



# EGYPT CSR FORUM

Corporate  
Social  
Responsibility

Draft Agenda

3-4 May 2015  
Intercontinental City Stars

## **The First Annual Conference on Social Responsibility in Egypt**

the role of the private sector in the development of society

# ABOUT CONFERENCE

The first Annual CSR Forum in Egypt is held with the purpose of creating a state of integration between the goals of companies operating in the Egyptian market and the government's plans to bring about development in society and achieve sustainability. This comes through submitting ideas, evaluating the programs adopted by the companies in the field of community service as well as presenting the government's point of view regarding the social responsibility map, which the country is shaping in order to accomplish development and sustainability. This provides an abundant amount of information that will help the companies in developing their programs in order to reach their goals.

The Forum targets more than 500 companies' representatives and experts in the field of social responsibility in order to exchange ideas and visions as well as to submit innovative solutions to develop the society and fulfill its needs. This provides a comparative advantage for the companies' employees to be acquainted with other point of views, exchange experience and learn about new strategies and different pioneering implementation mechanisms to achieve a handling strategy between the company and society and carry out development in its true form and meaning.

The CSR Forum is the first of its kind in Egypt to become the regular annual gathering between the government and the companies concerned with developing the society in order to achieve sustainable development.



# WHO WILL ATTEND



Share your  
**experience** with  
more than **500 experts**



**Build** your  
**CSR** proactive strategy &  
**Discover** new **Insights**



# Our **Goals** **Meet** Your **Needs**

**Highlighting** the role of corporate social responsibility programs in community development

**Providing** an opportunity for all stakeholders to create a dialogue that improves the integration between government agencies, private sector companies and civil society organizations

**Initiatives** to unite the efforts of private sector by submitting a call for an integration rather than competition to develop the society

**Sharing** the experience and success stories

**Emphasizing** the needs of various sectors for development

**Highlighting** the role of private sector to develop the society and their case studies

**Enhancing** the employees' skills of the private sectors, NGOs and governmental entities

**Educational** sessions to guide companies to create, develop and implement their CSR program



# CONFERENCE AGENDA

## Day One

Sessions	Panels:	Time
	Registration	8:00-9:00
Inaugural Session	<p>The government's vision about the role of private sector in social responsibility</p> <p><b>Speakers:</b></p> <p><b>Mr. Hatem Khater “Moderator”</b> <i>Founder of Terous Mizr</i></p> <p><b>H.E. Dr. Ashraf ElAraby</b> <i>Minister of Planning</i></p> <p><b>H.E. Dr. Ghada Waly</b> <i>Minister of social solidarity</i></p> <p><b>H.E. Dr. Naglaa Elahwany “unconfirmed”</b> <i>Minister of International Cooperation</i></p> <p><b>Eng. Mohamed Elswedy</b> <i>Chairman of FEI</i></p> <p><b>Topics:</b></p> <ul style="list-style-type: none"><li>- <b>Integration</b> Mechanisms between the roles of government, private sector and NGO's</li><li>- <b>The role</b> of social responsibility in achieving development plans</li><li>- <b>The governmental</b> role in developing work mechanisms and providing opportunities for private sector companies</li></ul>	9:00-10:30
First Session	<p>Social Responsibility Map “SRMAP”</p> <p><b>Speakers:</b></p> <p><b>Mr. Amr Osman “Moderator”</b> <i>Chairman of Logic consultation</i></p> <p><b>Dr. Ahmed Darwish</b> <i>Chairman of Terous Mizr</i></p> <p><b>Dr. Nahla Zaytoun</b> <i>Poverty Team Leader - UNDP</i></p> <p><b>Dr. Olfa Tantawy</b> <i>Civil Society Unit Director - Social Contract Center</i></p> <p><b>Dr. Abeer Shakweer</b> <i>Advisor to Ministry of Communication</i></p> <p><b>Topics:</b></p> <ul style="list-style-type: none"><li>- <b>The needs</b> of the various sectors for development</li><li>- <b>Integration</b> between the private sector and civil society organisations</li><li>- <b>SRMAP</b> role in achieving the sustainability</li><li>- <b>Integration</b> between SRMAP, intergovernmental organizations, private sector and NGO's</li></ul>	10:30-12:00
	Initiatives	12:00-12:30
	Coffee break	12:30-1:00

# Day One

## Sessions

## Panels:

## Time

### Second Session

#### The role of private sector in developing society

1:00-2:30

##### Speakers:

###### **Dr. Ahmed Saafan "Moderator"**

*Undersecretary of  
the Ministry of Health*

###### **Dr. Sherine Helmy**

*Vice Chairman - Pharco Medical*

###### **Eng. Tarek Tawfeek**

*Managing Director of Amricana*

###### **Dr. Dalia Abd Elkader**

*Director of Social  
Responsibility commettee -FEB*

###### **Eng. Hossam Farid**

*Chairman of EJB*

##### Topics:

A discussion panel about the role of private sector in developing the society and how to motivate private sector to fulfil their social responsibility and the benefits of acting as corporate joint entities not individual initiatives.

## Initiatives

2:30-3:00

### Third Session

#### The role of various sectors to achieve sustainability

3:00-4:30

##### Speakers:

###### **Dr. Magued Osman "Moderator"**

*CEO of Baseera*

###### **Mr. Ahmed Elsheikh**

*General Manager of PepsiCo  
North East Africa Unit*

###### **Ahmed Fekry Abd Elwahab**

###### **Mr. Mohamed Elkalla**

*Founding Partner - Ahead of the curve*

###### **Mrs. Dina Sherif**

*member of Egypt's presidential advisory  
committee for economic affairs*

###### **Dr. Sherin Elshawarby**

*Professor of Economics - Cairo University*

##### Topics:

How to achieve sustainable development in Egypt through the participation of the private sector in the development of the society capacities in various sectors such as health, education and environment as well as the private sector participation in developing projects that promote the citizens' awareness in order to create a healthy developing environment to help the state to achieve its goals.

## Lunch

4:30-5:30

# Day Two

Sessions	Panels:	Time
	Registration	8:00-9:00
Inaugural Session	<p><b>Needs Of Various Sectors</b></p> <p><b>Speakers:</b></p> <p><b>Dr. Manal Maher “Moderator”</b> <i>Director of CSR - Consukorra</i></p> <p><b>H. E. Dr. Khaled Abd Elaziz</b> <i>Minister of Youth</i></p> <p><b>H. E. General Adel Labib “unconfirmed”</b> <i>Minister of Local Development</i></p> <p><b>H. E. Dr. Adel Adawy “unconfirmed”</b> <i>Minister of Health</i></p> <p><b>H. E Dr. Laila Eskandar “unconfirmed”</b> <i>Minister of State for Cultural</i></p> <p><b>Topics:</b></p> <p><b>Discussion Panel</b> about the needs of various sectors through the vision governmental entities to activate the role of private sector in development and guiding it to the right direction according to priorities</p>	9:00-10:30
	Presentation	10:30-11:00
First Session	<p><b>Build your CSR program</b> <b>( Select the right program and find the right partners)</b></p> <p><b>Speakers:</b></p> <p><b>Dr. Aisha Saad - Moderator</b> <i>Assistant Professor</i> <i>The American University in Cairo</i></p> <p><b>Mr. Ramez Farag</b> <i>Senior Communications Manager - P&amp;G</i></p> <p><b>Mrs. Mona Arishy</b> <i>Corporate Affairs Manager</i> <i>IBM Egypt</i></p> <p><b>Ms. Nadine Okasha</b> <i>Senior Public Relations Manager - SODIC</i></p> <p><b>Topics:</b></p> <ul style="list-style-type: none"> <li>- <b>What</b> is Corporate Social Responsibility</li> <li>- <b>CSR</b> trends ( your next step )</li> <li>- <b>Develop</b> your CSR program that supports your Business Strategy</li> <li>- <b>Aligning</b> CSR goals with Core business objectives &amp; Core competencies of the firm</li> <li>- <b>CSR</b> model –case studies</li> </ul>	11:00-12:30
	Coffee break	12:30-1:00



# Day Two

Sessions	Panels:	Time
Second Session	<p><b>The role of social responsibility in supporting brands</b></p> <p><b>Speakers:</b></p> <p><b>Mrs. Karine Kamel “Moderator”</b> <i>Founder of Bridgegypt</i></p> <p><b>Mr. Mohamed Magdi</b> <i>Marketing Manager - Pirelli Egypt</i></p> <p><b>Mrs. Sherine Shaheen</b> <i>Corporate Affairs head</i> <i>PepsiCo North East Africa Unit</i></p> <p><b>Mrs. Mahira Hassan</b> <i>CSR Manager of Vodafone Egypt</i></p> <p><b>Topics:</b></p> <ul style="list-style-type: none"> <li>- <b>The impact</b> of CSR on brands</li> <li>- <b>Create</b> competitive advantage through social responsibility.</li> <li>- <b>Using</b> CSR in crisis management ( build your defense shield )</li> <li>- <b>Aligning</b> marketing communication with social goals</li> </ul>	1:00-2:30
Third Session	<p><b>Social Return On Investment “SROI”</b></p> <p><b>Speakers:</b></p> <p><b>Dr. Karim Ne’ma</b></p> <p><b>Dr. Dina Kayali</b> <i>Head of marketing</i> <i>EDGE for training and consultancy</i></p> <p><b>Topics:</b></p> <ul style="list-style-type: none"> <li>- <b>What</b>, Why and How SROI?</li> <li>- <b>The principles</b> of SROI</li> <li>- <b>Process</b> of SROI</li> <li>- <b>How</b> to calculate SROI</li> <li>- <b>Who</b> could undertake SROI?</li> <li>- <b>What</b> are the problems in undertaking SROI?</li> <li>- <b>Lessons</b> learned: cases studies</li> </ul>	2:30-3:30
Fourth Session	<p><b>Role of NGOs in supporting and funding development projects</b></p> <p><b>Speakers:</b></p> <p><b>Mr. Niaz Sallam “Moderator”</b> <i>Chairman of Food Bank</i></p> <p><b>Mr. Hussam Kabbany</b> <i>Chairman of Alorman</i></p> <p><b>Mr. Sherif Abu Elnaga</b> <i>Chairman of 57357</i></p> <p><b>Topics:</b></p> <ul style="list-style-type: none"> <li>- <b>Mechanisms</b> of funding and supporting initiatives</li> <li>- <b>Role</b> of NGOs in achieving sustainability</li> <li>- <b>How</b> to select the right partner and the right program</li> </ul>	3:30-4:30
Lunch		4:30-5:30

# SPEAKERS

Hatem Khater  
Founder of **Terous Misr**  
Foundation for Development



Ahmed El Sheikh  
General Manager of  
**PepsiCo** North East Africa  
Business Unit



Ahmed Darwish  
Chairman  
**Terous Misr**



Magued Osman  
Founder and CEO  
**Baseera**



Abeer Shakweer  
advisor to the Minister  
**Ministry of communication**



Dalia Abd el Kader  
Director Of Marketing  
**AAIB**



Dina Sherif  
member of **Egypt's**  
presidential advisory  
committee for economic  
affairs



Nahla Zaytoun  
Poverty Team Leader  
**UNDP Egypt**



Mohamed Elkalla  
Managing Director  
**Cairo for Investment  
and Development**



Hossam Farid  
Chairman of **EJB**







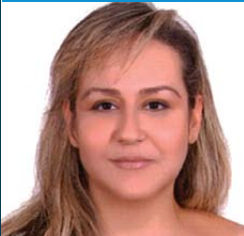
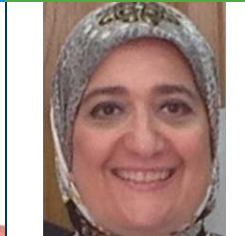



Ramez Farag  
**P&G's** Senior Company  
Communications Manager for  
the Near-East and Global  
Development Markets



Mona Arishi  
**IBM Egypt & Middle East**  
Corporate Citizenship and  
Corporate Affairs Manager



# SPEAKERS

<p>Olfa Tantawy Civil Society Unit Director <b>Social Contract Center</b></p> 	<p>Shereen Shahin External Communications, PR and CSR Manager of <b>PepsiCo.</b> Middle East &amp; North East Africa Business Unit</p> 	<p>Mohamed Magdy Marketing Manager <b>Pirelli Egypt</b></p> 	<p>Karine kamel Managing Partner Communication and <b>CSR</b> <b>expert</b></p> 
<p>Dina Kayali Head of market research and marketing at <b>EDGE</b></p> 	<p>Sherine Elshawarby Professor of Economics <b>Cairo University</b></p> 	<p>Nadine Okasha Senior Public Relations Manager <b>SODIC</b></p> 	<p>Mahira Hassan CSR Manager <b>Vodafone Egypt</b></p> 
<p>Rania Hamoud Managing Director <b>Mansour Foundation</b></p> 			

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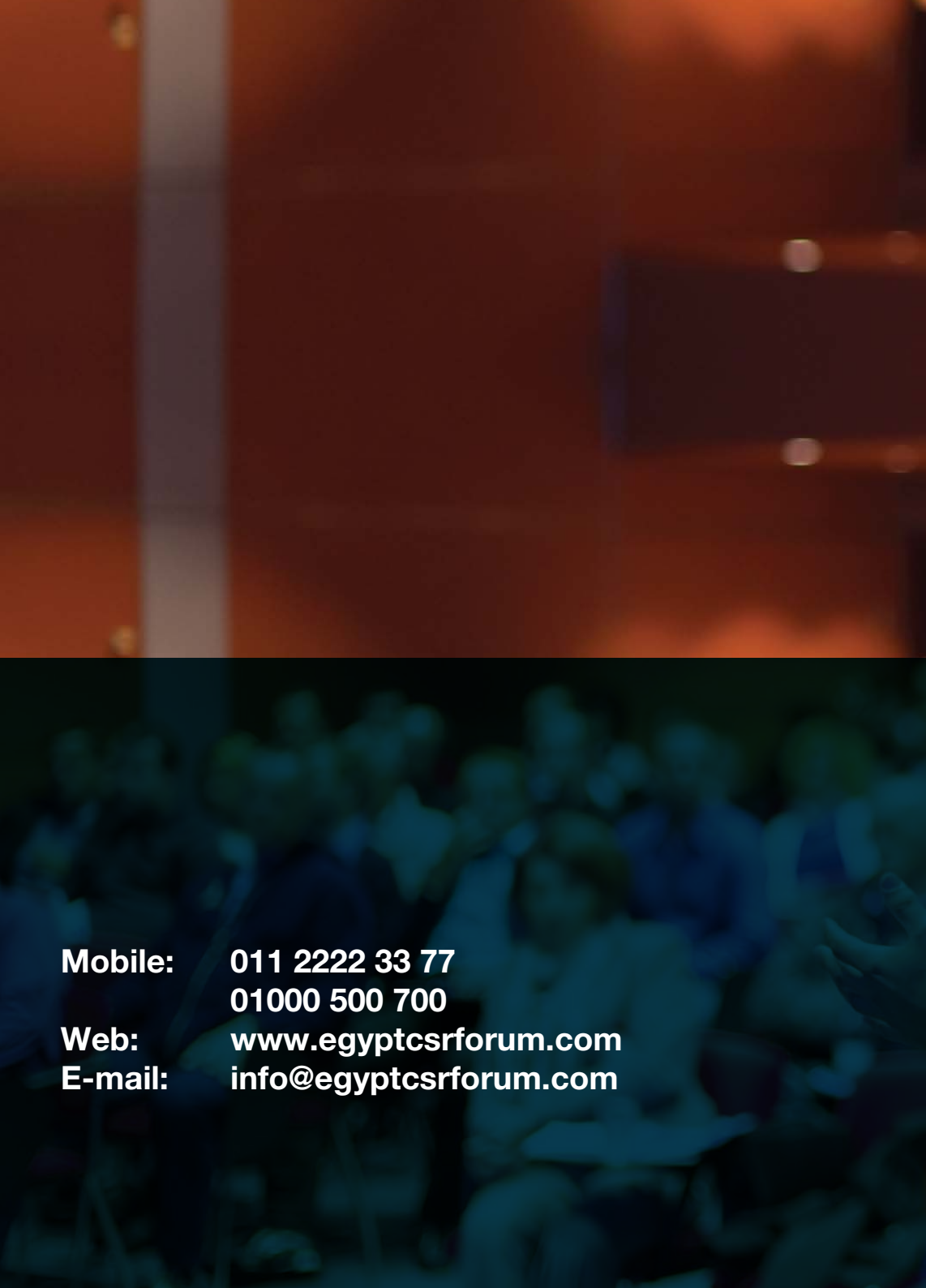
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