



مجلس الأعمال السعودي الأمريكي
U.S.-Saudi Arabian Business Council

U.S.-Saudi SME Forum: Accelerating Growth and International Partnerships

J.W. Marriott L.A. Live
Los Angeles, California
October 1-2, 2018

Notional Agenda (6/19/2018)
Speaker Suggestions Only (not yet officially invited)

DAY 1 -- Conference

8:00 am - 9:00 am

Registration and Networking

Souq Information Hub Opens

9:00 am - 9:05 am

Welcome Remarks

[Edward Burton](#), *President and CEO, U.S.-Saudi Arabian Business Council*
(Confirmed)

9:05 am - 9:15 am

Opening Remarks: Setting the Stage – The SME Landscape

Overview: The session will offer a high level perspective on the SME global landscape with an emphasis on the role of SMEs in local and global trade and the importance of cross border collaborations in growing and scaling their business.

[Abdallah Jum'ah](#), *Saudi Arabian Co-Chairman, U.S.-Saudi Arabian Business Council and Chairman, The Saudi Investment Bank* (Confirmed)

[Steve Demetriou](#), *United States Co-Chairman, U.S.-Saudi Arabian Business Council* (Confirmed)

9:15 am - 9:45 am

KEYNOTES -- SMEs: Pillars of Economic Growth

Overview: The session will offer a high level perspective of SME enablers for business growth in the U.S. and Saudi Arabia. Panelists will reflect on the role of governments in understanding and meeting the needs of entrepreneurs and the local entrepreneurial ecosystems, including facilitating access to international markets.

[H.E. Dr. Majid AlKassabi](#), *Minister, Ministry of Commerce and Investment*
[The Honorable Wilbur Ross](#), *Secretary, U.S. Department of Commerce*

Moderator: [Andrew Liveris](#), Board Member, Saudi Aramco

9:45 am - 10:15 am

In Conversation – SME Success: Opportunities for Knowledge Sharing

Overview: The session will offer a high level perspective on the importance of knowledge sharing as a key enabler for SME growth domestically and internationally. Panelists will reflect on issues such as the role of a highly connected network of Saudi and U.S. SMEs in boosting bilateral trade, sharing of know-how, and co-innovating solutions to benefit the U.S. and Saudi markets.

[Linda McMahon](#), Administrator, U.S. Small Business Administration
[Saleh Al-Rasheed](#), Governor, SMEA

Moderator: [H.R.H. Princess Reema Bint Bandar Al-Saud](#), Vice President for Development and Planning, Saudi Arabian General Sports Authority

10:15 am - 10:30 am

Networking Break

10:30 am - 11:30 am

In Conversation: Experiences in Improving Supply Chain Performance

Overview: The session will offer a C-suite view on the support that large corporations can offer to facilitate SME growth via supply chains. Panelists will reflect upon the impact of local supply chains on their business success, the programs and processes that they employ to expand the local supply chain and integrate those they use in the countries where they operate. They will also reflect on the importance of co-creation with suppliers and business partners as a means to stimulate innovation and link talent across supply chain with value.

[Paddy Padmanathan](#), President and CEO, ACWA Power (Confirmed)
[Ken Frazer](#), CEO, Merck

11:30 am -12:30 pm

Panel: Trends and Opportunities Driving Innovation-based SME Growth

Overview: The session will offer multiple perspectives on the methods and processes used by innovation-driven SMEs to grow and scale. Panelists will reflect on the role of innovation in various industries, take aim with talent, and share core insights on making talent a competitive advantage and managing human capital allocation as rigorously as managing budgets and metrics. They will also discuss the importance of working with various functions and business units to create new processes and launch new products.

[Andy Jassy](#), CEO, Amazon Web Services
[Nawaf Al Sahhaf](#), CEO, BADIR
[Kristie Chadwick](#), President and CEO, National Business Incubation Association
Moderator: [Dr. Ibrahim Badawood](#), Managing Director, Community Jameel

Alternatives:

[Jack Dorsey](#), CEO, Twitter

[Marnie Levine](#), CEO, Instagram

[Dr. Richardo Angel](#), Managing Director, GE Ventures

[Bobby Franklin](#), President, National Venture Capital Association

Moderator: Representative of Aramco or [Robert Herz](#)

12:30 pm - 2:00 pm

Luncheon: In Conversation

Overview: Luncheon session will offer a multifaceted perspective on leadership and innovation in SMEs in an increasingly complex world. Speakers will reflect upon leading with inner agility to empower and stimulate creativity and innovation, digitalization and the growing importance of data analytics to link SMEs with their most valuable strategic opportunities, the role of AI and automation in transforming the SME landscape locally and internationally. They will also take aim with the promises and challenges of AI and automation in pushing the frontier of innovation and creating opportunities for SMEs to develop solutions for some of the most difficult industrial and societal challenges and contribute to economic growth.

[Jim Breyer](#), Founder and CEO, Breyer Capital

[Amin Nasser](#), CEO, Saudi Aramco (Confirmed)

Alternatives:

[Mark Cuban](#)

[Terry Tamminen](#), CEO, Leonardo DeCaprio Foundation

2:00 pm - 3:30 pm

Breakout Session 1

Workshop 1: Risk Taking and Innovation

Overview: The session is a forum for discussion on how best to alter risk-aversion culture and common attitude of fear of failure, and build internal support for innovation.

Participant Takeaways:

- ✓ How risk-taking is related to business success
- ✓ How risk-taking attitudes vary between cultures and people
- ✓ How to overcome and learn from common business mistakes

Expert facilitator targets:

[Steve Brooks](#), Chief Risk Officer, Pfizer

[Christopher Schroeder](#), Venture Investor and Author of "Startup Rising -- The Entrepreneurial Revolution Remaking the Middle East"

Workshop 2: Developing High-Performance Teams

Overview: The session aims to provide SMEs with methods and mechanisms to hire the right talent, design high-impact innovation training programs to boost team creativity, and effectively manage employees' performances in order to build high performing teams.

Participant Takeaways:

- ✓ Channels to identify appropriate talents
- ✓ Skills and tools to measure employee performance
- ✓ How to set appropriate performance goals and KPIs
- ✓ How to give and receive feedback to promote improvement
- ✓ How to identify training needs

Expert Facilitator targets:

*Representative from King Khalid Foundation
[Khalid Alkhubair](#), Founder and CEO, Glowork*

3:30 pm - 3:45 pm

Networking Break

3:45 pm - 5:15 pm

Breakout Session 2:

Workshop 3: Building Successful Partnerships to Promote Business Growth

Overview: The session aims to provide SMEs with a deeper understanding and processes to establish, manage, monitor, and track the success of partnerships that would enable them to navigate regulatory landscapes and achieve business objectives.

Participant Takeaways:

- ✓ Critical steps required to establish a successful partnership
- ✓ Regulatory challenges and ways to manage them
- ✓ Other Key challenges and potential solutions around partnership management
- ✓ KPIs that could be used to measure the success of a partnership

Expert facilitator targets:

[Rami Alturki](#), President and CEO, Khalid Ali Alturki & Sons Holding Company

Workshop 4: Business Management Skills and Financial Literacy

Overview: The session will introduce SMEs to key requirements, resources, and methods to help secure financial support from entities that are part of the entrepreneurial ecosystem (angel seed funds, VC, government grants, bank loans)

Participant Takeaways:

- ✓ Purpose of having accurate financial statements

- ✓ New methodologies of record keeping and building foundational financial statements
- ✓ Resources and methods to help gain financial support

Expert facilitator targets:

Representative from NCB

Representative from Al-Rajhi Bank

Representative from Saudi Investment Bank

5:30 pm - 7:00 pm Networking Reception

7:00 pm **Souq Information Hub Closes**

DAY 2 -- Bootcamp

8:30 am - 9:00 am Registration

9:00 am - 1:00 pm **SME BOOT CAMP**

- Invitation Only, 40-60 SMEs
- Pre-vetted companies
- Solving real case studies

Overview: This session is an in-depth case study workshop with selected SMEs, led by subject matter experts, that aims to identify solutions for advanced business challenges. Saudi and U.S. SME participants will collaborate in small groups to solve real world case study challenges together, guided by industry experts. Case study challenges will be custom-tailored to the needs and sectors of participating SMEs based on application criteria. SMEs will be grouped according to maturity level and interests to maximize relevance and impact.

TOPICS:

- Gaining Access to RFPs and Developing Winning Proposals
- Marketing and Branding

CORPORATE CASE STUDY TARGETS – One Saudi, One U.S.

- Saudi Aramco
- SABIC
- Sadara
- Cisco
- The Procter and Gamble
- GE
- The Boeing Company
- Fluor
- Jacobs Engineering