

# Safa Mostafa Eissa, PhD

Senior Consulting Manager & Government Practice Lead



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## Profile

Dr. Safa Mostafa domain of expertise pertains to Government decision-making support & advisory, economic research & analysis and international cooperation. She spanned around multiple sectors including the nuclear sector, textiles and ready-made garments, environmental sector, with most of her expertise developed in the ICT sector. During her career, Dr. Safa represented Egypt in multiple distinguished International Symposiums organized around the world and was an Expert Member in the ICT Indicators Group at the ITU. She was also the focal point for interacting with all the ICT international organizations (OECD, UNCTAD, WB, ESCWA, etc).

Earlier in her career, Dr. Safa had the chance to support the Egyptian Government in reforming some of the very challenging economic files (e.g. removal of petroleum subsidies, financial reform related themes, etc).

She holds her PhD from the Faculty of Economics & Political Sciences, Cairo University. She is a native Arabic speaker and speaks fluently French and English.

### Areas of Expertise

- Advisory & Consultancy
- Economic Research
- Strategic Planning
- Partnerships Building
- International Cooperation
- Project Management

### Domains of Specialization

- Telecommunications
- Textiles & RMGs
- Trade
- Public Finance
- Environmental Sector
- Nuclear Energy

## Education

### PhD Degree

November 2014

Doctoral Programme in EuroMediterranean Studies, Faculty of Economics & Political Sciences (FEPS), Cairo University, Egypt

Thesis: "*The Main Features of a more Liberalized & Competitive Telecommunications Sector in Egypt: Lessons Learned from the EU Countries*"

Grade: Distinguished

### Master Degree

July 2008

Programme of EuroMediterranean Studies, Faculty of Economics & Political Sciences (FEPS), Cairo University, Egypt

Thesis: "*The potential Impacts of the Association Agreement between Egypt and EU on the Egyptian sector of Textiles and Clothing*"

Grade: Distinguished

### Bachelor of Economics

2003-2004

French Section, Minor Computer, Faculty of Economics & Political Sciences (FEPS), Cairo University, Egypt

Final Grade: Very Good

### Secondary school certificate

July 2000

Collège du Sacré-coeur, Heliopolis, Cairo, Egypt

## Work Experience

Aug. 2023 – Present: Senior Consulting Manager & Government Practice Lead/ META, IDC

Oct. 2021 – July 2023: Senior Consultant & Government Practice Lead/ META, IDC

- ❖ Leading the government consulting practice at the META Region and advise the governments on initiatives to boost the adoption of the IT and Emerging Technologies development (AI, IoT, blockchain, etc).
- ❖ Building new innovative solutions for IDC government consultancy practice through focusing on issues pertaining to sustainability, impact assessment at the social, economic and environmental level.

- ❖ Constructed a new cloud ecosystem index for KSA and benchmarked countries designed to be replicated WW.
- ❖ As part of Communications, Space and Technology Commission Project “National Technology Product”, drafted a detailed report on the overall Saudi ICT Ecosystem and derived the Strategy building and its content development along with delivering a full-fledged Roadmap and detailed Action Plan.
- ❖ Interacted with more than 50 Government bodies in KSA and other META region countries.
- ❖ Recognized by Microsoft and invited to present IDC proposal for Measuring LDCs DX and Roadmap for Digital Transformation at the 5th United Nations Conference on (LDC5).
- ❖ Currently engaged actively in architecting the gap analysis, strategic recommendations and execution plan for the most pressing project running in the META Region on how to boost cloud computing ecosystem in KSA and advising on new partnerships to the Saudi Government.

**Mid Jan. 2020 – Sept. 2021: Head of International Cooperation Department (ICD)**, Egyptian Nuclear and Radiological Regulatory Authority (ENRRA), Prime Minister Cabinet, Egypt

- ❖ Coordinating ENRRA’s cooperation with International & Regional organizations and Peer-to-Peer Regulators of other countries; especially with respect to technical cooperation; overseeing the overall lifecycle of the conducted projects from the design phase (adopting Logical Framework Approach (LFA)) to implementation (adopting Monitoring, Evaluation & Learning (MEL) Approach); based on a Results Based and Participatory Approaches of Project Management.
- ❖ Setting-up ENRRA ICD Strategic Vision through the elaboration of various Technical Documents (e.g. ICD Manual, detailed ICD procedures, ICD Strategic Vision for Bilateral Cooperation, etc) to be implemented within the ENRRA envisaged Integrated Management System (IMS).
- ❖ Organizing ENRRA Egyptian delegation participation in the sessions and meetings of International & Regional Organizations and Organizations of other countries.
- ❖ Proposing, endorsing and coordinating ENRRA’s international membership in pertaining International Organizations (and their thematic WGs, Networks, Platforms, etc); especially the International Atomic Energy Agency (IAEA).
- ❖ Reporting to the Top Management on ENRRA International Obligations and Considerations emanating from its adherence to International Treaties and Conventions.
- ❖ Coordinating in the preparation of draft International Cooperation Agreements/Memorandums of Understanding together with the Legal Affairs Department and the relevant Sectors.
- ❖ Organizing and executing, in coordination with the Public Relations Department, all aspects of support related to the visit of foreign delegations to ENRRA.
- ❖ Contributing to the preparation of annual reports to the President, Prime Minister and Parliament Chairman and quarterly reports to the public.

**Sept. 2018-Feb. 2019: Information Communication and Technology (ICT) Consultant**, Arab Development Portal (ADP), United Nations Development Program (UNDP), Regional Bureau for Arab States

- ❖ Building the conceptual framing for the ICT database for the Arab countries from both the International & National perspectives.
- ❖ Building the detailed structure of the ICT indices, sub-indices, and indicators – along with the metadata and other specifications— based on international, regional and national sources for all the Arab countries.
- ❖ Identifying SDGs related indicators and their data availability and suggesting proxy indicators.
- ❖ Identifying the untapped thematic ICT measurement issues in the Arab Region vis a vis the Regional/ international level.
- ❖ Writing the ICT overview and a blog entitled “How to measure the Digital Transformation in the Arab Countries”, available at: <http://www.arabdevelopmentportal.com/blog/how-measure-digital-transformation-arab-countries>.

**Jan. 2012 - Mid Jan. 2020: Vice Manager**, Int'l Org.s Unit, Central Dept. for Info. & Decision Support, Ministry of Communication and Information Technology (MCIT), Egypt

**Sept. 2008 - Jan. 2012: Senior Economic Researcher**, Int'l Org.s Unit, Information Center, MCIT, Egypt

- ❖ Collecting and updating Egypt’s ICT indicators for the Int'l Org.s databases & questionnaires such as the ITU, OECD, ESCWA, ECA, etc (*infrastructure, financial, staff, QoS, traffic, exports, broadcasting, etc indicators*).

- ❖ Analyzing ICT indicators measurement methodologies deployed by the ITU, WB, UNCTAD, OECD, WEF, UNPAN and others as well as cross-checking it with data published by consultancy companies (e.g. IDC, Business Monitor, Telegeography, Pyramids, etc).
- ❖ Dealing with thematic issues pertaining to ICT indicators from a developmental perspective such as *WSIS targets, MDGs and SDGs*.
- ❖ Coaching Telecommunications Operators in Egypt about ICT indicators definitions to respond adequately to the sent questionnaires.
- ❖ Preparing decision making support reports for the Decision Taker (e.g. *Affordability of Internet Prices in Egypt vis a vis other countries, Egypt's ranking in International ICT Reports and how to improve it, ...etc*).
- ❖ Cooperating in writing case studies about the Egyptian ICT sector as well as various reports and presentations (e.g. *"Statistical Compilation of the ICT Sector and Policy Analysis in Egypt"* published by Orbicom, the International Network of UNESCO Chairs in Communication 2011).
- ❖ Cooperating with other Egyptian Ministries such as the Ministry for Economic Development for measuring Economic ICT related indicators (e.g. ICT Investment).
- ❖ Cooperating in the revision of *ICT surveys* conducted jointly between MCIT and CAPMAS as well as the National Telecommunications Regulation Authority (NTRA).
- ❖ Providing technical research assistance and delivering PPTs during different Int'l, regional and national missions and workshops (e.g. *Regional Workshop on ICT Indicators: "from Policy & Strategy to Impact & Vice Versa", Sharm-El-Sheikh, June 2012 and the launch of the "Arab ICT Indictors Portal" at the Connect Arab Summit, Doha, March 2012*).

**Sept. 2007 - Sept.2008: Policy Advocate**, "Ready-made Garments Export Council", Ministry of Trade & Industry, Egypt

- ❖ Promoting the competitiveness of the sector exports through the delivery of promotional presentations on the sector along with benchmarking the Egyptian economy to encourage FDI inflows towards the sector.
- ❖ Preparing brief reports, position papers, protocols and other thematic documents pertaining to the sector needs; in a way to increase its exports and its economic role in the Egyptian Economy. (e.g. *Exports' competitiveness and Dollar devaluation, Duty Drawbacks Systems (country experiences), trade liberalization in services (Transportation and Distribution), etc*)
- ❖ Investigating various trade databases and preparing reports of relevance (e.g. *ComTrade & Trade Map*).

**Feb. 2006 - Mid Aug. 2007: Economic Analyst**, National Society for Economic Policies (NSEP), Egypt

- ❖ Providing technical economic assistance for the National Assembly "Budget Committee" and the National Democratic party (NDP) in Egypt.
- ❖ Supporting in the preparation of different documents and reports pertaining to Public Finance (Country Experiences) with regards to *tax laws, petroleum subsidies, PPP in the transportation sector*, etc.

**Mid Sept. 2005- Feb. 2006: Assistant to the "Development Communication advisor"** for the Minister of State for Environmental Affairs, Egyptian Environmental Affairs agency (EEAA), Egypt

- ❖ Assisting in the preparation of projects' proposals for resource mobilization towards enhancing sustainable development as well as preparing relevant budgets.
- ❖ Studying and analyzing various international reports on the *Millennium Development Goals (MDG's)* and environmental pertaining issues; for preparing resumés presented to the Minister.

## Achievements

|            |  |
|------------|--|
| Q4 2022    | Recognized by the Saudi Government for her efforts in formulating the Strategy & Roadmap of their "National Technology Product"  |
| Q3 2022    | IDC META Best Employee   |
| Since 2020 | Team Member in the Project Management Team for the Russian Technical Support Organization (TSO) contract; rendering ENRRA various technical support services in the framework of the implementation of the El Dabaa Nuclear Power Plant (NPP) Construction Project |
| 2010-2020  | Expert member representing Egypt in the Int'l "Experts' Group Meeting on ICT Households' Indicators" (EGH) & the "Experts' Group Meeting on ICT Indicators" (EGTI)   |

|           |   |
|-----------|---|
| 2010-2020 | Member in the "Egyptian Delegation" at the 7th, 8th, 9th 10 <sup>th</sup> ,11 <sup>th</sup> and 15 <sup>th</sup> "ITU World Telecommunication/ICT Indicators Meeting" (WTIM) held in Geneva, Port Louis, Bangkok, Mexico City and Hammamat  |
| 2017-2018 | Team member in the "Fourth Trade Policy Review of Egypt, 2018" conducted by the WTO in cooperation with the Ministry of Trade & Industry  |
| Nov. 2017 | Selected by the ITU to be interviewed on the importance of the 15 <sup>th</sup> "World Telecommunication/ICT Indicators Symposium" (WTIS), held in Hammamat, Tunisia<br><a href="https://www.youtube.com/watch?v=D3GFvxoAkmQ&amp;t=82s">https://www.youtube.com/watch?v=D3GFvxoAkmQ&amp;t=82s</a> |
| July 2015 | Team Leader of the "Measuring the Digital Society in Egypt: Internet at a Glance", Version V  |
| 2011      | Team member in Egypt's "ICT Policy review" conducted jointly between MCIT and the UNCTAD; launched in Cairo and Geneva  |
| 2007-2008 | Preparing a position paper and its survey dealing with Ready-made Garments (RMG) various labor issues in cooperation with the Danish Industries (DI)  |
| 2006-2007 | Assisting in the preparation of the Budget Committee Report of the National Assembly (2007/2008)  |
| 2005-2006 | Assisting in the preparation of the "Local Partnership for Sustainable Development through Mobilization of Communication Channels" project's proposal for "LIFE Third Countries Projects" funded by the EU, as well as its budget   |

## Awards & Nominations

|           |   |
|-----------|---|
| Jan. 2018 | Team member in the "ICT for Women Portal" content creation; <b>ominated in 2018 WSIS Prizes</b>   |
| Nov. 2014 | Team member in the WTIM preparation hosted in Cairo in 2009; <b>awarded by the ITU at the 12<sup>th</sup> WTIS held in Tbilisi, Georgia</b> |
| June 2013 | Team member in "Egypt's ICT Indictors Portal" content creation. <b>Won 2013 UN Public Services Award, Manama, Bahrain</b>                   |
| Jan. 2012 | Awarded as the Best Employee and promoted to Vice Manager   |

## Skills

Highly dedicated and committed to work, persistent, proactive, innovative, pay attention to details, capable of creating a good enthusiastic spirit among the group and motivating them to work harder

## Languages

|           |   |
|-----------|---|
| • English | Professional working proficiency<br>( <i>Toefl, 2005 &amp; 2011</i> )   |
| • French  | Professional working proficiency<br>( <i>Alliance Française, 1999</i> ) |
| • Arabic  | Native or bilingual proficiency   |

## Trainings & Courses

|                |  |
|----------------|--|
| June 2021      | Joint ICTP-IAEA Nuclear Energy Management School, Virtual  |
| Feb. 2020      | Leadership And Management for Safety, VOSAFETY, Cairo, Egypt                                       |
| Feb. 2020      | Top Management Training in the Field of Integrated Management System (IMS), VOSAFETY, Cairo, Egypt |
| Feb. 2019      | ITU Joint Workshop on ICT Statistics for CIS & Arab Countries, Tashkent, Uzbekistan                |
| July-Aug. 2018 | 2018 Seminar on Development of ICT for Developing Countries, Wuhan, China                          |

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|------------------------|---|
| <b>Mar. 2018</b>       | ITU Regional Workshop on ICT Statistics, Manama, Bahrain  |
| <b>Oct. 2016</b>       | SPSS training, Center of Management Studies & Consultancies, Faculty of Economics & Political Sciences, Cairo University  |
| <b>Oct. 2016</b>       | "Project Management" Module, Advanced Training for Alumni, DAAD Kairo Akademie, Cairo   |
| <b>Oct. 2012</b>       | SPSS training, Institute of Statistical Studies and Research (ISSR), Cairo University   |
| <b>Dec. 11-Jan. 12</b> | Financial Analysis Program, Highly Professional Advisors (HPA), accredited by Oxford Training College London, Cairo   |
| <b>Apr. 2012</b>       | Art of Professionalism (Under Pressure) Workshop, Egypt Today Center for Dev.t People, Cairo  |
| <b>Mar. 2009</b>       | ICT Statistical Capacity Building Workshop, Global Information & Communication Technologies, The World Bank, MCIT, Cairo  |
| <b>Nov. 2007</b>       | Training on Market Intelligence, Center for the promotion of Imports from Developing countries (an agency of the Netherlands Ministry of Foreign Affairs) in cooperation with the Foreign Trade Center in Egypt (CBI/FTTC), Cairo |
| <b>Aug. 2003</b>       | Trainee at the City Bank, Operation & Technology Department, Cairo  |
| <b>June-July 2003</b>  | Trainee at National Société Générale Bank (NSGB), Remittance Department, Cairo  |

## References

| Name                       | Occupation  | Contact e-mail   |
|----------------------------|---|--|
| <b>Heba Abdel Monem</b>    | Head of The Technical Office Sector,<br>Information and Decision Support Center<br>(IDSC) | <a href="mailto:Hebaabdelmonem1974@gmail.com">Hebaabdelmonem1974@gmail.com</a> |
| <b>Nancy Badr</b>          | Market Research Unit Manager  | <a href="mailto:nancy.badr@yahoo.com">nancy.badr@yahoo.com</a>                 |
| <b>Abdelfattah Soliman</b> | Head of Center of Excellence (ENRRA)  | <a href="mailto:afattah_y@yahoo.com">afattah_y@yahoo.com</a>                   |