COSIMENA Entrepreneurial Workshop
“From Ivory Tower to the Lion’s Den”

Saturday, 28th September 2019
Hilton Zamalek

10:00 am Registration and Coffee Reception

10:30 am Welcome Address
Ms. Isabell Mering, Director of the DAAD Regional Office Cairo
COSIMENA and the Approach of Clusters of Scientific Innovation
Martin Dekhili, DAAD Regional Office Cairo

11:00 am Introduction to the Workshop and Goals
Prof. Dr. Michael Stephan, Philipps-Universität Marburg

Panel 1: Established Business Incubators in Egypt and the MENA Region
Best-practice examples for the implementation of sustainable entrepreneurial strategies at Higher Education Institutions in the MENA region and in collaboration with Germany will be presented. The goal is to highlight different approaches and methods to establish practice-oriented programmes to foster entrepreneurship education.

11:15 am Introduction to the Panel
Prof. Dr. Michael Stephan, Philipps-Universität Marburg

11:30 am – 12:15 pm Interactive Discussion
Panellists:
Yomna Abouomar, Philipps-Universität Marburg
Dr. Munjed Al-Sharif, German Jordanian University
Prof. Dr. Heba Zaki, Cairo University
Maha Khalil, Cairo University
Prof. Dr. Magda Ali, Assiut University
Ahmed Ellaithy, The American University in Cairo
Asmaa Ahmed Youssef, Nile University

12:15 pm Rich Coffee Break

Panel 2: Challenges and Opportunities of Higher Education and Business Collaboration
This panel will assess the challenges and obstacles that Egyptian universities are facing when adopting methods to promote entrepreneurship in Egypt. An interactive exchange of experiences aims at developing strategies to overcome these challenges and developing new partnerships to enhance institutional capacity for entrepreneurial activities.
Panel 3: The Role of Funding and Development Organisations and the Egyptian Start-up Scene

This panel will evaluate effective measures to strengthen the knowledge transfer between industry and academia in Egypt. Governmental and non-governmental organisations will present their efforts and mechanisms to support entrepreneurial activities in academia and society. Moreover, young entrepreneurs and industry representatives will discuss from their perspective what are the needs of the labour market and where are possible rooms of cooperation with universities to establish practice-oriented higher education.

1:45 pm Introduction to the Panel
− Samia Moussa, Egyptian Ministry of Communications and Information Technology

2:00 – 3:00 Interactive Discussion
Panellists:
− Sameh Ibrahim, Enpact Egypt
− Reham El-Masry, Furnwish
− Mohamed Abd El Gawad, CUP
− Ahmed Adel, Mogassam
− Alexander Talmon-l’Armee, Gopa Infra GmbH