



EGYPT
CSR Corporate
Social
Responsibility
FORUM

Third CSR Forum in Egyptian Governorates
Alexandria – Royal Tolip Hotel
2 December 2018





Introduction:

**SIMPLY,
WE HAVE
THE KNOW HOW**

Alexandria is hosting the third round of the CSR Forum in Egyptian Governorates, which will be held under distinguished government patronage on 2 December 2018 at the Royal Tolip Hotel.

The forum aims at creating an integration between the efforts exercised by the government, business community and civil society organizations to achieve actual development in the Egyptian governorates. CSR Egypt is organizing this event to ensure the continuity of the participation and cooperation between the development stakeholders, in addition to developing integrated development plans with a priority to improve the quality of Egyptian citizens' life and revive the economic situation.

And for the first time, the forum will host a roundtable that gathers all stakeholders to discuss the methods of integration, as well as shedding light on the needs of each party.

The forum will also discussing how to maximize the potential and competitive advantages of each governorate, and the future of local and foreign investment in the region, in addition to highlighting the mechanisms of attracting investments to participate in local development programs in the region, as well as improving the conditions of the community through studying a number of proposals for the development of infrastructure and service sectors.

Furthermore, the forum will shed light on the effective role of NGOs in achieving a balanced development in each governorate, in addition to optimizing its resources and untapped potentials. It will also discuss means of choosing the right success partners and importance of developing key performance indicators.

The forum will be attended by more than 500 experts and social work stakeholders, including: businessmen, investors, government representatives 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.



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3rd
Corporate Social
Responsibility forum
in Governorates



Who will you meet ?

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Why should you attend ?

**SIMPLY,
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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





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Stakeholders:





Communication Plan:

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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



THE SUGGESTED AGENDA THE THIRD CSR FORUM IN GOVERNORATES

	Registration :	9:00 –10:00 am
	First Session : Social discussion between all stakeholders	10:00 –11:30 am
	Topics :	<ul style="list-style-type: none">• Means of integration between all stakeholders.• The needs of the different stakeholders.• The starting point to unify all stakeholders efforts.
	Speakers	<ul style="list-style-type: none">• Dr. Abd EL Aziz Konsowa, Governor of Alexandria• Mr. Mohsen Adel, Chairman of the General Authority for Investment and Free Zones• Eng. Hoda Mostafa Ibrahim, Head of the Central Administration of the Egyptian Environmental Affairs Agency in Alexandria on-behalf of the Minister of Environment• Major General Hamza Darwish, Head of the Minister of Local Development Office• MP Eng. Ahmed El Seginy, Head of the Local Administration Committee, Egyptian Parliament (Awaiting confirmation)• Eng. Hossam Farid, Advisor to the Minister of Trade and Industry for small and medium enterprises.• Eng. Marwan El Sammak, Chairman, Ship & Crew
	AMOC - DCARBON Protocol	11:30 –11:50 am
	Networking	11:50–12:00 pm



THE SUGGESTED AGENDA THE THIRD CSR FORUM IN GOVERNORATES



Second Session : The Road Map to achieve sustainable development. 12:00 – 1:30 pm



Topics :

- Mechanisms of creating balanced development in Egypt.
- Strategic vision of the new business models «Achieving Sustainability»
- What are the sustainable development engines?
- How to make integration between the efforts of the private sector and the government.
- The future of domestic and foreign investment in the region.
- How to develop, follow-up and evaluate the needed mechanisms to achieve the desired objectives .

Speakers

- Dr. Sherif Delawar, Economic Expert
- MP Samir al-Batikhi, Member of the Egyptian Parliament
- Dr. El Sayed El Seify, Dean of the Faculty of Commerce, Alexandria University
- Dr. Mohamed El Hamamy, President of EJB, Alexandria Branch

Moderator:

- Dr. Ehab Shalaby, Chairman of De Carbon Company



Presentation : FORASNA

Mostafa Hassan, Product Marketing Manager at BasharSoft

1:30 – 1:45 pm



Presentation :

1:45 – 2:00 pm



Coffee Break :

2:00 – 2:30 pm



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in Governorates



THE SUGGESTED AGENDA THE THIRD CSR FORUM IN GOVERNORATES



Third Session : The Role of the development stakeholders

2:30 – 4:00 pm

(Government - Private Sector - Civil Society - Media)



Topics :

- The role of NGOs in achieving balanced development in each governorate.
- Means of developing small and micro enterprises and providing technical and financial support.
- How to use the untapped capacities in the governorates and raise their efficiency to cope with the requirements of development.
- The role of media in supporting state's plans for development
- The role of the state in developing clear and enforceable plans

Speakers

- Judge Mohamed Abdel Karim, President of the Egyptian Appeal Court
- Eng. Hossam Saleh, Chief Operations Officer, Egyptian Media
- Ms. Rim Siam, President of the Egyptian Economic Council for Businesswomen
- Dr. Omaima El Sheikh, Chairman of the Special Needs Committee, Rotary

Moderator:

Mr.Marwan El-Shayeb, Business Development Director at SWVL Egypt



Closing remarks & recommendations :

4:00 – 4:15 pm



Lunch :

4:15 pm



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Previous Events

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**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

2nd

Corporate Social
Responsibility forum
in Governorates

OUR
ATTENDEES

450
ATTENDEES

OUR
SPEAKERS

17
SPEAKERS

OUR
SPONSORS

3
SPONSORS

**Egypt Annual
Corporate Social
Responsibility
Forum**

**SIMPLY,
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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

مؤسّسات 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 25,000

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

10-minutes presentation



Attendance Fees

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Individuals

1000 EGP
(Price Per Person)



Corporates

10 persons
8000 EGP

Gold sponsor



NATIONAL BANK OF EGYPT

بنك أهل مصر

Silver sponsor



Alexandria
Mineral
Oils Co.

Supporters



Egyptian
Junior
Business
Association



Canadian Chamber
of Commerce
in Egypt



Swiss Egyptian
Business Association



OXFORD
BUSINESS
GROUP



Jobzella



Rotary
Egypt



فرصنا

Media Partners



الهرم السابع



DAILY NEWS
EGYPT



النابذة



business today



صوت الأمتنا



MUBASHER MEDIA
IT STARTS HERE



رواد الأعمال



YB
بيزنس



HAPI
حابي



واد البلد



المسأل

Co-Partners



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نتشارك
037037

PR & Communications



STP
COMMUNICATIONS

Powered by



CSR Egypt



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