



Partners for A New Beginning

Status Report: A Year of Impact Through Partnership

SEPTEMBER 2011



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A MESSAGE FROM THE CHAIRS



In September of 2010, Partners for a New Beginning (PNB) was formally launched at the Clinton Global Initiative (CGI) annual meeting in New York, NY. As we come together one year later, we would like to assess our progress as well as chart our course forward to ensure that we continue to deliver meaningful results on the ground.

In the year since our launch, Partners for a New Beginning has achieved impressive outcomes. Thanks to the leadership of our esteemed Steering Committee, our partnership with the U.S. Department of State, the tireless support of the PNB Secretariat, and most importantly, our partners abroad, PNB has formed local chapters in Algeria, Egypt, Indonesia, Morocco, Pakistan, the Palestinian Territories, Tunisia, and Turkey, and has firm plans to launch chapters in Jordan and Mauritania by the end of 2011.

During the past year, Partners for a New Beginning has supported over 70 projects. These collaborations are forging new partnerships, empowering local leaders to address key priorities, and connecting visionary individuals and corporations with local counterparts. All of these efforts support PNB's mission to promote economic opportunity, education, exchange, and science and technology.

As we witness events in the Middle East and North Africa, there is a sense of urgency to our work and an increased focus on bringing together the public and private sectors to create impactful results on the ground. The events of the past year have presented a critical opportunity to transform our relationships abroad, based on mutual interest and shared respect. During the next 12 months, it is essential that we solidify these relationships, increase the impact of our partnerships and continue to support and empower our locally driven projects. Having sowed the seeds for successful partnerships, this alliance now has the opportunity to cultivate these relationships and effect truly long-term change. For PNB, 2011-2012 will be a time of consolidation and continued sustainable results.

PNB has emerged as a viable model for partnership and diplomacy. For many, including ourselves, the possibility of a New Beginning no longer seems out of reach. The golden triangle of civil society, government and the private sector has proven an effective model.

As we reflect on the past year and look to the year ahead, it is clear that there is much more to be done. Partners for a New Beginning is well-positioned to advance this work. We are incredibly proud to co-chair this initiative and confident that this Steering Committee will continue to drive a successful effort in the year to come.

Our sincere admiration,



Madeleine Albright
PNB Chair



Muhtar Kent
PNB Vice Chair



Walter Isaacson
PNB Vice Chair

Photo Credits: Madeleine Albright by Timothy Greenfield-Sanders; Walter Isaacson by Patrice Gilbert.

INTRODUCTION TO PARTNERS FOR A NEW BEGINNING

Partners for a New Beginning (PNB) is an alliance to foster public-private partnerships aimed at broadening and deepening engagement between the United States and local communities abroad. In his 2009 address at Cairo University, President Obama called for “a new beginning” in engagement between the U.S. and the Muslim world. This call to action inspired a number of U.S. actors from the public, private and NGO sectors. An American Steering Committee comprised of private sector and civil society leaders, along with the State Department and PNB Local Chapters, are working together to facilitate partnerships between the U.S. and local communities, based on mutual interests and mutual respect.

PNB focuses on building partnerships in the areas of economic opportunity, science & technology, education and exchange. The success and sustainability of PNB depends on a model that is locally owned and locally driven. As such, PNB relies on local partners to determine the best potential partnerships and projects. Partnering with key stakeholders through our PNB local chapters is a vital component to our work and distinguishes PNB from previous initiatives.

BUILDING THE PNB INFRASTRUCTURE

PNB Steering Committee

PNB has established a 14-member steering committee, chaired by Former Secretary of State and Chair of the Albright Stonebridge Group, Madeleine K. Albright and co-chaired by Muhtar Kent, Chairman and CEO of The Coca-Cola Company, and Walter Isaacson, President and CEO of the Aspen Institute.

Members of the Committee include:

AMERICAN LEADERSHIP			
CHAIR		VICE CHAIRS	
			
Madeleine K. Albright Chair	Muhtar Kent Chairman and CEO	Walter Isaacson President and CEO	
STEERING COMMITTEE			
			
Andrew Liveris Chairman and CEO	John Mack Chairman	Paul Otellini President and CEO	Kenneth Cohen Chairman/V.P. Gov. & Public Affairs
			
Stephen Heintz President	Helene Gayle President and CEO	Jean Case CEO	John Chambers Chairman and CEO
			
Tarek Abdel-Meguid Founding Partner	Eboo Patel Founder and President	Ruth Simmons President	

Members of the PNB Steering Committee have identified at least one Point of Contact (POC) responsible for communicating critical information to and from their Principals regarding PNB projects, priorities, events, and other developments within the partnership, who also serve as the primary liaison between the PNB Secretariat and their respective organization.

PNB Local Chapters (PLCs)

PNB has launched locally owned and locally driven PNB Chapters in eight countries, though originally having committed to five countries at the 1st Steering Committee meeting on September 22, 2010. PLCs are operational in Turkey, Palestinian Territories, Pakistan, Indonesia, Algeria, Morocco, Tunisia, and Egypt.

The establishment of PLCs in Jordan and Mauritania is underway; in Libya it is on hold.

Each PLC is comprised of 15-20 private sector and civil society leaders, including local representatives of multinational companies as well as representatives of local businesses and organizations.

The function of each PLC is to:

- › Identify and prioritize the specific needs of their country in the context of PNB objectives.
- › Identify priority projects, local partners and partnerships that advance PNB objectives in their country.
- › Work to implement priority projects and identify partners along with the relevant Steering Committee members.
- › Provide local leadership in support of PNB objectives.

PLC members are expected to:

- › Commit to quarterly meetings that will set the overarching priorities, projects, goals, programs and a specific country plan.
- › Convene by phone or in person with the PNB Secretariat and Steering Committee members to discuss progress of programs and identify partnerships, as needed.
- › Mobilize individual and companies' networks to implement priorities and projects identified by the group.
- › Make a financial contribution or a contribution of their organization's time, core competency and experience to administer the PLC priorities and programs.
- › In some cases, act as local representatives for PNB initiatives at designated forums and meetings.

“ **What is developing in the MENA now is driven by local leaders – many of them young – who know that the only way to advance freedom, dignity, and opportunity is to build something better, together.** ”

—Eboo Patel, Founder of the Interfaith Youth Core and Author of *Acts of Faith: The Story of an American Muslim, the Struggle for the Soul of a Generation*

Overview

"Nearly one year ago at Cairo University, President Obama called for a new beginning between the United States and Muslims around the world—a new beginning based on mutual interests and mutual respect, shared values, and shared responsibility. And since then, we have worked to put that vision into practice through our policies and our partnerships—not only with governments, but with the private sector, civil society, citizens worldwide."

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Local Chapters: The work of PNB is powered by local chapters. These chapters are comprised of notable individuals from the private sector and civil society, and they are tasked with identifying opportunities for partnership and collaboration. The Turkish local chapter launched on March 4th, 2011.

PNB Turkey – Local Chapter Focus Areas

Entrepreneurship: TEPAV is spearheading a Turkish public-private partnership on a "fund of funds" to invest in early stage tech companies in Turkey. Intel is promoting entrepreneurship among youth through trainings in collaboration with Youth for Habitat Association and business plan competitions to help drive innovation and accelerate economic growth. A delegation of Turkish business and university leaders to tour US business schools is currently under consideration. TOBB's AllWorld Turkey project will identify high-growth entrepreneurs in Turkey and connect them with financing resources, customers, suppliers, and joint-venture opportunities.

Coca-Cola Turkey, The Istanbul Chamber of Commerce (ITO), and the TOBB Women's Entrepreneurship Board have developed a program to support women entrepreneurs living in the peripheries of Istanbul. The program focuses on increasing the self-confidence and organizational capacity of women through personalized business development training, seed grants and mentorship.

Exchange: "Heritage as a Bridge" aims to partner Brown University with Koc University and other

Turkish partners to facilitate connections between professionals working in the tourism/heritage sites industry.

Training and Education: Cisco's "SPARK for Women" program will provide economic opportunity through IT education and training.

Events and Delegations

March 4, 2011: Chapter is launched in Istanbul

April 26, 2011: Launch of AllWorld initiative

May 31 – June 1, 2011: Members of the PLC attend the PNB Summit in Washington, DC

June 22, 2011: Memorandum of Understanding signed between TOBB and Global Entrepreneurship Program

July 15, 2011: Meeting with Robert D. Hormats, Under Secretary for Economic, Energy and Agricultural Affairs, U.S. Department of State

July 16, 2011: Meeting with U.S. Secretary of State Hillary R. Clinton

PNB Turkey Leadership

Chair: **M. Rifat Hisarcikioğlu**, President of TOBB
Vice-Chairs: **Melih Gezer**, Corporate Affairs Manager, Intel Turkey
Deniz Sungurlu, Global Quality Manager, Cisco Networking Academy, Cisco Systems

Members:

Mustafa Boydak, Kayseri Chamber of Industry

Ayhan Zeytinoglu, Kocaeli Chamber of Industry

Aynur Bektas, TOBB Women Entrepreneurs Board

Galya Frayman Molinas, The Coca-Cola Company Turkey

Prof. Dr. Güven Sak, Economic Policy Research Foundation of Turkey (TEPAV)

Cemal Akyel, Microsoft Turkey

Mete Çakmakci, Technology Development Foundation of Turkey (TTGV)

Guler Sabanci, Sabanci Holding

Umit Boyner, Turkish Industrialists & Businessmen's Association (TUSIAD)

Ömer Cihad Vardan, Independent Industrialists and Businessmen's Association (MÜSİAD)

Prof. Dr. Mehmet Yavuz Coskun, Gaziantep University

Mehmet Büyükeksi, Buyukeksi, Chairman of the Turkish Exporters' Assembly

Özcan Tahincioglu, Endeavor Turkey

Mehmet Ata Ceylan, Confederation of Businessmen and Industrialists of Turkey (TUSKON)

Ali Sabanci, TOBB Young Entrepreneurs Board

Imam Altinbas, Altinbas Holding

Kudret Önen, TOBB Automotive Industry Assembly

Turgut Gursoy, Informatic Industry Association (TUBISAD)

Prof. Dr. Ahmet Acar, Middle East Technical University (METU)

Sezai Hazir, Youth for HABİTAT Association

Murat Yetkin, Radikal National Daily Newspaper

Osman Gelis, Sırnak CCI

Rona Yircali, Chairman of Foreign Economic Relations Board (DEİK)

and Chairman of World Chambers Federation (WCF)

Dr. Hasan Sert, All Industrialists' and Businessmen's Association (TUMSIAD)

Contact:

For more information regarding the work of the Turkey local chapter, please contact Mustafa Bayburtlu, Head of European Union Department, TOBB at 90. 312. 218 23 80 or mustafa.bayburtlu@tobb.org.tr, or H. Banu Yilmaz, Expert, European Union Department, TOBB at 00 90 312 218 23 92, or at banu.yilmaz@tobb.org.tr.

For more information on Partners for a New Beginning, please contact Gabe Ross, Associate Director, Middle East Programs, the Aspen Institute at 202-736-2535 or gabe.ross@aspennst.org.

Overview

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PNB Pakistan – Focus Areas

Exchange: The Pakistan PNB Leadership would like to pursue exchanges in the areas of science/technology, culture, education, media and business.

Entrepreneurship: The PNB Pakistan chapter is working on a Women's Entrepreneurship Empowerment Program. The Coca-Cola Company has partnered with the Kashf Foundation to initiate an economic empowerment program for 350 women in Sindh & Punjab provinces. In September 2011, Coca-Cola will also launch a unique honey bee farming project in Swat, in partnership with Pakistan Red Crescent Society (PRCS). This project will empower more than 165 women (1,500 individuals in total) with the tools and techniques to farm honey bees, and it will also provide market linkages and training support to sell honey and additional bee by-products.

Health: The two priority health projects underway in PNB Pakistan are Dr. Sania Nishtar's Heartfile Health Financing platform and a joint US-Pakistan telemedicine training initiative headed by Dr. Faisal Sultan, CEO of Shaukat Khanum Memorial Cancer Hospital and Research Centre.

Events and Delegations

March 2, 2011: PLC is launched in Lahore with Afzaal Malik representing the PNB Secretariat

May 31- June 1, 2011: Members of the PLC attend the PNB Summit in Washington, DC

PNB Pakistan Leadership

Chair: **Syed Babar Ali**, former Finance Minister of Pakistan

Vice-Chairs: **Asad Umar**, President, Engro Corporation Limited
Rizwan Khan, General Manager, Afghanistan and Pakistan, The Coca-Cola Company

Members:

Naveed Siraj, Intel Pakistan

Ibrahim Qureshi, Raffles (Pvt) Limited

Roshaneh Zafar, KASHF Foundation.

Shahid Hussain, Academic and Computer Programmer

Dr. Faisal Sultan, Shaukat Khanum Memorial Cancer Hospital and Research Centre

Dr. Sania Nishtar, Heartfile

Razak Dawood, Former Minister of Commerce, Industries and Production

Dr. Ijaz Nabi, Lahore University of Management Sciences

Jugnu Mohsin, The Friday Times

Dr. Aamir Matin, Pakistan Country Manager, Cisco Systems
Saleem Ghauri, NetSol Technologies

Faisal Sabzwari, Proctor & Gamble Pakistan

Mushtaq Chhapra, The Citizen Foundation

Arif Usmani, Citicorp
Shamsul Mulk, Former Chairman of the Water and Power Development Authority

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PNB Palestinian Territory – Focus Areas:

Economic Opportunity: Celebration of Innovation Summit (Coca-Cola) – October 5, 2011: The Coca-Cola system will provide financial and in-kind support to the local chapter's Celebration of Innovation Summit to honor youth entrepreneurs and foster connections to mentors, finance and business training. The event will showcase ideas and inventions of 30 young Palestinians, chosen from more than 100 candidates. During the event, participants will present their projects, ideas and inventions in an informal and interactive setting. Five projects will be selected and provided with additional business development skills and financial support. Youth will exchange ideas with business leaders and entrepreneurs from Palestine and its diaspora, as well as with the partners such as INJAZ Palestine and others.

Youth Volunteer Connection Program: The Palestine chapter, in partnership with Souktel, is working to create a website that connects youth with volunteer opportunities in the West Bank. Teams will be organized through the website to engage in community efforts.

Eco-Tourism: The Canaan Fair Trade Company plans to partner with local organizations to expand eco-tourism in Jenin.

Education: Organic Farming Research and Education Center: The local chapter plans to work with the Palestinian Authority Ministry of Agriculture to establish an Organic Farming Research and Education Center in the West Bank.

Events and Delegations:

March 1, 2011: Local Chapter Meeting

Late May: Local Chapter Meeting

June 23, 2011: Local Chapter Meeting

October 5, 2011: Celebration of Innovation

PNB Palestinian Territory Leadership:

Chair: **Zahi Khouri**, Founder and CEO, National Beverage Company; Founder, Padico

Vice-Chair: **Lana Abu Hijleh**, Palestine Country Director, CHF International

Executive Committee:

Hashim Shawa , Chairman and General Manager, Bank of Palestine	Cairo Arafat , Strategy Coordinator, Government Media Center, Palestinian Authority; Education Director, PenMedia
Kamel Hussein , Founder and Managing Partner, Ellam Tam Communications and Public Relations	Nasser Abu Farha , Founder and Director, Canaan Fair Trade Company
Sabri Saidam , Board member of the Palestine Education for Employment Foundation;	Azzam Shawwa , General Manager, Quds Bank

Contact:

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PNB Indonesia

The PNB local chapter in Indonesia launched July 5, 2011 in Jakarta. Indonesia chapter Chair Asep Sulaeman, Vice Chair Tri Mumpuni and then Vice Chair Imelda Adhisaputra had been collaborating for several months prior to stand up the chapter. In May 2011, Sulaeman and Mumpuni attended the PNB Summit in Washington, DC. Priority projects for this chapter are still under consideration, but education will likely be a major focus.

Events and Delegations

May 31-June 1, 2011: Asep Sulaeman and Tri Mumpuni attended the PNB Summit in Washington DC

July 5, 2011: PNB chapter is launched in Jakarta

July 19-21, 2011: Global Entrepreneurship Program (GEP) Delegation – Indonesia

August 15, 2011: PNB Co-Chair Muhtar Kent visits local chapter

October 2-5, 2011: ASEAN Summit – Jakarta

PNB Indonesia Leadership

Chair: **Asep Sulaeman**, ExxonMobil
Indonesia

Vice-Chairs: **Tri Mumpuni**, Founder and
Executive, IBEKA
Ananta B. Gondomono,
Government Program Manager,
Intel Indonesia
Titie Sadarini, Corporate Affairs
Director, Coca-Cola Indonesia

Invitations for chapter membership have been extended since the launch of the chapter July 5.

Contact:

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The North Africa Partnership for Economic Opportunity is a regional manifestation of Partners for a New Beginning (PNB-NAPEO). PNB-NAPEO is a network of business leaders and entrepreneurs in the United States and in the Maghreb dedicated to fostering people-to-people and business to business partnerships between the U.S and the Maghreb and intra-regionally. Partners for a New Beginning (PNB) is a collection of public-private partnerships committed to broadening and deepening engagement between the United States and local communities abroad.

PNB-NAPEO Algeria – Focus Areas:

Entrepreneurship: The Local Advisory Board plans to move forward with the Maghreb Fast Growth 50 | 100 initiative. The annual program identifies and highlights fast growth entrepreneurs in North Africa. Organized by AllWorld, its goals are to drive new investments, raise the country's innovative capacity and generate employment opportunities. The Maghreb 50 will establish a definitive record of the fastest growing, most dynamic entrepreneurs. This ranking facilitates access to capital, opens new markets for entrepreneurs, and points the way forward for countries to create growth strategies.

Events and Delegations:

- 17 April 2011:** First Local Advisory Board Meeting
- 27 June 2011:** Local Advisory Board meeting- Priority Projects, Chair and Vice-Chairs and an Executive Committee discussed
- 14 July 2011:** Local Advisory Board meeting- Priority Projects, Chair and Vice-Chairs and an Executive Committee selected
- 9 September 2011:** Regional meeting of the PNB-NAPEO Local Advisory Boards in Marrakesh, Morocco
- 30 - 31 October 2011:** PNB-NAPEO Entrepreneurship Delegation to Maghreb in Algeria
- 17-18 January 2012:** U.S. Maghreb Entrepreneurship Conference and PNB-NAPEO Advisory Board Meeting

PNB-NAPEO Algeria Leadership:

- Chair:** **Hind Benmiloud**, CEO, Benmiloud & Associates
- Vice-Chairs:** **Abdennour Nouiri**, Professor, HEC Algiers
Nacera Haddad, Director, Incosyn
- Secretary-General:** **Sofiane Chaib**, CEO, IN-tuition
- Program Manager:** **Kamel Merarda**, Professor, HEC Algiers

Members:

- Ali Kahlane**, CEO, SatLinker
- Arezki Ighemat**, Professor, INSIM
- Baya Hachemi**, Filmmaker
- Chafik Noureddine**, Team Leader Merck Pharmacy
- Dalila Nedjm**, CEO, Dalimen
- Farid Tayeb Ezzraimi**, CEO, SIM Group
- Fatiha Rachedi**, Director, EGIC Ibn Sina
- Fatiha Youcef Toumi**, Vice President, AME
- Issad Rebrab**, CEO, Cevital
- Khedidja Belhadi**, President, AME
- Abdelmajid Fechkeur**, CEO, Red-Med
- Mehdi Bendimerad**, CEO, SPS
- Samira Hadjdjilani**, Director, ER. Prod
- Rachaa Bedjaoui-Chaouch**, Director, Genilem Algeria
- Sarah Sahnoun**, CEO, AGIDD
- Slim Othmani**, CEO, RCA Rouiba
- Yahia Serbouh** Student, Boumerdes University
- Abdelkarim Boudraa**, CEO, IICOM
- Abdelouahab Rahim**, CEO, ArcoFina
- Ali Sokhal**, Business Development Manager, NEAL
- Farid Zidane**, PR Manager, P&G
- Yacine Rahmoun**, Founder, Algeria Start-Up Initiative
- Karim Dembri**, Country Manager, Cisco Systems
- Zafira Baba**, Director, Artisimo

Contact:

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PNB-NAPEO Morocco – Focus Areas:

Entrepreneurship: The local advisory board will work in partnership with General Confederation of Moroccan Corporations (CGEM) who will be the primary sponsor of the U.S.-Maghreb Entrepreneurship Conference the last week of January 2012. The Local Board will handle all logistics, accommodations, transportation, etc. for the entire conference.

Regional Cooperation: The local advisory board is looking to secure 3-4 regional business partnerships between small and medium businesses in Morocco, Tunisia and Algeria to be signed during the PNB-NAPEO Conference.

Events and Delegations:

13 June 2011: Local Advisory Board Meeting

15 June 2011: The Local Chapter decided to focus efforts on priority projects: 1. U.S. Maghreb Entrepreneurship Conference
 2. Regional Business Partnerships

15 August 2011: Local Advisory Board Meeting

26 August 2011: Local Advisory Board Meeting

9 September 2011: Regional meeting of the PNB-NAPEO Local Advisory Boards in Marrakesh, Morocco

27 - 29 October 2011: PNB-NAPEO Entrepreneurship Delegation to Maghreb in Morocco

17-18 January 2012: U.S. Maghreb Entrepreneurship Conference and PNB-NAPEO Advisory Board Meeting

PNB-NAPEO Morocco Leadership:

Chair: **Omar Chaabi**, Executive Vice President Ynna Holding

Vice-Chairs: **Nawal Elaidou**, Director of External Relations, Procter & Gamble Maghreb
Wafâa Chafi Fathi, Secretary General, BMCE Bank Foundation

Members:

Abbad Andaloussi , Director, Injaz Maroc Director	Mohamed Elmandjra , CEO, Meditel
Firas Alfani , General Manager, Intel Maghreb	Mohammed Benamor , Founder, Benson Shoes
Hakima El Haiti , CEO, EauGlobe	Moulay Essakalli , President, Zidzid Kids
Ilham Zhiri , Vice-President, AFEM	Jamal Belhrach , General Manager, Manpower-Maghreb
Mohamed Hourani , President, CGEM	Rabia El Alama , Director, Amcham
Souraya Bedraoui , President, AFEM	Zakaria Fahim , CEO, BDO
Wafa Zerrouki , President, Association of Traditional Handicraft Women	Farid Benchekroun , Founder & CEO, Alphenberg Company

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PNB-NAPEO Tunisia – Focus Areas:

Entrepreneurship: The Local Advisory Board plans to support the upcoming Maghreb Entrepreneurship Delegation led by the US Department of State in early November 2011. Board members will suggest Tunisia-based candidate companies for the delegation, which was based on a cross-region business plan competition. There will be accompanying mentoring sessions connecting Tunisian entrepreneurs with a US VC Delegation planned to visit the country later in the month.

The board has a project entitled “Invest in a New Democracy” that would promote Tunisia as a foreign direct investment destination and investment hub. The board will also be focused on a project entitled Private Equity/ Venture Capital Promotion that will aim at fostering this industry by providing capacity building and trainings to the major stakeholders in the Private Equity sector in Tunisia.

Another project “2Is4Js: Invention & Innovation for Jobs” was approved for its objectives of fostering creation of innovative start ups and generating high value new jobs. The project, which has a Maghreb perspective, seeks to leverage on the NAPEO initiative and the US – Tunisia Science & Technology Cooperation Agreement for better performances.

Education & Research: The Local Advisory Board and the Tunisian American Chamber of Commerce plans to support and provide assistance to Education For Employment’s new public-private partnerships in Tunisia including cross-border “Training of Trainers” (ToT) and Maghreb youth entrepreneurship programs. Among other things, the board will assist EFE by coordinating with other PNB-NAPEO projects in Tunisia, conducting press outreach, outreaching to corporate partners to secure jobs and will bring in additional partners on board as needed.

The Board also plans to support the Maghreb FICRA (Fostering Initiative for Creating Entrepreneurship Activities) initiative. The initiative targets 1100 students in their final year of university education, to develop project and business plans that will improve graduates’ employability and enhance their entrepreneurship skills.

Events and Delegations:

15 June 2011: Local Advisory Board Established

27 June 2011: Local Advisory Board meeting

1 July 2011: Local Advisory Board meeting

8 July 2011: Local Advisory Board meeting

5 August 2011: Priority Projects identified by the Local Advisory Board

12 August 2011: Board approval of 6 projects including four “home grown” projects

5 September 2011: Board validation of projects concept papers to be submitted for Aspen support

9 September 2011: Regional Maghreb Local Advisory Boards Meeting in Marrakesh, Morocco

1 - 3 November 2011: Global Entrepreneurship Program Delegation to Maghreb in Tunisia

17-18 January 2012: U.S. Maghreb Entrepreneurship Conference and PNB-NAPEO Advisory Board Meeting

PNB-NAPEO Tunisia Leadership:

Chair: **Amel Bouchamaoui Hammami**,
 President, TACC

Vice-Chairs: **Ziad Oueslati**, CEO and Founding Partner, TunInvest
Riadh Bouzouache, Senior Expert, Entrepreneurship Education - HEC-University of Sousse

Members:

Mondher Ben Ayed , CEO, TMI	Douja Gharbi , Owner, DG International Corporation
Zahra Ben Nasr , Director, CJD Bizerte	Majdi Hassen , Executive Director, IACE
Mhammed Bouaoun , General Manager, Vertical & Horizontal Partnerships	Salwa Smaoui , General Manager, Microsoft
Adel Dahmani , General Manager, Cisco Systems, Inc	Mahmoud Triki , Dean, Mediterranean School of Business
Lamia Fourati , CEO, OneTech Tunisia	

Contact:

For more information regarding PNB-NAPEO, please contact Vanessa Zuabi, Associate Director, Middle East Programs, the Aspen Institute at 202.721.5598 or vanessa.zuabi@aspeninstitute.org

PNB-NAPEO Overview:

"Under the auspices of Partners for a New Beginning, the U.S.-North Africa Partnership for Economic Opportunity is building a network of public and private partners and programs to deepen economic integration among the countries in North Africa. This past December in Algiers, the Partnership convened more than 400 young entrepreneurs, business leaders, venture capitalists, and Diaspora leaders from the United States and North Africa. These people-to-people contacts have already helped lay the groundwork for cross-border initiatives to create jobs, train youth, and support start-ups."

- United States Secretary of State Hillary Rodham Clinton, April 2011

The North Africa Partnership for Economic Opportunity is a regional manifestation of Partners for a New Beginning (PNB-NAPEO). PNB-NAPEO is a network of business leaders and entrepreneurs in the United States and in the Maghreb dedicated to fostering people-to-people and business-to-business partnerships between the U.S and the Maghreb and intra-regionally.

Partners for a New Beginning (PNB) is an alliance of public-private partnerships committed to broadening and deepening engagement between the United States and local communities abroad. These initiatives were established in support of President Obama's vision for a New Beginning based on mutual interest and respect through efforts to advance economic opportunity, science & technology, education, and exchange.

The network created by PNB-NAPEO will be the vehicle for communities in the United States and North Africa to identify, initiate and sustain projects at the Maghreb regional level to foster entrepreneurship and job creation, especially for youth.

Goals:

PNB-NAPEO will focus on the following:

- Promoting intra-regional cooperation among entrepreneurs in the Maghreb
- Developing stronger people-to-people and business-to-business relationships between the United States and the Maghreb

In this framework, the public and private sectors in the U.S. and the Maghreb will work in cooperation to identify and implement specific projects and programs in the following areas:

- Entrepreneurship
- Education & research
- Science & technology
- Exchange

Delegations and Events:

31 May - 1 June 2011: Partners for a New Beginning Summit

9 September 2011: Regional meeting of the PNB-NAPEO Local Advisory Boards in Marrakesh, Morocco

26 September 2011: Meeting at US Department of State with Economic Ministers of PNB NAPEO countries

27 October - 3 November 2011: PNB-NAPEO Entrepreneurship Delegation - Algeria, Morocco and Tunisia

December 2011: PNB Local Chapters Meeting in Turkey

17 - 18 January 2012: U.S.-Maghreb Entrepreneurship Conference and PNB-NAPEO Advisory Board Meeting

February 2012: University Partnership Delegation

Advisory Board Leadership:

Co-Chairs: **David Arkless**, President, Global Corporate & Government Affairs, Manpower Group
Abdelmadjid Fechkeur, Chief Executive Officer, RedMed Groupe
Henrietta Holsman Fore, Chairman and Chief Executive Officer, Holsman International
Mustapha Terrab, Chief Executive Officer, OCP Group

Advisory Board Members:

Sam Al-Schamma , General Manager of Middle East & North Africa, Intel Corporation	Khalil Jai Hokimi , Chairman, Association of Moroccan Professionals in America
Don Baer , Worldwide Vice Chairman/Chief Strategy Officer, Burson Marsteller	Nabil Karoui , Chief Executive Officer, Nessma TV
Mohammed Laid Benamor , General Manager, Amor Benamor Group	Greg Pensabene , Vice President, Government Relations, Anadarko
Miriem Bensalah-Chaqroun , Administrator - Director General, Les Eaux Minérales Oulmès	Issad Rebrab , Chief Executive Officer, Cevital
Curtis A. Ferguson , President of Middle East & North Africa (MENA) Business Unit, The Coca-Cola Company	Krimo Salem , CEO, If ² Then Ventures
Amb. Marc Ginsberg , Senior Vice President, APCO Worldwide; President, Layalina Productions, Inc.	Leonard Schlesinger , President, Babson College
	Malik Si-Hassen , Freelance Partner, Office of Tony Blair
	Anthony Vonsee , Managing Director, Cisco Systems, Inc. North Africa Levant
	Naeem Zafar , President and Chief Executive Officer, Bitzer Mobile

Contact:

For more information regarding PNB-NAPEO, please contact Vanessa Zuabi, Associate Director, Middle East Programs, the Aspen Institute at 202.721.5598 or vanessa.zuabi@aspeninstitute.org

PNB Membership

Beyond the PNB Steering Committee and the Local Chapters, PNB engages members-at-large who are committed, as part of PNB's broader membership, to promote PNB's objectives through their own work by broadening and deepening U.S. engagement with local communities abroad.

The following partners and their projects are included in PNB's membership:



American Charities for Palestine

American Charities for Palestine (ACP) coordinated with Craig Newmark, of Craigslist and CraigConnects, as well as the Aspen Institute, by providing a vetted and accountable mechanism through which Mr. Newmark could make a \$ 50,000 private donation to the MYTecC project, and its implementer Palestine Vision.



The Arab American Institute

Following up on the White House Arab-American Business Roundtable on May 4, 2011, the Arab American Institute will build relationships among the business leaders who were in attendance (including CEOs, presidents, and executive directors from major corporations and industries from across the country), PNB partners, and the U.S. Government to create business opportunities that foster greater economic opportunity in the Arab World.



Bamyan Media

Bamyan Media distributes and co-produces an original reality TV series that rewards the courage, initiative, and creativity of social entrepreneurs, while teaching the skills needed to start and manage a successful business. Launched in Afghanistan in 2008 with support from U.S. Agency for International Development (USAID), Bamyan harnesses the power of mass media to inspire a new generation of youth leaders. Bamyan will co-develop a turnkey package for TV networks in North Africa and the Middle-East and freely license the series, leveraging grant funding from sponsors, foundations and aid agencies to accelerate distribution. In October, with the support of USAID, Bamyan is officially launching a program in Egypt, and intends to send a team to Tunisia and Lebanon in order to adapt and replicate its grass-roots approach. The organization looks forward to leveraging relationships through the United States Global Entrepreneurship Program in an effort to support the growth and success of the series throughout the MENA region.



Craig Newmark

PNB member Craig Newmark, founder of Craigslist and CraigConnects.org, has newly committed over \$100,000.00 to provide internet connectivity for 17 vocational schools in the West Bank through a program spearheaded by Cisco, Inveneo, and USAID. Craig has also partnered with PNB member Tomorrow's Youth Organization to fund the purchase of personal computers for children and schools across the West Bank. Additionally, Craig has partnered with MYTecC – the Mediterranean Youth Technology Club – by committing \$50,000.00 toward their creation of a human network which will support and enhance dialogue and web2.0-based exchange among youth from Greece, Morocco, Yemen, Palestinian Territories, Israel, and Turkey. Finally, Craig has worked directly with the Aspen Institute PNB Secretariat to stand up a PNB Facebook page and further PNB's social media presence.



IBM

In 2011 as part of PNB, IBM commits to extend their innovative Executive Service Corps to bring best practices to improve public service and drive local economic development in Jakarta, Istanbul and Cairo over the next 9 months. This investment of more than \$1.2 million in business and IT consulting is in addition to ongoing Corporate Service Corps teams deployed across growth markets, including 7 Muslim Majority countries.



International Youth Foundation and The MasterCard Foundation

The International Youth Foundation (IYF) and The MasterCard Foundation have launched a new partnership to address the challenges faced by young people transitioning into the workforce. This project will directly assist 10,000 Egyptian youth by increasing their employability skills, while supporting 4,000 young people to obtain jobs or start new businesses. The MasterCard Foundation is providing \$5 million towards the implementation of the partnership, while IYF provides overall management for the Egypt@Work program. The project will be locally implemented by an Egyptian youth-led NGO, Nahdet El Mahrousa (NM).



ImagineNations

ImagineNations Group (www.imagenations.org) is a partnership-based global network that provides entrepreneurs with access to financial capital, technologies, business/leadership coaching, as well as an online platform (www.imagine-network.org) of global and local portals in emerging and frontier markets that engages and connects entrepreneurs to each other, mentors, resources and markets.



The New York Academy of Sciences

Working with the New York Academy of Sciences, Malaysia's Prime Minister Dato' Sri Najib has committed to the development of public-private partnerships that can make the nation a leader in "smart" cities and villages; maximize the benefit of its palm oil industry through biofuels, biochemicals, and new formulations of the oil itself; and transform the education system to inspire and empower the nation's youth to be leaders in science, engineering and innovation.



PeacePlayers International

PeacePlayers International commits to scaling up its efforts to use sport to promote youth civic engagement, leadership development and conflict transformation in the Middle East and North Africa. With projects currently underway in Morocco and the West Bank, and partners including USAID, MEPI, AMIDEAST, Adidas, and the Laureus Sport for Good Foundation, PPI is projected to launch a third program in Yemen in October 2011, and expects to double the scope of its work in the region by the end of 2012.



Sawari Ventures

Sawari's vision is to drive growth of the entrepreneurial ecosystem in the Middle East by providing risk capital to high-impact SME's in the ICT sector. Sawari Ventures I is an early/growth-stage venture capital fund investing in Cairo, Alexandria, Amman and other technology hubs across the MENA region. With a current portfolio of 7 companies, Sawari expects to make investments in 20-30 companies, over the next 3-4 years.



Soliya

Soliya recognizes that the connectivity enabled by new media makes it possible to extend opportunities for cross-cultural dialogue, education and exchange to millions of young people who would not otherwise be able to participate. Soliya has recently launched the Exchange 2.0 campaign, with partners iEARN and Global Nomads Group, with the goal of making it the norm for young adults to have profound, international cross-cultural experiences as part of their education. They are partnering with the United Nations Alliance of Civilizations, the United States Institute of Peace and the Obama Administration's Partners for a New Beginning Initiative to achieve this vision.



Souktel

Souktel operates JobMatch services in West Bank/Gaza, Jordan, Morocco, Somalia and Kenya, with more than 22,000 job seekers and over 600 employers using its technology to find jobs/apprenticeships or qualified staff. In cooperation with PNB partners, Souktel will work with major corporations active in Egypt, Jordan, the West Bank, and Algeria to improve their national hiring processes through innovative mobile technology solutions, while collaborating with mobile operators on donations of SMS, voice, and connectivity services to match more jobseekers with jobs, career guidance, and workforce readiness training throughout the region.



Strategic Regions Enterprise Network

The Strategic Regions Enterprise Network has committed to deliver business advisory services without charge to entrepreneurs and small/medium-sized enterprises (SMEs) located throughout the Muslim world. SREN has announced its first project, a medical lab to be built in Tikrit, Iraq, and has partnered with the Arab Institute of Business Leaders in an effort to develop a similar program in the region of Bou-Salem in western Tunisia. Two Georgetown graduates have been collecting data in the region and developing project plans for implementation.



Tanenbaum Center for Interreligious Understanding

The Tanenbaum Center for Interreligious Understanding has committed to creating and distributing materials that promote workplace inclusion and encourage respectful communication about anti-Muslim sentiment and 9/11. To prepare global companies to work with multi-faith staff and customers here and abroad, Tanenbaum will create facilitation guidelines and fact sheets that dispel anti-Muslim stereotypes and outline religious beliefs and practices relevant to the global workplace.



The Telos Group

Through their work in guiding PNB delegations to Israel and the West Bank, the Telos Group, an educational nonprofit focused on building American support for Israeli-Palestinian peace and a two-state solution, has developed a series of new relationships. Following their participation in a PNB delegation earlier this year, the Skoll Global Threats Fund has committed financial support for Telos' educational efforts as well as their working building partnerships between Americans, Israelis and Palestinians.



Tomorrow's Youth Organization

Tomorrow's Youth Organization (TYO) is developing an SMS-based information service for underprivileged Palestinian women, delivering invaluable health, parenting and financial literacy information to a target of 1,000 women in 2011 and upwards of 50,000 when the project goes to scale in 2012. TYO's on-ground presence and partnerships with SoukTel, PalTel and the Cherie Blair Foundation for Women, will ensure that the mobile program supplements face-to-face programs and services to exponentially increase its impact.



Tony Blair Faith Foundation

The Tony Blair Faith Foundation will be hosting consultations in partnership with Charles Haynes, director of the Religious Freedom Education Project at the Newseum and a senior scholar at the First Amendment Center, and the U.S. Department of State as the Tony Blair Faith Foundation fulfills their commitment to expand the reach of their "Face to Faith" global high school program to U.S. schools, impacting 40,000 people in two years. Already active in 17 countries around the world, including Pakistan, Palestinian Territories, Indonesia, Egypt, Jordan, Lebanon and the UAE, Face to Faith is a compelling school curriculum that engages students of different faiths and non-faith in meaningful inter and intra-faith dialogue. It encourages young people to recognize the similarities between faiths, and more importantly it encourages them to respect and deal with the differences between diverse and sometimes conflicting worldviews.



Turkish Philanthropy Funds

In partnership with Cagdas Yasami Destekleme Dernegi (CYDD) and Turkcell, the Turkish Philanthropy Funds (TPF) has announced that it will be working on a new mentorship platform, Yes She Can: Turkish Women and Turkish Girls, that connects Turkish girls between the ages 12-21 to professional women in the United States, engaging at least 100 girls in its first year, and increase that number by 10% in the each following year, eventually reducing the number of girls not attending primary school down to half million by 2020, and to 300,000 by 2025.



University of the People

In collaboration with PNB, University of the People looks to democratize higher education within Muslim communities through tuition-free, collegiate-level programs. The non-profit organization has already accepted over 1,100 students from 115 countries, and looks to work with partners to accept another 100 students per year from two PNB countries. The initiative will be truly global in nature, equipping these students with communication to and support from peers worldwide to become productive individuals, active members of their communities and ultimately successful, global professionals.



WillowTree Impact Investors

Through the WillowTree Fund, WillowTree Impact Investors commits to support sustainable, scalable and profitable businesses that have tangible positive impact on the communities and environments they serve, by investing in such sectors as education, health, food and nutrition, community development, environment and poverty alleviation. As the first impact fund founded and based in the Middle East, by the end of 2011, WillowTree will begin investing between \$1-10 Million in target companies throughout the Middle East and Africa, with a commitment to invest in and support the growth of 15-20 companies over the next 5 years.



World Cocoa Foundation

In Indonesia, the World Cocoa Foundation and two of their company members - Armajaro and Mars Inc. - have partnered with Swisscontact to implement Proyek untuk Peningkatan Ekonomi Kakao Aceh (PEKA), with funding from the World Bank-administered Multi-Donor Fund for Aceh and Nias. In 2011, PEKA will reach more than 12,500 farmers, as well as send two scientists from Acehnese universities to complete 2-4 month fellowships in the U.S., with the goal of increasing production by 50% by 2012, and to increase the percentage of cocoa beans harvested that meet the Indonesian national standard from 25% to 75%.



World Congress of Muslim Philanthropists

As the premier worldwide network of Muslim donors, the World Congress of Muslim Philanthropists is committed to advance strategic giving by leveraging the more effective use of knowledge, wealth, and influence among Muslim philanthropists. The World Congress of Muslim Philanthropists will work with PNB partners to support innovative programs to alleviate poverty and promote entrepreneurship and good governance. In the initial phase, the World Congress of Muslim Philanthropists, through its multi-donor giving circle "Hasanah Fund", will raise \$3 million for Pakistan over the next three years to assist smallholder farmers and landless laborers, mostly females, to achieve sustainable agriculture production.

PNB Secretariat: Roles and Responsibilities

Brokering of Partnerships

- › Brainstorm projects based on input from local chapters and U.S. stakeholders
- › Initiate contacts and solicit partnerships for projects with local chapters and U.S. stakeholders
- › Provide continuous support, encouragement and clarification from project development, launch and follow-up
- › Initiate events according to input from stakeholders and opportunities - including the PNB Summit
- › Design events' concept. Drive and coordinate the planning process
- › Invite and manage speakers, panelists and participants
- › Manage and execute all logistics for events
- › Follow-up on each event: solicit input, initiate and enhance relations and partnerships

Developing and Supporting the Local Chapters (for each of PNB's locations)

- › Regularly Communicate with PLC members
- › Continue communications with other interested parties in country
- › Solicit, process, research and provide information, reports and materials to/from local chapters
- › Hold individual calls with PLC members on their specific interests and concerns
- › Connect, initiate and network PLC members and projects with U.S. and local partners
- › Coordinate and manage PLC relations with U.S. Embassies in country

Governance and Stewardship of PNB

- › Prepare periodic reports, agendas and schedule Chairs' calls
- › Prepare talking-points for meetings and speaking engagements
- › Follow-up on meetings and contacts Chairs hold

Engaging with PNB Steering Committee

- › Prepare periodic reports, agendas and schedule Steering Committee (and POC's) calls
- › Solicit information on projects, initiatives and interests, to progress PNB agenda
- › Manage relationships, clarify and prepare steering committee members on an on-going and individual basis

Managing Relations with the U.S. Government

- › Coordinate, enhance and manage relations with State Department offices and representatives in: Global Partnership Initiative (GPI); the Office of Under Secretary Robert Hormats; Country Desk Officers for each PNB priority location; U.S. Embassies in each of PNB's priority locations; thematic representatives of State Department on PNB focus areas and programs.
- › Draft and edit reports for State Department use

Recruiting, Screening and Managing PNB Members

- › Outreach to members and solicitation of commitments
- › Recruiting of new members and development and management of relations and partnerships
- › Continuing support, encouragement and clarification to individual members
- › Initiating and encouraging connections between members, local chapters and other stakeholders

External Communications

- › Initiate opportunities for public announcements, communications and exposure
- › Draft briefing materials, press releases and other information for public consumption
- › Develop a dynamic and participatory website for PNB
- › Much more can be done with external communications - given funding and bandwidth

PNB PROJECTS

Partners for a New Beginning relies on new and upscaled projects of its U.S. and local partners as a vehicle for delivering meaningful change within local communities and for deepening engagement through partnership.

Projects can originate any number of ways, including through the local chapters, through partnerships between PNB Steering Committee members and their affiliates, or through our broader membership-at-large.

- › **PNB Local Projects** originate from the local, in-country chapters and their priority needs analysis.
- › **PNB Affiliate Projects** are driven by members of the PNB Steering Committee, and in some cases, in partnership with affiliate organizations or the U.S. Department of State.
- › **PNB Member Projects** are operationalized by non-Steering Committee members of PNB, who look to the PNB network for partnership and support when possible, and aim to further the initiative's objective of broadened and deepened engagement.

PNB and its partners have launched, expanded or pledged support for more than 70 projects since the partnership's initiation in September 2010.

PNB Local Projects

PNB has encouraged and supported the Local Chapter leadership in Algeria, Morocco, Tunisia, Pakistan, Turkey, Palestinian Territories, and Indonesia to design and operationalize locally owned and locally driven projects in each country and/or region.

ALGERIA

Algeria Start-Up Initiative: The Algeria Start-up Initiative is an in-country business competition that helps young Algerian entrepreneurs to receive training from Silicon Valley business leaders in putting together a business model and plan. These business plans are then evaluated by a team from Silicon Valley and the winners receive \$15,000 in start-up funding for the company as well as office space. The Algeria Start-up Initiative would like to expand this model to the region to create the Maghreb Start-up Initiative, in cooperation with Education for Employment.

MOROCCO

U.S.-Maghreb Entrepreneurship Conference: The local Morocco advisory board is working in partnership with the General Confederation of Moroccan Corporations (CGEM) to sponsor of the 2nd Annual U.S.-Maghreb Entrepreneurship Conference 20-21 January 2012. The Local Board will handle all logistics, accommodations, transportation, etc. for the entire conference.

Moroccan-Algerian Business Partnerships: The local advisory board is looking to secure 3-4 MOU's between small and medium businesses in Morocco and Algeria to be signed during the U.S.-Maghreb Conference.

PAKISTAN

Exchanges: The Pakistan PNB Leadership would like to pursue exchanges in the areas of science/technology, culture, education, media and business.

Health Projects: The Pakistan PNB Leadership is interested in focusing on healthcare through two priority projects that have been identified, including the Heartfile Health Financing platform and a joint U.S.-Pakistan telemedicine training initiative.

- › **Dr. Sania Nishtar**, a member of the Pakistan PNB Chapter and leading health policy intellectual met with the PNB Secretariat to discuss the Heart Health File initiatives, and the Secretariat is researching various partners that might be suitable for these projects.

- › **Dr. Faisal Sultan**, a member of the Pakistan PNB Chapter and CEO of SKM Hospital in Lahore wants to pursue partnerships with U.S. hospitals that would involve joint-diagnostic programs and training seminars. We are in the process of researching potential partners in the U.S. who might be interested in teaming up with SKM.



Coca-Cola partnered with local companies and the Citizens Foundation to build schools in flood-affected areas in Pakistan.

School Construction in Flood-Affected Areas:

Coca-Cola is funding the construction of one school and its operating expenses for five years. The school, built in partnership with The Citizens Foundation, is under construction in Muzaffargarh. This region is one of the worst flood-affected districts in Pakistan, where more than 700,000 people have been displaced and hundreds of villages destroyed. The school is expected to enroll students in February 2012.

Rehabilitation of schools with CARE Foundation

Pakistan: In a separate partnership with CARE Foundation Pakistan, Coca-Cola has rehabilitated and rebuilt five schools in flood hit areas of Punjab. This initiative launched in March 2011, and 1,000 students are currently studying in these facilities. These schools will address additional community needs, as well, providing space for evening economic empowerment workshops with local women and serving as basic health posts.

Small Farmers Early Recovery Project in Flood-

Affected Punjab: Beginning in January 2011, Coca-Cola Pakistan partnered with International

Relief & Development (IRD) to help the recovery of 500 of the most vulnerable small-holder households. The project rehabilitated farmers and distributed seed to restart sugarcane crop cultivation, while temporarily employing 3,500 farmers to repair watercourses and roads. This project has ensured a three-year cycle of sugarcane cultivation, giving families a chance for sustainable livelihoods and recovery from flood-induced losses.

Women's Economic Empowerment Program:

Coca-Cola is partnering with Kashf Foundation to initiate an economic empowerment program for 365 women in Sindh and Punjab provinces. The project will provide small loans for start-up & existing businesses that are owned or operated by women. Additionally, the program provides training and mentoring to build business management skills. Following repayment, the initial loans will be redistributed to additional women.

Economic Empowerment through Honey Bee

Farming: Launched in September 2011, Coca-Cola has developed a unique honey bee farming project in Swat, in partnership with Pakistan Red Crescent Society (PRCS). This project will empower more than 165 women (1,500 individuals in total) with the tools and techniques to farm honey bees, and it will also provide market linkages and training support to sell honey and additional bee by-products.

PALESTINIAN TERRITORIES

Celebration of Innovation Summit-October 5, 2011:

The Coca-Cola system will provide financial and in-kind support to the local chapter's Celebration of Innovation Summit. The Summit honors young entrepreneurs and fosters connections to mentors, finance and business training. The event will showcase ideas and inventions of 30 young Palestinians, chosen from more than 100 candidates. During the event, participants will present their projects, ideas and inventions in an informal and interactive setting. Five projects will be selected and provided with additional business development skills and financial support.

“ PNB-NAPEO has created a network of business and civil society leaders in North Africa and the United States that is invaluable to organizations operating in North Africa.

—Jasmine Nahhas di Florio, Vice President, Education for Employment

Youth will exchange ideas with business leaders and entrepreneurs from Palestine and its diaspora, as well as with the partners such as INJAZ Palestine.

Youth Volunteer Connection Program: The Palestine chapter, in partnership with Souktel, is working to create a website that connects youth with volunteer opportunities in the West Bank. Teams will be organized through the website to engage in community efforts.

Eco-Tourism: The Canaan Fair Trade Company plans to partner with local organizations to expand eco-tourism in Jenin.

Organic Farming Research and Education Center: The local chapter plans to work with the Palestinian Authority Ministry of Agriculture to establish an Organic Farming Research and Education Center in the West Bank.

TUNISIA

On the Road to the Arabia 500: The Maghreb Fast Growth 50 | 100 Initiative: The Local Advisory Board plans to move forward with the Maghreb Fast Growth 50 | 100 initiative. The annual program identifies and highlights fast growth entrepreneurs in North Africa. Organized by AllWorld, its goals are to drive new investments, raise the country's innovative capacity and generate employment opportunities. The Maghreb 50 | 100 will establish a definitive record of the fastest growing, most dynamic entrepreneurs. This ranking facilitates access to capital, opens new markets for entrepreneurs, and points the way forward for countries to create growth strategies.

Education for Employment Regional Project: Objectives for the project include cross-border exchanges for youth, market relevant skills training, job matching & entrepreneurship linkages, entrepreneurship & leadership promotion among youth and support access for young women (with 50% participation target). An MOU is planned to be signed in September, and a partnership has formed between EFE and the Tunisian American Chamber of Commerce that will work to implement the project once it's been launched.

Turkey

Fund of Funds: TEPAV is spearheading a Turkish public-private partnership on a "fund of funds" to invest in early stage tech companies in Turkey. This fund will look to find financing from both the public and private sectors.

SPARK for Women: Cisco's "SPARK for Women" will empower women by providing economic opportunity through IT education and training in Turkey. An initial group of 120 women in six cities will become trainers in these fields, and they will each be responsible for training an additional 20 women, resulting in a community of roughly 2500 women in Turkey.

Promoting Youth Entrepreneurship: Through their program, Intel aims to build entrepreneurial capacity through education of high school and university students. 5,000 youngsters are planned to be reached by technology and entrepreneurship training programs at the end of 2012 in collaboration with Youth for Habitat Association also helping youngsters form a network of entrepreneurship clubs throughout Turkey. Plans are also made to help create connections between American and Turkish universities through these clubs. Intel organized a workshop titled "Innovate, Accelerate and Integrate Your Entrepreneurship Program" for university faculty and entrepreneurship program administrators to help accelerate entrepreneurship in their institutions.

AllWorld Turkey (TOBB): This project aims to identify a list of 25 high-growth entrepreneurs from Turkey. AllWorld will connect entrepreneurs with financing resources as well as new customers, suppliers and joint-venture opportunities.

Networking with VC and Angel Investors (Joint PLC Venture): This project will include identifying potential VC and Angel Investors in the U.S. and Turkey and facilitating exchanges and delegation trips.

The Women Entrepreneurs Training & Grants Program: Coca-Cola Turkey, the Istanbul Chamber of Commerce and TOBB's Women's Entrepreneurship Board will formally launch The Women Entrepreneurs Training and Grants Program in late 2011. During the program's initial phase, it will give 60 women the chance to create new entrepreneurial opportunities and cultivate existing business ideas. Women will receive personalized business development training and coaching, and select participants will be awarded seed grants to support their own enterprise. Women executives from Coca-Cola Turkey will provide ongoing mentoring and technical assistance in areas such as marketing, project management, finance, and human resources.

PNB Affiliate Projects

PNB Steering Committee members and members-at-large are encouraged to incubate their own projects, often in partnership with other PNB members and local organizations, within PNB countries of operation.

Whereas PNB projects include those that are locally driven by the PNB Local Chapters, PNB Affiliate Projects include those projects that are led by PNB partners and their affiliates, while keeping in line with PNB's objectives to promote economic opportunity, foster cooperation in science and technology, and scale-up and deepen education and cultural exchanges between the U.S. and local communities abroad.

EGYPT

Egypt Loan Guarantee Facility: Under the leadership of the Overseas Private Investment Corporation (OPIC), standing up a Loan Guarantee Fund (LGF) that will build off the successful model which was used in the West Bank/Gaza (MEII). This is a public-private mechanism that can expand lending to SMEs in Egypt by guaranteeing 70% of each approved loan to Egyptian businesses.

Tahrir Square Dialogues: The American University in Cairo has fashioned a proposal in which their institute would provide a safe place to gather, discuss new ideas and keep the reform agenda alive. These Tahrir Square dialogues will provide a space to convene and discuss important issues facing Egyptians as they grapple with the transition to democratic rule. Topics to be discussed in the dialogue series include "Managing the Transition", "Restarting Competitive Politics" and "Constitution Reform". We are working to find support for this project.

Infrastructure Investment in Egypt: Morgan Stanley is committed to continue working with Orascom, a local partner in Egypt, in an effort to invest client capital across the Middle East and North Africa. This partnership is looking to invest in long-term infrastructure projects that will build better roads, provide more access to water, improve communications networks and ultimately help the people of the region grow their businesses, create jobs and deepen connections with the global economy.

Supporting the Democratic Transition in Egypt: The Rockefeller Brothers Fund (RBF) looks to support the democratic transition through their Peacebuilding Program and an exploratory effort to support the forces for democracy and economic reform in Egypt. The Peacebuilding Program supports efforts to transform conflict and advance just and durable

peace, with a budget of \$2.8 million for 2011. In addition, the RBF is requesting board approval for a multi-year commitment to support Egyptian civil society organizations working to ensure a successful transition to democratic governance.

Science Scholarship: In celebration of the 2011 U.S.-Egypt Science Year, Coca-Cola Egypt has joined the U.S. Embassy in supporting scholarships for 10 Egyptians to participate in a month-long science camp at Johns Hopkins University in Baltimore, Maryland.

Egypt Livelihood Program: Building on the Coca-Cola system's existing community program in Egypt – the Egypt Livelihood Program – the Company has committed to work in partnership with the Egypt Food Bank to develop 100 villages by 2020 with an average annual investment from the system of \$400,000. In addition to the infrastructure investments already being made in these villages, the Coca-Cola system will partner with the Al Tadamun foundation and the nongovernmental organization Sonna al Hayah to offer micro-loans to women in the villages where Coca-Cola and the Food Bank currently operate. This project may expand through PNB when the local chapter is officially formed.



Egyptian exchange students attended a high-level science camp at the Johns Hopkins University in Baltimore. The Coca-Cola Company and the U.S. Embassy in Egypt sponsored their participation.



Students submitted ideas on how to rebuild Egypt on the Coca-Cola Facebook page and the winners attended the science camp at the Johns Hopkins University.

INDONESIA

Access to Education: ExxonMobil has committed to expand access to education and leadership opportunities in Indonesia, with a focus on the country's youth. In partnership with the Sampoerna Foundation, ExxonMobil has committed \$3 million over the next 3 years to support long-term, high-impact programs to reach young people who need it most. The programs are designed to educate future leaders and position them to make a positive impact on the future of Indonesia

Vocational Training Scholarship Program: Coca-Cola's scholarship program, (funded through The Coca-Cola Indonesia Foundation) provides financial assistance and life skills training for undergraduate students. More than 80 students have received scholarships since 2007, and the program will expand through PNB to include vocational training for 25 additional students in 2011.

MOROCCO

Education for Employment-Intel MOU: Education for Employment and Intel are partnering to dramatically expand EFE's precedence in the Maghreb with added focus to the youth employment in the Moroccan IT sector.

Date Tree Planting and Economic Empowerment Initiative: Together with the NGO ALCESDAM (Association de Lutte Contre la Desertification

au Maroc/The Association for the Fight Against Desertification in Morocco) The Coca-Cola Africa Foundation and three Coca-Cola bottling partners, Coca-Cola Morocco is planting tens of thousands of date palms trees which will cover more than 150 acres in Touzounine, Morocco. This project highlights the link between creating economic opportunity and preserving the environment. Each date palm will provide more than 110 pounds of dates that will be sold in village cooperatives. After five years, additional fruit and animal feed crops will be planted in the palms' shade, providing further income to local communities. This project began in January 2011 and is expected to impact more than 10,000 people.

PALESTINIAN TERRITORIES

Sadara Ventures: PNB Steering Committee Member Jean Case, CEO of the Case Foundation, has committed to advancing the technology sector in the Palestinian Territories, including making a significant personal investment, with her husband Steve Case, in Sadara Ventures, which launched in March with \$28.7M from leading international companies including Cisco, Google, The Soros Economic Development Fund, Skoll Foundation, and the European Investment Bank, among others. Sadara will invest in 12 startup companies in the Internet, mobile and software sectors created by ICT entrepreneurs in the West Bank, creating direct and indirect jobs.



Walter Isaacson, President and CEO of the Aspen Institute and Jean Case, CEO of the Case Foundation and PNB Steering Committee on a tour with the Palestinian leadership of the Ramallah Youth Center.



Salam Fayyad, Prime Minister of the Palestinian National Authority, with Yadin Kaufmann, Founding Partner of Sadara Ventures and Dr. Hasan Abu-Libdeh.



A university partnership delegation visit to the West Bank in March 2011.



Scott McDonald, Director of Partnerships and Philanthropy at the Tony Blair Faith Foundation and Ed Bice, Chairman and CEO of Meedan, at their visit of Jacob's Well in the West Bank.

University Partnerships Initiative: In partnership with the Telos group, the Aspen Institute's U.S. Palestinian Partnership and PNB Steering Committee Member, the Case Foundation, lead a delegation to the West Bank focused on University Partnerships, Technology and Entrepreneurship. The model will be used in future delegations to key Maghreb countries via PNB-NAPEO.

Bidaya: An Intensive Incubation Program to be operated by the Palestine ICT Incubator (PICI) for selected entrepreneurs, the Bidaya Program will

focus on local Palestinian professionals that would like to start their high-growth entrepreneurial ventures in Palestine. Through the program, selected teams receive mentorship, capital funding, infrastructure, and the knowledge required to build and operate their own start-ups. Upon completion of the program, teams will have the opportunity to meet with early stage "angel" and venture capital investors to present their ideas and demonstrate their products. This program has been supported by Cisco, in partnership with USAID.



(Left to Right) Jerald Strickland, Assistant VP for International Studies at the University of Houston and Brother Robert Smith, VP of Academic Affairs at the University of Bethlehem cementing a partnership between their institutions.



Tiffany Norwood of Next Generation Broadband meeting with a professor at the University of Bethlehem.

Bethlehem University–University of Houston Partnership:

A University Partnership has been facilitated between the Conrad Hilton College at the University of Houston and the Bethlehem University School of Hospitality. It includes virtual student exchange, assistance in curriculum, job placement and online training. After participation in the March 2011 University Partnerships Delegation to the West Bank, the two parties are seeking to expand the partnership further.

Face to Faith: In June 2011 the Tony Blair Faith Foundation (TBFF) signed an MOU with the

Palestinian Ministry of Education to train 200 Palestinian teachers over the next two years as part of the foundation’s global education program, Face to Faith. The agreement between the Ministry and TBFF brings the total number of Palestinian schools implementing the program to over 100. Through their involvement in Face to Faith, young Palestinian students are now able to link up directly with peers in 16 other countries around the world, exploring different perspectives and beliefs and celebrating the commonalities of human experience.

“ From the Prime Minister of Palestine, to the elders of a refugee camp, to young Palestinian entrepreneurs, our delegation met a wide variety of people shaping Palestine today.

—Lydia Westbrook, Director of International External Programs, Conrad N. Hilton College, University of Houston

tankeem.net: Focused on capacity building of Palestinian Information and Communication Technologies (ICT) companies in the software development field. The program will run 6 to 12 months and will focus on preparing software companies to compete in the global economy. A holistic approach building companies capacity from CEO to team leads and project managers. Program includes business, marketing, HR, and leadership workshops and training as well as meetings with business leaders, and VCs presenting today's trends and topics. The participants will bring real-world issues for discussion and receive an individual and group coaching throughout the program duration. The program will build upon the outsourcing partnerships and processes that Cisco has already implemented in the Palestinian Territories.

Connecting Youth Development Resource Centers: In partnership with USAID, Craig Newmark, and Inveneo, Cisco is supporting a program designed to connect Youth Development Resource Centers, youth clubs, and schools to the Internet. Including providing Wi-Fi connectivity to campuses, while building capacity of local companies. Cisco brings expertise and Inveneo brings know how in designing and implementing low cost and low power Wi-Fi connectivity in urban and rural areas. Inveneo will work with selected local companies to build their capacity through the implementation.

Capacity Building for Palestinian ICT Companies: Capacity building of Palestinian Information and Communication Technologies (ICT) companies in the software industry. Companies will participate in business and leadership workshops with business leaders and VCs for individual and group coaching. This program builds upon the Outsourcing partnerships and processes already implemented by Cisco.

TUNISIA

Loan Guarantee Fund: Under the leadership of OPIC, the local advisory board and PNB-NAPEO are working to stand up a Loan Guarantee Fund (LGF) that will build off the successful model which was used in the West Bank/Gaza (MEII). This is a public-private mechanism that can expand lending to SMEs in Tunisia by guaranteeing 70% of each approved loan to Tunisian businesses. (To prevent moral hazard, this is done blindly and the recipient does not know.)

TURKEY

Heritage as a Bridge: Brown University is looking to partner with Koc University and other Turkish partners to facilitate connections between professionals working in the tourism/heritage sites industry. The objective of this dialogue is not only to empower local communities to safeguard heritage sites; the project also aims to use Heritage sites as a platform for teaching STEM education to Turkish students.

UNITED STATES

Interfaith Leaders in Atlanta: The Interfaith Youth Core and The Coca-Cola Company are partnering to train and network a core group of student leaders in Atlanta and the southeast U.S. region over the next year. The partnership will train and equip more than 100 interfaith leaders to bring together thousands of peers from diverse faiths in community service projects. The initiative leverages the momentum of the President's Interfaith and Community Service Campus Challenge, a project that invites institutions of higher education to commit to a year of interfaith cooperation and community service programming on campus, to spark a movement of interfaith leaders increasing mutual understanding.

PNB Regional & Global Initiatives

PNB Steering Committee organizations often operate in-house programs on a regional or global scale. In the past year, PNB members have expanded pre-existing, and created new projects into PNB countries, within which they had not been previously active. Examples include:

Angel Capital Association of America (NAPEO Business Angels Network): Work with the Angel Capital Association of America to develop a business model for a U.S. – Maghreb regional business angels network to connect Maghreb diaspora investors, angels and entrepreneurs in the United States with potential business angels in the Maghreb. The Angel Capital Association of America would provide training and technical assistance in setting up the network. This effort will be initiated through the PNB-NAPEO entrepreneurship delegation to Morocco, Algeria and Tunisia, 27 October–3 November 2011.

Education for Employment Foundation: The U.S. Department of State has obligated \$600,000 to Education for Employment (EFE) for NAPEO regional programming in the Maghreb that will allow for regional employability training, job matching and entrepreneurship programming, as well as a cross-border “train-the-trainers” program to support young jobseekers and entrepreneurs in the Maghreb. In addition, The U.S. Department of State’s Middle East Partnership Initiative (MEPI) has granted Education for Employment (EFE) \$1.45 million dollars to launch a locally run non-profit organization, EFE-Tunisia, which will impact 800 young jobseekers and entrepreneurs over 2 years.

Global Network of Interfaith Leaders (Interfaith Youth Core): The Interfaith Youth Core commits to create a global network of interfaith leaders in the U.S. and Muslim countries over the next four years, training and equipping over 1,000 interfaith leaders this year alone who will bring together tens of thousands of their religiously diverse peers, in an effort to bridge the faith divide and provide thousands of volunteer hours in their communities.

Intel Teach: The Intel Teach Program has trained over 10 million teachers in more than 70 countries, and over 550 thousand teachers in PNB focus countries (Egypt, Palestine and Turkey). Intel is willing to expand this program further with the support of PNB to improve teaching and learning through the effective use of technology.

Intel Learn: Intel Learn Program is an after-school, community-based program designed to teach technological literacy, problem solving and collaboration skills. The program runs in Egypt, Palestine and Turkey and has already reached more than 200,000 pupils. Intel is willing to expand this program further with the support of PNB

MENA Region Investment (Cisco): Cisco has committed to invest \$20 million dollars in the MENA region. Cisco has just announced two \$10 million venture capital investments, one in Jordan and one in Egypt, that aim to create a sustainable model of job-creation and economic development in these two countries, with a particular focus on high-potential small businesses.

PNB-NAPEO Online Network: The U.S. Department of State has sourced \$200,000 for the Atlantic Council’s Young Atlanticist Program in partnership with Tobiko to develop a closed online platform for the PNB-NAPEO network that will provide updates on PNB-NAPEO projects and events as well as avenues for investment, training, resources and mentorship for entrepreneurs in the Maghreb.

Replenish Africa Initiative: Coca-Cola will dedicate \$6 million of its Replenish Africa Initiative (RAIN) to water and sanitation projects designed to improve the lives of 250,000 women and girls across Africa, including Algeria, Tunisia and Morocco. Coca-Cola has committed a total of \$30 million to RAIN, which will provide access to safe drinking water and sanitation for at least 2 million people throughout Africa by 2015.

Connecting Schools – Palestine and Indonesia: In Palestine, Cisco is supporting a program to connect 100 youth clubs and schools to the Internet while building capacity of local companies to implement and support. In Indonesia, a proposal has been presented by Cisco to the Ministry of National Education to implement Connected Learning Solutions in 20 schools. Pending commitment from USAID.

Cisco Networking Academy: Cisco Networking Academy is a global education program that teaches students how to design, build, troubleshoot, and secure computer networks for increased access to career and economic opportunities in communities around the world. Networking Academy provides online courses, interactive tools, and hands-on learning activities to help individuals prepare for ICT and networking careers in virtually every type of industry. Networking Academy aims to provide a consistently enriching learning experience by partnering with public and private institutions such as schools, universities, businesses, nonprofits, and government organizations to develop and deliver

innovative ICT courses, improve the effectiveness and accessibility of the program, increase access to education and career opportunities, and help ensure that students and instructors have the resources they need to accomplish their goals.

Cisco Networking Academy began in 1997 with 64 schools and has grown to become one of the “world’s largest classrooms” with 10,000 academies in 165 countries, and nearly 4 million students having participated in the program to date. The program is present in all countries where PNB has established a local chapter:

COUNTRY	ACADEMIES	STUDENTS
Algeria	43	3,100+ (30% female)
Egypt	297	16,400+ (41% female)
Indonesia	154	21,700+ (26% female)
Morocco	69	7,400+ (35% female)
Pakistan	70	5,700+ (5% female)
Palestinian Territories	16	900+ (31% female)
Tunisia	43	3,500+ (34% female)
Turkey	158	9,200+ (31% female)

PNB EVENTS

In the first two quarters of 2011, the PNB Secretariat has hosted over 40 events, ranging from small round-table discussions to large conventions, in an effort to leverage the work of PNB and its partners.

PNB Major Events

2nd Annual PNB Steering Committee Meeting:

September 19, 2011

PNB Summit

On May 31–June 1, 2010, the PNB Secretariat hosted the first PNB Summit in Washington, DC – a two-day conference of PNB Steering Committee delegates, PLC leadership, USG representatives and other PNB stake-holders, whereby through plenary discussions and break-out sessions, participants discussed the underlying objectives of the partnership and how to leverage collective resources in order to scale up their own positive and impactful work in the region.

PNB Steering Committee and Local Leadership Dinner with U.S. Secretary of State

On May 31, 2011, the Partners for a New Beginning Steering Committee and the leadership of the local PNB Chapters took part in a private dinner with Secretary of State Hillary Rodham Clinton to discuss the important projects underway in each country, and the high-priority of this Secretary to support this kind of engagement.

PNB Reception in Honor of Secretary's Global Diaspora Forum

On May 19, 2011, the PNB and PNB-NAPEO Secretariat hosted a breakfast reception in honor of the Secretary of State's Global Diaspora Forum at the law offices of DLA Piper, during which forum participants, and specifically members of the diaspora from the Middle East, North Africa, and South East Asia, were invited to participate in a discussion with the Assistant Secretary of Economic, Energy and Business Affairs, Jose Fernandez, and Toni Verstandig on engagement of the diasporas in public-private partnerships with their local/traditional communities.



Madeleine Albright, Former U.S. Secretary of State and Chair of the Albright Stonebridge Group at the PNB Summit



Walter Isaacson, President and CEO of the Aspen Institute at the PNB Summit



PNB Local Chapter Chairs discuss opportunities and challenges ahead at the PNB summit. From left: Walter Isaacson, President and CEO of the Aspen Institute; Asep Sulaeman, ExxonMobil Indonesia; Rifat Hisarcikiloglu, President of TOBB; Zahi Khouri, Founder and CEO of National Beverage Company and of Padico; Syed Babar Ali, Former Finance Minister of Pakistan, Omar Chaabi, Executive Vice President of Ynna Holding;



Participants discussed various topics at the PNB summit, including youth employment and women's empowerment.



The PNB Secretariat, Steering Committee members and local chapter representatives meeting with Secretary of State Hillary Clinton



Albright Stonebridge Group Principal Alan Fleischmann moderates roundtable discussion on women's entrepreneurship at the Partners for a New Beginning summit in May. Panelists include (left to right) Nell Derick Debevois, Director at Tomorrow's Youth Organization; Mary MacPherson, Director of MENA Businesswomen's Network at Vital Voices; Fahad Qadir, Region Public Affairs & Communications Manager - Pakistan & Afghanistan, The Coca-Cola Company, member of the Pakistan PNB Local Chapter; and Tri Mumpuni, Co-Founder, People Centered Economic & Business Institute (IBEKA) and Vice-Chair of PNB Local Board in Indonesia

“

Thank God, this was neither a summit of Americans nor a government summit [...] It was a group of about 100 people from Morocco, Palestine, Turkey, the U.A.E., U.S., Indonesia, Egypt, Tunisia, Algeria and Jordan, among other countries. This is a group that is best equipped to ease, over a long-term basis, the pressures that have led to the crisis the world faces today.

—Bob Walsh, Founder of One World 2011,
published in *The Huffington Post* 6/14/11



Partners of the PNB-North Africa Partnership for Economic Opportunity with members of the foreign ministries in Algeria, Morocco, and Tunisia on April 15th 2011.

PNB-NAPEO Foreign Ministers Dinner

On April 15, 2011, The Aspen Institute hosted a dinner with the Ministers of Finance from each of the Maghreb countries. Speakers included Under Secretary Robert Hormats and invitees included potential PNB-NAPEO Advisory Board members.

PNB Public Launch and 1st Steering Committee Meeting

At the Clinton Global Initiative's Annual Meeting on September 22, 2010, the PNB Steering Committee formally announced the partnership's commitment to:

"broaden and deepen engagement between the United States and international Muslim communities by building public-private partnerships that advance economic opportunity, science and technology, education, and exchange. These partnerships will increase access to financing, boost business capacity and development services, improve educational opportunities for students and teachers, foster physical and virtual exchange programs, and

enhance science and technology solutions that will positively impact up to 500,000 people across PNB targeted countries over the next five years."

Following the CGI ceremony, the PNB Steering Committee gathered for their 1st annual meeting at the University Club, where the group approved the partnership's strategic framework. (A copy of PNB's 2010 CGI Commitment can be found in the Appendix)

Following the Steering Committee meeting, PNB hosted around 100 business and civil society leaders along with members of the U.S. Department of State to discuss involvement in PNB on a membership level.



Partners for a New Beginning Chairs meeting with Secretary of State Hillary Clinton to sign the MOU establishing the partnership.

Signing of the MOU and Reception for the President's Summit on Global Entrepreneurship

On April 27, 2011, after Secretary of State Hillary Rodham Clinton, Walter Isaacson, Former Secretary Madeleine K. Albright, and Barclay Resler (representing Muhtar Kent of Coca-Cola) officiate the Partners for a New Beginning Memorandum of Understanding, the PNB Secretariat co-hosted a reception with Goldman Sachs' 10,000 Women Initiative and the Aspen Network for Development Entrepreneurs, in honor of the delegates of the Presidential Summit on Entrepreneurship with presentations by Walter Isaacson, Dina Powell, and Ambassador Melanne Verveer.



Former U.S. Secretary of State Madeleine Albright, along with Muhtar Kent, Chairman and CEO of The Coca-Cola Company, announce the formation of the Steering Committee at the Clinton Global Initiative (CGI) commitments for Partners for a New Beginning (PNB) in September 2010.

PNB Partner Events

PNB Partner events include small and medium-sized panel discussions and roundtable conversations, each serving as a platform for our partners to garner support for their projects, forge strategic partnerships, and identify next-steps for improving and scaling up their work.

- › December 17, 2010 – Palestinian IT Initiative (PITI) ceremony at the U.S. Department of State, where Intel, Cisco, Google, HP and Salesforce were recognized for their contributions to Technological advancement in the Palestinian Territories.



Secretary of State Hillary Clinton hosted the Palestinian IT Initiative (PITI) ceremony.

- › February 4, 2011 – Roundtable on Investment in Palestine and Public-Private Partnerships with Zahi Khouri, Hashim Shawwa, Sabri Saidam, and Jane Nelson
- › February 22, 2011 – Roundtable discussion with Dr. Imam Bibars of the Ashoka Foundation discussing democratic institutions and the transition in Egypt
- › March 1, 2011 – Exchange 2.0 Roundtable with Soliya, the Institute of International Education, the UN Alliance of Civilizations, and USIP on the vital cross-section of New Media and Traditional Exchange
- › April 11, 2011 – Roundtable discussion with Roshannah Zafar on Pakistan, Women, and Economic Empowerment
- › April 11, 2011 – Building Palestinian Capacity: a brainstorming meeting with Palestinian diaspora, held at the Aspen Institute.

- › April 13, 2011 – Panel discussion coordinated by Aspen’s Middle East Programs as part of the Brookings U.S. Islamic World Forum with A/S Fernandez, Rob Mosbacher, Toni Verstandig, and Matthew Taylor of Morgan Stanley regarding the efficacy of PPP’s in deepening engagement with the Muslim World
- › April 14, 2011 – Roundtable discussion with the Tahrir Foundation regarding Egyptian civil society and prospects for the transition.
- › April 15, 2011 – Face to Faith Roundtable discussion with Ruth Turner on the use of New Media in cultivating faith-based dialogue and virtual exchange
- › April 25, 2011 – PNB Secretariat supports Heritage as a Bridge roundtable discussion at Rockefeller Brothers Fund offices in New York
- › April 27, 2011 – Exchange 2.0 Summit at the United States Institute for Peace; PNB Secretariat convened and moderated panel discussion on the importance of public-private partnerships in New-Media exchange.
- › May 5, 2011 – Education in Peacebuilding roundtable with Ruth Turner of the Tony Blair Faith Foundation regarding their Face to Faith program and the role of New Media in cultivating faith-based dialogue.
- › May 23, 2011 - Building Palestinian Capacity: a follow-up discussion with Palestinian diaspora to the previous meeting with held at the Aspen Institute
- › May 31, 2011 – Co-Chairs of PNB-NAPEO met at the PNB Summit and announced PNB-NAPEO commitments.



Zika Abzuk, Senior Manager, Cisco Corporate Affairs, at the PNB summit



Clyde Tuggle, Senior Vice President and Chief Public Affairs and Communications Officer of The Coca-Cola Company at the PNB Summit reception sponsored by the Emirates-Aspen Partnership.

- › May 31, 2011 – Joint reception hosted by PNB and Aspen’s Emirates-Aspen Partnership where PNB Summit participants heard from Assistant Secretary Jeff Feltman on the United States Government’s support for the partnership and the importance and timeliness of the initiative.
- › June 27, 2011 - Building Palestinian Capacity: Follow-up discussion with Palestinian diaspora moved towards revitalization of the Palestinian-American Chamber of Commerce and models for employment exchange with the Palestinian Territories and the United States.
- › July 27, 2011 – PNB Secretariat staff participated in an Exchange2.0 discussion with the U.S. Department of State, Soliya, Global Nomads Group and others at Meetup Headquarters in NYC on the future potential for expansion of telepresence student exchange programs around the world.



A delegation for university partnerships in Nablus

PNB Travel and Local Delegations

The PNB Secretariat continues to support and lead delegations of business, civil society, and government representatives to the Middle East and North African regions. These delegations familiarize public and private-sector representatives with local people, priorities, and resources. Delegations to foster project-based relationships between participants and leaders on the ground.

Past and pending travel and delegations include:

- › **1st Annual U.S.-Maghreb Conference in Algiers** (December 2-3, 2010) The conference, hosted by the U.S. Department of State and the U.S. Algeria Business Council convened over 200 entrepreneurs and business leaders from North Africa, the North Africa diaspora and the United States.
- › **Preliminary trip to Turkey** (December 13, 2010) Secretary Albright convened preliminary meeting with potential PNB local chapter leadership and members in Istanbul.



Madeleine Albright, Former U.S. Secretary of State and Chair of the Albright Stonebridge Group; Rifat Hisarciklioglu, President of TOBB, and Mickey Bergman, Director of Middle East Programs at the Aspen Institute, among others, at a meeting for the local board in Turkey.

- › **Exploratory trip to Cairo** (January 25-28) PNB Secretariat and Tarek Abdel-Meguid traveled to Cairo to hold preliminary meetings with potential local chapter leadership and members.
- › **Exploratory trip to Morocco, Algeria & Mauritania** (February 1-15) PNB-NAPEO Secretariat traveled to Morocco, Algeria & Mauritania to hold preliminary meetings with potential local chapter leadership and members.



Secretary of State Hillary Clinton with members of the Turkey PNB chapter during her visit in July.

- › **University Partnerships Delegation to the West Bank** (March 21-26) The Aspen Institute and PNB Steering Committee Member, Case Foundation through the U.S.-Palestinian Partnership (UPP) sent a delegation focused on University Partnerships based on Technology and Entrepreneurship to the West Bank including representatives from the universities, foundations and others.
- › **Launch of PNB Local Chapter in Pakistan** (March 2) Afzaal Malik, Vice President of International Government Relations and Public Affairs at The Coca-Cola Company joined the launch of PNB Local Chapter in Pakistan.
- › **Launch of the Middle East Venture Capital Fund** (April 5) In Ramallah, Palestine Prime Minister Salam Fayaad joined MEVCF partners at the launch the Palestinian Venture Fund at over \$23 Million.
- › **Launch of Morocco and Algeria PNB-NAPEO Local Advisory Boards** (April 17-21) PNB-NAPEO Secretariat traveled to Morocco and Algeria for the launch of the Local Advisory Boards in each country
- › **Launch of Tunisia Local Advisory Board and Meetings with Morocco Local Advisory Board** (June 11-16) PNB-NAPEO Secretariat traveled to Tunisia for the launch of the PNB-NAPEO Local Advisory Board and met with established PNB-NAPEO Local Advisory Board members in Morocco.
- › **Travel to Tunisia with USAID** (July 19-20) PNB Secretariat traveled to Tunisia with USAID Administrator, Raj Shah, for meetings with Foreign and Financial Ministry, and side meetings with local chapter leadership.

- › **Post-revolution Exploratory trip to Egypt** (July 10-15) PNB Secretariat returned to Cairo to hold preliminary meetings with new potential leadership and secondary meetings with pre-existing PNB members.
- › **Secretary Clinton met with PNB Turkey Chapter** (July 16) Secretary Clinton met with local entrepreneurs including members of PNB and praises work of local Turkey chapter



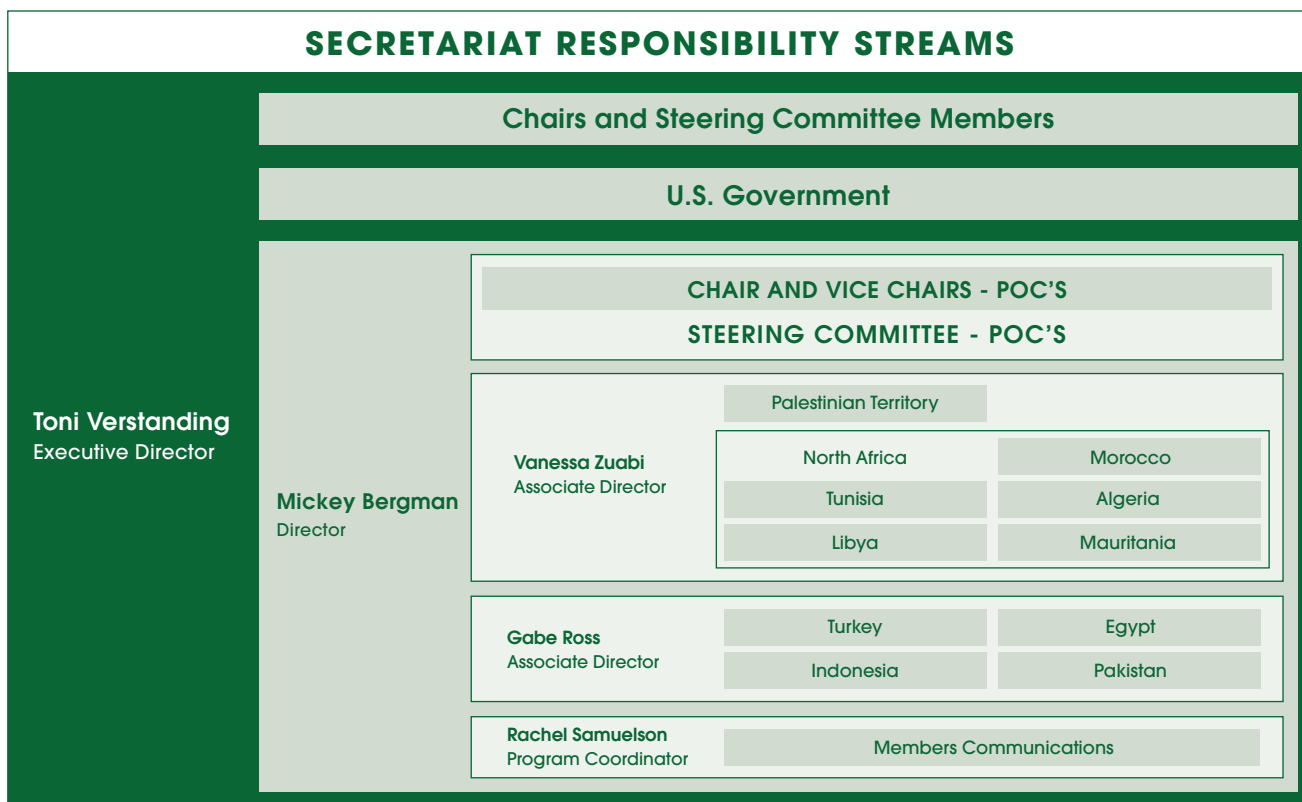
Secretary Clinton at a coffee break with young entrepreneurs, including members of the Turkey PNB chapter.

- › **Muhtar Kent met with PNB Indonesia Chapter** (August 15) After their official launch in July, Muhtar Kent visited with local chapter in Jakarta to discuss their priorities and progress.
- › **Sister Cities Conference in Cairo** (September 6-11) PNB Secretariat traveled to Egypt to meet with the newly-established local chapter leadership and to participate in the Sister Cities International Conference in Cairo, Egypt. This conference brought together organizations from the MENA region interested in building partnerships.

Internal Communication

The PNB Secretariat has established routine communication with its stakeholders:

- › Bi-monthly calls between the PNB Co-Chairs
- › Monthly teleconference between the PNB Secretariat and Steering Committee POCs
- › Weekly conference call between the PNB Secretariat, the Albright Stonebridge Group, The Coca-Cola Company, and the U.S. Department of State
- › Individual on-going meetings between PNB Secretariat and Steering Committee POCs
- › Regular calls with Local Chapters
- › Periodic calls with PNB Members at large



External Communications

Website

Hosted on the Aspen Institute's website, PNB has unified its web presence with PNB-NAPEO's under the joint site www.partnersforanewbeginning.org. PNB Stakeholders and potential partners can use this site to find out about past and upcoming PNB events taking place in either the U.S. or through local chapters abroad, can learn about specific companies' or chapters' project commitments, can sign up to receive regular PNB communications, or can submit project proposals for the partnership to consider.

Social Media

Facebook – the PNB Secretariat has designed and launched PNB and PNB-NAPEO Facebook pages.

Twitter – the PNB Secretariat has routinely tweeted about relevant events in the region, project developments, and quotes from our partners via @US_PNB and @PnbNapeo



APPENDIX I: STEERING COMMITTEE POINTS OF CONTACT

ALBRIGHT STONEBRIDGE GROUP

Steering Committee Member:

Madeleine K. Albright, Chair

PNB Team:

Alan Fleischmann, Co-Founder & Managing Director, ImagineNations Group and Principal, Albright Stonebridge Group

Jessica Bondi, Director, Albright Stonebridge Group

Anne Fauvre, Associate, Albright Stonebridge Group

THE ASPEN INSTITUTE PNB SECRETARIAT

Steering Committee Member:

Walter Isaacson, President & CEO

PNB Team:

Toni Verstandig, Executive Director, PNB & PNB-NAPEO

Mickey Bergman, Director, PNB & PNB-NAPEO

Ana Navarro Ovitt, Deputy Director, PNB

Vanessa Zuabi, Associate Director, PNB-NAPEO

Gabe Ross, Associate Director, PNB

Rachel Samuelson, Program Coordinator, PNB

Christopher Westling, Program Coordinator, PNB-NAPEO

Sarah Harlan, Program Coordinator, PNB

BROWN UNIVERSITY

Steering Committee Member:

Ruth Simmons, President

Point of Contact:

Matthew Gutmann, Vice President for International Affairs

PNB Team:

Hanna Rodriguez-Farrar, Assistant to the President

Julie Noguchi, Program Manager

CARE USA

Steering Committee Member:

Helene D. Gayle, CEO

Point of Contact:

Liz McLaughlin, Executive Director of Foundation Unit

PNB Team:

Joe Iarocci, Chief of Staff

François Jung-Rozenfarb, Senior Advisor, Private Sector Engagement

Jerlawnda Davis, Assistant to Dr. Gayle

JoDee Winterhof, Vice President, Policy and Advocacy

THE CASE FOUNDATION

Steering Committee Member:

Jean Case, CEO

Point of Contact:

Kate Ahern, Director, Social Innovation

PNB Team:

Molly Porter, Executive Assistant

CISCO SYSTEMS, INC.

Steering Committee Member:

John Chambers, Chairman & CEO

Points of Contact:

Laura Quintana, Director, Corporate Affairs, Europe, Middle East, Africa, and Latin America

PNB Team:

Cristina McGlew, Program Manager, Corporate Affairs

Zika Abzuk, Senior Manager, Corporate Affairs

Lara Morgan, Program Specialist, Corporate Affairs

PNB NAPEO:

Anthony Vonsee, Managing Director, North Africa Levant

Algeria:

Karim Dembri, Country Manager

Egypt:

Olaf Krahmer, Country Manager

Nevine Elkadi, Regional Manager, Corporate Affairs

Pakistan:

Dr. Aamir Matin, Country Manager

Tunisia:

Adel Dahmani, Country Manager

Turkey:

Deniz Sungurlu, Global Quality Manager, Cisco Networking Academy

THE COCA-COLA COMPANY

Steering Committee Member:

Muhtar Kent, Chairman of the Board and CEO

Point of Contact:

Afzaal Malik, Vice President of International Government Relations and Public Affairs

PNB Team:

Heidi Koester, Manager, International Public Affairs

Egypt:

Michael Goltzman, Director, Public Affairs & Communications, Coca-Cola North Africa & Middle East

Indonesia:

Titie Sadarini, Corporate Affairs Director, Indonesia

North Africa:

Curtis A. Ferguson, Business Unit President, Middle East and North Africa

Palestinian Territory:

Antoine Tayyar, Public Affairs and Communications Director, Middle East

Pakistan:

Rizwan Khan, General Manager, Pakistan and Afghanistan
Fahad Qadir, Region Public Affairs and Communications Manager, Pakistan and Afghanistan

Turkey:

Galya Molinas, Business Unit President, Turkey
Ebru Bakkaloglu Tuzecan, Public Affairs and Communications Director, Turkey

THE DOW CHEMICAL COMPANY

Steering Committee Member:

Andrew Liveris, Chairman and CEO

Point of Contact:

Lisa Schroeter, Director, Government Affairs, Middle East and Africa

EXXONMOBIL FOUNDATION/EXXON MOBIL CORPORATION

Steering Committee Member:

Kenneth Cohen, Vice President, Public & Government Affairs and Chairman of the ExxonMobil Foundation

Point of Contact:

Suzanne McCarron, President, ExxonMobil Foundation

Indonesia:

Asep Sulaeman, Vice President, ExxonMobil Indonesia

INTEL CORPORATION

Steering Committee Member:

Paul Otellini, Chairman and CEO

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North Africa:

Sam Al-Schamma, General Manager, Middle East & North Africa

Morocco:

Firas Alfani, General Manager, Intel Maghreb

Turkey:

Melih Gezer, Manager, Corporate Affairs, Intel Turkey

Pakistan:

Naveed Siraj, Country Manager, Intel Pakistan

Indonesia:

Ananta B. Gondomono, Government Program Manager, Intel Indonesia

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MORGAN STANLEY

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David Dwek, Vice President, Investment Banking Division

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Nicole Basabe, Investment Banking Division
Hussein Alideena, Executive Director & Head of Commodity Research

PERELLA WEINBERG PARTNERS

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Linda Tosti, Executive Assistant

ROCKEFELLER BROTHERS FUND

Steering Committee Member: Stephen Heinz, President

Point of Contact:

Ariadne Papagapitos,
Ana Heeren, Special Assistant to the President

APPENDIX II: PARTNERS FOR A NEW BEGINNING STATEMENT OF COMMITMENT

Clinton Global Initiative, September 22, 2010

PARTNERS FOR A NEW BEGINNING STATEMENT OF COMMITMENT:

"Nearly one year ago at Cairo University, President Obama called for a new beginning between the United States and Muslims around the world — a new beginning based on mutual interests and mutual respect, shared values, and shared responsibility. And since then, we have worked to put that vision into practice through our policies and our partnerships — not only with governments, but with the private sector, civil society, citizens worldwide."

Hillary Rodham Clinton, Secretary of State, Announcement of Partners for a New Beginning, Washington, DC, April 27, 2010

Partners for a New Beginning (PNB) commits to broaden and deepen engagement between the United States and international Muslim communities by building public-private partnerships that advance economic opportunity, science and technology, education, and exchange. These partnerships will increase access to financing, boost business capacity and development services, improve educational opportunities for students and teachers, foster physical and virtual exchange programs, and enhance science and technology solutions that will positively impact up to 500,000 people across PNB targeted countries over the next five years.

ECONOMIC OPPORTUNITY:

PNB commits to raise employment, increase access to financing, and build business capacity and development services in an effort to improve economic opportunities, develop markets, promote entrepreneurship, and enhance livelihoods in Muslim-majority countries around the world.

EDUCATION:

In an effort to harness the human potential of Muslim communities, PNB commits to improving educational opportunities by building partnerships that will broaden access to education and enhance the quality of facilities and equipment within PNB's target countries.

EXCHANGE:

In an effort to enhance human connectedness, foster mutual understanding, and build people-to-people ties between the United States and Muslim-majority communities, PNB commits to fostering physical and/or virtual exchange programs in the fields of education, business, interfaith and research.

SCIENCE AND TECHNOLOGY:

In an effort to support sustainability-driven innovation and economic growth throughout the Muslim world, PNB commits to foster partnerships that will improve infrastructure, address natural resource challenges (e.g. water), upgrade skills and research capabilities, and fund cutting-edge innovation across these communities.



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