

The Lebanon Conference

31 May 2016 • InterContinental Phoenicia Hotel, Beirut

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conferences

Revitalising Capital Markets for the Digital Future

08.00-09.00	REGISTRATION <i>Grand Ballroom Foyer</i>	#EMLEBANON
	ALL SESSIONS <i>Grand Ballroom I and II</i>	
09.00-09.10	 Welcoming Remarks: Christopher Garnett, Divisional Director, Euromoney Institutional Investor PLC	
09.10-09.30	 Keynote Address: H.E. Mr Riad Salamé, Governor, Banque du Liban	
09.30-10.30	 Interview Session: A series of one-on-one keynote interviews Saad Azhari, Chairman and General Manager, BLOM Bank Interviewed by: Richard Banks, Consulting Editor, Euromoney Conferences Samir Hanna, Group Chief Executive Officer, Bank Audi Interviewed by: Christopher Garnett, Divisional Director, Euromoney Institutional Investor PLC Hani Raad, General Manager, Levant and Iraq, Cisco Interviewed by: Victoria Behn, Director, Middle East and Africa, Euromoney Conferences	
10.30-11.20	 PANEL DISCUSSION I: THE MACRO ENVIRONMENT AND FINANCIAL SECTOR OUTLOOK <ul style="list-style-type: none">Lebanon's economy 2015-2016The challenge of governance – options for change?The limits of monetary and financial policyDollarisation and currency management with a strong US dollar backdropLocal, regional and global geopoliticsDevelopments in banking: liquidity; governance; compliance; FATCA; legislation; new opportunities Moderator: Richard Banks, Consulting Editor, Euromoney Conferences Speakers: Carlos Abou Jaoude, Managing Partner, Abou Jaoude & Associates Law Firm Stéphane Attali, Dean and Director General, ESA Business School Ayham Kamel, Director, Middle East and North Africa, Eurasia Group Jean-Paul Pigat, Senior Economist, Global Markets and Treasury, Emirates NBD Colm Reilly, Chief Executive Officer, UK Lebanon Tech Hub	
11.20-11.35	 Interview: Hala Fadel, Founding Partner, Leap Ventures, and Chair, MIT Enterprise Forum Pan Arab Interviewed by: Victoria Behn, Director, Middle East and Africa, Euromoney Conferences	
11.35-12.00	 COFFEE <i>Grand Ballroom Foyer</i>	
12.00-12.20	 Keynote Interview: Firas Safieddine, Executive Board Member, Capital Markets Authority Interviewed by: Victoria Behn, Director, Middle East and Africa, Euromoney Conferences	
12.20-13.05	 SPECIAL DEBATE: IPO OR STRATEGIC SALE – EXITS FOR START-UPS? Moderator: Richard Banks, Consulting Editor, Euromoney Conferences Speakers: Charles Goodfellow, Consultant, Peterhouse Corporate Finance Walid Hanna, Founder and Managing Partner, Middle East Venture Partners (MEVP) Souraya Machnouk, Partner, Abou Jaoude & Associates Law Firm	
13.05-13.20	 Start-up Profile 1: Karim Safieddine, Founder and Chief Executive Officer, Cinemoz Interviewed by: Victoria Behn, Director, Middle East and Africa, Euromoney Conferences	

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13.20-14.40



LUNCH

Grand Ballroom III

14.40-15.30



PANEL DISCUSSION II: DEVELOPING LOCAL CAPITAL MARKETS

- The rationale for local capital market development
- Fixed income – leveraging sovereign issuance
- Encouraging corporate and GRE issuance
- Building a wider local and regional investor base
- Equity – are deeper local equity markets just a dream or can they be made real?

Moderator: **Christopher Garnett**, Divisional Director, **Euromoney Institutional Investor PLC**

Speakers: **Michel Aramouni**, Assistant General Manager, Group Capital Markets, **Bank Audi**

Imad Ghandour, Co-founder and Managing Director, **CedarBridge**

André Küüsvek, Director, Local Currency and Capital Markets Development, **EBRD**

Fadi Osseiran, General Manager, **BLOMINVEST Bank**

15.30-15.50



COFFEE

Grand Ballroom Foyer

15.50-16.05



Start-up Profile 2: **Fares Kobeissi**, Chairman and Chief Executive Officer, **Bluring**

Interviewed by: **David Lamb**, Head of Digital, **Euromoney Conferences**

16.05-16.55



PANEL DISCUSSION III: DEVELOPING A DIGITAL FINANCIAL AND BUSINESS ECOSYSTEM

- Cost-saving, business generating, financially inclusive – the benefits of digitisation
- Building better digital infrastructure – the role of Lebanon's public and private sector
- Establishing an appropriate regulatory environment – financial and corporate
- Cyber-security
- Payments and the future of the financial system

Moderator: **Richard Banks**, Consulting Editor, **Euromoney Conferences**

Speakers: **Ahmed Al Salaby**, Regional Manager, North Africa and Levant, **Payfort**

Karim El Khoury, Chief Marketing Officer, **PinPay**, and Former Founder, **Viamobile**

Marianne Hoayek, Director of the Executive Office, **Banque du Liban**

Mohammed Qadadeh, Vice President, Head of Government Sector, MENA, **MasterCard**

Tarek Sadi, Managing Director, **Endeavor Lebanon**

16.55

Close of Conference

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