

UNDER THE AUSPICES OF
H.E.DR. MOSTAFA MADBOULY
PRIME MINISTER OF EGYPT



The Arab Republic of Egypt
The Cabinet of Ministers

CEO WOMEN

C A I R O 2 0 2 2

CEO Women Conference

AGENDA

Four Seasons Hotel
First Residence, Giza Versailles Ballroom

10th October 2022
Cairo



www.ceo-women.com

CEO Women Conference
10th October 2022 Cairo

From	To	description
09:00 AM	09:40 AM	Registration
09:40 AM	10:00 AM	<p>MC - Ms. Dalia Ashmawy</p> <p>Welcome Speech</p> <ul style="list-style-type: none"> • Dr. Mona Murad, CEO of the organizing company, On Air Group, and Founder of CEO Women Conference • Ms. Khuloud Al Omtan, CEO of Forbes Middle East
		<p>Opening Speech</p> <ul style="list-style-type: none"> • H.E Dr. Hala El-Said, Minister of Planning and Economic Development
10:00 AM	11:30 AM	Speech of the Conference Guest (The Kingdom of Saudi Arabia)
		<ul style="list-style-type: none"> • H.E Osama bin Ahmed Nugali, Saudi Arabia Ambassador to Egypt • Ms. Israa Mansour Asiri, CEO of the General Commission for Audiovisual Media (Kingdom of Saudi Arabia) <p>Guests Speeches</p> <ul style="list-style-type: none"> • Ms. Christine Arab, UN Women Egypt Country Representative • Prof. Fadia Kiwan, Director General of the Arab Women Organization • Dr. Afraan bint Abdullah Al-Shuaibi, Executive Director of the Women Development Organization (WDO) in OIC Member States
		<p>Keynote Speech</p> <ul style="list-style-type: none"> • Speech on behalf of H.E Dr. Mostafa Madbouly, Prime Minister of Egypt • H.E Dr. Maya Moursi, President of Egypt's National Council for Women
11:30 AM	12:30 AM	First Session
		<p>Enhancing Investment Opportunities in Banking and Financial Sectors</p> <p>Topics</p> <ul style="list-style-type: none"> - Banking sector's role in supporting economic empowerment and financial inclusion of women - Sustainable financing of women's small, medium and micro enterprises (SMEs) - Women Leadership in the banking sector - Specialized global funding programs and initiatives for women

Speakers

- **Mr. Basel El Hini**, Chairman and Managing Director of Misr Insurance Holding Company
- **Ms. Ghada El Bialy**, Chairman of International Development Bank (IDB)
- **Mr. Sherif Samy**, Chairman of Egyptian FinTech Association and Chairman of CIB Egypt
- **Ms. Reem El Saady**, Regional Manager of the European Bank for Reconstruction and Development (EBRD)
- **Ms. Malak El Baba**, Visa's Country Manager for Egypt

Session Moderator

- **Ms. Dalia Ashmawy**, Consultant of Thomson Reuters Foundation

12:30 PM 12:45 PM

Coffee Break

12:45 PM 01:45 PM

Second Session

Executive leadership of women in private sector towards global competitiveness

Topics

- Enhancing women contribution to increase competitiveness in private sector
- Private sector's role in increasing production and economic growth
- Executive leaders' role in achieving equal opportunities for both genders and creating an inclusive work environment for women

Speakers

- **Ms. Abir Leheta**, Chairman and CEO of Egytrans
- **Ms. Pakinam Kafafi**, CEO of TAQA Arabia
- **Ms. Shazia Syed**, Unilever North Africa, Levant & Iraq Managing Director
- **Ms. Abeer Saleh**, Board Member and Managing Director of Misr Life Insurance Takaful
- **Eng. Hoda Mansour**, SAP Head of Business Process Intelligence, South Europe, Middle East & Africa
- **Ms. Manal Hassan**, Chief Sustainability Officer Elsewedy Electric and Vice chairman Elsewedy Electric Foundation

Session Moderator

- **Ms. Khuloud Al Omian**, CEO of Forbes Middle East

01:45 PM 02:00 PM

Coffee Break

02:00 PM 02:15 PM

Speech of Prof. Mohamed El-Shinawi, Acting President of Galala University

02:15 PM 03:15 PM

Third Session

Educational strategies, administrative qualification programs, and sustainable development projects

Topics

- Investing in Education and Modern Educational Technology
- Technical training and qualifications for women
- Future of jobs and administrative qualification programs for women
- Sustainable Development Approaches

Speakers

- **Ms. Lamise Aly Negm**, CSR Advisor to the Central Bank of Egypt Governor and Head of Sustainable Development Committee at the Federation of Egyptian Banks
- **Dr. Rana Zeitan**, Secretary - General of Galala University
- **Ms. Dalia Ibrahim**, CEO of Nahdet Misr Publishing House
- **Ms. Hanan Elrhany**, CEO of ElSewedy Education of Technology and ElSewedy Technical Academy, Board Member, ElSewedy Electric Foundation
- **Ms. Naglaa Nosseir**, Corporate Social Responsibility Director at Telecom Egypt – WE
- **Ms. Ghada Harmondia**, Group Chief Sustainability & Marketing Officer, Qalaa Holdings

Session Moderator

- **Ms. Rana Arafa**, TV Presenter

03:15 PM

04:15 PM

Fourth Session

Enhancing Investment Opportunities in Information Technology Sector and the Future of Fintech

Topics

- Legislations governing the telecommunications sector
- Integrating women in communications and information technology sector to achieve developmental goals
- The future of women empowerment in the era of digital transformation
- Egyptian government's initiatives to enable and empower women in fintech sector
- Challenges and opportunities of women empowerment in the fintech and financial inclusion sector
- Startups role in transforming digital payments and e-commerce sector

Speakers

- **Eng. Ghada Labib**, Deputy Minister of Communication and Information Technology for Institutional Development
- **Ms. Martha Mahmoud**, Egyptian MP and Deputy for the Communications and IT Committee
- **Ms. Maha Afifi**, Manager of Government Affairs & Public Policy at Google Egypt
- **Mr. Rama El Satty**, Director General of Development of Financial Technology Cadres at Central Bank of Egypt
- **Mr. Wael Ziada**, Founder & CEO of Zilla Capital , Member of the board of Banque du Caire
- **Mr. Mahmoud Tawfik**, Group CEO of Fixed Group

Session Moderator

- **Mr. Khaled Al-Barantawi**, Journalist and Digital media expert

04:15 PM

Lunch