

Egypt - Bridge between Africa and the Middle East

Teaser

The reforms initiated in 2016 in cooperation with the IMF are taking effect, and Egypt's importance as a hub for regional trade to the Middle East and Africa is steadily increasing. Are the current framework conditions sufficient to meet the challenges of the future? What are the opportunities for German SMEs?

* *Jan Noether, CEO AHK Egypt*
* *Eng. Hoda Mansour –* Managing Director SAP, Egypt and Frontiers Countries
* *Silke Wobken - Lufthansa Group Senior Director Sales for North Africa, Near East and Turkey*
* *Eng. Tarek Tawfik –Vice Chairman Federation of Egyptian Industries*
* *Sherif Rohayem – GTAI Egypt*

*The photos of the speakers will be sent as soon as the program has been approved and the consent for panelists has been given.*

Concept Forum

Brief description: One-hour digital forum (preferably TEAMS) with the keynotes as outlined below. Thereafter moderated discussion with panelists.

Language: English

*Moderation: Jan Noether / AHK Egypt*

13:30 – 13:35 Welcome note / introduction BMWi

13:35 – 13:40 Status Quo - Egypt 2021

*(Jan Noether, AHK Egypt)*

13:40 – 13:50 The Importance of Egypt for the Middle East Region

Eng. *Hoda Mansour -* Managing Director SAP, Egypt and Frontiers Countries

13:50 – 14:00 Does Egypt qualify to be a regional hub?

Silke Wobken, Lufthansa Group Senior Director Sales for

North Africa, Near East and Turkey

14:00 – 14:10 Egypt – Gateway to Africa

*Eng. Tarek Tawfik –Vice Chairman Federation of Egyptian Industries*

14:10 – 14:30 Moderated discussion / questions from the participants to the panelists

(Moderation: Sherif Rohayem / GTAI Egypt)

Target group

* *German small and medium-sized enterprises*
* *multipliers*
* *Number of participants: 100 - 150*

Time frame

* One hour should be scheduled for the forum
* Flexible timing, preferably between 12:00 - 16:00 German time
* (the working week in Egypt starts from Sunday to Thursday)

Technique and registration

* No special technique required
* In Egypt, the TEAMS format is preferred.
* The link for registration will be made available in a timely manner as planning/preparation continues

Marketing

* Once the program proposals are available and the accreditation/landing page for the BMWi Foreign Trade Days has been created, we will send you an event link to market and ask you to inform your member companies accordingly.

Contact person

* Responsible contact person: Jan Noether / Karin Elshafei
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Other

As soon as a decision is made for the ‘Egypt event’ to take place, we will be able to provide you with our logo and photos of the speakers for the presentation on the event page without delay.