



Eng. Mohammed S. Bataine
Chairman, AmCham – Jordan

Host & Session III Chair

Mohammed Bataine holds a degree in Architecture from the University of Texas. After working with Bechtel Corporation and Jafar Tukan Architects & Engineers in Amman, Mr. Bataine founded his own company in 1982 and has been responsible for procuring, planning, managing and in some cases executing a variety of projects including multipurpose developments in the Middle East, the Far East and Europe.

In 1995 he led an international team of top developers and investors and produced a master economic development plan for the Jordan Rift Valley multi-modal industrial corridor from the Gulf of Aqaba to the Dead Sea.

In 2000 Mr. Bataine became part of a team assembled by order of His Majesty King Abdullah II to come up with a vision and plan for developing the Aqaba region. The plan formed the basis of the Aqaba Special Economic Zone (ASEZ) – an integrated development project adopted today.

Mr. Bataine is a principal in the **Yatagan Consortium** which takes a lead on projects focused on the critical nexus of sustainable food, energy, and water in Jordan and the region.

As Chairman and CEO of **AgriJordan**, Mr. Bataine headed the initiative that aims to create a paradigm shift in the agricultural industry in Jordan by pioneering the application of best practices that optimize water consumption, achieve higher yields and higher exportable quality of agriculture produce, and create local employment opportunities, using multi-span greenhouses, net-houses and an on-site grading and packing facilities. The company has started the roll-out phase forming strategic partnerships and alliances with farmers to create the necessary shift in the agricultural sector in Jordan.

Mr. Bataine is a member of several business and professional organizations and is a founding member and current Chairman of the American Chamber of Commerce in Jordan, the Jordan Education for Employment (EFE) and is the honorary Chairman for the Awj Autism Center. He also previously served on several boards including Bank al Etihad, and the Jordan Investment Commission.



Zaid Ayoub
Connect.JO

Keynote Speaker

Zaid is a serial entrepreneur with long experience in Silicon Valley; he shuttles back and forth between the Bay Area and Amman, Jordan. Zaid manages an investment fund with interests in companies in Technology, Gaming, Food and Beverage, and Real Estate. Zaid is also the caretaker for JTronix, the entity entrusted to build an Electronics Design Industry in Jordan through the selection, training and placement of young Jordanian talent, and partnering with advanced technology companies.

Zaid is a Member of the Board of Trustees of the Royal Scientific Society in Jordan, the largest applied research institution, consultancy, and technical support service provider in Jordan. He also served a 2 year term as a Board member of the Jordan Investment Boards (JIB).

Before starting his own firm - Dimensions Consulting Inc. (DCI) he worked in the Semiconductor Manufacturing Industry for companies like for National Semiconductor and Best IC Labs. And in 2003, Zaid successfully set up an electrical engineering design outsource center in Jordan.

Zaid presented on many panels focusing the bridging of the Silicon Valley with the MENA region, he is an avid Golfer and Squash player. Zaid received his MBA (1990) and BSEE with emphasis on Computer Architecture (1987) both from Santa Clara University.



Dr. Loay M. Sehwal
Chairman, Jordan Industrial Estate Company

Keynote Speaker
Session Chair - Session I

Dr. Loay M. Sehwal, a Businessman and Entrepreneur holding a PhD degree in Industrial Engineering & Management from Oklahoma State University.

Dr. Sehwal has a solid established leadership record in different sectors: Industrial estates development and management, FINTECHS, banking, investment and manufacturing operations with valuable investment leadership and private sector development expertise in particular.

Dr. Sehwal is currently leading several organizations in multiple sectors (Finance, Real Estate, Technology) with wide relations in public and private sector in Jordan and Internationally. Dr. Sehwal is also currently the Chairman of Jordan Industrial Estates Company (JIEC) representing the Government of Jordan (GOJ) on JIEC Board. He also had around 10 years' experience in the United States working for Fortune 500 companies such as General Dynamics, Conoco-Philips, Shell, Black and Decker and Xerox, with a focus on manufacturing operational excellence.

Dr. Sehwal has been an active board member in many private and public institutions (2008-2017) such as: Jordan Dubai Islamic Bank (JDIB), Jordan Enterprise Development Corporation (JEDCO), Mafraq Development Zone, Jordan Institution for Standards and Metrology (JISM), and Jordan Investment Board (JIB).



Zaher Al-Qatarneh
Director of Foreign Trade Policies, Ministry of Industry, Trade and Supply,
Hashemite Kingdom of Jordan

Speaker - Session I

Dr. Loay M. Sehwal, a Businessman and Entrepreneur holding a PhD degree in Industrial Engineering & Management from Oklahoma State University.

Dr. Sehwal has a solid established leadership record in different sectors: Industrial estates development and management, FINTECHS, banking, investment and manufacturing operations with valuable investment leadership and private sector development expertise in particular.

Dr. Sehwal is currently leading several organizations in multiple sectors (Finance, Real Estate, Technology) with wide relations in public and private sector in Jordan and Internationally. Dr. Sehwal is also currently the Chairman of Jordan Industrial Estates Company (JIEC) representing the Government of Jordan (GOJ) on JIEC Board. He also had around 10 years' experience in the United States working for Fortune 500 companies such as General Dynamics, Conoco-Philips, Shell, Black and Decker and Xerox, with a focus on manufacturing operational excellence.

Dr. Sehwal has been an active board member in many private and public institutions (2008-2017) such as: Jordan Dubai Islamic Bank (JDIB), Jordan Enterprise Development Corporation (JEDCO), Mafrag Development Zone, Jordan Institution for Standards and Metrology (JISM), and Jordan Investment Board (JIB).



Zoë Harries
Director Marketing & Business Development, Investment Consulting Associates

Speaker - Session I

Born in South Africa and based in The Netherlands, Zoë is an FDI expert and ICA's international business developer, project and marketing director.

Her responsibilities include marketing ICA's services, brand management, project management, business development and providing seminars and trainings as well as supporting private and public sector clients with branding and marketing their investment location through (digital) marketing, PR and social media strategies.

Countries worked in/for include: Netherlands, United States., United Arab Emirates, Jordan, Belgium, Mexico, South Africa, Cayman Islands, Uruguay, Bangladesh, Panama, Qatar, Iraq, Curaçao and St. Lucia.



Dr. Wissam Rabadi
Chief of Party, The USAID Jordan Competitiveness Program
Speaker - Session I

Dr. Rabadi is an executive with over 20 years of experience in Strategic Management, Entrepreneurship Support, Investment and Innovation Management.

Currently, the Chief of Party for the USAID Jordan Competitiveness Program (JCP) with the objective of enhancing the competitions of Jordanian Private Sector in the knowledge economy (ICT, CleanTech, Healthcare services). Dr. Rabadi held several academic positions at Princess Sumaya University for Technology (PSUT), the American University in Dubai (AUD), the University of Houston and at the Center for Research in Electro-Optics and Laser (CREOL) in Florida, USA. He also carried several consulting engagements with the World Bank, European Investment Bank and EU.

Dr. Rabadi holds a B.S. in Electrical Engineering from the University of Jordan, a Ph.D. in Electrical and Computer Engineering from the University of Central Florida in Orlando, Florida and an MBA from the University of Texas in Austin.



Benjamin Herzberg
Senior Private Sector Specialist - Equitable Growth, Finance, and
Institutions at the World Bank Institute

Speaker - Session I

Benjamin Herzberg is Program Lead, Private Sector Engagement for Good Governance (PSGG) at the World Bank Institute. Before joining, he was Senior Private Sector Development Specialist in the joint World Bank / IFC Investment Climate Department, where he was the Global Product Leader on Public-Private Dialogue. He also led the incubation of a new Global Practice on Competitive Industries in 2010-11 and directed Investment Generation programs in Europe and Central Asia out of Vienna, Austria in 2009-2010. Beforehand, he worked in Bosnia and Herzegovina at the Office of the High Representative on participatory reform making and at the OSCE on stimulating the SME sector. Previously he worked in the private sector in France (banking), Israel (biotechnology) and the USA (high-technology).

Herzberg holds a post-graduate degree in Geography and Environment from the Université des Sciences et Techniques, and a Suma Cum Laude Master's degree in Geography from the Université de la Sorbonne, France.



Gideon Maltz
Executive Director, Tent Foundation

Speaker - Session II

Gideon Maltz is the Executive Director of the Tent Foundation. He previously served as deputy chief of staff to Ambassador Samantha Power at the U.S. mission to the United Nations; director of human rights and multilateral affairs at the U.S. National Security Council; and senior advisor to the Administrator of the U.S. Agency for International Development.

Prior to government service, Gideon worked as an attorney in the international trade practice of Hogan Lovells and as a consultant at McKinsey & Company. He has also served as a Junior Fellow at the Carnegie Endowment for International Peace and a Predoctoral Fellow at Stanford's Center for Democracy, Development, and Rule of Law.



K. S. Sanal Kumar
Chairman & Managing Director, Classic Fashion Apparel Industry Ltd. Co.,
Jordan

Speaker – Session III

Mr. Sanal Kumar is the founding Chairman and Managing Director of the Classic Group of Companies that has multinational bases and operations. The Group has notable presence in the garment sector of Jordan, land development and construction sector of Jordan and UAE, travel sector of Jordan, IT sector of India and cladding and glazing sector of Middle East. The Group supplies products to leading international supply chains and reputed global brands. When they started their operations in Jordan in the year 2000 – 2003, as Jordan Mediterranean Resources Apparel Industries Ltd., Ad Dulyl, Mr. Sanal Kumar was appointed the GM there.

In 2003, he started his own factory, Classic Fashion Industry Ltd. Co., in Jordan. He continues to be its Chairman and Managing Director. He has started an offshore unit of Classic Fashion in Vietnam, a procurement unit in China and Athlux Design Studio in USA and started several other enterprises like Royal United Metal & Glass LLC, Ajman, UAE, in the Cladding and Glazing sector, Classic Wave Contracting LLC, Dubai, and Classic Builders and Developers Ltd. Co., Jordan in the Development and Construction sector Classic Tours and Travels Ltd. Co., Jordan, in the Travel and Tourism sector and Classic Technologies and Business Solutions Pvt. Ltd., India, in the IT sector.



Bennett Cohen
Senior Investment Associate, Shell Ventures

Speaker – Session III

Bennett Cohen is an innovation leader with over a decade of experience in startups, strategy and investing. Over the past few years Bennett established Shell's venture capital office in San Francisco and has invested in several startups and VC funds transforming energy and transportation industries. Prior to Shell, Bennett served as Special Aide to Amory Lovins at Rocky Mountain Institute and was a Business Development Director at CPower—a demand response startup acquired by Constellation. Bennett is a Kauffman Fellow and Board Chair of Empower Generation—a social enterprise that empowers women in developing countries to distribute solar power to increase energy access.



Reem Khouri
Founder & CEO, Kaamen

Speaker – Session III

Reem Khouri is the founder and CEO of Kaamen, Arabic for “untapped potential.” Kaamen is a social enterprise that aims to support organizations in designing their economic and social contracts with societies by adopting innovative, impact-driven models, programs, tools and processes for higher efficiency and revenues. Kaamen has worked in the Middle East, Asia, Africa and Latin America with governments, corporations, NGOs and social enterprises. Reem is also an Associate at 3BL Associates, a people and planet strategy consultancy, and Faculty at Amani Institute in Nairobi, Kenya.

Reem serves on numerous global and regional boards. She was recognized as one of the World’s 100 Most Influential Arabs Under 40 by Arabian Business Magazine and is a Young Global Leader of the World Economic Forum.



Niels Christian Nielsen
Global Investor & Managing Director, World Refugee School

Speaker – Session III

Niels Christian Nielsen has been a board director for more than 25 companies (nine as chairman) including Codan, Unimerco, JyllandsPosten, Prophet, Unumed, 2M Invest, DAI, and Quantumwise. Throughout his career, he has been part of around 100 merger and acquisition transactions. Over the years he has initiated or advised a number of large-scale strategic projects around the world, contributing to innovation, competitiveness, and green growth, often in the form of public-private partnerships. He was the Chairman of 2M Invest A/S from 1995 until its successful initial public offering in 2000.

Niels also was behind the creation of the Danish government's Learning Lab. Niels created Catenas, a global network of specialist consulting firms, and Q Network, a group of internationally recognized thought leaders. Niels has written extensively on knowledge, innovation, and networks, and on international competitiveness and the future of education.

In 2016 he was part of creating the World Refugee School (WRS), and currently as CEO he plays a central role in this private sector initiative to leverage technology and bring scalable, affordable quality education to the world's refugee children. WRS currently operates in Jordan as its hub for the Middle East. Niels is an Adjunct Professor at Copenhagen Business School and a Visiting Scholar at the University of California at Berkeley.



Rose Alissi
CEO, AmCham - Jordan

With more than 24 years of experience in leadership positions, Alissi is currently the Chief Executive Officer (CEO) of The American Chamber of Commerce in Jordan (AmCham-Jordan). Alissi helped AmCham-Jordan in solidifying the organization's presence within Jordan building on the previous success of the organization.

Prior to Ms. Alissi's current position, Rose held multiple appointments from Vice President of Jordan Dubai Capital to General Manager of International Fairs Promotion (IFP) of Jordan, a trade promotion company. Building on her experience in education and capacity building, Alissi worked as the National Program Coordinator of the Start and Improve Your Business (SIYB) and Expand Your Business (EYB) Programs, an (ILO) and (UNDP) SME Development program. She also worked as a lecturer at the University of Jordan and Princess Sumaya University, after which she worked as a consultant for the USAID/ Tourism development project in addition to other business development and policy consultancy. A social entrepreneur, Alissi served on international and local NGO boards such as Operation Smile and Save the Children.



Raghad Alkhozah
Deputy CEO, Head of Business Development, AmCham - Jordan

Raghad Alkhozah is the Business Development Manager at the American Chamber of Commerce in Jordan. She has had an illustrious career in various corporate, international and governmental bodies spanning 29 years. Early in her career, Alkhozah was the program manager for the International Federation of Red Cross and RCS in Geneva and Iraq, going on to become deputy general secretary of the Jordan Red Crescent Society. She also served as a Chief Executive Officer of the Garment design and Training Services Centre in Jordan, and the Chief Executive Officer of the Jordan Garment Exporters Association. Alkhozah then took on the role of project consultant at the European Union, then CEDAW training consultant for International Women's Rights Action Watch, and a training consultant for the United Nations Development Project.

Raghad also served as a member of the Innovation and Research Incubators Center (Steering Committee) and the Jordan chamber of Commerce in Agadir Agreement, representing the private sector.



Lana Nimri
Legal Advisor, Head of FTA & Policy Unit, AmCham - Jordan

Lana Nimri is a highly skilled and experienced practitioner with over 15 years of national and international experience. Practicing Lawyer holds an LLB (J.D.) from Jordan and an LLM from the UK. Currently working as Head of Trade and Policy at the AmCham-Jordan. Prior positions include working for USAID economic development project and the Government of Jordan on EU funded economic partnership and SME development projects. Regional experience in Palestine (ASI project), Yemen (UNCTAD), Euro-Mediterranean partnership (GoJ).

Advisor to the Energy Charter Secretariat - worked with the MENA region. International experience working with the WTO in Geneva and European Commission in Brussels. In addition to representing Jordan in technical negotiations. Experience working in civil society and in securing and implementing donor funded projects.