

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
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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
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- 12:15 pm Rich Coffee Break
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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.



- 12:45 pm Introduction to the Panel
- Prof. Dr. Michael Stephan, Philipps-Universität Marburg
- 12:50 – 1:45 pm Interactive Discussion
- Panellists:
- Prof. Dr. Mayada Belal, Helwan University
 - Dr. Lamiaa Kamal, Helwan University
 - Dr. Sherif Elatriby, Helwan University
 - Prof. Dr. Mahmoud SitoHy, Zagazig University
 - Dr. Adel Kelesh, Zagazig University
 - Dr. Mohamed Abdel Sallam, Zagazig University
 - Dr. Khaled El-Saadany, Alexandria University
 - Dr. Atef El Shabrawy, Egypt-Japan University of Science and Technology
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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
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- 3:00 pm Final Remarks
- Prof. Dr. Michael Stephan, Philipps-Universität Marburg
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3:30 pm Lunch and Networking

4:00 pm End of Workshop



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COSIMENA
Clusters of Scientific Innovation in the Middle East and North Africa

