



COMPANY PROFILE

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Who are we?



Our Vision

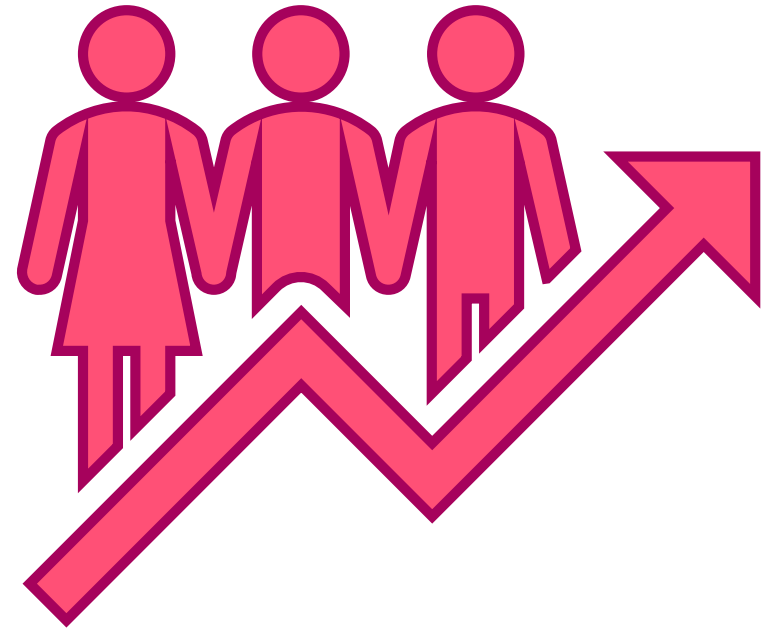


Our Mission

WHO ARE WE?

We are **the first market research & foresight agency** that **serves youth, startups and SMEs**. The passion that drew us to this step was the market gap existing in this segment while earning industry expertise , either due to their lack of affordability or due to their very special nature. In addition, this segment has lack of awareness of how foresight & market research can enlighten their path.

All of this has urged Unica to partner with key policy makers, field agencies, key incubators, accelerators, VCs, marketing agencies, management consultancies, financial advisories, training academies, universities, schools and events , locally, regionally and globally, offering the best combination of research & foresight practices in the industry, trainings and consultations that can enlighten youth's, startups' & SMEs' path





We aim to be the
**main market
research & foresight
consultancy** that
serves **youth,
startups & SMEs**
globally

MISSION

1

Enlightening Youth's, Startups'
& SMEs' path globally

2

Partnering with policy makers,
universities, schools,
incubators, accelerators,
venture studios as well as
management consultancies,
financial advisories, marketing
agencies, training entities and
key events that serve youth,
startups & SMEs globally

EXPERIENCE

1. Key Achievements

- Partner for Egypt's & GCC's Key Incubators, Accelerators, VCs, Marketing Agencies, Management Consultancies, Financial Advisories, Training Academies & Entrepreneurship Events supporting startups & SMEs.
- Consultant at EBRD
- Mentor at Faster Capital.
- Member at Teach the Future Community.
- Judging in Key Entrepreneurship Cycle Competitions & Pitching Events
- Community Sponsor for Qualiphi summit
- Starring in the Fireside Chat of Association of Professional Futurists- MENA (APF MENA) on "**Building Climate resilience through Community-led foresight**".
- Starring in the Saudi podcast "Ryadiy Business", in the Egyptian podcasts; "Purple", & "كلام ابتكاري", in the MENA podcast "Startup Scene" & in the global podcast "Web3TV".

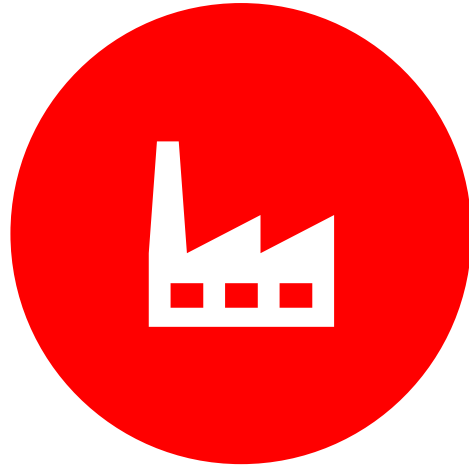
2. Coverage

- Across the Middle East, the US, the EU & Asia-Pacific

3. Knowledge Products:

- [Resilient Roots: Seeding Africa's Future with Climate Smart Crops | Knowledge for policy](#)
- o *Empowering Startups & SMEs in the MENA Region: Navigating the Future*. Techne Summit White Paper. (Unicaresearch.com)
- o [Empowering Female-Led Businesses in Egypt: Navigating the Future](#)

CLIENT EXAMPLES



INDUSTRIES



CLIENT SAMPLES

INDUSTRIES

Financial
Services

Food &
Beverages

Real Estate &
Hospitality

Social
Research

Education

Strategies &
Policy Making

Health & Safety,
Quality & Food
Safety Services

Furniture

Medical

Media

Green Sectors

Retail

Logistics

Infrastructure &
Technology

Business
Process
Outsourcing

Thermos

IOT Consumer
Electronics

FMCGS

CLIENTS & PARTNERS SAMPLE



CATEGORIES OF SERVICES OFFERED



Studies



Trainings



Mentorship

STUDIES



CATEGORIES OFFERED



EXPERIENCE

CATEGORIES OF STUDIES OFFERED

MARKET ASSESSMENT

- **Context/ PESTEL Analysis**

- Effect of Political, Economic, Environmental, Technological, Social Demographic & Legal Fluctuations on the market.

- **Market Analysis**

- Market Size Determination
- Is the Industry growing or declining?

- **Competitive Analysis**

- Market Players
- Market Shares
- Competitors' Offerings & Pricing

- **Consumer/Customer Analysis/Needs Assessment**

- Awareness, Perception & Usage of Market Players
- What are the most important factors for the target market when selecting a product/service?
- Unmet Needs & Expectations
- Satisfaction Areas from the current supply vs. those unmet needs and expectations

- **Value Chain Analysis:**

- Identify the different types of trade channels; which one is the main one
- Identify the drivers of traders for buying

- **Company Analysis (SWOT Analysis)**

CATEGORIES OF STUDIES OFFERED

Brand Health Study

- Tracking of:
 - **Brand Equity score**
 - **Marketing programs quality/Post Campaign Evaluation**
 - **Share of markets**
- Comprehensive analysis of **brand value, positioning, market drivers, gaps & opportunity**

Marketing Communication Strategy

- Identifying the **optimum messages** to **communicate** with by:
 - Evaluating the **perception/ view** of the target market
 - **Pre-Campaign Evaluation Assessment**
- Identifying the **key communication channels** for reaching the target market

Concept Validation Test

- Evaluation of the **target market acceptance** regarding various **expected services/products (While they're still in the concept phase, i.e., not a product yet) before being offered**
- Providing the **optimum pricing scenario** for the services/products expected to be offered.

Customer Satisfaction

- **Evaluate** customers **touch points**, through professional evaluation system for:
 - Offered **Product/Service Quality**
 - **Customer Service & Logistics**
- Utilize the data gathered to **identify gaps** to provide the optimum customer experience

CATEGORIES OF STUDIES OFFERED

Taste Test

- Evaluation of the **target market acceptance** regarding **products' new taste** before being launched
- Providing the **optimum pricing scenario** for the products' new taste expected to be offered.

Package Test

- Evaluation of the **target market acceptance** regarding **products' package** before being launched
 - Evaluating the **perception/view** of the target market
 - Identifying its impact on **brand value & positioning**

Product Test

- Evaluation of the **target market acceptance** regarding various **services/products** before being offered
- Providing the **optimum pricing scenario** for the services/products expected to be offered.

Mystery Shopping

- **Evaluate** customers **touch points**, through professional evaluation system **compared to the supposed system** for:
 - Offered Product/Service Quality
 - Customer Service & Logistics
 - Utilize the data gathered to **identify gaps** to provide the optimum customer experience/system

CATEGORIES OF STUDIES OFFERED

How to study International Markets?

To **evaluate and prioritize** countries beyond the client's current customers' countries, as potential export destinations

Monitoring & Evaluation

- Putting SMART KPIs for a certain project/product KPIs, and evaluating it from a beneficiary/customer perspective over the project cycle phases (at the beginning, mid-term & final evaluation)

Categories of Studies offered

Service	Objective
Horizon Scanning	• gather a data bank of ideas about trends and events shaping the future

Categories of Studies offered

Service	Objective
Driver Mapping	• identify drivers shaping the future • Identify which drivers are most important for the future of the business/market • distinguish between certain and uncertain outcomes resulting from the action of drivers
Axes of Uncertainty	• characterize the nature of the critical uncertainties facing the business position in the future • agree which critical uncertainties are most important • create a meaningful and focused scenario matrix

Categories of Studies offered

Service	Objective
Scenarios	• explore different ways that the business strategy/vision might develop in the future • consider how key actors – government, businesses/competitors, citizens/customers– might behave under different conditions • identify the key requirements of the business strategy/vision under different external conditions
Visioning	• focus groups on what a successful outcome looks like • agree what the current reality is and what needs to be done to deliver success • set out and prioritize the steps required to achieve the vision
SWOT Analysis	• identify what needs to be done to capture and build on opportunities • identify what needs to be done to mitigate threats • identify internal priorities and challenges

Categories of Studies offered

Service	Objective
Business Strategy/Vision Stress-testing	• explore how different scenarios might affect strategic objectives • identify which objectives are robust across the full range of scenarios and which will need to be modified if conditions change in the future
Back casting	• identify what needs to change between the present and the preferred future • build a timeline that sets out the key changes • determine and address the key internal and external factors that might affect the timing or scale of change
Road mapping	• build a holistic picture of the different elements in a project and how they combine over time • deepen understanding of the connections and relationships between different elements
Reimagining the Future	Exploring what'd be the future impact/scenario of new innovation/external shock on the future of their market
Futures Literacy Lab for Behavioral Change	• Designing innovative approaches to support reinforcing target segment awareness & behavioral change on new products, using futures literacy labs. • Through gaming, creative storytelling, and immersive scenario-building, target segments explore possible, desired and dark futures, reflecting on how these visions influence their present-day behaviors and attitudes toward businesses' new products.

STUDIES EXAMPLES

Economic & Financial
Evaluation for Resort
Investment at Half Moon
Bay in KSA

Market Study on
Contactless Dining Apps
in the US, GCC, EU &
Egypt

Market Study on E-
commerce Business in the
UAE

Brand Health Study for a
Thermos Brand in KSA

Competitive Analysis for
Application/Marketplace
for Photographers in the
Arab Region

Satisfaction Study for
Saudi Gov Employees
on the Vacation Holiday

Market Study on IOT
Consumer Electronics in
MENA Region (Ear
Buds- Smart Scale-
Smart Homes- Smart
Watch)

Market Study on
Expanding Export of
Gypsum Powder, Boards,
Calcium Carbonate & Salt
beyond Egypt, India &
West Africa

STUDIES EXAMPLES

Market Study & Concept
Test on Tilapia Fishery
Contract Farming
(Growers & B2B
Customers) in Egypt

Behavioral Determinants
of Stakeholders' Attitude
on the Willingness to Pay
Value of the Cultural
Heritage for
Architectural Buildings.

Market Study on Health
& Safety, Quality & Food
Safety Services
(Consultation, Training,
Outsourcing, Field
Inspections) in Egypt

Marketing
Communication
Research for Furniture
Category in Egypt

Market Study for Real
Estate Resort in Sedi
Heneish in Egypt

Market Study for Hotel
Development Services
Market in Egypt

Market Study & Product
Test for an I-note
Product in Egypt

Market Study on Healthy
& Organic Supermarkets
in Egypt

Cullet & Glass recycling
Market Study in Egypt

Market Study & Concept Test for
Biochar in Egypt

Pre & Post Campaign Assessment &
Brand Health Research for a Player
in Technology & Infrastructure, Retail
& Distribution, Business Process
Outsourcing, Fintech,
Manufacturing, Hospitality, Logistics
(Shareholders, B2B, B2C)

U&A, Product Test & Marketing
Communication Strategy for a
Fintech Payment product in Egypt
on Micro & Small Businesses

STUDIES EXAMPLES

Market Study on
Professional
Development Services
Market in Egypt (B2B &
B2C)

Market Study on Training
Platforms Market in
Egypt (B2B)

Brand Health Study for a
Hospital in Egypt

Brand Health Study for a
Food Mobile Application
in Egypt

U&A, Product Test &
Marketing Communication
Strategy for a Fintech Wallet
in Egypt on Students

U&A, Product Test &
Marketing
Communication Strategy
for a Fintech Wallet in
Egypt on End-
Consumers

U&A, Product Test &
Marketing
Communication Strategy
for a Fintech Wallet in
Egypt on freelancers &
Social Media Sellers

U&A, Product Test &
Marketing
Communication Strategy
for a Fintech Wallet in
Egypt on Micro & Small
Businesses

U&A for a Fintech Wallet
in Egypt on Corporates

Climate Smart
Technologies Mapping
Market Study in Egypt

Brand Health Research
for Curly & Wavy Hair
Product in Egypt

Product Research
Methodology Design for
a Real Estate App

TRAINING

- Categories offered
- Experience

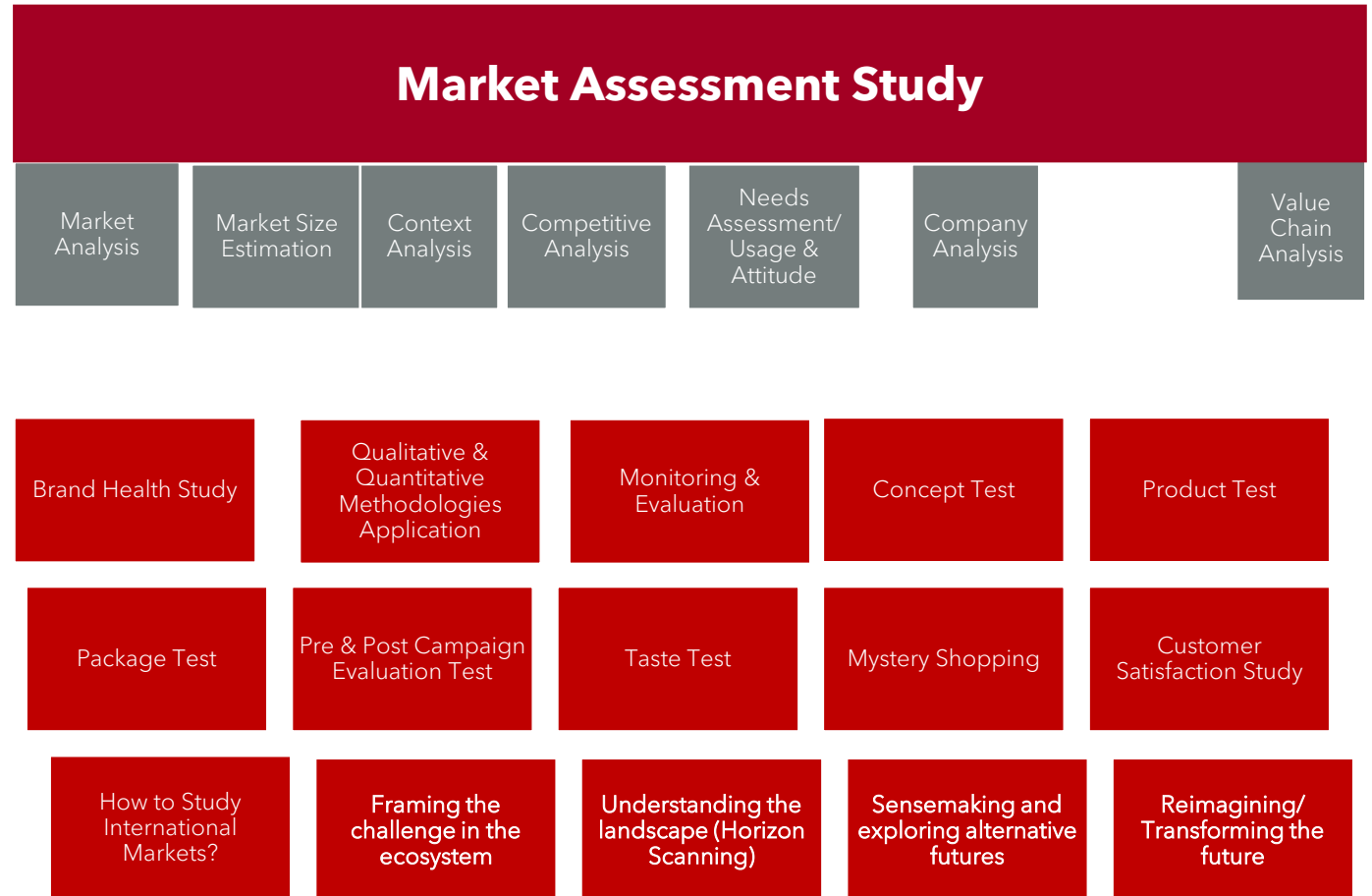


MARKET RESEARCH & FORESIGHT PROGRAMS

- Practical training to help founders/different departments (*E.g. Sales, Exporters, Marketeers, CTOs...etc*) plan and conduct research & foresight effectively to do their jobs better/future-proof their strategies, based on real market needs.
- These skills open doors to jobs like market analyst, product researcher, brand strategist, business consultant, strategic planner, policy analyst, or innovation specialist.

Session/Workshop Content:

- What's meant by the study?
- When do businesses/professionals need it?
- How can it benefit businesses/professionals?
- How to conduct this study?
- Case Studies



FUTURES LITERACY LABS FOR BEHAVIORAL CHANGE

- **Unica Research designs innovative approaches to support reinforcing youth (*Starting from 11 years old*) engagement, participation and awareness on emerging topics, using futures literacy labs.**
- Through gaming, creative storytelling, and immersive scenario-building, students explore possible, desired and dark futures, reflecting on how these visions influence their present-day behaviors and attitudes toward emerging topics; such as:
 - Future Skills & Innovation (Such as AI, coding, robotics)
 - Student Well-being (Such as Mental health support, cyber safety education)
 - Inclusion, Equity, and Gender Equality
 - Climate Education and Sustainability
 - Financial Literacy
 - Peaceful Civic Engagement & Anti-Hatred Speech

DREAMS LAB FOR FUTURE FIT YOUTH

- **A practical camp to prepare youth for the future of work. Youth would explore future careers, practice future ways of work, and design their own future fit career roadmap.**

*Duration: 4 days total

- Day 1: Driver maps of future skills, technologies, professions & ways of work
- Days 2: Vision statements for personal readiness.
- Day 3: Back-casting timelines of personal milestones.
- Day 4: Actionable interventions (trainings, internships, courses, volunteering).

Expected Output:

- Map emerging skills, professions, technologies of impact on the future of their careers
- Practice Future ways of work
- Develop their own Future Fit Career Roadmap

EXPERIENCE EXAMPLES

"How can Market Research Support Startups? Snapshot on:

Market Assessment & Concept Test Studies
Brand Health Study
Needs Assessment Study
Product Test Research

Discover the Undiscovered Risks & Rewards: Hands-On
Horizon Scanning for a Future-Proof Business

Riseup Summit Event
Startup Land Summit
Techne Summit
Egypt Entrepreneurship Summit
Startup Grind
Climathon Hackathon

Market Research Career Advising Session

Qualiphi Summit

"Market Size Estimation Tools"

Rally Competition- Arab Academy
Entrepreneurship Center

"How can Market Research support Startups?"
"Introduction to Market Research- Market Assessment
Study- Brand Health Study- Marketing Communication
Research- Concept Test- Package Test- Product Test-
Needs Assessment- Market Size Estimation- Qualitative
Module- Quantitative Module"

- Itqan Academy
- BUE Business Incubator
- Ideaspace
- EBNI Incubator
- Etisal NGO
- Gen Egypt
- The Collective Hub
- Masar Masr Online Platform
- Om Habiba Foundation
- Zedny
- Etisal Assiut
- Ventitude

EXPERIENCE EXAMPLES



The image features a solid red background. A large, semi-transparent red circle is positioned in the lower half of the frame. The word "MENTORSHIP" is written in a bold, white, sans-serif font, centered horizontally and partially overlaid by the bottom of the red circle.

MENTORSHIP

1:1 CONSULTATION

1. In case of Full-Project Consultation. It'll include:

- Putting the research direction, target audience selection and sampling technique
- Giving Feedback on the Discussion Guidelines/Survey
- Giving Feedback on the fieldwork conduction
- Giving Feedback on the Research Insights & the Action Plan

2. In case of 1-Hour Consultation only, it's usually one of the above points, as per needs.

EXPERIENCE EXAMPLES



“To-Go-Market Strategy” “Brand Health Study” “Marketing Communication Strategy” “Concept Test”	Riseup Summit Event Startup Land Summit Hackathon SDGs 2030 Hult Prize Atta Digital Hackathon Hack The Climate Hackathon Techne Summit Helwan Biocluster Incubator
Concept Test Market Size Estimation Brand Health Marketing Communication Strategy Market Assessment Product Test Needs Assessment	●BUE Business Incubator ●EBNI Incubator ●Etisal NGO ●Gen Egypt ●StartEgypt ●Etisal Assiut ●Mint EG Bank ●Divine Touch Production ●Oasis ●Ecosys+ & Nile University ●X-Project ●Enactus ●Entlaq ●Madoum ●Arweqah
Career Mentorship	Build Your Future Summit
GEM Hackathon Session Building the Feedback Analysis Model	●Grand Egyptian Museum & Riseup
How can the design of the “New European Bauhaus (NEB)” policy and funding initiative do better?	EU Policy Lab of the European Commission



Sample of Our Clients' Feedback

Thank you for travelling to Brussels, preparing and delivering your session, and creating a space and moment for people. We received lots of positive feedback, and people appreciated taking part in this collective sharing and learning experience.

What Participants Said

Feedback was rich and heartfelt. The combination of role play and systemic mapping proved powerful. As one participant noted:

"Imagining 2063 helped me change my behavior — I could suddenly see why farmers would start growing new crops they weren't inclined to before."

- **Feedback on our Workshop at PolyFutures Event of EU Policy Lab of the European Commission**





Cara Bouwer • 1st

1m ...

Independent Writer | Researcher | Futurist | Editor | Bu...

I had the pleasure of attending this event. It was absolutely fascinating to learn more about your research and the participatory approach, both in terms of the storytelling and futures game element, as well as the cultural sensitivity built in. Thank you :-)

Feedback on our
Session "**Building
Climate resilience
through Community-
led foresight**"



**ASSOCIATION OF
PROFESSIONAL
FUTURISTS**

Hello Engy! The session went really well. Thank you again for sharing your experience with the community.



bassmat
بصمات

I would like to express my

gratitude for all your efforts, the
speed of execution, and the quality of

your work. Thank you very much.

Feedback on our Training with Misk Entrepreneurship



Amna Alhamawi • 1st

MSc Tourism, Hospitality, and Event Management

1w • 🌐

Today, I attended an interesting informative virtual session about Market Research for Startups hosted by Misk Foundation.

The founder of Unica Research Engy Abdelwahab speaks about the important role of market research and how it can attain innovation across a wide range of ventures.
#innovation #misk #marketing





Budoor Abdullah • 1st

Sale Specialist | Graphic Designer | Content Writer

1w • Edited •

Have you ever contemplated the reasons behind the success of leading corporations in the market? It boils down to a combination of continuous innovation and development, coupled with a keen understanding of competitors' strategies, strengths, and weaknesses. In today's fiercely competitive landscape, companies vie for supremacy through the introduction of novel innovations, while the failure to adapt often leads to obscurity.

Consider Nokia and BlackBerry, once trailblazers in the market. Despite their initial revolutionary impact, their failure to anticipate the evolving landscape of development and innovation ultimately led to their withdrawal. A lack of market awareness often emerges as a primary factor in such setbacks.

Driving market evolution and comprehension lies in the realm of marketing research. It serves as the cornerstone for understanding market dynamics, customer needs, and requirements. Furthermore, it plays a pivotal role in the success of desired advertising campaigns.

The webinar provided invaluable insights into market research and innovation. Thank you [Engy Abdelwahab](#) for such an enriching experience.

Feedback on
our Training
with Misk
Entrepreneurship



Misk Entrepreneurship

34,607 followers

1w • Edited •

انضم لورشة العمل الافتراضية للتعرف على أهمية تحليل ودراسة السوق وكيف يمكنها أن تولد الابتكار من خلال مجموعة من الأدوات والاستراتيجيات التي... see more

[See translation](#)

Innovation Begins with Insight - Webinar • 2 pages



المفاتيح الرئيسية للابتكار

أهمية تحليل ودراسة السوق لشركات الناشئة
لاكتشاف اتجاهات السوق وفهم احتياجات العملاء وتحديد فرص الابتكار.

سجل الآن!

مقدم الورشة:

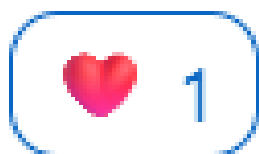
أجي عبد الوهاب "مؤسس ورئيس شركة ناشئة في مصر"

30 يناير | 9-11 مساءً | مجانية | حضور افتراضي



Ibrahim Zalat  • 10:53 AM

Right, and the founders and the team has a great positive feedback about the training, Thanks a lot Engy for all your valuable efforts



**Feedback on Our
Workshop for
Arweqah Incubator**

WHAT OUR CLIENTS SAY...

“

First of all I really do appreciate your effort and time in being supportive and reachable (that is something that makes your business stand out and have a special trait than others). Your knowledge was amazing concerning all the questions I asked, your business was able to answer them all, the date I received and how it was presented was very impressive and organized. Punctuality in your time shows how professional and determined your business is.

So thank you so much for your time and patience with me, it was a pleasure working with you and we will definitely do business again together 🍷



MOHAMED AHMED

“Promising Entrepreneur
in the Photography Market”

UNICA



7:37 PM

I am an... from start up Land
virtual summit 2020
Really great session, thanks for your
effort.

hi engy 14:38

I have just received some analytics
from eventtus regarding riseup from
home

14:38

your session is among the top 10 :)

14:38

Aya Ahmed Sola...

Mahmoud Moh...

Mahmoud Samy...

Samah Abdullah...



Recording...



00:23:48



Engy Abdelwahab

Feedback on
our Training
with Eyouth &
EBI

Chat

From Areeg Samy to Everyone:

It depends

Customer service

From Noha El-Maamoun-Crafty to Everyone:

Thanks a lot it was very informative and useful ❤

From mohamed ashraf tawfik- Phamital to Everyone:

thank you very much for this amazing session hope to
have like this session again

From Riham Hassan to Everyone:

انتو بتحسوا لهم الضرايب يعني ؟ ولا بتعملوا ايه ؟

From amir Hamed to Everyone:

more thanks

From Abeer Abdelkhalik (HADES) to Everyone:

Thank you Engy ☺

From Samah Abdullah (WMS) to Everyone:

thank youu soo much ya enggy

From ahmed khaled - [maashro3y] to Everyone:

thank you

To: Everyone ▾

File



Type message here...



HULT
PRIZE

This Certificate Recognizes the Contribution of

Engy Abd el wahab.

as a Mentor at

Hult Prize at Cairo University.

25-3-2022

Lori van Dam
Chief Executive Officer
Hult Prize Foundation

Hamdi Ben Elmi
Senior Director of Programs
Hult Prize Foundation



**Feedback of our Client,
Alya Othman, Founder
of Curlit, and Winner at
Shark Tank**

Certificate | ECOSYS+ | Booster Program

External

Inbox x



Ali Tarek Abo Elyazid <alitarek@nu.edu.eg>

to me, Duaa, Dalia ▾

Wed, Jun 14, 12:24 PM



Dear Engy,

Hope my email finds you well,

We wanted to express our sincere appreciation for your exceptional delivery & expertise sharing on "**Idea Validation**" & "**Learn How to Do a Market Research?**" in the ECOSYS+ | Booster Program. Your dedication & passion were evident, and the feedback from participants has been positive.

Attached to this email, you will find an electronic certificate of recognition for your valuable contribution. The hardcopy certificate is available at Nile University, anytime you are available at the university feel free to pick up your certificate from the team

Thank you once again for your exceptional work. We look forward to collaborating with you on future projects. Should any opportunities arise, we will keep you informed.

If you have any inquiries, Don't hesitate to contact us.

Best Regards,



**From our
Recognition at
#Success_Hunter**



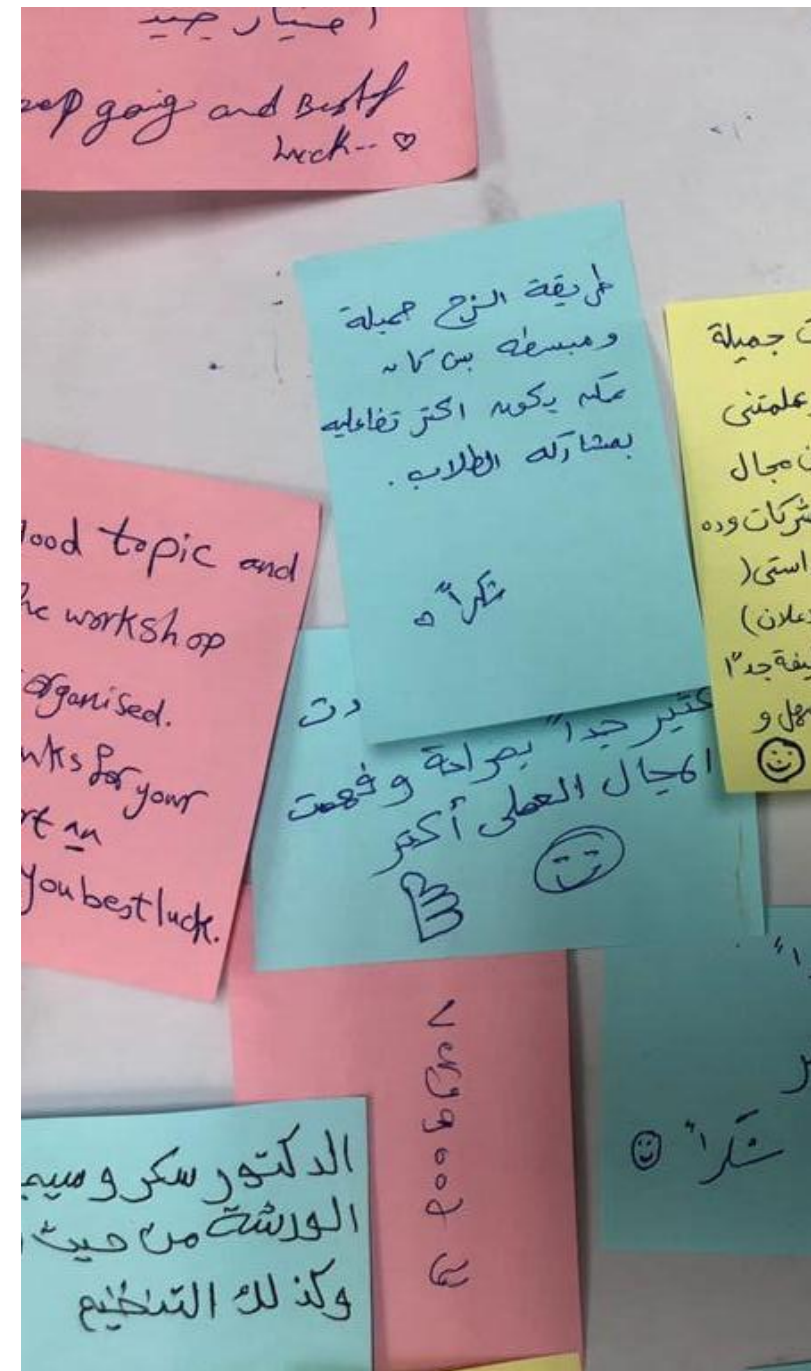
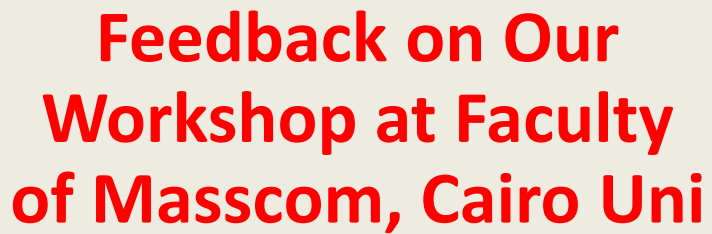
**From our
Recognition at
#X_Project**

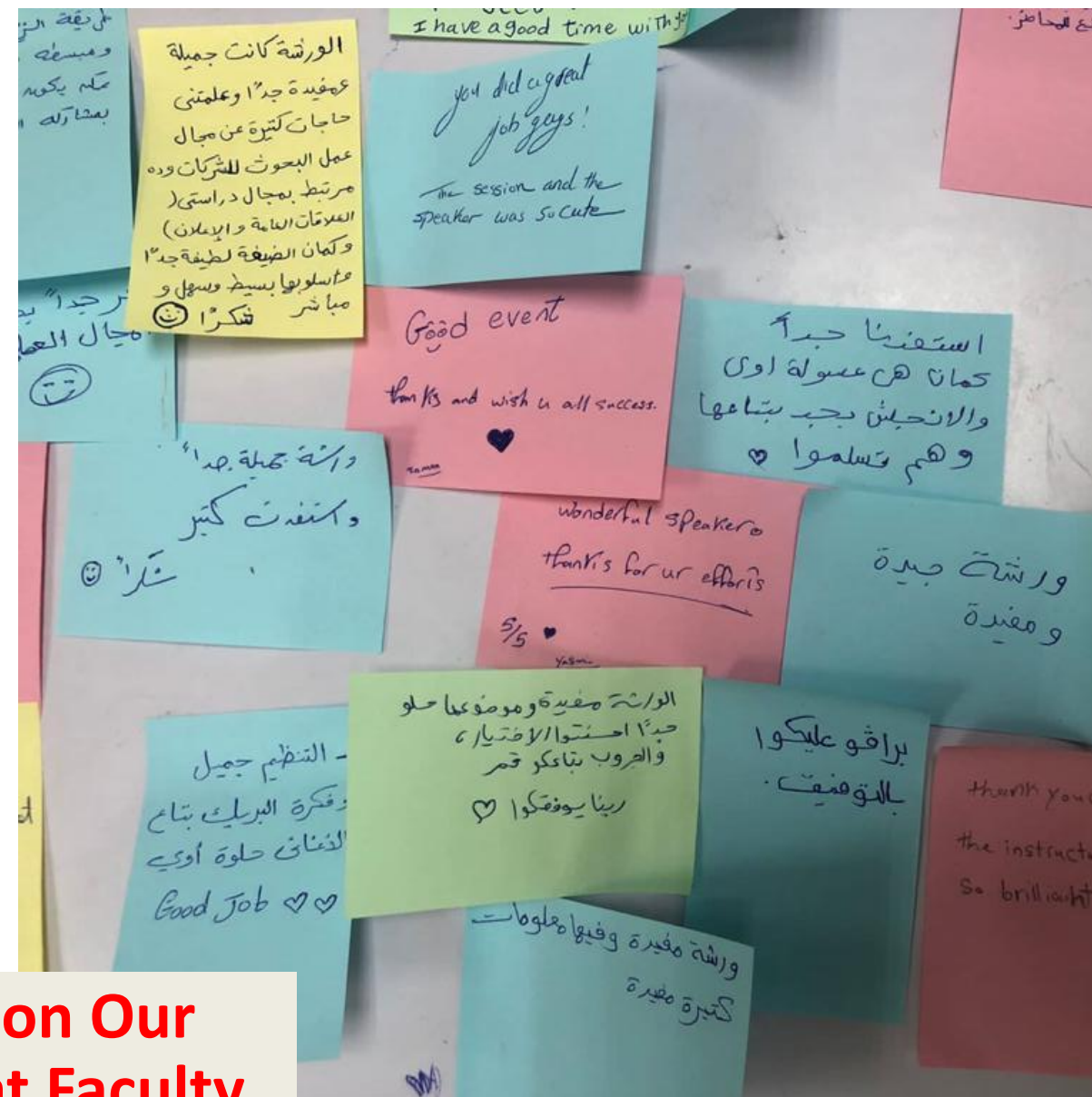
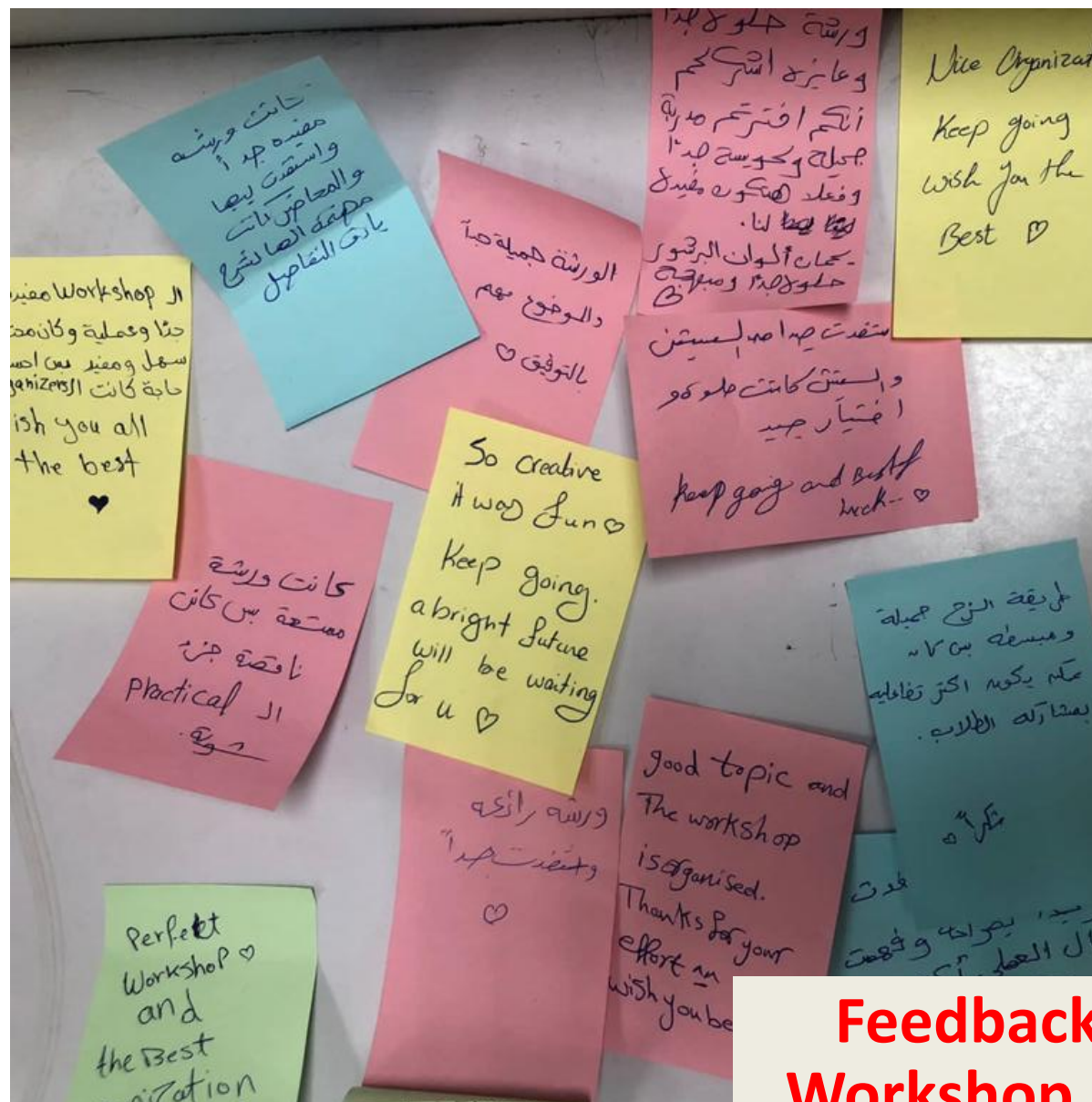


Feedback on Our Workshop at Faculty of Masscom, Cairo Uni

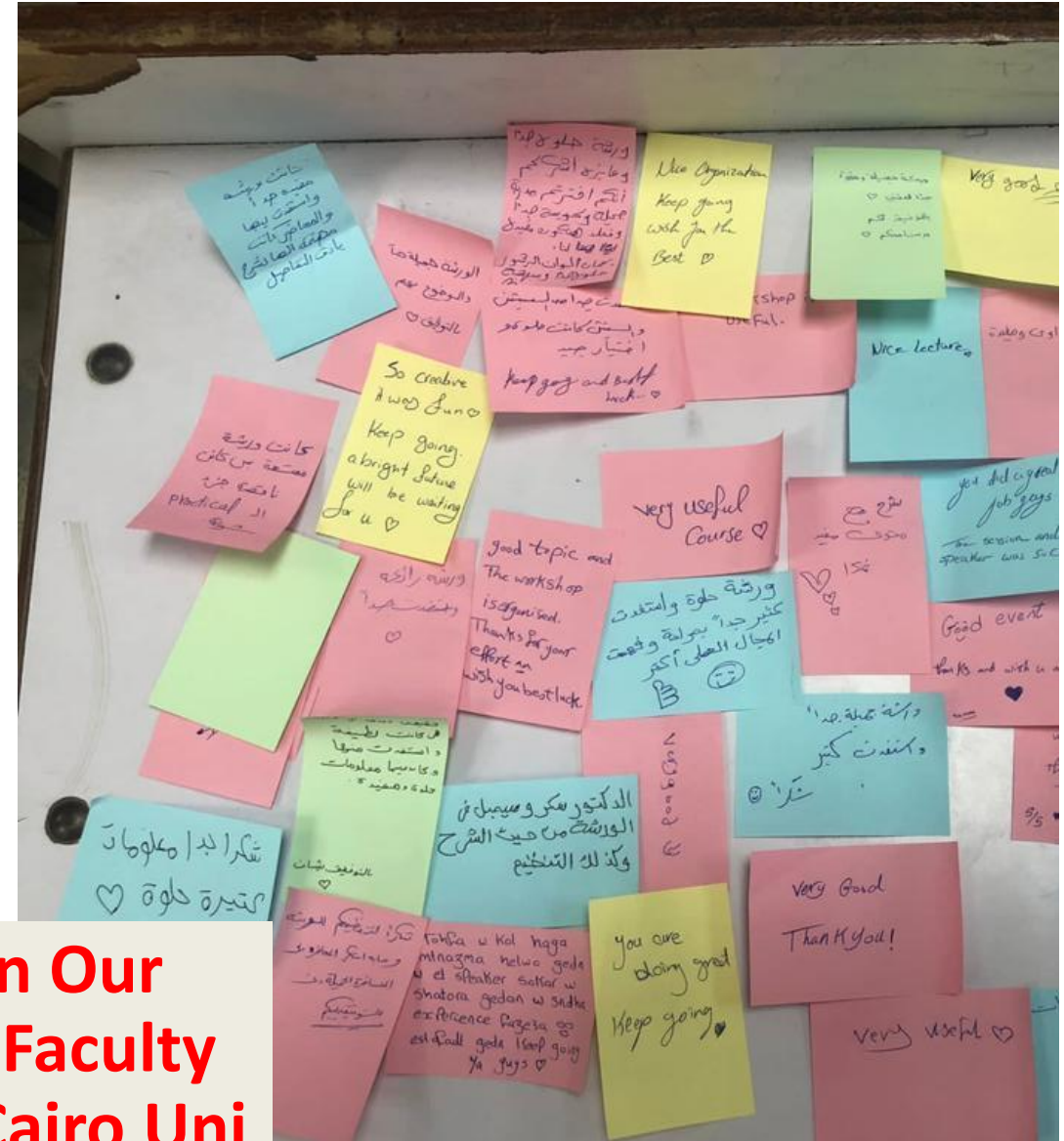
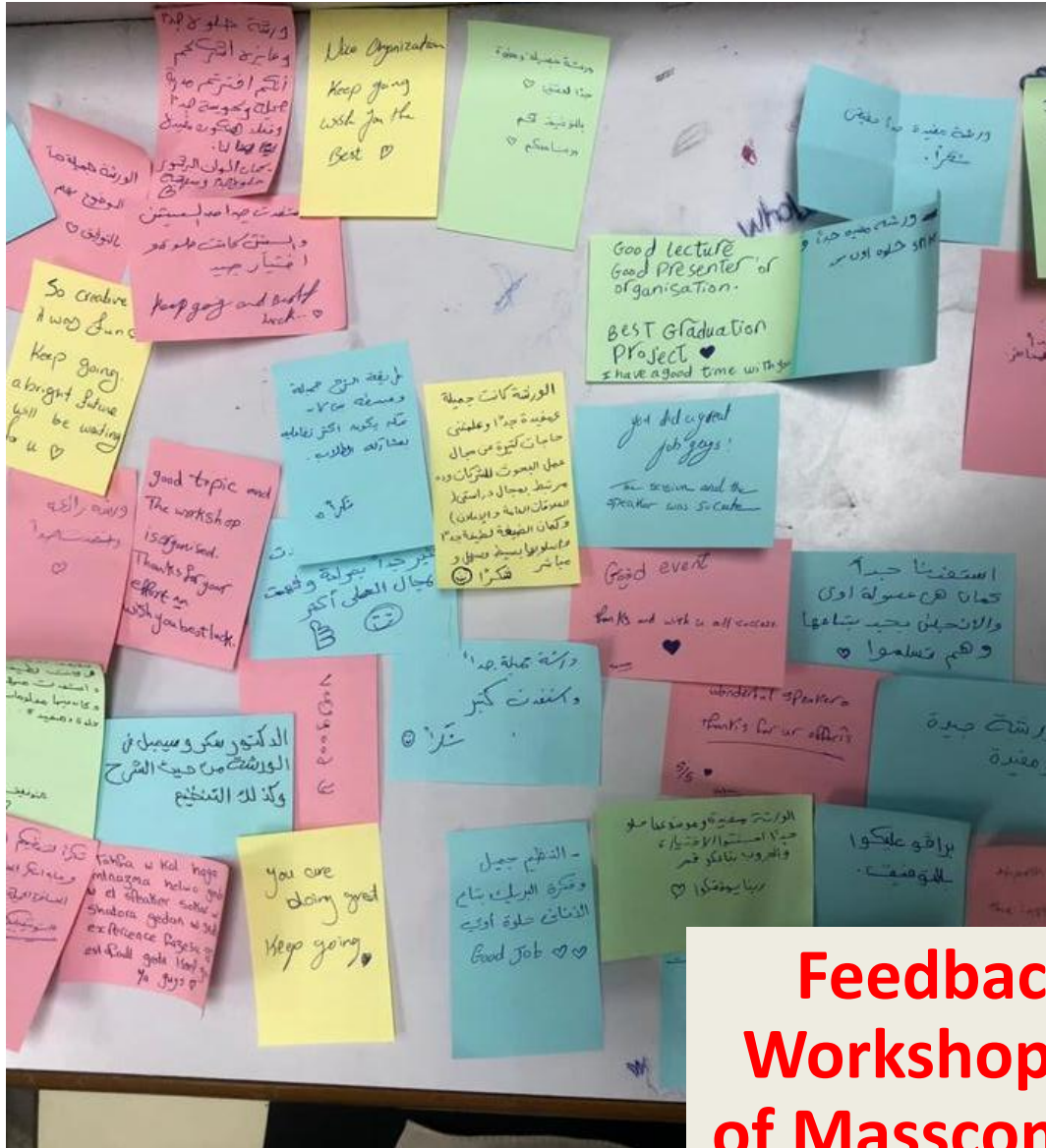
الورشة كانت جميلة
عميقة جدًا وعلمتني
حاجات كثيرة عن مجال
عمل البحوث للشركات وده
مرتبط بمجال دراستي
العلاقات العامة والإعلان
وكم إن الضيفة لطيفة جدًا
عأسلوبها بسيط وسهل و
مباشر
شكرًا 😊

المحاضرة منتظمة
و مفيدة و بها معلومات
مهمة جدًا لا يخرج التوي
وأساسيات وذهنيك
لاستخراجها من
المحاضر ووسهل
الانغماس
شكرًا لم شروع
التخرج على التظيم
وإيادها معنا لولا





**Feedback on Our
Workshop at Faculty
of Masscom, Cairo Uni**



Feedback on Our Workshop at Faculty of Masscom, Cairo Uni

I hope you're doing great! I just wanted to share some exciting news—I won an entrepreneurship hackathon recently!

While working on it, I kept remembering your Market Assessment session at Techne Summit. It was really valuable and helped me a lot

6:54 pm



so I just wanted to say thank you! ❤️

Edited 6:54 pm



Hi Engy,

I hope you're doing well.

I'm really sorry for the delay — it's been a hectic week on my end. I just wanted to sincerely thank you for the session. The participants really enjoyed it, and we received a lot of positive feedback. Truly, thank you! 😊

**Feedback on Our
Workshop for Oasis
Accelerator**

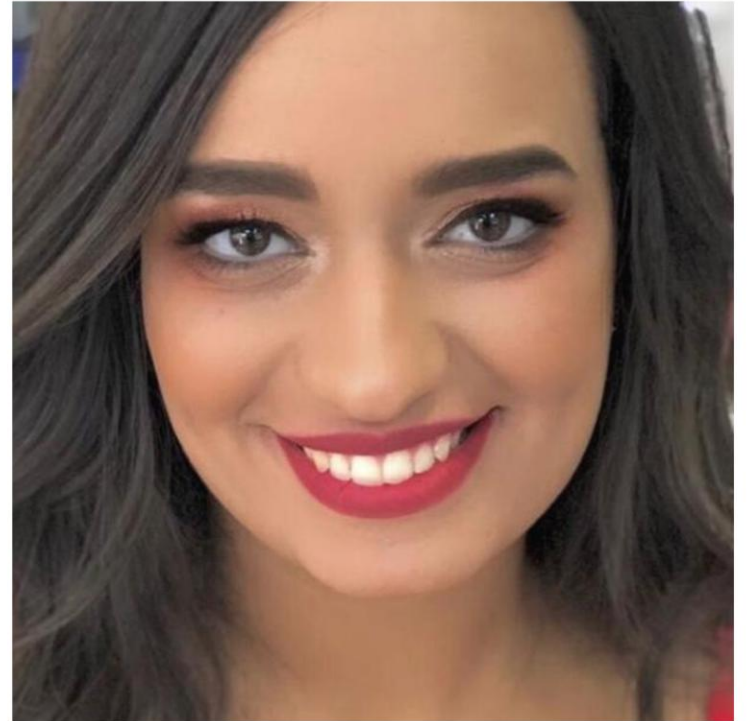


Hello Ms Abdelwahab. I was just in the StartUp Grind event with you and Soha El Baklawy. I wanted to reach out and thank you for the session. I am new to a small business and we are in the process of expanding. We also work a lot with SMEs, so this was a very useful insight into their mindset :)

ABOUT THE FOUNDER

ABOUT THE FOUNDER

- Key Experiences
- Clients
- Projects Sample



Key Achievements

Ex-Head of Exploration/Experimentation at UNDP Accelerator Lab

11 Years of Experience Across the US, the EU, the Arab Region & Africa

Had the honor of co-working on updating Egypt's 2030 Sustainable Development Strategy.

Developed Exports strategy that aims at making Egypt a top exporter in Tomato Concentrate Industry

Co-working on designing a Portfolio Approach for Sustainable Tourism Strategy in Egypt

Co-working on UNDP Egypt CPD sensemaking.

Weekly Signals Mapping for UNDP Egypt CO

Leading on Developing Futures Big Data Platform for UNDP Egypt (Egypt's Horizon Scanner)

Develop "AI for Future of Development" training for UNDP Cameroon Staff

Co-Developed "Portfolio Approach & Horizon Scanning Powered- CPD" training for UNDP Cameroon Staff & Partners

Double MA in Law and Economics from Hamburg and Cairo Universities and BS in Economics and Statistics from Cairo University - English Section

Blogs, Articles & Papers

- SDGS Good Implementation Practices: MSMEDA Microfinance Projects & Rowad 2030
- The Effect of Banks Competition on SMEs in Egypt: Empirical Evidence
- The Effect of Competition on Economic Growth in Egypt
- How 'Climate-Smart' Crops Could Prove a Lifeline for Vulnerable Smallholders on The Nile Delta
- Scoping out the needs of Egypt's smallholders and the future wanted to be seen by 2050
- Batting Climate Change with Climate Smart Crops in Egypt
- From Mass to "NEAT": Reshaping Agrotourism in Egypt for Sustainable Development
- Bridging the Gender Gap in Egypt's Green Energy Sector: A Path to Sustainable Development
- UNDP Accelerator Labs and Egyptian Food Bank Partner to Empower Women in Agriculture
- Delta Small Farmers: From Present Challenges to a Resilient Future
- Empowering Egyptian Women in the Green Energy Sector: A Vision for 2050
- Empowering Young Women to Lead the Green Transition in Egypt
- Green Minds: Empowering the Next Generation of Women
- Unlocking Agricultural Financial Resources with Big Data: A Game-Changer for Small Farmers and Women in Agriculture
- Reimagining Africa's Agri-Food Future: Urban Farming, Coastal Tourism, and the Power of Cinema
- Pioneering Agrotourism in Upper Egypt: How the UNDP Egypt Accelerator Lab is Driving Sustainable Rural Transformation
- Mapping Global Signals for Fintech in Agriculture, Energy, and Sustainable Tourism
- Learning Through Innovation: How UNDP Cameroon's Accelerator Lab Co-Created a Startup Support Roadmap
- Future-Proofing Development in Cameroon: How UNDP's Accelerator Lab Built Capacity for Foresight and Portfolio Innovation
- From Insight to Impact: UNDP Accelerator Lab's Innovation Portfolio and Resource Management Strategy in Cameroon
- Accelerating Innovation: UNDP Cameroon Staff Explore the Power of AI

Speeches, Events, Presentations & Awards

- Partaking in 'Challenges & Way Forward to Promote Local & Foreign Investment in Egypt' Committee in the National Dialogue Forum of Egypt
- The Egyptian Case Study of Constitution- Making; with Best Egyptian Presenter Award from a Tunisian Seminar in Sousse
- The Institutional Framework of Refugees in Egypt; with Letter of Appreciation from Hamburg University
- Letter of Appreciation from UNESCO & UNDP Indonesia's Accelerator Lab for being Future Thinking Facilitator at "Future of Disasters Knowledge for Youth in 2045" Futures Literacy Lab.
- Featuring for my Foresight work on "Agrifood system Transformation" on UNDP Futures Portal, Houston University & through a [UN 2.0 | United Nations](#) side event , as an impactful and successful case study "Seeding The Future: Transforming Agriculture In Egypt's Nile Delta"
- Featuring for the big data futures platform that I led its development "Egypt Horizon Scanner" " on UNDP Futures Portal,, as an impactful and successful case study " From Early Warning To Early Action In Egypt: AI at the service of development"

COP27 Side Events:

- "Climate Smart Crops: A Lifeline to the Future
- "Transformative Financing"

COP28 Side Events:

- "Role of Fintech In Empowering Private Sector of Agriculture, Energy & Sustainable Tourism" Panel Discussion
- "The Opportunity of Agrotourism: Reimagining Egypt in 2050" Panel Discussion
- "Reimagining Future of Women in Green Sectors" Panel Discussion & Workshop
- "How can VR Experience & Futures Literacy change Youth's awareness & behavior on resources?" Workshop

Riyadh COP16 Side Event:

- "Reimagining the Future of Agrifood in Africa; Snapshot on Urban Farming, Cross-African Agrotourism & Fishery Tourism, Role of Cinema in Creating Community Awareness" Panel Discussion

Dubai Future Forum:

- "Reimagining Future of Egyptian Women in Green Sectors" Keynote Speech
- "Co-harnessing the future: How can we harness Gen AI for Foresight?"
- Reached the **Finalist** Rank at **Dubai Futures Award for Planet in 2025** for my Foresight work on "Agrifood system Transformation"



PROJECTS SAMPLE

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- Global Horizon Scanning for Fintech of Energy, Agricultural & Sustainable Tourism Sectors
 - Exploring How to Promote Women's Role in the Egyptian Green Economy?
 - Exploring How to Enhance Socio-Economic Resilience of Farmers within the context of Climate Change in Low Nile Delta Regions?
 - Smart Branding Study for a bank in KSA
 - Market Study for Training Centers in Aswan
 - Needs Assessment Study for Real estate in Qena
 - Pre-Campaign Evaluation Assessment Study for "Violence Against Children"

PROJECTS SAMPLE



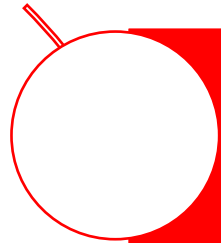
PROJECTS SAMPLE

- Exploring Behavioral Determinants of Declaration of Emergency Constitutions in the MENA Region by Policy Makers
- Investigative Market Study for the Fertilizers Industry in Egypt
- Market Study for Universities' Incubators.
- Statistical Analysis for Foreign Trade Data Discrepancies in Egypt, using STATA
- Exploring How can we have "Urban Farming", "Role of Cinema in Creating Community Awareness, "African Coastal Tourism with a focus on Agrotourism & Fishery Tourism" at Scale?
- Designing Sustainable Rural Tourism in Luxor & Aswan

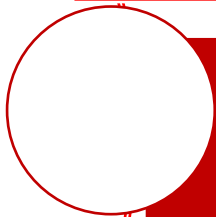
PROJECTS SAMPLE

- 1 "Future of Disasters Knowledge for Youth in Asia in 2045" Futures Literacy Lab
- 2 Exploring Microfinance challenges faced by Farmers by analyzing existing social media conversations using AI
- 3 Inclusive and Peaceful Electoral Processes and Anti-Hatred Speech" Futures Literacy Lab for Cameroonian Youth in 2063
- 4 Needs Assessment Study for UNDP Cameroon OSSP Initiative's Preselected Startups
- 5 Exploring the Future Opportunity of Agritourism using foresight

PROJECTS SAMPLE



Rethinking Urban Resilience, Sustainable Finance & Sustainable Health in Egypt using AI-Powered Foresight



Rethinking Climate Finance, Women in Green, Waste Management, Digitalization & Urban Farming in Cameroon using AI-Powered Foresight



Exploring How can we enhance the Socio-Economic Resilience of Sudanese Refugees in Egypt?

Reflections: I learned more from my journey about technology
I loved the inventors game
I learnt that I need to start using water smartly

Farida Hany



**“Imaginers” Futures Literacy Lab for
Empowering Youth (age 11-16) Behavior
towards Dealing with Natural Resources**

The program helped me put clear plans to pursue my career plan. I learned about the emerging technologies to fight climate change, and new professions related to economics, which gave me insight into the skills I need to develop.

Mayar Mohamed Gaber

Participant

Future Fit Accelerator Program



"This wasn't just a workshop. It was a mindset shift. I now ask: what future am I building with my actions today?" – Participant reflection

"I felt seen. I felt heard. I felt like my dreams for Cameroon mattered." – Participant feedback

"I used to think the future was written by others. Now I know I am part of the pen." – Participant reflection

"Before, I took hate speech for granted. Now I know every word counts. I choose to act." – Participant insight

"We learned that peace can mean silence in a dark future—but in a desirable one, peace means everyone is heard." – Group reflection



"Inclusive and Peaceful Electoral Processes and Anti-Hatred Speech" Futures Literacy Lab for Cameroonian Youth.

**GET IN
CONTACT**

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THANKYOU

THANKS FOR YOUR TIME WE LOOK FORWARD TO HEARING
FROM YOU

