



Dr. Alia El Mahdi

Professor of Economics at the Faculty of Economics and Political Science, Cairo University

Dr. Alia El Mahdy graduated from the Faculty of Economics and Political Science at Cairo University in 1985. El Mahdy was awarded the State Prize for Excellence in Social Sciences in May 2021. Further, she has held various leadership positions, including Chairperson of the Egyptian Iron and Steel Association and its Executive Director from June 2019 to February 2021. She also served as Managing Director and Partner in the Egyptian Polls and Policies Consultancy Firm (Egypols) from 2015 to 2023. Previously,

she served as the Dean of the Faculty of Economics and Political Science from 2008 to 2011 and as Director of the Center for Economic and Financial Research and Studies from 2005 to 2008. She also led numerous policy research projects supporting ministries, national authorities, private sector companies, and international organizations. Besides, she contributed to drafting and revising the Labor Law of the year 2003, the SMEs Law of the year 2004, the Social Insurance Law of the year 2010, and drafting the new tax incentives for MSEs Law (No. 152) in 2020.



Farida Temraz

CEO and Creative Director / TEMRAZA

Temraz holds a bachelor's degree in integrated marketing communications, a double minor in business administration and psychology, and a master's degree in fashion communication.

Her fashion journey began with humble resources: \$300 and a sewing machine. Despite these humble beginnings, she founded a local brand and eventually became the leading designer in Egypt with her brand, Temraza. Temraza is well-known for designing luxury collections made with the finest materials and embroidery.

She played a key role in advancing the fashion industry by introducing fashion education at AUC under the name "Temraza Fashion Studio". She participated in Paris Fashion Week in Los Angeles and New York, and the brand has continued to show in Beirut, Dubai, and Kuwait. Temraza is the first Arab brand to receive the "Best Brand for Women's Fashion Designers" award at NYFW 2017. It has made an impact in the markets of Europe, America, and the Middle East.



Abeer Soliman

Script writer / storyteller - CEO Le Caire pour les Arts

Prof. Ghada takes various leading positions in state bodies. She has been an Economic Committee Member of the Egyptian House of Representatives. She also serves as a Teaching Professor of risk management and actuarial sciences at Cairo University. She has been holding the position of Teaching Professor of Internal Control and Risk Management at the National Anti-Corruption Academy. She was also appointed as an Advisor to the Minister of Youth and Sports for Entrepreneurship and Small Enterprises and a member of the Economic and Investment Committee at the Ministry of Youth. She was also hired as a Deputy Director of both the Master's and Professional Doctorate and Combating Violence Against Women Unit at Cairo University.

Further, she is an insurance expert registered at FRA's registry of insurance consultants. She holds a PhD in Risk Management, Insurance, and Actuarial Sciences, a Master's degree in Risk Management, Insurance, and Actuarial Sciences, a Fellowship from the National Defense College at Nasser Military Academy, and a Master's degree in Governance and Anti-Corruption from the Faculty of Economics and Political Science and the FRA.



Inji Borai

Vice President and Country Manager, Egypt, Mastercard"

Inji has more than 20 years of expertise in economics, management, and policy consultation, having held leading positions across several international, regional, and local organizations working for Dun & Bradstreet, Logic Management Consulting, and even co-founding her boutique management consulting firm, Acumen Consulting. As an Egyptian government veteran, Inji has been actively engaged in key national initiatives including the Egypt Vision 2030 Sustainable Development Strategy.

Borai is the Vice President and Country Manager of Egypt at Mastercard. In her role, Inji is responsible for leading Mastercard's strategy and operations to drive value creation in Egypt's payment ecosystem. Having joined Mastercard Egypt as a Senior Managing Consultant in 2020 Inji was instrumental in growing Mastercard's consulting delivery hub in Egypt to become 60-man strong. She has also driven the advisor-client services operations for Saudi, Bahrain, and Levant, before taking on the role of Principal for Advisors Client Services across the Eastern Europe, Middle East & Africa (EEMEA) region.



Jasmin Samy

Founding Partner, Washington for International Dev. and Shadow Sports Academy

Jasmin Samy is a Partner at the Washington for International Development Consultancy firm based in Seattle. Jasmin holds a Master of Laws from Indiana University. In 2018, after a long career in the development field, she decided to pursue sports entrepreneurship, specifically Squash, which she played as a junior in Cairo. Jasmin's keen connection with the sports circuit led her to identify gaps in present offerings at clubs and the private sector in terms of coaching and training. Building upon her experience as a seasoned project manager, Jasmin decided to start a company managing sports academies and events in partnership with world-renowned Squash Coach Emad Kouritam.

The company manages one of the largest Squash Academies in Cairo - Shadow Squash Academy is a leading center for training squash, mental coaching, and squash fitness. In 2021, Shadow Padel was born to serve Padel lovers with three new courts in the middle of Cairo.

Loujaine Abouyshady

Chief Business Officer and Board Member at Shadypack

Loujaine Abouyshady is an executive with a robust background spanning across FMCGs, e-commerce, and the banking sector. With a career marked by significant achievements and a commitment to excellence, Loujaine has cultivated a wealth of knowledge and expertise that she now brings to her role as Chief Business Officer and Board Member at Shadypack, a leading food, and pharmaceutical packaging company.

Loujaine's journey began at Unilever, a pivotal point where she honed her skills in trade marketing, sales, and market strategy. Her efforts led to significant growth for a number of prominent brands, setting the stage for her future successes. Her transition into e-commerce at Amazon allowed her to leverage digital platforms to enhance trade marketing and the creation of the Supermarket channel, resulting in notable increases in customer engagement.

Abouyshady holds a Master's degree in Economics in International Development with honors from the American University in Cairo. At Shadipack, Login oversees business operations, focusing on strategic growth, market expansion, and operational excellence.



Mai Abdelhalim

President, Africa, GE Vernova

Mai Abdelhalim is President, Africa for GE Vernova. She leads market development and coordinates customer engagement across GE Vernova's portfolio of businesses, where she also accelerates growth initiatives in Africa.

Mai is the first female to lead GE Vernova in the region, and she is the executive sponsor of the GEV Sustainability Network in Africa and a member of the Women in Renewable Energy network. Mai has a unique blend of expertise in various business verticals: power generation, renewable energy, electrification, digital and hydrogen solutions.

With a proven track record, she excels in bridging the gap between market needs such as electrification and decarbonization with cutting-edge technologies.

Before joining GE, Mai worked as a Senior Commercial Advisor in the US Department of Commerce FCS Office at the US Embassy in Cairo, and Economic Assistant to the US Consul General in Alexandria. During her time with the US Government, Mai was elected to represent all employees before the US Government Management. She holds a Bachelor's degree in Economics from the University of Alexandria, Egypt, and an MBA from South Wales University in the UK.



Mariam El Samny

Head of Consumer Banking, FABMISR

Mariam has 25+ years of banking experience managing large-scale banking operations and spearheading new market rollouts across multiple geographies. She is currently the Head of Consumer Banking at FABMISR, where she has led a major transformation of the business since joining in 2018.

Before that, she was with Bank Audi in Egypt as their Chief Consumer & Delivery Channels Officer (2017 – 2018); prior to her role with Bank Audi, Mariam worked in Dubai with the leading finance company, Dunia Finance (2006 – 2017), Mariam worked for ten years+ with the company, and she led several critical pillars for the company.

Prior to “Dunia Finance”, Mariam worked for Citibank (Egypt, UAE, Russia – 1997 – 2006) for 9 years, where she handled several key startup businesses during her stint. She began her career in marketing at Procter & Gamble, Egypt.

Mariam was awarded the ‘Women Achievement Award’ at the World Women Leadership Congress in India in 2015. She is a double MBA holder from University of Chicago and from the American University in Cairo.



Marwa Abbas

General Manager & Technology Leader -IBM Egypt

Marwa Abbas is a visionary leader with over 30 years of experience in the technology industry. She currently serves as the General Manager and Technology Leader at IBM Egypt. She began her career at IBM in 1994, demonstrating exceptional talent and dedication as she progressed through various impactful executive roles across Egypt, the Middle East, and Africa.

She began her career at IBM in 1994, demonstrating exceptional talent and a deep commitment that has been a constant throughout her journey. Her influential executive roles in Egypt, the Middle East, and Africa have consistently reassured and built confidence in her abilities.

She holds a Bachelor's degree in Computer Science and an MBA from the American University in Cairo. These technical and managerial qualifications are a testament to her competence, leadership, and excellence, leaving a lasting impression on all who work with her.

She is currently an independent board member at Beltone Holding and is accredited by the International Finance Corporation (IFC), part of the World Bank Group, as a Board Director.

In 2013, she led the launch of IBM's first digital sales center in the Middle East and Africa, reflecting her digital transformation trends, and was appointed as the first woman to hold the position of General Manager of IBM Egypt in January 2022.



May El Gammal

Group Chief Marketing & Communications Officer of EFG Holding

May El Gammal is an accomplished executive serving as the Group Chief Marketing and Communications Officer at EFG Holding, a trailblazing financial institution with a universal bank in Egypt and the leading investment bank franchise in the Middle East and North Africa (MENA). With extensive holistic experience in the financial industry and an unbridled passion for driving impact, she has established herself as a progressive marketing and communications leader. El Gammal holds a Bachelor of Applied Science (B.A.Sc.) degree from the American University in Cairo.

Moreover, she has pursued professional development opportunities, earning a diploma in Marketing from the International Advertising Association (IAA). She has also received certifications in ADP from the University of Chicago Booth School of Business and Digital Marketing Strategies, Data, Automation, AI, and Analytics from Northwestern University Kellogg School of Management.

Having joined EFG Holding in 2010, El Gammal witnessed and actively participated in the company's evolution from a regional investment bank to a global Financial Services Corporation. She was pivotal in shaping the company's growth strategy and executing successful marketing and communication campaigns.

Throughout her tenure, El Gammal has overseen the management of the entire brand portfolio, including the launch and management of renowned super brands such as Valu, MENA's leading universal financial technology powerhouse.



Dr. Nevine Abdelkhalek

Dean of the School of Continuing Education, Nile University

Dean of the School of Continuing Education at Nile University and served from 2008 to 2022 as the Vice President of ECG Engineering Consultants Group in Egypt. Member of the Board of Directions of TeaComputers 2022 to date and member of the Board of Directors of Egyptian Businessmen Association (EBA) 2022 to date.

Dr Nevine Abdelkhalek holds a charter manager status with the Charter Management Institute in the UK and a PhD in Human Resources.

She has a vast experience in the field of Education through her postgraduate studies in Boston University and teaching in the Edward Devotion School in Brookline, Boston.

She worked for over 22 years with the development programs provided by the Canadian Fund, USAID, and the EU, which gave her first-hand experience with the actual needs of the deprived communities in Egypt.

Dr. Abdelkhalek was also the team leader who created the foundation and presidential decree of the Professional Academy for Teachers in 2008. She holds a Bachelor's degree in Arts in English Language and Literature from Ain Shams University, a Master Degree in Quality Management of Educational Institutions from University of Wolverhampton, and a PhD In Human Resources from the American School of London.



Dr. Nibal Dahaba

Co-Founder & General Manger -Gennecs Pharmaceuticals/ Gennvax Holding

Nibal Dahaba currently holds the position of Co-founder & General Manager of Emerging Markets for Gennecs pharmaceuticals in addition to managing Gennvax, the first full production cycle vaccines facility in Egypt. Nibal is a Cairo University Faculty of Pharmacy graduate and holds her post-graduate diploma from George Washington University in DC.

She has gained over 20 years of solid experience in marketing, governmental relations, corporate communication, PR, and regulatory and policy affairs. Nibal was holding her most recent position as General Manager of Sanofi Pasteur Egypt & Africa. Earlier, she held the position of Corporate Head Middle East, Africa & Pakistan in AbbVie Pharmaceuticals where she was responsible for the spin-off from Abbott & full launch of the new entity in 52 markets where Abbvie was the biotech arm of Abbott. She has won several global awards, such as the Emerging Market Award for diabetes control across the Middle East region.



Dr. Noha Abou Shabana

International Gymnastics Federation Rhythmic Gymnastics Technical Committee President

Prof. Noha chairs the Technical Committee for Rhythmic Gymnastics at the International Gymnastics Federation (FIG). She also serves as a member of the FIG Executive Board, member of the Arab Gymnastics Federation Board of Directors, and member of the Egyptian Gymnastics Federation Board of Directors. She also pioneered as the first Arab and Egyptian woman to assume the role of Vice President of the FIG Technical Committee for Rhythmic Gymnastics. She also managed the Olympic Games in Tokyo 2020 and Paris 2024. This is in addition to presiding over and managing the annual Rhythmic Gymnastics World Championships and Cups since 2009 till now.

Further, she participated in training and qualifying the Egyptian national gymnastics squad for the 2010 Singapore Youth Olympics; as well as the Egyptian rhythmic gymnastics players and squads for the 2012, 2020, and 2024 Olympic Games. Prof. Noha also contributed to expanding and developing the scope of rhythmic gymnastics practice in Arab countries by organizing and conducting numerous championships and training courses for judges and coaches in Qatar, Kuwait, Syria, Tunisia, Morocco, and Lebanon; along with training judges and coaches in numerous countries worldwide.



Ohood Wafi

Founder and Chairwoman of Haya Karima Foundation

Ohood Wafi currently holds the Chairwoman of Haya Karima Foundation. Previously, she served as the Vice President (and co-founder) of the Haya Karima Foundation for 3 years, playing a crucial role in developing and implementing the foundation's strategies and programs. With a background in political science and comparative politics, she holds degrees from Cairo University and Saint Joseph University in Beirut, and she is currently a PhD candidate in political anthropology.

With over 14 years of experience in civil society and R&D, Wafi has led multiple initiatives and projects that have positively impacted the lives of thousands of people across the country. Wafi has represented the Haya Karima Foundation at international forums, showcasing Egypt's efforts in achieving the United Nations Sustainable Development Goals (SDGs).



Rania Toubar

Sub-Governor Risk Management Reform, and Large Corporate Monitoring Sector, Central Bank of Egypt

Rania Toubar is the Sub Governor of the Central Bank of Egypt for Risk Management Reform and Large Corporate Sector. She obtained her Bachelor's degree and Master's Degree in Business Administration (MBA) from the American University in Cairo (AUC). Rania has a distinguished professional experience in the field of credit and risk management that extends for over 24 years, 19 years of which were with CitiBank NA, during which she held several positions in the credit and risk management functions, the last of which was the Head of Risk in Egypt, Lebanon, and Jordan from 1999 to 2018.

Rania joined the Central Bank of Egypt in 2018 to establish the Risk Management Reform and Large Corporate Sector responsible for supervising the large corporate performance and analyzing the related industries' performance the aim of which is to ensure the banking sector stability as well as supervising the performance of the risk management function.

She has been responsible for supervising many internal reforms within the Banking Supervision sector at the Central Bank, as well as overseeing the restructuring of selected state-owned banks.



Reem Safy

Group CEO – Al Safy Group

Reem Safy is the CEO of Al Safy Group, Egypt's leading family-owned conglomerate with diversified investment portfolios, and a second-generation family-owned business. Started in 1985 by her father, Safy Wahba, today Al Safy Group employs more than 4000 professionals with 29 operational offices, more than 300 retail stores nationwide, and 4 factories with a presence in over 5 countries. Reem did not take long to enter the corporate life soon after obtaining her master's degree in psychological sciences from the University of Glasgow in Scotland preceded by a bachelor's degree in Science Engineering from the American University in Cairo. She actively charted a path forward for the business under the direction of her father and alongside her brothers, that closely matches the dynamics of the market today, while maintaining family values, mission and vision.

Reem commenced her corporate journey in the various departments of Al Safy Group, including human resources, marketing, sales, and administration. Over time, as her experience and understanding of Al Safy's corporate brand and subsidiaries began to grow, she was entrusted with new responsibilities, eventually working her way up to become the CEO of Al Safy group.

Through well-grounded and solid roots, Reem has adopted a wide range of corporate methodologies from her father that she remains to convey including youth and women empowerment, creating opportunities for the ambitious youth, unleashing creativity and abilities by maintaining the deep-rooted team spirit.



Samar Elmhrawy

Senior Vice President – Human Capital and Sustainability, Majid Al Futtaim

She currently holds the position of Senior Vice President of Human Capital and Sustainability at Majid Al Futtaim Retail. Elmhrawy is responsible for managing the tasks and functions of human resources and sustainability and works to ensure the effective development and implementation of strategies in 14 countries, which includes 38,000 colleagues, including 10,000 Egyptian colleagues.

Elmhrawy is one of the most prominent executive leaders in human resources, as she has a long record of experience spanning more than 20 years in leading a group of companies and institutions in various sectors and geographic regions.

She previously held the position of Senior Vice President of Human Resources, Health, Safety, and Public Affairs for Nissan Motors, headquartered in Paris. Elmhrawy spent 15 years with Baker Hughes and General Electric in Houston, Texas, where she held several leadership positions, most recently as Global Executive Director of Human Resources.

She holds a master's degree in business administration from the American University in the Emirates and a bachelor's degree in chemical engineering from Cairo University.



Eng. Sayonara EL Asmar

Deputy CEO & Managing Director, I-Score

Eng. Sayonara is the Deputy CEO and Managing Director of the Egyptian Credit Bureau. She is a highly experienced banking professional with over 37 years of experience managing and supervising banking operations, information technology, and banking operations. She has worked in several global and local banks, including the Egyptian American Bank, CALYON Egypt, Crédit Agricole, and Banque Misr.

Her experience includes supervising and managing IT activities, implementing banking systems, supervising and managing banking operations, leading digital transformation, mechanization, and development initiatives for various activities, managing restructuring projects to maximize employee productivity and improve the operational efficiency of banking operations, reduce costs and optimize resource utilization, and elevate service quality.

El Asmar assumed various positions in different banks, including Head of IT and Head of Banking Operations. She also served on the boards of directors of Banque Misr, the Egyptian Credit Bureau, and Misr Exchange. She obtained the Board Directors certification from the Egyptian Institute of Directors (EIOD).



Soha Abou Zikry

Head of Global Customer Relations, Commercial International Bank,
CIB

Since 2018, Soha Abou Zekry has been serving as Head of Corporate Relations at CIB, managing a substantial portfolio of EGP 233 billion, reporting directly to the Deputy CEO and oversees CIB's Representative Office in Dubai. Her financial expertise and management skills have been crucial in this role.

In May 2023, Abou Zekry assumed the Head of Corporate Relations role at CIB's Kenya office, where she is responsible for the growth of the East African portfolio in Kenya and serves as a board member at CIB. She earned her bachelor's degree in economics and business administration from the American University in Cairo in 1990.

After completing the Chase Corporate Credit Cycle, Abou Zekry joined CIB in 1991 in the Credit department. She has worked across various sectors and significantly contributed to the Bank's growth through substantial transactions.

As CEO of CIB in 2010, Abou Zekry demonstrated her leadership and vision by establishing the Corporate Relations Department. The department she founded is currently responsible for the Bank's entire corporate portfolio and profitability.

She now serves as a member of CIB's Higher Lending Committee and Pricing Committee.



Yara Yassin

Founder, Up-Fuse

Yara worked for the International Organization for Migration, where she used the art of product design to empower women living in remote areas. Her enlightening experience in a small village in Upper Egypt inspired her to create something that promotes sustainability and supports women's empowerment.

Yara later co-founded Up-fuse in 2015. Yara's goal with Up-fuse was not just to create an eco-conscious brand that raises environmental awareness. Along with recycling more than Three Million plastic bags, over 1000 tires, and 1 Million plus water bottles, Up-fuse also works with local non-governmental organizations (NGOs) across Egypt and supports more than 80 artisanal women from Cairo by creating jobs for them in the community for a better life.

In addition to selling eco-friendly products, the brand now offers educational services on sustainability. The brand also works with international organizations like Erasmus to create project support programs for young people who would like to start their own businesses.



Yasmine Medhat

CEO Bazarna Society

Yasmine Medhat is the founder and CEO of Bazarna and Co. She is a devoted mom of 3 and one of Egypt's successful and loved entrepreneurs. Founder of Bazarna POP-UP Society in 2010, a platform showcasing local talents, start-ups, and entrepreneurs, fostering a community to support new brands by bringing together talent, industry, and consumers.

As pioneers of Egypt's "modernized" bazaar concept, they plan everything from shopping bazaars to family festivals and food markets. Bazarna is a friendly and interactive community that helps designers connect and inspire each other and easily reach their target clients.

During her first bazaar in Marina in 2010, everyone was participating in bazaars at the time at Le Pacha. This led her to present the idea of a bazaar project, but with a different concept, shape, and a clearer goal: to help small local businesses grow and obtain the right supplies they needed.



Zeina Tawakol

Executive Director of Magdi Yacoub Heart Foundation

Zeina Tawakol is the Executive Director of the Magdi Yacoub Heart Foundation, one of Egypt's largest charitable organizations dedicated to improving healthcare accessibility and services.

With extensive experience in sustainable development and healthcare policy, she leads the foundation in its mission to provide free treatment, training, apprenticeships, and research and development.

Her responsibilities include overseeing operations, human resource planning, financial strategy, and developing the new 300-bed Magdi Yacoub Global Heart Foundation Centre in Cairo.

Mrs. Tawakol holds a master's degree in health policy from Imperial College London and a bachelor's degree in Mass Communication and Journalism from the American University in Cairo. She is a member of the Clinton Global Initiative's 'Commit to Action' team and advises various boards in Egypt and the UK on healthcare accessibility and sustainable development.