

Under The Patronage Of

Under The Patronage Of  
H.E.Dr. Mostafa Madbouly  
Prime Minister of Egypt

وزارة التخطيط والتنمية الاقتصادية  
Ministry of Planning and Economic  
Development



جمهورية مصر العربية  
وزارة الصّانّ الاجتهادى



Stakeholders  
Dialogue Egypt

# Egypt Business Solutions Summit

The New Business  
Generation In Egypt

Innovating  
Funding

Sustaining  
Growing

31 October 2022  
InterContinental  
City Stars- Cairo

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## **The Business Solutions Summit (Innovating- Funding - Growing- Sustaining)**

Micro, small, and medium sized enterprises (SMEs) are playing a pivotal role in light of national efforts exerted by the Egyptian government and development partners – under the directives of President Abdel Fattah El Sisi – to achieve balanced sustainable development in various parts of Egypt with an aim to improve the quality of Egyptian people's life and create investment opportunities that will help to up employment and production rates.

SMEs and start-ups based on innovation and alternative solutions are one of the main economic catalysts which the state seeks to promote in the coming period.

SMEs represent one of the accredited strategic mechanisms for combating poverty and unemployment. Startups absorb a large number of workers, boost investments, contribute to the gross domestic product, create an added value, and raise the competitiveness of the Egyptian economy to realize sustainable economic growth capable of achieving sustainable development in dimensions. This highlights the importance of Egypt's first summit for SMEs under the theme of (this is the era of innovating- Funding- growing- sustaining).

The summit will bring together all parties concerned, including representatives of the government, businessmen, experts, and researchers, to shed light on the state's efforts to upgrade this sector through financing initiatives, facilitating measures, and offering technological and technical services.

The summit also aims at working out a future vision for confronting the challenges facing this sector, especially with regard to financial support, domestic and international marketing, and engagement in partnerships with major financing agencies in addition to offering up-to-date technological support and building administrative capabilities to be able to capitalize in on expansion opportunities.

The summit will address the role of digital transformation in developing new opportunities and mechanisms for creating a competitive advantage for the Egyptian economy based on competitive advantages of various resources in all Egyptian governorates, thus contributing to re-design the Egyptian investment map.

The summit will also shed light on green investment opportunities – which are most attractive to financing - in order to support the Egyptian state's plan for cutting greenhouse gas emissions and expanding green projects which contribute to adapting to the climate change fallout.

The event will also offer a chance for entrepreneurs to stand on available financing opportunities in addition to holding talks with investors and engaging in effective partnerships with them.

The get-together will also highlight stories of success and means of confronting challenges. On the fringe of the event, a number of training sessions will be held on expansion plans, supply chains, growth during crises times, means of building sustainable business models, and economic, social, and environmental governance. Hence, it is important to work on improving the investment climate of this sector and supporting its all-out system to decide on the most important challenges, unifying the parties concerned to confront these challenges, reducing imports, and boosting the resilience of the Egyptian economy in the face of crises.

Most statistics show that SMEs represent about 90% of businesses and more than 50% of employment worldwide. Formal SMEs contribute up to 40% of national income (GDP) in emerging economies, according to the World Bank. The event is expected to be attended by more than 500 experts in the business community, entrepreneurs as well as representatives for the government, banking and non-banking institutions, international financing bodies, and donor agencies.



Time	Program
10:00 am - 10:15 am	Opening Speeches
10:15 am - 11:15 am	Launching Sustaining SMEs Program
11:15 am - 11:30 am	Presentation NBE Mobile Banking for Enterprises
11:30 am - 12:30 pm	First session The role of innovation and technology in developing the business system and maximizing profitability.
12:30 pm - 1:30 pm	Second session Available projects' financing programs: Requirement and diversification.
1:30 pm - 2:00 pm	Networking Break
2:00 pm - 2:15pm	Expert's talk Using statistical analysis and modelling to project the future outlook and maximize profitability.
2:15 pm - 2:30 pm	Expert's talk Moving Forward: Integrating Business Model and Marketing Strategy
2:30 pm - 3:45 pm	Third Session How SMEs can benefit from direct investment?
3:45 pm - 4:00 pm	Expert's talk The road to Africa: Available investment opportunities.
4:00 pm - 4:10 pm	Expert's talk Small and medium enterprises are the engine of development in Egypt
4:10 pm - 4:30 pm	Networking Break
4:30 pm - 4:45 pm	Expert's talk Not to become a bubble: Balance between the Brand Equity and the actual value of the business.
4:45 pm - 6:00 pm	Fourth Session A new generation of the business community in Egypt (Story Makers).



10:00 am – 10:15 am

## Opening Speeches

Speakers: **H.E. Dr. Nevin Riad Al-Kabbaj**, Minister of Social Solidarity.

10:15 am – 11:15 am

## Launching Sustaining SMEs Program

Speakers:

**Mr. Samer Sabry**, Chairman and Managing Director of Emaar Industries Company.

**Ms. Maha Nabulsi**, Job Partnership and SMEs Advisor (Access To Finance Lead), GiZ.

**Ms. Annachiara Scandone**, Industrial Development Expert, UNIDO.

**Mr. Philip Jago**, Technical Assistance Team Leader of the Egyptian Pollution Abatement Program (EPAP).

**Mr. Hany El Dieb**, SME Business Head - CIB.

**Moderator: Dr. Ahmed Abdel-Gawad**, Executive Director of Regulatory Unit for MSMEs Finance-FRA

11:15 am – 11:30 am

## Presentation

### NBE Mobile Banking for Enterprises

**Mr. Ehab William Kamel**, Deputy General Manager Digital Banking Service Sector Retail Group NBE.

11:30 am – 12:30 pm

## First Session

### The role of innovation and technology in developing the business system and maximizing profitability.

Speaker:

**Eng. Hossam Saleh**, Chief Business Officer - United Media Services.

**Mr. Ahmed Mansour**, Secretary General of Egypt Post.

**Mr. Walid Hassouna**, CEO of "Valu".

**Mr. Sebastien Riez**, Cluster President, Schneider Electric Northeast Africa & Levant.

**Mr. Abdalla El Said**, GM Planning and development - NBE.

**Mr. Tamer Maher**, Managing Director, BI-Technologies.

**Moderator: Eng. Yasser ElBendary**, The Founder and Chairman of Update for Integrated Business.

12:30 pm – 1:30 pm

## Second session

### Available projects' financing programs: Requirement and diversification.

Speakers:

**Mr. Mohamed Morsi**, Country Head "Finance in Motion"- GmbH.

**Mr. Yehia Ashour**, CEO and Founder of Beltone SME.

**Dr. Reem El-Saady**, Regional Principle Manager For SMEs F&D (EBRD).

**Mr. Walid Labadi**, Assistant General Counsel, Africa - IFC.

**Mr. Hany Elshamy**, MD & Head of Business Banking, FABMISR.

**Dr. Mohsen Abu Bakr**, GM SME support sector - NBE.

**Moderator: Dr. Mohamed Antably**, Head of SMEs committee in Federation of Egyptian Banks.

1:30 pm – 2:00 pm

## Networking Break

2:00 pm-2:15 pm

## Expert's talk

### Using statistical analysis and modelling to project the future outlook and maximize profitability.

Speaker:

**Dr. Dina El Kayaly**, Chief Operating Officer - CSR Arabia.

2:15 pm-2:30 pm

## Expert's talk

### Moving Forward: Integrating Business Model and Marketing Strategy.

Speaker:

**Dr. Ramy Khodeir**, Consultant and International Marketing Expert.



02:30 pm – 3:45 pm

## Third Session **How SMEs can benefit from direct investment?**

**Speakers:** **Mr. Hany Assaad**, Managing Director, Avanz Capital Egypt.  
**Dr. Bassel Roshdy**, Managing Director & Chief Investment Officer Nile Capital for Financial Investments.  
**Mr. Emad Barsom**, Co-Founder and Managing Director of EZDEHAR.  
**Mr. Ahmed Gomaa**, Chairman and CEO Of Egypt Ventures.  
**Mr. Haytham Wagih**, Executive Board Member at EPEA.  
**Mr. Amr EL ABD**, Chief Executive Officer (CEO) Endeavor.  
**Ms. Minoush Abdelmeguid**, Managing Director of Mezzan Invest.  
**Ms. Nora Helmy**, Executive Manger and co-founder NHC for Financial & Investment Advisory.  
**Moderator: Mr. Hossam Heiba**, EPEA Bord Memeber Vice Chairman and Managing Director for Post for Investment.

3:45 pm – 4:00 pm

## Expert's talk **The road to Africa: Available investment opportunities.**

**Speaker:** **Dr. Yousry El-Sharqawy**, Chairman of the Board of Directors of EABA.

4:00 pm – 4:10 pm

## Expert's talk **Small and medium enterprises are the engine of development in Egypt.**

**Speaker:** **General Dr. Reda Farhat**, Former Governor of Qalyubia and Alexandria.

4:10 pm – 4:30 pm

## Networking Break

4:30 pm – 4:45 pm

## Expert's talk **Not to become a bubble: Balance between the brand Equity and the actual value of the business.**

**Speaker:** **Ms. Rowaidah Bibers**, Founder and CEO of The PROs.

4:45 pm – 6:00 pm

## Fourth Session **A new generation of the business community in Egypt (Story Makers)**

**Speakers:** **Eng. Ahmed Reda**, CEO of Cash Cows  
**Mr. Mohamed Nagati**, Entrepreneur and FinTech Investor.  
**Mr. Ahmad Hammouda**, Co-founder and CEO of Thndr.  
**Mr. Wael El Desouki**, Director of Center of Entrepreneurship at Arab Academy for Science, Technology and Maritim Transport (AASTMT).  
**Dr. Ghada Khalil**, Director of Rowad 2030 Project, Ministry of Planning and Economic Development.  
**Mr. Magdy Shehata**, Founder and CEO of Söderhub and Co-founder and CEO of FunRock.  
**Mr. Mohamed Ezzat**, Co-founder and CEO, Bosta Shipping Services.  
**Mr. Moustafa Zamzam**, Chairman of board of trustees, Sonaa El Kheir Foundation .  
**Moderator: Mr. Mohamed Elokaby**, Advisor of the Minister of Planning and Economic Development.



## Opening Speeches



You will meet

H.E. Dr. Nevin Riad Al-Kabbaj  
Minister of Social Solidarity

## Launching Sustaining SMEs Program



You will meet

Mr. Samer Sabry  
Chairman and Managing Director of  
Emaar Industries Company



You will meet

Ms. Annachiara Scandone  
Industrial Development Expert  
UNIDO



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Ms. Maha Nabulsi  
Job Partnership and SMEs Advisor  
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Mr. Philip Jago  
Technical Assistance Team Leader of  
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Mr. Hany El Dieb  
SME Business Head - CIB



You will meet

Dr. Ahmed Abdel-Gawad  
Executive Director of Regulatory Unit  
for MSMEs Finance

## NBE Mobile Banking for Enterprises



You will meet

Mr. Ehab William Kamel  
Mr. Ehab William Kamel, Deputy General Manager  
Digital Banking Service Sector Retail Group  
NBE



## First session: The role of innovation and technology in developing the business system and maximizing profitability



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Chief Business Officer  
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Cluster President, Schneider  
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You will meet  
Tamer Maher  
Managing Director  
BI-Technologies



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The Founder and Chairman of  
Update for Integrated Business

## Second session : Available projects' financing programs Requirement and diversification



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Country Head "Finance in Motion" - GmbH



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CEO and Founder of Beltone SME



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Regional Principal Manager SMEs F&D  
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General Manager SME support sector – NBE



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Mr. Hany Elshamy  
MD & Head of Business Banking, FABMISR



You will meet  
Dr. Mohamed Antably  
Head of SMEs committee in  
Federation of Egyptian Banks



## Third session : How SMEs can benefit from direct investment?



You will meet

**Dr. Bassel Roshdy**  
Managing Director & Chief  
Investment Officer  
-Nile Capital for Financial Investments



You will meet

**Mr. Ahmed Gomaa**  
Chairman and CEO Egypt Ventures



You will meet

**Mr. Hany Assaad**  
Managing Director,  
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Co-Founder and Managing  
Director of EZDEHAR



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**Ms. Minoush Abdel-Meguid**  
Managing Director of  
Mezzan invest



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**Ms. Nora Helmy**  
Executive Manger and co-founder  
NHC for Financial & Investment Advisory



You will meet

**Mr. Amr El Abd**  
CEO Of Endeavor



You will meet

**Mr. Haytham Wageh**  
Executive Board Member at EPEA



You will meet

**Moderator: Mr. Hossam Heiba**  
EPEA Board Member and  
Vice Chairman and Managing Director  
for Post for Investment



## Fourth session : A new generation of the business community in Egypt (Story Makers)



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CEO of Cash Cows



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Entrepreneur and FinTech Investor



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**Mr. Ahmad Hammouda**  
Co-founder and CEO of Thndr



You will meet

**Mr. Wael El Desouki**  
Director of Center of Entrepreneurship at AASTMT



You will meet

**Dr. Ghada Khalil**  
Director of Rowad 2030 Project,  
Ministry of Planning and Economic Development



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**Mr. Magdy Shehata**  
Founder and CEO of Söderhub and  
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**Mr. Mohamed Ezzat**  
Co-founder and CEO, Bosta Shipping Services



You will meet

**Mr. Moustafa Zamzam**  
Chairman of board of trustees  
Sonaa El Kheir Foundation



You will meet

**Dr. Mohamed Elokaby**  
Advisor of the Minister of  
Planning and Economic Development



# Expert's Talk

Using statistical analysis and modelling to project the future outlook and maximize profitability.



You will meet

**Dr. Dina El Kayaly**

Chief Operating Officer - CSR Arabia

Moving Forward: Integrating Business Model and Marketing Strategy



You will meet

**Dr. Ramy Khodeir**

Consultant and International Marketing Expert

Not to become a bubble  
(Balance between the Brand Equity and the actual value of the business)



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**Ms. Rowaidah Bibers**

Founder and CEO of The PROs

The road to Africa  
(Available investment opportunities)



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**Dr. Yousry El-Sharqawy**

Chairman of the Board of Directors of EABA

Small and medium enterprises are the engine of development in Egypt



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Former Governor of Qalyubia and Alexandria



# SMEs ERA

**31 October 2022**  
InterContinental Citystars

# Egypt Business Solutions Summit

The New Business  
Generation In Egypt

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