



The 1st Arab Corporate Citizenship Forum
 (Effective Partnerships towards Sustainable Growth)
 Jumeirah at Etihad Towers - Abu Dhabi, UAE
 23 January 2019

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Introduction:

The first Arab Corporate Citizenship Forum will be held under the title "Effective partnerships towards sustainable growth" in the United Arab Emirates, in coordination with the Islamic Chamber Of Commerce, Industry and Agriculture, Emirates Businesswomen Council and the Economic Businesswomen Council/ Egyptian Chambers of Commerce, UNIDO Network of Investment and Technology Promotion Offices (ITPO), Arab International Center for Entrepreneurship and Investment and with the participation of a number of businessmen, NGOs and government representatives.

The forum is a dynamic interactive platform, which will be held to strengthen ties and expand cooperation areas between the business community in the UAE and its counterpart in Egypt, to serve the vision of the UAE 2021-2030 and Egypt Vision 2030.

The forum will discuss the mechanisms of corporate citizenship, and how to turn companies to be responsible toward its communities and shareholders as well. This will ensure achieving sustainable and effective development, it also discuss the role of women entrepreneurs in changing the culture of their countries and the role of the empowerment of women and youth in achieving sustainable growth.

It will also discuss the role of entrepreneurship in the development of more industries and encourage the manufacture of local materials in the form of final products, As well as increasing income and growth, providing more services and products and opening new markets. In addition to its role in encouraging the use of modern technology and reducing the activity of the informal economic sector.

The forum will also shed light on how to achieve effective partnerships. The partnership is one of the most important concepts that have become more widely discussed in the economic, agricultural, social, service and research fields.

The forum will also address the green economy and its impact on sustainable development, as well as discussing the impact of using new and renewable energies such as wind and solar energy in industry and investment, in order to achieve sustainable development, which is accompanied by clean and harmless environmental and social effects.

Organizer:

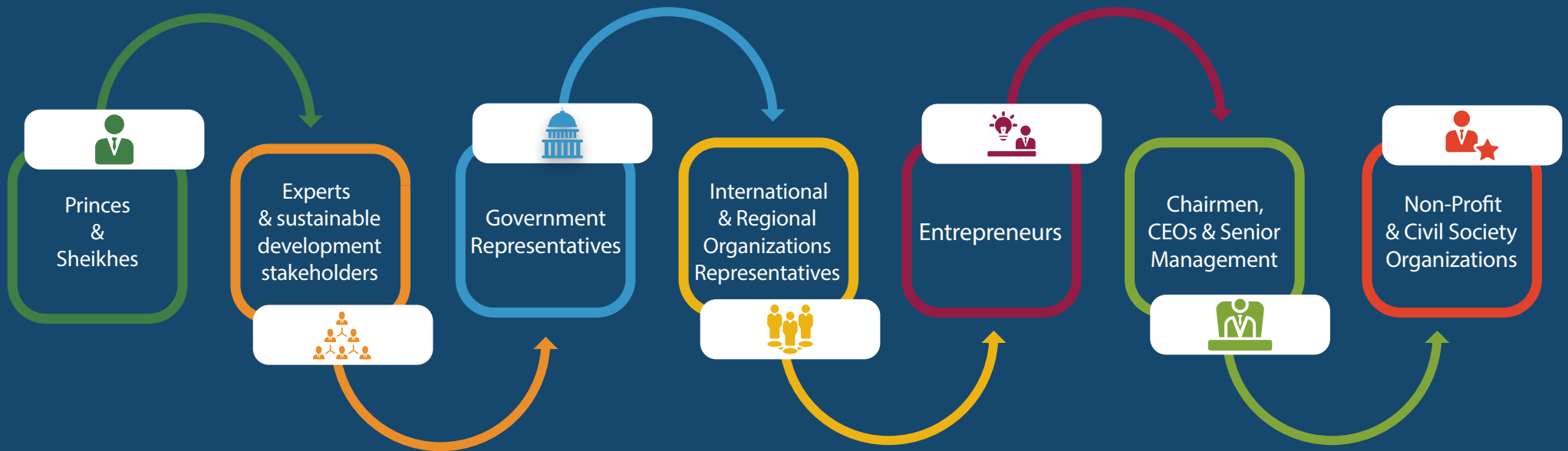
CSR Arabia is a company established in 2015, with the aim of spreading awareness among companies and state institutions on the importance of fulfilling their social responsibilities toward the community.

CSR Arabia plays an important role in creating a state of integration between all community work stakeholders; through organizing several conferences, forums and workshops.

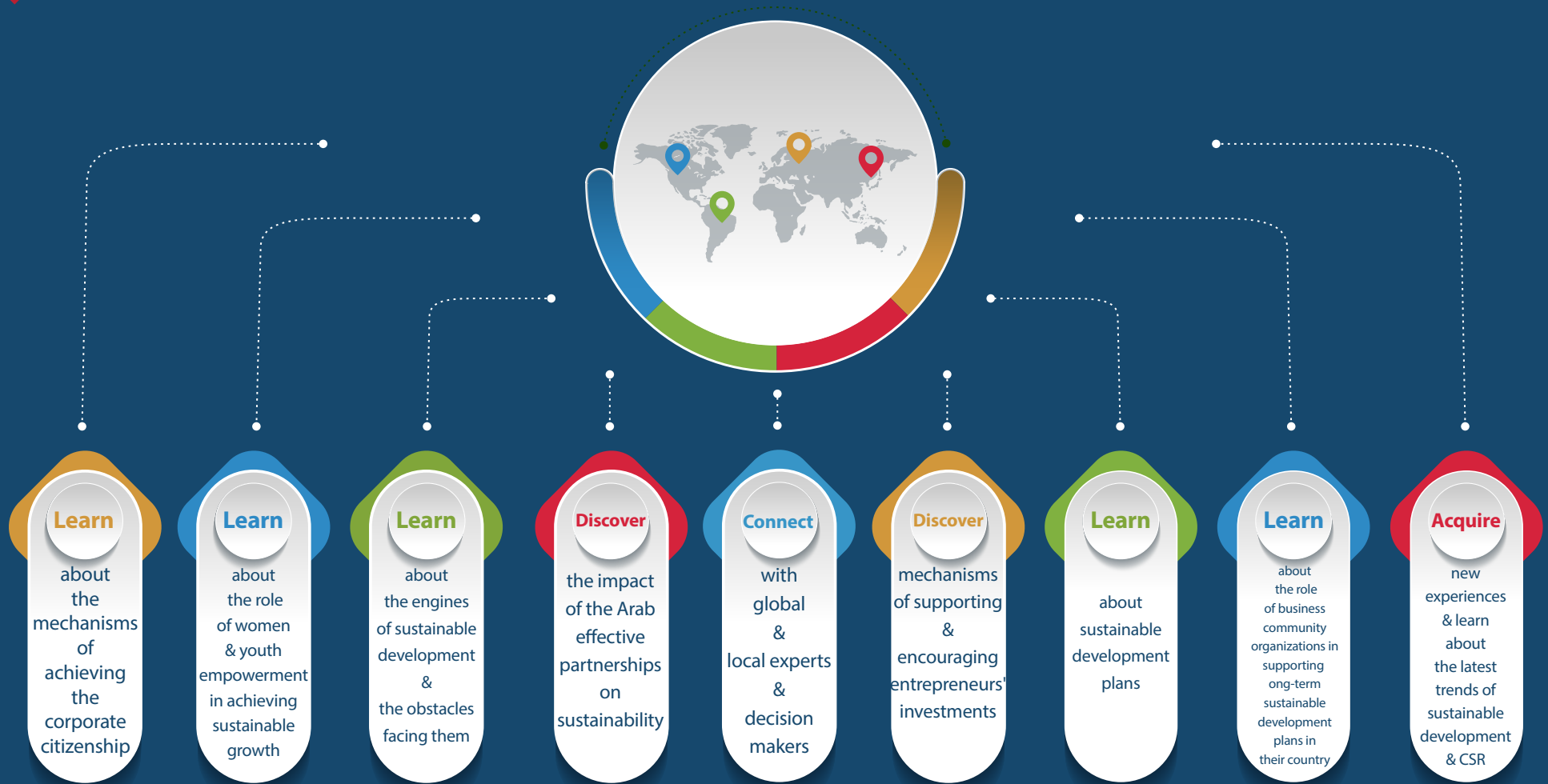
CSR Arabia is specialized in events management and organization; visual and audio content creation; and the preparation of integrated marketing campaigns in the Middle East.

CSR Arabia Philosophy is built around bridging between Corporate Social Responsibility (CSR) and development. CSR Arabia also aims to ensure effective and dynamic channels of communication between governmental institutions, private sector and civil society organizations to support the alignment of CSR plans and activities with the overarching national policies and strategies of the government to achieve sustainable development.

Who will meet you?



Why should you attend?



Stakeholders:



Communication plans:

Website
Agenda, speakers, participants and latest news to be regularly updated on event website

Press Ads
A significant advertising campaign in leading newspapers and magazines.

Bulk SMS Campaign
A respectful database to reach largest number of stakeholders.

Social Media Campaign
A promotional campaign on Facebook, LinkedIn, Twitter and Google+

Telemarketing
Key event's stakeholders to be contacted before the event



Online Ads
Web banners will be placed in leading regional online portals

TV Coverage
A considerable television coverage on the event.

E-shots Campaign
A digital campaign to invite the event's stakeholders.

Public Relations
Effective PR and Media campaign

VIPs Program
VIPs will be invited to take advantage of extra benefits

Dynamic Networking
We Will invite Private Sector of 57 OIC Member States

Agenda:



12:00 - 13:00



Registration

13:00 - 13:30



Opening Speeches

Distinguished guests from the ministers concerned

13:30 - 14:45



First Session: The role of corporate citizenship in achieving sustainable growth



Topics: The concept of corporate citizenship and effective partnerships.

Sustainable development plans in the Arab World.

Enhancing the role of women in commercial activities and achieving Sustainable development.

Unions and business organizations and their role as ambassadors for development in the Arab world.



Speakers:

Mrs. Attiya Nawazish Ali

Assistant Secretary General Islamic Chamber of Commerce, Industry & Agriculture (ICCIA)

Dr. Hashim S. Hussein

Head of the United Nations Industrial Development Organization, Investment and Technology Promotion Office in the Kingdom of Bahrain (ITPO Bahrain).

Ms. Farida Al Awadhi

President of Emirates Business Women Council

Ms. Rim Siam

President of Business Women Council/ Egyptian Chambers of Commerce

Mr. Hassan Moustafa

CEO of CSR Arabia, CEO of CSR Egypt, CEO of STP Communications, President of CSR Egypt Forum and the President of "The Story" The First Arab Forum for Gifted People

Moderator:

Ms. Noha Abd Elhamid

Conference Manager, CSR Arabia

Agenda:



14:45 - 15:00



Presentation: Misr El Kheir Foundation

15:00 - 15:30



Break

15:30 - 16:45



Second Session: Role of Entrepreneurship and Arab Woman & Youth Empowerment in Achieving Sustainable Business Models



Topics:

- Empowerment of Women and Youth (Goals and Challenges)
- Entrepreneurship and its role in creating a competitive advantage to achieve sustainable growth.
- Social responsibility role in human resources development.
- Mechanisms of supporting and encouraging entrepreneurial investments.



Speakers:

Mrs. Attiya Nawazish Ali

Assistant Secretary General Islamic Chamber of Commerce, Industry & Agriculture (ICCIA)

Dr. Hashim S. Hussein

Head of the United Nations Industrial Development Organization, Investment and Technology Promotion Office in the Kingdom of Bahrain (ITPO Bahrain).

Ms. Sonya Janahi

Board Member of the Bahrain Chamber of Commerce & Industry
Founder & CEO, Maya La Chocolaterie & The Living Concepts

Ms. Rim Siam

President of Business Women Council/ Egyptian Chambers of Commerce

Agenda:



16:45 - 18:00



Third Session: The Role of Effective Partnerships in Supporting Development Plans



Topics: Egyptian-Emirati cooperation to achieve sustainable development.
The role of effective partnerships in maximizing the social impact.
Successful models for effective partnerships.
Mechanisms of developing an effective vision for the joint Arab cooperation.



Speakers:

Mr. Mahmoud AlBurai

Chairman UNGC UAE

Eng. Amal Mobadda

Fundraising Sector Director, Misr El Kheir Foundation

Dr. Hazem Fahmy

Country Director, CARE Egypt

Moderator:

Dr. Nevine Abd El Khalek

Vice President, Human Resources & Organization Development, ECG



Honouring the partners of success

18:00 - 18:30



Break

Agenda:



18:30 - 20:00



Forth Session: Egypt is getting closer (Investment Opportunities in the Egyptian Market)



Speakers:

H.E. Ambassador Nabila Makram

Minister of State for Emigration and Egyptian Expatriates Affairs

Engineer Khaled Abbas

Deputy Minister of Housing, Planning and Urban Communities for National Projects

Mr. Mohsen Adel

CEO of the General Authority for Investment and Free Zones (GAFI)

Mr. Mohamed Berro

CEO of Emirates NBD - Egypt

Mr. Mohamed Abou El Enein

Chairman and Founder of Cleopatra Group, President of the Egyptian-European Business Council and the Honorary President of the Parliamentary Assembly of the Mediterranean

Moderator:

Mr. Ahmed Mashhour

Managing Partner, Egyptian Consulting and Trading Company (ECTRA)

20:00



Dinner

Previous Events:

The First Egypt Corporate Social Responsibility Forum - 2015



The Second Egypt Corporate Social Responsibility Forum - 2016



The Third Egypt Corporate Social Responsibility Forum - 2017



The Forth Corporate Social Responsibility Forum in Egypt (Alexandria) 2017



The Fifth Egypt Corporate Social Responsibility Forum - 2018



The Sixth Corporate Social Responsibility Forum in Egypt (Port Said) 2017

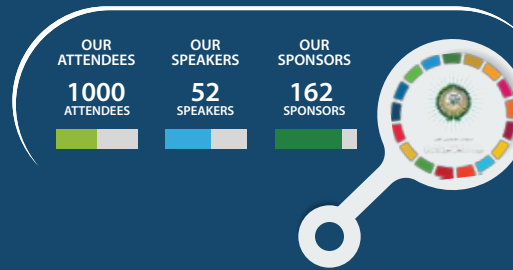


The Seventh Corporate Social Responsibility Forum in Egypt (Alexandria) 2018

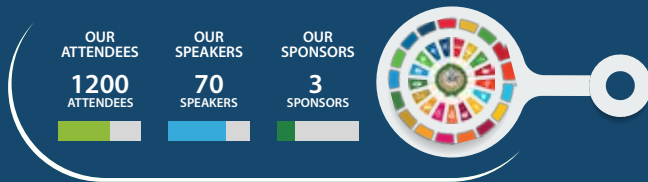


Previous Events:

The First Media Conference on Promoting the Pan Arab Organizations - 2018



The First Arab Sustainable Development Week - 2017

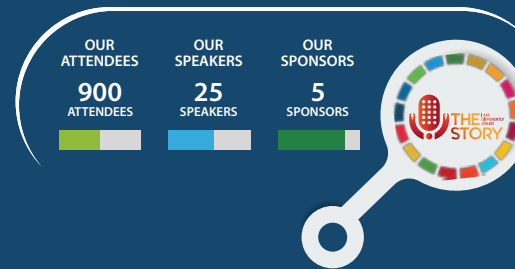


The First Arab Sustainable Development Week - 2018

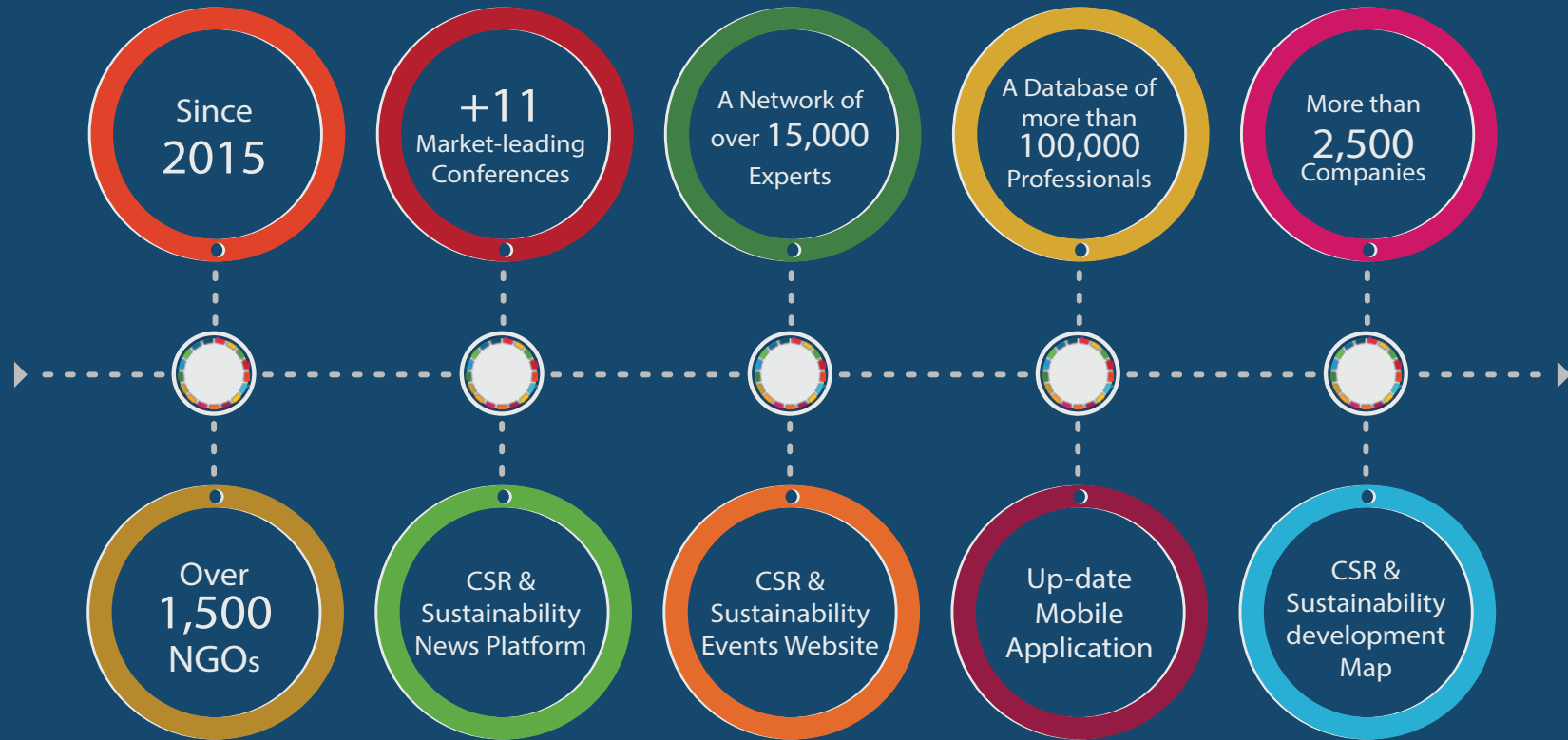


Previous Events:

The First Arab Forum For Gifted People .2018
The First Interactive Platform for People with Special Needs








About our Brand:



Sponsor Packages:



Platinum Sponsor: USD 30,000

-  Logo on the advertisements' panel in front of the conference hall
-  Logo on all advertisement materials (Press and digital Ads)
-  Logo on the conference invitations
-  Logo on the conference website
-  Logo on the backdrop
-  Flight tickets and accommodation for 3 persons (3 days - 2 nights) from Egypt or 10 free tickets to attend the forum in the UAE
-  30 second video to be played on screens in the conference venue
-  1 press release dissemination
-  2x3 display area / booth

Sponsor Packages:



Gold Sponsor: USD 25,000

-  Logo on the advertisements' panel in front of the conference hall
-  Logo on all advertisement materials (Press and digital Ads)
-  Logo on the conference invitations
-  Logo on the conference website
-  Logo on the backdrop
-  Flight tickets and accommodation for 2 persons (3 days - 2 nights) from Egypt or 6 free tickets to attend the forum in the UAE
-  2x2 display area / booth

Sponsor Packages:



Silver Sponsor: USD 20,000




-  Logo on the advertisements' panel in front of the conference hall
-  Logo on all advertisement materials (Press and digital Ads)
-  Logo on the conference invitations
-  Logo on the conference website
-  Logo on the backdrop
-  Flight tickets and accommodation for 1 persons (3 days - 2 nights) from Egypt or 3 free tickets to attend the forum in the UAE



Sponsor Packages:



Co-Sponsor: USD 10,000

-  Logo on the conference invitations
-  Logo on the conference website
-  Logo on the backdrop

Attendance Fees:




Individuals
750 USD
(Excluding transportation & accommodation)

Promotional Materials:



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