

The leading event
for Egyptian trade

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

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6 big topics

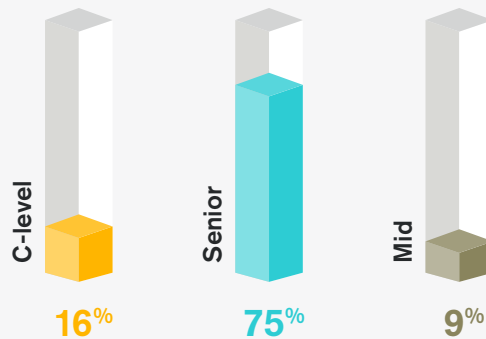


What to expect

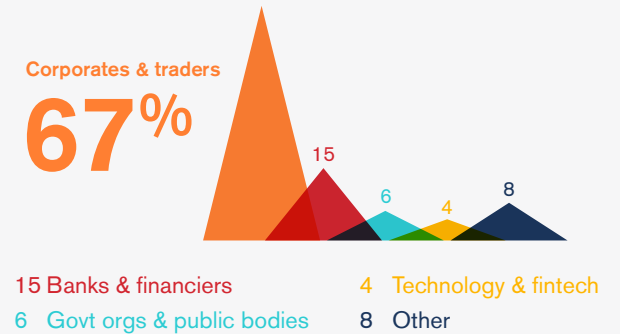


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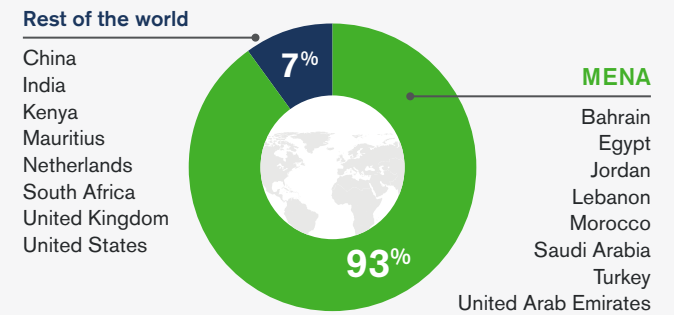
Job titles represented in 2022



Attendees by sector in 2022



Attendees by region in 2022



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Wednesday 4 October Morning

09.00-09.10

Chair's opening remarks

Farrukh Siddiqui, Founding Partner, Emerging Capital Management Partners

09.10-10.10 Realising Egypt's potential as a trade gateway

Egypt's economic challenges have been well documented, from the country's high levels of sovereign debt to exchange rate uncertainty and the impact on exporters to lack of access to foreign currency for importers. Equally, the country's strategic location and privileged position both as one of Africa's largest economies and a prominent player within the Middle East region brings the potential to emerge as a key regional hub. This opening section of the conference will highlight some of the key themes and issues across this conversation.

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

09.10-09.25

Fireside chat: Maintaining economic cooperation

This special interview-style session will emphasise the importance of strong economic cooperation between Egypt and its European allies, focusing on a range of partnership priorities from the signing of MOUs and cooperation agreements across various sectors (energy security, food supply) to reflections on the outcomes of COP27 and the need to address ESG challenges when it comes to trade, bringing Egypt in line with other global markets. Attention will also be paid to developing skills and boosting social inclusion, including increasing focus on youth and women.

Nikolaos Zaimis, Minister Counsellor, Head of Trade, Science & Enterprise, European Union Delegation to Egypt

09.25-09.55

Holding firm – how are Egypt's banks responding to the current climate?

This discussion will bring banking representatives from a range of institutions together to offer a collective response to the question of Egypt's current economic footing. Among the points for consideration:

- How have FIs sought to maintain asset growth amidst warnings of the fragility of the country's economic model? What is the current market outlook?
- With shortage to foreign currency remaining a key challenge, to what extent has Egypt's trade backlog eased following key regulatory changes? Is there enough liquidity in the market and how can it be accessed?

- What measures are corporates and their banks taking to leverage Egypt's geostrategic location and cultural ties to tap into new economies and demographics and diversify trade flows?
- How significant is the recent announcement that Egypt will join the BRICS group of emerging economies in 2024 and what are the short- and medium-term implications likely to be?

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

Tamer Ragheb, Head of Corporate & Institutional Banking, Emirates NBD Egypt

Muhammad Ibrahim, MENA Trade Payables & Working Capital Finance, Capabilities Head, Citi

09.55-10.10

In conversation: The multilateral perspective

Challenging economic conditions have seen increased focus on the role of multilateral development banks in the provision of financial and technical support to support Egyptian trade. This segment will examine how this is playing out in practice, also focusing on Egypt's participation in the African Continental Free Trade Area (AfCFTA) and subsequent focus on increased intra-African trade flows, with many banks expanding their coverage to support exporters targeting Sub-Saharan markets.

Ayman El Zoghby, Director, Intra-African Trade, Investment & Corporate Finance, Afreximbank

10.10-10.55

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

Rania Afify, Treasury Director, Misr Italia Properties

10.55-11.35 Networking break

“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

11.35-12.15

Reinforcing Egypt's trade financing capabilities

Egypt's recent challenges have posed many questions for the banking sector and the wider issue of reinforcing the country's trade financing capabilities, with the trade and supply chain finance offerings available in the market placed firmly under the spotlight. Various cooperation agreements have been signed recently to support various sectors, from electricity and power supply to the import of key commodities such as grains and petroleum, to financing infrastructure projects and their supply chains.

This extensive conversation will consider a range of themes, including the role of multilateral trade facilitation programmes in financing micro, small and medium-sized businesses (MSMEs), as well as providing support in areas such as technical cooperation, mentoring and skills development. The discussion will also address key bottlenecks such as logistics infrastructure, the importance of finding the right trading partners (both counterparts and intermediaries), the role of the Central Bank and the wider regulatory landscape, as well as efforts to 'green the value chain' through encouraging companies to invest in innovative technologies that promote the circular economy.

Basma Aly, Head of Global Transaction Banking, Egypt, Mashreq Bank & Hashem Abd El Hakim, Head of Financial Institutions, Egypt, European Bank for Reconstruction & Development (EBRD) in conversation with Dr Nesrine Abdine, Finance Director, Hill International

Wednesday 4 October Afternoon

12.15-13.05

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 further digitisation throughout the wider ecosystem?
- 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 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? Has investment slowed?

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

Rehab Tammam, Head of Global Trade & Receivables Finance, Egypt, HSBC Bank Egypt

Raja Debnath, Managing Director, Veefin Solutions
Motasim Iqbal, Managing Director, Regional Head Transaction Banking Sales, Africa & Middle East, Standard Chartered Bank

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

Ossama El Naggat, Head of Global Transaction Banking Group, Banque Du Caire

13.05-14.20 Lunch

14.20-15.00

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

Ivan Perea, Director, Structured Export Finance, Standard Chartered Bank

15.00-15.50

Export targets, securing supply chains and the impact of BRICS+

As Egypt looks forward beyond the shocks that have impacted on supply chains and highlighted the importance of security across a range of industry sectors, this session will consider the activities being undertaken to best support Egyptian trade in line with the objectives outlined in Egypt Vision 2030 and its accompanying development goals. Among the topics to be addressed:

- To what extent has the disruption to supply chains seen companies focus on a smaller selection of longer-term more sustainable strategic relationships?
- How are corporates and traders striking the balance between managing costs and building supply-side volumes/managing inventory in the face of demand spikes?
- Highlighting the importance of collaboration to best serve Egyptian industry and grow exports through the use of specialist financing programmes
- What role can such initiatives play in tackling the barriers to innovating and providing financing solutions to corporates and SMEs alike?
- Is the expansion of BRICS likely to continue the trend of de-dollarisation? Could this potentially benefit Egyptian corporates starved of foreign currency?

Moderator: Farrukh Siddiqui, Founding Partner, Emerging Capital Management Partners

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

Doaa Hafez, General Manager, Egypt Factors, Executive Committee Member, FCI

Ahmad Bani Hani, Head of Trade & Cash Advisory, Arab African International Bank (AAIB)

Amr Ezz Eldin, Chief Financial Officer, Egypt, Al Dahra Holding

15.50-16.00

Chair's closing remarks followed by prize draw

16.00-17.00

Corporate roundtable

This special 'invitation-only' roundtable will be taking place following the close of the event, addressing the key pressures faced by corporate financiers both in their day-to-day operations during challenging economic times, as well as strategic priorities from ongoing digitisation drives to mounting sustainability and ESG requirements. The roundtable will follow Chatham House rules, allowing for open and frank discussion among peers.

“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.”

N Abdine, Hill International

“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

“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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