

THE ELEVENTH
**MONEY &
FINANCE** 11
CONFERENCE - CAIRO 2015

BUILDING
ON SUCCESS

A COMPREHENSIVE REVIEW OF
THE EGYPT ECONOMIC DEVELOPMENT CONFERENCE

CAIRO
APRIL 21 & 22 2015
FOUR SEASONS NILE PLAZA

Dear Members,

It gives us great pleasure to announce the “**Eleventh Al Mal-GTM Money and Finance Conference**” to be held on **the 21st and 22nd of April 2015 at the Four Seasons Nile Plaza Hotel – Cairo.**

For the past 11 years the **Money and Finance Conference** has been one of Egypt’s leading economic events acting as a catalyst for dialogue and a platform for sharing new approaches to economic reform and growth in Egypt. Working hand in hand with the Government, public sector, private sector and academia, the **Money and Finance Conference** offers its delegates world class content, and in depth analysis on the past, present and the future of Egypt’s economy, in a local, regional and global context.

Held under the Auspices of the Egyptian Prime Ministers Cabinet, the 2014 **Money and Finance Conference** hosted one of the largest gatherings of Ministers and Government officials of that year, with 20 Ministries and government entities represented alongside key public sector executives and business leaders. More than 1300 delegates participated at the 2014 **Money and Finance Conference** representing all facets of the nation’s economy, international investors and members of the media.

In April 2015, we are planning for an even bigger **Money and Finance Conference**; building on the success of the Egypt Economic Development Conference (EEDC) which was held on the 13th – 15th of March 2015 at the breathtaking Red Sea City of Sharm El Sheikh.

The Eleventh Money and Finance Conference 2015 aims at offering the most comprehensive review and analysis of the results of the EEDC. **The Eleventh Money and Finance Conference** will host Cabinet Ministers, senior government officials, policy makers, public sector leaders, private sector executives, entrepreneurs and academics to openly discuss the way forward after the success of the EEDC. **The Eleventh Money and Finance Conference 2015** will cover major economic sectors such as Energy, Infrastructure, Housing, Development, Communications and Information Technology, Agriculture and Food Security, Industry, Trade, Manufacturing, Banking, Finance and Investment.

I hope that you will not miss this unique opportunity **on April 21st and 22nd 2015** and join us at the **Eleventh Money and Finance Conference** as we work hand in hand to *build on success*.

Ashraf Mohamed Naguib
 Managing Director
 AL MAL-GTM

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AGENDA

DAY 1 - APRIL 21st 2015

8:00am – 9:00am

Registration and Networking

9:00am – 9:05am

Welcome and National Anthem

9:05am – 9:30am

Keynote Speech

9:30am – 11:00am

DAY 1: Ministerial Session

Building on Success – A Comprehensive Review of the EEDC

In March 2015 the Egyptian Ministerial Economic Group under the leadership of HE Eng. Mahlab presented to the world “Egypt’s economic reform plan” at the Egypt Economic Development Conference (EEDC). With thousands of investors, government and business leaders partaking at the EEDC, national sentiment is high and expectations for economic growth are at a peak. From large businesses to small entrepreneurs, local businesses are all confident that such a successful international gathering of speakers and delegates will surely restore confidence in Egypt’s Economy and truly attract needed foreign investment in the years to come.

This Ministerial panel will have the honor of hosting Ministers of the Economic Group to review the results of the EEDC and discuss the true economic impact on the short, medium and long terms. The panel will highlight the most notable transactions/deals undertaken at or as a result of the EEDC. What comes beyond the EEDC? What are the government’s priorities for result driven action and implementation?

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DAY 1 - APRIL 21st 2015

DAY 1: Session 2 - 11:15am – 12:30pm

Powering the Economy – A Time Plan for a Balanced Energy Mix

High on the priorities list for discussion at the Egypt Economic Development Conference this coming March will be Energy in its all current and potential forms. High level executives from some of the world's largest energy companies attend the EEDC bringing with them a wealth of innovations, ideas, investments and knowhow which will enable Egypt to balance its "Energy Mix" in the near future. With billions of dollars pledged during the EEDC to the Energy sector by some of the world's largest companies has certainly instilled stronger confidence for investors in other sectors as one of the main question is ever closer to be answered, "how does Egypt expect to power new investments?"

This panel will host key government officials, senior public and private sector leaders to review the impact and result of the EEDC in the context to Power and Energy. The panel will highlight the most notable transactions /deals regarding energy undertaken at the EEDC and share the time frames for expected implementation. When will Egypt be able to balance its Energy Mix?

Coffee Break - 12:30pm – 1:00pm

DAY 1: Session 3 - 1:00pm – 2:15pm

Egypt's Corridor of Hope – Implementation of the Suez Canal Regional Development Project

Regarded as the highlight of the Egypt Economic Development Conference (EEDC), the Suez Canal Regional project was one of the most lucrative investment attractions for local, regional and international investors attending the event. From new ports, industrial zones, agricultural projects to technology parks, entertainment, housing and commercial projects, the Suez Canal Regional Project is expected to define the future of Egypt's economic course and may change the face of regional and international trade in the next decade. The Egyptian people have led the way by investing more than EGP60 Million in the new Suez Canal Corridor paving the road for countless opportunities on both sides of the waterway.

This panel will bring together senior government officials, economists, business executives and academics to review the results of the Egypt Economic Development Conference (EEDC) in the context of the Suez Canal Corridor and Regional Development Projects. What were the most notable investments agreed upon at the EEDC? What are the time frames for implementation and completion of such investments? What are the sectors attracting most interest in the Suez Region?

DAY 1 - APRIL 21st 2015

DAY 1: Session 4 - 2:30pm – 3:45pm

Moving Capital & Currency – Enabling Egypt's Financial Market for FDI Growth

Since the banking reform program undertaken over ten years ago, Egypt's financial sectors have stood the test of time having gone through a global financial crisis, a worldwide recession and two national revolutions. Bankers, financial analysts, investor bankers, fund managers, traders and brokers all attend the Egypt Economic Development Conference in Sharm El Sheikh seeking new opportunities in moving and managing capital and currency. The responsibility falls on the shoulders of the Egyptian policy makers and regulators to ensure a capital friendly financial environment in order to facilitate the flow of investments excepted as a result of the meetings held at the EEDC.

This panel will bring together key government officials and senior executives from the banking and non banking financial institutions to review the results of the EEDC in the context of the financial markets. The panel will highlight the opportunities and present the challenges still facing this vital sector of the economy. How are currency fluctuations impacting the future growth of the sector? Is the investment law truly attractive to local and foreign investors? How has the EEDC added value to this sector? What are the most important transaction/deals undertaken at the EEDC in context of this sector?

Lunch - 4:00pm – 5:00pm

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AGENDA

DAY 2 - APRIL 22nd 2015

8:00am – 9:00am

Registration and Networking

9:00am – 9:05am

Welcome and National Anthem

9:05am – 9:30am

Keynote Speech

9:30am – 11:00am

DAY 2: Ministerial Session

The Champion Sectors – A Highlight of the Best Performing Sectors at the EEDC

In March 2015, Egypt hosted one of the largest gatherings of foreign investors, world leaders and economic experts from international and regional organizations at the Egypt Economic Development Conference in Sharm El Sheikh. The EEDC agenda was strategically developed to encompass all key economic sectors, including yet not limited to Sports, Youth, Social Inclusion, International Cooperation and Labor amongst many others. With the majority of the Ministries represented at the conference, Cabinet Ministers had the opportunity to present their respective Ministry's plans to the international investment community.

This Panel will have the honor to host some of Egypt's distinguished Ministers to review the results of the EEDC in the context of their respective Ministries/Sectors. The panel will highlight the most notable deals/transactions within their respective sector/s. How has the EEDC really impacted the future of the respective sectors? What comes next for each sector's development? What are the time frames for implementation by each Ministry?

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DAY 2 - APRIL 22nd 2015

DAY 2: Session 2 - 11:15am – 12:30pm

Banking on the Private Sector – Banking Sector for the Development of the Private Sector

Development cannot be achieved by public sector initiatives alone; hence the Egypt Economic Development Conference was a true example of public private partnerships as it aimed to bridge the gap between governments and private businesses by presenting projects which are of interest to both. The private sector, as an engine of economic growth, plays a key role in any nation's drive to eradicate poverty and foster an inclusive society. Both public and private banks will play a vital role in the future of Egypt's private sector development. New projects presented at the EEDC will require major financing and the private sector will naturally turn to the banking sector for capitalization, financing and funding.

This panel will host senior government officials and senior public and private banking executives to review the results of the Egypt Economic Development Conference in the context of the banking sector. The panel will focus mainly on the role of banking in supporting the private sector beyond the EEDC. How have the results of the EEDC impacted the Egyptian Banking Sector? What are the main projects that the Egyptian banks are engaged in as a result of the EEDC? What are the banks strategies in supporting the private sector in the context of EEDC projects?

Coffee Break - 12:30pm – 1:00pm

DAY 2: Session 3 - 1:00pm – 2:15pm

Connecting the World – Innovations, Communications, Information, Technology

The Egypt Economic Development Conference succeeded in repositioning Egypt as “a gateway and a hub” for trade, investment and technology. For over two decades Egypt's Communication and Information Technology sector has played a key role in Egypt's economic and social development making the country home to some of the largest and most prominent names in the global CIT sector. As thousands of investors attending the EEDC last March, the CIT sector was be at the top of the event's discussions. Presentations highlighted the current developments, and strategic plans were shared with industry leaders in the hopes of attracting international investments into the sector.

This panel will host senior government officials and CIT industry leaders to review the results of the Egypt Economic Development Conference in the context of the Communications and Information Technology sector. The panel will highlight Egypt's CIT efforts and new infrastructure support projects. What are the most notable CIT related deals/transactions undertaken at the EEDC?

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DAY 2 - APRIL 22nd 2015

DAY 2: Session 4 - 2:30pm – 3:45pm

More Room for Growth – Real Estate, Housing, Construction and Mortgage Finance

The Egyptian population makes up about 1.15% of the world's total population, with just over 86 million people 50% of which are under the age of 30 years. Despite explosive population growth rates Egyptians still live on less than 6% of the country's total land area. This spells out countless opportunities for local and international real estate developers, construction companies, and mortgage finance providers, all whom were very well represented at the Egyptian Economic Development Conference last March. Real estate market demand has remained strong despite the unstable condition during the past four years with around 65% of the demand coming from low-income citizens. Investors will be looking to the government to better understand the regulations and policies laid out to facilitate some of the major challenges facing growth and investment attraction to the sector.

The Panel will host key government officials, and leaders from the real estate, construction and mortgage finance sectors to review the results of the EEDC in the context of the respective sectors. Panelist will highlight some of the most notable projects/deals/transactions undertaken at the EEDC. Will the Government of Egypt finalize the laws required for facilitation of investment flows into the respective sectors?

Lunch - 4:00pm – 5:00pm

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