

9:00 AM to 9:30 AM

Registration and morning coffee

9:30 AM to 10:00 AM

The inauguration of the 2021 Cairo CFO Summit by His Excellency the Minister of Finance, Dr. Mohamed Maait (Tentative)

His Excellency will survey the accomplishments of the Egyptian government reforms in 2021 and the impact on the Egyptian business environment in the different sectors, and what to expect in 2022.

10:00 AM to 10:45 AM

Reflections on the Egyptian banking system and the new macroeconomic dynamics that drive current and future performance- Inspirations for planning & assumptions!

Unique and inspiring session gathering **Mr. Todd Wilcox**, the *CEO and Deputy Chair of HSBC Egypt* and **Dr. Nada Massoud**, the *Advisor to the Minister of Planning and Economic Development and Head of the Macroeconomic and Policy Unit*, to discuss critically the current and future performance of the banking sector in Egypt; how fiscal and monetary policies affect the banking sector; What is in store for next year to help with planning and assumptions; the global financial trends and developments that might influence the future of the Egyptian banking system and both will take questions from the audience.

10:45 AM to 11:30 AM

Balancing Data with Dollars – The economics of cyber security

As finance is one of the most vulnerable areas for malicious attacks, Finance leaders need to get involved in managing cybersecurity. It is essential to educate all stakeholders to ensure widespread compliance. In addition, the complexity of cybersecurity challenges is opening up the possibility of a new boardroom role. Explore the latest on all this with **Mr. Chandra Prakash Suryawanshi (CP)**, *Partner with KPMG* as he shows the audience how investment in cyber security can improve business economics by increasing business efficiency, reducing business risk, optimizing cost and increasing security effectiveness.

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11:30 AM to 12:15 PM

The emergence of corporate treasury solutions - How money market funds, debt capital markets, and DCM advisory help companies manage liquidity

The importance of corporate treasury solutions has been growing in the face of the current challenges. We will explore with **Mr. Khalil El Bawab**, the CEO of **Misr Capital** how money markets, capital markets and debt capital markets can be used in a profitable manner to support liquidity management process at organizations.

12:15 PM to 1:00 PM

How the CFO role can lead to the top spot in the organization- a career destination or a stepping stone? Learn what it takes to get there!

We will then explore how the CFO career path can be a steppingstone to becoming a CEO with **Mr. Ahmed Issa**, the CEO (Retail Banking) of the **Commercial International Bank (CIB)** and once a prominent CFO. Mr. Ahmed will share his rich experience, tools and techniques to inspire the audience to go beyond the call of duty and dream big!

1:00 PM to 1:30 PM

Networking Coffee break

1:30 PM to 2:15 PM

How your organization's data can transform your business and change your organization's Story- the miracle of data analytics!

In this session we will learn how data analytics as a modern tool has been revolutionizing the finance field and businesses at large as **Mr. Scott Jones**, the CEO of the American company **INCORTA**, will show the audience how an organization's data and its analytics can change the story of the organization by leading to phenomenal business outcomes. Real case studies will be shared.

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2:15 PM to 3:00 PM

The CFO leading role to reinvent and reshape a 102 years of a traditional heritage company- state of the art corporate restructuring and turn around!

Mr. Samer Mostafa, the CFO of **Corona Confectionary**, and the ex. CFO of Microsoft, will take us through his journey to transform and reinvent 102 years of a traditional heritage company into an edgy modern firm. This journey involves great lessons on many fronts, very inspiring for corporate restructuring and turn arounds. Mr. Samer will break the news about the intended chocolate museum!

3:00 PM to 3:45 PM

Fostering a global CFO mindset essentials that deliver results and overcome challenges- What every CFO aspiring to work/develop in a multinational firm needs to know!

Ms. Dalia Shoukry, the CFO of **SIEMENS** will share with the audience her experience working in a global organization and will also share her experience about the right mindset, set of skills, tools, and competencies which helped her support successfully her organization's multi-layered objectives. Will explore with Ms. Dalia her professional path which is for sure less travelled by women.

3:45 PM to 4:15 PM

Exploring the legal implications of the new banking law, new data protection law and new FinTech bill!

A distinctive perspective is offered in this session by Prof. Dr. Nour Shehata, the **Founding Partner of Shehata & Partners Law Firm**, on the new Banking Law, its legal obligations and implications on corporate strategy, also how to accommodate the new compliance requirements. This session will shed light on the new Data Protection law which holds key compliance obligations that almost every company and especially its CFO has to be familiar with. Further, Prof. Dr. Shehata will dig deep into the new bill for the FinTech law and how it will revamp the banking and financial industry in Egypt.

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4:15 PM to 5:30 PM

Networking lunch

5:30 PM to 5:45 PM

The COVID 19 implications have created unprecedented challenges which call for different kinds of CFOs-What are we looking at!

Mr. Jack McCullough, the President of the CFO Leadership Council, USA, will join us virtually to provide great insights about the global opportunities and challenges created in the finance field and how this entails developing CFOs visions and skills to boost organizational performance.

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