

CÓRDOBA,

# ESPAÑA

## WIEF Córdoba ROUNDTABLE

23 - 24 MARCH 2015

## Invest in Córdoba

Córdoba's University Headquarters

Organisers





Introduction

# CÓRDOBA ROUNDTABLE

The WIEF Córdoba Roundtable 2015 will be held in the city of Córdoba, Andalusia Region in Spain on 23 - 24 March 2015. The conference with the theme "Invest in Córdoba" will be held at the Córdoba University Headquarters, a stylish neo-mudejar building placed in one of the main avenues of the City of Córdoba, within reach of the famous Mezquita and other monuments of the city.



The Roundtable is hosted by the Córdoba Provincial Government and jointly organised by the World Islamic Economic Forum (WIEF) Foundation and the Fundación Agrópolis de Córdoba with the collaboration of the City Town Hall, the Chamber of Commerce, the University of Córdoba and the Halal Institute of Spain. It is a gathering of international investors and business leaders from various countries interested in exploring the opportunities in Andalusia and Córdoba in the areas of Halal industry and Halal Tourism.

The 2-day Roundtable programme consists of 2 thematic discussion sessions on Halal Industry and Halal Tourism, guided matchmaking sessions to maximise networking amongst delegates and site visits.

Córdoba, with the support of the major public, national and regional institutions, promotes the Halal Cluster initiative, inviting the concentration and optimisation of resources of all industries and companies involved in the Halal market, represented in a growing business of over 1000 million Euros, involving 300 companies, 500 products of all kinds and export destinations in over 30 countries.

23 - 24 MARCH 2015

# Invest in Córdoba

Córdoba's University Headquarters

## Programme

### Sunday, 22 March 2015

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4.00pm - 8.00pm	<b>Welcome &amp; Reception</b> Venue: Official Hotels
8.30pm - 10.30pm	<b>Welcoming Dinner</b> Venue: Diputación de Córdoba

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### Monday, 23 March 2015

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8.00am - 10.00am	<b>Delegates Reception &amp; Business Breakfast</b> Venue: Official Hotels
10.00am - 11.00am	<b>Opening Ceremony</b> Venue : University Headquarters, Rectorado
11.00am - 12.00pm	<b>Opening Conference</b> <b>"Spain and Córdoba, economic landscape and investment opportunities"</b> Venue: University Headquarters, Rectorado
12.00pm - 12.30pm	<b>Coffee Break</b> Venue: University Headquarters, Rectorado
12.30pm - 2.00pm	<b>Session 1: Prospects for Investment and Trade in Spain's Halal Industry</b> This session looks at Spain's emerging Halal industry and the challenges and opportunities that it faces throughout the years. It also sheds light on the key products and key players in the country's Halal industry and their respective roles. Lastly the session explores the investment and trade opportunities available for foreign investors and business people. <ul style="list-style-type: none"><li>• Spain's emerging Halal industry - challenges and prospects</li><li>• Key players and products in Spain's Halal industry</li><li>• Business prospects and investment opportunities for global/regional players</li><li>• Halal developments in other parts of the world</li></ul> Venue: University Headquarters, Rectorado
2.00pm - 4.00pm	<b>Business Networking Lunch</b> Venue: University Headquarters, Rectorado

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4.00pm - 5.30pm	<p><b>Session 2: Spain's Halal Tourism - Revisiting Al-Andalus &amp; Islam's Glorious Heritage</b></p> <p>This session maps out Spain's tourism sector, focusing on the region of Andalusia and the City of Córdoba, which was the capital city of Muslim Spain (Al-Andalus) for approximately 300 years until its fall in the 11th century. This session explores Andalusia and Córdoba's Muslim heritage and influence until this very day, as well as the City's tourism infrastructure and services. Lastly the session looks at the City's plans to develop Halal tourism to cater for the influx of Muslim tourists and the investment opportunities it offers.</p> <ul style="list-style-type: none"> <li>• Spain's tourism sector and opportunities for Muslim tourists</li> <li>• City of Córdoba's tourism plan and the Córdoba Halal campaign</li> <li>• Collaboration opportunities with global/regional travel agencies</li> <li>• Tourism flows around the world</li> </ul> <p>Venue: University Headquarters, Rectorado</p>
7.00pm - 8.00pm	<p><b>Social Programme</b></p> <p><b>Private visit to Mezquita Monument</b></p> <p>Venue: Mezquita-Catedral</p>
8.30pm - 10.30pm	<p><b>Gala Dinner</b></p> <p>Venue: Caballerizas Reales</p>

## Tuesday, 24 March 2015

8.00am - 9.30am	<p><b>Business Breakfast</b></p> <p>Venue: Official Hotels</p>
9.30am - 5.00pm	<p>Cluster Programmes</p> <p><b>1st Option: Food Industry</b></p> <p>Visit to an Olive Grove &amp; Olive oil production factory &amp; Olive oil tasting, including cooking show and lunch.</p> <p><b>2nd Option: Tourism</b></p> <p>Visit to the principal touristic infrastructure of the city: Madinat AlZahra, Casa Árabe, Parque Joyero, including cooking show and lunch.</p>

## Optional Programme (24 - 26 March 2015)

### 1st International Halal Congress: "Halal, a global concept"

Venue: Avenida Medina Azahara, N°5. Rectorado de la Universidad de Córdoba, Córdoba, España

Organisers: Halal Institute (Instituto Halal), Halal Business School (Escuela Halal), Nur and Duha Travels and Islamic Board (Junta Islámica)

www.hgc2015.com | Isabel Romero Arias at Direccion@institutohalal.com

\*For participants interested to know in more detail about the Halal industry in Spain, please visit this Congress.

# About CÓRDOBA

Córdoba is a city that awakens the senses. A compendium of history and modernity and a World Heritage Site, the city is living testimony to the cultures that settled here. Few places in the world can boast of such a fascinating history: once the capital of Hispania Ulterior under the Roman Empire and later the capital of the Arabic Caliphate, Córdoba is now a city with thriving tourism and a promising future.

Córdoba province is located in Andalusia, in southern Spain. The city of Córdoba is located in the Guadalquivir valley, surrounded to the north by the Sierra Morena range and the Subbética mountains to the south. The city stands at 120 m. above sea level.

The municipal area of Córdoba, consisting of the town center and its extensive rural area, is situated in the central area of the province and covers an area of 1,255.2 km<sup>2</sup>, with a population of 328,704 inhabitants, which represents a density of 261.87 inhabitants per km<sup>2</sup>. The province of Córdoba has an area of 13,771.3 km<sup>2</sup> and a population of 802,422 inhabitants.

With a mild Mediterranean climate, an average temperature of 18° and over 3,000 hours of sunshine a year, Córdoba is a perfect venue for tourism, but also makes ideal land for cultivating crops and rearing cattle. The agricultural products of the Guadalquivir Valley, whose name comes from the Arabic al-wadi al-Kabir ("The Big River"), are known for their outstanding quality. Olive oil, oranges, fruit and vegetables, wheat, sunflower seeds and cattle are some of the ingredients of the finest foods in the world.

## A FOUNT OF KNOWLEDGE

Córdoba was the capital of the Arabic Caliphate during the tenth century, when it was one of the largest cities in the world and a financial, cultural, artistic and commercial center of the first order. Today, Córdoba carries on this intellectual tradition and is home to two universities of international renown, one of which is rated among the top 100 universities in the world. Córdoba is also home to the CeiA3 Agrifood Campus of Excellence and the ETEA Business School of Agricultural Technology, as well as institutions like the IFAPA, CSIC, the Institute for Sustainable Agriculture and a long list of centres for generating and transmitting knowledge which are international benchmarks within the agrifood world.

Led by Córdoba City Hall, the Agropolis Foundation ([www.agropolisdecordoba.com](http://www.agropolisdecordoba.com)) coordinates, adds value and enhances all the activities and resources related to the agrifood industry which are currently being developed and made available in Córdoba.

## INFRASTRUCTURE & COMMUNICATIONS

The city enjoys a strategic position in Andalusia in the centre of an extensive modern motorway network and rail connections that link the city with the rest of Spain and Europe. The AVE High Speed Train is one of the most modern rail services in Europe, connecting Córdoba with Malaga and Seville in under one hour, Madrid in one hour forty minutes and Barcelona in under five hours.

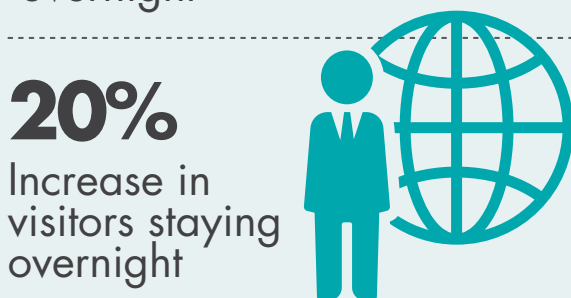
For cargo transport, apart from the motorway network, Córdoba has its own freight train terminal linking the city with the main cities and ports of Spain like Algeciras, Malaga, Seville, Madrid and Valencia.

## THE ECONOMY

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Córdoba is a major tourist destination, one of the most frequently visited in Spain and Europe, and the Mosque has recently been chosen as the best monument in the world by a recognised international website. It is the city with the most World Heritage titles from the UNESCO, and its tourist industry is thriving year after year.

Besides being an attractive tourist destination, Córdoba also has an industrial sector, especially in the agrifood and jewellery industries.



The city's infrastructure offer a wide ranges of coverage and logistics services for the business sector. For instance, the Córdoba Jewellery Park complex is the largest concentration of companies in its sector in Europe and brings together companies involved in the manufacture and marketing of jewellery, gold and gemstones.

The food industry is one of the pillars of the Spanish economy. We have products, such as extra virgin oil, which are among the most representative brands of Spain. They are highly appreciated by consumers around the world and are also beneficial for health and general welfare.

Andalusia is the leading exporter in the food industry within Spain, and over half of what is produced in Andalusia is exported. The main products are fruit and vegetables, olive oil (Córdoba is the headquarters of the two leading olive oil companies in the world), meat product and wine, but there is also a wide variety of products related to agrifood sector technology and services, such as infrastructure, greenhouses, irrigation, engineering services and new technologies.

Exports from Córdoba grow year by year, exceeding 1.600 million euros in 2013. Companies that are established in Córdoba benefit from the research knowledge, the proximity of raw materials, an expert labour force and the know-how of generations of producers of high quality products.

## CÓRDOBA HALAL

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Spain is, for historical and cultural reasons, a reference and natural destination for Arab and Muslim citizens, particularly the cities which were the main centres in "Al Andalus" in Arabic Spain. Among them, Córdoba enjoys a privileged position because in its heyday it represented the peak of Islamic civilisation in Spain and it is still considered as such in the minds of many Arabs and Muslims. Córdoba therefore has a very special, almost unique, place in the hearts of millions of Arabs and Muslims around the world. Córdoba is for them an ideal, dream destination.

Córdoba City Hall has launched an action plan to promote Córdoba as a recognised brand and ideal destination for Halal Tourism. In addition, the City Hall promotes to create a Halal industrial park for companies in the Halal agrifood sector.

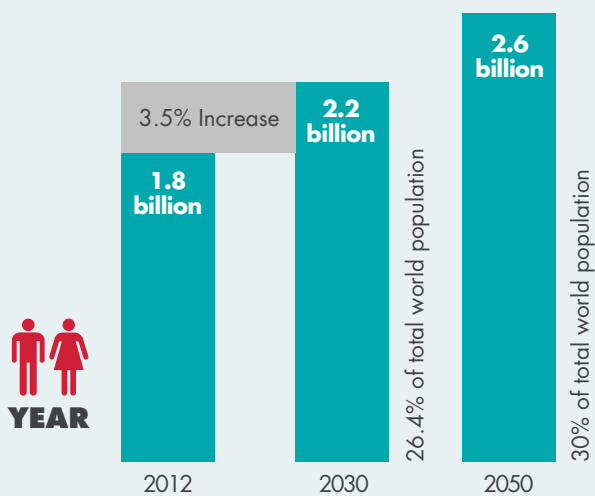
# AN UNTAPPED HALAL MARKET

The Global Halal Industry is a USD2.3 trillion market, with huge opportunities for global and regional players in livestock, food distribution, logistics and halal certification agencies. Córdoba has made a major step to become a significant player in the halal industry with its Halal Cluster initiative, linking its world-class agrifood sector research and the Halal food industry to develop world class Halal products for global consumers. And with its deep-rooted history of Al-Andalus, it is poised to attract an increasing number of Muslim tourists to the historic city.

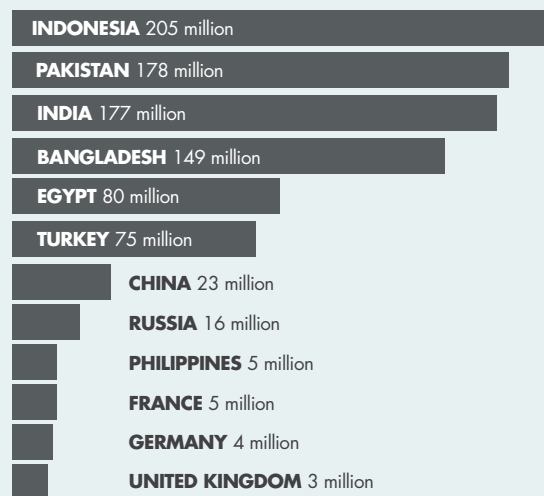
## The Halal Market

This single biggest market in the world has been largely overlooked. By 2050, the Muslim population could grow to 2.6 billion and represent nearly 30 percent of the global projected population. However, the Halal market is not confined to Muslims only. It is also attractive to Non-Muslims who are supportive of the Halal aspects.

### World Muslim Population

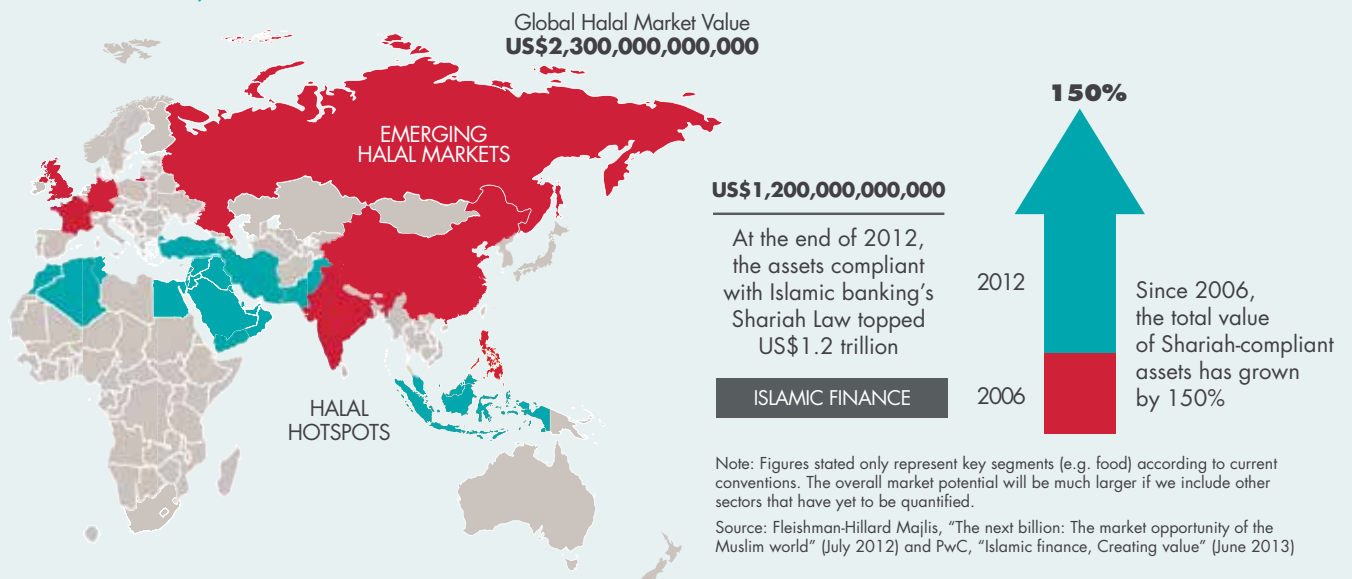


### Muslim Population by Country



Source: Fleishman-Hillard Majlis, "The next billion: The market opportunity of the Muslim world" (July 2012); PwC

### The Halal Economy





# SPAIN AGRIFOOD SECTOR, A WORLD OF POSSIBILITIES



The Spanish agrifood sector generates over

## 2 million Jobs

accounts for almost 9% of GDP and

# EXPORTS GOODS

valued at 36 billion euros.

The Spanish agrifood system (production, processing and distribution) is responsible for 8.9% of GDP, and generates 2.3 million jobs, that is, 10.3% of employment in Spain. The figures include 900,000 farms and livestock of 41 million in total. Agricultural production reaches around 44 billion euros, fishing about 2 billion euros (from 10,000 fishing vessels) and the food and drinks sector about 90 billion euros a year.

Agrifood and fishing exports reached 36.386 billion euros in 2013 (15.5% of total goods exports by Spain). This led to a trade surplus of 7.543 billion euros. The figures available for the year to date show that Spain is the 8th largest agrifood exporter in the world and 4th in the EU, according to the World Trade Organisation.

As a result, over the last year the rate of coverage (exports/imports) was 126% for agrifood and fishing. The main sub-sectors are:

- **Fruits:** 11 million tonnes/year are produced, and exports amount to 7 billion euros/year.
- **Vegetables:** 16 million tonnes/year are produced and exports amount to 4.8 billion euros year.
- **Meat and meat products:** over 5.5 million tonnes/year and exports amount to 4.2 billion euros/year.
- **Spanish fishing extracts:** about 0.8 million tonnes/year and exports amount to almost 3 billion euros/year.
- **Wine:** 40 - 50 million hectolitres are produced every year, and exports are valued at 2.8 billion euros/year.
- **Olive oil:** about 1.5 million hectolitres are produced every year, and exports are valued at 2 billion euros/year.

### Strengths of the system

Over the last two decades, production has grown by over 55% as opposed to a 15% increase in our economic environment (EU-15).

The agrifood sector comprises 29,000 companies (96% are SMEs), with net sales valued in 2012 at 91.143 billion euros.

## The Spanish agrifood sector is also one of the most innovative of the perishable consumer goods sectors and has gained a relevant position within Europe.

Spain is fourth in the EU for its economic returns of 10%, after Germany, the United Kingdom and Holland.

# Why SPAIN

Spain has one of the most attractive domestic markets in Europe, with 47.2 million potential consumers, on top of the 56 million tourists who visit this country every year. Indeed, Spain is the world's 13th largest economy in terms of GDP and 5th largest in the European Union.

Moreover, it must be highlighted that, in terms of purchasing power, Spain's per capita income is significantly higher than that of some other major economies ranked above Spain. In other words, in terms of purchasing power, the Spanish market is larger than many of the more consolidated and dynamic emerging economies.

## GDP Comparison of major economic regions, 2012

1	United States	15,684.8
2	China	8,227.0
3	Japan	5,964.0
4	Germany	3,400.6
5	France	2,608.7
6	United Kingdom	2,440.5
7	Brazil	2,396.0
8	Russian Fed.	2,022.0
9	Italy	2,014.1
10	India	1,824.8
11	Canada	1,819.1
12	Australia	1,541.8
13	Spain	1,352.1
14	Mexico	1,177.1
15	Korea	1,155.9

Source: FMI, World Economic Outlook Database, 2013  
(USD\$ thousand million)

## SPAIN ECONOMY

Spain also constitutes an optimum port of entry for obtaining privileged access to the entire Mediterranean area, North Africa and, of course, Latin America, a region with which we enjoy deeply-rooted economic, historical, linguistic and cultural ties.

Consequently, the highly internationalised profile of the Spanish economy has enabled us to become a key platform for international business. Indeed, Spain is the world's 12th largest recipient of foreign investment, which highlights the important role played by foreign investment within the Spanish economy.

Spain offers business opportunities for foreign companies in sectors and activities of high added value, which is extremely attractive for FDI due to its strong growth potential. Over the last 5 years, 1 in 3 projects received have been in sectors of high technological value and a high level of R&D&I, such as ICT, the environment and water treatment, biotechnology and health sciences, aeronautics and aerospace or the automotive industry.

## STRATEGIC GEOGRAPHIC LOCATION

Exceptional location for key markets in Southern Europe and Latin America.

More than  
**12,800** foreign  
companies

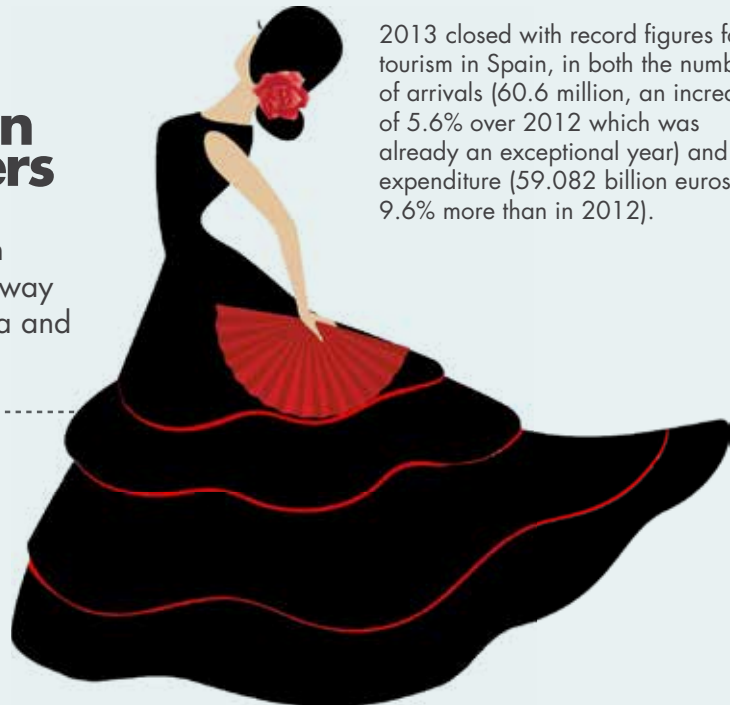
are already established in Spain,  
75 of which are Forbes Top 100  
multinationals.



Access to  
**1.3 billion**  
consumers

Apart from its domestic market, Spain offers a privileged situation as a gateway to the European market, Latin America and North Africa.

Flamenco is a form of Spanish folk music and dance from the region of Andalusia in southern Spain. It includes cante (singing), toque (guitar playing), baile (dance) and palmas (handclaps).



## ESPAÑA **TOURISM**

Spanish culture and gastronomy, modern infrastructure and services and the strength of the Spanish language keep Spain in the lead as a tourist destination.

Tourism accounts for 10.9% of the Spanish GDP and generates 12% of jobs. The main focus is on quality, and Spain is pioneering the adoption of tourism quality systems.

2013 closed with record figures for tourism in Spain, in both the number of arrivals (60.6 million, an increase of 5.6% over 2012 which was already an exceptional year) and in expenditure (59.082 billion euros, 9.6% more than in 2012).

## FAST FACTS FROM SPAIN

### SPAIN'S TEN KEY STRENGTHS

# 1

**It is the fourth country in the world for tourist arrivals and second after the United States for tourism receipts,**

according to the World Tourism Organisation (UNWTO).

# 2

It is the first European destination for tourist arrivals (Eurostat) and the first destination in the world for holiday tourism.

**It is also the third destination in the world for the number of international meetings.**

# 3

#### Tourism.

**It is an essential sector for the Spanish economy.**

It accounts for 10.9% of Spain's GDP, generates 12% of jobs (about two million people) and the balance of payments surplus for tourism in 2013 was 33.256 billion euros (+4%), amounting to coverage of 296% of the Spanish trade deficit.

# 4

Customer loyalty and satisfaction. 40.5% of tourists to Spain have visited the country ten or more times in their lives, and 82% have been before.

**Customer satisfaction is 8.5 out of 10.**

# 5

#### Cultural heritage.

**Spain is the second most important country in the world for UNESCO Heritage of Mankind declarations, with a total of 42.**

# 6

## Nature.

**Spain has the second largest surface area in the world for nature protection, with 14 National Parks and 126 Nature Parks.**

It enjoys over 300 days of sunshine a year and has more than 2,000 kilometres of "Green Tracks" (Vías Verdes), one hundred trekking routes along old railway lines.

It is the second country in the world, after the United States, for UNESCO Biosphere Reserves. It has 42, and the US has 47.

It has 7,900 kilometres of coastline, and its 573 Blue Flag beaches mean that it heads the list of the 48 countries participating in this programme. It also has 108 Blue Flags in marinas and over 130,000 mooring points.

# 7

**A destination for meetings and congresses.**

It is the third most important destination in the world for international meetings, congresses and events (International Congress and Convention Association, ICCA). Madrid and Barcelona are in 2nd and 4th position respectively in the world ranking of cities with the largest number of congresses, trade fairs and conventions.

# 8

**Gastronomy, a world leader.**

The best restaurant in the world is in Spain, three Spanish restaurants fall within the ten best in the world and five are included in the top fifty.

The best chef in the world is Spanish, according to "Restaurant" magazine. In 2013 seven restaurants in Spain held three Michelin stars, 17 held two stars and 123 held one star.

# 9

## The Spanish language.

**Spanish is the second most important language in the world by number of speakers.**

Almost 20 million students study Spanish as a foreign language.

# 10

## Infrastructure.

Spain is the second country in Europe for number of hotel beds, a total of 3,200,000. More than 50% are in the top category of 4 and 5 star establishments. There are also 15,000 establishments for rural tourism.

**Spain is now one of the top ten countries in the world for quality infrastructure,**

in tenth position in a classification of 144 states.

## ABOUT THE ORGANISERS



The World Islamic Economic Forum (WIEF) Foundation, established in 2006, is the organising body of the annual World Islamic Economic Forum. The Forum serves as a focal point where country leaders, captains of industry, emerging entrepreneurs, academics and other stakeholders from the Muslim World and beyond, meet to build bridges through business. The Foundation also undertakes various capacity building programmes under the WIEF initiatives of the Businesswomen Network (WBN), Young Leaders Network (WYN), Education Trust (WET) and Roundtable Series.

[www.wief.org](http://www.wief.org)



### **Agrópolis de Córdoba Foundation**

Agrópolis de Córdoba Foundation is a foundation that coordinates, enhances the value and strengthens all activities and resources being currently developed and available in Córdoba, and related to the food and agriculture sector. Agrópolis' main purpose is contributing to the growth of Córdoba so that it becomes the benchmark for knowledge, innovation and development of the food and agriculture industry.



### **The Córdoba Provincial Government**

The Córdoba Provincial Government is the seat of the local government of the Province of Córdoba, Spain which administers such areas as the presidency, security, mobility, equality and participation, planning, housing, infrastructure and the environment, economy, trade, employment and management, social, cultural services and tourism.



### **Diputación de Córdoba Desarrollo Económico**



### **CONSORCIO PROVINCIAL DESARROLLO ECONÓMICO DE CÓRDOBA**

## ABOUT THE COLLABORATORS

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### **The Chamber of Commerce and Industry of Córdoba**

The Chamber of Commerce and Industry of Córdoba is a Public Law Corporation, with provincial level, and in the nature of government. It represents, promotes and defends the general interests of commerce, industry, transport and tourism in Córdoba's Province in contact with the National Government.



Casa Árabe  
البيت العربي



### **The Halal Institute of the Spain**

The Halal Institute of Spain is an organisation that work on three main lines: certify products and services, obtain accreditations and international recognition and promote the achievement of a Halal Standard in Spain and Europe.



UNIVERSIDAD D CORDOBA

### **University of Córdoba**

The University of Córdoba is a top institution in Spain and one of the first institutions in the world for research and training in the food and agriculture sector. It is part of The Agrifood Campus of International Excellence, which clusters 5 universities, 260 research groups and over 3500 researchers.



# Other INFORMATION

The WIEF Roundtable Series  
Sponsorship Packages  
Official Hotels  
Useful Contacts

## About the WIEF Roundtable Series

### The WIEF Roundtable

The WIEF Roundtable was designed as a unique extension of the WIEF Annual Forum. This programme provided an avenue where regional and local business leaders could congregate to leverage existing business and economic strengths and define key steps and measures to take in order to transform a common vision to reality.

Since its launch in Bahrain in February 2011, the WIEF Foundation had organised similar Roundtables in Istanbul, Moscow, Johannesburg,

Dhaka, Madinah, Jakarta and Pyeongchang that addressed specific economic and business issues. The WIEF Roundtable had received overwhelming response and support from government leaders, business communities, and the media of the respective countries.

Due to the runaway success enjoyed by the programme, the WIEF Foundation plans to hold more Roundtables in the future. Plans are afoot to hold similar programmes in Morocco, Japan, China and Australia.



## Previous WIEF Roundtable Series

### 1st Roundtable Manama, Bahrain

Date: 8 February, 2011

Sessions:

1. Islamic Trade & Finance: The Way Ahead
2. The Future of Islamic Finance and Trade

### 2nd Roundtable Istanbul, Turkey

Date: 17 March, 2011

Sessions:

1. Business Opportunities in Kazakhstan
2. Empowering SMEs in Far Eastern Markets & Impacts of Globalisation of SMEs

### 3rd Roundtable Moscow, Russia

Date: 13 April, 2011

Sessions:

1. Business Opportunities in Halal Industry
2. Islamic Banking and Finance: Seeking New Markets

### 4th Roundtable Johannesburg, South Africa

Date: 18 October, 2011

Sessions:

1. The Challenges of Development in Africa
2. Islamic Trade & Finance: Prospects for Growth in Africa

### 5th Roundtable Dhaka, Bangladesh

Date: 20 March, 2012

Sessions:

1. Regional Cooperation to Combat Climate Change: The Way Forward
2. Islamic Micro Finance: An Instrument for Poverty Alleviation
3. Private Higher Education: Creating World Class Institutions through Regional Cooperation

### 6th Roundtable London, United Kingdom

Date: 3 October 2012

Sessions:

1. Challenges and Opportunities to Doing Business with the Muslim World
2. Eurozone Crisis: Lessons for the Muslim World

### 7th Roundtable Madinah, Saudi Arabia

Date: 17 April 2013

Sessions:

1. Promoting Growth Through Public Private Partnership (PPP): Global Lessons
2. Ethics and Corporate Governance: The Moral Compass of Businesses

### 8th Roundtable Istanbul, Turkey

Date: 20 May 2014

Session:

1. Transforming Islamic Finance in Turkey: Promise of Growth

### 9th Roundtable Jakarta, Indonesia

Date: 5 June 2014

Sessions:

1. Islamic Philanthropy - Role of Waqf in Poverty Alleviation and Socio Economic Development
2. Management Challenges of Awqaf Assets
3. Traditional and Contemporary Financing and Investment in Waqf Assets
4. Awqaf Development - The Way Forward

### 10th Roundtable Pyeongchang, Republic of Korea

Date: 15-16 December 2014

Sessions:

1. Challenges and Opportunities of Financial Cooperation Amongst Regions
2. Tourism and Korea's Food Industry: Capturing the Muslim Market
3. Investment Opportunities in Gangwon's Property Sector

# WIEF TOKYO ROUNDTABLE

## 26 MAY 2015



For more information, please contact:  
**David Bareng or Azrina** at  
 davidemir@wief.org or azrina@wief.org

### Tuesday, 26 May 2015

8.30am - 9.00am	Arrival of Guests Registration
9.00am - 9.15am	Welcome Address by Representative of the Government of Japan
9.15am - 9.30am	Speech by The Hon. Tun Musa Hitam, Chairman, WIEF Foundation & Former Deputy Prime Minister of Malaysia
9.15am - 11.00am	<b>Session 1 Regenerative Medicine: Therapy for Troubled Hearts</b>
11.00am - 11.15am	Refreshments / Informal Networking
11.15am - 12.15pm	<b>Session 2 Halal Business: The New Global Market Paradigm</b>
12.15pm - 1.15pm	<b>Session 3 Gaining Grounds: Promoting "Human Smart City" Solutions</b>
1.15pm - 2.30pm	Lunch / Informal Networking
2.30pm - 3.30pm	<b>Session 4 Islamic Banking and Finance in Japan: Prospects for Growth</b>
3.30pm - 4.00pm	Concluding Session Report from Moderators Concluding Remarks by Amb. George Hara, Chairman, AFF Closing Speech by The Hon. Tun Musa Hitam, Chairman, WIEF Foundation
4.00pm	Refreshments/ Informal Networking End of WIEF-AFF Roundtable

# ABOUT THE SPONSORSHIP PACKAGES



## PLATINUM SPONSOR 60,000€

- Special place in the opening ceremonies, dinners, and other events reserved with authorities and representatives of the host and organising institutions and other VIP guest.
- Total exclusivity as Platinum Sponsor.
- Exclusive Agenda of meetings with officials and guests relevant to WIEF Roundtable Córdoba, unlimited meetings.
- Possibility to include a speaker at each of the two planned panels
- Appearance in the promotional video of the event.
- 10 tickets to the event over the two days.
- Corporate image in all official materials next to the hosts and organisers.
- Promotional materials in the packet given to delegates.

## GOLD SPONSOR 20,000€

- Special place in the opening ceremonies, dinners, and other events reserved.
- Sectorial exclusivity as Gold Sponsor.
- Exclusive Agenda up to 10 meetings with officials and guests relevant to WIEF Roundtable Córdoba.
- Possibility to include a speaker at one of the two planned panels.
- 5 tickets to the event over the two days.
- Corporate image in all official materials next to the hosts and organisers.
- Promotional materials in the packet given to delegates.

## SILVER SPONSOR 6,000€

- Exclusive Agenda up to 5 meetings with officials and guests relevant to WIEF Roundtable Córdoba.
- 2 tickets to the event over the two days.
- Corporate image in all official materials next to the hosts and organisers.
- Promotional materials in the packet given to delegates.

## ABOUT THE **OFFICIAL HOTELS**



### **Hotel Eurostars Palace**

On the border between the new town and the old centre, Eurostars Palace is the most emblematic, avant-garde hotel in Córdoba.

[www.eurostarspalace.com](http://www.eurostarspalace.com)



Our unmistakable, ultra-modern silhouette is a Cordovan icon. Hotel Eurostars Palace, located on the border between the new town and old centre of Córdoba, has an unbeatable location, with design and facilities to make it, quite possibly, the best hotel in the city.

Luxury. Avant-garde. Design. Supreme quality. These are the features of a five-star

hotel that characterises a city. A city with a thousand-year-old history, which looks to the future with new trends and contributions.

Eurostars Palace has 162 rooms distributed over six floors. Equipped with every luxury, these rooms offer meticulous, state-of-the-art design and panoramic views over the city. The hotel also has 8 meeting rooms with various capacities and a large banquet and events

hall, with space for up to 350 people.

The luxuries that our customers value most highly are the size and quality of the beds, the design of the bathrooms and the fantastic swimming pool and solarium on the roof, with splendid panoramic views over the city, the Guadalquivir river and the Sierra Morena mountain range. The hotel also has a complete gym, café-bar and

a restaurant that combines traditional recipes with modern cuisine.

The unique Eurostars Palace building, constructed in 2008, is the work of architects Fernández Trapa de Isasi and Alfonso Casares Ávila. Its eye-catching, curved façade is made of perforated iron, which allows for very bright bedrooms and common areas. The interior design touches on every last detail of the building interior.

## USEFUL CONTACTS

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Organisers



CONSORCIO PROVINCIAL  
DESARROLLO ECONOMICO  
DE CORDOBA

WIEF CORDOBA ROUNDTABLE

# REGISTRATION FORM

23 - 24 March 2015  
Invest in Córdoba

## COMPANY DETAILS

COMPANY NAME

WEBSITE

ADDRESS

POSTCODE

COUNTRY

PHONE NUMBER

E-MAIL ADDRESS

INDUSTRY

FAX NUMBER

KEY PRODUCTS/SERVICES

(e.g: bonds and insurance, international distribution, freight management)

## WIEF CORDOBA ROUNDTABLE PROGRAMME

**WHICH SESSIONS ARE YOU INTERESTED IN/WILL ATTEND? (YOU MAY ATTEND MORE THAN 1 SESSION)**

- Prospects for Investment and Trade in Spain's Halal Industry
- Spain's Halal Tourism - Revisiting Al-Andalus & Islam's Glorious Heritage

**WHICH TOUR OPTION WOULD YOU LIKE TO PARTICIPATE IN? (CHOOSE ONLY ONE)**

- Food Cluster: Olive Grove and Oil Production Factory
- Tourism Cluster: Madinat Al Zahra, Casa Arabe Tour
- None of the Above

## CONTACT DETAILS

(Contact details of the person in charge from your company)

NAME

DESIGNATION

E-MAIL ADDRESS

PHONE NUMBER

# 11<sup>th</sup> WIEF

World Islamic Economic Forum

Kuala Lumpur, Malaysia  
3 - 5 November 2015



*Photo courtesy of the Kuala Lumpur Convention Centre*

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