



Swiss-Egyptian Economic Forum 2026

Seizing the Economic Opportunities: public-private dialogue

Monday, 26 January 2026 at the Dusit Thani Lake View Hotel in New Cairo

AGENDA

09:00 Registration, Networking and Exhibition

09:20 Welcome and Program Overview:

Mr. Ashraf Naguib – Co-Founder & CEO Global Trade Matters

09:30 Welcome Remark:

H.E. Dr. Andreas Baum – Ambassador of Switzerland to Egypt

H.E. Mrs. Helene Budliger Artieda – Swiss State Secretary for Economic Affairs (Video Recording)

09:45 Welcome Remark and Highlights of SwissCham's "Swiss Business Impact Report"

Eng. Kamal Abdel Malek – President of the Board of Directors, SwissCham Egypt

10:00 Keynote Speech:

H.E. Eng. Hassan El Khatib – Minister of Investment and Foreign Trade

10:15 Panel I: The Textiles Sector:

From Innovation to International Markets: A Swiss–Egyptian Textile Partnership

Theme: Modernizing Egypt's Textile Industry Through Swiss–Egyptian Industrial Partnership

How Egypt leverages Swiss innovation and industrial expertise in textile machinery and advanced manufacturing while unlocking untapped Swiss–Egyptian partnership potential across the wider textile value chain is the focus of this panel.

Switzerland has a well-established footprint in Egypt's textile modernization through high-tech solutions and engineering capabilities, including contributions to the landmark El-Mahalla project, where Swiss suppliers have supported the rollout of advanced spinning technology as part of Egypt's broader sector revitalization efforts.

The discussion will showcase Egypt's high production quality and proven export performance and explore how Swiss know-how, standards and industry networks can contribute to deeper cooperation beyond machinery and to greater alignment with European and EFTA market frameworks.

Panelists

- Mr. Mohamed Kassem, Chairman and CEO of World Trading Company (WTC) and Chairman of the Egyptian Exporters Association (Expolink)
- Eng. Fadel Marzouk, Chairman of the Apparel Export Council of Egypt
- Mr. Hany Salam, Chairman of the Spinning & Textiles Export Council and CEO of Salamtex
- Mr. Ahmed Badr, Chairman Mahalla Spinning & Weaving Company
- Mr. Hamdy El Ansary, Head of Logistics at Elvy Weaving Co.
- Mr. Mehmet Yildirimli, Senior Consultant Switzerland Global Enterprise (S-GE)

11:00 Policy Dialogue with Mr. Mohamed El Gawsaky, CEO of the General Authority for Investment and Free Zones (GAFI) on Egypt's Investment Climate (TBC)



11:20 Coffee Break, Networking and Exhibition

11:35 Swiss Business Impact Report Presentation by Eng. Kamal Abdel Malek – President of the Board of Directors, SwissCham Egypt

12:00 Panel II: The Healthcare Sector:

Public–Private Dialogue for Sustainable Health Systems

Theme: Leveraging partnerships and innovation to strengthen Egypt's healthcare ecosystem

In a high-level dialogue, **H.E. Dr. Khaled Abdel Ghaffar, Minister of Health and Population** will engage with leading Swiss companies to discuss the evolving role of the private sector in supporting Egypt's healthcare transformation. The discussion will address:

- ✓ Public–private partnerships in national health initiatives
- ✓ Localization, intellectual property, pricing and investment sustainability
- ✓ Digitalization and artificial intelligence for healthcare efficiency and workforce optimization
- ✓ Data governance and financing models supporting universal health coverage

Swiss companies:

- Ms. Jihane El Mur, Country President Novartis Egypt
- Mr. Marcel Bachmann, Head of Finance and Supply Chain Roche Diagnostics Africa Region
- Mr. Ahmed Bedair, Country Manager Sandoz Egypt
- Dr. Ziad Al Ahwal, Director Market Access and Health Policy Roche Pharma Egypt

13:00 Coffee Break, Networking and Exhibition

14:00 Keynote Speech:

H.E. Eng. Mahmoud Esmat, Minister of Electricity and Renewable Energy

14:15 Panel III: The Engineering and Industry Sector:

Swiss Innovation for Egypt's Industrial Transformation

Theme: Advancing sustainability, technology and skills through industrial partnerships

High-Level Dialogue with **Mr. Walid Gamal El Din, Chairman of the Suez Canal Economic Zone (SCZone)**: Exploring the strategic role of SCZONE in driving investment-led industrial growth, industrial zoning and global logistics integration across Egypt's Suez Canal corridor. The role of Swiss companies in strengthening supply chains and advancing low-carbon manufacturing within evolving global frameworks like the Carbon Border Adjustment Mechanism (CBAM).

Panelists:

- Mr. Kamal Abdel Malek, President SwissCham Egypt and CEO EAST
- Mr. Ahmed Hammad, Chairman & Country Holding Officer ABB Egypt
- Mr. Walid Gad, General Manager Schindler Egypt
- Mr. Khaled El Dokani, Country CEO Lafarge Holcim Egypt
- Dr. Mansour Iskander, Partner Berlin-Anhaltische Maschinenbau Aktiengesellschaft (BAMAG)

15:15 Closing Remarks:

H.E. Dr. Rania Al Mashat – Minister of Planning, Economic Development and International Cooperation

15:30 Conclusion by the moderator Mr. Ashraf Naguib

15:35 Lunch, Networking, Exhibition