



FORUM AGENDA

SUNDAY, 19 NOVEMBER

11:00- 10:00

Exhibition Opening & Tour

12:45 - 11:00

Opening Ceremony

(Green Theatre)

Welcome Note

Mr. Ossama Kamal – Chairman, Tradefairs International

Agreement Signing Benya Technology – Khazna

Keynote Addresses:

H.E. Counsellor Omar Marwan – Minister of Justice

Dr. Mohamed Farid – Chairman, Financial Regulatory Authority

H.E. Dr. Mohamed Maait – Minister of Finance

Sponsors Notes:

Mr. Ibrahim Sarhan – Chairman & CEO, efinance Investment Group

Mr. Mohammed Amin – Senior VP, (CEEMETA), Dell Technologies

Mr. Yaser Shaker – CEO, Orange Egypt

Mr. Ahmed Mekky – Chairman, Benya Technology

Mr. Khaled Fawzy – Country Manager, Fortinet Egypt, Liby & Sudan

Mr. Collin Hu – President Enterprise & Cloud Business, Huawei North Africa

Mr. Mohamed Al Mofty – CEO, ICT Misr

14:00 - 13:00

Key Steps to Prepare for Emerging Threats in 2024

(Purple Theatre)

Moderator: Mr. Mohamed Naguib – Head of Information Security Risk, ABE

Panelists:

Mr. Charbel Diab – VP Middle East, Africa, Turkey& India, PROMON

Mr. Muhammad Eissa – Senior Regional Consultant iMETA, LogRhythm

Mr. Ahmed Bahgat – Head of Business Development, Enterprise line of Business, Orange Egypt

Mr. Mahmoud Ebied – IT & Cloud Operations Senior Manager, efinance

Mr. Hatem Sherif – Networks Regional Solution Engineer, F5

14:00 - 13:00

The New Era of Data: Opportunities in Hyperscale Data Center Development

(Green Theatre)

Moderator: Dr. Nagui Anis - CEO Data Centers, Benya

Panelists:

Mr. Tinboat Arslanouk - Senior Director Strategic Partnerships & Growth, Khazna

Mr. Hossam Eldin Abdelsalam - CEO & founder, I-sys

Mr. Ahmed Talaat - Lead Solution Engineer, VMware

Mr. Hazem Amer - Regional Alliances Director, META, Intel Corp.

Mr. Ahmed Haidara, Director of Global Engineering, GPX

Mr. Ahmed El Habashi - Territory Channel Manager KSA, Bahrain & Egypt, Netapp

Mr. Wesley Sui - VP of Solution Sales, Huawei Cloud Northern Africa

13:45 - 13:00

Tomorrow's Workforce: Future Proofing Higher Education

(Blue Theatre)

15:15 - 14:15

GRC Theory vs. Real Wisdom

(Purple Theatre)

Moderator: Mr. Wessam Maher - CISO, AUC

Panelists:

Ms. Abeer Khedr, Group Head - Cyber Security National Bank of Egypt / Chair of the Cyber Security Committee - Federation of Egyptian Banks

Ms. Rania El Roby - CISO, Banque Misr

Mr. Ahmed Abdullah - Territory Sales Manager Africa, Archer Technologies

Mr. Bishoy Wasfy - GRC Director, Cyshield

14:45 - 14:00

Cybersecurity Challenges in Higher Education

(Blue Theatre)

16:30 - 15:30

Ransomware Resilience for Financial Institutions: Strategies and Incident Response

(Purple Theatre)

Moderator: Mr. Ahmed Mekky - Head of Cyber Security, SAIB

Panelists:

Mr. Mohamed El Mofty - CEO, ICT Misr

Mr. Mostafa Mohamed Safwat - Regional Subject Matter Expert, Egypt and East Africa, Fortinet

Mr. Adel El Ansary - Senior Manager Solution Architect Egypt, Libya & Levant, Dell Technologies

Mr. Mahmoud Magdy - Chief Architect, Verto Wave

16:30 - 15:30

Real-time Analytics with Artificial Intelligence: Accelerating Decision-Making

(Green Theatre)

Moderator: Mr. Tarek Khalafallah - Head of Data Transformation, Orange Egypt

Panelists:

Mr. Ossama Salah - AI & Data Management Solutions Business Unit Director, ICT Misr

Mr. Karim Sheba Abdelhamid - Team Lead, Financial Services and Senior SE, Fortinet

Mr. Medhat Mahmoud - Chief Digital Transformation, Public services, Huawei Northern Africa

Dr. Walaa Wagih - Analytics and AI consultant and Solution Architect, I-sys

Mr. Tamer Abdelfatah - Director AI Business Unit, clickITS

16:15 - 15:15

The Generative AI Revolution: Fuel Digital Democracy

(Blue Theatre)

Moderator: Dr. Ashraf Abdel Wahab - Digital Transformation Director, Public Sector Egypt, SAP

Panelists:

Mr. Ahmed Eissa - AI Technology Manager, Link Development

Mr. Omar Sultan - CTO, HYVE Technology Consulting

Mr. Ahmed ElGhobary - Collaboration Lead, Cisco North Africa & Levant

Mr. Ahmed Assem - Head of IT & Cloud Systems, efinance

Mr. Renaud de Gonfreville - CEO & Cofounder, Ziwo

Mr. Reade Chen - Director of Cloud & AI Consulting Services, Huawei Cloud Northern Africa

17:15 - 16:30

AI between Threats & Opportunities from Higher Education Perspective

(Blue Theatre)

18:15 - 17:30

Workshop: MoHESR / AWS Capacity Building Program

(Blue Theatre)

Monday, 20 NOVEMBER

12:00 - 11:00

Cyber Resilience Journey

(Purple Theatre)

Moderator: Mr. Kareem Abd El Fatah - SOC Manager, AUC

Panelists:

Mr. Sherif Elhalawany - Information Security Management Head, CIB

Mr. Ayman Zaki - CISO, AAIB

Mr. Mohamed Wali - Senior Director Systems Engineering, Egypt & East Africa, Fortinet

Mr. Essam Ahmed - Regional Sales Director, LogRhythm

Mahmoud El Sobki - Cybersecurity Services Director, Cyshield

11:45 - 11:00

PAFIX Opening

(Green Theatre)

Welcome Note: Mr. Ossama Kamal - Chairman, Tradefairs International

Sponsor's Note: Mr., Ibrahim Sarhan - Chairman, efinance Investment Group

Keynote Speech: Mr. Rami Abounaga - Deputy Governor, Central Bank of Egypt

12:00 - 11:00

The Future of Satellite Communications - Small Satellites, Big Impact

(Blue Theatre)

Moderator: Mr. Khaled Sedrak - Managing Director, Q3 Ventures

Panelists:

Dr. Sherif Sedky - Egyptian Satellite Agency

Dr. Samy Shedid - CEO, Wattaneya Satellite

Mr. Gary Bray - Strategic Sales Director, ME Global Enterprise & Mobility, Inmarsat

Dr. Islam Abulmagd - Chairman, Egyptian Remote Sensing Agency

13:00 - 12:15

Building Fraud Resilience in the Digital Era: Threats & Awareness

(Purple Theatre)

Moderator: Dr. Marianne Azer - Former Member of Parliament

Panelists:

Mostafa Khedr - Fraud Combating General Manager, CBE

Ms. Faten Wehbi - Head of Risk, North Africa, Levant & Pakistan, Visa

Mr. Ahmed Ragheb - GM Fraud Risk Management, Banque Misr

12:30 - 11:45

From Branches to Bits: The Digital Banking Transformation

(Green Theatre)

Moderator: Dr. Rasha Negm - Head of Fintech & Innovation, CBE

Panelists:

Mr. Jacques Meyer - Former COO Tyme Bank, CPO Discovery Bank

Mr. Sherif El Beheiry - CEO, MDI

Mr. Tamer AL Mouj - Managing Director MENA, Codebase

13:15 - 12:15

Who drives Smart Cities? Technology Providers, Real Estate Developers, or Citizens?

(Blue Theatre)

Moderator: Dr. Moataz Hassouna - CTO, Midar

Panelists:

Mr. Amr Nour - CEO, IoT Misr

Dr. Mohamed Abdelfattah - Regional Subject Matter Expert, OT, Egypt, Libya & Sudan, Fortinet

Mr. Mohammed Fathy - Senior Sales Manager | Physical Security, Smart Cities, IoT & OEM Solutions, Dell Technologies

Mr. Mohammed Azmy Ateia - Director, Smart Cities, Business Complexes & Triple Play, Orange

Mr. Kamal Taher - VP operations, i2M Tech

Mr. Medhat Mahamoud - Chief Digital Transformation Public Services, Huawei Northern Africa

14:00 - 13:15

How to Build a Proactive Security Strategy with Risk-Based Vulnerability Management

(Purple Theatre)

Moderator: Mr. Kamal Kamel - Director Cybersecurity, Cloud & IP Engineering, Orange Panelists:

Mr. Amr Hussein - Cybersecurity BDM Saudi, Egypt, Libya & Levant, Dell Technologies

Mr. Ahmed Hussein Ali - Network Deputy Senior Manager, efinance

Mr. Akram Hamed - Cybersecurity Solutions Architect, Cisco Egypt

Mr. Louay Saleh - Cyber Security Senior Manager, National Bank of Egypt

Mr. Hossam Abdellatif - IT Director, El Delta Electronic Systems

13:30 - 12:45

Impact of Financial Inclusion Using Innovative Digital Financial Products on People's Wellbeing

(Green Theatre)

Moderator: Mr. Magdy Hassan - CEO, Taly

Panelists:

Mr. Sherif Lokman - Financial Inclusion Sub Governor, CBE

Mr. Alaa Farouk - Chairman, Agriculture Bank of Egypt

Mr. Ayman Hegazy - Chief Executive Officer, Allianz

Mr. Amr Abul Azm - Co-Founder, CEO, and Vice Chairman Irada Microfinance

14:30 - 13:30

Cloud Cost Optimization: Techniques and Tools for Optimizing Cloud Resource Utilization and Reducing Costs

(Blue Theatre)

Moderator: Dr. Amr Mahfouz - Executive Director, El Delta Electronic Systems

Panelists:

Mr. Mohamed Samy - Managing Director, SAP Egypt

Mr. Ahmed Adly - Senior Solution Engineer, VMware

Mr Wael Khalil - Sr. Advisor, Datacentres, Hosting & Cloud, Orange Egypt

Mr. Amr Salah Eldin - Infrastructure Deputy Sr. Manager, eFinance

Mr. Mahmoud Magdy - Chief Architect, Verto Wave

Mr. Hazem Amer - Regional Alliances Director META, Intel Corp.

16:30 - 15:30

Designing & Implementing Hybrid Cloud Solutions for Optimized Performance & Cost Efficiency

(Purple Theatre)

Moderator:

Panelists:

Mr. Haytham Abbas - CEO, TechLine Group

Mr. Ashraf Atef Gamal - Team Lead, Systems Engineering, Fortinet

Mr. Ayman El Marazky - Senior Manager Solution Architect KSA, Egypt, Libya & Levant, Dell Technologies

Mr. Roger Rafik - Head of Linux Systems & Service Delivery, I-sys

Mr. Ahmed Talaat - Lead Solution Engineer, VMware

Mr. Mohamed Elhoussini - Technical Sales Deputy Senior Manager, efinance

14:30 - 13:45

Digital Transformation 3.0

(Green Theatre)

Moderator: Mr. Mohamed Sabban, Chief Innovation & Strategic Development Officer Banque Misr

Panelists:

Mr. Ashraf Hegazy - Assistant Minister of Justice

Mr. Faisal Bahfi - Director International Business and Alliances, THIQAH

Dr. Ashraf Abdel Hafez - Assistant Minister of Planning for Digital Transformation, Ministry of Planning

17:30 - 15:00

Ministry of Education

(Blue Theatre)

12:00 - 11:00

How AI Will Serve as Both Friend and Foe to the SecOps Team

(Purple Theatre)

Moderator: Mr. Bahaa Othman - CISO, TechLine Group

Panelists:

Mr. Mohamed Elsharkawy - SecOps Subject Matter Expert, Egypt and East

Africa, Fortinet

Mr. Ibrahim Shamel - Cybersecurity Sales Manager, Cisco Egypt

Mr. Mohamed Elgarhy - Senior Presales Consultant, VMware

Mr. Ben Balthazar - Senior Security Engineer, PROMON

Mr. Osama Hijji - Group CISO, EFG Holding

11:45 - 11:00

AI Potential to Revolutionize the Way We Pay.

(Green Theatre)

Moderator: Mr. Shady Dagher - Country Manager, Areeba

Panelists:

Mr. Ahmed Rabea - Executive Manager, EBC

Mr. Islam Zikry - Group CFO, CIB

Ms. Cynthia Saab, Global VP, Digital Country Partnerships, Public Sector, Mastercard

Mr. Ali Elattar, Senior Technology Specialist, Microsoft Egypt

11:45 - 11:00

Digital Signature: Ensuring Security and Trust in the Digital Age

(Blue Theatre)

Moderator: Mr. Ezzat Ezz Eldin - Organizational Development and Business Transformation Consultant

Panelists:

Mr. Mohamed Kiwan - Egypt Trust

Mr. Hany El Moualed, MCDR

Mr. Mahmoud Ahmed - Executive Board Member, Fixed Egypt

Mr. Yehia Abdullah Aly - Customer Relations Director, El Delta Electronic Systems

Mr. Mohamed Zahran, Cyber Security Business Partner, eFinance

13:15 - 12:15

Advanced Techniques in AI-Powered Analytics: Exploring the Cutting Edge

(Purple Theatre)

Moderator: Mr. Hossam Megahed - Chairman, Eitesal

Panelists:

Dr. Ashraf Abdel Wahab - Digital Transformation Director, Public Sector Egypt, SAP

Mr. Ahmed Ossama - SW Engineering & AI Site lead, Dell Technologies Egypt

Mr. Senthil Kumar - Pre-Sales Technology Consultant, HP

Mr. Ahmed Hefnawy - AI Engineer, QSIT

Mr. Fissal Oubida - General Manager, Lexar

12:45 - 12:00

Driving Innovation in the Digital Financial Services, Moving to a Less Cash Society

(Green Theatre)

Moderator: Mr. Ossama Kamal - Chairman, Tradefairs International

Panelists:

Eng. Ehab Nasr - Assistant Sub-Governor Payment Systems & Services, CBE

Ms. Malak ElBaba, Country Manager, VISA

Mr. Ihab Dorra, Chief Consumer Banking & Digital Payments, Banque Misr

Mr. Mohamed Tharwat, Head of Retail Banking Group, Banque Du Caire

14:15- 13:30

Dark Stores: How Egypt's Entrepreneurs Are Revolutionizing Logistics

(Purple Theatre)

Moderator: Mr. Mohamed Mounir Al Ahwal - Managing Director, pmaestro

Panelists:

Mr. Ahmed Dewidar - Co-Founder & CTO Khazenly

Mr. Waleed Shabana - Co-Founder & CTO Rabbit

Mr. Amr Fawzi - CEO & Founder GoodsMart (TBC)

14:00 - 13:00

eKYC: Future & Impact of Customer Onboarding on financial Services

(Green Theatre)

Moderator: Mr. Walid Fouad - Senior VP EMEA, IDEMIA

Panelists:

Mr. Tamer Gadalla - CEO, EKYC company.

Mr. Hassan Maad - CEO, IDAKTO

Ms. Abeer Khedr, Cyber Security, National Bank of Egypt / Chair of the Cyber Security Committee - Federation of Egyptian Banks

Mr. Mouchine Yejjou, ID Program Director, General Directorate for National Security, Morocco

14:30 - 13:30

Edge Computing & IoT: Exploring the Role of Edge Computing in Supporting IoT Applications & Realtime Data Processing

(Blue Theatre)

Moderator: Dr. Moataz Hassouna - CTO, Midar

Panelists:

Mr. George Khayat - CEO, Interactivo Digital Platforms

Ms. Eman Khaled - Senior Principal, Telco & Edge Serviceability Engineering, Dell Technologies

Mr. Mohamed Abdallah - Cloud Infrastructure & Software Group (CISG) Leader, Cisco Middle East and Africa

Mr. Mohamed Mamdouh Farag - IT & Cloud Architect Deputy Sr. Manager, eFinance

15:00 - 14:15

How to Sell a Payment Card to a Cash Lover

(Green Theatre)

Moderator: Mr. Adel Mubarak - Head of Strategy - eFinance Investment Group

Panelists:

Mr. Mohamed El Shafie - Head of Retail Banking, CIB

Mr. Ahmed Assem - Head of Sales Banking, G+D

Mr. Omar ElMoataz - Country General Manager, NYMCard

Mr. Omar El Attar - Government Business Development Director, Visa

15:30 - 14:30

The 5G Impact on Everything

(Purple Theatre)

Moderator: H.E. Hany Mahmoud - Former Minister of ICT

Panelists:

Mr. Ashraf Salem - Principal Systems Engineer, Public & Telecom Team Lead, Fortinet

Mr. Emmanuel Coelho Elvi - Senior Wireless Marketing Director, Huawei

Mr. Walid Fahmy - Systems Engineering Leader, Cisco Egypt

Mr. Bassem Eissa - Senior Regional Telco Sales Manager, Dell Technologies

17:30 - 15:00

Ministry of Education

(Blue Theatre)

11:45 - 11:00

Leading The change - Nurturing Tomorrow's Leaders

(Green Theatre)

Moderator: Mr. Mohamed Mounir Al Ahwal - Managing Director, pmaestro

Panelists:

Magdy Hassan - CEO Taly for Digital Payments

Ayman Ismail - Associate Professor, American University in Cairo, Egypt

Heba Labib - Head of Innovation Sector - Nile University

Nelly Mahmoud - Chief Officer of Youth Services - Mint by EGBank

13:00 - 12:00

Technology for a Greener Future

(Purple Theatre)

Moderator: Mr. Mohamed Mounir Al Ahwal - Managing Director, pmaestro

Panelists:

Mr. Abir Leheta, CEO, Egytrans

Mr. Shehab ElOrabi, Managing Director, Hassan Allam Properties

Mr. Mahmoud Hamouda, Head of Strategic Initiatives, Banque Misr

Mr. Ziad Aladdin, Marketing Director, Paragon Developments

Mr. Adel Boseli, Co-Founder and Managing Partner, Cayesh

12:45 - 12:00

The role of Digital Financial Literacy & Non-Financial Services in Advancing Financial Inclusion

(Green Theatre)

Moderator: Ms. Nashwa Belal -Chief Technical Advisor, ILO

Panelists:

Mr. Khaled Bassiouny - General Manager Financial Inclusion, CBE

Dr. Abdel Aziz Nosier - Executive Director. Egyptian Banking Institute

Dr. Ahmed Hosny - BDS Hubs Director, Nilepreneurs

Praveen Agrawal - Country Director Egypt, World Food Program

13:45 - 13:00

The SME Effect on the Board Game:

(Green Theatre)

Moderator: Hany Moussa, Business Solutions. Director, efinance

Panelists

Mr. Bassel Rahmy CEO, MSMEDA

Mr. Mostafa Mounir - Entrepreneurship & MSME's Business Development, CBE

Dr. Ayman Ismail - Chair of Entrepreneurship & Founding Director, AUC V-Lab

Dr. Tamim Saleh - Senior Partner, Mckinsey

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