

## Fourth Business Roundtable with the Government of Egypt

All change for business in Egypt—taking reforms to the next level

InterContinental Citystars, Cairo

April 2nd 2006

### Preliminary programme

*Chairman:*

*Nenad Pacek, Director, Economist Intelligence Unit (EIU) CEEMEA; Director EMEA and Global Practice Leader for Government Roundtables*

**8.15am Registration**

**8.50am Welcome and chairman's introduction**

**9.00am Opening address by H.E. Prime Minister Dr Ahmed Mahmoud Nazif**

Followed by off-the-record discussion with His Excellency

- Deepening economic reform—next steps
- What will drive economic growth in the medium term?
- What does Egypt need to do to attract more foreign investment?
- Can Egypt become the engine of regional business?
- What is the relationship between political and economic reform in Egypt?
- How soon will reform reduce unemployment and poverty?
- Questions and discussion

*Panellists:*

*Bruno Boussard, Head of International Treasury Network, BNP Paribas*

*Dr Abdelrahman Al Hussaini, Chairman, NAEEM Holding*

*Ian Gray, Managing Director and Chief Executive Officer, Vodafone Egypt Telecommunications*

**10.15am Break**

**10.45am Building better business in Egypt**

Off-the-record discussion with **H.E. Dr Youssef Boutros-Ghali, Minister of Finance** on the realities of doing business in Egypt

- Dealing with the fiscal challenge: budget deficit and public debt management
- Customs reform and trade flows: a progress report
- Tax plans and spending priorities
- Purchasing power: the impact of reforms on consumer spending
- Electronic payments as a tool for economic development
- Questions and discussion

*Panellists:*

*Hervé Majidier, Country Head, MAF Hypermarkets (Carrefour Egypt)*  
*Tarek Elhousseiny, Vice-president and General Manager Egypt, Visa International CEMEA*

**12.00pm**      **Networking lunch**  
*hosted by BNP Paribas*

**1.30pm**      **Investing in Egypt—can multinationals ignore the market?**

Off-the-record discussion with **H.E. Dr Mahmoud Mohieldin, Minister of Investment** on Egypt as an investment location

- FDI flows picking up—is Egypt now a “must” for multinationals?
- Recent developments in the asset management programme
- Challenges for foreign investors and the investment climate in Egypt
- Recent developments in the mortgage finance sector
- Privatisation of financial institutions: banks and insurance companies
- Questions and discussion

*Panellists:*

*Jean-Luc Duramy, Regional Director, MEA, DuPont*  
*Sayed Gharbawi, Country Manager, Motorola Egypt*  
*Marwan Nakad, Group General Manager, MENA, SC Johnson*

**3.00pm**      **Break**

**3.15pm**      **Firm financial foundations—currency, interest rates and bank privatisation**

Off-the-record discussion with **H.E. Dr Farouk al Okdah, Governor of the Central Bank of Egypt**

- Outlook for liquidity and the forex market
- Currency outlook
- Recent developments in the monetary policy: is Egypt going to follow an inflation targeting framework?
- Closing the interest rate gap between borrowing and lending
- Challenges and prospects of the banking sector reform in Egypt
- Privatising state owned banks
- Questions and discussion

*Panellists:*

*Jean-Marc Torre, Managing Director, BNP Paribas Egypt*  
*Martin Moorhouse, Chief Financial Officer, Vodafone Egypt Telecommunications*

**4.15pm**      **Break**

**4.30pm**      **Bringing Egypt into the global economy**

Off-the-record discussion with **H.E. Eng Rachid Mohamed Rachid, Minister of Trade and Industry** on moves to improve Egypt's competitiveness

- Is international competition boosting export competitiveness or threatening local manufacturing?
- Modernising Egypt's industry—a status report
- Doing R&D in Egypt: is Egypt a new outsourcing location?
- Could Egypt become an export platform?
- Tackling the skills gap
- Developing the private sector in Egypt
- Questions and discussion

*Panellists:*

*Don Butler, Chairman and Managing Director, General Motors Egypt*

*Helmy Abouleish, Managing Council Member, Industrial Modernisation Centre (IMC)*

*Musa Seliman Freiji, President, Wadi Holdings*

**6.00pm**      **The future of tourism in Egypt**

Off-the-record discussion with **H.E. Mr Zoheir Garranah, Minister of Tourism**

- Is Egypt's image an obstacle to tourism?
- What are the opportunities for infrastructure development?
- How rapidly will tourism grow in the medium term?
- Lessons from the growth of tourism in the Middle East

**6.30pm**      **Brand Egypt—why place branding is crucial to business**

*Simon Anholt, Government advisor and author of the Nation Brands and City Brands Indexes*

**7.00pm**      **Cocktails****8.00pm**      **Gala dinner**

*hosted by Vodafone*

**Converging technologies—opportunities for Egypt's business future**

Keynote address by **H.E. Dr Tarek Kamel, Minister of Communications and Information Technology**