

Reflecting on the latest
developments across an
exciting and dynamic market

GTR EGYPT 2022 CAIRO



#GTREgypt

Royal Maxim Palace Kempinski, Cairo, Egypt
October 20, 2022

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GTR EGYPT 2022 CAIRO



Returning to Cairo for the first time since 2017, GTR Egypt 2022 will host the ideal networking and discussion platform for leading trade and export practitioners across the Egyptian market. Join a range of industries and sector as we reflect on the latest developments across this dynamic and exciting market.

The programme for the day will consider a range of themes, from the ongoing process of market reform and the discourse around letters of credit and reducing the country's reliance on imports, supply chains and digitisation, intra-regional trade flows, ESG priorities and food security concerns.

The event provides the ideal opportunity for corporates and financiers looking to gain the latest market insights to debate and network with potential clients and peers alike – we hope to have the chance to welcome you there!

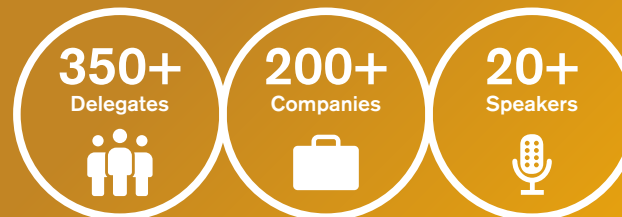
October 20, 2022

Royal Maxim Palace Kempinski,
Cairo, Egypt

6 big topics

- Fiscal challenges, import regulations and Egypt's future trade strategy
- SMEs, working capital and supply chains – reinforcing the product suite
- Digitalising the Egyptian economy and the impact on trade
- Assessing the impact of the Ukraine crisis on food security
- Charting a new course – how can Egypt leverage intra-African trade flows?
- ESG, renewables and COP27 – Egypt's road to a sustainable future

What to expect in 2022



[Click here to find out more](#)

Attendees by sector expected in 2022



3 reasons to attend in 2022

- Unparalleled expertise from speakers who are active in the market **01**
- Exceptional content on topics and regions covered **02**
- Network opportunities with key stakeholders in the industry **03**

Find out more

Queenie Taylor-Wong
Head of Business Development
+44 (0)7450 048 368

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Jeff Ando
Director, Content & Production
+44 (0)20 8772 3015

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[Click here to email](#)

Deena Ahmed
Marketing Executive
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Thursday 20 October Morning

09.10-09.20

Chair's opening remarks

Farrukh Siddiqui, Founding Partner, Emerging Capital Management Partners

09.20-10.05

The macro picture: Fiscal challenges, import regulations and export strategy

Like many markets, Egypt has struggled with disruption to supply chains, inflationary pressures and currency issues, with March 2022 seeing the Egyptian pound devalued by 14% following Russia's invasion of Ukraine. February 2022 saw the Central Bank of Egypt (CBE) seek to tackle Egypt's dependence on imports and stave off future foreign currency issues through the issuing of a directive requiring the use of letters of credit for the vast majority of imports, a decision that was subsequently relaxed, much to the welcome of industry groups.

Set against this backdrop, this high-level conversation will take the temperature of the current Egyptian trade climate, with points for discussion including the importance of striking the balance between growing exports and bolstering and protecting domestic supply, incentivising producers, sourcing new international partners and the need to look beyond short-term stop-gap measures as the country looks to balance its books.

Moderator: Soha Ali, Senior Country Representative, Egypt Office & Executive Director, Head of Egypt & North Africa Payments FI Group, J.P. Morgan

Mohamed Hisham El-Shiati, Senior Private Sector Specialist, World Bank Group

Ossama El Naggari, Head of Global Transaction Banking Group, Banque du Caire

Ashraf Bakry, Vice-President, Future Fit Operations, North Africa & Middle East & Turkey, Unilever

10.05-10.50

How can Egypt evolve its trade finance product suite?

Discussions around letters of credit and documentary collection have raised further questions over the product suite serving Egyptian trade finance and SMEs in particular; with LCs requiring credit lines and collateral it is much harder to support smaller firms, whilst when on open account factoring is often the only solution.

This session will highlight the ongoing efforts to extend provisions and support SMEs, from greater uptake in the use of supply chain finance and the role of digital platforms – saving both time and effort and optimising supplier working capital – to greater use of structured trade finance as a means of alleviating working capital pressures in the sourcing and selling of goods.

Moderator: Alex Gray, Head of Trade & Transaction Banking, The London Institute of Banking & Finance (LIBF)

Amr El Alfy, Chief Business Officer, NBK Egypt
Hisham Abouldahab, Group Corporate Treasurer, Al-Mansour Automotive

Norhan Ezzat, Head of Global Transaction Banking, Arab African International Bank (AAIB)

Raja Debnath, Co-Founder, Veefin Solutions;
Co-Founder, Cayesh

10.50-11.30 Networking break

“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

11.30-12.10

Fireside chat: Assessing the impact of the Ukraine crisis on food security

One notable supply chain facing unprecedented pressures is that of agricultural production, with the UN warning that the war in Ukraine has left the sector on the verge of crisis, with Egypt particularly exposed to soaring prices across agricultural commodities, including wheat, barley, maize and sunflower oil, in part because of restricted supply from the Russian and Ukrainian markets, a trend that has driven up the cost of other goods such as fertiliser, with shipping and freight costs also at historically high levels.

This session will seek to assess some of the measures taken to offset this challenge, from the role of international banks in helping to increase agricultural production through greater focus on flexibility and speed, as well as the role of multilateral development banks (MDBs) in injecting crucial capital through the allocation of emergency spending resources. The conversation will also focus on the role of governments, particularly in terms of restrictive measures such as export bans on food or fertiliser, as well as the ongoing impact of the sanctions landscape on trade finance lenders.

Sherif Medhat, Commercial Director, Canal Sugar & **Yasmina El Hosseiny**, Strategic Planning Director, Ebank *in conversation with* **Sunil George**, Head of Structured Trade Finance, North America, LDC

12.10-12.55

Digitalising the economy and the impact on trade

The last couple of years in particular has seen huge strides made in the development of the financial ecosystem, highlighting the transformative impact on Egypt's economy, digitising transactions and encouraging paperless processes across a range of stakeholders to accelerate trade facilitation, in line with the country's objective of achieving complete digital transformation by 2030.

Reflecting on the progress made and the key role played by all sectors, from government initiatives to the ongoing quest for innovation within financial institutions, this conversation will assess the state of play across a range of themes, from the importance of building partnerships between banks and fintechs, developing services for consumers and networks, the growth of digital commerce and displacement of cash with innovative and secure payment solutions, as well as recognising the transformative impact on small and micro businesses (SMBs) in particular.

Moderator: Haytham El Maayergi, Group Chief Operating & Transformation Officer, Arab African International Bank (AAIB)

Hicham El Khaoudy, Managing Director & Head of Global Transaction Banking MEA, First Abu Dhabi Bank (FAB)

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

Syed Khurram Zaeem, Managing Director, Head of Trade & Transaction Banking, Africa & Middle East, Standard Chartered Bank

Amr El Haddad, Head of Working Capital Solutions, CEEMEA, Kyriba

12.55-14.05 Lunch

Thursday 20 October Afternoon

14.05-14.50

Charting a new course – how can Egypt leverage intra-African trade flows?

Despite the undercurrent of global uncertainty, Egypt remains committed to leveraging its trade corridors, with its various mega-projects seeking to reinforce the country's role as a major hub for global commerce and trade, with various export development initiatives introduced to facilitate trade and with intra-African flows deemed a key priority.

This discussion will consider some of the key developments in this quest, from expansion of financial institution and correspondent bank coverage in support of Egyptian exporters targeting new markets, to efforts to cement its role in African value chains through the development of the country as a major manufacturing hub. The conversation will also consider key trends impacting on future trade patterns, from the significance of the AfCFTA, Egypt's relationship with China, cultural ties with the GCC and opportunities found across the 57 Islamic member states.

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

Hossam Rageh, Chief Executive Officer, Mayfair-CIB Bank

Robert Besseling, Founder & Chief Executive, Pangea-Risk

Enga Kameni, Senior Manager, Legal Services, African Export-Import Bank (Afreximbank)

Michelle Chivunga, Founder & Chief Executive Officer, Global Policy House

14.50-15.10 Networking break

“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

15.10-15.55

ESG, renewables and COP27 – Egypt's road to a sustainable future

Ahead of its role of host of COP27 in November 2022, Egypt has committed to a range of ambitious programmes as it seeks to meet energy transition targets, increasing its renewable energy output whilst still serving the growing needs of its domestic population.

This session will bring senior business leaders together to consider the key challenges as well as the opportunities for business resulting from this renewed focus, addressing a range of themes, from converting 'ESG principles' to practical implementation, financial innovation and impact on the value chain, as well as the challenges business leaders face in balancing strategic priorities against operational day-to-day challenges such as currency stability, inflation and rising import costs.

Moderator: Ahmed Ramadan, Chief Executive Officer, PGESCo

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

Tameer Nasser, Managing Director & General Manager, North East Africa, Baker Hughes

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

Reham ElBeltagy, Group Chief Financial Officer, Orascom Construction

15.55-16.00

Chair's closing remarks

followed by networking reception

16.00-17.00

Corporate treasury roundtable

This special invitation-only roundtable will be taking place following the close of formal conference proceedings, addressing the top themes and challenges faced by treasurers and the broader corporate sector within both the Egyptian and wider global markets today. The roundtable will follow Chatham House rules, allowing for open and frank discussion among peers.

Please speak to the GTR team if you are interested in being part of what should be an interesting and thought-provoking conversation.



“First class content and contributions from the audience, reflecting Egypt's strong growth prospects and strategic importance. This year's event was excellent in every regard, and I look forward to next year.”

E Nicholson, Marsh Specialty

“GTR Egypt was well organised, with an interesting and diverse programme it attracted many trade finance experts and provided an excellent networking opportunity.”

M Nindl, European Bank for Reconstruction & Development (EBRD)

“GTR Egypt was very relevant and interesting. It touched upon elements at play in Egypt today and it was good opportunity to hear different opinions on these elements. Overall a very enjoyable event and I look forward to more of such!”

B Saurav, Olam

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 - 5 or more working days before the conference: 80% refund of full cost
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- Non-attendance** to a conference will result in no refund.
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