle East and Central Asia, with a particular focus on Iran. The organization has particular expertise in convening events and meetings, both in-person and online, in order to advance Europe-Iran trade relations.

Bourse & Bazaar also publishes news, analysis, and original research on the Iranian economy. These resources reach thousands of readers each week and are widely read by European policymakers and business executives. The organization's website has become an authoritative resource for those individuals seeking to understand developments and trends in the Iranian economy and has made available pioneering research on the composition of Iranian trade and the development of Iran's industrial base.



**EUROPE-
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Event Website



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