



CONSUMER FINANCE LANDSCAPE – NEW LAW IN THE MAKING

WHY, WHAT, WHO AND HOW?

THE FRENCH CHAMBER OF COMMERCE AND INDUSTRY IN EGYPT

SEMINAR ON CONSUMER FINANCE

DATE: MONDAY 3 DECEMBER 2018

VENUE: FAIRMONT NILE CITY

TIME: From 18:00 until 20:00



THE DEBATE

As Egypt's financial regulators are focusing their attention on the issue of regulating non-banking consumer credit and installment sales, which has been witnessing rapid growth over the past few years,

... and in light of a law being currently drafted for that purpose, considered to be a first in Egypt in that regards,

The CCI Française en Egypte's Legal Committee is organizing this seminar for all those involved in the financial sector, retail sales, the legal profession interested to know more and discuss this new regulatory regime about to be introduced in the country.

The following will be addressed:

- **WHAT IS REALLY NON BANKING CONSUMER FINANCE IN THE EGYPTIAN CONTEXT?**
- **INSTALLMENT SALES VS. CONSUMER FINANCE**
- **WHAT REALY NEEDS TO BE REGULATED?**
- **WHO IS TARGETED BY THE NEW CONSUMER FINANCE LAW (IN THE MAKING)?**
- **ARE EXISTENT PLAYERS TAKING THE RIGHT STEPS TO ENSURE RESPONSIBLE LENDING TO CONSUMERS?**
- **IN CONSUMER FINANCE, HOW TO STRIKE A BALANCE BETWEEN CONSUMERS PROTECTION AND BUSINESS NEEDS?**
- **WHAT THE REST OF THE WORLD IS DOING ON THIS FRONT?**
- **RECOMMENDATIONS AND REQUESTS TO BE CONSIDERED BEFORE THE PROMULGATION OF THE NEW LAW ON CONSUMER FINANCE.**

SPEAKERS



Sherif Samy

He is a non-executive chairman of an asset management company, board member of the National Investment Bank, Egypt Ventures, Orange Egypt and GB Auto. He has recently completed a four year term as chairman of Egypt's Financial Regulatory Authority where he achieved a major legislative and regulatory leap in capital markets, insurance, mortgage, leasing and factoring, in addition to championing the first microfinance law and the first online secured lending guarantees law. Sherif served on the board of the Central Bank of Egypt and the National Payments Council. Prior to that he was the managing director of Banque Misr's investment arm (Misr Capital) and served on the boards of Banque Du Caire and the Investment Authority (GAFI).



Aly El Shalakany

A practicing lawyer in Egypt as well as a qualified solicitor of England and Wales. He joined Shalakany Law Office from Linklaters LLP in London, whom he joined at the start of his legal career as a trainee solicitor. Aly has been consistently recognized as a leading lawyer by the top ranking firms over the past decade as a result of working on a range of "pathfinder" transactions within the Egyptian jurisdiction. Aly specializes in finance, projects and M&A work with a particular industry focus on the energy & infrastructure sectors.



Walid Hassouna

Chief Executive Officer of EFG Hermes Finance, additionally non-executive director of Tanmeyah microenterprises and EFG Hermes Leasing, Vice Chairman of EFG-EV fintech accelerator, and director of Karm solar and Kazyon hard discount stores. Prior to joining EFG Hermes in 2016, he was General Manager and Head of Structured Finance and Investment Banking at Bank Audi. He closed structured & project finance transactions in excess of USD 15 billion over a seventeen-year banking career that began at Misr International Bank. He was also Head of structured finance and syndication in Banque Misr where he successfully managed to top the league table of the MENA region in syndicated loans. He graduated from Cairo University with highest honors and holds an MBA from J. Mack Robinson College of Business, Georgia State University.



Arig Ali

Head of the Legal Committee
CCI Française en Egypte

Arig Ali is a partner in the Corporate, Mergers and Acquisitions and the Capital Markets Departments of Zaki Hashem Law Firm. She joined the firm from Trowers & Hamblins LLP where she worked for twelve years in London, Manchester and Cairo offices. In addition to her qualification as an English solicitor before the Supreme Court of England and Wales (since 2009), she is also admitted before the Egyptian Bar Association (currently admitted before the Court of Appeal). Ms. Ali has more than seventeen years' experience, working in both, the UK and Egypt. She has been constantly recognized for her work in the Commercial, Corporate, and M&A practices by the Legal 500 and by IFLR1000 as a Highly Regarded Lawyer.