

The 4th Annual Cairo CFO Summit

Where Business & Finance Elite Meet

17 October 2023

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Agenda

**01 REGISTRATION &
MORNING COFFEE**
8.30 AM : 9.30 AM

**02 INAUGURATION BY
Mr. Ahmed Issa**
H.E. The Minister of Tourism & Antiquities
9.30 AM : 10.30 AM

**03 FIRST
PANEL**
10.30AM : 11.30 AM

**04 SECOND
PANEL**
11.30 AM : 12.30 PM

**05 NETWORKING
COFFEE BREAK**
12.30 PM : 1.15 PM

**06 THIRD
PANEL**
1.20 PM : 2.15 PM

**07 KEYNOTE SPEAKER
Mr. Muhammad Radwan**
Principle Technical Analyst, XM
2.15 PM : 2.45 PM

**08 KEYNOTE SPEAKER
Dr. Sherif Kamel**
Dean of School of Business, AUC
2.50 PM : 3.30 PM

**09 NETWORKING
BUSINESS LUNCH**
3.30 PM : 4.30 PM

Leadership in Action: How a CFO's Mindset Drives Excellence in the Tourism Sector



Mr. Ahmed Issa

H.E. Minister of Tourism & Antiquities



The Retail Sector in 2023 Says A Lot About The Egyptian Economy At Large



Mr. Motaz Lotfiy
Chief Business Office
VALU



Ms. Gina Selim
General Manager
Bedaya Mortgage Finance Co.



Dr. Amr Hassanien
MODERATOR
CEO
MERIS
Moody's Affiliate in Egypt
AUC Professor



Mr. Seif Bassiouny
Group Chief Financial Officer
Contact Financial Holding

The year 2023 has taken its toll on the business sector in Egypt for many reasons which this Panel will discuss. The Retail sector activities reflect in good part the degree of health of the economy. Looking closely at this sector to analyze its performance, threats and opportunities, will help understand the wider picture of the economy as well as other sectors in practical terms. The analysis of the current situation will also lay the ground for how things may evolve in the future!

The CFO Factory



Mr. Islam Zekry
Group Chief Financial Officer
CIB



Mr. Sameh Naguib
VP & Chief Financial Officer
Edita



Mr. Samer Mostafa
MODERATOR
Chief Financial Officer-EMEA
SEITech Solutions



Ms. Rasha ELazhary
Chief Financial Officer
Vodafone



Mr. Hesham Bahaa
Group Chief Financial Officer
Fawry

- How can Artificial Intelligence -AI- and technology at large help finance and business drive efficiency without compromising profit (the Rolls-Royce Concept).
- What is the role of finance and CFOs in driving Transformation within business and when should we interfere.
- What is the relationship between creating shareholders' value and business partnership with internal and external stakeholders.
- What can CFO do to help develop technical and leadership skills for the most valuable asset in the organization, People.

Securely Navigating The Digital Transformation Journey



Eng. Emad Shawky

Chief Data & Analytics Officer
Banque Misr



Mr. Ahmed Mansour

Secretary General, Post Office & former
Head of Digital Channels & Integration
at The Central Bank of Egypt
Post Office



Mr. Ayman Zaki
MODERATOR

Chief Information Security Officer
AAIB



Mr. Hassan Mourad
Head of Cyber Security
Services
PWC

- What is the current state of digital transformation and what role does cybersecurity play in it and how has the pandemic affected the landscape of cybersecurity and digital transformation.
- What are some of the key challenges that organizations face when trying to balance digital transformation with cybersecurity and how can organizations ensure that their digital transformation efforts are secure and resilient.
- What is the relationship between cybersecurity and digital transformation evolving in the future.
- What are some emerging technologies that organizations should be aware of in the context of digital transformation and cybersecurity.
- The role AI plays in Digital Transformation and Cybersecurity in the future.

How Do Financial Markets Look Like As We Near the End of 2023!



Mr. Muhammad Radwan
Principal Technical Analyst

Leading In Challenging Times: A Future Perspective



AUC

Dr. Sherif Kamel
Dean of School of Business

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