



**15<sup>th</sup>** 2025  
EGYPT  
CSR & Sustainable  
Development Forum

07-10  
MAY  
TOLIP  
Resort El Gouna, Egypt



Take Your  
**Sustainability  
Leadership Skills**  
To The  
**Next Level**

**Skill Rise : Advancing Capacity For Tomorrow**

STRATEGIC PARTNER



CO- PARTNER



F&D TRANSFORMATION PARTNER



CLIMATE TECH PARTNER



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KNOWLEDGE PARTNERS



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# The 15th CSR and Sustainable Development Forum

## INTRODUCTION

In alignment with the directives of His Excellency President Abdel Fattah El-Sisi, the Egyptian government is actively pursuing sustainable development across all sectors as part of Egypt's Vision 2030 which aims to mobilize and unify efforts at various levels, fostering integration among stakeholders and international institutions to enhance sustainable economic growth while considering social and environmental dimensions. Thereby accelerating sustainability achievement, ensuring equitable distribution of development benefits for current and future generations.

The 15th edition of Egypt CSR and sustainable development Forum, themed "Leadership towards Sustainable Impact and Growth", highlights the critical role of effective leadership in promoting sustainable development. The forum will present mechanisms and strategies that assist decision-makers in implementing sustainability standards and integrating supply chain partners into this approach, thereby enhancing corporate vision and team performance, strengthening institutional capabilities, and improving workforce efficiency to navigate evolving challenges.

Throughout its days, the forum will discuss a wide number of various topics to harmonize concepts and frameworks guiding organizations toward sustainability, with an emphasis on the tangible benefits that accrue to business owners and decision-makers, including increased productivity, cost reduction, and expanded market access. Moreover, through interactive roundtables, the forum will spotlight sectors confronting continuity and survival challenges.

This year, the forum addresses Key topics including; the integration between sustainability standards and the ambition towards the new industrial revolution SUS 4.0 and INDUS 5.0, as well as the latest technological tools and digital solutions that enhance environmental and social performance as the evolution of sustainability standards relies significantly on advanced technology for precise measurement and impact assessment.

Additionally, the forum will feature diverse discussions on the role of Six Sigma tools and techniques in driving sustainability, how to foster the knowledge capital and what is the importance of sustaining institutional knowledge. In addition to exploring sustainable finance evolving concepts and challenges, effective financing tools, and the mechanics of the carbon credits market growth, alongside sustainability bonds and sukuk, which serve as bridges between environmental investments and local capital markets.





The forum will also shed light on CSR empowerment strategies and activities as well as it will outline strategies for accessing new markets and boosting export rates, addressing quality standards compatible with environmental sustainability, and showcasing successful experiences of sectors that have significantly enhanced Egyptian exports and sustainability frameworks.

The forum provides an intensive program of practical and insightful workshops and experts' talks by global, regional, and local professionals from top consulting firms and organizations with relevant experience. It will cover topics such as ESG, COSO Framework, Carbon Footprint Measurement, and Responsible Finance. Other areas of focus will include the Carbon Border Adjustment Mechanism (CBAM), Social Value measurement and reports, the Climate-related Financial Disclosure Framework (TCFD), EDGE, Environmental Product Declaration (EPD), GHG Protocol standards, green supply chains, and green export standards. It is worth noting that the forum has served as the largest interactive platform for the business and sustainability community for over 10 years, aiming to raise awareness, build institutional capacity, and increase stakeholder engagement in Egypt's development. It gathers government bodies, the private sector, experts, civil society, and researchers, having achieved numerous successes, impactful partnerships, and influential initiatives in the previous editions.

## We Are Looking To Amplify The Partnership On SDGs Localization



### Stakeholder



More than 550 stakeholders from government, international organization, experts

### Action



More than 45 networking event matchmaking gathering during the past 10 years

### Impact



We launch 12 initiatives in collaboration with private sector, NGOs, and government to make viral impact on society

# OUR STORY



## SINCE 2014

The first platform that brings together those interested in sustainable development in Egypt to exchange experiences, unite efforts and build capacities.



## SINCE 2018

The first platform of its kind to unite individuals who are passionate about climate issues, the transition towards green economy, and mechanisms of procuring the essential funding to support these initiatives



## ESTEDAMA

### SINCE 2022

A professional platform focuses on delivering scientific content, studies, research, and reports that cater to various sectors in order to integrate sustainability standards and build capacities within them.



### SINCE 2023

The first social media platform to be launched in the Middle East that aims to spread the culture of sustainability through encouraging discussion among individuals interested in sustainable development



## CSR Egypt

### SINCE 2016

The first news portal that comprehensively reports on the social responsibility and sustainable development endeavors undertaken by private entities, civil society, and government.



### SINCE 2022

An interactive platform that shapes a shared vision among stakeholders in various sectors through targeted round table discussions



### SINCE 2023

A novel educational platform for kids that offers simplified cartoon based content on sustainable development concepts. The ultimate goal is to inculcate a culture of sustainability among future generations and encourage them to practice it in their daily lives.



## Susplanet

### SINCE 2023

The professional platform that encompasses all aspects of sustainable development. It offers a wide range of resources including events, news, articles, and research all in one location.





# FACT SHEET

**4,600**

## Interested Partners

CSR Egypt has successfully conducted activities and events that have contributed to enhancing sustainable development and institutional efficiency across various sectors by engaging more than 4,600 participants. The company has provided technical assistance, facilitated communication between involved parties, and promoted its activities related to social responsibility, sustainable development, green economy, and institutional capacity building.

**4**


## Initiatives

- Hemaya  
To confront the Covid 19 pandemic. It has served more than 250,000 families
- Marakeb Rezk  
Economic empowerment and supply chain support for small-scale fishermen
- Marakiz Estedama  
Women's economic empowerment initiative to support heritage and hand crafts
- Le Misr  
A health initiative to improve the quality of life of the Egyptian child institutional capacity building.

**260**

## Sponsors

Banking Sector



Private Sector



NGOs



**17**

## Goals

- Aiming to localize sustainable development goals achieving their 3 axis "economic, social and environmental"
- Sharing values in order to establish effective partnerships to maximize social impact
- Mobilizing efforts, assisting in the provision of financial resources, and raising awareness of climate issues

**945**

## Experts

- Governmental Entities  
More than 12 ministers inaugurated the events.
- Private Sector  
More than 850 speakers from business community.
- Banking sector  
More than 46 speakers from banking sector.
- Experts and consultants  
More than 37 experts and consultants.

**3,240**

## Days Of Impact

the company's workforce has been dedicated to fulfilling the company's vision and mission of fostering integration and development in the Arab Republic of Egypt and networking among stakeholders in order to achieve social impact and sustainable economic growth, advancing the welfare of all citizens, and improving their quality of life.

# PREVIOUS EVENTS

## Egypt CSR & Sustainable Development Forum



**DATE:** 2015  
**SPEAKERS:** 57  
**WORKSHOPS:** 4  
**ATTENDEES:** 750  
**SESSIONS:** 10  
**DAYS:** 2



**DATE:** 2016  
**SPEAKERS:** 56  
**WORKSHOPS:** 4  
**ATTENDEES:** 1000  
**SESSIONS:** 10  
**DAYS:** 2



**DATE:** 2017  
**SPEAKERS:** 54  
**WORKSHOPS:** 5  
**ATTENDEES:** 1500  
**SESSIONS:** 8  
**DAYS:** 2



**DATE:** 2017  
**SPEAKERS:** 22  
**WORKSHOPS:** 4  
**ATTENDEES:** 650  
**SESSIONS:** 4  
**DAYS:** 1



**DATE:** 2018  
**SPEAKERS:** 63  
**WORKSHOPS:** 7  
**ATTENDEES:** 1750  
**SESSIONS:** 7  
**DAYS:** 2



**DATE:** 2018  
**SPEAKERS:** 17  
**WORKSHOPS:** 2  
**ATTENDEES:** 450  
**SESSIONS:** 3  
**DAYS:** 1



**DATE:** 2018  
**SPEAKERS:** 16  
**WORKSHOPS:** 3  
**ATTENDEES:** 350  
**SESSIONS:** 3  
**DAYS:** 1



**DATE:** 2019  
**SPEAKERS:** 58  
**WORKSHOPS:** 4  
**ATTENDEES:** 1200  
**SESSIONS:** 11  
**DAYS:** 2



**DATE:** 2019  
**SPEAKERS:** 20  
**WORKSHOPS:** 1  
**ATTENDEES:** 300  
**SESSIONS:** 4  
**DAYS:** 1



**DATE:** 2020  
**SPEAKERS:** 35  
**WORKSHOPS:** 6  
**ATTENDEES:** 400  
**SESSIONS:** 3  
**DAYS:** 1



**DATE:** 2021  
**SPEAKERS:** 50  
**WORKSHOPS:** 3  
**ATTENDEES:** 750  
**SESSIONS:** 5  
**DAYS:** 1



**DATE:** 2022  
**SPEAKERS:** 36  
**WORKSHOPS:** 6  
**ATTENDEES:** 300  
**SESSIONS:** 5  
**DAYS:** 4



**DATE:** 2023  
**SPEAKERS:** 35  
**WORKSHOPS:** 13  
**ATTENDEES:** 500  
**SESSIONS:** 4  
**DAYS:** 4



**DATE:** 2024  
**SPEAKERS:** 35  
**WORKSHOPS:** 13  
**ATTENDEES:** 500  
**SESSIONS:** 4  
**DAYS:** 4





# PREVIOUS EVENTS

## Egypt Business Solutions Summit



DATE : 2022  
SPEAKERS : 40  
WORKSHOPS : 4  
ATTENDEES : 750  
SESSIONS : 5  
DAYS : 1



DATE : 2023  
SPEAKERS : 38  
WORKSHOPS : 2  
ATTENDEES : 500  
SESSIONS : 5  
DAYS : 1



DATE : 2024  
SPEAKERS : 35  
EXPERT TALKS : 7  
ATTENDEES : 620  
SESSIONS : 4  
DAYS : 1

## Green Economy Forum



DATE : 2019  
SPEAKERS : 26  
WORKSHOPS : 8  
ATTENDEES : 150  
SESSIONS : 8  
DAYS : 3



DATE : 2020  
SPEAKERS : 35  
WORKSHOPS : 1  
ATTENDEES : 500  
SESSIONS : 5  
DAYS : 1



DATE : 2021  
SPEAKERS : 30  
WORKSHOPS : 5  
ATTENDEES : 750  
SESSIONS : 4  
DAYS : 1



DATE : 2022  
SPEAKERS : 35  
WORKSHOPS : 4  
ATTENDEES : 550  
SESSIONS : 5  
DAYS : 1



DATE : 2023  
SPEAKERS : 30  
WORKSHOPS : 3  
ATTENDEES : 500  
SESSIONS : 5  
DAYS : 1



DATE : 2024  
SPEAKERS : 30  
EXPERT TALK : 5  
ATTENDEES : 350  
SESSIONS : 3  
DAYS : 1



## ASD WEEK



DATE : 2017  
SPEAKERS : 70  
WORKSHOPS : 4  
ATTENDEES : 120  
SESSIONS : 10  
DAYS : 4



DATE : 2018  
SPEAKERS : 130  
WORKSHOPS : 2  
ATTENDEES : 1500  
SESSIONS : 10  
DAYS : 4



DATE : 2019  
SPEAKERS : 36  
WORKSHOPS : 4  
ATTENDEES : 1500  
SESSIONS : 10  
DAYS : 4

# WHY YOU SHOULD ATTEND?



Open up to sustainability potential opportunities in sustainability .



Recognize your company's impact on the world.



Build multi-stakeholder and cross-sector partnerships



Capturing and sharing businesses sustainability insights and learnings.



Expand your sustainability connections and business network for future collaborations.



Be a part of detailed and in deep conversations with policy makers and sustainability professionals.



Connect with international, local experts, decision makers and stakeholders of CSR and sustainable development.



Know the stakeholders of development work in Egypt.



Learn how to prepare a professional sustainability report.



Training on the best practices in the sustainability field.



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## **TIME TABLE**

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**DAY One** : Sustainability Leadership

**DAY Two** : Sustainable Finance

**DAY Three** : Export & International Markets Penetration

**DAY Four** : Closing and Recommendations

**4**

Roundtables

**8**

Expert Talk

**26**

Workshops

**8**

Sessions





# This Year Themes

## CSR Track

- CSR Levels Pyramid.
- Collective CSR Strategies.
- Integrating CSR Empowerment Activities.
- Social Impact Standards & Reporting.
- Capacity Building for managing and measuring organization's social value.

## Sustainability Track

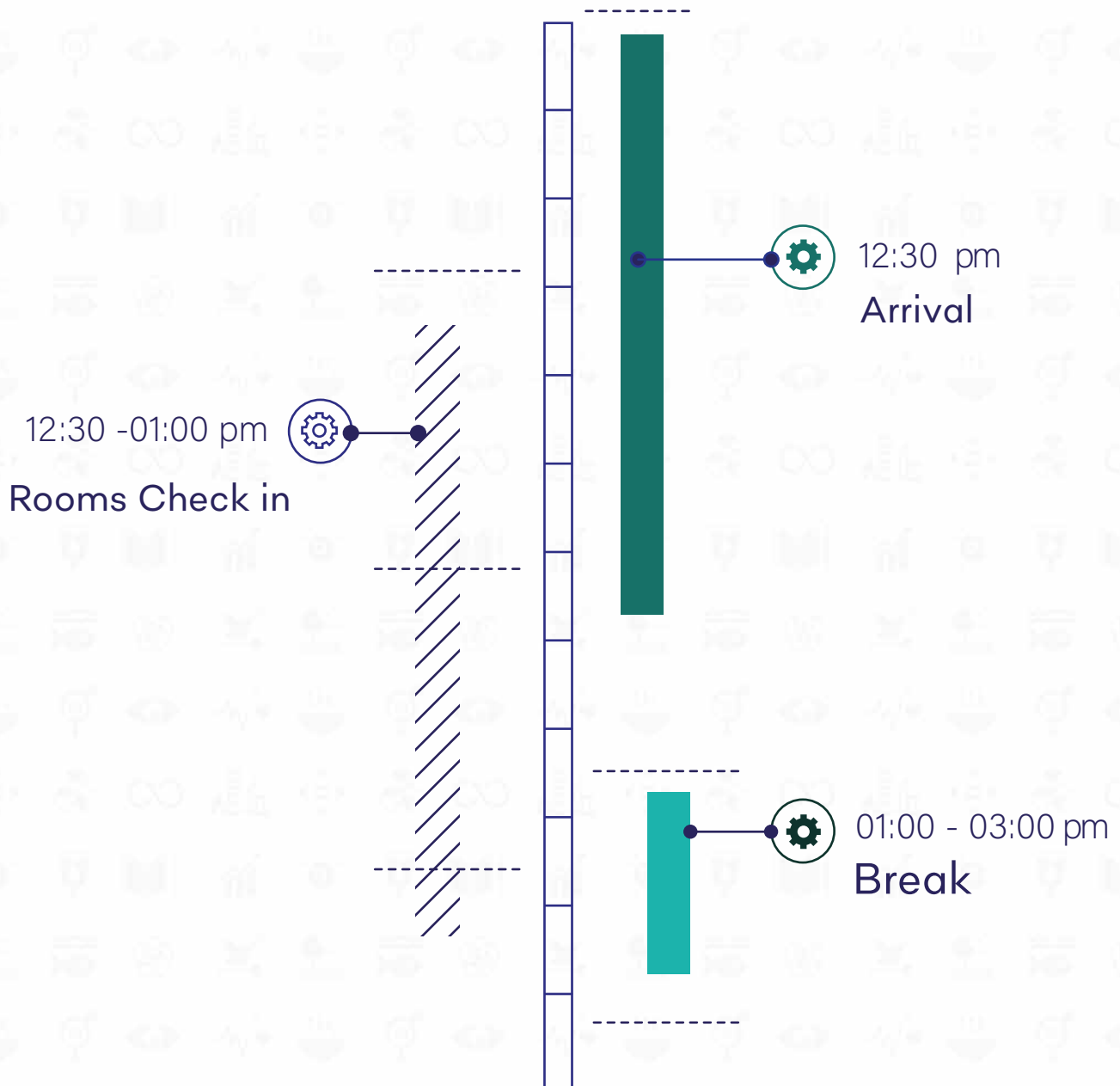
- Sustainability Leadership Principles.
- Digital Transformation.
- ESG.
- Measurement Technologies.
- Six Sigma.
- Knowledge Capital.
- Sustainable Finance.
- Carbon Markets.
- Sustainability Reporting & Frameworks.
- Export's Required Standards & Certificates.



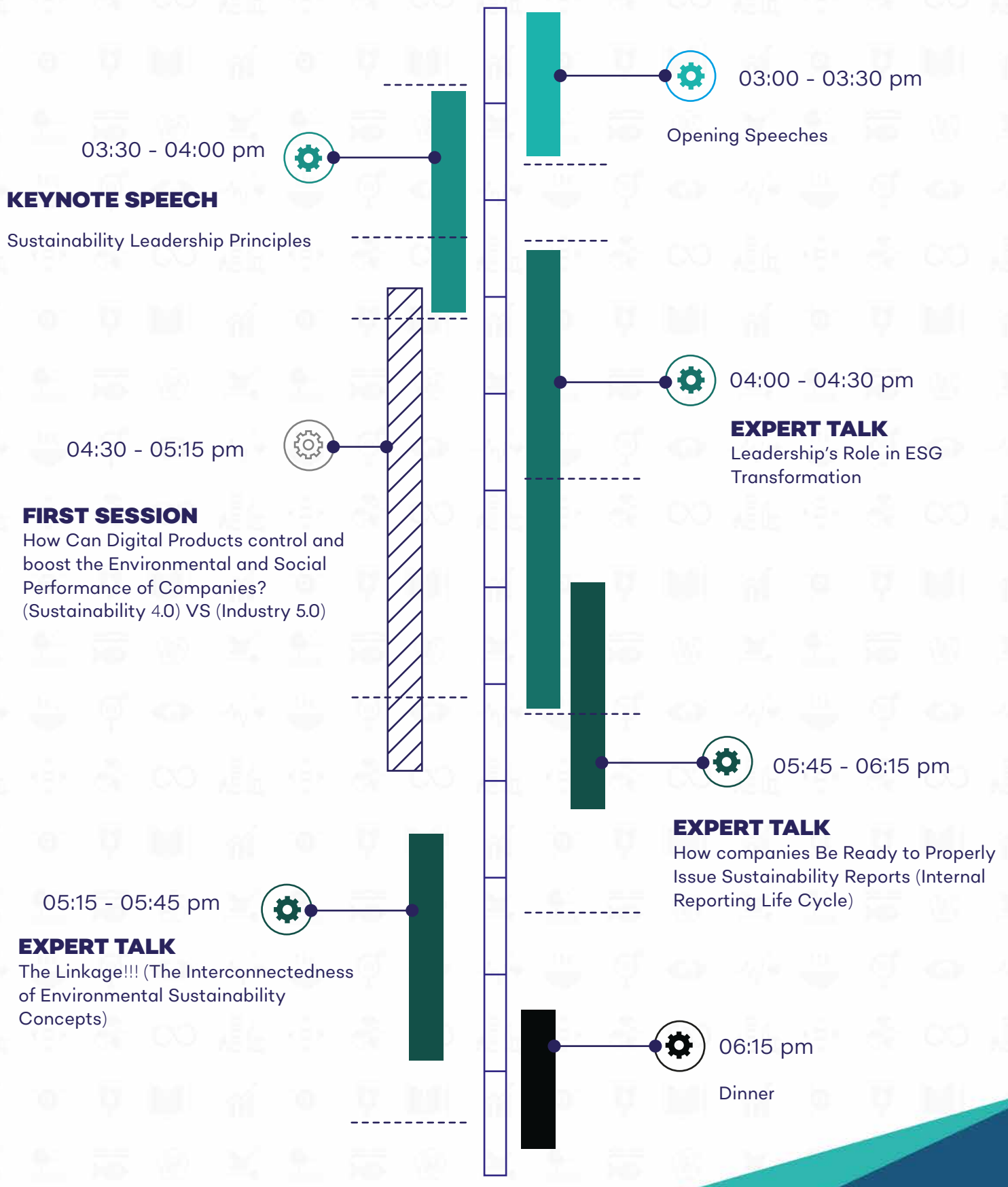
The diagram illustrates the relationship between two tracks and their common outcome. At the top, a banner reads 'This Year Themes'. Below it, two vertical columns represent the 'CSR Track' and the 'Sustainability Track'. The CSR Track lists five bullet points: 'CSR Levels Pyramid.', 'Collective CSR Strategies.', 'Integrating CSR Empowerment Activities.', 'Social Impact Standards & Reporting.', and 'Capacity Building for managing and measuring organization's social value.'. The Sustainability Track lists ten bullet points: 'Sustainability Leadership Principles.', 'Digital Transformation.', 'ESG.', 'Measurement Technologies.', 'Six Sigma.', 'Knowledge Capital.', 'Sustainable Finance.', 'Carbon Markets.', 'Sustainability Reporting & Frameworks.', and 'Export's Required Standards & Certificates.'. At the bottom, a central banner labeled 'Impact' has two curved arrows pointing towards it from the bottom of the CSR and Sustainability tracks, indicating that both tracks contribute to the overall impact.

## Impact

# DAY 1: Sustainability Leadership



# DAY 1 : Sustainability Leadership





# **DAY 1** : Sustainability Leadership

## **01 Opening Speech**

## **02 KEYNOTE SPEECH**

Sustainability Leadership Principles

**Speaker:**

- **Mr. David Brownlee**, CEO of The Brownlee Group LLC

## **03 EXPERT TALK**

Leadership's Role in ESG Transformation

### **Overview:**

In an era where environmental, social, and governance (ESG) considerations are reshaping the business landscape, effective leadership is crucial for successful organizational transformation. The talk explores how leaders can drive meaningful ESG integration, moving beyond compliance to create lasting sustainable value. Through practical insights, participants will understand the critical role leadership plays in embedding ESG principles into organizational strategy and operations emphasizing actionable approaches that leaders can implement immediately while maintaining a long-term perspective on sustainable business transformation.

**Speaker:**

- **Dr. Maali Khader**, Founder & CEO of Schema

## **04 FIRST SESSION**

How Can Digital Products control and boost the Environmental and Social Performance of Companies?  
(Sustainability 4.0) VS (Industry 5.0)

# DAY 1 : Sustainability Leadership

## Overview:

Digital transformation is currently playing a crucial role in the sustainability journey of institutions and business models, as it significantly contributes to enhancing performance efficiency, promoting sustainability practices, reducing costs, as well as improving operations, preserving the environment, and developing human capital. There has also been a great evolvement and accuracy in assessment, monitoring process, because of the advancements in measurement and reporting technologies, which positively reflect on growth rates, course correction, and maximizing the environmental and social impact of institutions, and various business models to ensure they achieve their goals and commitments to the environment and the SDGs.

This session will discuss the opportunities of digital transformation for building a more sustainable future for businesses, and how to leverage the advanced technologies to enhance sustainability performance and ESG reports with better quality and accuracy. It also showcases the most innovative technologies, including Artificial Intelligence (AI), the Internet of Things (IOT), automation, augmented reality, big data, and more.

As well as addressing emerging technologies, and how to integrate them with sustainability strategies and standards thereby empowering companies and institutions to enhance their operations, competitive capabilities, and environmental performance in order to ensure their sustainability.

## Key Topics:

- The role of technology in driving industrial leaps and sustainable development.
- The impact of digital transformation developments on institutional performance patterns.
- The latest tools and technological applications used in managing and measuring environmental and social impact.
- Mechanisms to integrate innovation strategies with business plans.
- Mechanisms of integrating digital transformation and institutional cultural for enhancing human capital efficiency.

## 05 EXPERT TALK

### The Linkage!!! (The Interconnectedness of Environmental Sustainability Concepts)

## Overview:

This Expert talk will show the complex connections between several key concepts in environmental sustainability popular and requested now a days including Life Cycle Assessment (LCA), Product Carbon Footprint, Environmental Product Declarations (EPD), the Carbon Border Adjustment Mechanism (CBAM), and Organizational Carbon Footprint.

# DAY 1 : Sustainability Leadership

Through this talk also will identify the interdependencies and synergies among the data required to meet the requirements of these concepts and opens discussion on how organizations may benefit from the Linkage between these concepts.

## Speaker:

- **Dr. Nasser Ayoub**, Managing Director of EPD MENA and CEO of EPD Egypt.

## 06 EXPERT TALK

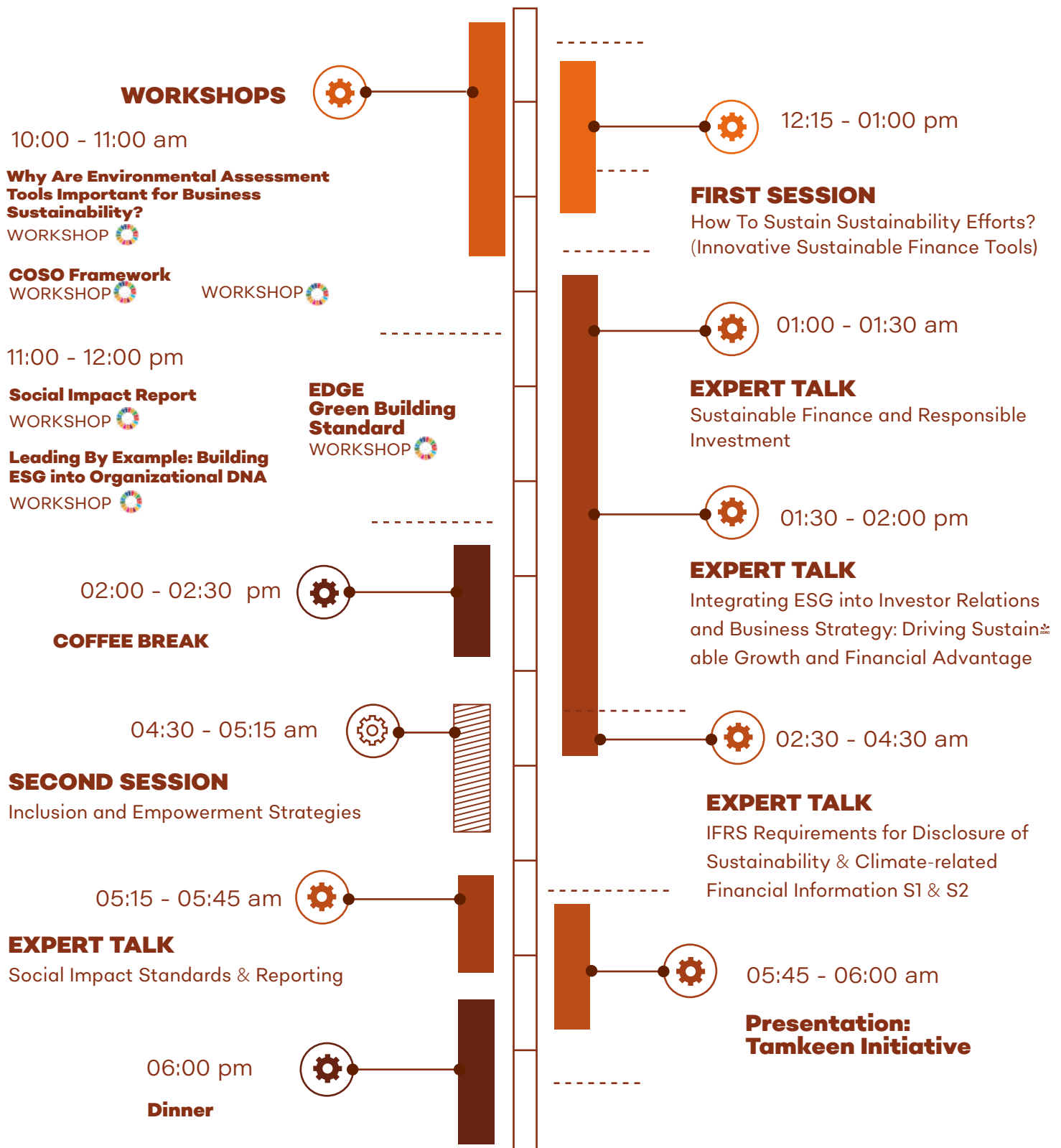
How companies Be Ready to Properly Issue Sustainability Reports (Internal Reporting Life Cycle)

## Speaker:

- **Dr. Ehab Shalaby** ,CEO of Dcarbon



# DAY 2 : Sustainable Finance



# DAY 2 : Sustainable Finance

## 01 WORKSHOPS

**Why Are Environmental Assessment Tools Important for Business Sustainability?**  
WORKSHOP 

**Expert: Dr. Nasser Ayoub,**  
Managing Director EPD MENA  
and CEO EPD Egypt

**Social Impact Report**  
WORKSHOP 

**Expert: Ms. Isabelle Parasram OBE,**  
Chief Executive Officer of The  
Institute for Social Value -  
Social Value UK.

**COSO Framework**  
WORKSHOP 

**Expert: Mr. Haytham Torkey,**  
CEO and Managing Partner at  
United Accountants Member of  
Nexia International

WORKSHOP 

**Leading By Example Building ESG into Organizational DNA**  
WORKSHOP 

**Expert: Dr. Maali Khader,**  
Founder & CEO of Schema

**EDGE Green Building Standard**  
WORKSHOP 

**Expert: Ms. Eleni Polychroniadou,**  
CEO and co-founder of Sintali

## 02 FIRST SESSION

How To Sustain Sustainability Efforts? (Innovative Sustainable Finance Tools)

# DAY 2 : Sustainable Finance

## Overview:

The shift towards a low-carbon economy has become a necessity and a priority on the countries' agendas to ensure sustainable growth and build their capacities to withstand and face the challenges of climate change. Therefore, there are increasing efforts by the Egyptian government and local and international development partners in order to provide innovative financial tools and enhance ways of mobilizing capital towards climate-related activities and industries that promote sustainability and minimize negative environmental impacts.

In recent years, carbon markets have emerged as one of the most widespread and effective tools for securing the funding needed for green transformation as well as sustainable bonds (which include green, social, sustainability, and sustainability-linked bonds) are experiencing increasing demand both regionally and internationally, aligned with the growing interest in achieving the SDGs and tackling the challenges of climate change. Therefore, Egypt is keen to strengthen its position as a regional leader in sustainable financing by issuing more green and social bonds, as well as sustainability sukuk, as a fundamental step in its journey towards a green and sustainable future.

Thus, the session addresses the key factors to ensure the success of carbon markets, the mechanisms for achieving transparency and financial integrity in carbon markets, and. The session also focuses on the pivotal role of the financial sector as a funder and trader of carbon credits, in addition to the guidelines for sustainability bonds and sukuk, and how they align with local contexts.

## Key Topics:

- The key drivers of carbon markets growth.
- Overview of financial products and tools capable of flourishing sustainability and development efforts.
- Opportunities to expand the sustainable bond market and issuances by sovereign and corporate issuers in developing countries.
- Best international practices in issuing these bonds.
- How can the sustainable bonds' proceeds be used to build strong local capital markets?
- How to enhance collaboration with international partners and financial institutions to support R&D and investment in producing green hydrogen?

## 03 EXPERT TALK

Sustainable Finance and Responsible Investment

### Suggested Speaker :

**•Dr. Prasad Modak ,**

Executive President of Environmental Management Centre  
LLP (EMC)



## DAY 2 : Sustainable Finance

### 04 EXPERT TALK

Integrating ESG into Investor Relations and Business Strategy :  
Driving Sustainable Growth and Financial Advantage

#### Overview:

This talk will examine the growing influence of ESG on corporate strategy and investment decisions, as investors increasingly rely on ESG ratings to assess a company's long-term resilience and credibility. With regulatory oversight becoming more stringent, businesses must strengthen risk management, compliance, and overall performance. By connecting sustainability initiatives to financial outcomes, the session will provide actionable strategies for attracting investment, enhancing corporate reputation, and seizing new market opportunities.

It will also explore the expansion of ESG-driven fixed-income markets, demonstrating how strong ESG ratings can help issuers reduce the cost of capital and secure better financing terms by mitigating risk and increasing investor confidence.

#### Speaker:

- **Mr. Paolo Casamassima** ,  
CEO at MEIRA (Middle East Investor Relations Association)
- **Dr. Maali Khader** ,  
Founder & CEO of Schema

### 05 EXPERT TALK

Expert Talk: IFRS Requirements for Disclosure of  
Sustainability & Climate-related Financial Information S1 & S2

#### Overview:

Nowadays, it's a critical factor to ensure your company's compliance with current and future regulatory requirements in the areas of sustainability and climate in order to maintain a successful business model.

## DAY 2 : Sustainable Finance

During this talk you will gain an in-depth understanding of the Reporting Standards (IFRS S1, IFRS S2) methodology, it also will interpret the requirements of the IFRS S1 (Sustainability Reporting – General Requirements) and IFRS S2 (Climate-related Disclosures) standards, which aim to improve the quality and comparability of information about the impact of organizations' activities on sustainability and climate.

The talk will discuss how to use IFRS S1 and S2 reporting to manage risks related to sustainability and climate, as well as to develop strategies and management decisions.

Moreover, it will explain how to assess the impact of business strategies on sustainability and climate, and propose ways to optimize and improve, in addition to the mechanisms of analyzing data and transforming it into a structured report that reflects the economic, environmental, and social aspects of an Organization's operations.

### Speaker:

• **Mr. Haytham Torkey,**  
CEO and Managing Partner at United Accountants Member  
of Nexia International

## 06

### SECOND SESSION

#### Inclusion and Empowerment Strategies

### Overview:

CSR agenda has become a vital component of a company's success. Therefore, this session will expand your understanding and update visionary companies committed to CSR, the best activities strengthen communities and people empowerment and the effective inclusion strategies.

It also will discuss the CSR empowerment activities and highlights the importance of the positive effect they have on society by way of improving health, education and skills of the individuals and local communities.

The session will explore the diverse four levels and types of CSR pyramid including; environmental responsibility, ethical/human rights duty, philanthropic responsibility, and economic responsibility. In addition to unveiling the key factors that can revolutionize your branding efforts while creating a positive social impact.

### Key Topics:

- What are the 4 major types and levels of CSR?
- The best practices of creating a successful inclusion and empowerment strategy.
- How to achieve integration between different CSR empowerment programs and activities?
- What are the latest tools and methodologies for measuring and monitoring the SROI?

## **DAY 2 : Sustainable Finance**

**07**

### **Expert Talk:**

Social Impact Standards & Reporting

#### **Speaker:**

- **Ms Isabelle Parasram OBE**,  
Chief Executive Officer of The Institute for Social Value  
(Social Value UK)

**08**

### **Presentation: Tamkeen Initiative**

# DAY 3: Export and International Markets Penetration

## WORKSHOPS

09:30 - 10:30 pm

**Why Are Environmental Assessment Tools Important for Business Sustainability?**  
WORKSHOP

**Leading By Example: Building ESG into Organizational DNA**  
WORKSHOP

10:30 - 11:30 pm

**Social Impact Report**  
WORKSHOP

**EDGE Green Building Standard**  
WORKSHOP

WORKSHOP

**COSO Framework**  
WORKSHOP

11:30 - 12:45 pm

**Prayer Break**

02:45 - 03:30 pm

## SECOND SESSION

Green Supply Chain and Green Materials

03:30 - 04:00 pm

**Coffee Break**

01:00 - 02:15 pm

## FIRST SESSION

Mechanisms of Opening New Markets and Increasing Export Rates - Quality Standards and Certifications Aligned with Environmental Sustainability Standards

02:15 - 02:45 am

## EXPERT TALK

CBAM, Its Role In Unlocking New Markets, and the Economic Impact It Will Have On Egypt and MENA

## Sustaining Sectors

- Sustainability of the construction and building sector.
- Sustainability of the Agricultural Manufacturing Sector.
- Sustainability of the fertilizers and petrochemicals sector.

07:00 pm

**Dinner**



# DAY 3: Export and International Markets Penetration

## 01 WORKSHOPS

### **Why Are Environmental Assessment Tools Important for Business Sustainability?**

WORKSHOP 

**Expert: Dr. Nasser Ayoub,**  
Co-Founder and CEO of EPD  
Egypt.

### **Leading By Example Building ESG into Organizational DNA**

WORKSHOP 

**Expert:**  
**Dr. Maali Khader, Founder &**  
CEO of Schema

WORKSHOP 

### **Social Impact Report**

WORKSHOP 

**Expert:**  
**Ms. Isabelle Parasram OBE,**  
Chief Executive Officer of The  
Institute for Social Value (Social  
Value UK)

### **EDGE Green Building Standard**

WORKSHOP 

**Expert:**  
**Ms. Eleni Polychroniadou,**  
CEO and co-founder  
of Sintali

### **COSO Framework**

WORKSHOP 

**Expert:**  
**Mr. Haytham Torkey,**  
CEO and Managing Partner  
at United Accountants  
Member of Nexia  
International

## 02 FIRST SESSION

Mechanisms of Opening New Markets and Increasing Export Rates - Quality Standards and Certifications Aligned with Environmental Sustainability Standards

### **Overview:**

In light of Egypt's plan to reach \$100 billion in exports, as directed by President Abdel Fattah El-Sisi, along with the procedures and incentives adopted by the Egyptian government to encourage productive industries, enhance the efficiency of local companies, and boost the competitiveness of local products, there is an urgent need to develop and build an integrated system that keeps pace with rapid changes and aligns with global standards and specifications to carve out a space for itself and increase its ability to access and penetrate foreign markets.

## DAY 3: Export & International Markets Penetration

Therefore, the session will review mechanisms for opening new markets, the components for creating a supportive environment to empower local companies and boost their export capabilities, as well as the key certifications and accreditations that local companies need. Also, it highlights the most important promising sectors in Egypt for increasing exports and discuss their growth opportunities and sustainability. It will also shed light on these sectors and how to expand their activities, as well as the latest marketing strategies needed to enhance the reach of these products to international markets.

### Key Topics:

- Mechanisms of opening new markets for Egyptian exports and strategies for penetrating global markets.
- The key quality certifications and accreditations required to meet global specifications and environmental sustainability standards.
- Overview of the efforts made and the initiatives available to empower the private sector and increase exports.
- Drivers of growth for promising sectors to increase exports.
- Showcasing experiences and success stories of the Key Sectors That Have Increased Their Egyptian Exports Overseas.

## 03 EXPERT TALK

### CBAM, Its Role In Unlocking New Markets, and the Economic Impact It Will Have On Egypt and MENA

#### Overview:

The European Union's Carbon Border Adjustment Mechanism (CBAM) will impose a cost on carbon emissions for imported goods starting in 2026. This development could significantly disrupt trade flows between Egypt, North Africa, and the EU, particularly since EU-bound exports account for approximately 25% of Egypt's total exports. The implementation of the CBAM presents both challenges and opportunities, as the region grapples with its impact on key industries and the broader economic landscape. The policy will not only influence trade but also spark a shift in industrial strategies, environmental policies, and diplomatic relations across MENA countries.

This talk will delve into the CBAM's potential effects on Egypt and North Africa, exploring industry responses to the carbon cost, regional adaptations, and policy evolution in response to these changes. It will examine how MENA countries are addressing the challenges posed by the CBAM and what future developments in international trade and policy might look like under this new mechanism.

#### Speaker:

- **Mr. Dan Maleski**, Lead CBAM Advisor | Environmental Markets Consultant at REDSHAW

## DAY 3: Export & International Markets Penetration

### 04 SECOND SESSION

#### Green Supply Chain and Green Materials

##### Overview:

As companies strive to align with global sustainability goals, adopting green supply chains and green materials has become essential to ensure the success and continuity of business models in light of the environmental, climate and economic challenges the world is witnessing. Therefore, the session reviews the most important companies and entities that provide green products and sustainable materials that are consistent with environmental sustainability standards. It focuses on the importance of shifting towards environmentally friendly materials, recycling, and ensuring building sustainable supply chains.

The session will explore how incorporating sustainable practices into the supply chain not only enhances environmental performance, but also increases operational efficiency, saves costs and creates competitive advantage. The session also addresses how the strategic use of green materials and responsible supply chain management can reduce the environmental footprint and ensure a more sustainable future.

##### Key Topics:

- How can companies integrate green supply chain practices and green materials into their operations?
- Examples of latest available materials that minimize environmental impact, such as recyclable, biodegradable, and renewable resources.
- What is the ROI of adopting green supply chain transformation?
- What is the impact of innovative technology on monitoring and transition towards green supply chain?
- Showcasing successful experiences and case studies of green and sustainable materials.
- What are the challenges of adopting green supply chain and the actionable strategies to overcome them?

##### Speaker:

- **MR. Hisham El-Gamal**, Chairman of the Benban Solar Developers Association (BSDA)
- **Dr. Mohammed Al Surf**, Co-Founder & Managing Director at Tilad Sustainability Co. and Founder & President of the Sustainability Professional of Saudi Arabia Association (SPSA)
- **Eng. Amr Nader**, CEO of A<sup>3</sup>&Co.

## **DAY 3:** Export & International Markets Penetration

# 05 **Sustaining Sectors**

### **Sustainability of the construction and building sector.**

(The industries of constructions, building materials, real estate, steel, cement, Paints, etc.)

### **Sustainability of the Agricultural Manufacturing Sector.**

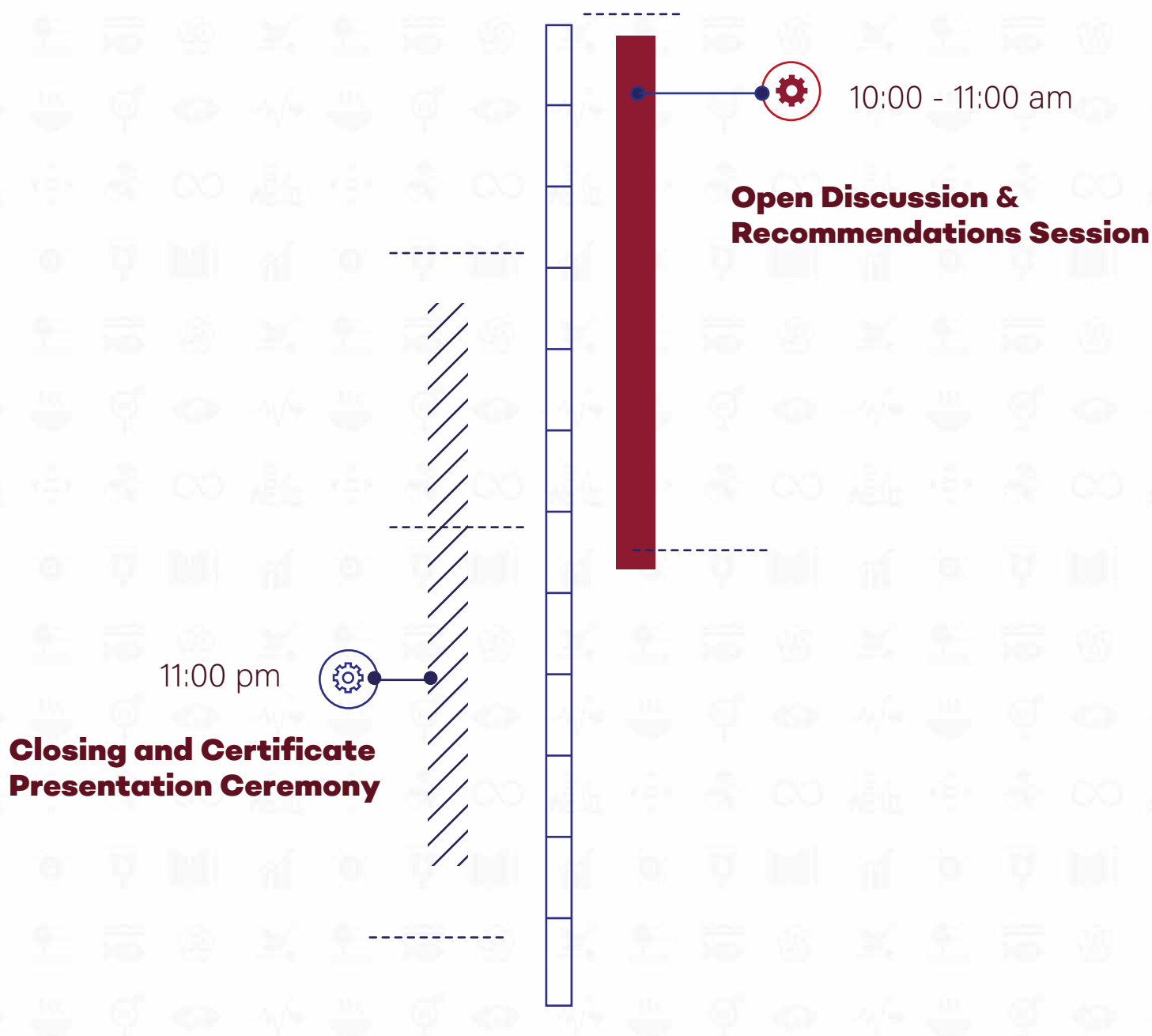
(The Sustainable agriculture, organic farming, and food & beverage industries)

### **Sustainability of the fertilizers and petrochemicals sector.**

(Propylene, Ethylene and its derivatives, Rubber, plastics, detergents, dyes, fertilizers, pesticides, textiles, solvents, cosmetics, pharmaceuticals, pipes, etc.)



## DAY 4 : Closing and Recommendations



# Attendance Fees

## Individual Attendance

### Full Package

- Accommodation
- Attendance

**30,000 EGP**

Attendance Only **15,000 EGP**

## Corporate (Brand Table) : ( 8 People )

Including logo on the table & social media announcement  
Logo on the main screen of the hall

### Full Package

- Accommodation
- Attendance
- Transportation

**275,000 EGP**

The Above Mentioned Prices are Excluding 14% VAT

# Sponsorship Packages

## Strategic Partner

**(1,400,000 EGP)**

- Web banner for 3 Months on [www.csregypt.com](http://www.csregypt.com)
- Web banner on sustainability newsletter 4 times
- Logo on the advertisements' panel in front of the conference venue
- Logo on all advertisement materials (Press and digital Ads)
- 30 seconds video to be played on screens in the conference venue
- Email shot campaign
- Presentation
- Logo on registration backdrop
- Logo on the backdrop
- Logo on the forum's website
- Logo on the forum's invitations
- Social media announcement
- 2 Corporate (Brand Table): (16 People), Including hotel reservation.

## Platinum Sponsor

**(1,000,000 EGP)**

- Web banner for 1 Month on [www.csregypt.com](http://www.csregypt.com)
- Web banner on sustainability newsletter 2 times
- Logo on the advertisements' panel in front of the conference venue
- Logo on all advertisement materials (Press and digital Ads)
- 30 seconds video to be played on screens in the conference venue
- Email shot campaign
- Logo on registration backdrop
- Logo on the backdrop
- Logo on the forum's website
- Logo on the forum's invitations
- Social media announcement
- 1 Corporate (Brand Table): (8 People), Including hotel reservation .

The Above Mentioned Prices are Excluding 14% VAT

# Sponsorship Packages

## Gold Sponsor (750,000 EGP)

- Logo on the advertisements' panel in front of the conference venue
- Logo on all advertisement materials (Press and digital Ads)
- 30 seconds video to be played on screens in the conference venue
- Logo on the backdrop
- Logo on the forum's website
- Logo on the forum's invitations
- Social media announcement
- 1 Corporate (Brand Table): (8 People), Including hotel reservation .

## Silver Sponsor (650,000 EGP)

- Logo on the advertisements' panel in front of the conference venue
- Logo on all advertisement materials (Press and digital Ads)
- Logo on the backdrop
- Logo on the forum's website
- Logo on the forum's invitations
- Social media announcement
- 1 Corporate (Brand Table): (8 People), Including hotel reservation .

The Above Mentioned Prices are Excluding 14% VAT



# MEET OUR SPEAKERS



**MR. DAVID BROWNLEE**

CEO, THE BROWNLEE GROUP LLC



**MS. ISABELLE PARASRAM OBE**

CHIEF EXECUTIVE OFFICER OF THE INSTITUTE FOR SOCIAL VALUE (SOCIAL VALUE UK)



**MS. MAALI KHADER**

CEO & FOUNDER OF SCHEMA



**MS. ELENI POLYCHRONIADOU**

CEO AND CO-FOUNDER OF SINTALI



**MR. DAN MALESKI**

LEAD CBAM ADVISOR, ENVIRONMENTAL MARKETS CONSULTANT AT REDSHAW



**DR. NASSER AYOUB**

MANAGING DIRECTOR OF EPD MENA AND CEO OF EPD EGYPT.



**MR. HAYTHAM TORKEY**

CEO AND MANAGING PARTNER AT UNITED ACCOUNTANTS MEMBER OF NEXIA INTERNATIONAL



**MR. PAOLO CASAMASSIMA**

CEO AT MEIRA (MIDDLE EAST INVESTOR RELATIONS ASSOCIATION)



**DR. MOHAMMED S. AL SURF**

CO-FOUNDER & MANAGING DIRECTOR AT TILAD SUSTAINABILITY CO. FOUNDER & PRESIDENT OF THE SUSTAINABILITY PROFESSIONAL OF SAUDI ARABIA ASSOCIATION (SPSA)



**MR. HAYTHAM TORKEY**

CEO OF DCARBON

# Previous Government Patronage



The Cabinet of Egypt



Ministry of  
Planning And Economic  
Development



Ministry of  
Social solidarity



Ministry of  
International Cooperation



Ministry of  
Trade And Industry



Ministry of  
Manpower



Ministry of Electricity  
And Renewable Energy



Ministry of  
Local Development



Ministry of Communications  
And Information Technology



Ministry of  
Environment



Ministry of  
Youth And Sports



# OUR PREVIOUS PARTNERS



## STRATEGIC PARTNER



القناة للسكر  
CANAL SUGAR

## CO- PARTNER



## F&D TRANSFORMATION PARTNER



## CLIMATE TECH PARTNER



## SOCIAL PARTNER



## KNOWLEDGE PARTNERS



## SUPPORTERS



## MEDIA PARTNERS



## COMMUNICATION PARTNER



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CSR & Sustainable  
Development Forum

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**CSR Egypt**

**[www.susplanet.com](http://www.susplanet.com)**

## **Contact us :**

13 kamal Ibrahim, Lebanon st, Mohandiseen -Giza

01019011902 - 02 33444015

[info@egyptcsrforum.com](mailto:info@egyptcsrforum.com)

[www.egyptcsrforum.com](http://www.egyptcsrforum.com)