

# MENA BRITAIN

## TRADE EXPO 2017

10TH NOVEMBER  
QUEEN ELIZABETH II CENTRE, WESTMINSTER  
LONDON

### 2017 PROGRAMME

Friday 10th November 2017

Queen Elizabeth II Conference Centre, Westminster, London

#### Master of Ceremonies

Marina Wheeler QC

8:45 – 9:15 *Badge Collection & Coffee*

9:15 – 10:00 *Keynote & Doing Business with MENA*

Speakers: Sir Jeffrey Donaldson - PM Trade Envoy to Egypt  
Lord Risby - PM Trade Envoy to Algeria, House of Lords  
Rupert Gather - InvestUK

10:00 – 10:45 *Women in Business*

Speakers: Sabila Din - CEO & Founder Din Consultants, Chair - IoD City Financial Service Group  
Sue Millar - Partner, Stephenson Harwood LLP  
Stella Cox CBE - Managing Director, DDGI Limited  
Rana Adawi - Chairperson and Managing Director, Acumen Asset Management

10:45 – 11:15 *Coffee & Networking*

11:15 – 11:45 *SME & Young Executives*

Speakers: Elio D'Anna - Founder and the President, European School of Economics  
Steve Crosley - International Business Development Manager, UK Export Finance

11:45 – 12:15 *In Conversation, The Politics of Business*

Speakers: James Watt CVO - Former UK Ambassador to Egypt, Jordan and Lebanon  
Nadia Turki - Founder and President, International Academy of Media & Diplomacy

12:15 – 13:15 *Lunch and Networking*

13:15 – 14:15 *Egypt Focus: An Attractive Investment Destination*  
*hosted by British Egyptian Business Association (BEBA)*

Moderator: Dr. Ziad Bahaa Eldin, Lawyer and Former Deputy Prime Minister, Egypt

Speakers: Mohamed Farid, Chairman, Egypt Stock Exchange  
Stefano Gastaut, CEO, Vodafone Egypt

Helmy Ghazi, Managing Director - Head of Global Banking, HSBC Bank

Karim Helal, Country Director-Egypt, Colliers International & Chairman, ADIB Capital

Osama Toema, Senior Advisor to the Minister of Investment & International Cooperation and Head of Promotion Sector, GAFI

Vomic Shah, Regional Head for Business Development, UK Export Finance

14:15 – 14:45 *Egypt Focus: In-Conversation with*

Speakers: H.E. Nasser Kamel, Ambassador of the Arab Republic of Egypt to the UK & NI

Osama Toema, Senior Advisor to the Minister of Investment & International Cooperation and Head of Promotion Sector, GAFI

Khaled Abbas, Assistant to Minister, Ministry of Housing, Utilities & Urban Communities

14:45 – 15:30 *UAE Focus*

Speakers: Cris Martin St Valery - Consultant - UK, Links Group

Edmund O'Sullivan - Managing Director - EOS & Associates

Atul Pande - Director Products - Europe, Infrasoftware

15:30 – 16:00 *Tunisia Focus*

Speakers: Sami Bousselmi, Director, Foreign Investment Promotion Agency "FIPA-Tunisia"

Mourad Abdennadher, Director of Operations - Connectivity - Bulgin | Arcoelectric, Brands of Elektron Technology

16:00 – 17:00 *Refreshments & Networking*