



9th ARAB EXPO BUSINESS FORUM
September 9, 2019 - Triumph Hotel. Cairo

9th INTERNATIONAL CONFERENCE ON SMEs
"Empower SMEs and Entrepreneurship 4 SDGs"
HOSTING 68th SUMMIT
SOCIAL ENTREPRENEURSHIP
Industry and sustainability – start up and Finance
INNOVATION 4 SMEs: Entrepreneurial Society

- Time: Monday September 9, 2019, 10:00 - 16:45,
Registration 10:00 - 10:30
- Venue: Triumph Hotel. Heliopolis, Cairo, Egypt
- Meals: Coffee and snack at breaks, festive dinner.
- Vision: Conversations continue as well as work on individual
projects/processes until the participants meet next time.



AGENDA

- 09:00: Arrival and Registration.
- 09:30: **Opening Addresses:**
Chair of the Summit Prof. Dr. Jan-Urban Sandal
Host: Chair of the Arab Expo Business Forum Dr. Magdy M. Al Sharif,
H.E. Minister of Trade & Industry - Egypt
- 10:45: **Dr.....** Vice Minister of Planning. **Topic: "Corporate Governance Policy and practices" NOT CONFIRMED Minister Representative REPLACED**
Conversation, Q/A.
- 11:00: **Dr. Magdy Al Sharif:** Topic: **"Effective Development: Prospective vs. Challenges"**
Conversation, Q/A
- 11:15: **Prof. Fared Al Naggar, PhD.** Topic: **"An Integrated System on Entrepreneurship and enterprise in Egypt: ISEEDE"**
Conversation, Q/A.
- 11:30: **Prof. Dr. Jan-Urban Sandal:** Topic: **"Museums Science and the Creation of Artifacts based on the Production Function"**
Conversation, Q/A.
- 11:45: **Coffee Break**
- 12.15: **Dr. Eng. Mohammad Etman.** Topic: **"Energizing SMEs and Entrepreneurs for Quality Assurance: A Practical Approach"**
Conversation, Q/A



- 12:30: **Victor Sereda:** Topic: *“From the rule of law to economic efficiency and improving living standards: theoretical aspect”*
Conversation, Q/A.
- 12:45: **Dr. Riham M. Saro.** Topic: *“Enhance Competitiveness of SMEs and Start-ups 4 SDGs: Accounting Approach”*
Conversation, Q/A.
- 13:00: **Dr. Mohamed Atwany:** Topic: *“Enabling SMEs and Social Entrepreneurship: A Breeding Environment for Virtual Organizations and 4 IR Technologies”*
Conversation, Q/A.
- 13:15: **Zakaria Isurabil.** Topic: *“Technology & Innovation: The role of Smallholder farmers in agribusiness development in Ghana”*
Conversation, Q/A.
- 13:30 **Falk W. L. Foell.** Topic: *“Responsibility, enablement and mutual adaption to difference – The New German Family Owned Specialist Industry Market Approach to Africa based on elements of Social Entrepreneurship”*
Conversation, Q/A.
- 13:45: **Prof Dr Christian Richter:** Topic: *“Sustainable Development and the Trilemma of Egyptian Economic Growth, Climate Change and Corruption: 1901-2015”*
Conversation, Q/A
- 14:00: **Dr. Ahmad Hassan.** Under Secretary, Ministry of Trade and Industry.
Topic: *“The Empower of SMEs and Entrepreneurship for Competitiveness”*
Conversation, Q/A.
- 14:15: **Dr. Noha El Zeiny:** Topic:
- 14:30: **Panel I:** Dr. Maison, Dr M. Samy____ , Dr Ezzat Diaa, Dr. M. ElSheshtawi)
- 15:30: **launch** .
- 16:00: Topic: **Closing Remarks.**(
- 16:15: **Dr. Fared Al Naggat:** Topic: Concurrent Roles of Social Entrepreneurs in Sustainable Development in Egypt 2030
- 16:30: **Dr. Magdy AlSharif:** Topic: Next ARAB EXPO INTERNATIONAL CONFERENCE
- 16:30
- 16:40: Conclusion
- 17:00: **CERTIFICATES**

DR. MAGDY M. ALSHARIF**SUMMIT HOST AND CO CHAIR:**

Magdy M. Al Sharif, PhD, Strategic Economist. Dr. Magdy M. Al Sharif is the **Chairman of The Center for Strategic & Economic Studies**. Dr. Magdy is also the **Founder and Chairman of Arab Weekly News Paper**, and **Arab Association for Supporting Exports of SMEs**.

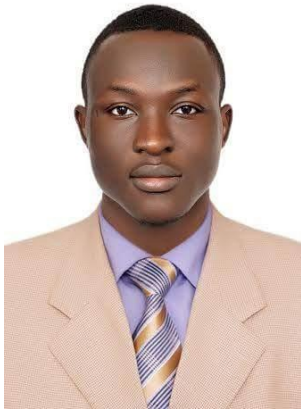
Dr. Al Sharif's experience reached 40 years. He served as **General Manager for the Department of International Marketing Research and Economic Studies at the Ministry of Trade and Industry**, **General Manager and Senior Economic Advisor for Chambers of Commerce and Industry in Egypt and Saudi Arabia**, **Managing Director for International Marketing and Investment Group – SAE**, and **now acting as an Independent Expert Arbitrator for PSI with ICC and WTO**.

Topic: *“Effective Development: Prospective vs. Challenges”*

DR. VICTOR SERREDA

Victor Serreda, PhD in Law, lawyer, acting. Associate Professor of the Department of Private Law Disciplines University of Modern Knowledge, Kiev. In 2018, Victor graduated from Fil. Dr. Jan-U. Sandal Institute, Social Entrepreneur School IBS, Diploma - Social Entrepreneur IBS. Now he is one of the **Affiliated Honorary Research Fellow at Fil. Dr. Jan-U. Sandal Institute**. Current areas of scientific interest are the **rule of law in a development of a modern economy, foreign investment and investor protection, legal regulation of entrepreneurship**.

Topic: *“From the rule of law to economic efficiency and improving living standards: theoretical aspect”*



Zakaria Isurabil hails from **Ghana**, Africa. He holds **Masters of Business Administration (MBA)** from Kharkov National Economic University, Ukraine, and a certified social entrepreneur from Fil.Dr.Jan-Urban Sandal institute, Norway. He is also an author, Entrepreneur and a business development consultant.

He is the founder for a non-profit organization called Ghana Center for Social Entrepreneurship (GCSE) with the sole goal of propagating the model concept of social entrepreneurship among the youth in Africa and beyond.

He has grown passion for social entrepreneurship for the few years, because I believe social entrepreneurs are generational change makers of this era of bettering the lives of the poor. Social entrepreneurs have the technical eyes to recognize the prevailing social problems and apply innovative ideas and entrepreneurial principles to organize, create, and manage a n enterprise to make a social change.

Topic: “Technology & Innovation: The role of Smallholder farmers in agribusiness development in Ghana”



Falk W. L. Foell, Mag. rer. publ., * 1973, Attorney-at-Law, Business Law, Strategic Intercontinental Trade, Market Entry and Coordination, Founder Foell Technology & Innovation ReProWa GmbH, a company specialized in Technology Development and Cooperation, Trading and Project Coordination between Greater China, Europe, Africa, Social Entrepreneur IBS.

Education: Law, Chinese Law, Passau and Frankfurt University Law Schools, Master of Public Administration, German University of Administrative Sciences Speyer, Fellow, World Citizen School, University of Tuebingen, Lecturer, Centre of Entrepreneurship, University of Reutlingen, Chinese Studies at Foreign Languages University Xi’An, National Taiwan University and others, African Studies and Ethnology, Frankfurt University. TRIZ – Technical Solution Finding and Innovation Methodology, Level 2, Member Economic Council Germany, President CDU-Mittelstandsvereinigung (Family Owned SME Companies’ Association) Tuebingen.

Topic: “Responsibility, enablement and mutual adaption to difference – The New German Family Owned Specialist Industry Market Approach to Africa based on elements of Social Entrepreneurship”



Dr. Mohamed Atwany holds PhD in Computer Sciences and M.Sc. in Computer and Information Sciences from Cairo University. He also holds a number of Professional Certifications in Enterprise Architecture, Project Management, Java, and IT Governance. Dr. Mohamed Atwany has 25 years of experience in Academia and Industry in the fields of Oil and Gas, Education, e-Government, Telecom, Financial, Consulting and Professional Services. Dr. Mohamed Atwany has contributed to a number of research projects in the fields of Distributed Autonomous Organizations (DAO), Artificial Intelligence and Machine learning, Multiagent Systems, Augmented and Virtual (Mixed) Reality, Agent-Based Simulation, Intelligent Tutoring, Grid computing, Semantic Web and Model-Driven Engineering. In industry, Dr. Mohamed Atwany has acted as a Trusted Advisor for IT Strategic Planning and Enterprise Architecture, Solution Architecture, and Service-Oriented Architectures (SOA), Cloud Platform design, Social Network Design, and Enterprise Mobility.

Dr. Mohamed Atwany has been teaching Computer Science and IT subjects for graduate and undergraduate students in a number of universities in Egypt and Kuwait. His research interests include the development of Industry 4.0 business infrastructure for Small-to-Medium Enterprises (SME) and the impact it has on organization's IT function.

Dr. Eng. Mohamed Atwany holds a PhD in Computer Sciences and M.Sc. In Computer and Information Sciences from Cairo University. He also holds a number of Professional Certifications in Enterprise Architecture, Project Management, Java, and IT Governance.

Dr. Atwany has 25 years of experience in Academia and Industry in the fields of Oil and Gas, Education, e-Government, Telecom, Financial, Consulting and Professional Services.

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Topic: “Enabling SMEs and Social Entrepreneurship: A Breeding Environment for Virtual Organizations and 4 IR Technologies”

PROF. CHRISTIANS RICHTER



Prof Dr Christian Richter. Christian is Professor of Economics, Head of Dept. at the German University in Cairo. In his previous position, he was a Principal Lecturer in Economics and Management at University of Bedfordshire and University of East London (Economics and Finance). Before that he was a Senior Lecturer in Economics at Kingston University Christian was also a Lecturer in Economics at Loughborough University and Cardiff University.

In 2015, Christian won the Ernst Wagemann price for best paper in Applied Economics Quarterly. In 2009, Christian won a merit award at Kingston University. Christian has studied economics at the Universities of Mainz, Glasgow and Strathclyde, where he also graduated with a PhD in economics. Christian is Honorary

Chair of the International Network for Economic Research (INFER) where he is active for many years. Christian has organized several Annual Conferences for INFER (and several workshops), which resulted in several special issues of journals and printed volumes. Christian's main areas of research are Behavioural Economics and Finance, Convergence of Business Cycles, Eurozone Crisis, Financial Economics, Time Frequency Analysis and Climate Change. Christian won research grants from the Leverhulme Trust as well as from the Austrian Central Bank. Christian is an editorial board member of International Economics and Economic Policy, International Journal of Public Policy, Romanian Journal of Fiscal Policy and Economic Affairs.

Topic: “Sustainable Development and the Trilemma of Egyptian Economic Growth, Climate Change and Corruption: 1901-2015”

PROF. FAREED EL NAGGAR



Prof. Fared El Naggar. PhD. Egyptian. New York University. Professor of Business at Benha University of Egypt. Senior Economic Consultant at World Bank and Arab League, Director of the Committees of Promoting Faculties to Professional rank Higher Positions. **Higher Supreme Board of Universities.** Published 99 Books & 321 Papers. Supervised 35 PhD and 440 MBA. **First to write on Entrepreneurs 1997.** Trained 10000 Managers.

Topic: “An Integrated System on Entrepreneurship and Enterprise Development in Egypt: ISEEDE



PROF. ENG. DR. MOHAMMAD ETMAN. CO CHAIR
Chairperson: National Quality Institute.



Topic: “Energizing SMEs and Entrepreneurs for Quality Assurance: A Practical Approach”

DR. AHMAD HASSAN



Dr. Ahmad Hassan. Under Secretary, Ministry of Trade and Industry.
 PhD in Economic Sec. Ain Shams Univ.
 EEPCC Representative at Egyptian Export Council (Information & S/W Council).
 Lecturing in Egyptian Universities & Institutes
 A board member at Egyptian Packaging Development Association
 A board member at Egyptian Barcode and Auto Identity Association

Topic: “The Empower of SMEs and Entrepreneurship for Competitiveness”

DR. RIHAM M. SARO



Al Azhar University, Faculty of Commerce

Topic: “Enhance Competitiveness of SMEs and Start-ups 4 SDGs: Accounting Approach”



Hana El Masry –Professionals & Business Women Alliance, JORDAN



Announced Key Note Speakers:

Dr. Noha El Zeiny: American University.

Topic:

Dr. Ghreeb Ali: Under Seretary, Ministry of Trade & Industry

Topic:

CO CHAIR



Fil. Dr. Jan-U. Sandal Institute

Fil. Dr. Jan-Urban Sandal is founder and chair of Summit in Social Entrepreneurship and the Social Entrepreneur School IBS. Professor Fil. Dr Jan-Urban Sandal is Professor Chair of Innovation and Social Entrepreneurship at Joseph A. Schumpeter Centre for Economic Research of Yuriy Fedkovich Chernivitsi National University. Prof. Dr. Jan-Urban Sandal is Honorary Professor at Chernihiv National University of Technology and Honorary Senior Fellow of Science Technology and Training OMEGA Institute, Hanoi, Vietnam. Prof. Fil. Dr Sandal also lectures and conducts master classes at universities across the world, and collaborates with University of Southern California on Internship program for Norwegian students and social entrepreneurs. Fil. Dr. Jan-U. Sandal Institute's international university network includes at the moment app. 85 000 students and 20 000 faculty members and staff and offer participants full access to activities sanctioned by the agreements regardless of race, color, sex, religion, age, disability, marital status, sexual orientation, or national origin. The agreements secure students and faculty members access to international independent science and dynamic innovative pedagogy and an extended study and scientific activity to seminar and course participants connected to Fil. Dr. Jan-U. Sandal Institute in Norway and globally. Fil. Dr. Jan-U. Sandal Institute offers a four-year Affiliated Honorary Research Program.