



UNDER THE PATRONAGE OF



Ministry of Planning
Monitoring and Administrative
Reform



EGYPT
CSR Corporate
Social
Responsibility
FORUM

**First Annual Corporate Social
Responsibility Forum in Governorates**
26 November 2017
TOLIP Royal Hotel - Alexandria
www.egyptcsrforum.com



Introduction:

CSR Egypt will organize its first forum on corporate social responsibility in Alexandria Governorate under a distinguished government patronage; the forum aims at creating a state of integration between the efforts of the government, private sector and civil society, in order to bring about real development in Egyptian governorates.

CSR Egypt organizes this forum out of its belief in the efforts exercised by all stakeholders to meet the country's comprehensive development plan that aims at changing citizens' lives to the better.

In its first round, the forum will shed light on the actual needs of the governorates of Alexandria, Beheira and Matrouh, the initiatives that have been implemented in these governorates, as well as the means of unifying stakeholders' efforts. Furthermore, the forum will highlight the role of private sector in supporting the unfinished projects, as well as discussing the balanced development between the different governorates and sustainable development strategies. It will also discuss mechanisms of bridging development gaps, making best use of the governorates' competitive advantages and encouraging the private sector to develop more investment plans in various governorates.

The forum will also shed light on many other issues such as improving infrastructure and providing job opportunities in all Egyptian governorates and supporting entrepreneurs and SMEs owners.

The forum gathers more than 500 experts, businessmen, investors, heads of civil society organizations, and members of parliament and local administrations who are all interested in community and development work.



Who you will meet:





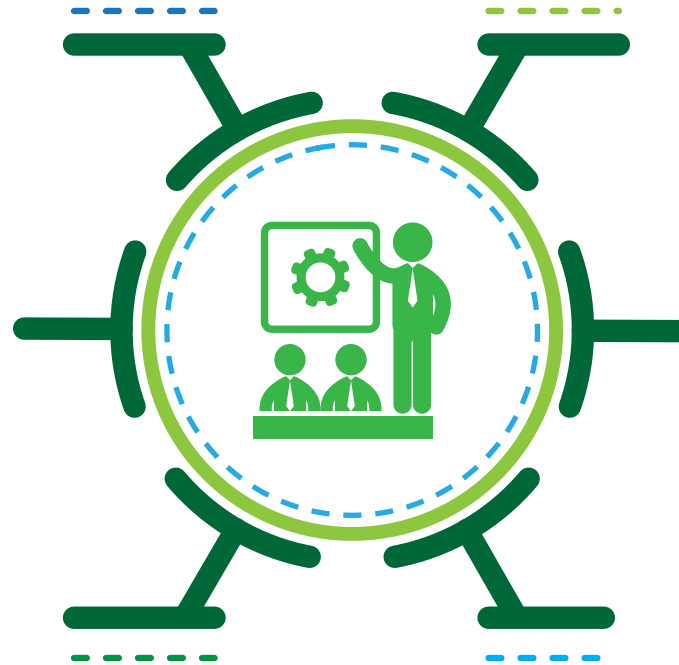
Why you should attend:

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

Learn about the plans developed to meet governorates needs

Learn about the competitive advantages of each governorate

Learn about the role of private sector in supporting government plans



Learn about the government plans to support unfinished projects

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



Stakeholders:





Marketing Plan:



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



CSR Egypt is an Egyptian limited liability company established in 2015, with the aim of spreading awareness among companies and institutions of the importance of fulfilling their responsibility towards society and achieving sustainable development through their business.

CSR Egypt played an important role in achieving an integration between community work stakeholders, whether they are government entities, civil society institutions, associations, private sector companies or experts through organizing conferences, workshops, as well as providing technical and marketing consultancy.





Agenda:



Registration: 08 : 30 – 10 : 30 am



First Session: 10 : 30 – 11 : 30 am

Moderator:

Mr. Hassan Mostafa

CEO, CSR Egypt



Speakers:

H.E. Dr. Hala Al Saeed

Minister of Planning, Monitoring and Administrative Reform

Dr. Mohamed Sultan

Governor of Alexandria

Gen. Alaa Abu Zeid

Governor of Matrouh

Eng. Nadia Abdou

Governor of Beheira



Presentation: 11 : 30 – 11 : 45 am

Misr El Kheir Foundation



Presentation: 11 : 45 – 12 : 00 pm



Agenda:



Second Session: 12 : 00 – 1 : 15 pm

Balanced and sustainable development Strategy

Moderator:

Dr. Alaa Eldin Mahmoud Zahran

President of the Institute of National Planning.



Speakers:

MP Eng. Ahmed El Seginy

Head of the Local Administration Committee, Egyptian Parliament

Prof. Khaled Zakaria Amin

Advisor to the Minister of Planning, Monitoring and Administrative Reform for Local Development and National Projects

Mr. Seifallah Fahmy

President of Egyptian National Competitiveness Council

Eng. Hoda Dahroug

Member of the Advisory Council for the Community Development,
Presidency of the Arab Republic of Egypt



Agenda:



Topics:

- Unbalanced development, social justice and growth
- Development gaps between different governorates
- Competitiveness and achieving sustainable development in governorates



Presentation: 01 : 15 – 01 : 30 pm

Mr. Amr Taha,
Head of Office, IOM.



Break: 01 : 30 – 02 : 00 pm



Third Session: 02:00 – 03:15 pm

**Unfinished projects and the industrial development strategy
in Alexandria**

Moderator:

Mr. Mohsen Adel
Vice President of the Egyptian Exchange



Agenda:



Speakers:

Eng. Amany Moamen

Deputy Chairman of the Industrial Development Authority

Mr. Mohamed Farid

Head of Infrastructure Department, Ministry of Planning, Monitoring and Administrative Reform

Mr. Amr El Seginy

President, Egyptian Junior Businessmen Association



Topics:

- Industrial development strategies
- Reasons behind projects suspension
- Government plans to support unfinished projects.



Presentation: 03 : 15 – 03 : 30 pm

Dr. Ibrahim Ahmed

Project Manager, Egypt ICT Fund



Fourth Session: 03 : 30 – 04 : 45 pm

Role of civil society in developing Alexandria Region

Moderator:

Dr. Ehab Shalabi

President of DCarbon Company



Agenda:



Speakers:

Ms. Heba al-Sewedy (Presentation)

Founder of Ahl Masr Foundation

Mr. Ahmed Nagy (Presentation)

Director of Fundraising and Partnerships, Zewail City of Science and Technology

Ms. Dalia Hosny

Head of Corporate Social Responsibility Committee, Egyptian Junior Businessmen Association

Ms. Omaima ElSheikh

Deputy Chair of District of Basic Education & Literacy committee

Eng. Amal Mobada

Fundraising Sector Director, Misr El Kheir Foundation

Mr. Hisham Abul Ella

Secretary-General, Aamal Foundation



Topics:

- Sustainable development mechanisms and the 2030 strategy.
- The role of civil society organizations and development plans in Egypt.
- Private sector role in supporting development plans in Alexandria region.



Recommendations and closing remarks

04 : 45 – 05 : 00 pm



Lunch: 05 : 00 pm



Previous Events

1- Egypt CSR Forum 2017

OUR
ATTENDEES

1500
ATTENDEES

OUR
SPEAKERS

54
SPEAKERS

OUR
SPONSORS

21
SPONSORS



2- Egypt CSR Forum 2016

OUR
ATTENDEES

1000
ATTENDEES

OUR
SPEAKERS

56
SPEAKERS

OUR
SPONSORS

10
SPONSORS



3- Egypt CSR Forum 2015

OUR
ATTENDEES

750
ATTENDEES

OUR
SPEAKERS

56
SPEAKERS

OUR
SPONSORS

16
SPONSORS



Some news clips about the forum:

الاقتصاد

اخر الاخبار | بورصة وشركات | بنوك | تأمين | أسواق | استثمار | صناعة والتاج | نقل وخدمات

سيارات | التصد دولي | اسواق عربية | من المجلة | مؤشرات | مقالات | مجتمع الاعمال

عجل | سجل الازهار اليوم والجيته يسجل 5 الاف

تقارير

الأسكندرية تستضيف الملتقى الأول للمسئولية المجتمعية في المحافظات في نوفمبر القادم

306 | 18:24 | 31-10-2017



f t G+

كتب: عبدالناصر منصور:

تستضيف محافظة الاسكندرية عروس البحر الابيض المتوسط الملتقى السنوي الاول للمسئولية المجتمعية في المحافظات في يوم 26 نوفمبر 2017، والذي ينعقد برعاية و حضور الدكتورة هالة السعيد وزيرة التخطيط و المتابعة و الإصلاح الإداري، و بتنظيم شركة سي اس ار ايجيبت، و ذلك بهدف خلق حالة من التكامل بين مجهودات الحكومة و القطاع الخاص و المجتمع المدني لإحداث تنمية حقيقية بالمحافظات المصرية .

القرار المصري

اقتصاد و بورصة | سياحة | سياسة و برلمان | رياضة | حوادث

الأسكندرية تستضيف للتلقي الأول للمسئولية المجتمعية في المحافظات

الأربعاء 1، نوفمبر 2017 - 03:24 م / تعليق



حسن مصطفى رئيس شركة سي إس آر

كتب عمرو رأفت

تستضيف محافظة الاسكندرية للتلقي السنوي الاول للمسئولية المجتمعية في المحافظات في 26 نوفمبر للقبل ، والذي يُعقد برعاية وحضور الدكتورة هالة السعيد وزيرة التخطيط و للتابعة و الإصلاح الإداري، و بتنظيم شركة سي اس ار إيجيبت.

Some news clips about the forum:

Amwal Al-Ged

العامة للمواضع والنظريين - 5.25 - < العامة لاستصلاح الاراضي و التنمية و التعجير - 6.80 - < اوتبع مسير للاتصالات

الرئيسية | اسواق المال | بنوك و مؤسسات مالية | استثمار | تكنولوجيا واتصالات | مكرات | مجلة | المزيد

تكنولوجيا واتصالات

انعقاد الملتقى السنوي الاول للمسئولية المجتمعية في الاسكندرية 26 نوفمبر

نومبر 1, 2017 3:38 م

Amwal Al-Ged

احجز وادفع به

رئيس مجلس الإدارة سعد سليم
رئيس التحرير عبد النبي الشحات

gomhuriaonline.com

مصر | احزاب ونواب | اقتصاد | محافظات | شباب | تقارير | تعليم | دين | ثقافة | المزيد

2- محافظات

صوت الامتياز

الاسكندرية تستضيف الملتقى الاول للمسئولية المجتمعية في المحافظات

كتب علا علي ومحمود جمعة

تستضيف محافظة الاسكندرية الملتقى السنوي الاول للمسئولية المجتمعية في المحافظات يوم 26 نوفمبر 2017 والذي ينعقد برعاية وحضور الدكتورة هالة السعيد وزيرة التخطيط والمتابعة والاصلاح الإداري وتنظمه شركة سي اس ار ايجيبت.










ويهدف الملتقى إلى خلق حالة من التكامل بين مجهودات الحكومة والقطاع الخاص والمجتمع المدني لإحداث تنمية حقيقية بالمحافظات المصرية.



Sponsorship Packages:










Platinum Sponsor: EGP 100,000

-  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
-  Logo on the backdrop
-  Logo on the conference website
-  Logo on the conference invitations
-  5 free conference tickets
-  2x4 display area / booth

Sponsorship Packages:










Golden 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
-  2 free conference tickets
-  2x3 display area / booth

Sponsorship Packages:



Silver Sponsor: EGP 50,000

-  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
-  1 free conference tickets
-  2x2 display area / booth



Attendance



Individuals

1000 EGP
(Price Per Person)



Corporates

Table for 10 person
8000 EGP

Platinum Sponsor



NATIONAL BANK OF EGYPT

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البنك العربي الأفريقي الدولي
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Silver Sponsor



الهندسية
للمحاوريات
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اتصل على 011

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Media



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A STORY TO TELL

Supporters



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Business
Association



Alexandria Business Association
جمعية رجال أعمال الإسكندرية



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