



RAK International SME Fair 2019 Main Event Agenda – (Fair and Forum)

1st Day : 14 November, 2019

10:00	Opening Ceremony
10:15	Pavilion Tour
11:00	keynote speeches and presentation
11:30 - 12:15	Discussion Panel – Ministry of Economy /RAK Chamber/ RAKEZ
14:00 – 16:00	Opening Reception – Officials and VIP Guest

1st Day : 14 November, 2019

14:00	Discussion Panel : partnering and empowering SMEs
14:45	Masterclass session: Digital transformation in SME
15:15	Masterclass session: Success in Exporting for SMEs
15:45 – 16:00	Coffee Break
16:00	Masterclass session: Opportunities for SME – Global Market
16:30 – 17:00	Masterclass session: The effective marketing campaign for SMEs

2nd Day : 15 November, 2019

16:00	Discussion Panel : How to sustain the SME growth
16:45	Workshop: Partnering your business - Current and emerging risks
17:45	Masterclass session: Face the Future
18:15 – 18:30	Coffee Break
18:30	Workshop: How important is SME to network
19:00	Masterclass session: SME business set-up or investment in UAE
19:30	Discussion Panel : How innovation Supporting entrepreneurship
20:00 – 20:15	Coffee Break
20:15 – 21:00	Masterclass session : Startups opportunities in UAE – Arabic Lang.

3rd Day : 16 November, 2019

10:00	Discussion Panel : SME advisory and financial advisory
10:45	Startup Competition –Awareness session about startup pitching
11:30	Masterclass session: The future of logistic
12:15 – 14:00	Lunch Break
14:00	Masterclass session: Expanding your small business
14:45	Masterclass session: SME Acceleration in UAE
15:30	A ceremony honoring participants in the exhibition
16:15 – 17:00	A ceremony honoring participants in Startup Competition