



**Egypt
Entrepreneurship
Summit 2018**
 قمة مصر لريادة الأعمال

**Egypt Entrepreneurship Summit
2018**

**15 - 17 November
Sonesta St. George Hotel
Luxor**

**Bridging the Gap:
International and National Best Practices**



AGENDA



Under Auspices



Organizers

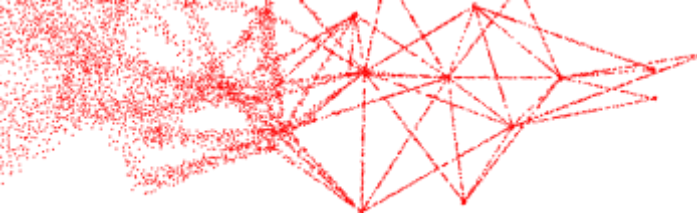


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Egypt Entrepreneurship Summit 2018

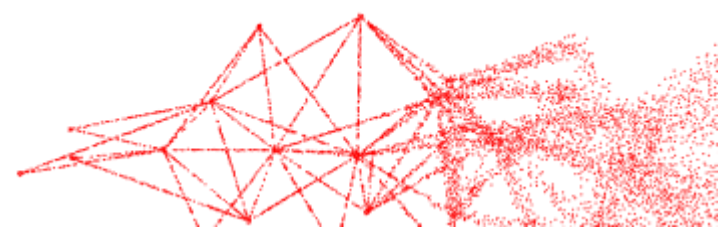
“Bridging the Gap: International and National Best Practices”

The Egypt Entrepreneurship Summit (EES) 2018 marks the fourth year of the EES. Since its inception in 2015, it has grown substantially in size and scope. The EES will be the highlight of Egypt’s Global Entrepreneurship Week (GEW) celebrations in 2018. The GEW is an initiative of the Global Entrepreneurship Network, during which events and competitions will showcase the potential of entrepreneurship in 170 countries around the globe.

This year’s EES will once again gather cutting edge thinkers, practitioners and policy makers, to review together the state of entrepreneurship in Egypt. Experts from many fields, including but not limited to: SME leaders, corporations, academics, government officials and policy makers, entrepreneurs, youth, entrepreneurship supporting organisations such as incubators, accelerators and educational- and training institutions come together to discuss barriers and celebrate innovative successes.

EES 2018 overarching theme “**Bridging the Gap: International and National Best Practices**” is a call to create together a global vision on the development of our young entrepreneurs, a key priority for policymakers and government around the world. There is a need for stronger partnership, integrating and increasing proximity between international and national best practices. The Summit will feature the four distinct themes of the GEW 2018: women, youth, inclusion and ecosystem development.

Some parts of the Summit will allow participants to explore selected topics through interactive workshops. EES 2018 will offer breakout sessions on **(i) Education & Innovation**, looking at development needs from technical to higher level education, **(ii) Financial Technology**, by far the largest driver of innovation challenging old business models and **Digital Economy** to enhance inclusiveness and innovation **(iii) the Youth Entrepreneurship Academy**, where young entrepreneurs and scholars can present their papers and receive feedback and advice from renowned researchers in their field.



Day 0: Wednesday 14 November 2018

Arrival to the Sonesta St. George Hotel (light dinner box in the rooms)

Day 1: Thursday 15 November 2018

08:00 – 09:30

Summit Registration

09:30 – 09:40

Welcome Remarks

09:40 - 10:15

Plenary Opening Remarks

Master of Ceremony: Ms. Samar Sobeih, Executive Manager, MCSBE/GEN Egypt

- Mr. Eric Oechslin, Officer in Charge, ILO Decent Work Team / Country Office Cairo, Egypt
- Ms. Solveig Schuster, Head of Cooperation, Embassy of Canada to Egypt
- Mr. Jean-Marie Moreau, Head of Human and Social Development Section, European Union Delegation to Egypt
- Mr. Amr Abou El Azm, President, Middle East Council for Small Business & Entrepreneurship (MCSBE) & Global Entrepreneurship Network (GEN Egypt), Egypt
- Dr. Ahmed Shalaby, CEO, TatweerMisr, Egypt
- H.E. Mr. Mostafa M. Khaled, Governor of Luxor, Egypt
- H.E. Dr. Sahar Nasr, Minister of Investment and International Cooperation, Egypt

10:15 - 11:00

Coffee Break & Group Photo

11:00 – 11:15

Keynote: H.E. Mr. Oh Joon, Former Ambassador to the United Nations (South Korea) and former President of the UN Economic and Social Council: "SDGs & Global Citizenship"

11:15 – 12:15

Plenary: Entrepreneurship and the 2030 UN Sustainable Development Goals

- **Mr. Richard Dictus**, UN Resident Coordinator and UNDP Residence Representative in Egypt (TBC)
- **Mr. Dragan Radic**, Head of the Small and Medium Enterprises Unit, ILO Geneva, Switzerland
- **Ms. Shoroke Zedan**, Executive Director, EU-TVET Egypt Programme
- **Ms. Dina Sherif**, CEO and Co-Founder, Ahead of the Curve
- **Mr. Yehia Adel**, National Director for Entrepreneurship, AIESEC Egypt

Moderator: Dr. Winslow Sargeant, Senior Vice President of Partnerships and Development, ICSB, USA

12:15 – 12:30

Keynote: Eng. Ahmed Osman, President – Elect, International Council for Small Business: “ICSB19 - the future of Entrepreneurship: What’s Next!”

12:30 – 13:30

Plenary: Trends and Best Practices in Global Entrepreneurship & Family Businesses

- **Dr. Eugene Cornelius**, Deputy Associate Administrator at the United States Small Business Administration & Director, ICSB
- **Ms. Sanaa Abouzaid**, Corporate Governance Lead for the Middle East and North Africa, International Finance Corporation (IFC)
- **Dr. Wael El Desouki**, Director, Center of Entrepreneurship, Arab Academy for Science Technology & Maritime Transport, Egypt

Moderator: Dr. Ayman El Tarabishy, Executive Director, ICSB

13:30 – 14:30

Lunch Break

14:30 - 16:00

Plenary: Youth Entrepreneurship in Egypt: Building an Ecosystem that works for everyone

Part 1: Ignite Talks from Young Entrepreneurs and Youth Representatives. Challenges and opportunities for young entrepreneurs in Egypt

- **Eng. Mona Khodairy**, AlKhodiary for Eco Taqua
- **Mr. Mina William**, Hall Of Talents for Media Productions
- **Ms. Mai Emam**, Hommect
- **Ms. Samira Negm**, CEO and founder Raye7, Nawah 2015

Part 2: Glimpse on the Entrepreneurship Ecosystem Support, **Dr. Nabil Shalaby**, , Mansoura University, Egypt

Part 3: Panel Discussion

- **Ms. Nevine Gamea**, Medium Small Micro Enterprise Development Agency, Egypt
- **Mr. Hossam Farid**, Advisor to the Minister of Trade and Industry, Egypt
- **Ms. Lobna Helal**, Central Bank of Egypt (TBC)
- **Mr. Christophe Malherbe**, MiSMESIS project, EU Delegation to Egypt

Moderator: **Eng. Magdy Wahba**, ILO Country Office Cairo & **Eng. Ahmed Osman**, MSCBE/GEN Egypt

16:00 – 16:15

Coffee Break

16:15 – 17:30

Plenary: ROWAD 2030: “Intrapreneurship and the Public Sector”

- **Ms. Marwa Zaki**, Actuarial specialist, Financial Regulatory Authority, Egypt
- **Mr. Hossam El Gendy**, PR specialist, The Egyptian Tourism Promotion Board, Egypt
- **Mr. Mohamed Hafez**, Economic Researcher, Ministry of Investment and International Cooperation, Egypt
- **Ms. Nehal Balbaa**, Dentist / Deputy Governor, National Health Insurance, El Behira Governorate, Egypt
- **Ms. Heba Fekry**, Urban planning - Informal Settlements Development Fund, Egyptian Cabinet
- **Mr. Ahmed Osman**, Knowledge Management and Capacity Building Specialist, Siyaq for Human Resource Development, Egypt
- **Mr. Seif Taher**, Communications and Partnerships Officer, Ministry of Planning, Monitoring and Administrative Reform, Egypt

Moderator: (TBC)

19:30

Dinner in Luxor Temple

Day 2: Friday 16 November 2018

9:30- 11:00

Plenary: From white board to the real world

- **Dr. Samar Baqer**, Entrepreneurship and Innovation Unit, Kuwait University
- **Dr. Deborah MacLellan**, President, University of Canada
- **Dr. Jon Larson**, President, Ocean Country College, USA
- **Dr. Joel Bloom**, President, New Jersey Institute of Technology (NJIT), USA
- **Prof. Ismail Abdel Ghaffar**, President, Arab Academy for Science, Technology and Maritime Transport, Egypt
- **H.E. Dr. Khaled Abdel Ghaffar**, Minister of Higher Education, Egypt

Moderator: Dr. Ahmed Shalaby, CEO Tatweer Misr, Egypt

11:00 – 11:15

Keynote: Mr. Imran Shams, Aga Khan Development Network: “Aga Khan efforts supporting entrepreneurs around the Globe and in Egypt”

11:15 – 12:30

Plenary: Closing the Gender Gap in Entrepreneurship, is there one?

“Canada’s Feminist International Assistance Policy”, Ms. Nathalie Rainville, Gender Equality Specialist, Gender Equality Division, Social Development Bureau, Global Issues and Development Branch, Government of Canada

- **Mr. Imran Shams**, Accelerate Prosperity Manager, Agha Khan Development Network, Pakistan
- **Ms. Reem El Saady**, National Program Manager, Small Business Support at European Bank for Reconstruction and Development (EBRD)
- **Ms. Yasmin Helal**, Founder and Executive Director, Educate me, Egypt
- **Ms. Blerta Aliko**, UN Women Country Representative, Egypt
- **Ms. Marie Louis**, Board Member of the National Council for Women, Egypt

Moderator: Ms. Solveig Schuster, Head of Cooperation, Embassy of Canada to Egypt

12:30 – 14:30

Friday Prayer and Lunch Break on Nile Feluccas

Speed-Networking: Youth participants and young entrepreneurs are invited to mingle with policy-makers, and industry experts!

Breakout sessions

Education & Innovation

Fin Tech & Digital Economy

Research & Policy

14:30 – 15:45

Part I:

Innovating entrepreneurship education - Egypt vs. the World

- **Dr. Eric Liguori**, Executive Director of the Center for Innovation and Entrepreneurship at Rowan University, USA
- **Dr. Olli Vuola**, Advisor, Avanto Ventures Oy, Finland
- **Mr. Mohamed Hamza**, Manager, AUC Venture Lab, Egypt

Moderator: Prof. Charles Mathews, Fulbright Scholar in Lithuania and Professor of Entrepreneurship & Strategic Management, Carl H. Lindner College of Business (LCB), USA

Part I:

FinTech Disruption

- **Mr. Amr Abouelazm**, Chairman Tamweely Microfinance, Egypt
- **Mr. Assem Ragab**, Chairman Credit Agricole, Egypt
- **Mr. Mahmoud El Zohairy**, CEO, EFG-EV Fintech, Egypt
- **Dr. Winslow Sergeant**, Senior Vice President of Partnerships and Development, ICSB, USA

Moderator: Dr. Hossam Saleh, Egyptian Media Company & MCSBE/GEN Egypt

Part I:

Presentations of research papers

- **Dr. Xiaohong He**, "Rural entrepreneurship ecosystem: theory, practice and policy implications"
- **Dr. Manzoor Ali Mirani**, "The HR issues at Ali Date Farms, Pakistan"
- **Dr. Adnane Malaioue**, "The Entrepreneurial Mind for Sustainable Development"
- **Dr. Nourhan Yakout**, "Starting a business abroad from a female perspective"

Moderator: Dr. Katia Passerini, Dean, College of Professional Studies at St. John's University, USA

15:45 – 16:15

Coffee Break

16:15 – 17:30

Part II:

Innovating entrepreneurship education - Egypt vs. the world

- **Dr. Massimiliano Vesci**, Dipartimento di Scienze Aziendali Management & Innovation Systems/DISA-MIS, Università degli Studi di Salerno, Italy
- **Dr. Khaled Hegazy**, Associate Dean and Acting Dean at the School of Business & Finance, New Giza University, Egypt
- **Mr. Hassan Mansi**, Program Director Start Egypt, Flat6labs (TBC)

Moderator: Dr. Ayman Tarabishy, ICSB, USA

Part II:

Digital economy to enhance inclusiveness and innovation

- **Dr. Katia Passerini**, Dean, College of Professional Studies at St. John's University, USA
- **Dr. May ElBatra**n, Member of Parliament & IT Committee, Egypt
- **Dr. Atef El Shabrawi**, Founder, Social Innovation Expert, Bahrain
- **Prof. Charles Mathews**, Fulbright Scholar in Lithuania and Professor of Entrepreneurship & Strategic Management, Carl H. Lindner College of Business (LCB), USA
- **Eng Amr Gohar**, CEO, Eco-Outsourcing, Egypt

Moderator: Eng. Mohamed Tarek, CCC

Part II:

Entrepreneurship research clinics

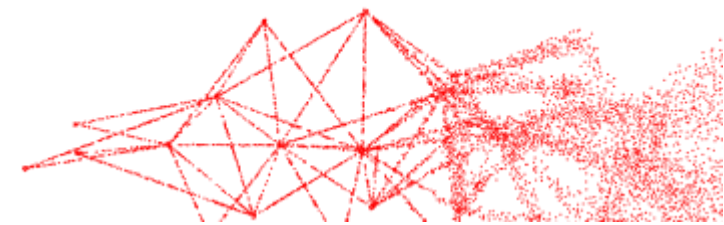
Young entrepreneurship researchers receive advice from experts from academics in individual coaching sessions.

- **Dr. Nashwa Ghoneim**, "Agency and Structural Factors Pertinent to the Sustainability of Social Enterprises in Egypt"
- **Ms. Passant Said**, "PAF dolls Success Story"
- **Dr. Hassan Ahmed Hassan Mohamed**, "Integrated Enterprise Resilience Architecture Framework for Surviving Strategic Disruptions"
- **Dr. Hisham Danana**, "The Effect of Entrepreneurial Market Orientation on Firm Performance: the Case of SMEs"

Moderator: Dr. Nabil Shalaby, Mansoura University, Egypt

19:30

Dinner in Sonesta St. George Hotel by the Nile



Day 3: Saturday 17 November 2018

09:00 – 09:15

Keynote: Ms. Laila Hosni, Head of Corporate Social Responsibility & Sustainable Development Office, “Ebda3 men Masr” Alex Bank

09:15 - 10:00

Plenary: Successful Entrepreneurs from technical and vocational education and training (TVET)

- **Dr. Atef El Shabrawi**, Founder, Social Innovation Expert, Bahrain
- **Ms. Amira Dawoud**, Deputy Component Manager, Transition to Employment, Program Implementation Unit, EU TVET Project
- **Entrepreneurs from Innovation Gate:**
 1. **Ms. Toka Mohamed Kamel & Mr. Ahmed Fawzy Hassan**
 2. **Mr. Seif Eldin Mohamed Abdel Moneim & Ms. Dina AbouElmagd**
 3. **Mr. Steven Romani Adel**
 4. **Mr. Hossam Mostafa Khamees & Mr. Ibrahim Adel Ibrahim**

Moderator: Eng. Magdy Wahba, ILO Country Office, Cairo, Egypt

10:00 - 10:15

Keynote: Dr. Simon Nynens, VP of Business Incubation, Executive Director of Commercialization at New Jersey Institute of Technology, Co-Owner FC Monmouth, USA: “How to fail less?”



4th Nawah Social Entrepreneurship Competition

Introduction:

- **Eng. Ahmed Osman**, MSCBE/GEN Egypt
- **Ms. Amal Mowafy**, Chief Technical Advisor, ILO Country Office, Cairo, Egypt

Opening notes:

- **Dr. Mohamed Megahed**, Deputy Minister of Education & Technical Education, Egypt
- **Ms. Amira Dawoud**, Deputy Component Manager, Transition to Employment, Program Implementation Unit, EU TVET Project
- **TBC**, GIZ Employment Promotion Programme
- **TBC**, USAID WISE project

10:15 – 10:35

10:35 – 10:45

Power Talk: Dr. Khaled Habib, CEO, Fit for Life Consultancy Company

10:45 – 14:45

4th Nawah Social Entrepreneurship Competition: Pitching & Jury
(Ongoing coffee breaks)

14:45 – 15:15

Announcement of Nawah Social Entrepreneurship Winners

- **Ms. Eman Omran**, SME Program Team Leader, Embassy of Canada to Egypt
- Announcement of Recommendations to the challenges outlined by H.E. the Governor of Luxor

Concluding Remarks:

- **H.E. Mr. Mostafa M. Khaled**, Governor of Luxor, Egypt
- **H.E. Dr. Sahar Nasr**, Minister of Investment and International Cooperation, Egypt

15:15

End of Summit

