



# AGENDA

## Day 1

November 17<sup>th</sup>

Hall  
1

Blue  
Theatre

- 11:30 – 11:35**    **Welcome Note: Mr. Ossama Kamal, Chairman, Tradefairs International**
- 11:35 – 12:00**    **Sponsor notes**
- Mr. Ibrahim Sarhan, Chairman & CEO – **e-finance Investment Group**
  - Mr. Mohamed Amin – Senior VP CEEMETA, **Dell Technologies**
  - Mr. Hardy Pemhiwa – Group CEO, **Cassava Technologies**
  - Mr. Mohamed El-Mofty, CEO – **ICT Misr**
  - Mr. Taha Khalifa – General Manager, Middle East and Africa, **Intel**
- 12:00 – 12:15**    **Keynote Address:**
- H.E. Dr. Ayman Ashour, Minister of Higher Education and Scientific Research, Egypt**
- H.E. Dr. Amr Talaat, Minister CIT, Egypt**
- 12:15 – 12:30**    **MoUs Signing**
- 12:45– 13:30**    **Defending Against Emerging Threats: AI Driven Cybersecurity**
- Moderator:** Dr. Ahmed Hassan Aly – Cybersecurity Director, **Alkan**
- Panelists:**
- Mr. Ayman Shaaban – Head of Incident Response Unit MEA, **Kaspersky**
  - Mr. Nicolai Solling– CTO, **Help AG**
  - Mr. Yehia ElGohary - Head of Information Security, **eFinance**
  - Mr. Mohamed Al Prince – Information Security Consultant, **GTS Holding**
  - Mr. Ahmed El Menshawy – Sr. Product Specialist Data Protection & Cyber Recovery Solutions. **Dell Technologies**
- 13:45 – 14:30**    **Tackling Cyber Risks in the Modern Banking Landscape**
- Moderator:** Dr. Ibrahim Mostafa, Assistant Sub-Governor & Director EG-FinCIRT, **CBE**
- Panelists:**
- Mr. Ashraf Koheil – Regional Director, Middle East, Africa & Turkey, **Group IB**
  - Mr. Sameh Emam – Principal Cybersecurity Architect, **Cisco**
  - Mr. Mohamed Wali – Regional Senior Manager – Egypt, East Africa, **Fortinet**
  - Mr. Wasim Youssef – Head of Technology MENA, **Palo Alto Networks**
  - Mr. Omar Elwy – Head of Information Security GRC, **eFinance**
- 14:45 – 15:45**    **The Transformative Power of AI Ecosystems in Tech Development**
- Moderator:** Mr. Hossam Megahed – Chairman, **Eitesal**
- Panelists:**
- Mr. Dan E Khoo – CEO, **WITSA**
  - Mr. Tamer Mortada – Chairman, **Aroma Group**
  - Mr. Mohamed Abo-El Ezz - Advisory Solutions Principle, **Dell Technologies**
  - Mr. Ahmed Talaat – Regional Cloud CTO, Egypt & North Africa, **Huawei**
  - Mr. Fissal Oubida – GM MEA & India, **Lexar**



# AGENDA

## Day 1

November 17<sup>th</sup>

Hall  
1

Green  
Theatre

### 13:00 – 13:45 Digital Transformation in Higher Education: Governance and Sustainability

**Moderator:** Dr. Sherif kishk – Minister Assistant for Smart Governance, **MoHE**

**Panelists:**

- Dr. Haitham Hamza – Professor of IT, **Cairo University**
- Eng. Amr Mahfouz – CEO, **El Delta**
- Dr. Ahmed Abdel Hafez – Vice president Cyber security Affairs, **NTRA**
- Mr. Maged Mahmoud – VP & GM Center of Excellence Egypt, **Dell Technologies**

### 14:00 – 14:45 The Rise of Cities 4.0: Technology, Data, & Citizen Engagement to Drive SDGs.

**Moderator:** Dr. Moataz Hassouna – CTO, **Midar**

**Panelists:**

- H.E. Ms. Mary Kerema, Secretary ICT, e-Government, **Kenya**
- Mr. Yasser Helmy – Vice President IoT, **e& enterprise**
- Mr. Omar Mandour – Marketing Director, **Orange Egypt**
- Mr. Mohamed Talaat – Executive Solutions Architect, CTO Office, **Huawei**
- Mr. Mohamed El Rewainy – Digital Business Solutions Director, **e& Egypt**

### 15:30 – 16:00 Fireside Chat:

- Dr. Mohamed Farid – Chairman, **FRA**
- Mr. Ibrahim Sarhan – Chairman & CEO, **E-Finance**

### 16:00 – 16:15 MoU Signing

### 16:15 – 16:25 Presentation: Mr. Sherif Yehia – Deputy Assistant Chairman & CIO, **FRA**

### 16:30 – 17:15 Future of Non-Banking Financial Services and the Digital Insurance Surge

**Moderator:** Mr. Hany Moussa – Corporate Business Development Sr. Director, **EFIG**

**Panelists:**

- Mr. Alaa El-Zohairy – Chairman, **Insurance Federation**
- Mr. Omar Gouda – CEO, **Misr Insurance**
- Mr. Mohamed Mowafy – Chief Sales & Distribution Officer, **Misr Life Insurance**
- Mr. Jinu Johnson – CEO & Managing Director, **Tanmeyah**
- Mr. Sherif Yehia – Deputy Assistant Chairman & CIO, **FRA**



# AGENDA

**Day 2**

November 18<sup>th</sup>

Hall  
**1**

Green  
Theatre

## 11.00 – 12:00 Disruptive Tech Trends Shaping Tomorrow

**Moderator:** Mr. Ayman El Gohary – Executive & Sr. Corporate Director, **ICT Sector**

**Panelists:**

- Mr. Mohamed Wasfy – Country Manager, **HPE Egypt**
- Mr. Mohamed El Mofty – CEO, **ICT Misr**
- Mr. Stephan Kurger – Chief of Technology & Product, **inDrive**
- Mr. Atef Mohamed – IT & Cloud Senior Director, **eFinance**
- Mr. Mohamed Kiwan – CEO, **Egypt Trust**
- Mr. Adel El Ansary – Senior Manager, Systems Engineering, **Dell Technologies**

## 12:00 – 12:15 Presentation: Mr. Lacina Kone – CEO, Smart Africa

## 12:15 – 13:15 Panel Discussion: One Africa: Diverse Innovations

**Moderator:** Dr. Ashraf Tawakkol - Founder & CEO, **Intersection**

**Panelists:**

- H.E. Dr. Chris Baryomunsi - Minister of ICT & National Guidance, **Uganda**
- H.E. Ms. Mary Kerema, Secretary ICT e-Government, **Kenya**
- Mr. Lacina Kone – Director General and Chief Executive Officer, **Smart Africa**
- Mr. Darlington T Mandivenga, CEO, **Sasai Fintech**
- Mr. Said Saif – Director General E-government, **Zanzibar**

## 13:30 – 13:45 Keynote: H.E. Alaa Farouk, Minister of Agriculture

## 13:45 – 14:00 MoU Signing

## 14:00 – 14:45 Panel Discussion: Harvesting Innovation: The Impact of Agri-Tech Transformation

**Moderator:** Ms. Mariam El Sharkawy – Head of Agri-tech, **EFIG**

**Panelists:**

- Dr. Ahmed Salah – Founder, **Geospatial Solutions**
- Mr. Othman Abu Laban- CEO and Founder, **I-FLY Egypt**
- Mr. Atef Saber – CEO Banking sector and e-payments, **AgriBank Egypt**
- Mr. Amr Salah – CEO and Founder, **Rae-Tech**
- Mrs. Amani Gamal El Din – Agri Development Project Director, **WFP**
- Mr. Stefan Schmidt – Agricultural Innovation Project Director, **GIZ Egypt**

## 15:00 – 15:45 From Smart Cities to Smart Everything: The Networked Evolution

**Moderator:** Mr. Mohamed Fathy – Senior Sales Manager Egypt, KSA, Libya & Levant, **Dell Technologies**

**Panelists:**

- Mr. George Khayat – CEO, **Interactivo**
- Mr. Mo'men Sherif – COO, **Comatrol**
- Mr. Amr Nour – CEO, **IoT Misr**
- Mr. Mohamed Abdel Fattah – Regional Expert OT, Egypt, Libya & Sudan, **Fortinet**
- Mr. Moataz El Toukhy – B2B Commercial Director, **e& Egypt**



# AGENDA

- 16:00 – 16:45**    **OTT Regulatory Outlook**  
**Moderator:** Mr. Ahmed Said, Head of Policies and International Relations, **NTRA**  
**Panelists:**
- Ms. Shaden Khallaf – Head of Public Policy North Africa, **META**
  - Mr. Moustafa Moharram – Chairman and Founder, **Moharram and Partners**
  - Mr. Mohamed Abdel Gawad – Co-Founding Partner, **ADSERO**
  - Ms. Salma Badawy – Head of Partnerships North Africa & Egypt, **Shahid**

## Day 2

November 18<sup>th</sup>

Hall  
**1**

Blue  
Theatre

- 16:15 – 17:00**    **5-G and Beyond – New Strides in the Telecom Sector**  
**Moderator:** Mr. Ossama Kamal – Chairman, **Tradefairs International**  
**Panelists:**
- Mr. Mohamed Shamroukh – Executive board member & CEO, **NTRA Egypt**
  - Mr. Ahmed Yehia – CEO, Fintech & Digital Lifestyle, **e& Egypt**
  - Mr. Yasser Shaker – CEO, **Orange Egypt**
  - Mr. Mohamed Nasr – CEO, **Telecom Egypt**

## Day 3

November 19<sup>th</sup>

Hall  
**1**

Blue  
Theatre

- 11:00 – 11:45**    **AI & Decision-Making: Opportunities & Risks in Relying on Machines**  
**Moderator:** Mr. Khaled Hamada – VP, Managing Partner Financial & Insurance Sector, **ICT Misr**  
**Panelists:**
- Mr. Ibrahim Sobhi – AI Director, **eFinance**
  - Dr. Hazem Shatila – Head of Artificial Intelligence & Analytics, **e& Egypt**
  - Mr. Waleed Saied – Co-Founder Technology VP, **Cubic Systems**
  - Ms. Khlod Alshaikh – AI Product & Solution Specialist, **Dell Technologies**
- 12:00 – 13:00**    **Presentation: Quantum, The Era of Utility**  
Ms. Petra Florizoone – Director Global Quantum, **IBM**

- 13:15 – 14:00**    **Big Data Analytics & Business Intelligence**  
**Moderator:** Mr. Hossam Saleh – **TMT Senior expert Technology, Media & Telecom**





# AGENDA

## Panelists:

- Mr. Ashutosh Gupta – VP. Head of Information Services, **Network International**
- Ms. Basma Rady, Chief Data Scientist, **Beltone Holding**
- Mr. Amit Gupta – Vice President and head of Data & AI Practice, **e& enterprise**
- Ms. Sayonara El Asmar – Deputy CEO & Managing Director, **I-Score**
- Mr. Seifallah Mabrouk – Regional Manager - Unstructured Data Solutions, KSA & Egypt, **Dell Technologies**

## 14:15 – 15:00 **Science & Technology Parks & Their Importance to National Economy**

**Moderator:** Dr. Amr Farouk, **Vice President, The Egyptian Academy for Technological Development**

### Panelists:

- Prof. Sherine Moharram – Chairman, **Science Technology Park for Electronics Research & Industry**
- Dr. Ahmed Osman – Former Chairman, **International Council for Small Business**, President **Global Entrepreneurship Network**
- Dr. Amr M Helal – Member of National Committee for Pharmaceuticals, CEO **HealthTech**
- Mr. Muhammad Nagi – Managing Director, **WRK+**
- Dr. Mohamed Ibrahim Shedeed – Managing Director, **EiTESAL**

## 15:15 – 16:00 **Pushing Boundaries: The Impact of AI Edge Computing on Emerging Technologies**

**Moderator:** Dr. Hesham Haddara: **Si-ware CEO**

### Panelists:

- Mr. Hicham Arafa – CEO, **Brightskies**
- Dr. Tamer Aly – CEO, **VALEO**
- Mr. Hossam Yehya – CTO, **Brightskies**
- Mr. Mohamed Mohsen – CEO, **Si-vision**