



5th 11 July
Egypt
Strategies For
Transition To
Green Economy

Intercontinental
Citystars - Cairo
2023



Under the patronage of



جمهورية مصر العربية
وزارة التضامن الاجتماعي



GREEN DNA

Sustainable Finance and Impact Investment

Circular Economy Growth Potential By Sector

Co Partner

Strategic Sponsor

F&D Transformation Partner

Impact Partner

Smart Green Projects Partner

Gold Sponsor

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Introduction

The Fifth edition of the annual Forum of Strategies for Transition to Green Economy is held within the framework of keenness of the Egyptian leadership under President Abdel Fattah El Sisi to support transition to green economy and create new investment opportunities in various domains while adopting environment sustainability standards to curb the negative impact of climate change and realize decarbonization in order to achieve sustainable growth and balanced sustainable development in all sectors of the Egyptian economy.

The forum is held at a watershed stage for the Egyptian economy which is restructuring its strategies and budget to give momentum to the green economy mechanism in all key sectors; including agriculture, transportation, energy, tourism, construction, green trade in addition to backing green supply chains, innovation and digital transformation. Efforts are also underway to provide investment-attractive climate and create multilateral cooperation opportunities with international development partners.

Egypt has allocated 40 percent of the targeted public investments of the current fiscal year to green investments, standing at over EGP 336 billion. Moreover, the United Nations expects Egypt to be among the top 20 world countries that will realize decarbonization by 2050. Egypt seeks to double its green investments to reach 50% in 2024/2025 against 15% in 2020/2021. Egypt is also working on localizing the electric vehicle industry, promoting clean transportation, and preparing a comprehensive strategy for producing hydrogen and localizing this industry.

Egypt is also offering investment opportunities for the private sector in various domains, including waste-to-energy projects, investment in agricultural waste and the optimal economic use of natural reserves. This will contribute to boosting climate and environmental investments and incentivize private investments in the fields of green economy and climate resilience in order to achieve local strategic goals.

The forum represents an interactive platform that brings together all the parties concerned to thrash out the most important proposals and ideas that would support the state efforts in this respect, especially launching the National Strategy for Climate Change 2050 and the first voluntary carbon market during the 27th United Nations Climate Change Conference (COP27) in addition to amending the statute of the Egyptian Stock Exchange to be a platform for the carbon certificates market.

It is worth mentioning that the first edition of the forum was held within the framework of the African Regional Ministerial Conference on Green Economy in collaboration with the World Green Economy Organization (WGEO), then came the second edition of the forum which witnessed the participation of more than 450 experts and representatives for pioneering organizations and companies in the fields of energy, smart cities, communications, recycling, etc. The fifth edition of the forum this year is expected to be attended by more than 750 experts.

On the fringe of the forum, an exhibition will be held this year to offer an opportunity for entrepreneurs and owners of green and environment-friendly projects to review their work before a cluster of representatives of the government, the private sector, civil society and regional and international organizations to exchange views and engage in effective partnerships in order to magnify sustainable growth opportunities of these projects.

Together We Can



7 AFFORDABLE AND
CLEAN ENERGY

طاقة نظيفة
و بأسعار معقولة



8 DECENT WORK AND
ECONOMIC GROWTH

العمل اللائق
ونمو الإقتصاد



9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE

الصناعة و الابتكار
و الهياكل الأساسية



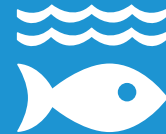
11 SUSTAINABLE CITIES
AND COMMUNITIES

مدن ومجتمعات
محلية مستدامة



13 CLIMATE
ACTION

العمل المناخي



14 LIFE BELOW
WATER

الحياة
تحت الماء



15 LIFE
ON LAND

الحياة
في البر



17 PARTNERSHIPS
FOR THE GOALS

عقد الشراكات
لتحقيق الهدف

We Are Looking To Amplify The Partnership On SDGs Localization

Our Philosophy

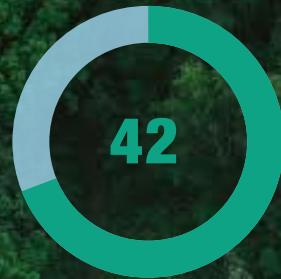


DYNAMIC
NETWORKING
For
SUSTAINABLE
WORLD



Stakeholder

More than 350 stakeholders from government, international organization, experts



Action

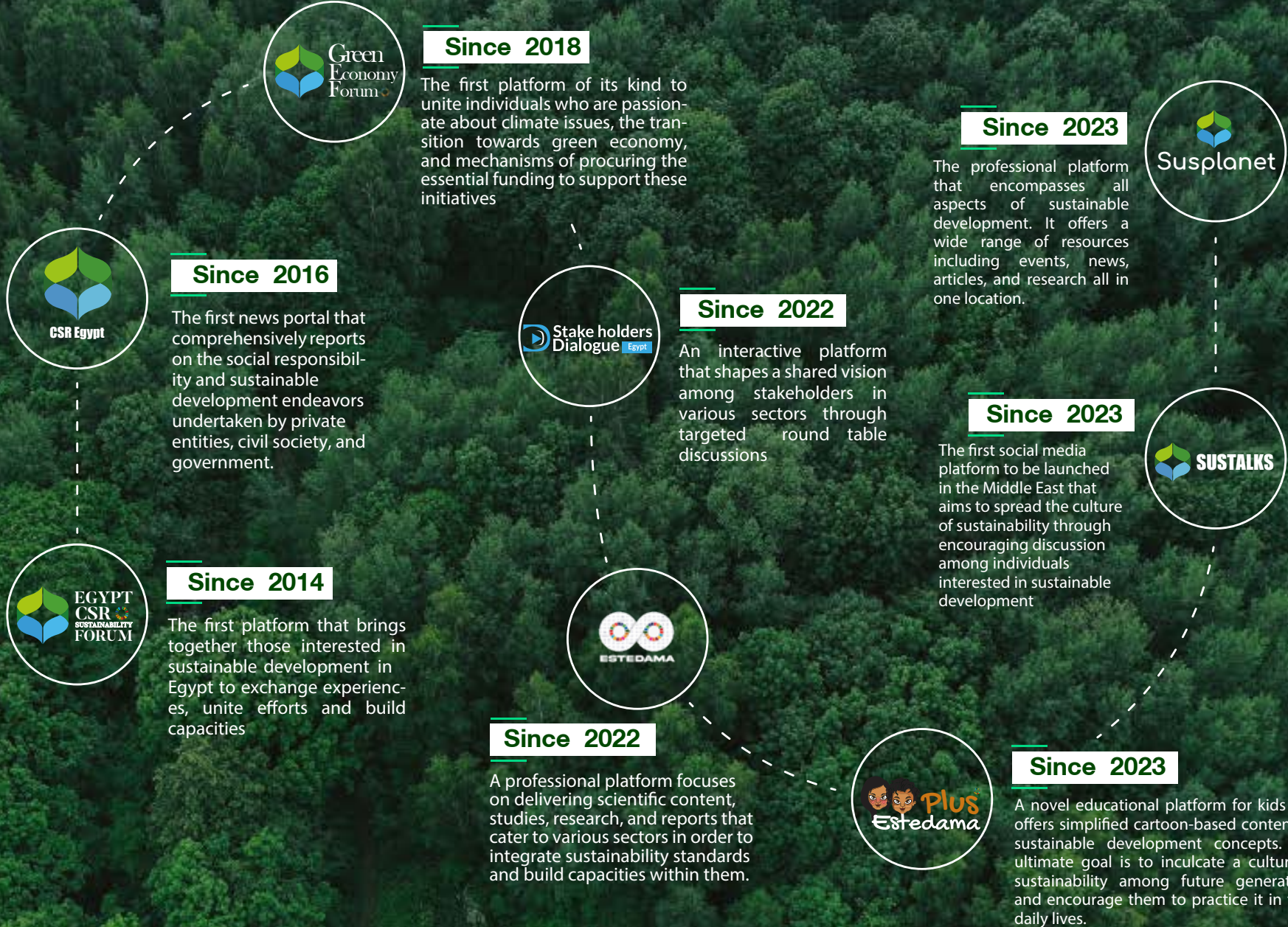
More than 42 networking event matchmaking gathering during the past 9 years



Impact

We launch 12 initiatives in collaboration with private sector, NGOs, and government to make viral impact on society

OUR STORY



DYNAMIC NETWORKING For SUSTAINABLE WORLD

4.600

Interested Partner

CSR Egypt has successfully conducted activities and events that have contributed to enhancing sustainable development and institutional efficiency across various sectors by engaging more than 4,600 participants. The company has provided technical assistance, facilitated communication between involved parties, and promoted its activities related to social responsibility, sustainable development, green economy, and institutional capacity building.

3.240

Days of Impact

During the last nine years, the company's workforce has been dedicated to fulfilling the company's vision and mission of fostering integration and development in the Arab Republic of Egypt and networking among stakeholders in order to achieve social impact and sustainable economic growth, advancing the welfare of all citizens, and improving their quality of life.



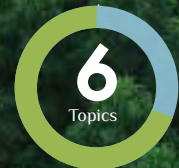
- Hemaya
To confront the Covid 19 pandemic. It has served more than 250,000 families
- Marakeb Rezk
Economic empowerment and supply chain support for small-scale fishermen
- Marakiz Estedama
Women's economic empowerment initiative to support heritage and hand crafts
- Le Misr
A health initiative to improve the quality of life of the Egyptian child



Banking Sector

Private Sector

NGOs



Social Responsibility

Green Economy

Business Solutions

Sustainable Development

Carbon Footprint

Effective Partnership



- Aiming to localize sustainable development goals achieving their 3 axis "economic, social and environmental"
- Sharing values in order to establish effective partnerships to maximize social impact
- Mobilizing efforts, assisting in the provision of financial resources and raising awareness of climate issues



- Governmental entities
More than 12 ministers inaugurated the events.
- Private Sector
More than 850 speakers from business community.
- Banking sector
More than 46 speakers from banking sector.
- Experts and consultants
More than 37 experts and consultants

Why you should Attend?

1 Open up to sustainability and green growth potential opportunities.

Recognize your company's impact on the world. **2**

3 Understand how markets change through low carbon economies transition.

Sharpen your business green DNA agenda. **4**

5 Offer your business a bigger market advantage.

6 Build multi-stakeholder and cross-sector partnerships.

Capturing and sharing businesses sustainability insights and learnings. **7**

8 Expand your sustainability connections and business network for future collaborations.

Be a part of detailed and in deep conversations with policy makers and sustainability professionals. **9**

10 Explore latest instruments for financing and investments.

Suggested Agenda



Opening Speech

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



10:00-10:30



First Session

Future Economy Map (Keynote Speeches)



10:30-11:30

Egypt has taken serious steps to localize the Sustainable Development Goals and transition to a green economy by applying a number of mechanisms and strategies to accelerate the transformation process and mobilize all the efforts of stakeholders in order to create opportunities and maximize the return on investment in the field of green economy, Egypt has issued green bonds and expanded investment in the field of new and renewable energy and the establishment of sustainable cities and launched a long-term strategy to reduce carbon emissions and issued a law for waste management and recycling, and a carbon certificates law is currently being discussed, so the session will share some of these efforts with stakeholders through presentations and keynote speeches



Speakers

- **Mr. Ramy El Dokani**
Executive Chairman- The Egyptian Exchange (EGX)
- **General. Atef Moftah**
General Supervisor of the Grand Egyptian Museum
- **Ambassador. Hisham Badr**
General Coordinator of Egypt's Initiative for Smart Green Projects
- **Dr. Ashraf El Araby**
President of the Institute of National Planning
, Egypt

Suggested Agenda



Second Session

Green financing products and the importance of technical support to ensure sustainable impact



12:00-1:15

The session discusses the importance of financial and technical support for green projects. It also reviews all kinds of green financing products, including loans, bonds, or international grants, as well as means of providing such financing, and the most appropriate products for the Egyptian market and targeted green projects.

The session addresses the importance of low-cost financing and the extent of the business community's readiness for obtaining it. The session targets the banking sector, international financing agencies and investment funds.

- Innovative financing products for green projects
- Low-cost financing and how to obtain it
- The most attractive projects for financing agencies
- Preview of some successful financing portfolios of small and medium enterprises (SMEs).
- How far financing products are capable of confronting sustainable development challenges?



Speakers

- **Mr. Mohamed Morsi**
Regional Director, Finance in Motion
- **Mr. Sherif El Diwany**
Managing Director & co-founder -
MGM Climate Business Developer
- **Dr. Ahmed Mansour**
Secretary General of Egypt Post
- **Dr. Emad Hassan**
Manager of Green Economy Financing Facility (GEFF) at EBRD
- **Ms. Annachiara Scandone**
Industrial development expert at UNIDO Egypt
- **Mr. Hossam Ezzeldin**
Program Director of Egyptian Pollution Abatement Program/MoE
- **Dr. Ahmed Roshdy**
Executive Director - Regional Center for Sustainable Finance - RCSF (FRA)
- **Moderator: Dr. Basel Roshdy**
CEO and Managing Director of Nile Capital Holding
Company and Secretary General of the Egyptian Direct
Investment Association (EPEA)

Suggested Agenda



Third Session

Opportunities for sustainable growth in sectors most attractive to responsible investments



1:30-3:00

The session discusses the change in the investment map of world economies as a result of adopting sustainable development policies and goals as the world came to feel the future dangers of the climate change impact and the ineffectiveness of traditional investment methods in averting it. This is clearly shown in the emergence of a number of promising sectors capable of realizing growth and applying environmental sustainability standards at the same time, thus creating great growth and investment opportunities. This is also evident in upping the state budget's allocations for investment in green projects to 50% of the total investments, in addition to highlighting investment opportunities in each sector under the National Climate Change Strategy 2050.

The session deals with available opportunities and mechanisms for magnifying them, attracting investments and financing, monitoring challenges and obstacles, and working to develop relevant solutions.

- Sustainable agriculture
- New and renewable energy and green hydrogen investment opportunities
- Waste management and circular economy
- Green building and relevant sectors
- Sustainable manufacturing and opportunities for transition of the transport sector
- Digital transformation, relying on technology, and creating new markets and opportunities
- Map of opportunities for each sector.



Speakers

- **Mr. Hisham Elnagar**
CEO of Deltex
 - **Ms. Ghada Darwish**
Regional Head of Globaleq Solar Energy Company
 - **Ms. Abir Leheta**
CEO of EgyTrans
 - **Eng. Tarek ElGamal**
Chairman of REDCON Group
 - **Mr. Khalil Elbawab**
CEO of Business Development & Strategy at CI Capital
 - **Eng. Amr Kandil**
New Energy Landscape Manager
Middle East & Africa at Chneider Electric
 - **Ms. Mahira Hassan**
Head of Corporate Affairs and Sustainability for Nestlé Egypt
- Moderator: Dr. Amr Osama Abdelaziz**
Chairman of INTEGRAL Environmental Solutions

Suggested Agenda



Break



3:00-3:30



Experts Talk

Green supply chains

Dr. Nasser Ayoub - Co-founder & CEO EPD Egypt



3:30-4:00



Fourth Session

Success Stories



4:00-5:00

The new generation of business community in Egypt is considering the environmental sustainability standards as a strategy to build its business model, there are many attempts to seize the available opportunities.

During this session we showcase best practices which achieved success in the field of green economy to be a role model for entrepreneurs and responsible investors.



Speakers

- **Mr. Alaa Affifi**
CEO Bekia inc
- **Mr. Fady Ibrahim**
Founder & CEO at Cropsa
- **Eng. Adham Elmahdy**
General Manager of Geocycle Egypt
- **Mr. Yaseen Abdel-Ghaffar**
Founder & Managing Director at SolarizEgypt
- **Mr. Ahmed Abdelaleem**
Country Manager at Plastic Bank
- **Moderator: Mr. Hisham Turk**
Communication Director - Egyptian Exchange – EGX



Closing & Recommendations



5:00-5:30

Attendance Fees

Individual

2.500 EGP

Corporate Table

25.000 EGP

(8 persons) Including logo on the table
& social media announcement.

Green Hub
for Green

10.000 EGP

- Table at the meeting venue.
- Attendance of 2 persons.
- 1 Roll up beside the table.
- Availability of placing marketing materials on the table.
- Social media campaigns.

Presentation

150.000 EGP

- 10 Minutes presentation.
- 2 Invitations including the presenter.
- Social media announcement.
- Your topic to be added to the program that will be shared with our data base.

Sponsorship Packages

Strategic Partner

- A Web Banner for 3 Months on www.csregypt.com
- 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 seconds video to be played on screens in the conference venue
- Email shot campaign
- Logo on the backdrop
- Logo on the conference website
- Logo on the conference invitations
- 2x4 display area / booth

550.000 EGP

Platinum Sponsor

- Logo on the advertisement panel in front of the conference hall
- Logo on all advertisement materials
- 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
- Email shot campaign
- 2x3 display area / booth

450.000 EGP

Gold Sponsor

- Logo on the advertisement panel in front of the conference hall
- Logo on all advertisement materials
- 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
- 2x2 display area / booth

350.000 EGP

Silver Sponsor

- Logo on the advertisements panel in front of the conference hall
- Logo on all advertisement materials
- Logo on the backdrop
- Logo on the conference website
- Logo on the conference invitations
- 2x2 display area / booth

250.000 EGP

Previous Events



2021

2022



2019



2018



Previous Governmental Sponsorship



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
وَأَرَادَ الصَّخَّافُ الْإِحْمَامِي



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Forum

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