

**Cairo ICT “The Next Wave”
Innovation Arena Agenda
Nov 18-20, 2024**

November 18th

11:00 – 11:45 Panel Discussion: AI for National Digital Transformation: Government, Corporates, and Startups Synergy

Explore how AI is being used by governments to drive digital transformation, and how startups and corporations can support these efforts. Discuss the role of AI in improving public services, smart cities, and the development of national data infrastructures.

Moderator: Mr. Ziad Aly - Founder & Host, the 2043 Podcast

Panelists:

- Mr. Ahmed Al Zaher – CEO, **ITIDA**
- Mr. Hossam Heiba – President, **General Authority for Investment & Free Zones**
- Mr. Ziad Abdel Tawab – **Digital Transformation Expert**
- Mr. Omar Rezk – Cofounder and Managing Director, **Entlaq**
- Mr. Mohamed Okasha Managing Partner, **DisrupTech Ventures**

12:00 – 12:45 Panel Discussion: AI & Big Data in Driving Sustainable Smart Cities

Discuss how AI and Big Data are crucial in building sustainable smart cities. Topics include IoT, data analytics for urban planning, energy management, and creating data-driven public policies. This panel should include government, startups, and corporate partnerships aimed at urban innovation.

Moderator: Ms. Hagar Gamil

Panelists:

- Dr. Mohamed Azzam - Deputy Secretary General, **ACSR**
- Mr Tamer Mohamed Eissa – CEO, **Crystal Pay**
- Mr. Ahmed El. Shazly - Entrepreneurship Support Senior, **ITIDA | TIEC**
- Dr. Moataz Hassouna -CTO, **Midar**

12:45 – 13:25 AI For All

Moderator: Mr. Islam Nazmy - Chief Automation Officer -**T7d Gaming**

Workshops

12:00 – 12:45 Workshop: Startup Foundation: A Step-by-Step Guide to Establishing Your Business
Moderator: Ms. Asmaa Hamdy - Legal Advisor, **Fekretak Sherketak**

13:00 – 13:45 Workshop: Maximizing Your Incubation Journey: From Entry to Exit Strategy
Moderator: Mr. Karim Mallawany – Head of Entrepreneurship Services, **EG-Bank**

- 14:00 – 14:45 **Workshop: From Idea to Impact: Building, Scaling, & Securing Investments for Your Startup**
Moderator: Mr. Fady Ismaeel - Managing Director, **AGX Consultant**
- 15:00 – 15:45 **Workshop: Navigating the Future of Non-Banking Financial Services: Collaboration, Innovation, & Regulation**
Moderator: Eng. Ahmed Khalifa - Executive Director, Regulatory Sandbox & Chief Data Officer/ Driving Innovation, and Data Strategy, the **Financial Regulatory Authority (FRA)**
- 16:00 – 16:45 **Workshop: How Youth Can Use Tech to Persuade Their First Venture**
Moderator: Mr. Yahia Badran – Senior Programs Officer, **Entlaq**
- 17:00 – 17:45 **Workshop: Funding through Non-Banking Financial Activities**
Moderator: Mr. Mohamed Anis, **FRA**

November 19th

11:00 -11:45 **Panel Discussion: Youth Empowerment and Startup Investment: Unlocking Capital for the Next Generation**

This panel will focus on how young entrepreneurs can access funding and investment opportunities to turn their ideas into successful ventures. Topics will include early-stage funding, youth-focused venture capital, angel investments, and mentorship programs.

Moderator: Mr. Tamer Emam - Founder & Managing Director, **Follow ICT**

Panelists:

- Dr. Hany Ayaad – Executive Director, **Innovators Support Fund**
- Mr. Tarek El Kady – CEO, **KD Group**
- Mr. Maged Harby - General Manager, **EdVentures**
- Ms. Aya Ismail - Cofounder & Programs Director, **Entlaq**
- Mr. Hossam Abdelkader- **Head of the Central Administration for Entrepreneurship, GAFI**
- Mrs. Ahella El Saban - Co-Founder and Vice Executive Chairman, **Exits**

12:00 – 12:45 **Presentation: Finding the Untapped Potential of The Egyptian Agri-Tech Sector: Driving Innovation and Growth**

Findings and data about the Egyptian agriculture landscape.

Presenter: Ms. Dima Fakahany - Strategy Associate, **Entlaq**

13:00 – 13:45 **Panel Discussion: Public-Private Partnerships in Agri-Tech: Driving Investment and Growth**

Agri-Tech Innovations: Leveraging Technology for Sustainable Agriculture.

This panel would focus on the collaboration between the government, startups, the private sector, and international organizations in driving investments and innovations in Agri-Tech. The discussion would explore the role of public-private partnerships (PPP) in overcoming challenges like access to finance, technology adoption, and scaling innovative solutions across Egypt.

Moderator: Ms. Menna Zaghoul, Cofounder, PR and Communications Director, **Entlaq**

Panelists:

- Dr. Mohamed Elkersh - Assistant Minister, **Ministry of Agriculture and Land Reclamation**
- Mr. Mohamed Morsi - Country Head Egypt and Yemen, **Finance in Motion**
- Mr. Hassan El-Badawy – Advisor, **The German Agency for International Cooperation (GIZ)**
- Mr. Mohamed AbdelRahman - Founder & CEO, **Mahaseel Technology**
- Mr. Amr Kamal - Cofounder and CTO, **Farmtopia**

14:00 – 14:45 **Panel Discussion: Tech-Driven Energy Transformation: AI, Renewable Energy, and Energy Storage for a Sustainable Egypt**

This panel will explore the role of technology in advancing Egypt's sustainable energy sector, emphasizing renewable energy innovations, AI integration for energy management, and the future of energy storage solutions. The discussion will focus on how Egypt can leverage these technologies to meet its renewable energy targets and contribute to global sustainability goals.

Moderator: Mr. Mohamed Atia, **Energy Expert**

Panelists:

- Eng. Hany Shaltout - VP Solutions Development, **Schneider Electric NEAL**
- Mrs Amani Rabei - Chief Growth Officer, **ISON Xperiences**
- Mr. Karim Shahin - National Projects Adviser, **The Egyptian Cabinet of Ministers**
- Ms. Walaa Salah Eldeen- **Cybersecurity Executive Advisory**
- Mr. Ragy Ramadan - CEO, **Noor Nation**
- Ms. Poosi Elassal - Sustainability Expert, **The Arab Council for Social Responsibility & Board Member - Sustainable Development Advocates**

15:00 – 15:45 Workshop: Building Your Brand and Reputation: PR Essentials for Startups
Moderator: Dr. Mohamed Elokaby –Assistant Minister, **Social Solidarity for Strategic Communication**

15:45 – 16:25 AI For All

Moderator: Mr. Islam Nazmy -Chief Automation Officer, **T7d Gaming**

Workshop

15:00 – 15:45 Workshop: "Find It, Build It: The Secret to Spotting Opportunities and Creating Winning Startups"
Moderator: Mr. Nader Aldjorf - Programs Manager, **Startups Without Borders**

16:00 – 16:45 Workshop: Human Centered Innovation, The Design Thinking Approach

Moderator: Mr. Ashraf Tawakkol - Founder & CEO, **Intersection / Entrepreneurship Catalyst & Educator.**

17:00 – 17:45 Workshop: Non-banking financial funding and the importance of insurance activities
Moderator: Dr. Miller Eskandar, **FRA**

11:00 – 11:45 **Panel Discussion: Metrics that Matter: How Impact Measurement Drives Strategic Investments**

Description:

This panel will delve into the crucial role that impact measurement plays in shaping corporate, startup, and development finance institution (DFI) investments. The discussion will explore:

- Best practices for evaluating social, environmental, and economic impact.
- How impact metrics influence strategic investment decisions.
- The role of impact measurement in driving innovation and ensuring sustainable outcomes.
- Challenges and opportunities in aligning financial returns with social impact, particularly in the context of corporate and DFI investments.
- Case studies on how startups are leveraging impact metrics to attract investors.

Moderator: Ms. Rawan Bassam - Country Manager, **Enpact**

Panelists:

- Mr. Ayman Etanboly - Co-Founder & CEO, **Exits**
- Mr. Omar Rezk - Cofounder and Managing Director, **Entlaq**
- Ms. Jennifer Schoeberlein-- Partner, ESG & Impact, **Sawari Ventures**
- Mr. Ahmed Elgabry – Social Performance Manager, **Shell Egypt**
- Mr. Amr ElAbassy - Access to Finance & Investment Senior Advisor, **USAID Business Egypt - DAI**

12:00 – 12:45 **Panel Discussion: HealthTech Investment: Scaling Digital Healthcare Solutions**

Description:

This panel will address how HealthTech startups can attract investments to scale their digital transformation and AI-powered solutions and innovations in telemedicine, diagnostics, and healthcare delivery. Discussions will include investor perspectives on HealthTech, challenges in funding healthcare innovation, and public-private investment partnerships.

Moderator: Dr. Abdalrahman Rammah - CEO & Co-Founder, **AXON Healthtech**

Panelists:

- Mr. Michael Mounir - CTO, Limitless Care and Head of IT and Digital, **EVA Pharma**
- Mr. Ahmed Aly Mostafa - Digital Health & Innovation Partner, **Roche**
- Mr. Mostafa Tharwat - Investor Relations Associate, **The Enterprise Company**
- Ms. Nouran El Desouky - Senior Health Economist, **Ministry of Finance**

13:00 – 13:45 **Talks: BUSINESS DEVELOPMENT FOR FUNDRAISING STARTUPS**

Moderator: Eng. Mohamed Abouelnaga - Executive Director, **Exits Global &Tech/AI Investor**

13:45 – 14:00 **Talks: Invest IT**

Moderator: Mr. Seif Bahgat - Senior Officer, **Flat6 Labs**

14:00 – 14:30 **Talks: Innovation Hub “CREATIVA”**

Moderator: Eng. Reem Shraf - Innovation Hub Project Manager, **ITIDA - TIEC-Creativa**

14:30 – 14:45 **Talks: Ready For Tomorrow Program Induction**
Moderator: Mr. Yahia Badran - Senior Programs Officer, **Entlaq**

14:45 – 15:25 **Talks: Financial Technology and Robo-Advisors**
Moderator: Eng. Sherif Yehia, **FRA**

15:25 – 15:55 **AI For All**

Moderator: Mr. Islam Nazmy - Chief Automation Officer, **T7d Gaming**

16:00 – 16:45 Hear from the Sharks: The Power of Corporate Financing"

To raise awareness about corporate financing as an alternative funding path offered on Shark Tank, contrasting it with traditional venture capital. The discussion will emphasize how corporate financing provides strategic alignment with established industry players, access to corporate resources, and tailored growth support that may better suit some startups' needs. The Sharks will address key benefits, such as leveraging corporate expertise and networks, and clarify common misconceptions, helping entrepreneurs understand the unique advantages corporate financing can offer for scaling their ventures.

Moderator: Mr. Ossama Kamal – Chairman, **Tradefairs International**

Speakers:

- Mr. Mohamed Farouk - Chairman and CEO, **Mobica**
- Mr. Abdallah Salam - President and CEO, **Madnet Masr**
- Mr. Ayman Abbas - Executive Chairman, **"Intro Holding"**
- Mr. Ahmed Tarek - General manager, **Allianz Middle East Ship Management**
- Mr. Ahmed Luxor - Co-founder, **Innovative Media Productions**

Closing Speech

Keynote Speeches by Innovation Arena Partners:

Cairo ICT

GAFI

CEO Entlaq

Ministry of Higher Education

Workshop

14:00 – 14:45 **Workshop: Digital Education: How AI and Technology are Transforming the Learning Process**

Moderator: Mr. Ashraf Darwish - Cofounder/CTO, **Armstrong Edu**

15:00 – 15:45 **Workshop: Marketing Fundamentals in the Age of AI**

Moderator: Mr. Mahmoud Taha - CMO, **Paysky & Yalla Super App**

17:00 – 17:45 **Workshop: Transforming Challenges into Opportunities: Mahaseel's Impact on Digital Transformation in Agriculture**

Moderator: Mr. Mohamed Khaled - Marketing Section Head, **Mahaseel Technology**

18:00 – 18:45 **Workshop: Investing in Green Tech: Strategies for Scaling Environmental Startups**
Moderator: Mr. Ibrahim Torih (Top-crops) Masr El-Khier

Closed Fintech Roundtable at VIP lounge at 12pm (Invitations Only)