



## EU Egypt Task Force Business & Tourism Summits

### PROPOSED AGENDA

CONRAD HOTEL, CAIRO

13-14 NOVEMBER 2012

#### Notes:

- Egypt's Prime Minister proposed as Keynote speaker for lunch or dinner
- Session structure is moderated Davos-style, with Floor interaction and with no speeches
- EU CEOs to be included as speakers once confirmed
- All session are proposed to include:
  - Egyptian Minister(s)
  - EU Commissioner and/or European Commission Deputy Director General
  - EU and Egyptian relevant Business Association chairs (business leaders)
  - EU investor (success story)
  - EU investment problems (speaker or from the floor)
- The Task Force shall be a process rather than a free-standing event. Deliverables shall be measured and a follow-up team shall be established by CEEBA, including business Federations.
- During the Business and Tourism Summit side-meetings will be organized between Egyptian Ministers and European Commission Vice President Tajani, accompanied by selected EU CEOs (exact timing to be arranged).

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13 NOVEMBER

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10:00	Registration
	Pre-Summit Activities
10:00 – 11.15	<b>Egypt presents itself:</b>  Possibility to view technical presentations by the government officials on the important parameters of investment and business climate and to debate following the presentations
11.15 -12:30	<b>Questions and answer session</b>  Possibility to visit stands (“help desks”) of Ministries of Investment, Industry and Foreign Trade, Transport, Energy, and Tourism, and Business Associations manned by senior officials: <ul style="list-style-type: none"> <li>▪ Receiving requests/queries/issues</li> <li>▪ Providing technical information</li> <li>▪ Displaying presentations on business opportunities</li> <li>▪ Providing sector studies</li> </ul>
12:30 – 14:00	Networking lunch

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14:00 – 19:00	EU-EGYPT TASK FORCE BUSINESS SUMMIT	
14:00 – 14:15	<b>Opening Remarks</b> Hatem Saleh, <i>Minister of Industry &amp; Foreign Trade</i> Osama Saleh, <i>Minister of Investment</i> Antonio Tajani, <i>EU Vice-President and Commissioner for Industry and Entrepreneurship</i>	
14:15 – 15:45	<b>INVESTMENT &amp; INDUSTRY</b> ( <i>Interactive Panel</i> )	
	<ul style="list-style-type: none"> <li>▪ Enhancing the business environment</li> <li>▪ Creating strategic alliances and joint investments</li> <li>▪ Promoting third country cooperation</li> <li>▪ Science, Technology and Innovation</li> <li>▪ HR development</li> <li>▪ Q &amp; A</li> </ul> <p><i>Moderated by Dr. Alaa Ezz, secretary general, FEDCOC/CEEBA</i></p>	
	Antonio Tajani, EU Vice-President and Commissioner for Industry and Entrepreneurship Alessandro Barberis, Chairman, Eurochambres Jürgen R. Thumann, President, BUSINESSEUROPE	Osama Saleh, Minister of Investment Hatem Saleh, Minister of Industry & Foreign Trade Dr. Nadia Eskandar Zkhary, Minister of Scientific Research

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	<p>Gunilla Almgren, President, UEAPME</p> <p>Mohamed Choucair, President of Association of the Mediterranean Chambers of Commerce and Industry ASCAME</p> <p>EU CEO (*): Experience in Egypt</p>	<p>Ahmed El Wakil, chairman, Federation of Egyptian Chambers</p> <p>Galal El Zorba, Chairman, Federation of Egyptian Industries</p> <p>Mohamed Farid Khamis, Federation of Investor's Associations</p> <p>Dr. Nader Riad, Chairman, Confederation of Egyptian European Business Associations</p> <p>Hassan Malek, Chairman, Egyptian Business Development Association</p>
15:45 – 16:00	Networking Coffee Break ( <i>Sectorial tables</i> )	

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	INFRASTRUCTURE <i>(Interactive Panel)</i>	
16:00 – 17:30  <i>In parallel with Tourism</i>	<ul style="list-style-type: none"> <li>▪ Transport &amp; Logistics</li> <li>▪ Water and Waste Water</li> <li>▪ Electricity &amp; Renewable Energy</li> <li>▪ Solid Waste Management</li> <li>▪ Q &amp; A</li> </ul> <p><i>Moderated by Dr. Alaa Ezz, secretary general, FEDCOC/CEEBA</i></p>	
	<p>Štefan Füle, EU Commissioner for Enlargement and European Neighbourhood Policy</p> <p>Mohamed Choucair, President of Association of the Mediterranean Chambers of Commerce and Industry ASCAME</p> <p>EU CEO (*): Experience in Egypt</p>	<p>Dr. Abdel Kawy Khalifa, Minister of Drinking Water and Sanitation Facilities</p> <p>Dr. Rashad Al Matainy, Minister of Transport</p> <p>Mahmoud Balbaa, Minister of Electricity &amp; Energy</p> <p>Ahmed El Wakil, chairman, Federation of Egyptian Chambers</p> <p>Hussein Sabour, Chairman, Egyptian Businessmen Association</p>

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## EU Egypt Task Force Business & Tourism Summits

15:15 – 19:00	EU-EGYPT TASK FORCE TOURISM SUMMIT	
15:15 – 15:30	<b>Opening Remarks</b> Mohamed Hisham Zaazou, <i>Minister of Tourism Osama Saleh, Minister of Investment</i> Antonio Tajani, <i>EU Vice-President and Commissioner for Industry and Entrepreneurship</i>	
15:30 – 17:30	<b>TOURISM</b> <b>Developing Niche Markets and Sustainable Tourism</b> <ul style="list-style-type: none"> <li>▪ Integrated tourism community development in Upper Egypt</li> <li>▪ Green tourism</li> <li>▪ Sustainable tourism</li> </ul> <b>Training and skills</b> <ul style="list-style-type: none"> <li>– Egypt will screen a short film on the above</li> <li>– Presentation by EU &amp; Egyptian business of best practices and experiences</li> <li>– Panel discussion</li> </ul> <i>Moderator to be decided</i>	
	Antonio Tajani, EU Vice-President and Commissioner for Industry and Entrepreneurship High-level EU official Sylviane Lust, Director General IACA (International Air Carrier)	Mohamed Hisham Zaazou, Minister of Tourism Elhamy El Zayat , Chairman, Egyptian Tourism Federation Egyptian CEO

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	<p>Association)</p> <p>Michael De Blust, Secretary General ECTAA (European Travel Agents &amp; Tour Operators Association)</p> <p>Anna Torres, CEO HOTREC (Confederation of National Associations of Hotels, Restaurants, Cafes and similar establishments in Europe)</p> <p>Tim Marking, Secretary General ECC (European Cruise Council)</p> <p>EU CEO (*) Experience in Egypt</p>	
	<b>EU EGYPT TASK FORCE BUSINESS &amp; TOURISM SUMMITS</b>	
17:30 – 18:30	<p><b>FUNDING AVAILABLE FOR BUSINESS BY EU &amp; MEMBER STATES</b></p> <ul style="list-style-type: none"> <li>Grants, TA and Preferential Lines of Credit</li> </ul> <p><i>Moderated by Nevine El Shafei, Vice Chair, GAFI</i></p>	
	<p>Werner Hoyer President of the European Investment Bank (EIB)</p> <p>High level EU official</p> <p>EBRD and Member State's IFI's and Technical cooperation</p>	<p>Dr. Ashraf El Araby, Minister of Planning and International Cooperation</p> <p>Nevine El Shafei, Vice Chair, GAFI</p> <p>Tarek Amer, Chairman, Federation of Egyptian Banks</p>

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18:30 – 19:00	<b>THE WAY FORWARD</b> <ul style="list-style-type: none"> <li>Presenting the <b>Business &amp; Tourism Summits Action Plan &amp; Declaration</b></li> </ul>
19.00-19.30	Meeting of VP Tajani and EU CEOs with Minister of Tourism Hisham Zaazou
20:30	<b>Joint Business &amp; Tourism Gala Dinner</b> at the Mohamed Aly Palace Manial <b>Proposed Prime Minister, Vice-President Tajani and EU Commissioner Füle as <i>Keynote Speakers</i></b>

### 14 NOVEMBER

Early morning	Meeting of VP Tajani and EU CEOs with Minister of Industry & Foreign Trade Hatem Saleh and with Minister of Investment Osama Saleh
	Other networking and bilateral side-meetings can be organized in the morning of 14 November upon the request of participants, particularly with line Ministers (Energy, Transport) subject to their agenda
<b>Time TBC</b>	<b>Presentation of the Action Plans and Declarations to the Task Force</b>

(\*) To be identified from VP Tajani delegation

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### Proposed Key Participants

Proposed	EU	Egypt
MoFA recommends to be Task Force only	Baroness Catherine Ashton, EU Vice-President, High Representative of the Union for Foreign Affairs and Security Policy	Dr. Hesham Kandil, Prime Minister of Egypt
<b>Public</b>	<p>Antonio Tajani, EU Vice-President and Commissioner for Industry and Entrepreneurship</p> <p>Štefan Füle, EU Commissioner for Enlargement and European Neighbourhood Policy</p> <p>Werner Hoyer President of the European Investment Bank (EIB)</p> <p>Bernardino Leon, European Union Special Representative (EUSR) for the Southern Mediterranean</p> <p>Marcus Cornaro, Deputy Director General, DG Development and Cooperation</p> <p>EBRD. AFD, KFW, etc.</p>	<p>Osama Saleh, Minister of Investment</p> <p>Hatem Saleh, Minister of Industry &amp; Foreign Trade</p> <p>Dr. Ashraf El Araby, Minister of Planning and International Cooperation</p> <p>Mohamed Hisham Zaazou, Minister of Tourism</p> <p>Dr. Abdel Kawy Khalifa, Minister of Drinking Water and Sanitation Facilities</p> <p>Dr. Nadia Eskandar Zkhary, Minister of Scientific Research</p> <p>Dr. Rashad Al Matainy, Minister of Transport</p> <p>Mahmoud Balbaa, Minister of Electricity &amp; Energy</p> <p>Nevine El Shafei, Vice Chair, GAFI</p>

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<b>Business Leaders (Heading Business Associations)</b>	<p>Alessandro Barberis, Chairman, Eurochambres</p> <p>Jürgen R. Thumann, President, BUSINESSEUROPE</p> <p>Gunilla Almgren, President, UEAPME</p> <p>Mohamed Choucair, President of Association of the Mediterranean Chambers of Commerce and Industry</p> <p>Sylviane Lust, Director General IACA</p> <p>Michael De Blust, Secretary General ECTAA</p> <p>Anna Torres, CEO HOTREC</p> <p>Tim Marking, Secretary General European Cruise Council</p>	<p>Ahmed El Wakil, chairman, Federation of Egyptian Chambers, and Wakalex Group</p> <p>Galal El Zorba, Chairman, Federation of Egyptian Industries, and Nile Group</p> <p>Mohamed Farid Khamis, Federation of Investor's Associations, and Orientals Group</p> <p>Tarek Amer, Chairman of Federation of Egyptian Banks, and National Bank of Egypt</p> <p>Dr. Nader Riad, Chairman, Confederation of Egyptian European Business Associations, and Bavaria Group</p> <p>Elhamy El Zayat , chairman, Egyptian Tourism Federation, and Emeco Group</p> <p>Hussein Sabour, Chairman, Egyptian Businessmen Association, and Urban and Touristic Development Groups</p> <p>Hassan Malek, Chairman, Egyptian Business Development Association, and Malek Trade and Investing</p> <p>Dr. Alaa Ezz, Secretary General, Federation of Egyptian Chambers &amp; Confederation of Egyptian European Business Associations</p>
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<b>Business CEOs</b>	<p>To be mobilized through personalized letters co-signed by VP Ashton and VP Tajani</p> <ul style="list-style-type: none"> <li>▪ Directly through the EUSR</li> <li>▪ Through partner Federations in EU Member States</li> <li>▪ Through regional EU and EuroMed federations (Eurochambres, BusinessEurope, ASCAME)</li> </ul>	<p>Key EU Investors</p> <p>Key Egyptian Partners</p> <p>Leading Egyptian Businessmen</p>
<b>Media</b>	Egyptian and European TV, Electronic and Print Media (either throughout the event or restricted to final plenary)	

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