

Day 1: Monday 12th of December 2022

15:30—16:00	Transportation from Hotels to Dinner at Steigenberger El Lessan Hotel
16:00—17:00	Registration at Sultan Hall Entrance - Steigenberger El Lessan Hotel
17:00—18:00	<p>Opening Remarks <i>Master of Ceremonies: Ms. Perihan Tawfik, ILO DJEP Methanex Project</i></p> <ul style="list-style-type: none"> - Prof. Ibrahim Saber, Chairman of the University's Board of Trustees Horus University - Prof. El-Said AbdelHady, Horus University President - Mr. Amr Abouelazem, GEN Egypt Chairman - Dr. Winslow Sargeant, Chair of the Board , ICSB - Mr. Mohamed Shindy, Methanex Egypt CEO & Managing Director <p>17:00—18:00</p> <ul style="list-style-type: none"> - Mr. Eric Oeschlin, Country Office & Decent Work Team Director, International Labour Organization Cairo Office - H.E. Mr. Louis Dumas, Ambassador of Canada to Egypt - Mr Hisham Mohamed Nour Elddine, Centerl Department Undersecretary for Minister's Affairs, Ministry of Petroleum & Mineral Resources - Dr. Hossam Osman, Advisor to Minister, Communications and Information Technology - HE Dr. Manal Awad, Governor of Damietta - General. Hesham Amenah, Egypt Minister of Local Development - HE Dr. Manal Awad, Governor of Damietta
18:00 - 18:15	<p>Keynote: <i>Mr. Hossam Saleh, UMS, Egypt</i></p>
18:15—20:30	<p>Rowad Damietta Competition Finals <i>Master of Ceremonies: Ms. Heba Elzahed, GEN Egypt</i> Head Judge: Ms. Eman Omran, SME Program Team Leader, Canadian Embassy in Egypt Judges:</p> <ul style="list-style-type: none"> - Eng. Ahmed Elgendy, MSMEDA, Egypt - Mr. Amr Abouelazm, Erada Microfinance, Egypt - Ms. Chantal Sabbagh , National Bank of Egypt, Egypt - Ms. Ghada Darwish, SECI Energia, Egypt - Dr. Hala Hattab, BUE, Egypt - Ms. Hanzada Abou Youssef, Hanzada Designs, Egypt - Dr. Heba Zaki , Cairo University, Egypt - Mr. Hossam Saleh, UMS, Egypt - Eng. Magdy Wahba, Senior Entrepreneurship & Skills Advisor, Egypt - Ms. Manal Eljesri, Methanex Corporation , Egypt - Mr. Mohamed Tarek, CCC, Egypt - Dr. Wafaa Rashed, ASRT, Egypt <p>Competition Awards Announcement <i>Eng. Ahmed Osman, ICSB & GEN Egypt, Egypt</i></p>
20:30—22:00	Gala Dinner at Princess Hall - Steigenberger El Lessan Hotel
22:00—22:30	Transportation Back to Hotels

Day 2: Tuesday 13th December 2022

8:00—08:30	Transportation to Horus University (New Damietta)		
09:00—09:50	Plenary: How to Support MSMEs to Digitize - Dr. Hossam Osman, ITIDA, Egypt - Dr. Raafat Abbas, MSMEDA, Egypt - Dr. Shaima Bahaa El Din, Federation of Egyptian Industries, Egypt Moderator: Mr. Jose Manuel Medina Checa, ILO, Egypt		
09:50- 11:05	Plenary: Role of Digitalization/ AI in Startups & SMEs Growth and Innovation - Business Egypt USAID Funded Project - Mr. Bassem Magued, Rabbit, Egypt - Mr. Fouad Selim, Edupay, Egypt - Ms. Mariam Amr, Paytabs, Egypt - Ms. Sabrine Assem, Untap, Egypt - Eng. Tamer Shebl, Solar shams, Egypt Moderator: Ms. Nermeen Helmy, Business Egypt, Egypt		
11:05 - 11:15	Keynote: The Role of Large Corporations in SME Development - Mr. Mohamed Tarek, CCC, Egypt		
11:15 - 11:25	Keynote: Egypt's Economic Outlook - 2023 - Ms. Ghada Nadi, AUC, Egypt		
11:25 - 12:10	Plenary: Key Traits of Successful Entrepreneurs - Ms. Hanzada Abou Youssef, Hanzada Designs, Egypt - Mr. Marc Ortman, GEN UK, UK - Ms. Soumeiya Rachedi, NXT Evolution, Algeria - Ms. Rana Yousry, ASORY, Egypt Moderator: Eng. Magdy Wahba, Senior Entrepreneurship & Skills Advisor, Egypt		
12:10 - 12:20	Keynote: Egypt 's Vision 2030 and the Strategic Importance of Maximizing Entrepreneurial Skills to Grow Growth Domestic Product - Video Prof. Amr Adly, Egypt Japan University Of Science & Technology		
12:20 - 13:00	Coffee Break		
Halls	Hall:1	Hall:2	Hall:3
13:00- 13:45	Breakout: Venturing in Industrial Startups & SMEs - Mr. Abdelrahman Shorosh, IndustrialX, Egypt - Ms. Hanaa El Hilaly, Al Kheir Microfinance Company, Egypt - Ms. Nashwa Habib, Business Egypt, Egypt - Dr. Winslow Sargeant, ICSB, USA Moderator: Mr. Mohamed Tarek, CCC, Egypt	Breakout: Pros and Cons of Digital Education - Prof. Mohamed Ghazy, School of Dentistry, Horus University, Egypt - Dr. Mahmoud El Khodary, School of Pharmacy, Horus University, Egypt - Eng. Mohamed Lotfy, Horus University, Egypt - Moderator: Prof. El-Said AbdelHady, Horus University, Egypt	Breakout: Digital Industrial Workforce Skills - Eng. Ahmed Elgendy, MSMEDA, Egypt - Mr. Alaa El Khishen, Web Help, Egypt - Eng. Magdy Wahba, Senior Entrepreneurship & Skills Advisor, Egypt - Eng. Nahel Amirah, EgyptInnovate, Egypt Moderator: Dr. Mohamed Azzam, IAMOT, Egypt
13:45- 14:30	Breakout: SMEs Digitization Systems - Mr. Fadi Jundi, NOOR Telecom, Egypt - Mr. Hazem El Sharkawy, Collard Cards, Egypt - Dr. Mohamed Azzam, IAMOT, Egypt Moderator: Mr. Mostafa Helmy, CORE B.P.O, Egypt	Breakout: Digitization of Entrepreneurship Education - Dr. Eric Liguori, Rowan University, USA - Dr. Hala Hattab, British University Egypt, Egypt - Dr. Heba Zaki, Cairo University, Egypt - Eng. Mohamed Zare, Mindshift, Egypt Moderator: Eng. Ahmed Osman, ICSB & GEN Egypt, Egypt	Breakout: Engineering and R&D Digitization - Dr. Nabil Shalaby, Arab Entrepreneur House, Egypt - Eng. Nahel Amirah, EgyptInnovate, Egypt - Dr. Winslow Sargeant, ICSB, USA Moderator: Eng. Magdy Wahba, Senior Entrepreneurship & Skills Advisor, Egypt
14:30- 15:30	Lunch Break		

EXHIBITION

15:30– 16:15	Breakout: Product Manufacturing as a Service - Mr. Abdelrahman Shorosh, IndustrialX, Egypt - Ms. Monica Riad, Homzmart, Egypt - Mr. Salama El Gohr, Damietta Chamber of Commerce, Egypt Moderator: Ms. Maha Saleh, Apple, Egypt	Breakout: SMEs role in Creating a National Technological Economy - Dr. Abdel Sameea Tahseen, Mansoura University, Egypt - Prof. Tarek Ghalwash, Mansoura University, Egypt - Mr. Ahmed Hamed Shaker, Misr Spinning & Weaving Company, Egypt Moderator: Prof Mohamed Atwa, Business School , Horus University, Egypt	Breakout: Success Stories of Micro Businesses - Eng. Ahmed Elgendy, MSMEDA, Egypt - Dr. Gehan Hamza, BUC , Egypt - Ms. Hanaa El Hilaly, Al Kheir Microfinance Company , Egypt - Ms. Rania Rabie El-Kishawi, OWAP, Egypt Moderator: Ms. Eman Omran, Canadian Embassy in Egypt, Egypt
16:15–16:30	Transportation Back to Hotels		
Day 3: Wednesday 14th December 2022			
09:00–09:30	Transportation to Horus University		
09:30–09:45	Plenary: Spotighting Women in Business - An Interview with - Ms. Amira Selim, Design Dialogue, Egypt Moderator: Eng. Ahmed Osman, ICSB & GEN Egypt, Egypt		
09:45- 10:45	Plenary: Entrepreneurial Ecosystems around the World - Dr. Eric Liguori, Rowan University , USA - Mr. Marc Ortman, GEN UK , UK - Dr. Nabil Shalaby, Arab Entrepreneur House, Egypt - Ms. Soumeya Rachedi , NXT Evolution, Algeria Moderator: Dr. Winslow Sargeant, ICSB, USA		
10:45 - 11:05	Keynote: Digital Transformation of MSMEs Ms. Inta Laima Plostins, DAI, USA		
11:05 – 12:05	Coffee Break		
Halls	Hall:1	Hall:2	Hall:3
12:05– 12:50	Breakout: Going Global, How To Make International Expansion A Success - Eng. Ahmed Elgendy, MSMEDA, Egypt - Eng. Ahmed Osman, ICSB & GEN Egypt, Egypt - Ms. Ghada Nadi, AUC, Egypt - Ms. Maha Saleh, Apple, Egypt Moderator: Dr. Winslow Sargeant, ICSB, USA	Breakout: Benefits of the Circular Economy: Examples from Egypt - Mr. Karim El Sabee, Reliance, Egypt - Prof. Mohamed Elsayed , BUC, Egypt - Ms. Rana Yousry, ASORY, Egypt - Mr. Tarek Abou Samra, Damietta Governor's Office, Egypt Moderator: Eng. Magdy Wahba, Senior Entrepreneurship & Skills Advisor, Egypt	Breakout: Academic Papers - Dr. Hatem Khater, School of Engineering , HUE, Egypt - Ms. Lamia El Ayouby & Ms. Noha Hassan , New Giza University , Egypt - Mr. Omar Emara, Egypt - Prof. Martha Rivera-Pesquera, IPADE Business School, Universidad Panamericana, Mexico - Ms. Dina Ayman Ashour, University of Edinburgh, Egypt Moderator: Dr. Heba Zaki , Cairo University, Egypt Dr. Hala Hattab, British University Egypt, Egypt
12:50– 13:35	Breakout: Showcasing Damietta Startup Scene - Mr. Amr Orensa, Pinocchio Furniture, Damietta, Egypt - Eng. Doaa Mamdouh, Ezbet Elborg Port Initiative, Egypt - Dr. Omar Saad, Furni ture Hub, Damietta, Egypt - Mr. Salama El Gohr, Damietta Chamber of Commerce, Egypt Moderator: Ms. Perihan Tawfik, ILO DJEP Methanex Project, Egypt	Breakout: COP27 and its Effect on the Future of the Egyptian Startups - Mr. Karim El Sabee, Reliance, Egypt - Mr. Khaled Shedeed, OWAP, Egypt - Mr. Marc Ortman, GEN UK , UK - Dr. Mohamed Azzam, IAMOT, Egypt Moderator: Ms. Eman Omran, SME Program Team Leader, Canadian Embassy in Egypt, Egypt	
13:35 – 14:20	Closing Remarks - Prof. El-Said AbdelHady, Horus University, Egypt - Ms. Manal ElJesri, Methanex Corporation, Egypt - Dr. Farid Hegazy, ILO, Egypt - Eng Magdy Wahba, Senior Entrepreneurship & Skills Advisor, Egypt - Eng Ahmed Osman, ICSB & GEN Egypt , Egypt		
14:20	Transportation Back to Cairo		

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