



اتحاد الصناعات المصرية  
FEDERATION OF EGYPTIAN INDUSTRIES

Invitation

# Egypt Exports



Ministry of Trade & Industry  
وزارة التجارة والصناعة

“Roadmap to Developing Globally Competitive Egyptian Export Champions”

LOGIC Management Consulting has the honor of inviting you to participate in the first workshop of the “Egypt Exports” workshop series. The series aims to guide Egyptian companies towards global competitiveness. In the presence of the leading Egyptian exporters, the workshop will address the following:

- Egypt’s status in the global exports map
- The means through which Egyptian companies succeeded in penetrating global markets and the lessons learnt from those experiences
- The roadmap to transforming Egyptian companies into global competitors

Monday, Dec. 19<sup>th</sup>, 8:30 am to 12:30 pm

Four Seasons Nile Plaza, Nile Ballroom

R.S.V.P [invitations@logic-consulting.com](mailto:invitations@logic-consulting.com)

Looking Forward to seeing you there

**L O G I C**  
**Management Consulting**



## Workshop Agenda

**08:30 - 09:30** Networking & Coffee

**09:30 - 09:40** Keynote Speech

**09:40- 10:00** Egypt in Figures

*Key highlights on Egypt's export and industrial markets against other similar countries*

**10:00 - 10:30** Local success Story

*Success story about an Egyptian company that was able to grow and penetrate global markets through exporting*

**10:30 - 11:00** Coffee Break

**11:00 - 12:00** Panel of Success Cases

*Home grown success stories presented by national players elaborating on the challenges they faced and how were they tackled.*

**12:00 - 12:30** Roadmap to Success

*Application of lessons learnt on the business level, the key success factors and the way forward.*

### Speakers and Panelists\*:

**Mohamed El Sewedy:** FEI Chairman, Chairman of El Sewedy Electrical Solutions

**Hossam Farid Hassanein:** Vice Chairman and CEO, Allweiler Farid Pumps co

**Amr Aboufreikha:** Chairman, Engineering Export Council of Egypt, CEO Tanta Motors

**Lotfy El Badrawy:** CEO, KAPCI Paints

**Sherif El Sayad:** Vice President, TREDCO for Engineering Industries

**Mohamed ElSherif:** CEO, LOGIC Management Consulting

**Aly Wally:** Senior Director; LOGIC Management Consulting

\*This list is not final and will be further updated before the workshop

