

PARTNERSHIP TO SUPPORT INNOVATION AND PROMISING HIGH VALUE-ADDED SECTORS

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10:30 am to 12:30 pm

(Didon 2) Ramada Plaza Tunis

Creativity and innovation are vital for economic paradigm shift and diversification of trade and services. Countries that seek to improve productivity and competitiveness ranking globally invest in promising sectors with high added values and high technological contents paving the way for more manufacturing activities. These industries when they blossom become catalysts for economic growth, determine the extent these economies are present in the value-added production chains in the world, and the flow of FDI in the global economy. By supporting local industries and creating enabling environment for innovation to thrive, countries can curb brain drain. Partnerships between and among Islamic countries play a significant role in establishing programs and mechanisms to realize this objective.

Key issues to be addressed:

- 1- Why innovation matters for a country and what are its challenges in an era of global agenda?
- 2- What mechanisms and regulatory frameworks are appropriate to promote creativity and innovation in promising sectors?
- 3- What are the opportunities available to member countries' institutions to integrate into the global supply chains of high value addition?
- 4- How to support the exchange of experiences among Member Countries in the area of innovation and creativity?
- 5- What are the requirements to improve the economies of the Member Countries and enable their institutions to maintain international standards and attain competitiveness to penetrate global markets?
- 6- What are the required efforts to leverage the human resources and high-end talents in high value-added and technology-intensive activities?



Zouhair Belkadhi is the Director General of the Tunisian Institute for Competitiveness and Quantitative studies. He served previously as Advisor to the Minister of Finance and Director of Research and Studies in the Tunisian Institute of Strategic Studies (ITES).



Abdulhakim Elwaer is the Spokesperson of the Islamic Development Bank (IDB), and the Advisor to the President on Global Advocacy. He also served as Director of Cooperation and Resource Mobilization.



Mona Hamdan is an international expert in private sector development with IFC, World Bank Group, specializing in competitiveness and business climate improvement. She has deep experience in education for employment programs in Africa and Europe. She is a former staff of the African Development Bank and the international consulting firm McKinsey & Company.



Elyes Jeribi is the CEO of Jumia Group, the leader of e-commerce in Tunisia. He has extensive experience in the management of innovative institutions, especially in the field of new technologies. He served previously as the CEO of Smart Tunisia and CEO & founder of the Azzitouna Consulting and a consultant at McKinsey & Company.



L'Hedi Zaher is the CEO and founder of the start-up "DATAVORA" and expert in Knowledge management and big data. He served previously as the Chief Technology Officer of IM Dev. He published over 30 scientific articles.



Walid Ben Rhouma is a journalist, a program host and the Director of Programs at Express FM radio. He served previously as the Director of Research and Studies at the magazine "The Maghrebini Economist".