



AUC TO HOLD THE THIRD EDITION OF ITS BUSINESS FORUM

WHAT

For the third year in a row, the School of Business at The American University in Cairo (AUC) will hold its annual high-level Business Forum. The forum, which will be held virtually, will include roundtable discussions, where renowned and distinguished scholars, practitioners from business and industry as well as policymakers from Egypt, Africa, and other parts of the world will discuss timely and relevant issues. This year's forum will also be witnessing the launch of new initiatives on the local, regional and global levels.

Topics of the roundtable discussions will include investing in tech startups, the future of corporate learning and development, the role of business schools in facilitating a just climate transition for Africa and the importance of multi-stakeholder collaboration in fueling inclusive sustainable development.

The event will also witness the launch of the United Nations Principles of Responsible Management Education (PRME) Chapter Africa as well as the Egypt Impact Lab powered by the Egyptian Ministry of Planning and Economic Development and the Abdul Latif Jameel Poverty Action Lab Middle East and North Africa at AUC.

For more details, please check out the event [agenda](#).

WHO

Keynote speakers are Hala El Said, minister of planning and economic development; Ahmad S. Dallal, AUC president and Abhijit Banerjee, Nobel Prize winner.

The roundtable discussions will feature prominent speakers, including Ahmed Alfi, chairman and co-founder of Sawari Ventures; Hanan Moselhy, human resources at Hassan Allam Properties; Emad Nasr, chair human resources committee at The American Chamber of Commerce in Egypt and human resources director at Lecico Egypt; Hiroki Ishida, director of AAIC Partners Africa Ltd, Kenya; Jill Bogie from Gordon Institute of Business Science, South Africa; Laila Iskander, former minister of state for environment affairs and founder of CID Consulting and Emily Waita, Africa public affairs director at Coca-Cola Africa, Kenya.

WHEN

Monday, March 14 – Thursday, March 17, 2022

WHERE

Virtual attendance through registration link to each session

For registration, click [here](#).

MEDIA COVERAGE

Media interested in coverage should contact Nahla El Gendy at +2.012.2243.6313, Nahla.elgendy@aucegypt.edu. RSVP is required and the press will be required to present valid credentials.