



The BigFive Digital MENA Summit Agenda

A thought-leading event exploring the growing and increasingly interconnected ecosystem supporting the digital transformation of small and local businesses in the MENA region.

Presented in cooperation with the [Asian Local Search & Media Association](#)

17th February 2022

The Media One Hotel, Dubai

Webinar Room 42nd Floor

08:30 - 10:00 - Coffee & Networking
Sponsored by [Matchcraft](#)

10:00 - 10:10 - The MENA Local Digital Ecosystem Overview & Outlook

We will welcome you to our Summit with a review of the key trends and the companies driving innovation in the MENA region's small and local business digital ecosystem, from martech to fintech to eCommerce to last-mile logistics.

Speakers: Charles Laughlin, Co-founder, BigFive Digital

10:10 - 10:40 - Headline Talk: Digitizing MENA's Small and Local Business Market

What is the best path forward for provisioning MENA's small and local businesses with the digital tools they need to operate more effectively – from customer acquisition to payments? GoDaddy's MEA leader will provide a data-driven view on MENA SMEs digital future.

Speaker: Selina Bieber, General Manager, MEA, GoDaddy

10:40 - 11:05 - The State of MENA's Martech Industry

What is the state of digital marketing technology adoption in the MENA region? Our media partner Martechvibe recently completed a survey of the region's top CMOs regarding their business priorities for the coming year. We'll hear highlights from the survey and how they will impact MENA's digital marketing professionals.

Speaker: Ravi Raman, Publisher & Editorial Director, Martechvibe

11:05 - 11:30 - Is Martech's Future Decentralized?

Veteran local search entrepreneur Justin Sanger has launched multiple companies over the years to help small businesses find customers and generate revenue online. Now he's betting on a new decentralized local search ecosystem, built on blockchain technology that allows local businesses to control their own destiny and free themselves from reliance on third parties. How disruptive is this vision? And how soon will it become a reality?

Speaker: Justin Sanger, Founder & CEO, SMBChain

11:30 - 12:00 - Breaking Down MENA's Buy Now, Pay Later Revolution

Buy now, pay later has taken the world by storm. And it has become a particularly robust sector within MENA's thriving fintech community, attracting tens of millions in investments from VCs and global fintech players. So what's behind BNPL's meteoric rise? And what does the future hold? We'll ask one of the entrepreneurs shaping the industry.

Speaker: Anuscha Iqbal, Co-founder & CEO, Spotii

12:00 - 12:30 - Beyond The Hype: Lessons from Unlocking E-Commerce in MENA

Online retailer Made by Sunday's founder Chaymae Samir will lead us through her company's experience expanding into MENA. She will share a market-by-market rundown of what it takes to launch a successful MENA e-tail business.

Speaker: Chaymae Samir, Founder & CEO, Made by Sunday

12:30 - 13:30 - Networking Lunch

Garden on 8 - 8th Floor

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13:30 - 14:00 - MENA's Fintech Innovators

Fintech has been a massive source of innovation addressing real problems for the region's consumers and small businesses – from access to banking services to processing digital payments. We'll explore how fintech innovation is transforming the MENA region with one of the exciting regional startups making it happen.

Speakers: Alex Pascoe, Chief Operating Officer, Now Money

The MENA Foodtech Forum

Disrupted Dining – Tech Transforms MENA's Restaurant Scene

14:00 - 14:25 - Part I: Fireside Chat – The Future of Food in the Metaverse

The idea of food in the metaverse isn't as crazy as it sounds. In fact, McDonald's has filed trademarks to set up a virtual restaurant in the metaverse. Leading local foodtech founder Moe Fayed will share how the metaverse is making your Oculus a potential window to transformational growth.

Speakers: Mohammed Al-Fayed, Co-founder & CEO, GrubTech; David Singleton, Partner, Socius Group

14:25 - 14:50 - Part II: Meet MENA's Virtual Dining Entrepreneurs

Dubai is the epicenter of the global virtual dining revolution, given its dual obsession with quality food and fast home delivery, resulting in a wave of virtual dining concepts operating out of the city's many high-tech ghost kitchens. We've assembled some of the region's most innovative virtual dining entrepreneurs to talk about the evolution of this exciting space.

Speakers: Steve Delpino, Head of Special Projects, GrubTech; Ahmd Cherkaoui, CEO, Rocket Kitchens; Alex Golden, Director, Everyday Roastery, Talabat; Zeid Abu Ennab, COO, Kitch-In

14:50 - 15:00 - **Case Study: Yext**

15:00 - 15:30 - **Refreshment Break**

Instagram Room 42nd Floor

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15:30 - 15:40 - **Case Study: Duda**

15:40 - 16:05 **Real Talk on Serving MENA's Small Business Market**

Two companies at the forefront of digitally enabling the region's small and medium-sized enterprises will have a candid dialogue on what it takes to work with MENA SMEs. How do you message them? What digital products do the region's SMEs really need? Our panelists will lean into these and other key questions.

Speakers: Dominic Taylor, CTO, Tasjeel.ae; Erik Bjerlestam, CEO, bFound

16:05 - 16:30 - **The Coming Blockchain Revolution**

The conversation about blockchain is often reduced to asking when people will begin paying for lattes with Bitcoin. A better question involves the role blockchain will play in making life better for small and local businesses, in MENA and worldwide. The answers may surprise you.

Speakers: Aly Madhavji, Managing Partner, Blockchain Founders Fund; Tala Tabbaa, CEO, CoinMENA

16:30 - 17:00 - **The Local Business View - Tales of Digital Transformation**

It's always useful to hear from the businesses using the digital solutions that we design and build for them. A diverse selection of local business operators will talk about how digital technology impacts their business lives – for better or worse.

17:00 - 17:30 - **The Investor's View - What's Hot, What's Not in MENA Startups?**

A panel of VCs investing in MENA's active tech scene will tell us what it takes for an early-stage SME-focused tech company to get funded in today's startup environment. Prepare to hone your pitch decks based on the feedback you'll gather from this session.

Speakers: Dunstan Teo, Co-founder & President, Sanctum Global Ventures; Isaa Aghabi, Founder & Managing Partner, Access Bridge Ventures

17:30 - 19:00 - **Poolside Networking Reception – Cocktails and Light Bites**

Coco Lounge – 8th Floor

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