



In the frame of [MEDSt@rts Project](#)
"Med microfinance support system for start-ups"

funded by the **ENI CBC MED Programme**

The Chamber of Commerce, Industry and Agriculture in Sidon and South Lebanon
is cordially inviting you to the

3rd MICROFINANCE CROSSBORDER FORUM

"Challenges for building a Joint Strategy for a Mediterranean Microfinancing Programme, based on Microfinancing Instruments and Support Services, for startups"

that will be held on
Wednesday 30th of March 2022 at 11 am Beirut Time

You can join the hybrid event
Live at Chamber of commerce, industry & agriculture in Sidon & South Lebanon – Maarouf Saad Street – Saida
or **via Zoom platform**

For live and virtual registration kindly visit the following link:

<https://forms.gle/qxFqoTzJouPetfMB9>

Zoom Link: <https://us02web.zoom.us/j/3639636530?pwd=Q2xXMEk2L0pvYmxib3Njc296SW9Kdz09>

Meeting ID: 363 963 6530

Passcode: 1MscuE

Please find the agenda below



Fondazione
di Sardegna



AGENDA	
Moderator: Ms.Ghada Ballout	
10:30	Registration
I SESSION	
11:00 – 11:30	<p>Welcome Speech President of Chamber of commerce, Industry & Agriculture in Sidon & South Lebanon - Mr.Mohamad Saleh</p> <p>Guest speaker LB- Fondazione di Sardegna – Mr. Carlo Mannoni - General Director</p> <p>Presentation of the 2nd Cross -Border Forum results and discussions Chamber of commerce Sfax (Tunisia) – Ms. Ikram Makni – General Director</p> <p>Introduction to the Lebanese Microfinance Sector Lebanese Microfinance Association – Ms.Ola Hariri- Program Manager</p>
II SESSION	
11:30– 12:45	<p>11:30-11:45 The state and the challenges of the Lebanese Microfinance Sector – Al Majmoua – Dr. Youssef Fawaz - CEO</p> <p>11:45-12:00 The case of an integrated model - Makhzoumi Foundation – Mr. Vartkes Keutelian- Microcredit Program Administrative Manager</p> <p>12:00-12:15 Importance of Business Advisory to MSMEs in time of crisis– The Economic and Social fund for Development (ESFD) - Mr. Helmi Hage – Senior Internal Control Officer</p> <p>12:15- 12:30 The Financial crisis, its effect and outlooks to get out- Association D’entraide Professionnelle Mr. Bassam Shami – Consultant</p> <p>12:30-12:45 Open Questions and Answers</p>
12:45 – 12:55	COFFEE BREAK
III SESSION	
12:55 – 15:30	<p>12:55- 13:10 The Technical functionality of MEDSt@rts fundraising tool - Arab-Italian Cooperation Chamber - Mr. Riccardo Contu - MEDSt@rts Microfinance Promoter</p> <p>13:10 – 13:25 Challenges and prospects for a Mediterranean Microfinance Experience Exchange</p> <p>13:10 – 13:25 Open Questions and Answers</p> <p>13:25- 15:30 Wrap up and final greetings</p>