



## **AUC's ONSI SAWIRIS SCHOOL OF BUSINESS TO HOST SEVENTH EDITION OF BUSINESS FORWARD ANNUAL EVENT**

### **WHAT**

AUC's Onsi Sawiris School of Business is holding its seventh annual Business Forward Annual Event. The event, titled "Future Forward: Inspiring Business in 2025," explores how businesses are navigating economic turbulence while driving innovation, exports and sustainable industrial growth.

Organized by Business Forward, the knowledge portal of AUC's Onsi Sawiris School of Business, the event includes several panels featuring a diverse set of renowned scholars, thought leaders, entrepreneurs and top business executives who will discuss navigating Egypt's economic landscape amid global turbulence, the future of innovation and resilience, industrial growth and opportunities for local expansion and global reach, export, Foreign Direct Investment (FDI) and logistics in a shifting world.

For detailed session information and the full speakers' lineup, visit: [Business Forward Annual Event 2025 Agenda.pdf](#)

### **WHEN**

Tuesday, June 17, 2025; 12:30 pm- 5:30 pm

### **WHERE**

Ewart Memorial Hall, AUC Tahrir Square

### **MEDIA COVERAGE**

*Media interested in coverage should contact Rehab Saad at +2.010.6881.5048, rehabsaad@aucegypt.edu. RSVP is required, and the press will be required to present valid credentials.*