

Under the patronage of the European Union Ambassador Angelina Eichhorst,

## Chamber of Commerce, Industry & Agriculture in Sidon & South Lebanon

Cordially invites you to the opening of



Wednesday September 18 - 2013 till Saturday September 21 - 2013

At the Business Exhibitions Center in Saida (BEC) - Saida - Boulevard Maarouf Saad - Near Chamber of Commerce, Industry & Agriculture.

With the attendance of distinguished personalities, media representatives and presidents of federations/chambers.

برعاية سفيرة الاتحاد الأوروبي السيدة انجيلينا ايخورست

تتشرف

غرفة التجارة والصناعة والزراعة  
في صيدا والجنوب

بدعوتكم لحضور



الأربعاء ١٨ أيلول ٢٠١٣ لغاية السبت ٢١ أيلول ٢٠١٣

في مركز المعارض في صيدا - بولفار معروف سعد - قرب غرفة التجارة والصناعة والزراعة.  
بحضور عدد من الفعاليات والإعلاميين ورؤساء الغرف والإتحادات.

تشجيع الابتكار  
في الصناعات الغذائية

PROMOTING INNOVATIVE  
INVESTMENTS IN AGRO-INDUSTRY



## Agenda

### Promoting Innovative Investments in Agro-Industry - September 18, 2013

- 9:30 - 10:00 Registration (Auditorium – CCIAS main building)
- 10:00 - 10:15 Welcome and opening remarks
- 10:15 - 11:15 **Session 1 - Enabling environments for competitive innovation in agro-industries**
- Support and facilities provided to innovative Agro-industrial projects
  - Incentive and supports for Agro-industrial investments
  - Financial supports for innovative projects
  - Innovative guarantee to support innovative start-ups
- 11:15 - 11:45 Coffee Break
- 11:45 - 13:30 **Session 2 - Adaptation of innovation at enterprise level**
- Quality improvement step ahead toward product innovation
  - Product development helps agro-industrialists innovate more successfully
  - Compliance with standard leads to process innovation
  - Packaging design as an innovation marketing tool
  - ICT skills for innovative agribusiness management
  - What is customer perceived value
- 13:30 - 14:00 **Session 3 - Private financing programs supporting the development of SMEs**
- Innovative concept to finance Agro-industries
  - Financial support offered to innovative SMEs
- 14:00 - 15:30 Lunch
- 16:00 **Official Opening of the Business Exhibitions Center**
- Welcome note by the President of the Chamber of Saida - President of SouthBIC Mr. Mohammed Saleh
  - Note by HE European Union Ambassador Angelina Eichhorst
- 16:20 **Meet the Exhibitors**

**AGRO  
INVEST**  
EXHIBITION & CONFERENCE معروض ومؤتمر  
2013

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**تشجيع الابتكار  
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*In collaboration with:*



**SOUTH BIC**



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By The European Union

للإعتذار:

**07 725 948**



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