



The 4<sup>th</sup>  
**CEOs**  
**THOUGHTS**  
CONFERENCE - CAIRO 2017

**CONFERENCE AGENDA**

Sunday & Monday, December 3<sup>rd</sup> & 4<sup>th</sup> 2017

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## The 4<sup>th</sup> CEOs Thoughts 2017

The fourth “CEOs Thoughts 2017” conference brings together the leaders of large corporations influencing the Egyptian economy from various sectors such as financial market, manufacturing, banking, and real estate at the local and regional levels with the purpose of unveiling their investment plans for the new year, and providing a thorough assessment of business environment and economic opportunities and challenges after a difficult year at all levels.

The conference reveals the 4th annual report of the confidence index of CEOs in the Egyptian economy, and the indicators of private sector investments and their impact on the economy in terms of inflation, exchange rate, sales, costs and prospects for target growth of their activities in the new year.

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## DAY I

**08:30am – 09:00am**  
**Registration & Networking**

**09:00am – 10:30am**  
**Welcome Speech**

**Chairman of Al Mal-GTM**  
Hazem Sherif

**Presentation of the CEOs Annual Report for the year 2018**

**Opening Speeches**

**Minister of Finance**  
H.E. Amr El Garhy

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**10:30am – 12:00pm**  
**Session I**

**Opportunities of non-banking financial sector under expansions, IPOs and new legislations**

The non-banking financial sector is preparing for an expected heavy year as the capital market, which experienced a record high in the past year, will receive several IPOs, relating to state-owned and private companies, and new financial instruments. Also, many investment banks will continue competing for shifting to inclusiveness, via ancillary activities such as financial leasing, microfinance, and regional expansion.

The session addresses the main obstacles encountered by insurance sector, on which many bet to make a qualitative leap in completing Egypt's financial services structure.

**Topics of Discussion:**

- State and Private owned companies IPOs and the ability of market to accommodate them.
- Role of new or inactive financial instruments such as “short selling”, “market maker” and property funds.
- Investment banks remarked shift to offer all non-banking financial services such as financial leasing and microfinance.
- How to revitalize bonds - an absent instrument from the financial market since its inception?
- How to shake the sizeable insurance sector out of its stupor?
- After deregulation of the exchange market, the advantages of the stock market as a platform for financing companies compared to other sources of finance.
- The methods for attracting foreign investors to the Egyptian stock market and the impacts of latest political convulsions in the region.
- The experience of Egyptian Deposit Receipts and the limitations of their feasibility for companies.

**Moderator:**

**Hazem Sherif** – Chairman of Al Mal-GTM

**Speakers:**

**Ashraf Ghazaly** – CEO & Managing Director of NI Capital

**Dr. Adel Moussa** – Chairman & Managing Director of Misr Insurance

**Alaa ElZoheiry** – Head of the Insurance Federation of Egypt

**Khaled Bichara** – CEO of Orascom Development Egypt

**Khaled Rashed** – Chairman of Sameem Financial

**Hisham El Khazindar** - Co-Founder & Managing Director of Qalaa Holdings

**12:00pm – 12:30pm**  
**Coffee Break**

**12:30pm – 2:00pm**  
**Session II**

**Banking sector challenges in the year of financial inclusion and low interest rate**

The session discusses opportunities and risks faced by banking sector during the new year under unprecedented changes including: new banking Act, the State's interest in financial inclusion, taking the central bank initiatives further in many important sectors, advancement opportunities in post-high interest rate, and challenge of rising cost following the decision to raise mandatory reserve ratio.

**Topics of Discussion:**

- An overview of new banking Act in terms of its impact on banking sector performance.
- Banks preparations to apply the new accounting standard IFRS, and its implications for financing and capitals.
- Assessing financial inclusion procedures and expanding e-payments.
- Future of relying on the central bank financing initiatives in light of achieved results.
- Map of the most attractive sectors for financing in the post-high interest rate.
- Impact of shifting from debt financing to projects funding and how to be handled.
- Evaluating the central bank's decision to raise mandatory reserve ratio in terms of its impact on the banking sector from various perspectives.

**Moderator:**

**Mohamed Salem** – Banking Sector Head at Al Mal Newspaper

**Speakers:**

**Ashraf El Kady** – Managing Director of The United Bank of Egypt

**Ashraf Sabry** - Chairman of Fawry

**Akram Tinawi** – Managing Director & CEO of Bank ABC

**Hussein Refaie** – Chairman & Managing Director of Suez Canal Bank

**Mohamed Abbas Fayed** – Managing Director of Audi Bank - Egypt

**2:00pm – 3:30pm**  
**Session III**

**The Most marketable sectors.. Why and for how long?**

The session discusses the future of more investment friendly sectors, which have been rebounded over the past years, supported by dozens of recommendations by asset management directors and analysts. These sectors include: healthcare, food processing, retail, pharmaceuticals and education.

**Topics of Discussion:**

- Why these sectors specifically?
- Flootation and boosting investment in defensive sectors.
- Why do investors favor acquiring existing businesses over setting up new projects?
- The financial market and banks' thirst for financing under anticipated new state-owned companies IPOs, and projections of drop in interest rate.
- Corporate plans for 2018.

**Moderator:**

**Mohsen Adel** – Vice Chairman of the Egyptian Exchange

**Speakers:**

**Ahmed El Guindy** – Founding Partner of Tanmeya Capital Ventures

**Ahmed Taher** – CEO of KnockMart

**Ahmed Ali Abdel Rahman** – Managing Director of Sameem Financial

**Eng. El Sayed El Sammak** – Chairman & Managing Director of Green Valley Food

**Sherif Abdel Aal** – Head of Pharos Investment Banking

**Mohamed Hassan El Kalla** – Managing Director of Cairo For Investment & Real Estate Development

**3:30pm – 4:30pm**  
**Lunch**

## DAY II

**08:30am – 09:00am**  
**Registration & Networking**

**09:00am – 10:30am**  
**Welcome & Summery of the 1st day**

**Chairman of Al Mal-GTM**  
Hazem Sherif

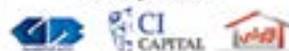
**Opening Speeches**

**Chairman of the Egyptian Exchange**  
Mohamed Farid

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**10:30am – 12:00pm**  
**Session I**

**Real estate sector.. challenges of mega projects and decline in purchasing power**

The real estate sector is a vehicle for development given direct and indirect jobs it creates. The sector has successfully overcome obstacles, as unavoidable effects, due to economic reform measures.

The session discusses the sector growth prospects in the new year, the role it can play in developing new cities and meeting the needs of different social segments, as well as its ability to encounter some difficulties owing to mounting costs and decline in purchasing power. Also, the session deals with problems of registration, financing and inability to export real estate as desired.

**Topics of Discussion:**

- Investment opportunities in new cities and Upper Egypt and the State's role in attracting property developers.
- Assessing various methods adopted by New Urban Communities Authority to offer lands including partnership, fixed price and auction.
- Follow-up the implementation of property export strategy.
- Challenges facing real estate companies to implement their expansion plans, and how can be faced?
- To what level new property price goes up?
- Ways to overcome problems of financing and illiquidity.

**Moderator:**

**Bedour Ibrahim** – Real Estate Sector Head at Al Mal Newspaper

**Speakers:**

**Eng. Khaled Abbas** – Deputy Minister of Housing, Utilities & Urban Communities

**Dr. Ahmed Shalaby** – Managing Director of Tatweer Misr

**Eng. Hisham Shoukri** – Chairman of Rooya Group

**Eng. Magued Sherif** – Managing Director of SODIC

**Maha Abdel Razek** – Assistant Managing Director of Al Oula – Taamir Mortgage Finance

**12:00pm – 12:30pm**  
**Coffee Break**

**12:30pm – 2:00pm**  
**Session II**

**Industrial sector between incentives and red tape**

Industrial sector is the most important asset for economic development. The Government has devised a plan to increase its average annual growth to 8% with the purpose of fulfilling the needs of local market, reducing imports bill and enhancing foreign exchange resources through boosting exports by 10% in average.

The session discusses the readiness of industrial investors in 2018 to attain desirable goals, and even to go beyond them, in light of new investment Act and its implementing regulation, and Ministry of Trade and Industry's announcement on the first map of industrial investment, and procedures facilitation through the new industrial licensing legislation.

**Topics of Discussion:**

- Problems and difficulties of obtaining lands and industrial licensing.
- Is the new investing map appropriate, or in need of adjustment?
- Industrial sector competitiveness and approaches to dealing with mounting costs, and export prospects.
- How the sector sees new legislations and the government's facilitative measures.
- Major impediments and challenges that need to be fought off.
- Automotive industry strategy and investing opportunities, especially in Suez Canal economic zone.

**Moderator:**

**Ahmed Radwan** – Managing Editor of Al Mal Newspaper

**Speakers:**

**Tamer Taha** – Founder of “Yomken.com”

**Hossam Farid Hassanein** – Chairman of Allweiler - Farid Pumps

**Eng. Sameh Attia** – Managing Director of Industrial Development Group

**Salah Abdel Aziz** – Managing Director of Oriental Weavers

**Dr. Amr Hasab Allah** – Chairman of Suez Industrial Development Company

**Hany Kesis** – Chairman of Mintra - Misr For Industry & Trade

**Dr. Youssry Kotb** – Chairman & Managing Director of Universal Group

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**2:00pm – 3:30pm**  
**Session III**

**Entrepreneurship .. Industry of the Future**

This session discusses challenges and investment opportunities in entrepreneurship through showcasing successful experiences, which have been able to withstand the impacts of economic reform decisions in a difficult year in various sectors of the economy. It sheds light on the steps of qualifying small and medium-sized businesses for a new round of growth in the hope of a more attractive investment climate after introducing legislations aiming at promoting investment and paying special attention to small and medium firms.

**Topics of Discussion:**

- How to become a successful entrepreneur in Egypt despite difficulties?
- Were small and medium firms beneficiaries of governmental led support initiatives?
- Direct investment... where do opportunities exist?
- Economic sectors which have benefited the most from investment incentives.
- How do new legislations support entrepreneurship?
- Investing in ideas... challenges and opportunities.
- Lessons learned from a difficult year... recommendations to the government in the new year.
- Entrepreneurs' plans for 2018.

**Moderator:**

**Yasmine Mounir** – Deputy Managing Editor of Al Mal Newspaper

**Speakers:**

**Hany Emad El Din** – Head of Credit and Investment Sector of SME's Development Agency

**Amin Khair AIDin** – Chairman of Egypt ICT Trust Fund

**Tarek El Nazer** – Co-Founder & CEO of The Bakery Shop "TBS"

**Abdel Rahman Galal** – Chairman of Awfar Market

**Amr Abouesh** – CEO of Tanmeyah Micro Enterprise Services

**Moustafa Kandil** – Co-Founder of "SWWL"

**3:30pm – 4:30pm**  
**Lunch**