



EGYPT
CSR Corporate
Social
Responsibility
FORUM

Second CSR Forum in Egyptian Governorates
Suez Canal Region – Port Said Culture Center
2 October 2018

Under the Patronage of



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solidarity



Ministry of Local
Development



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and Industry

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Introduction:

**SIMPLY,
WE HAVE
THE KNOW HOW**

Portsaid hosts the second CSR Forum in governorates, which will take place under a distinguished government patronage, to create a state of integration between the government, business sector and civil society efforts to achieve a real development in the Egyptian governorates.

CSR Egypt is organizing this event out of its belief in the efforts exercised by all stakeholders to prepare a comprehensive development plan, which in turn allows the country to achieve a qualitative leap in the life of each Egyptian citizen.

The forum highlights the actual needs of the governorates of the Suez Canal Region, including: Portsaid, Ismailia and Suez, as well as discussing the government's plans to achieve a sustainable and balanced development. This is in addition to shedding light on the sustainable investment opportunities and discussing the methods of merging the business sector in Egypt Vision 2030.

Furthermore, it will address the mechanisms of creating comprehensive economic and social development in the Suez Canal Region and determining the competitive advantages of each of the three governorates. In addition, the forum will discuss the necessary factors for achieving industrial development, and the required plans to provide a professional training to enhance employment efficiency in the region and how to transform Egypt into a global logistics hub.

CSR Forum in Governorates – Suez Canal Region will host more than 500 CSR and sustainability experts and stakeholders, in addition to businessmen, investors, and government and NGOs representatives.

Organizer

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THE KNOW HOW**

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

CSR Egypt Philosophy is built around bridging between Corporate Social Responsibility (CSR) and development. In addition, we believe that networks and partnerships can be powerful vehicles for change.

Therefore, our services are designed to spread awareness among private sector on the importance of fulfilling their social responsibilities towards the community.

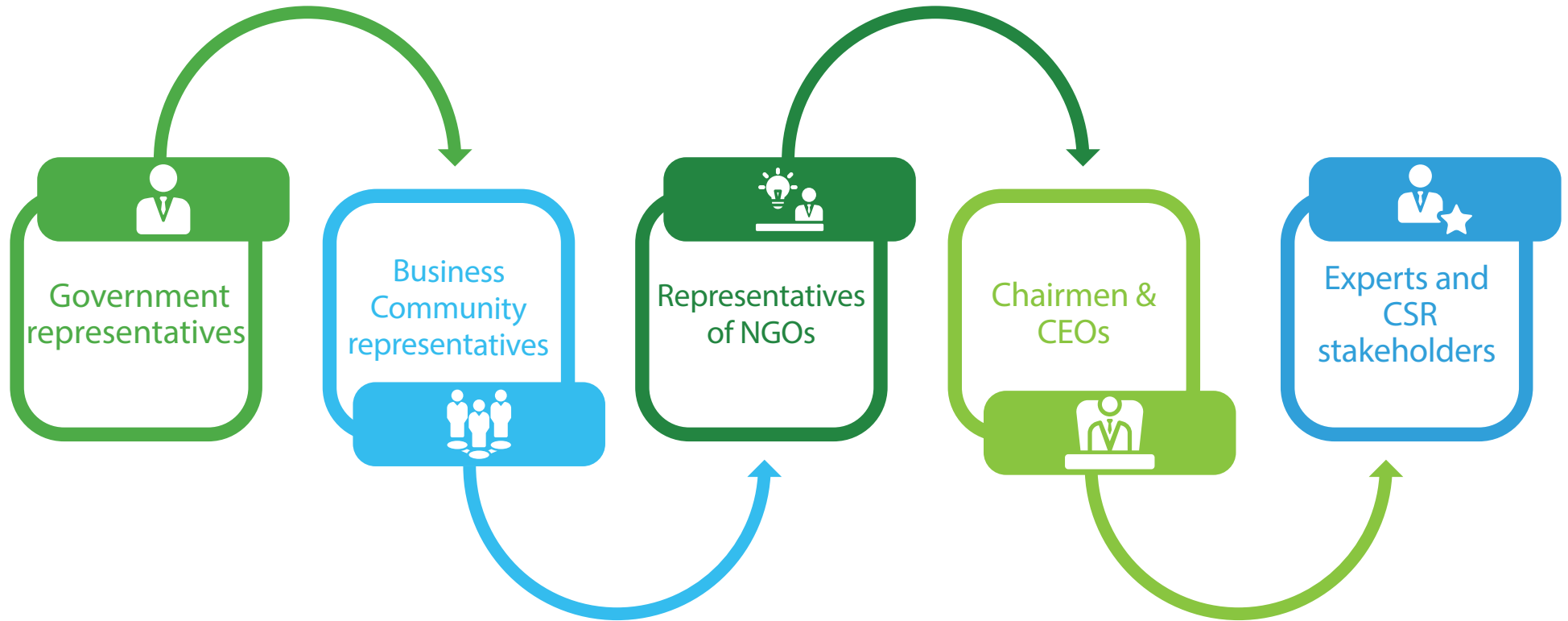
CSR Egypt also aims to ensure effective and dynamic channels of communication between governmental institutions, private sector and civil society organizations to support the alignment of CSR plans and activities with the overarching national policies and strategies of the government to achieve sustainable development.



2nd
Corporate Social
Responsibility forum
in Governorates

Share your experience with:

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WE HAVE
THE KNOW HOW



Why you should attend:

**SIMPLY,
WE HAVE
THE KNOW HOW**

Learn about the plans developed to meet governorates needs



Learn about the role of private sector in supporting government plans



Learn about the community needs of every governorate and how to meet them



Learn about the government plans to support unfinished projects



Learn about the competitive advantages of each governorate



Communicate with government and private sector representatives, as well as experts and community work stakeholders



Communication Plan:

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THE KNOW HOW**

 **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

Agenda

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THE SECOND CSR FORUM IN GOVERNORATES AGENDA		
Registration		9:00 – 10:00 am
First session:	Suez Canal region... the main engine to achieve sustainable development in Egypt	
Speakers	Topics	Time
<p>H.E. Mahmoud Shaarawy Minister of Local Development</p> <p>Admiral Mohab Mamish Head of Suez canal Authority and the Chairman of the General economy Authority of the Suez Canal. (Awaiting Confirmation)</p> <p>General Adel El Ghadban Governor, Portsaid Governorate.</p> <p>General Abdel Meguid Saqr Governor, Suez Governorate. (Awaiting Confirmation)</p> <p>General Hamdy Othman Governor, Ismailia Governorate. (Awaiting Confirmation)</p> <p>Mr. Mohsen Adel Chairman of the General Authority for Investment and Free Zones (GAFI)</p> <p>Mr. Lars Chirstensen Chief Executive Officer, Suez Canal Container Terminal (SCCT)</p> <p>Eng. Sherif El Menoufi CEO - TCI Sanmar</p>	<ul style="list-style-type: none"> - Suez Canal region (sustainable investment opportunities and improving citizen's life) - Role of business sector in achieving Egypt Vision 2030 and developing Suez Canal region. - The region's actual needs for development. 	10:00 - 11:30 am

Agenda

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Experiences and stories about achieving actual development		11:30 - 11:45 am
Speaker	Presentation	Time
Mr. Lars Chirstensen Chief Executive Officer Mr. Hany El Nadi Head of External Communication & Government relations	Suez Canal Container Terminal (SCCT)	11:30 - 11:45 am
Break		11:45 - 12:15 pm
Second session:		Role of SMEs and Entrepreneurship in developing local communities
Speakers	Topics	Time
Mr. Hossam Farid Advisor to the Minister of Trade and Industry for Small and Micro Enterprises and Entrepreneurship Mr. Moustafa Gabr Vice Chairman of Dominick Company and Chairman of the Egyptian Junior Businessmen Association in Port Said Mr. Amr El Seginy Chairman of the Egyptian Junior Businessmen Association Eng. Ahmed Osman President-elect, International Council for Small Business (ICSB) Eng. Mohammed Abu Saada Head of the National Organization For Urban Harmony Moderator: Dr. Ola El Kobrosy Vice Executive Director of the General Authority for Investment and Free Zones	<ul style="list-style-type: none"> - Legislation and incentives for companies to carry out their social responsibility. - The role of entrepreneurship and SMEs in achieving development and boosting economy. - The role of business community in supporting initiatives and development ideas. - Methods to attract funding from the international community to achieve sustainable development and empower youth. <p>The role of Egyptian identity and culture in supporting the sense of citizenship.</p> <ul style="list-style-type: none"> - Role of civil society in maintaining heritage within the state policy, and the support of business community for it. 	12:15 - 1:45 pm

Agenda

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Third session:		Competitive advantage of the Suez Canal region (ROI and Business Sector's social responsibility)	
Speakers	Topics	Time	
<p>Mr. Ayman Gabr Chairman of Dominick Company and Historic Port Said Association</p> <p>Mr. Mohamed Sayed CEO of KAPSI Coatings</p> <p>Eng. Karim El Sabaa Chairman of Cairo Nile Shuttle (CNS)</p> <p>Eng. Gamal Al Ghitany Chairman of Al Motaheda Company and Board Member of Port Said Investors Association</p> <p>Moderator: Mr. Hany El Nadi Head of External Communication & Government relations, Suez Canal Container Terminal (SCCT)</p>	<ul style="list-style-type: none"> - Business sector's vision to enhance the competitive advantage of the Suez Canal region and achieve sustainable development. - Transforming Egypt into a global logistics hub and its impact on investment and citizen's life. - Role of business community in meeting the region's needs and providing job opportunities and training. - Mechanisms of creating integration between development stakeholders (Government - Business community - Civil Society) 	1:45 - 3:15 pm	
Recommendations and closing remarks			3:15 - 3:30 pm

Previous Events

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**The 1st Corporate
Social Responsibility
Forum in
Governorates**

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1st

Corporate Social
Responsibility forum
in Governorates

OUR
ATTENDEES

650
ATTENDEES

OUR
SPEAKERS

22
SPEAKERS

OUR
SPONSORS

10
SPONSORS

**Egypt Annual
Corporate Social
Responsibility
Forum**

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**EGYPT
CSR** Corporate
Social
Responsibility
FORUM



**EGYPT
CSR** Corporate
Social
Responsibility
FORUM

1st

Egypt
Corporate Social
Responsibility Forum

OUR
ATTENDEES

750
ATTENDEES

OUR
SPEAKERS

56
SPEAKERS

OUR
SPONSORS

16
SPONSORS

2nd

Egypt
Corporate Social
Responsibility Forum

OUR
ATTENDEES

1000
ATTENDEES

OUR
SPEAKERS

56
SPEAKERS

OUR
SPONSORS

10
SPONSORS

3rd

Egypt
Corporate Social
Responsibility Forum

OUR
ATTENDEES

1500
ATTENDEES

OUR
SPEAKERS

54
SPEAKERS

OUR
SPONSORS

21
SPONSORS

4th

Egypt
Corporate Social
Responsibility Forum

OUR
ATTENDEES

1750
ATTENDEES

OUR
SPEAKERS

63
SPEAKERS

OUR
SPONSORS

17
SPONSORS

ARAB SUSTAINABLE DEVELOPMENT WEEK

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1st

Arab Sustainable
Development
Week

OUR
ATTENDEES

1200
ATTENDEES

OUR
SPEAKERS

70
SPEAKERS

OUR
SPONSORS

3
SPONSORS

Media Conference on Promoting the Pan Arab Organizations

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المؤتمر الإعلامي الأول

مؤتمرات العمل العربي المشترك

1st

Media Conference
on Promoting the Pan
Arab Organizations

OUR
ATTENDEES

1000
ATTENDEES

OUR
SPEAKERS

52
SPEAKERS

PR

162
NEWS

**Be part of
our story**

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Sponsorship Packages:

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Platinum Sponsor: EGP 150,000

-  Logo on the advertisements' panel in front of the conference hall
-  Logo on all advertisement materials (Press and digital Ads)
-  1 press release dissemination
-  30 second video to be played on screens in the conference venue
-  10 minutes presentation
-  Email shot campaign
-  Logo on the backdrop
-  Logo on the conference website
-  Logo on the conference invitations
-  10 free conference tickets
-  2x4 display area / booth

Sponsorship Packages:

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Gold Sponsor: EGP 100,000

-  Logo on the advertisements' panel in front of the conference hall
-  Logo on all advertisement materials (Press and digital Ads)
-  30 second video to be played on screens in the conference venue
-  Logo on the backdrop
-  Logo on the conference website
-  Logo on the conference invitations
-  5 free conference tickets
-  2x3 display area / booth

Sponsorship Packages:

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Silver Sponsor: EGP 75,000

-  Logo on the advertisements panel in front of the conference hall
-  Logo on all advertisement materials (Press and digital Ads)
-  Logo on the backdrop
-  Logo on the conference website
-  Logo on the conference invitations
-  3 free conference tickets
-  2x2 display area / booth

Promotional Materials

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Presentations

EGP 50,000

An opportunity to talk about your company, as well as sharing its achievements between the sessions of the forum.



10-minute presentation

Attendance Fees

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Individuals

1000 EGP
(Price Per Person)



Corporates

Table for 10 person
8000 EGP

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of Commerce



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DAILY NEWS
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صوت الأنتا



رواد الأعمال



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PR & Communications







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