

The Transformation toward Green Economy Conference
 Sheraton Cairo Hotel
 29 September 2019

Under patronage of



Ministry of Environment



Ministry of Communications and Information Technology



Ministry of Trade and Industry

Date

The World Experience in one day

29

September

Sessions

Experts, Stakeholders and business owners will build green economy future in Egypt

05

Sessions

Speakers

Talk to achieve growth, Share your knowledge . More Than

30

Speakers



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Introduction

The world is moving towards applying new strategies that encourage the transformation toward a green economy as a tool to achieve sustainable development. Shifting toward a green economy provides enterprises and companies with new investment and market opportunities. However, this requires the adoption of new processes and innovative approaches and technologies by the private and public sectors to seize these new investment and market opportunities.

Hence the importance of holding the “Transformation toward Green Economy” Conference in order to clearly define what Green Economy is and how it supports the achievement of sustainable development, explore opportunities and challenges facing the transition to a Green Economy in Egypt, including the role of the Government and the private sector in this regard.

The Conference will also provide a platform for understanding the underlying principles for transition to a Green Economy, policies required to facilitate this transition, as well as providing insights that help both existing and emerging investors and entrepreneurs in Egypt to adopt green economy strategies.

The Conference will also shed light on the important role of donors and funders in supporting this transformation, and showcasing success models and pilot experiences in green transformation, as well as making sustainable business models.

Furthermore, the forum will highlight green investments tools, and how to attract funding to support green projects in various sectors such as energy sector, real estate sector, Financial sector, environment sector, telecommunications sector, etc.

The Conference, which is being convened under the patronage of the Ministry of Environment of Egypt, Ministry of Trade and Industry and the Ministry of Communication and Information Technology will be attended by policy makers, businessmen and representatives of international organizations, civil society and youth.

86% Millennial investors

86% of millennial investors are interested in sustainable investing and put 2X more money into such causes

About CSR Arabia:

CSR Arabia is a company established with the aim of spreading awareness among companies and state institutions on the importance of fulfilling their social responsibilities toward the community, and it plays an important role in creating a state of integration between all community work stakeholders; through organizing several conferences, forums and workshops.

CSR Arabia Philosophy is built around bridging between Corporate Social Responsibility (CSR) and development. It 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.

24 Million Jobs

24 million jobs to open up in the green economy

Communication 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



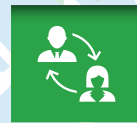
TV Coverage

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

10.2 \$ Trillion

by 2040, a total of 10.2\$ trillion will be invested in new power generation capacity worldwide

Share your experience with



Government
Representatives



CSR and
Sustainability
Stakeholders



CEOs,
Businessmen
and
Managers



NGOs

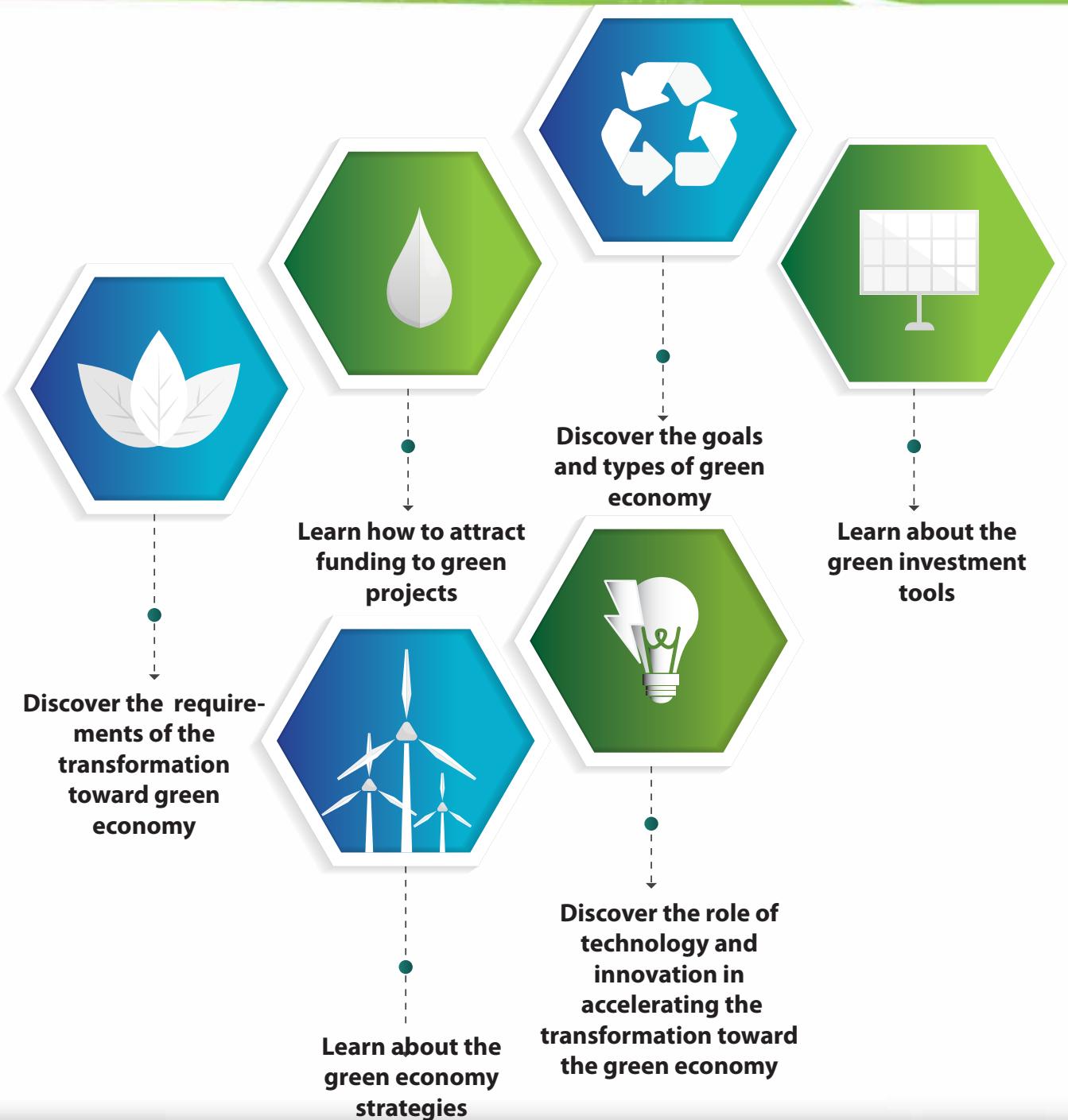


Business
Community

wind and solar will make up almost half of global

installed electrical capacity in two decades.

Why you should attend?



1 \$ Billion

Morgan Stanley sees 1 billion electric vehicles on the road by 2047

Suggested Agenda:

09:00 - 10:00



Registration

10:00 - 10:30



keynote Speeches

- **Dr. Hussein Abaza**, Senior Advisor to the Minister of Environment
- **Eng. Ahmed Taha**, Assistant to the Minister of Trade and Industry
- **Lt. General Abdel Moneam Al Tarras**, Chairman of Arab Organization for Industrialization
- **H.E. Dr. Yasmine Fouad**, Minister of Environment

10:30 - 11:00



Break

11:00 - 12:00



First session: Integrated Solid Waste Management, towards value adding and circular Economy



Topics:

- Integrated municipal solid waste management planning; towards financial sustainability.
- The latest recycling technologies.
- Regulation and incentives to enhance private sector participation.
- Mechanisms for developing Egyptian recycling sector.



Speakers:

- Dr. Hussein Abaza, Senior Advisor to the Minister of Environment
- Dr. Aly Abou Senna, Executive Director, BioEnergy for Sustainable Rural Development
- Eng. Khaled Gharib, Managing Director at Geocycle, Industrial director at Lafarge Cement Egypt
- Dr. Hatem El Gamal, Chairman of Empower NRE
- Eng. Ahmed Kamal (ECO), Executive Director of Environmental Compliance Office, FEI
- Ms. Ruth Erlbeck, Head of NSWMP and Cluster Coordinator Environment and Sustainable Infrastructure (GIZ)

Moderator: Dr. Ahmed Gaber, Chairman of Chemonics Egypt

Suggested Agenda:

12:00 - 01:00



Second Session: Green economy engines and growth opportunities in different sectors



Topics:

- Improving Industrial Resource Efficiency and Competitiveness
- Sustainable Agriculture and Food Security
- Green ICT and Transformation towards a Digital Society
- Sustainable transportation and the future of electric vehicles in Egypt



Speakers:

- Eng. Sherif Abdel Fattah, Deputy CEO, Schneider Electric Egypt
- Eng. Hala El Gohary, CEO, Egyptian IT Industry Development Agency (ITIDA)
- Ms. Annachiara Scandone, Business development specialist, UNIDO regional office in Egypt
- Mr. Ahmed Mustafa Al Amra, Global Green Growth Institute (GGGI) representative

Moderator: Dr. Ahmed Huzayyen, Manager of the Eco-Industrial Department in Chemonics Egypt.

Suggested Agenda:

01:00 - 02:00



Third Session: Green and Smart Cities



Topics:

- Green building and sustainable urban development.
- Key technologies and essential materials for sustainable buildings.
- Code, Standards and certifications for green building in Egypt.
- Integration of green and smart technologies in new cities.
- Urban greening in old cities; is it possible?



Speakers:

- Eng. Emad Ghaly, CEO of Siemens Technologies.
- Eng. Ahmed Selim, CEO of Cairo Capital Developments
- Dr. Ahmed Hassan , chairman of Mariout Hills
- Eng.Fouad Zayed , Vice President Digital Energy and EcoStruxure Egypt, Schneider Electric NEA
- Dr. Mohamed Bayyoumi, Environment Team Leader, UNDP Egypt
- Dr. Hend Farouh, Professor of Environment and Sustainable Design at Egypt's Housing and Building National Research Center

Moderator: Dr. Salah Hagar, President of Egypt Green Building Council

02:00 - 02:30



Break

Suggested Agenda:

02:30 - 03:30



Fourth Session: Green Financing



Topics:

- Overview of green financing mechanisms in the Egyptian Market.
- Financial and business models for decentralized and off-grid solar industry.
- Challenges of green businesses in accessing finance; waste management and renewable energy.
- The State of finance tools and mechanisms for Green business



Speakers:

- Ms. Sina Hbous, Advisor to the chairman of Egypt's financial regulatory authority for sustainable development
- Mr. Walid Labadi, Country Manager - Egypt, Yemen and Libya at IFC
- Mr. Tamer Ragheb- Corporate banking director, Attijariwafa Bank - Egypt
- Dr. Tawfik Abdel Wahab, Head of Microfinance Department, Banque Du Caire
- Mr. Ahmed Mortada, Principal Banker, Energy and Natural Resources, European Bank for Reconstruction and Development (EBRD) **(Unconfirmed)**

Moderator: Dr. Mohsen Adel, Former CEO of the General Authority of Investment and Free Zones

Suggested Agenda:

03:30 - 04:30



Fifth Session: The Role of Renewable Energy in Achieving the 2030 Sustainable Development Goals.



Topics:

- Job creation and gender equality in Egypt renewable energy market.
- Local manufacturing and value adding process in renewable energy sector.
- Renewable energy and sustainable Tourism.
- Renewable energy role in enhancing food and water security.



Speakers:

- Dr. Maged Karam El-Din, Senior Technical Expert at the Regional Center for Renewable Energy and Energy Efficiency (RCREEE)
- Eng. Ghada Darwish, Board Member, Enara Renewable Energy Services
- Dr. Hussein Abaza, Senior Advisor to the Minister of Environment
- Dr. Mohammed El Khayat, Chairman of New and Renewable Energy Authority, NREA
- Mr. Emad Hassan, Advisor to the Minister of Tourism (**Unconfirmed**)

Moderator: Dr. Hesham Eissa, Co-Founder of DCarbon Egypt, environmental science and climate change Expert.

04:30 - 05:00



Recommendations and Closing Remarks

05:00 - 06:00












Lunch

Sponsorship Packages



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









22% Egypt's Total Final Energy

With renewable power, heat and fuels all factored in the REmap analysis shows that renewable energy could provide 22% of Egypt's total final energy supply in 2030, up from just 5% overall in 2014.

Sponsorship Packages



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








2.5\$ Billion

Investments in renewable energy capacity amount to \$ 2.5 billion annually

Sponsorship Packages



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**

10% Institutional Portfolios

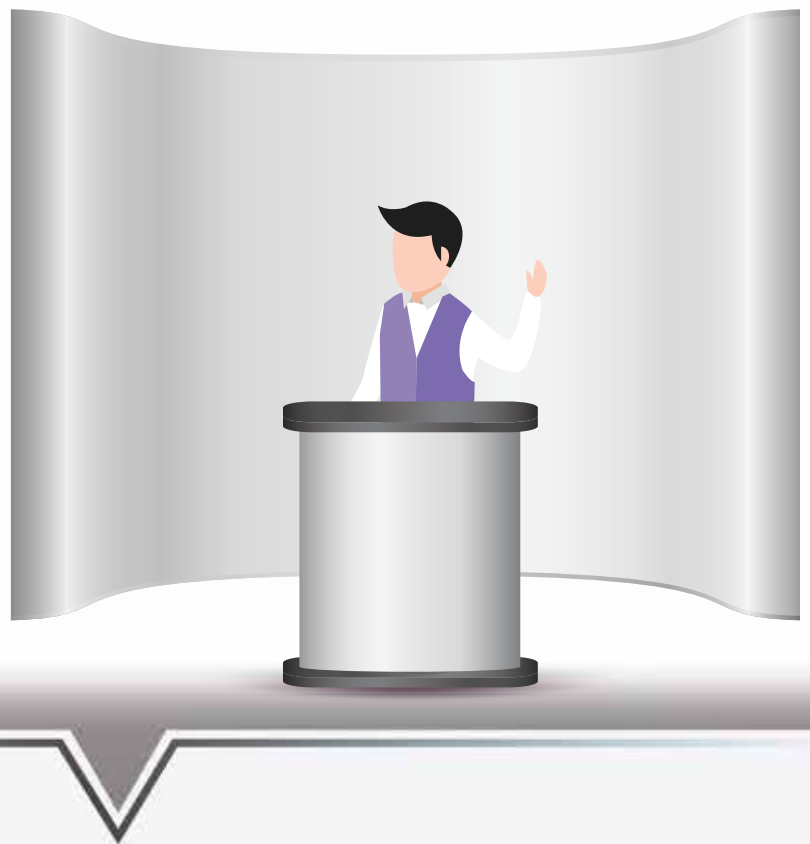
The upward trend in investments since 2007 aligns with a recommendation to invest at least 10% of institutional portfolios directly in companies driving the global GreenTransition, updating strategic asset allocation models both as opportunities and as risk mitigation.

Display Area



Display Area (Booth) **EGP 40,000**

An 2x3 meters area to place your booth and display your promotional materials.



Attendance Fees



Previous Events:

1st

**Arab Corporate
Citizenship Forum
Abu Dhabi (2019)**

**OUR
ATTENDEES**

**300
ATTENDEES**

**OUR
SPEAKERS**

**20
SPEAKERS**

**OUR
SPONSORS**

**10
SPONSORS**

Previous Events:

Africa Regional
Ministerial Conference
on Green Economy (2019)

ATTENDEES

150

HIGH LEVEL
SPECIALISTS
AND PARTICIPANTS

SPEAKERS

26

SPEAKERS

PARTNERS

15

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ORGANIZATIONS AND
GOVERNMENTS'
REPRESENTATIVES

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Green Economy Forum

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