

# MED BUSINESS DAYS 2023

IN THE WAKE OF THE COP27,  
HOW CAN THE PRIVATE SECTOR ADDRESS  
CLIMATE CHANGE AND PROMOTE GREEN GROWTH?

PROGRAMME

Southern Edition  
15-16 February 2023 Cairo



اتحاد الصناعات المصرية  
FEDERATION OF EGYPTIAN INDUSTRIES

# Draft Programme

## MED BUSINESS DAYS South

February 15-16, 2023 | Cairo, Egypt

*"In the wake of the COP27, how can the private sector address climate change and promote green growth?."*

February 15, 2023 | 09.30 AM Local time

Venue: Hotel Sheraton Cairo

09.30 - 10.00

**Welcoming Coffee**

10.00 - 10.30

**Opening Remarks**

**Moderator: Jihen Boutiba**, Director, EBSOMED Project, Secretary General, BUSINESSMED

**Alaa El Ezz**, Chairman, EBSOMED Project, Secretary General, CEEBA

**Speakers:**

**President Barbara Beltrame Giacomello**, President of BUSINESSMED, Vice President of Internationalization, CONFINDUSTRIA, Italy

**M. Mohamed Zaki EL SEWEDY**, President of the Federation of Egyptian Industries FEI (TBC)

**Mr Nikolaos Zaimis**, Minister Counsellor, Embassy of the European Union to the Arab Republic of Egypt

**Ahmed M. El Wakil**, President of ASCAME (TBC)

**H.E Ahmed Samir Saleh**, Minister of Trade & Industry, Arab Republic of Egypt (TBC)

**H.E Rania Al Mashaat**, Minister of International Cooperation, Arab Republic of Egypt (TBC)

10.30 - 11.20

**Panel 1 –Challenges and opportunities in the aftermath of the Health and Energy Crisis**

**Moderator: Dr. Khaled Abdel Azim**, Executive Director, Federation of Egyptian Industries, FEI, Egypt (TBC)

**Rapporteur: Dr. Eng. Samia Dhahri**, Nano-Biotechnology Expert,  
BUSINESSMED

**Speakers:**

**Blanca Moreno-Dodson**, Director - Center for Mediterranean  
Integration (TBC)

**Samir Majoul**, President, UTICA, Tunisia (TBC)

**Houda Ben Jannet Allal**, General Director, OME

**11.20 – 11.30**

**Debate**

**11.30 – 11.45**

**Coffee Break**

**11.45 – 12.35**

**Panel 2 – The Green Transition: a way to build back better**

**Moderator: Jeannette Axisa**, Director General, Foundation for  
Transport (MEA)

**Rapporteur: Dr. Eng. Samia Dhahri**, Nano-Biotechnology Expert,  
BUSINESSMED

**Speakers:**

**Mohamed Wageih**, Project Officer, Agro-food Value Chain, PRIMA  
Foundation

**Adel Ben Youssef**, Green and Digital Expert, Professor of Economic  
University of Nice Sophia-Antipolis

**Success story from Egypt** (TBD)

**12.35 – 12.45**

**Debate**

**12.45 – 13.00**

**Closing – presentation of main recommendations**

**Dr. Eng. Samia Dhahri**, Nano-Biotechnology Expert, BUSINESSMED

**ENG. Tarek Tawfik**, Vice President of BUSINESSMED, Vice Chairman of  
the Federation of Egyptian Industries, FEI, Egypt

**13.00 – 14.30**

**Lunch**

**14.30 – 16.30**

**B2B Meetings**

**Venue: Networking area**

Networking activities with the Business Country Desk

Exhibition: Funders, Incubators, Accelerators

## February 16, 2023 | 09.30 AM Local time

Venue: Hotel Sheraton Cairo

09.30 - 10.00 **Welcoming Coffee**

10.00 - 10.10 **Opening Remarks**  
Speaker : **BUSINESSMED Team**

10.10 – 12.40 **Sessions: BUSINESS Talks**  
Participants: BSO, Funders, SMEs and Startups

**Working group 1:**  
Agritech / Agri-food  
Moderator: **Berythech**

**Working group 2:**  
Renewable energy, Waste  
management & green project  
Moderator: **ICEALEX**

**Working group 3: Innovative  
Digital solutions**  
Moderator: **Westerwelle  
Startup Haus**

12.40 – 13.00 **Wrap Up Session & Closing remarks**  
Moderator: **BUSINESSMED Team**  
Speakers: 1 representative by session

---

**Working language:** Simultaneous **English – French** interpretation will be provided

**Conception & organization:**

**BUSINESSMED**

Union of Mediterranean Confederations of  
Enterprises

<http://www.businessmed-umce.org/>

**FEI**

Federation of Egyptian Industries

<http://www.fei.org.eg/index.php/en/>

in the framework of the EBSOMED Project



Project  
co-funded by the  
**EUROPEAN UNION**