

Digital Strategy for SMEs: An introduction to navigating Iraq's digital economy

Online on Microsoft Teams - [Thursday 5th October 2023 at 11:00 AM \(Italy time\)/12:00 PM \(Iraqi time\)](#).

Webinar registration:

https://us02web.zoom.us/webinar/register/WN_3LQVytPHSG29ISkjiElH2w

About the webinar

This webinar aims to support and empower Iraqi start-ups and SMEs by providing an introductory overview of key digital strategies for navigating the Iraqi market and, specifically, its digital economy.

By bringing together key local hubs, institutions, and firms with a focus on digitalization, we seek to create and strengthen existing networks that can support SMEs in their digital journey.

This initiative is organized by UNIDO ITPO Italy – the Italian Investment Technology and Promotion Office of the United Nations Industrial Development Organization – as part of the activities implemented within the framework of the project “Investment Promotion for Iraq – Phase II” funded by the Italian government.

Webinar agenda

11:00	Welcome and Introduction by UNIDO ITPO Italy <ul style="list-style-type: none">- Andrea Carapellese- Francesca Liberatore Vaselli- Ahmed Al-Mufti – Moderator
11:10	Presentation by Kapita Business Hub <ul style="list-style-type: none">- Mohammed Jamal, Managing Director of Research
11:20	Presentation by The Station Foundation for Entrepreneurship <ul style="list-style-type: none">- Lugein Ali, Senior Programs Officer
11:30	Presentation by the Baghdad Business School (BBS) <ul style="list-style-type: none">- Abdulrahman Jamal, Program Manager
11:40	Presentation by Makers of Baghdad <ul style="list-style-type: none">- Ahmed Dawood, Project Manager- Start-up Showcases: Aon Initiative; Hi Influencer

11:55	Presentation by the Baghdad Game Lab (BGL) <ul style="list-style-type: none">- Abdulrahman Kareem, Project Manager
12:05	Sharing of Success Story by Abwaab <ul style="list-style-type: none">- Mr. Ahmed Sadiq, Head of Iraq
12:15	Q&A Session and invitation to take Post-Webinar Survey
12:30	Concluding remarks <ul style="list-style-type: none">- UNIDO ITPO Italy

The initiative will be held in ENGLISH with the simultaneous translation in ARABIC.