



THE 4TH GLOBAL TRADE MATTERS
GLOBAL COMPETITIVENESS SUMMIT
AMBASSADORS' EDITION 2019



THE ROLE OF
YOUTH
IN GLOBAL COMPETITIVENESS



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AGENDA

MONDAY - SEPTEMBER 9TH 2019

CAIRO

Developed by

**GLOBAL
TRADE MATTERS**
THE PRIVATE SECTOR THINKTANK
FOR ECONOMIC AND POLITICAL REFORM

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Dear Global Trade Matters Members,

It gives me great pleasure to announce the launch of the “Fourth Annual Global Trade Matters Global Ambassadors’ Edition Competitiveness Summit 2019” themed “The Role of Youth in Global Competitiveness” to be held on Monday 9th of September at Marriott Cairo Hotel.

The Global Trade Matters Ambassadors’ Edition Global Competitiveness Summit offers a wealth of information and content revolving around the notion of national and global competitiveness. This is a great opportunity to exchange ideas and share experiences on education, economics, development, innovation, infrastructure, investment, trade and a multitude of other interesting and intriguing topics and issues.

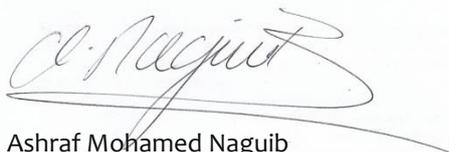
The Global Trade Matters Global Competitiveness Summit Ambassadors’ Edition 2019 will review the performance of a diversity of countries in different regions and across different continents on some of the flagship Indices measuring youth development, progress, welling being, and competitiveness.

The Global Trade Matters Global Competitiveness Summit Ambassadors’ Edition 2019 will review national strategies, policies, programs and initiatives aimed at empowering youth and enhancing youth national and global competitiveness.

The 2019 Summit will host a distinguished group of Ambassadors, senior diplomats, and business leaders to share their thoughts and experiences on youth inclusion in national and global competitiveness strategies and policies.

Researchers at the Global Trade Mattes Center for Global Business Excellence, led by Dr. Esmat Kamel, continuously monitor Egypt’s performance on multiple global indices with a focus on finding correlations between economic & regulatory reform policies and enhanced rankings on internationally recognized indices and reports.

Through this exercise we seek out best practices, successful experiences and effective polices undertaken by other countries resulting in enhanced performance on such global performance indices.



Ashraf Mohamed Naguib
 Chief Executive Officer
 Global Trade Matters
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Monday September 9th 2019

Cairo Marriott Hotel – Zamalek

8:00am – 9:00am

Networking & Registration

Master of Ceremony

Mr. Ahmed Tamer – Entrepreneur & CEO – Consult ME

9:00am – 9:05am

Welcome & Introduction

Ms. Nancy Maghrabi – Chairwoman – Global Trade Matters



9:05am – 9:15am

Opening Remarks

Mr. Amr Y El Ganainy (TBC)

Chief Executive Officer – Institutional Banking – Commercial International Bank (CIB)

FinTech, disruption, digital branches, branchless banks, digitization, bitcoin, cashless society and mobile banking, are just amongst many other issues which have been on minds of senior executives at one of Egypt's leading private sector banks. Adapting to the needs and demands of a growing youth population not just in Egypt but also across the African continent, Commercial International Bank has embraced the digitization of the financial sector and its "servicing offering" as its core competitive advantage in the future.

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9:15am – 9:30am

Summit Keynote Speech

His Excellency Prof. Dr. Ismail Abdel Ghaffar (TBC)

President - Arab Academy for Science, Technology and Maritime Transport (AASTMT)

According to the decision of the General Assembly of the League of Arab States, His Excellency Prof. Dr. Ismail Abdel Ghaffar Ismail took office as the President of the Arab Academy for Science, Technology and Maritime Transport (AASTMT) on 25.10.2011. Throughout his career life, he has occupied several positions where he graduated with an honored Bachelor degree of Electrical Engineering (Computer Department) from the Military Technical College (MTC) in 1978 then received a master's degree in 1982 from Cairo university starting his career as an assistant lecturer at the Computer Department of the Military Technical College (MTC) then he received the Ph.D. in Electrical Engineering in 1989 from George Washington University, USA and specialized in Computer Engineering starting his career in the Military Technical College (MTC) from 1989 till now as a member of the teaching staff at the Computer Department, where all the positions were held in the Military Technical College.



9:30am – 9:45am

Keynote One – One Discussion Session

Mr. Mohsen Adel Helmy - Former Chairman - General Authority for Investment (GAFI)

Moderator: Mr. Ashraf Mohamed Naguib – Chief Executive Officer – Global Trade Matters

This one-one session will host Mr. Mohsen Adel Helmy the former CEO of the General Authority for Free zones and Investments (GAFI) and former Vice Chairman of the Egyptian Exchange (EGX) to share his thoughts on the role of financial and investment sectors in enhancing global competitiveness.

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9:45am – 10:00am

**Special Farewell Ceremony in Honor of
 His Excellency Premjith Sadasivan – Ambassador of Singapore to Egypt**

After six years of success, friendship, cooperation and support the time has come to bid farewell to His Excellency Ambassador Premjith Sadasivan and Mrs. Libby Sadasivan as we wish them the best of luck on their next assignment and future. Since 2013 they have both immersed themselves in everything that is Egyptian and have captured the hearts, respect and love of so many over the years. Join us in saying goodbye to good friends.

10:00am – 11:15 am Open Discussion - Session One

A Global Perspective - The Role of Youth in Global Competitiveness

His Excellency Premjith Sadasivan – Ambassador of Singapore to Egypt

Her Excellency Madeleine Fischer - Ambassador of Portugal to Egypt

His Excellency Greg Lewis – Ambassador of New Zealand to Egypt

His Excellency Seán O'Regan – Ambassador of Ireland to Egypt

HE Ambassador Merwin Bedri – Deputy Head of Mission – Embassy of Ethiopia to Egypt

Moderator: Mr. Ashraf Mohamed Naguib – Chief Executive Officer – Global Trade Matters

Session Brief: Finding a nation's competitive advantage and focusing on it, has proven to be the key to becoming a truly globally competitive country. For countries with limited natural resources, smaller populations, or even a booming population, youth development becomes a vital part of the nation's economic sustainability and growth. Combined with the right regulatory environment, new advancement in technology and innovation, countries have been able to overcome their limitations and navigate their way through a competitively volatile global economy.

This Session will host a distinguished group of Ambassadors from a number of diverse countries to share with the attending delegates brief overviews of their respective countries' approaches towards developing their national competitiveness and enhancing youth participation in their nations' global competitiveness ambitions accordingly.

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11:15am – 12:15pm Open Discussion - **Session Two**

Engage – Connect – Empower – International Cooperation for Youth Development

Mr. Ibrahim Lafia - Head of Cooperation / EU Delegation Egypt - European Commission

Mr. Laurent De Boeck – Egypt's Chief of Mission - International Organization for Migration

Ms. Audrey Coguic- Projects Manager - European Institute for Cooperation and Development

Mr. Sherif Al-Erian – President - Egyptian Modern Pentathlon Federation and Executive Board Member - Egyptian Olympic Committee

Dr. Josè León-Manríquez – Professor – The Metropolitan Autonomous University – Xochimilco - Mexico

Moderator: Mr. Ashraf Mohamed Naguib – Chief Executive Officer – Global Trade Matters (TBC)

Session Brief: International Aid Policy Commissions and international non-government organizations play a vital role in enhancing cooperation and development between partner countries, with thousands of initiatives and billions in funds being provided to train and build new globally competitive youth capacities and capabilities. Working hand in hand with the Egyptian government, civil society and the private sector, such organizations bring with them new opportunities in the form of financial assistance, technical assistance and the exchange of knowhow, expertise and a wealth of experiences.

This Session will host a distinguished group of Senior Diplomats and International Organization Heads to discuss the importance of international cooperation and how they impact the future of youth competitiveness in Egypt. The session will highlight some of the respective youth driven projects each organization is currently undertaking. The session will also highlight the role of “sporting non-government organizations” in enhancing youth capabilities and global competitiveness.

Networking Break – 12:15pm – 12:45pm



12:45pm – 1:00pm

Keynote One – One Discussion session

Dr. Maya Morsy - President – Egyptian National Council for Women

Moderator: Ms. Nancy Maghrabi – Chairwoman – Global Trade Matters

This one-one open discussion session will host Dr. Maya Morsy the President of Egypt’s National Council for Women (NCW) since 2016. Her career spans more than twenty years of dedicated service to the advancement of women and defending their fundamental rights. During this session Dr. Morsy will share her thoughts on the importance of the role of young women in national and global competitiveness.

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1:00pm – 1:45pm Open Discussion - **Session Three**

Youth Driven Investments – Access to Finance and Inclusion

Mrs. Hanaa Gamal Elhilaly – Executive Advisor to the Chairman – Egyptian Arab Land Bank

Mr. Walid M. Abdel-Rehim - Deputy Director - Cairo Office - KfW Bankengruppe

Mr. Ezzeldin Ahmad – Chairman - National Technology Group (NTG)

Moderator: Dr. Esmat Kamel – Executive Director – GTM Center for Global Business Excellence

Session Brief: Access to finance has been one of the most challenging issues facing most emerging economies around the world and Egypt is no exception to that norm. With 50% of the population under the age of 30 and a 2.5% annual population growth rate, Egypt must seek new and innovative means to utilize and finance its young, diverse and ever-growing human capital resources.

This Session will host a distinguished group of bankers and investors from renowned domestic and international banking and non-banking financial institutions to discuss the challenges facing youth employment in Egypt and explore financing opportunities for young entrepreneurs in different sectors. Session participants will share their thoughts and recommendations on developing a more youth friendly investment climate and highlight some of their respective organizations' efforts in enhancing the competitiveness of Egyptian youth.

1:45pm– 2:30pm Open Discussion - **Session Four**

Youth Competitiveness – Young Vs. Egypt

Mr. Ahmed Habib - Chief Executive Officer - Harvest Holdings

Ms. Ingy Yousri Ismail – Chief Executive Officer – Flare PR International

Mr. Omar Khalifa – Chief Executive Officer - Shaghalni.com

Moderator: Ms. Nada Sherdy – Senior Executive – Global Trade Matters

Session Brief: While having lived, been educated or worked abroad, many young Egyptians are choosing to return home, with the true conviction of utilizing their knowledge and or experiences for the benefit of Egypt. Yet such young entrepreneurs despite their success remain to face some major challenges in growing their businesses and ideas in what is a volatile and difficult economic environment.

This Session will host a distinguished group of young and successful entrepreneurs representing different business sectors to share stories of their return to Egypt and how they have been able to navigate the current economic and business environment to build their businesses. The session will address youth employment and entrepreneurship, and SME financing.

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Speakers are subject to change or last minute cancellations

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