



القمة العربية لريادة
الأعمال والمشروعات
الصغيرة والمتوسطة

ARAB SMEs SUMMIT

من الصمود للازدهار From resilience to prosperity

Marrakesh, 12-14 December 2023

مراكش، 12-14 كانون الأول/ديسمبر

Concept Note | Investor Insights

13 December 2023

11.30-16.00 | Siroua Theatre

Context

An exclusive series of interviews that delve into the minds of accomplished investors and business enablers, bringing firsthand insights into the world of finance and entrepreneurship. In this curated collection of conversations, we sit down with seasoned investors and business enablers to uncover the stories behind their successes, the lessons learned from challenges, and the wisdom they've gained on their investment journeys. From navigating market dynamics to identifying promising opportunities, these interviews provide a unique and personal perspective on the ever-evolving landscape of investment.

Interviews Timeline

Setup	Time	Description
<ul style="list-style-type: none"> ▪ Session 1 ▪ 11:30-13:30 ▪ 15 Minutes Interview ▪ 10 Minutes Break 	11:30- 11:45	Omar El Hyani - Investment Director at Maroc Numeric Fund
	11:55- 12:10	Tarek Bin Othman - FOUNDER & CEO at IRADAH Business Development
	12:20- 12:35	Lamiaa AlRashidy - Incubation Department Manager at ITIDA/ TIEC
	12:45- 13:00	Samer ALASWAD - Co-Founder at Afkar Plus
	13:10 – 13:25	Emad Al Khaja - CEO at INJAZ Qatar
Lunch Break 01:30 – 02:30		
<ul style="list-style-type: none"> ▪ Session 2 ▪ 14:30-16:00 ▪ 15 Minutes Interview ▪ 10 Minutes Break 	14:30- 14:45	Jose Antonio Rodenas – CMA Global Managing Director
	14:55- 15:10	Yassine Soussi Temli - Managing Director at Maghreb Capital
	15:20- 15:35	Bilel Al Souaied - Chief Operating Officer at Cytomate
	15:45- 16:00	

General Questions	
Background and Experience	Can you tell me a bit about your background and experience in the [field]?
Service Offerings	Can you provide an overview of the services your entity offers to SMEs?
Advice for Startups/ Companies	From your perspective, what advice would you give to startups or companies seeking investment or scaling opportunities?
Other Questions	
Follow up	Questions in this part are based on the discussion carried upon answering the general questions above

Session Set-up

- One2One interview,
- 15 minutes separated with 10 minutes break time,
- Recorded,
- The session language will follow the preference of the interviewee; either Arabic or English,
- All interviews videos will be edited then published.