

THE EUROMONEY EGYPT CONFERENCE 2009
Innovation in finance and markets in Egypt
29-30 September 2009, Semiramis InterContinental Hotel, Cairo

Monday 28 September

18.00-19.30	Pre-registration (badge collection) Foyer to the Cleopatra Ballroom
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Tuesday 29 September

08.00-09.00	Registration and Coffee Foyer to the Cleopatra Ballroom	
	Opening Session: Cleopatra Ballroom	
09.00-09.10	Euromoney Welcome: Richard Ensor , Managing Director, Euromoney Institutional Investor PLC	
09.10-10.10	Keynote Address: HE Dr Youssef Boutros-Ghali , Minister of Finance, Arab Republic of Egypt	
10.10-10.30	Break	
10.30-11.20	Keynote Address: HE Dr Mahmoud Mohieldin , Minister of Investment, Arab Republic of Egypt	
11.25-12.15	PANEL I: Rejoice! It's not as bad as we thought. The global and regional macroeconomic outlook and how Egypt is performing. Cleopatra Ballroom	
	This panel discussion will begin by analysing the turbulent economic path of the preceding 12 months. We will discuss the outlook for global and regional growth and what that means for Egypt's GDP. We will look behind the government numbers to determine the likely course of the public finances and how the deficit will be financed. We will look at the nexus between long term economic strategies, trends such as demographic change and short term market sentiment to discover why innovation and a new approach to investing are so necessary.	
	Moderator: Richard Banks , Director, Middle East, Euromoney Conferences Panellists: Hatem Dowidar , Chief Executive Officer, Vodafone Egypt Marwan Elaraby , Managing Director, Citadel Capital Hisham Ezz Al Arab , Chairman, Commercial International Bank Marc Franco , EU Ambassador to Egypt Taher Helmy , Senior Partner, Helmy, Hamza & Partners	
12.15-12.45	Coffee Break	
12.45-13.25	PANEL II: PPP: inaction or in action? Cleopatra Ballroom	PANEL III: Interview: The EFSA – can one size fit all? Teeba Ballroom
	The government is committed to PPP and private finance but with a less than perfect track record and horrible credit conditions there are doubts that its ambitious targets can be achieved. The response must be to innovate and therefore this panel will particularly focus on innovative structures being developed such as the PPP for the replacement of Cairo taxis.	Egypt has launched the Egyptian Financial Services Authority to oversee capital markets and non-bank financial services. The EFSA aims improve standards of disclosure and broaden access to financial instruments. The Chairman of the FSA will be interviewed live by Euromoney.
	Moderator: Sui Chung , Deputy Publisher, Euromoney Magazine Panellists: Simon Monk , Managing Director, Instrata Capital BSC Sherif Oteifa , Adviser on Mortgage Finance, Ministry of Investment Nabil Rashdan , Deputy Minister of Finance Osama Saleh , Chairman, General Authority for Investment (GAFI) Bastien Simeon , Global Head of Water, KPMG Corporate Finance Rania Zayed , Adviser to the Minister of Finance, Director, PPP Central Unit	Ziad Bahaa El Din , Chairman of EFSA interviewed by Richard Banks , Director, Middle East, Euromoney Conferences
13.25-14.45	Lunch hosted by Banque Misr Keynote Address: HE Amre Moussa , Secretary General, League of Arab States	

14.45-15.30	<p>Workshop A: Creating Industry Leaders Citadel Capital Cleopatra Ballroom</p>	<p>Workshop B: New Age Banking in the Post-Crisis Era Arab African International Bank Teeba Room (3rd Floor)</p>	<p>Workshop C: Dial M for Money: Empowering access to finance Vodafone Babylon Room (3rd Floor)</p>
	<p>Moderator: Ahmed El Houssieny, Managing Director, Citadel Capital Panellists: Giorgio Bodo, Chairman and Chief Executive Officer, ASEC Cement Mohamed El Rashidi, Chief Executive Officer, Gozour</p>	<p>With the first anniversary of the financial crisis and despite some signs of recovery and the rising mood of cautious optimism in the banking industry, the latter is still facing mounting pressures that require a fundamental revision of concepts and policies to cope with new realities. The 2008 crisis is a systemic crisis that urges systemic / structural remedies. Banks need to learn how to make profit whilst keeping sharp focus on trends in risk, corporate governance and sustainability. Moderator: Dalia Abdel Kader, Head of Marketing and Communications, Arab African International Bank Panellists: James Gohary, Senior Operations Manager, Financial Markets, International Finance Corporation (IFC) Hala El Said, Executive Director, The Egyptian Banking Institute, Central Bank of Egypt Arthur Koops, Head of Risk Management, Arab African International Bank</p>	<p>Financial inclusion and empowerment presents an important agenda in emerging markets. The gap between banking penetration and mobile penetration means that models could emerge which play a significant role in increasing inclusion and creating value. This workshop will introduce the topic and key challenges and facilitate a discussion around emerging operating models, the role of financial institutions and mobile operators, and critical factors for success. Mohammad Chowdhury, Director of External Affairs, Vodafone Egypt Marina Solin, Project Director, GSM Association</p>
15.35-16.20	<p>Workshop D: MTM by CI Capital Asset Management Cleopatra Ballroom</p> <p>CI Capital Asset Management launches new MTM (Made to Measure) individual portfolio management service</p> <ul style="list-style-type: none"> • Introducing its features • The types of portfolios • The need for this product <p>Speakers: Karim Helal, Group CEO, CI Capital Sameh Khalil, Managing Director, CI Asset Management</p>	<p>Workshop E: Real Estate in Egypt NAEEM Holding / Arabeya Online Brokerage Teeba Room (3rd Floor)</p> <ul style="list-style-type: none"> • Will the 2010 recovery be strong or sluggish? • What are the key catalysts? <p>Moderator: Mike Millar, Regional Director of Research, Naeem Brokerage Panellists: Omar Elhitamy, Managing Director, Orascom Housing Communities Ahmed Haggag, Mortgage Consultant Khaled Rasekh, CEO, President, ERA MENA & CIS Khaled Sedky, Chief Portfolio Officer, Palm Hills Development Company</p>	
16.25 -17.10	<p>PANEL IV: Securities markets – how to learn to stop worrying and love risk. Cleopatra Ballroom</p> <p>Whilst headline Egyptian equity markets have suffered a volatile year this has not stopped the pace of innovation. The Nilex small cap exchange has been launched and short-selling and new indices have both been mooted. The LE fixed income market has also seen development but the yield curve needs work at longer maturities. Derivatives are being introduced to manage risk and allow more sophisticated trading strategies. This panel will review all the introductions into the securities market this year and discuss what these mean for investors, issuers and intermediaries. We will also attempt to discover whether a “buy the market” strategy has changed in a “buy the winners” approach. If so, who are the winners?</p>		
	<p>Moderator: Richard Banks, Director, Middle East, Euromoney Conferences Panellists: Mohammed Assaad, Head of Public Debt Management Unit, Ministry of Finance Gamal Khalifa, Chairman & CEO, Edge Portfolio Management Maged Shawky, Chairman, The Egyptian Exchange Hisham Tawfik, Chairman, Arabeya Online For Security Brokerage</p>		
17.15	Euromoney close of day one		

Wednesday 30 September

08.00-09.00	Registration and Coffee Foyer to the Cleopatra Ballroom	
	Opening Session: Cleopatra Ballroom	
09.00-09.05	Euromoney Welcome: Richard Banks , Director, Middle East, Euromoney Conferences	
09.05-09.35	Keynote Address: HE Dr Hassan Younes , Minister of Electricity and Energy, Arab Republic of Egypt	
09.35-10.05	Keynote Address: HE Dr Tarek Kamel , Minister of Communications and IT, Arab Republic of Egypt	
10.15-11.15	PANEL V: Retail financial services – a rapid evolution or a quiet revolution? Cleopatra Ballroom	
	In order to develop a strong financial system Egypt needs to extend the reach of financial services beyond the historical core of the wealthy and the larger corporates. The SME market will be considered later today so this panel will look in detail at such topics as branch vs e-banking, how banks can establish new networks, the role of new non-bank financial intermediaries (the Post Office, mobile phone operators, online only brokerages), home finance (mortgages), micro lending and more. The panel will debate how the traditional banking sector can become part of a system of wider distribution of the proceeds of economic growth whilst maintaining profitability and prudent risk management.	
	Moderator: Richard Banks , Director, Middle East, Euromoney Conferences Panellists: Amro Abouesh , Executive Chairman, Tanmeyah Microenterprise Services Hala Bassiouni , Managing Director, Egyptian Housing Finance Company Basil El Hini , Managing Director, Banque du Caire Mohamed Farid , Senior Financial Economist, Head of Capital Markets Unit, Ministry of Investment Henri Guillemin , Managing Director, Crédit Agricole Egypt Mohamed Ozalp , Vice Chairman, Banque Misr	
11.20-12.15	PANEL VI: SMEs – can they ride to the rescue? Teeba Room (3 rd Floor)	PANEL VII: Real Estate – why are there homes without loans and loans without homes? Babylon Room (3 rd Floor)
	The small/medium-sized enterprise sector will be the engine of growth driving employment and finance. At least that's what some financiers believe. Others think the sector is too diffuse, diverse and opaque ever to attract institutional money. This panel will look in detail at the SME sector, what constitutes an SME and how investors and financiers can work with them.	Despite global real estate horrors the Egyptian real estate market must be considered an investment choice among both domestic and international investors. It is also home to innovation and growth in retail finance, developer finance and retail outlet development. The demographic structure of Egypt puts this asset class on the horizons of both direct and portfolio investors. But can the promise be fulfilled and what does the government want from the sector – homes for people or taxes for the budget?
	Moderator: Samir Radwan , Board of Trustees, General Authority for Investment and Free Zones Panellists: Heba El Serafy , Director of Research, The Egyptian Exchange Josse Dora Fiani , Chief Executive Officer, Coface Egypt Karim Helal , Group CEO, CI Capital Holding Dina Khayat , Managing Director, Arab African Investment Management Adham Nadim , Executive Director, Industrial Modernisation Centre	Moderator: Ahmet Kayhan , Managing Director, REIDIN.com Panellists: Ahmed Demerdash Badrawi , Director, Business Development, SODIC Magd Eldin Ibrahim , Chairman and Managing Director, Taamir Mortgage Company Walid El Kafrawy , Executive Chairman, Ofok Properties Khaled Rasekh , Chief Executive Officer, ERA MENA & CIS Hesham Shoukri , CEO & Executive President, Rooya Group
12.20-13.15	PANEL VIII: Infrastructure – will they come before we can build it? Teeba Room (3 rd Floor)	PANEL IX: Insurance Babylon Room (3 rd Floor)
	With hundreds of billions of dollars of investment needed over the next 20 years Egypt's infrastructure should provide a juicy opportunity for investors and financiers alike. Opportunities range from river transportation, electricity, water to more exotic infrastructure such as waste management, education and health. This panel will look at the strategic opportunities, the financial structures and the regulatory and legal challenges faced by sponsors, investors and financiers.	Egypt has one of the most promising markets for growth. The insurance sector is seeing much needed reform and development and is shedding its dusty and slow image. Customer acquisition and service are now paramount and there is increased specialisation in the state-owned insurance companies. As a key component of the financial services sector, of the institutional investor landscape and as a risk manager the insurance sector is vital to Egypt's development.

	<p>Moderator: Richard Ensor, Managing Director, Euromoney Institutional Investor PLC</p> <p>Panellists:</p> <p>Tim Armsby, Partner, Trowers & Hamlins LLC</p> <p>Yasser El Kady, Senior Assistant to the Minister of Investment, Ministry of Investment</p> <p>Hisham Fouad, Senior Adviser to the Chairman, General Authority for Roads, Bridges, and Land Transport (GARBLT)</p> <p>Robert Hambleton, Chief Commercial Officer, Suez Canal Container Terminal</p> <p>Khaled Hegazy, Corporate Affairs Director, Vodafone Egypt</p>	<p>Moderator: Richard Banks, Director, Middle East, Euromoney Conferences</p> <p>Panellists:</p> <p>Mahmoud Abdallah, Chairman, Insurance Holding Company</p> <p>Abd El Raouf Kotb, Chairman, Insurance Federation of Egypt, Managing Director, Egyptian Saudi Insurance House</p> <p>Alaa El Zoheiry, Managing Director, AMIG</p> <p>Sadek Hassan, Chairman, National Insurance Company</p>
13.15-13.45	Keynote Address: HE Mr Rachid Mohamed Rachid , Minister of Trade & Industry, Arab Republic of Egypt	
13.45-15.00	Lunch hosted by Prime Holding	
15.00-16.00	Interview: HE Dr Ahmed Nazif , Prime Minister, Arab Republic of Egypt interviewed by Richard Ensor , Managing Director, Euromoney Institutional Investor PLC	

Speakers are listed in alphabetical order.

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