

Moderator



Mr. Kareem Hassan | Executive Director of the UN-ESCWA Technology Center for Development (Jordan)

Before that, Kareem Hassan was the Director of Youth and Innovation Program at the Global Institute for Water, Environment, and Health (Switzerland), and the Managing Director of BENAA Foundation (Egypt).

Besides, he had an intensive academic career as a lecturer and researcher at Zewail University for Science and Technology (Egypt), King Saud University (Saudi Arabia), the University of Duisburg-Essen (Germany), the American University in Cairo (Egypt), and the Swiss Federal Institute of Aquatic Science and Technology (Switzerland).

Kareem got his Bachelor of Agricultural Engineering at Ain Shams University (Egypt), Master of Environmental Engineering at the American University in Cairo, and Project Management Program for Sustainable Development at Cewas (Switzerland).

Kareem has led more than 50 projects in the fields of Technology and Sustainable Development. In addition to leading four social enterprises and winning several international awards.

Speakers



Mr. Ayman El-Sherbiny | Chief of ICT Policies, UNESCWA

Ayman El-Sherbiny has more than 30 years of experience in the Telecom and IT domain; a senior International Development Strategist in the United Nations, and a former senior executive in several major multinational Technology companies, as well as in the Telecom and Internet Sector in Egypt and the Arab Region during the nineties till 2002. By the mid-nineties, he became a serial entrepreneur. He co-founded and led, as President & CEO, several renowned ICT companies, including establishing two of the five licensed Internet Operators, and acquired more than 40% of internet market share in a record time, in addition to one of the leading systems integrators and one of the pioneering e-commerce companies as well as the first WAP partner to the main GSM operator by then. In 1999, he participated in co-drafting the first Telecom Law of Egypt that triggered the liberalization of the sector, instigated the National TRA of Egypt, and fueled competition in the sector. By late 2002, he joined the United Nations, and participated in establishing the ICT Division of ESCWA, spearheading Arab efforts pertaining to the WSIS in 2003 and 2005. By 2011, and till now, he assumed the leadership role for information society, digital economy and digital development as the Chief of Information and Communication Technology Policies at the UN – ESCWA. During 18 years of tenure in the UN, he authored tens of publications on the Information Society issues including on Advancing ICT Infrastructure, Broadband for Development, Internet Governance, Competitiveness of the ICT Sector, Innovation and Entrepreneurship, Investment and Venture Capital in ICTs, e-Government Strategy, and on Digital Economy; and has co-founded the Arab Internet Governance Forum (AIGF) and the Arab High-Level Forum on WSIS and 2030 Agenda.

He led several international and regional initiatives including Arabic Names across several geographical groups. He is a regular speaker at international conferences on digital oriented issues. His current work focuses on global and regional Digital Cooperation and Development, Fintech and e-Commerce post-COVID-19; and on the establishment of a Unified Arab Digital Agenda and Strategy for the Arab region jointly with League of Arab States, and on National Digital Development Reviews and Agendas for a number of Arab countries, with close nexus to the SDGs and to the 2030 Agenda.



Mr. Gabriel Petrus | Deputy Director for Global Partnerships & Development at the International Chamber of Commerce (ICC), Paris

Deputy Director for Global Partnerships & Development at the ICC, the International Chamber of Commerce, based in Paris. His role includes driving global campaigns to mobilize business on advancing sustainable development goals, tackling the global rise of inequalities, and strengthening communities through entrepreneurship programs. Gabriel is a member of the Steering Committee of the ICC/UN Economic Commission for Africa (UNECA) Centre of Entrepreneurship, and Associate Professor of International Law at the University of Paris.



Ms. Joelle Yazbeck | Executive Coordinator for the Beirut-based ICC-UNESCWA Center of Entrepreneurship for the MENA region

Joelle Yazbeck is the Executive Coordinator for the Beirut-based ICC-UNESCWA Center of Entrepreneurship for the MENA region, an initiative co-led by the International Chamber of Commerce and the United Nations Economic and Social Commission for Western Asia.

Joelle brings a unique blend of expertise in entrepreneurship development and startups support & growth, having played an active role building the regional ecosystem. She also has a deep understanding of strategic marketing and helped develop digital-first strategies for small businesses to create engaging and impactful customer experiences.

Launching her career in entrepreneurship within the non-profit sector, Joelle had led the Pan Arab chapter of the MIT Enterprise Forum delivering vision, strategic direction, and strong leadership to the overall organization. Her skill set lies in people management, business development, fundraising and partnerships, and her work culminated in building the first program connecting MENA startups to Silicon Valley resources.

Joelle's passion and talent for creating opportunities from an early stage led her to a leading role in the corporate world. She successfully developed and built the retail marketing department for a growing bank. She was specifically involved in digital transformation, growing her skill set to include communication, marketing automation, customer relationship management and cross-functional teams' management.



Ms. Loraine Salza | Research Assistant - UN ESCWA

My name is Loraine Salza, I am French, and I am living in Amman for nine months where I started to do a six-months internship within the Royal Institute for Interfaith Studies, and I was also writing a MA thesis about the interreligious in Jordan during this period.

My internship position within ESCWA- United Nation is also a researcher assistant position but in a different field. I am working on an opportunity Map between France and the Arab countries.

These two opportunities are different but remarkably interesting, which gives me an overview of the researcher's work.



Ms. Blanka Smítková | Research Assistant, ESCWA Technology Centre

Blanka Smítková is interning for ESCWA-Technology centre as a researcher for the project "Czechia's Opportunities Map for Arab SMES." She is pursuing her undergraduate degree in healthcare management at FH Joanneum, Austria. Blanka is spending the current semester in the programme Management Science at German Jordanian University, Jordan within the academic mobility. She is active in supporting women's rights as past president of Golden Zonta Club. Moreover, Blanka is keen about the topic of an ageing society, such as volunteering and working for related institutions.