

ATUGE's 2009 Forum – London Day Program

ATUGE's Forum in Tunis (since 1991), in Paris (since 2006) and in London (since 2008)

New World Economy, New Strategies

November 21, 2009 at Cass Business School

Provisional Program	
9h30-10h00	Welcoming Visitors, Registration and Drinks
10h00-10h15	Opening Remarks & ATUGE's 2009/10
10h15-10h30	Keynote Speech : (tbc)
10h30-12h30	Workshop 1: Tunis International Financial Centre: What are the ingredients to make it happen?
12h30-14h 00	Sponsors events & Lunch
14h00-14h10	Keynote Speech: Douraid Zaghouani, Xerox
14h10-15h10	Workshop 2: Telecom as leverage for the North African Economy?
15h10-16h30	Workshop 3: Renewable Energy as leverage for the North African Economy?
16h30-17h00	Closing remarks & Q&A
17h00 - 18h00	Networking drinks
19h30-23h30	ATUGE Annual Dinner – Horseguards hotel London (participation fee)

About ATUGE: Created in 1990, the Association of TUnisians of Grandes Ecoles (ATUGE) aims to build bridges between Tunisian graduated from Grandes Ecoles & other top universities; Tunisia and the country they evolve in. Today, ATUGE stands for a successful network of more than 4500 people in more than 20 countries. It has a light governing structure with three committees in Paris; Tunis and UK .It s main activity is a yearly Symposium in Tunis, Paris and London; as well as specialized conferences led by its active professional clubs (Finance, entrepreneurs, technology ...etc). ATUGE established itself as an open backbone for Tunisian Competencies abroad and an open framework for economical debates where Tunisia or ATUGE members are at the center of the debate.



Workshops Presentation

Workshop 1: Tunis International Financial Centre: What are the ingredients to make it happen?

Every continent in the world has built up over time what are now globally recognized as financial hubs and exchanges. Even at times of unprecedented economic turmoil and liquidity crisis, these platforms continue to exist and to attract international capital and competence. In the growing Emerging Market world, Africa has already started to play a promising role. The continent will need a platform that will allow the influx of both human and financial capital that are so needed to tap into this big African potential and beyond. The creation of a Tunis International Financial Centre can materialize into this platform and be the open door to investments in and out of Africa. In this workshop, we will tackle the following topics: What are the goals of such a Centre? How can it best be set up from a legal and an infrastructure point of view to offer international investors greater opportunities in Africa? Who are the players that will have an interest to set foot in this Centre and how can Tunisia shape the latter to attract them? How can we learn from the recent experience of Dubai and Bahrain's platforms to make it come true?

Finance workshop Panel:

- *Slim Feriani, Ph.D., CEO Advance Emerging Capital Limited; www.advance-emerging.com (Moderator)*
- *Chedly Ayari, Economist, Professor Emeritus, former Tunisian Minister of Economy*
- *Philippe Gautier, Financial Services Specialist, UKTI; <https://www.uktradeinvest.gov.uk/>*
- *Elyes Ben Rayana, Director of Strategy, BIAT; <http://www.biat.com.tn/>*
- *Housseem Jemili, Associate Principal, IT and Finance expert, Mckinsey, <http://www.mckinsey.com/>*
- *Sofiene Ouenniche, Director, Infrastructure origination, Gulf Finance House, <http://www.gfh.com/> (tbc)*

Keynote speech: *Presentation by Douraid Zaghouani, Senior Vice President & GM, Xerox; www.xerox.com*

Workshop 2: Telecom as leverage for the North African Economy? Over the last few years, Mobile Telecom companies revolutionized our daily habits and consumer patterns, and will continue to do so. This workshop will explore the role of the Telecom sector as leverage for the North African economic growth. A leading panel will apprise us of the opportunities and challenges presented, from several angles: capital investment, role of the regulator, and enabler to other sectors.

Telecom workshop Panel

- *Sami Tabbane, Professor at Ecole Supérieure des Communications de Tunis, Mobile communication systems Expert (Moderator)*
- *Marwane Mabrouk, CEO, Groupe Mabrouk; <http://www.divonatelecom.com/>*
- *Claire Audin, Owner, Clarity Telecom; <http://www.claritytelecom.eu/>*
- *Hassen Zargouni, CEO, Sigma Conseil; <http://www.e-sigmaconseil.com/>*

Workshop 3: Renewable Energy as leverage for the North African Economy? Over the next few years Renewable Energy will be the focus for the public, regulators and investors, and will undoubtedly revolutionize, once again, our behavior. This workshop will explore the role of these emerging sectors for the North African economic growth. A leading panel will apprise us of the opportunities and challenges of this new emerging industry: investors, regulators and technology provider's point of view.

Renewable workshop Panel

- *Badreddine Ouali, CEO, Vermeg (founder and former CEO of BFI); <http://www.vermeg.com/> (Moderator)*
- *Dr Till Stenzel, COO, Nur Energie; <http://nurenergie.com/>*
- *Mr Mouldi Miled, Co-founder of Desertec; <http://www.desertec.org/>*
- *Hassen Zargouni, CEO, Sigma Conseil; <http://www.e-sigmaconseil.com/>*
- *Mr Ayadi Ben Aissa, MD of ANME <http://www.anme.nat.tn>*