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  Discussion Panel – Ministry of Economy and RAK Chamber
12:15 – 14:00  Lunch Break
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: Expanding your small business
12:15 – 14:00  Lunch Break
14:00  Masterclass session: The future of logistic
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
RAK International SME Fair 2019
Main Event Agenda – (Startup Competition)

Startups pitch competition 3 days program

Participation open for individuals and group (group max 4 persons).

Target sectors: Financial, Education, Health and Sustainability.

Time: 5 to 6 hours per day.

First 2 days (14 & 15 November, 2019) covering the following topics as an awareness sessions and workshops:

✓ Company Purpose: Why you exist?
✓ Problem/Opportunity: What huge pain are you solving/targeting?
✓ Solution: what is your unique value proposition (UVP)?
✓ Why & Why Now: Why is this best time & place to succeed?
✓ Product: Explain the details of your product.
✓ The Market: Prove that a market actually exists.
✓ Competition: List your competitors in a chart.
✓ Business Module: How are you going to make money?
✓ Team: why are you the right people to do this?
✓ Financial Projection: the funding plan.

Last day (16 November, 2019) for pitching (met the investor and winner ceremony).