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GTR EGYPT 2023 CAIRO

#GTREgypt

Dusit Thani Lakeview Cairo (Lakeview Ballroom), Cairo, Egypt
October 4, 2023

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Drawing on its successful return to Cairo in 2022, which welcomed around 400 participants, GTR Egypt 2023 will take place in the capital in October 2023.

Providing the ideal forum for networking and discussion amongst corporates and financiers alike, this event is a must-attend for anyone involved in Egyptian trade and exports, focusing on a range of themes from financing provisions to supply chain management, commodities, macroeconomic trends, digitisation and ESG.

Join us and a range of senior business leaders from the local and regional markets, representing all manner of industries and sectors to reflect on the latest developments across the vibrant world of Egyptian trade.

“Very well organised and touched base on a lot of critical current issues in Egypt and global events.”

H H Badran, Lotustex Textile Company

Dusit Thani Lakeview Cairo (Lakeview Ballroom)
Cairo, Egypt

October 4, 2023

6 big topics

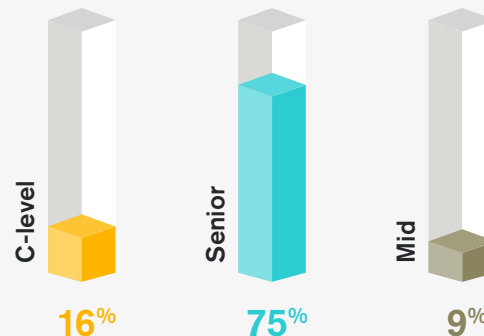


What to expect

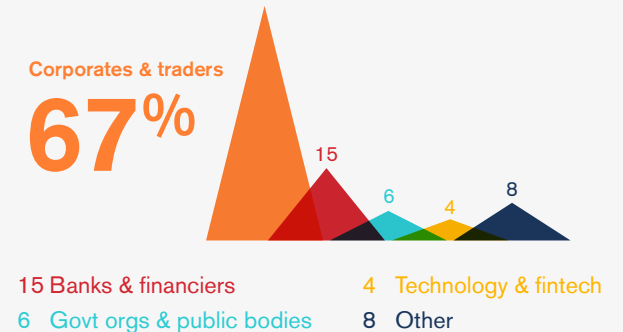


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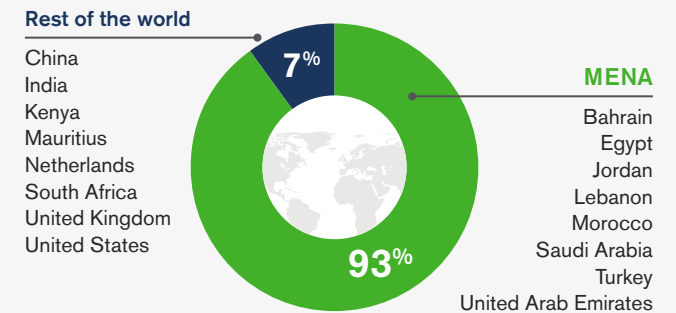
Job titles represented in 2022



Attendees by sector in 2022



Attendees by region in 2022



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Wednesday 4 October Morning

09.00-09.15

Chair's opening remarks

Farrukh Siddiqui, Founding Partner, Emerging Capital Management Partners

09.15-09.45

Keynote: Egypt's economic prospects

Egypt's economy sits on a precipice; in December 2022 the IMF announced a deal to provide \$3bn over nearly four years – including immediate access to \$347m – whilst the rise in the value of the dollar relative to the Egyptian pound and lack of access to foreign currency for importers have huge potential consequences. Meanwhile, the ongoing conflict in Ukraine has continued to impact on the cost of agricultural imports.

This keynote session will provide the latest insights into Egypt's ongoing process of reform as the country seeks to withstand the acute financial pressures placed on its economy and address the long-standing problems exposed by the global economic fallout of the past few years.

09.45-10.30

Realising potential – how can Egypt assert its position as a trade gateway?

Enjoying a privileged position both as one of Africa's largest economies and a prominent player within the Middle East region, Egypt's potential to emerge as a key regional trade hub has been long discussed, from the country's participation in the African Continental Free Trade Area (AfCFTA) and subsequent focus on increased intra-African trade flows – with banks expanding their coverage to support exporters targeting Sub-Saharan markets – to wider efforts to establish the country as a major manufacturing centre.

This session will seek to provide an update on how Egypt can leverage such opportunities to maximise this potential influence on wider global trade, from how diversification of flows provides opportunities for tapping into new economies and demographics to achieve financial inclusion, to how the process of energy transition and incorporation of ESG into the core culture has moved the dial on sustainability, and the opportunities this brings down the supply chain for financing new green economies. The conversation will also consider which corridors are most beneficial from a broader economic perspective, particularly in relation to working capital challenges for Egyptian suppliers and the absence of foreign currency.

Nikolaos Zaimis, Head of Trade Section, European Union Delegation to Egypt

Yusuf Ali Khan, Managing Director, Head of Trade & Working Capital Solutions, Middle East, North Africa & Pakistan, Citi

10.30-11.10

Networking break

11.10-11.55

Corporate challenges, headwinds and the need for resilience

This session will focus on the importance of facilitating greater ease of doing business for Egyptian companies in the face of inflationary pressures, regulatory reforms, foreign currency and exchange rate issues amid ongoing efforts to reduce inflation, reflecting the change of emphasis from corporates towards supply chain resilience and minimising disruption to the value chain. Among many points for discussion, the conversation will address:

- Working capital management – how are Egyptian corporates managing challenges in their cash conversion cycle?
- To what extent does a distressed economic environment impact the extent to which companies can commit to ESG?
- Opening up more space for the private sector by levelling the playing field with state-owned companies
- What has been the impact of the Central Bank in rebuilding confidence and demonstrating meaningful reform?
- Highlighting the importance of industry associations, business groups and chambers in providing advocacy and establishing dialogue with government
- How are corporates exploring areas for growth? Where do the best investment opportunities presently lie?

Moderator: Udham Singh, Head of Finance & Accounts, Egypt, Redington Gulf

Ehab Shawky, Corporate Finance & Investment Director, Arabian Food Industries DOMTY

Vicken Sarkissian, Group Chief Financial Officer, Debbane Saikali Group

Hisham Demerdash, Head of Treasury & OTC/ Function Controller, Egypt, Henkel

11.55-12.40

Reinforcing Egypt's trade financing capabilities

Egypt's recent challenges have posed many questions for the banking sector and its role in reinforcing Egypt's trade financing capabilities, with trade and supply chain finance offerings placed firmly under the spotlight. January 2023 witnessed the signing of a \$1.5 billion financing agreement with the International Islamic Trade Finance Corporation to fund trade, including imports of energy and agricultural commodities, a clear sign of the importance of cooperation and trade facilitation required down the whole supply chain.

This discussion will consider a range of themes, from challenges faced by local banks in supporting SMEs, identifying key bottlenecks such as logistics infrastructure, the importance of finding the right trading partners (both counterparts and intermediaries), whilst also highlighting the importance of avoiding short-term measures such as concerted efforts to reduce imports. The session will also deliberate on the role of the Central Bank and the ongoing regulatory conversations related to documentary collections vs. letters of credit, as well as the potential for growth in the availability and use of factoring.

Amr El Bahey, CEO & Country Head, Egypt, Mashreq Bank

Dr Nesrine Abdine, Finance Director, Hill International
Sherief Khalil, Head of Institutional Banking, National Bank of Kuwait – Egypt

Haggai Ogega, Investment Professional, Financial Institutions & Trade Finance, Africa Finance Corporation (AFC)

12.40-13.40

Lunch

“Good to see GTR return to Cairo after a long gap. Well attended event, good quality content and an excellent opportunity to network.”

M Iqbal, Standard Chartered

“Great event at the right time. In such volatile times and hard currency shortages, it's great to hear from the expoerts and have the opportunity to meet all the banks.”

M Bosch, Al Ahram Beverages Company

“Up to date forum with well-informed participants.”

S M Sabry, FAB Misr

Wednesday 4 October Afternoon

13.40-14.25

Shockwaves, supply chains and security – priorities for trading companies

One of the key impacts of a series of geopolitical shocks – from the conflict of Ukraine to the shift in supply chain sourcing – has been the effect on the commodity sector, highlighting the importance of commodity security whether impacting the energy sector or the cost and supply of key food inputs, all coming at a time of increased focus on the importance of sustainability and reduced carbon impact. All of this has come at a time when the shift in global value chains has had a profound impact on how corporates secure their sourcing, with many favouring a smaller selection of longer-term strategic relationships as a means of achieving resilience.

This session will seek to find answers at a time of heightened market tensions, from the need for traders to build supply-side volumes and manage inventories in the face of demand spikes to managing costs whilst ensuring sufficient risk mitigation at time of increased market volatility. The conversation will also focus on the relationship between traders and producers, and efforts to achieve improved local collaboration and integration with existing local markets.

Haitham Gabr, Treasury Manager, Soyven (A Cargill-ADM Joint Venture)

Bharat Gupta, Senior Vice-President & Head, Trade & Structured Finance, Asia, Europe, Middle East & Africa, Olam Global Agri

“An excellent platform where senior stakeholders from the global trade & financing industry get together and brainstorm the challenges, opportunities and potential solutions to trade efficiently and effectively in the current market environment.”

S George, LDC

14.25-15.05

Enhancing cooperation – projects, export credit and the whole supply chain

The recent signings of various agreements and MOUs across a range of sectors, from engineering and construction to electricity and power generation, have been seen as a demonstration of strengthening and enhancing cooperation, highlighting the key role that export credit can play in financing projects and encouraging trade. This special case study-led session will showcase how such strategic partnerships highlight the need for collaboration when delivering mega-projects across Africa, transforming local infrastructure and supporting livelihoods, whilst the wider conversation will consider how such agreements can help identify future opportunities in the Egyptian markets and chances for international businesses to capitalise on opportunities down the supply chain.

Mohamed Saad, Head of Export Finance, Egypt, UK Export Finance

Merette Elsayed, Group Chief Commercial Officer, Hassan Allam Holding

Nadeem Habib, Head of Public Sector & Financial Institutions, HSBC Egypt

“GTR Egypt has a diversified group of speakers, corporate organisations and banks. The event talked about and handled important topics to the economy and banking solutions in Egypt for SMEs and corporations.”

M Abdine, Hill International

15.05-15.55

Next generation trade and supply chain finance – tracking Egypt's digital journey

Digital transformation and the role of new technologies has been heralded as a means of making trade and trade finance processes faster and more effective, with a central role to play as Egypt seeks to assert its position as a regional trade hub, with the embracing of technologies such as blockchain and AI integral to new and sustainable business models to significantly improve the customer experience.

Amidst a complex economic picture, taking in a range of issues from currency convertibility to inflationary pressures, mounting receivables and a tightening regulatory landscape, high hopes have been pinned on the role such progress can play in future-proofing the Egyptian trade market. This special showcase-style session will provide a crucial progress update on this journey, highlighting the role of specific solutions in the market and addressing the following:

- Comparing efforts in the digitising of trade solutions, from documentary trade to open account
- Assessing the growth in use of supply chain finance and digital SCF platforms – are we seeing more collaboration between banks and fintechs?
- Corporate views – what are the benefits of digitising for corporates during times of inflation and a challenging economic environment?
- The regulatory landscape – how important is it to rewrite the market rules to better accommodate digital trade? How can Egypt draw parallels when it comes to best practice in embracing digital?
- How have issues around data and privacy rules impacted on the process of digitisation?
- How healthy is Egypt's fintech ecosystem and how is it being funded? What role is there for venture capital and how much is being invested? Has investment slowed?

Moderator: **Amr El Haddad**, Head of Working Capital Solutions, CEEMEA, Kyriba

Sherif Elbehery, Chief Executive Officer, Misr Digital Innovation

Raja Debnath, Managing Director, Veefin Solutions

15.55-16.00

Chair's closing remarks followed by prize draw

“An excellent knowledge-sharing event for anyone involved in cross-border trade in Egypt. It provided crucial information on economic trends, market constraints and opportunities, the role of financial institutions, the potential of some sectors for growth and the role of SMEs. A great event that I enjoyed very much!”

T Senechal, Finance for Impact

“In my view, the presentations made and the discussions that took place paved the way for Egyptian exporters to gain a strategic view of the situation in different world zones, which assists them to plan well for their future alliances, commitments and direction of their exports.”

A Gouda, Export Credit Guarantee Company of Egypt

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