



*A Swedish initiative towards sustainable economic development in Palestine*

## PIBF Annual Business Conference 2009

*Sustainable Urban Development; Prospects in Palestine*

**To be held in Stockholm, Sweden on 13-15 October 2009**

### Event overview

#### Introduction

When thinking of Palestine and Israel and the rest of the Middle East it is easy to think of conflict and turmoil. But the Middle East also presents a booming and promising market in the global economy. One area of specific interest is Sustainable Urban Development. Urban planning is considered to be a key step and a very important part of the process towards Sustainable Urban Development. In the specific case of Palestine there is great demand for upgrading existing urban structures as well as exploring pioneering techniques. Companies in Sweden and Israel are among the world-leading in this area. The PIBF Annual Business Conference 2009 aims to facilitate the creation of fruitful synergies between different disciplines and actors.

The cornerstone for the PIBF Annual Business Conference 2009 will be the theme *Sustainable Urban Development; Prospects in Palestine*. This is a consequence of last year's highly successful conference on *Sustainable Urban Development; Innovations in Public Private Partnerships*.

For the fourth consecutive year, PIBF fulfils the tradition of bringing together a significant number of entrepreneurs, companies and key stakeholders with interest, intent and capacities from specialised fields to participate in a business conference that will provide the participants with a dynamic meeting place where partnership relations and potential projects can be conceived.

**The PIBF Annual Business Conference 2009** is being held in association with the Swedish EU presidency in autumn 2009.

## Objectives

The PIBF Annual Business Conference 2009 will provide an opportunity for Palestinian, Swedish and Israeli companies and organizations to:

- **Explore** new ways of thinking to inspire more private sector actors to engage in the Sustainable Urban Development process;
- **Provide** unique networking opportunities for participating companies to learn more about potential business prospects presented in the major specialized fields of Sustainable Urban Development and facilitate business to business relations;
- **Expose** opportunities of partnership relations for trade and investments with a special focus on Palestine;
- **Inspire** private sector actors to discover mutual benefits embedded in public private partnerships and cooperation between Palestinian, Swedish and Israeli actors.

## Description

The above objectives will be materialised through a wide range of activities offered to all participants during the PIBF Annual Business Conference 2009:

- **Seminars**

All participants will be given the opportunity to closely examine key concepts of Sustainable Urban Development in relation to trends, technologies and developments through seminars where the participants will learn from the experience of business leaders and scholars who have successfully created or implemented innovative techniques and strategies.

- **Focused Workshops**

All participants will be given the opportunity to engage in a number of focused workshops on specialized field areas such as Water, Waste, Energy and Urban economy. These workshops will provide the participants with increased knowledge about the condition of these sectors in Palestine and how to utilize the opportunities in the best possible way by matching Palestinian demand and Swedish or Israeli expertise. The focused workshops will encourage companies to learn more about existing business prospects as well as potential new ideas for business prospects.

- **Catalogue Exhibition**

All participants will be given the opportunity to display their companies' profiles through printed promotional material as part of a catalogue exhibition.

- **Pre-arranged Business to Business meetings**

All participants will be given the opportunity to examine and reveal opportunities of specific partnership relations for trade and investments relevant for their specific company and line of business (not limited to the area of Sustainable Urban Development) through customized Business to Business meetings. The pre-arranged Business to Business meetings are only made upon requests.

- **Pre-arranged Field visits**

All participants will be given the opportunity to discover specific industry developments and innovative approaches of Swedish companies through pre-arranged company visits. Also, assistance will be provided to Palestinian participants with a specific interest to participate in the on-going Scandinavian Technical Fair in Stockholm during the conference dates. The pre-arranged visits (including potential participation in the fair) are only made upon requests.

## Tentative outline for the three conference days

- **Day 1: 13 October (Main Day)**

**Theme of the day: Urban Sustainable Development**

***Open to all invitees***

- Seminars in plenary;
- Workshops on specialized field areas; e.g. Energy, Water, Waste, Urban Economy;
- A catalogue exhibition to present the participating companies

- **Day 2: 14 October**

**Theme of the day: B2B interaction (within no specific field)**

***Primarily for the benefit of PIBF members, but open to all invitees***

Requested customised B2B meetings (based on specific pre-registered requests from individual participants)

***By invitation only***

PIBF Board of Directors' meeting

***By invitation only***

PIBF General Assembly meeting

- **Day 3: 15 October**

**Theme of the day: B2B interaction (within no specific field)**

***Primarily for the benefit of PIBF members, but open to all invitees***

Requested customised field visits (based on specific pre-registered requests from individual participants)



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