

# Business Forward Annual Event

*Future Forward: Inspiring Business in 2025*



## AGENDA

**Venue:** *Ewart Hall, AUC Tahrir*

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**12:30 – 1:00** *Registration and networking*

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**1:00 – 1:15** *Welcome by MC*

*Opening remarks: Sherif Kamel, Dean, Onsi Sawiris School of Business*

*Screening “Egypt’s Economy in Review” video*

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**1:15 – 2:00** *[OPENING DISCUSSION] What’s Next? Navigating Egypt’s Economic Landscape  
Amid Global Turbulence*

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**2:00– 3:00** *[PANEL] Visionary Leaders: The Future of Innovation and Resilience*

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**3:00 – 3:30** *Networking Break*

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**3:30 – 4:30** *[PANEL] Industrial Growth: Opportunities for Local Growth and Global Outlook*

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**4:30 – 5:15** *[FIRESIDE CHAT] Beyond Borders: Export, FDI and Logistics in a Shifting World*

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**5:15 – 5:30** *Closing Remarks and Event Conclusion, What’s Next for Business Forward?*

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## Sessions Details

### [OPENING DISCUSSION] What's Next? Navigating Egypt's Economic Landscape Amid Global Turbulence

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This will be a discussion between DCode's CEO, *Mohamed Youssef* and *Dina Abdel Fattah*, assistant professor of economics and chair of the Mohamed Shafik Gabr Department of Economics discussing the latest trends in the Egyptian economy, opportunities and navigating global turbulence.

### [PANEL] Visionary Leaders: The Future of Innovation and Resilience

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This panel discussion will bring together CEOs from diverse sectors to share their personal experiences and insights on navigating the Egyptian business landscape. The discussion will deliver key priorities and actionable recommendations offering a roadmap for navigating the challenges and opportunities ahead.

***Moderated by: Alaa Hashim, founder of Transcendium, Egypt***

*Speakers -*

- *Hadeer Shalaby, managing director, Talabat Egypt*
- *Moataz Sedky, general manager, Trauco*
- *Marwa Abbas, general manager and technology leader North East Africa, IBM*

## [PANEL] Industrial Growth: Opportunities for Local Growth and Global Outlook

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This panel explores the opportunities and challenges in Egypt's manufacturing sector to drive internal growth and venture into global opportunities. The automotive industry, as a key example, currently operates 17 assembly plants with a yearly output capacity of 100,000 vehicles, although production has dropped by 50% due to foreign currency shortages and rising raw material costs.

Panelists will discuss how to expand local production, reduce import reliance and strengthen supply chains across manufacturing industries. By addressing policy gaps, encouraging public-private collaboration and investing in innovation, the discussion aims to uncover actionable strategies for boosting Egypt's industrial base and economic resilience.

**Moderated by: Sherwat Elwan Ibrahim, associate professor of operations management, Onsi Sawiris School of Business**

*Speakers -*

- *Ahmed Abel Wahab, managing director of Egyptian German Automotive Co.*
- *Alfred Younan, CEO and executive director, Edita*
- *Riad Armanious, CEO, Eva Pharma*
- *Moussa Asfour, Deputy CEO, Carina Wear*

## [FIRESIDE CHAT] Beyond Borders: Export, FDI and Logistics in a Shifting World

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This exclusive session brings together Hossam Heiba, president of the General Authority for Free Zones and Investment, and Abir Leheta, CEO of EGYTRANS, for a focused discussion on the critical role of logistics in Egypt's export-driven growth. As businesses increasingly turn to international markets amidst economic challenges, the conversation will explore key factors influencing the export process, Foreign Direct Investments (FDI), strategies to overcome logistical bottlenecks and ways to ensure smoother and more reliable access to global markets.

**Moderated by: Abir Leheta, CEO, EGYTRANS**

*Speakers -*

- *Hossam Heiba, president, General Authority for Free Zones and Investment (GAFI)*

## Closing Remarks and Event Conclusion, What's Next for Business Forward?