

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: TBD

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)

H.E Christian Berger, Ambassador, Head of EU Delegation, 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)

Roberto Raimondi, Director General of the ENI CBC MED Managing Authority.

11.20 – 11.45

Debate

11.45 – 12.00

Coffee Break

12.00 – 12.50

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:

Katia Da Ros, Vice President for Environment, Sustainability and Culture, CONFINDUSTRIA (TBC)

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

Matteo Ferrazzi, Senior Economist, European Investment Bank (EIE) (TBC)

Success story from Egypt (TBD)

12.50 – 13.15

Debate

13.15 – 13.30

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

13.30 – 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: TBD

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

Session 1:
Agritech / Agri-food
Moderator: **Berythech**
(TBC)

Session 2:
Renewable energy, Waste
management Renewable Energy &
green project
Moderator: **ICEALEX**

**Session 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