NEW WORLD MODEL
THE FUTURE OF INDUSTRY

An online event for private sector companies, businesses, and stakeholders

15, 16 and 17 September 2020
The COVID-19 Impact

The World Trade Organization predicts that global trade will contract by up to 30% as a result of the COVID-19 crisis. The US Congress passed the CARES Act to unlock an unprecedented US$2 trillion of funding to help support individuals and businesses through this pandemic emergency. Facebook announced that all of its employees worldwide will now have the right to choose remote working configurations for their jobs. Our way of life, and of doing business, is changing before our very eyes. To survive, private companies in every sector will need to develop new business models adapted to the shifting conditions that will emerge as we face the pandemic threat.

The Way Forward

The World Free Zones Organization (World FZO) is the voice of over 3,000 zones around the globe that enable a third of global trade flows. Zones host over 3 million private companies worldwide and employ over 70 million people. As a global organization, the World FZO is bringing together world-class multinational corporate CEOs, leading industry experts, and senior decision-makers to provide insights on the road ahead to the millions of private sector companies and businesses operating worldwide. This online collection of webinars, interviews, panel discussions, and industry reports will collectively form the ‘NEW WORLD MODEL’ (NWM) - The Future of Industry event.

The Roadmap

The event will explore the different angles of the new industry business models likely to emerge in a post-pandemic landscape. Executives from large global corporate groups, along with senior experts from global NGOs and multi-lateral organizations, will offer solutions and approaches to current challenges, emerging opportunities, and future threats across multiple industries and sectors. The result of these conversations will be featured in thoroughly compiled industry reports published after the event as reference tools.
NEW WORLD MODEL

Unique Mixed-format Online Event

To best explore the different business models and dimensions of a post-pandemic landscape, the NWM event will feature different formats.

RECORDED VIDEO INTERVIEWS
Over 50 CEOs, decision makers, and experts from global corporate & public sector entities will share their opinions & predictions for a post-COVID business world. Each speaker will be featured in a dedicated series of clips, each built to showcase their answer to a distinct, complex question. These interview series will offer deep dives into each speaker’s point of view for a thorough understanding of their recommendations and projections.

EDITED INDUSTRY PANEL VIDEOS
10 industry sectors will be showcased in dedicated panel videos. These videos will combine soundbites from different speakers to offer contrasting answers to each question along a given sector topic. These sectors will cover: Automotive, Aviation, Cross-border Trade, Digital Communications, Energy, Finance, Healthcare, Logistics, Manufacturing and Workforce.

LIVE WEBINARS
To enable the audience to interact with some of our key speakers, 5 live webinars will take place covering key topics resonating with our stakeholders, namely:

- Classic and innovative zone models
- Promoting clean trade across sectors
- E-commerce
- Customs and borders management under shrinking supply chains
- Building resilience through digital infrastructure

INDUSTRY REPORTS
For each panel topic, a dedicated report will be produced, in consultation with the speakers and expanded through deep research into the sector.

NETWORKING, EXHIBITION AND SPONSORSHIP SOLUTIONS
An online microsite for this event will offer connectivity opportunities for registered participants to communicate with each other and with our sponsors, exhibitors and partners.
NEW WORLD MODEL

Daily Program Overview

All times are Gulf Standard Time (UTC/GMT+4)

Along with the below program, there will be an exhibitor and sponsor area, a document and video Library, an abstract submission area and each attendee has the capability to chat with others.

**Tuesday 15th September**

09:00hrs  World FZO Chairman Keynote Address
09:10hrs  CEO Feature Presentation
09:30hrs  Logistics Sector Panel Discussion Video
11:30hrs  Aviation Sector Panel Discussion Video
14:00hrs  Cross-border Trade Sector Panel Discussion Video
16:00hrs  Live Webinar - Classic and Innovative Zone Models

**Wednesday 16th September**

09:00hrs  Digital Communications Sector Panel Discussion Video
11:00hrs  Live Q&A with World FZO CEO
12:15hrs  Workforce Sector Panel Discussion Video
14:00hrs  Finance Sector Panel Discussion Video
16:00hrs  Live Webinar - Promoting Clean Trade Across Sectors
18:00hrs  Live Webinar - E-commerce

**Thursday 17th September**

09:00hrs  Energy Sector Panel Discussion Video
11:00hrs  Live Webinar - Customs and Borders Management Under Shrinking Supply Chains
12:15hrs  Healthcare Sector Panel Discussion Video
13:30hrs  Manufacturing Sector Panel Discussion Video
15:00hrs  Automotive Panel Discussion Video
17:00hrs  Live Webinar - Building Resilience Through Digital Infrastructure
18:30hrs  Closing Remarks
Dr. Mohammed Alzarooni
Chairman
World Free Zones Organization
SPECIAL ADDRESS

Dr. Samir Hamrouni
Chief Executive Officer
World Free Zones Organization
SECTOR PROGRAM
NEW WORLD MODEL

50+ Speakers, 10 Industry Sectors

10 industry sectors showcased in dedicated panels videos featuring CEOs, decision makers, and experts from global corporate & public sector entities

Scheduled times for sector panel video release

**Tuesday 15th September**
- 09:30hrs GST: LOGISTICS
- 11:30hrs GST: AVIATION
- 14:00hrs GST: CROSS-BORDER TRADE

**Wednesday 16th September**
- 09:00hrs GST: DIGITAL COMMUNICATIONS
- 12:15hrs GST: WORKFORCE
- 14:00hrs GST: FINANCE

**Thursday 17th September**
- 09:00hrs GST: ENERGY
- 12:15hrs GST: HEALTHCARE
- 13:30hrs GST: MANUFACTURING
- 15:00hrs GST: AUTOMOTIVE
With lockdowns forcing people to stay home, cars are no longer on the roads. Sales, manufacturing, and use of automotive vehicles has dropped almost overnight. This panel looks at which parts of the industry have been most affected, the changes that will be required to survive and recover as the crisis ends.
As the major conduit for passenger and freight transport, the aviation industry has been severely affected from the very beginning of this crisis. From airlines to aircraft manufacturers, airports to service providers, a cascade of companies are impacted by the sector slowdown. This panel explores ways in which the sector needs to adapt, and how the industry will transform as a result.
Global supply chains were thrown into disarray by the severity of this pandemic crisis. While some essential goods continued to ship around the world, other kinds needed to be sourced differently with very little forewarning. This panel takes a macro view of trade flows during the crisis, looking at how supply chains are deploying new solutions to adapt and continue to fulfill the needs of companies and people globally as the crisis unfolds.
As people stayed home during the pandemic, communicating with the outside world relied heavily on digital solutions. From online work meetings to digital entertainment, the stress on digital infrastructure increased dramatically. This panel looks at how this infrastructure adapted to cope with this demand, and at ways it can make industries stronger as we emerge from our pandemic predicament.
The oil and gas industry was affected severely by the drop in air and road traffic caused by the pandemic. Access to energy became an issue for many countries due to border closures and dependence on outside sources. This panel looks at the way locally produced energy, sustainable energy programs, and innovative energy management could offer new models to power our societies after the crisis.

Joseph McMongile  
Secretary General  
International Energy Forum

Sanda Ojiambò  
Executive Director and CEO  
UN Global Compact

Dietmar Siersdorfer  
Managing Director, Middle East and UAE  
Siemens Energy
Financial aid became a priority for people and businesses as industry ground to a halt in the wake of the pandemic. Cash management meant the difference between bankruptcy and survival. This panel looks at the role of the financial industry in helping companies survive and thrive through this global crisis.

**Cheryl Buss**
Chief Executive: Absa International
Absa

**Tim Fox**
former Chief Economist at
Emirates NBD

**Ayman Amin Sejiny**
CEO
Islamic Corporation for the Development of the private sector (ICD)
The pharmaceutical industry received a significant boost in the pandemic crisis. However, not every player in the healthcare landscape thrived. This panel examines the impact on the different facets of the healthcare industry and the short and medium-term outcomes for the many companies active in the sector.
As shipping routes were impacted by quarantine measures, and logistic operations were forced to abide by new health and safety rules, the industry suffered major upheaval in a short amount of time. This panel explores the tools and strategies that the industry can use to adapt, transform, and compete as the crisis unfolds.
New social distancing rules and health measures in the workplace have affected manufacturing operations in major ways. This panel examines the changes that have been forced upon the industry, the opportunities these changes create, and the new business dynamics that are likely to emerge as a result.
Workforce dynamics have been completely upended by the pandemic crisis, from teleworking to physical distancing, and the massive layoffs caused by a drop in business transactions. This panel looks at how employer and employee responsibilities interact and overlap, and how these dynamics can grow to serve both sides of the equation as we emerge from this crisis.
LIVE WEBINAR PROGRAM
WEBINARS

Introduction

As the COVID-19 crisis continues to impact every region of the world, clear consequences are emerging. Through public rescue packages and private sector instruments, debt levels are increasing to cover the revenue gap triggered by long lockdown periods everywhere. Moreover, the need for contactless transactions and the desire for less physical, analog processes is accelerating an already rapid digitization trend across industry sectors. At the same time, the renewed urgency to procure essential goods, and the restrictions applied to international shipping and customs procedures, have shortened supply chains. This has resulted in new manufacturing models and a stronger focus on local production, with wide repercussions in multiple industry sectors.

Expert Opinions

Our event brings together senior decision-makers, global experts, and industry leaders to discuss actionable options and opportunities within the context of this pandemic crisis.

Across recorded interviews, edited panel discussions, published industry reports, interactive exhibitions, and live conversations, we examine multiple industry sectors and tackle important dimensions of business affairs for free zone stakeholders.

In our live webinars, we will examine these impacts from different points of views, with emphasis on specific aspects of business operations both within free zones and in the wider economy.

Webinar Director

Dr Mohan Guruswamy
Chief Knowledge Officer
World FZO
Webinar 1

Classic and innovative zone models

16:00hrs GST (UTC/GMT+4) | Tuesday 15th September

THEME
Basics of building a free zone, key elements to include, pitfalls to avoid, original solutions implemented in specific free zones, transformation vectors to consider for growth

FRAMEWORK
This webinar examines the basic building blocks of a solid free zone structure, based on research from UNCTAD, the OECD, the WTO, and the World FZO. It looks at priorities to set when building a free zone from scratch, tools and solutions available to improve existing operations, and innovative business models in place in pioneering free zones around the world.

MODERATOR
Jacopo Dettoni
Editor, fDi Magazine

Dr Mohan Guruswamy
Chief Knowledge Officer
World FZO

B. Charito Plaza
Director General
Philippines Export Processing Zones Authority

Shankar Singham
CEO
Competere

Jean Paul Gautier
CEO
Locus Economica

James Zhan
Director Investment
UNCTAD
Webinar 2

Promoting clean trade across sectors

16:00hrs GST (UTC/GMT+4) | Wednesday 16th September

THEME
Safe Zone, clean trade solutions, OECD Code of Conduct, AEO status

FRAMEWORK
This webinar looks at the role of free zones in promoting clean trade across different industry sectors, including consumer goods, food & beverage, pharmaceuticals, and other fields. Angles to examine will include types of illicit trade, weakness points in free zones, and best practices to consolidate free zones for clean and safe trade flows.

MODERATOR
Irene Mia
Editor
IISS

Ziyad bin Mohammed Al-Shiha
Deputy Chair
B2O Saudi

Torrey Chambliss
Director, FTZ & Cargo
Business Development
Port Tampa Bay

Pamela Coke Hamilton
Director of Trade UNCTAD and Executive Director designate of the International Trade Centre UNCTAD

Wamkele Keabetswe Mene
Secretary General
African Continental Free Trade Area Secretariat
Webinar 3
E-Commerce
18:00hrs GST (UTC/GMT+4) | Wednesday 16th September

THEME
Cybersecurity, Competition, Order fulfillment, Customer experience, Visibility, Finding the right market

FRAMEWORK
This webinar focuses on the e-commerce challenges and opportunities that the crisis has created, particularly from the B2B perspective. It will look at the impact of the crisis on e-commerce trade flows in different regions and across sectors, at the advantages of moving business volume to a digital platform, and at the best ways for companies to broaden both their client base and their supply chains through e-commerce solutions.

MODERATOR
Walter Trezek
Chairman of the Consultative Committee of the Universal Postal Union
CO-Chair of Ecommerce Europe responsible for eLogistics
Advisor to the European Commission
Commerce Logistics Specialist

Abdel Ilah Bousseta
Director of Postal Operations
UPU

Sven Callebaut
E-commerce Lead Advisor
TradeWorthy – DFAT E-commerce Grantee

Luca Cassetti
Secretary General
Ecommerce Europe

Martin Ibarra
President
Araujo Ibarra & Asociados S.A.
Webinar 4
Customs and borders management under shrinking supply chains
11:00hrs GST (UTC/GMT+4) | Thursday 17th September

THEME
Inside vs outside the fence supply, shipping vs local supply, collaboration between free zones, customs compliance

FRAMEWORK
This webinar examines the impact of the shift towards local production on global supply chains and the resulting changes required in customs management to steer through this crisis. Questions addressed will include how to provide security and reassurance in a crisis economy deeply concerned about health and safety of imported goods, how to instigate global standards of tracking and controls to maintain health and safety in trade flows, and how to adapt to lower customs and border traffic as supply chains contract.

MODERATOR
Christopher Clague
Managing Editor
The Economist Intelligence Unit

Poul Hansen
Chief of Trade Facilitation Section
UNCTAD

Loay Mashabi
Deputy Governor for planning and development
Saudi Customs

Lars Karlson
CEO
KCH Global Consulting

Umberto de Pretto
Secretary General
IRU
Webinar 5

Building resilience through digital infrastructure

17:00hrs GST (UTC/GMT+4) | Thursday 17th September

THEME
Digitization solutions, server access, redundancies, privacy protocols, data protection, benefits of digital over analogue services

FRAMEWORK
This webinar looks at the importance of switching to a fully digital workflow to maximize resilience in a contactless economy. Aspects to examine include how to prioritize digitization at the free zone level and company level, what tools to use to switch analog business processes to digital, and the cost-benefit equation of digitizing operations in a crisis.

MODERATOR
Courtney Fingar
Editor-in-Chief
NS Media Group

Tanja Richter
Technology Director Consumer Products & Services
Vodafone

Xavier Anglada
Managing Director - Strategy & Consulting Lead, Middle East
Accenture

Juan Pablo Rivera
CEO
Zona Franca de Bogotá S.A.
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