### Event dates

**2- day Syrian Diaspora Business Forum:** February 27 & 28, 2017

### Venue

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)
Dag-Hammarskjöld-Weg 1-5, 65760 Eschborn, Germany


### Program overview

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Background

Syria has faced one of the worst humanitarian crises since the 21st century with over 11.5 million people displaced and over 12.2 million in need of humanitarian assistance. Since the crisis, the Syrian community has been playing an important role in supporting both displaced Syrians as well as the reconstruction of Syria. There has been a strong recognition from the international development community on the role and importance of engaging the Syrian community as development partners for the reconstruction of Syria and for promoting livelihoods for Syrian refugees.

The workshop organizers - a joint effort of the WBG, GIZ, UK AID, CMI, IOM, CIIP and other partners - conducted a process of substantial consultation with the Syrian diaspora business community with the aim of strengthening engagement and identifying the key impediments and the valuable role the Syrian community can play. This included in-depth one-on-one interviews, focus group discussions and survey questionnaires with the Syrian community and other key stakeholders. Towards this Syrian diaspora initiative, over eighteen consultations were conducted in 10 different countries.

Findings include that while there is a major need for continued humanitarian support, there is a complementary need for the support for economic support. All through the consultations, the Syrian community have expressed a strong philanthropic and investment interest to support refugees in the host communities as well as for the future reconstruction of Syria. While the consultation identified the issue of trust and weak coordination as constraining factors, key insights were also gathered on other constraining factors which presents the need for actions around access to finance; financial inclusion; investment climate reforms; more effective integration; innovation and skills upgradation; targeted programs for women and youth; support for MSMEs; improved stakeholders coordination as well strengthening platforms for business associations and commerce chambers.

The core objective of the Forum is to:

• Facilitate dialogue and strengthen network and engagements with key stakeholders
• Facilitate knowledge sharing around sustainable opportunities for investments, new markets, skills transfer and philanthropy.
• Develop a realistic and joint action plan on the next steps. The expected output of this forum is to develop a joint action plan for a “Syrian Diaspora Business Chamber of Commerce”.

This should support a wider diaspora project which aims to:

• Establish network database and strengthen the network of the Syrian diaspora and other key players
• Enable a one-stop shop where potential diaspora investors or contributors can access relevant information such as investment opportunities and other key guides.
• Promote a diaspora matchmaking platform, to promote networks, and help connect the Syrian diaspora investors or contributors to current and potential business opportunities of the refugees in Jordan and possibly other destinations.
• Facilitate investments and partnerships opportunities.
Participants

This workshop is an interactive and learning workshop designed to facilitate networking, knowledge exchange and engagement. Participants include key development players with active and potential engagements in initiatives geared towards alleviating the Syrian crisis. Participants from the Syrian community include diaspora champions, business owners and skilled professionals globally amongst others. Participants for the forum include:

- Syrian Diaspora community
- Multilateral Organizations including, the World Bank Group
- Bilateral development institutions (such as BMZ, GIZ, DFID, etc.)
- Professional groups, Chamber of Commerce & Business Federation
- Academic Experts
- Businesspeople and investment partners
- Policy makers
- NGOs and think tanks

Participants were selected based on participation into the focus groups and interviews, and recommendations from development partners.

Learning Outcomes

The purpose of the Syrian diaspora business forum is to bring together key champions & entrepreneurs from the Syrian community around the globe as well as relevant development partners; to collectively engage on the key issues that were raised across and advance towards a common and realistic action plan. The forum will identify opportunities and constraints and develop a forward action plan for consideration by all concerned.

The forum would last for two days: Specific areas that would be explored during the forum are as follows:

- Developing insights on what the Syrian diaspora’s main needs to fully live up to their economic potential (capacity building, networking)
- Learning more about the main features (strengths, weaknesses, needs, opportunities) of Syrian diaspora business especially in host countries
- Insights on how the corporate private sector can support Syrian diaspora business. Learning about the potential corporate private sector’s current and future role in strengthening Syrian diaspora entrepreneurs’ and enterprises’ capacities
- Exploring best practices on ways the governments can respond to support diaspora engagement
- Sharing insights on the development partner perspective
- Drawing experiences and knowledge from best practices for inclusive diaspora engagement
- Supporting the crisis alleviation with capacity and leadership
- Overview of the challenges in displaced Syrian population
About the Organizers

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)
GIZ provides services worldwide in the field of international cooperation for sustainable development. GIZ has over 50 years of experience in a wide variety of areas, including economic development and employment, energy and the environment, and peace and security. The diverse expertise of this federal enterprise is in demand around the globe, with the German Government, European Union institutions, the United Nations and governments of other countries all benefiting from GIZ’ services. The German Federal Ministry for Economic Cooperation and Development (BMZ) is GIZ’ main commissioning party, but GIZ also works with the private sector, fostering successful interaction between development policy and foreign trade. www.giz.de

UK AID / Department for International Development (DFID)
DFID leads the UK’s work to end extreme poverty. Tackling the global challenges including poverty and disease, mass migration, insecurity and conflict. Thus building a safer, healthier, more prosperous world for people in developing countries and in the UK.

The Center for Mediterranean Integration (CMI)
CMI is a multi-partner platform where development agencies, Governments, local authorities and civil society from around the Mediterranean convene in order to exchange knowledge, discuss public policies, and identify the solutions needed to address key challenges facing the Mediterranean region. Members of CMI are Egypt, France, Greece, Italy, Jordan, Lebanon, Morocco, Palestinian Authority, Tunisia, the City of Marseille, Provence-Alpes-Côte d’Azur Region, the European External Action Service (observer), the European Investment Bank, and the World Bank Group. The French Development Agency and the German Cooperation also count among its partners. Youth is the CMI’s overarching theme. Under this umbrella theme, the CMI focuses its work on five sectoral themes: Education, innovation, employability; Refugees & mobility; Development & Violent extremism prevention; Climate Change (Water & energy); Territorial cohesion & urban development. www.cmimarseille.org, Facebook : /cmimarseille, Twitter : @cmimarseille

The World Bank Trade and Competitiveness Global Practice
The Trade and Competitiveness Global Practice helps countries achieve the World Bank Group Twin Goals through rapid and broad-based economic growth, centered on strong contributions from the private sector. T&C is meeting growing demand for high-impact solutions that expand market opportunities, enable private initiative, and develop dynamic economies. Its country, regional, and global efforts help boost the volume and value of trade, enhance the investment climate, improve competitiveness in sectors, and foster innovation and entrepreneurship.

Competitive Industries and Innovation Program (CIIP)
The World Bank (IBRD and IDA) along with a number of development partners such as the European Union (EU), the African, Caribbean and Pacific Group of States Secretariat (ACP), and the Governments of Austria, Switzerland and Norway (which joined CIIP in December 2014) recognize the potential of competitive industries and innovation approaches for creating sustainable jobs so needed by developing countries. Together, they formed a multi-donor partnership, the Competitive Industries and Innovation Program (CIIP), in an effort to provide valuable support to high potential country initiatives, and to expand the global knowledge frontier on “how to” effectively design and implement competitiveness strategies as part of a new and emerging growth paradigm.

International Organization for Migration (IOM)
IOM is a leading inter-governmental organization in the field of migration and works closely with governmental, intergovernmental and non-governmental partners. IOM works to help ensure the orderly and humane management of migration, to promote international cooperation on migration issues, to assist in the search for practical solutions to migration problems and to provide humanitarian assistance to migrants in need, including refugees and internally displaced people. IOM works in the four broad areas of migration management: Migration and development; Facilitating migration; Regulating migration and Forced migration.
### DAY 1 - MONDAY FEBRUARY 27, 2017

**A common challenge**  
**A variety of current engagements**

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<td>8:30 – 9:00</td>
<td>Light breakfast &amp; Registration</td>
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<td>9:00 – 9:10</td>
<td>Welcome Address</td>
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<td><em>Mrs. Ilse Hahn, Head, Policy issues migration and forced displacement, German Federal Ministry for Economic Cooperation and Development (BMZ)</em></td>
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<td>9:10 – 9:15</td>
<td>Program overview</td>
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<td><em>Benjamin Herzberg, Program Lead, World Bank Group</em></td>
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<td>9:15 – 10:40</td>
<td>Development response to the Syrian crisis – the role of the Private sector and other stakeholders*</td>
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<td><em>Panel discussion moderated by Line Rifai, Business Editor, Economist, France 24</em></td>
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<td>How to create win-win scenarios for the host countries and the diaspora/refugees? This high-level panel will offer its perspective and set the scene for the audience to identify opportunities and constraints and develop a forward action plan for consideration by all concerned. Each panelist will speak for 5 minutes on the how and why they are working to alleviate the crisis, the relevance of this event for the institution they represent, and some key learnings they have from their engagements so far.</td>
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<td><em>The development partner perspective</em></td>
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<td><em>Klaus Tilmes, Director, World Bank Group</em></td>
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<td><em>Promoting private sector engagement</em></td>
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<td><em>Andreas Proksch, Director General, Sector and Global Programmes Department, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH</em></td>
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<td><em>Challenges in displaced population</em></td>
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<td><em>Gervais Appave, Special Advisor to the Director General, International Organization for Migration</em></td>
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<td><em>How governments can respond</em></td>
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<td><em>HE Yarub Qudah, Minister of Industry, Trade and Supply, The Hashemite Kingdom of Jordan</em></td>
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<td><em>A Syrian perspective</em></td>
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<td><em>Mumtaz Daaboul, CEO, Orbit Aluminum Industries</em></td>
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<td>10:40 – 11:00</td>
<td><strong>Opportunities for Syrian Investors</strong></td>
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<td><em>Mukhallad Omari, Secretary General, Jordan Investment Commission (JIC)</em></td>
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<td>11:00 – 11:15</td>
<td><strong>Coffee break</strong></td>
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<td>11:15 – 12:15</td>
<td><strong>Global experiences on facilitating diaspora engagement</strong></td>
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|              | *Panel discussion moderated by Sonia Plaza, Senior Economist and Co-chair diaspora*
|              | *KNOMAD (Global Knowledge Partnership on Migration and Development), World Bank Group* |
|              | International policy makers and practitioners will share their insights on existing diaspora programs and policy initiatives to mobilize the diaspora such as matching grants, training, trade, investment, skills, technology and diaspora philanthropy. Panelists will discuss how the business environment facilitates or deter diaspora entrepreneurship and investment. Panelists will share experiences on how to engage with diaspora networks to find areas of mutual interest for practical collaboration and for facilitating their contributions. |
| 11:15 – 12:15| **Good practice in Diaspora engagement around the world**               |
|              | - * Tauhid Pasha, Senior Specialist, International Organization for Migration (IOM)*  
|              | - * Valerie Wolff, Project Manager, Migration and Development, International Centre for Migration Policy Development*  
|              | - * Nora Jasmin Ragab, PhD Fellow Maastricht Graduate School of Governance, UNU Merit*  
|              | Q&A                                                                      |
| 12:15 – 13:00| **A snapshot of the Syrian Diaspora Findings**                          |
|              | *John Speakman, Advisor, World Bank Group*                               |
|              | The World bank Group conducted a number of consultation with Syrian diaspora representatives in 2016/17. A survey was also designed and launched. This session will discuss the preliminary findings, and give the audience an opportunity to get an objective picture of the kind of the main support network and groups existing today. |
| 13:00-14:15  | **Lunch**                                                                |
## Open discussion: Challenges and Opportunities

*Moderated by Benjamin Herzberg, Program Lead, World Bank Group*

This will be an interactive session and will create an opportunity for each participant to reflect on the main issues identified. So, the question discussed will include:

- What are the challenges of implementing policies for engaging with the diaspora?
- How are diaspora initiatives implemented in the field?
- How to create opportunities and clear obstacles for diaspora to contribute?

## Coffee Break

## My Story, Your Story

*Lightning talks, moderated by Line Rifai, Business Editor, Economist, France 24*

The Syrian community is particularly known for their resilience and resourcefulness. This session highlights the personal stories from six individuals who worked to mobilize the support from the Syrian diaspora to alleviate the hardship resulting from the Syrian situation, from different countries and sectors. Each speaker will show 5 pictures, and present her/his story through a 6 minutes stand-up TED-like performance, along the following narrative:

1. Who I am
2. What motivates me
3. What I did
4. What are the results so far
5. What are my next steps

### Story 1: “Syrian women in Lebanon: why education matters”

*Massa Mufti, Co-Founder & Chair Sonbola Group for Education and Development*

### Story 2: “How we made philanthropy work for the health sector”

*Mazen Kewara, Country Director, The Syrian American Medical Society (SAMS)*

### Story 3: “Syrian businesses can still thrive!”

*Mazen lebado, Manager, Afak food processing, Jordan*

### Story 4: “Creating opportunities for Syrian refugees”

*Samer Shamsi Pasha, Vice president, International Humanitarian Relief*

### Story 5: “You don’t know it but your network is a goldmine!”

*Rami Sharak, Deputy Executive Director, Syrian Economic Forum (SEF)*

### Story 6: “Young Syrian Inside: How Start – ups get fueled by Syrian Youth energy”

*Ahmad Sufian Bayram, MEA regional manager, Techstars global ecosystem LLC*

## Conclusion of the day: Main takeaways

*Klaus Tilmes, Director, World Bank Group*
Day 2 - Tuesday February 28, 2017

Coordinating actions and networks:
Ideas to Action – Developing structures for Syrian diaspora engagement

8:30-9:00 Light Breakfast

9:00-9:15 Debrief from Day 1, Presentation of the program of the day

9:15 – 10:45

Strengthening links between Syrian Diaspora business and host country’s private sector
Host: GIZ
Moderated by Arno Tomowski, Head of Corporate Ventures, Coordinator Refugee and Migration Issues, GIZ

This session aims to reflect on the opportunities for synergies and collaboration that exist for Syrian Diaspora business and host country’s private sector. What are the Syrian diaspora’s main needs to fully live up to their economic potential (capacity building, networking)? What are the main features (strengths, weaknesses, needs, opportunities) of Syrian diaspora business (e.g. in host countries)? What are the potentials for the corporate private sector’s current and future role in strengthening Syrian diaspora entrepreneurs’ and enterprises’ capacities? How can corporate private sector support Syrian diaspora business? What would be the driving interest and objectives?

Panel Participants:
A CSR (Corporate social responsibility) Perspective
Dirk Palige, Managing Director, German Confederation of Skilled Crafts (ZDH)
Salah Husseini – Manager, BSR (Business for Social Responsibility)

Syrian Diaspora Business Perspective
Salah Isayyied, Founder/CEO, International HuMan Power
Rama Chakaki, Co-founder, VIP.fund

10:45 - 11:15 Coffee break

11:15 – 12:15 Speed Dating: 8 Syrian diaspora initiatives

A series of 15-minute table discussions around country case studies focused on 3 top successes and 3 top challenges (5 minutes of case presentation and 10 minutes of free table discussion on the case). Every 15 minutes, a bell will ring and attendees will switch to a different table of their choice. During the 60 minutes, attendees will have the opportunity to discuss 4 different cases of their choice, out of the 8 available. Presenters will thus remain at their table and present and discuss their cases 4 times in a row. PowerPoint presentations are strongly discouraged for this session (in case the presenters want to present a PowerPoint, they will have to either bring their own laptop, or print copies in advance). Brochures, posters, one-pager summaries are welcome (presenters would need to bring these on their own and prepare them in advance).

Table 1: International Rescue Committee (IRC)
Ravi Gurumurthy, Vice-President

Table 2: International Rescue Committee (IRC)
Ravi Gurumurthy, Vice-President
| Table 2: Asfari Foundation  
Adeeb Asfari, Trustee |
| Table 3: Jusoor Foundation  
Omar Shaya, Product Manager |
| Table 4: Maram Foundation for Relief & Development  
Yakzan Shishakly, Director |
| Table 5: Abwab Newspaper (“Doors”) - a newspaper by refugees and for refugees  
Hani Hareb, CEO, ABWAB |
| Table 6: WANA Institute (West Asia North Africa Institute)  
Erica Harper, Executive Director |
| Table 7: Economic Integration of Syrian Refugees (EISRA) in Armenia  
Karine Simonya, program expert, GIZ  
Karen Grigorian, Senior Private Sector Specialist, World Bank Group |
| Table 8: Hanan Foundation for Education  
Mirna Barq, President  
Assad Jebara, Cofounder |

**Shall we create a “Syrian Diaspora Business Chamber of Commerce”?**  
*Moderated by Benjamin Herzberg, Program Lead, World Bank Group*

The group will discuss how to best organize a coordination mechanism between the various diaspora initiatives, and if creating a “Syrian Diaspora Business Chamber of Commerce” is pertinent or not:

- Where would it be hosted?
- How would it be operated?
- How would it be financed?
- What would it do?
- Who would participate?
- How would it deploy its support?

**13:15 – 14:15**  
*Lunch*

**Develop operational action plan**  
*Moderated by Benjamin Herzberg, Program Lead, World Bank Group*

Teams to work in groups to develop action plans, which will include the following information (see table below). Each team will be facilitated by a neutral party, and will work with flip charts to brainstorm around the group’s topic. A computer file will be distributed to each team, and the team will fill in the information as the group develops its ideas. Once put together, each group’s action plans will constitute the “Business Plan” of the “Syrian Diaspora Business Chamber of Commerce”.

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| 12:15-13:15 | Shall we create a “Syrian Diaspora Business Chamber of Commerce”?  
Moderated by Benjamin Herzberg, Program Lead, World Bank Group |
| 13:15-14:15 | Lunch |
| 14:15-15:45 | Develop operational action plan  
Moderated by Benjamin Herzberg, Program Lead, World Bank Group |
Suggested groups (subject to change as per previous discussions during the workshop):

**Group 1:** Structure and Organization of “Syrian Diaspora Business Chamber of Commerce”  
*Facilitated by John Speakman, Advisor, World Bank Group*

**Group 2:** Regulatory Environment  
*Facilitated by Salah Husseini, Manager, BSR (Business for Social Responsibility)*

**Group 3:** Investment and Matchmaking  
*Facilitated by Maha Katta, Crisis Response Coordinator, International Labor Organization*

**Group 4:** Youth, Education & Gender  
*Facilitated by Mourad Ezzine, Manager, Center for Mediterranean Integration (CMI), World Bank Group*

**Group 5:** Financial, Banking and Investment programs  
*Facilitated by Laurent Gonnet, Lead Financial Sector Specialist, World Bank Group*

15:45 - 16:00 **Coffee break**

16:00 - 17:30  
**Develop operational action plan (continued)**  
*Moderated by Benjamin Herzberg, Program Lead, World Bank Group*

- Report from each group.
- Q&A for each group.
- Compilation of each action plan into a single document to be distributed to all participants.
- Adoption of the Action Plan.

17:30 – 17:45  
**Closing remarks – The Way Forward**  
*John Speakman, Advisor, World Bank Group*

17:45 **End of workshop**

18:30 – 20:00 **Dinner**