



## Preliminary Agenda

### “Third Annual Global Trade Matters Global Competitiveness Summit – Ambassadors’ Edition 2018”

Cairo – February 29<sup>th</sup> 2018

Dear Global Trade Matters Members,

It gives me great pleasure to announce the launch of the “**Third Annual Global Trade Matters Global Competitiveness Summit – Ambassadors’ Edition 2018**” to be held on Tuesday 8<sup>th</sup> of MAY 2018 at the Four Seasons Nile Plaza Hotel.

In 2017 Ambassadors and Senior Diplomats from *Switzerland, Singapore, Germany, Finland, India, Mexico, Panama, Denmark, Slovenia, Portugal, Philippines, New Zealand and South Africa* honored us with their presences as they each showcased their respective countries’ performance on the World Economic Forum’s Global Competitiveness index.

#### Video Link

[“Global Trade Matters Global Competitiveness Summit – Ambassadors’ Edition 2017”](#)

At the “**Third Annual Global Trade Matters Global Competitiveness Summit – Ambassadors’ Edition 2018**” more than 20 countries will be represented exploring the uniqueness of each country’s national competitiveness approach in a regional and global perspective.

As Egypt undertakes major and historical economic reforms aimed at making it a true global competitor, sharing experiences with our international partners on global competitiveness can only add value and more drive to our nation’s growing economic ambitions.

Finally, I would like to thank you for your continuous support of our efforts in enhancing the Global Competitiveness Dialogue in Egypt and hope that you can join us on **Tuesday the 8<sup>th</sup> of May 2018** at the “**Third Annual Global Trade Matters Global Competitiveness Summit – Ambassadors’ Edition 2018**”. [www.globaltradematters.org](http://www.globaltradematters.org)

Ashraf Mohamed Naguib  
Chief Executive Officer  
Global Trade Matters  
**The Private Sector Think-Tank for Economic and Political Reform Policies**



## CONFIRMED SPEAKERS

As of March 4<sup>th</sup> 2018

- HE Ambassador Leslie J. Baja / Ambassador of The Philippines to Egypt
- HE Ambassador Sanjay Bhattacharyya / Ambassador of India to Egypt
- HE Ambassador Madalena Fischer / Ambassador of Portugal to Egypt
- HE Ambassador Laura Kansikas-Debraise / Ambassador of Finland to Egypt
- HE. Ambassador Jose Octavio Tripp / Ambassador of Mexico to Egypt
- HE Ambassador Fernando Sepulveda / Ambassador of Chile to Egypt
- HE Ambassador Paul Garnier / Ambassador of Switzerland to Egypt
- HE Ambassador Premjith Sadasivan / Ambassador of Singapore to Egypt
- HE Ambassador Sibille de CARTIER d'YVES / Ambassador of Belgium to Egypt
- Mr. Matthias Fischer / Head of the Commercial Service German Embassy in Cairo
- Mr. R. James Breiding / Author of '[Swiss Made – The Untold Story behind Switzerland's Success](#)'
- Mr. John McCarthy / Publisher of 'Swiss Made – The Untold Story behind Switzerland's Success'
- Mr. Benjamin Azoulay / CEO – Oledcomm LiFi – France
- HE Dr. Prof. Ismail Abdel Ghafar, Ph.D. / President - Arab Academy for Science Technology & Maritime Transport
- HE Dr. Ahmed Darwish – Former Minister for Administrative Affairs – Egypt
- Mr. Mahmoud Abdel Latif / Chairman of the Board - Travco Properties & Vice Chairman - Travco Group International Holding SAE
- Mr. Karim Helal / Chairman / Asia Egypt Business Association
- Dr. Wael El-Desouki – Executive Director / Center of Entrepreneurship / Arab Academy for Science, Technology & Maritime Transport
- Mrs. Nancy Maghrabi – Chairwoman – Global Trade Matters
- Mr. Ashraf Mohamed Naguib – CEO – Global Trade Matters
- Dr. Esmat Kamel – Executive Director – Global Trade Matters

*Speakers' list is still being populated. Speakers may change*



**TUESDAY – MAY 8<sup>th</sup> 2018 – FOUR SEASONS NILE PLAZA HOTEL**

**Arrival and Registration**

**8:00am – 9:00am**

**Welcome Remarks**

**9:00am – 9:10am**

**TBA**

**ONE2ONE SESSION 1 - 9:10am – 9:30am**

**Reviewing Egypt's Performance on the Global Competitiveness Index**

This ONE2ONE Session will briefly highlight the strength and weaknesses of the Egyptian Economy and review the performance of the nation on some of the most important global indices which measure the economic, social and political performance of countries across the globe.

**Moderator: Mr. Ashraf Mohamed Naguib – CEO – Global Trade Matters (TBC)**

**HE Dr. Ahmed Darwish – Former Minister for Administrative Affairs – Egypt**

**ONE2ONE SESSION 2 - 9:30am – 9:45am**

**Competing in a World of Disruptive Technologies**

This One2One session will have the pleasure of hosting HE Professor Dr. Ismail Abdel Ghafar PhD, President of the Arab Academy for Science Technology and Maritime Transport (AASTMT) to discuss the relationship between education and disruptive technology and innovation. The session will explore how education institutes can revolutionize the classroom through introducing and applying new technologies to the curriculum and educators. The session will also address the issue of university/academic research and its impact on innovation and new technologies. The session will also address the miss match between the education system and the private sector and how to revitalize the relationship between academia and business.

**Moderator: Mrs. Nancy Maghrabi – Chairwoman – Global Trade Matters**

**HE Dr. Prof. Ismail Abdel Ghafar, Ph.D. / President - Arab Academy for Science Technology & Maritime Transport**



### **ONE2ONE SESSION 3 - 9:45am – 10:00am**

#### **Global Competitiveness in the Middle East and Africa**

This ONE2One Session will address competitiveness in the MEA and assess the regional environment for economic growth, investment and development. The Session will also address the impact of the current regional instability on competitiveness, development and growth and further explore the potential opportunities in some of the fastest growing economies and sectors in the Arab World.

**Moderator:** Mr. Ashraf Mohamed Naguib – CEO – Global Trade Matters

Dr. Atie El Moullem PhD. / Head of UAE Representative Office & Regional Manager GCC – Bank of Beirut and Arab Countries (BBAC)

### **Discussion Session 1 – Day ONE - 10:00am – 11:00am**

#### **Sharing Experiences with the World's most Competitive Nations**

This open discussion panel will host a distinguished group of Ambassadors and Senior Diplomats representing some of the top 20 most competitive nations according to the World Economic Forum's Global Competitiveness Index 2017 - 2018. The session will discuss global competitiveness from an international perspective and share the thoughts and experiences of the participating countries respectively. The panel will touch upon the impact of disruptive technology, innovation, education and economic reform on global competitiveness while presenting thoughts on the ongoing shifting trends in the global economy.

**Moderator:** Mr. Ashraf Mohamed Naguib – CEO – Global Trade Matters

HE Ambassador Paul Garnier / Ambassador of Switzerland to Egypt

HE Ambassador Premjith Sadasivan / Ambassador of Singapore to Egypt

HE Ambassador Sibille de CARTIER d'YVES / Ambassador of Belgium to Egypt

Mr. Matthias Fischer / Head of the Commercial Service German Embassy in Cairo

### **ONE2ONE SESSION 4 – Day ONE - 11:00am – 11:30am**

#### **Swiss Made: The Untold Story Behind Switzerland's Success**

This One2One session will offer a unique opportunity to explore some of the reasons which make Switzerland the world's most competitive nation. The Session will be honored to host Mr. R. James Breiding, Author of Swiss Made – The Untold Story behind Switzerland's Success and Mr. John McCarthy the publisher of the international book to share their thoughts and experiences in regards to the challenges and opportunities in the Swiss competitiveness landscape. The session will highlight the importance of enhancing SMEs, the Startup Environment and the Innovation Landscape in becoming a leading global competitor in a ever changing and volatile global economy.

**Moderator:** Mr. Ashraf Mohamed Naguib – CEO – Global Trade Matters

**Co-Moderator:** Ms. Marwa Taher – Executive Director – Swiss Egyptian Business Association

Mr. R. James Breiding / Author of 'Swiss Made – The Untold Story behind Switzerland's Success

Mr. John McCarthy / Publisher of 'Swiss Made – The Untold Story behind Switzerland's Success



### **Session 2 – Day ONE - 11:30am – 12:30pm**

#### **Understanding the Global Competitiveness Landscape in Latin America**

This Open Discussion Session will have the honor of hosting a distinguished group of Ambassadors and Senior Diplomats from Latin America to share their experiences and thoughts respectively regarding Global Competitiveness in their countries' specifically, and the region generally. The session will also highlight success stories across the region while addressing the challenges facing the diverse economies of Latin America in a highly competitive global environment. This Latin America centric open discussion session will explore the efforts undertaken by the individual countries in coordinating national competitiveness agendas aimed at enhancing the region's overall global competitiveness. The Session will explore how global indices such as the Global Competitiveness Index, the Ease of Doing Business, and the IMF Report influence the region's economic competitiveness policy priorities.

**Moderator: Mr. Ashraf Mohamed Naguib – CEO – Global Trade Matters (TBC)**

HE. Ambassador Jose Octavio Tripp / Ambassador of Mexico to Egypt

HE Ambassador Fernando Sepulveda / Ambassador of Chile to Egypt

**12:30pm – 1:00pm**

**Coffee Break**

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### **Special Session – Day ONE 1:00pm – 1:30pm**

#### **Disruptive Technologies & Innovation – The Advent of Li Fi**

Dr. Wael El-Desouki – Executive Director / Center of Entrepreneurship / Arab Academy for Science, Technology & Maritime Transport

Mr. Benjamin Azoulay / CEO – Oledcomm – France

### **Session 3 – Day ONE - 1:30pm – 2:30pm**

#### **Startup Europe – Enhancing Competitiveness through Innovation ([LINK](#))**

This Open Discussion Session will be honored to host a distinguished group of Ambassadors and Senior Diplomats from Europe to review the continent's performance on the Global Competitiveness Index 2017 – 2018 and shed light on the most significant improvements for each of the respective countries. The session will focus on the importance of vocational training, education and innovation and will explore the successful Small and Medium and start-up landscape in Europe.

**Moderator: Dr. Esmat Kamel – Executive Director – Global Trade Matters**

HE Ambassador Madalena Fischer / Ambassador of Portugal to Egypt

HE Ambassador Laura Kansikas-Debraise / Ambassador of Finland to Egypt



#### **ONE2ONE SESSION 4 – Day ONE - 2:30pm – 2:45pm**

##### **Unleashing the True Potential of Egypt's Hospitality, Travel and Tourism Sector**

This One2One Session will host Mr. Mahmoud Abdel Latif the Chairman of Travco Group, Egypt's leading travel, hospitality and real estate conglomerate, to better understand the dynamics within Egypt's travel and tourism sector, along with key market trends and growth opportunities. The session will address some of the main hindering factors in the development of the sector and review Egypt's competitiveness within a regional and global context. The session will share thoughts and ideas on how to unleash the true potential of Egypt's hospitality, travel and tourism sector.

**Moderator: Mrs. Nancy Maghrabi – Chairwoman – Global Trade Matters**

Mr. Mahmoud Abdel Latif / Chairman of the Board - Travco Properties & Vice Chairman - Travco Group International Holding SAE

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#### **Session 4 – Day ONE - 2:45pm – 3:45pm**

##### **Global Competitiveness and Economic Growth – The Asia Case Study**

This Open Discussion Session will be honored to host a distinguished group of Ambassadors and Senior Diplomats from the Asian continent to review and further analyze the driving forces behind Asians competitiveness performance. The panel will explore the impact of new technologies on the economy, education and the overall business environment in the region and how the respective nations are adapting, adjusting, and harnessing the power of startups and small and medium firms to enhance their global competitiveness positions.

**Moderator: Mr. Karim Helal – Chairman – Asia Egypt Business Association**

HE Ambassador Leslie J. Baja / Ambassador of The Philippines to Egypt

HE Ambassador Sanjay Bhattacharyya / Ambassador of India to Egypt

#### **For More Information:**

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IMPORTANT NOTICE: Global Trade Matters is in no way associated with or affiliated to the World Economic Forum or the Global Competitiveness Index.