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for Egyptian trade  
and exports

# GTR EGYPT 2025 CAIRO

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#GTREgypt

Dusit Thani Lakeview, Cairo, Egypt  
October 15, 2025

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Following a highly successful event in 2024, which welcomed around 500 delegates, GTR is thrilled to announce its return to Egypt's capital on October 15, 2025.

Continuing its mission of facilitating cutting-edge insights and innovative ideas in the world of Egyptian trade and export finance, GTR Egypt 2025 will serve as the premier platform for industry professionals to gain fresh perspectives on the future of the market within a broader global context.

From in-depth panel discussions to dynamic networking opportunities in the exhibition hall, don't miss out on this unique opportunity to engage with corporates, financiers and key stakeholders involved in Egyptian trade and exports.

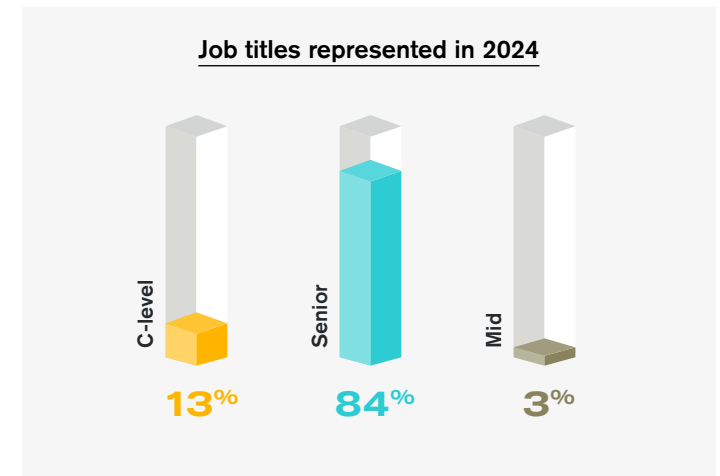
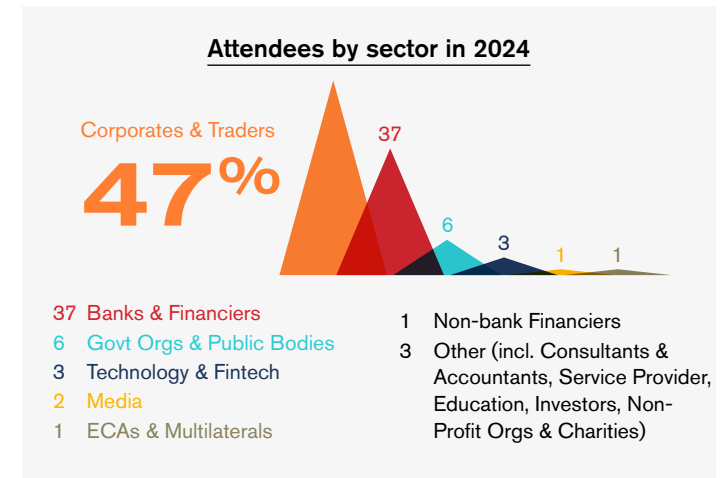
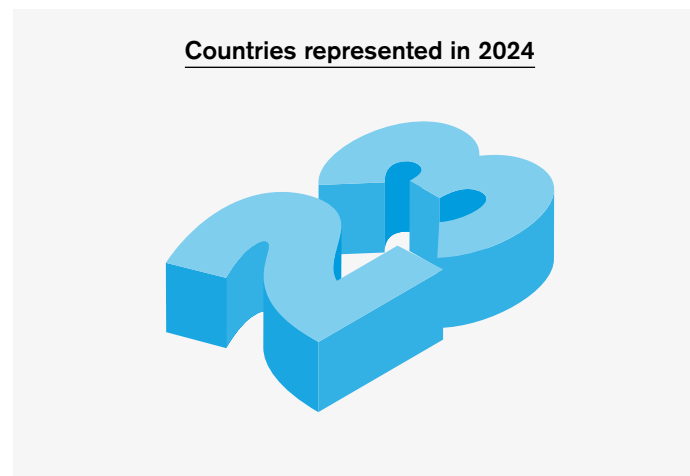
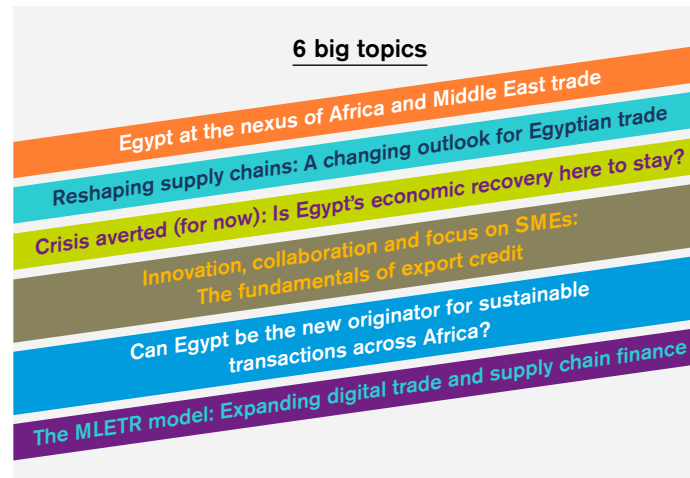
The GTR team looks forward to welcoming you to Cairo!

**"A very well organized event all round."**

M Salama, Mantrac Group

**Dusit Thani Lakeview – Lakeview Ballroom  
Cairo, Egypt**

**October 15, 2025**



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## Wednesday 15 October, 2025 Morning

09.00-09.10

### Chair's opening remarks

**Farrukh Siddiqui**, Founding Partner, Emerging Capital Management Partners

09.10-09.35

### Keynote: Egypt at the nexus of Africa and Middle East trade

Egypt has undergone a remarkable political and economic transformation in recent years. Gulf-backed investments and credit facilities now underpin a stable domestic economy and a more liquid local banking sector that is increasingly looking outward for growth and diversification opportunities. Sitting at the nexus of Africa and the Middle East, Egyptian banks and corporates are well positioned to take advantage of momentum in key sectors, such as construction, energy and commodity trade.

This keynote session will set the scene for regional trade and investment dynamics, as Egypt increasingly emerges as a trade hub and investment gateway between Africa and the Middle East, two pivotal regions in the Global South. The presentation will set out the opportunities for Egyptian trade finance, identifying some of the regional trends and prevalent country risks across the two regions.

**Robert Besseling**, Chief Executive Officer & Founder, Pangea-Risk

09.35-10.20

### Reshaping supply chains: A changing outlook for Egyptian trade

Geopolitical tensions, material shortages and the looming threat of tariffs have all seen a rethinking of global supply chains, with corporates and trading companies alike adapting their strategies away from cost efficiencies and towards resilience, with changes to trade corridors, the prospect of new counterparties and heightened insecurity all placing a greater focus on risk mitigation. This session will address this trend, covering the following:

- Are companies moving beyond the 'wait and see' phase and now taking active steps to restructure their supply chains and adapt their working capital strategies? Have we reached an inflection point on this?
- To what extent are Egyptian companies seeking to establish or increase working capital facilities as a means of diversifying their liquidity sources?

- Supply chain resilience: How are firms diversifying their supply chains to mitigate against the impact of shocks? What has been the impact on inventory stocks and how are these being managed?
- New markets: With the vast majority of Egypt's exports to North Africa, the Middle East and Europe, are calls growing to deepen trade ties with other key markets such as Sub-Saharan Africa and Asia-Pacific?
- What are the potential implications of the Trump tariff regime? Does the current landscape offer a potential competitive advantage to Egyptian companies?

**Moderator:** **Farrukh Siddiqui**, Founding Partner, Emerging Capital Management Partners

**Rehab Tammam**, Country Head of Global Trade Solutions, Egypt, HSBC Bank Egypt

**Alastair Mcleod**, Managing Director, Marsh

10.20-10.50 Networking break

10.50-11.25

### Crisis averted (for now): Is Egypt's economic recovery here to stay?

The challenges faced by Egypt's domestic market are well documented, with the country experiencing significant economic challenges following currency restrictions and devaluations, implemented due to foreign currency shortages and resulting in increases in inflation, fluctuating exchange rates, the aftermath of which has created a complex economic situation offering both short-term challenges and potential long-term benefits.

As the Egyptian corporate sector continues to recover from this period of extreme turbulence, this discussion will consider the following talking points:

- How can the current state of the Egyptian trade market be assessed? Is the country 'out of the woods' and what – if any – are the big risks that remain?
- What are the new measures companies have come up with when it comes to originating export flows and reducing reliance on imports?
- To what extent are concerns around energy and food security still prevalent across the Egyptian market? What measures have been taken to shore up these sectors?
- Will Egypt be able to stick to the terms of its IMF facility, on which its economic recovery has been based?

- Does economic influence need to be wrestled away from Egypt's SOEs in order to create a more thriving SME market and more vibrant culture of entrepreneurship?

**Sherif Medhat**, Commercial Director, ADM Medsofts  
**Nesrine Abdine**, Senior Manager, Treasury & Banks, MENA-APAC Region, Hill International

**Marwan Hamouda**, EMEA Trade Compliance Manager, Energizer Egypt S.A.E.

11.25-12.10

### Innovation, collaboration and focus on SMEs: The fundamentals of export credit

Efforts to simplify and reduce the cost of importing and exporting are seen as key to helping to increase the share of Egyptian SMEs that trade internationally. 2023 saw the Egyptian parliament approve the launch of a new export credit agency (ECA), in line with efforts to boost the country's economy and help local exporters tap new international markets. Drawing on the experiences of some of Egypt's contemporaries across the MENA region, this session will reflect on the key role SMEs have to play as the bedrock of Egyptian trade. Points for discussion will include:

- Forging alliances with governments and DFIs across various geographies and building strong partnerships with international and local FIs to fund transactions
- Highlighting the need for a clearly defined economic development model and stressing the importance of maximising competitive advantages, from geographical location to development of world-class physical and technological infrastructure
- Providing innovative credit solutions and strategic collaborations to boost the competitiveness of Egyptian companies worldwide, including the role of trade facilitation and export promotion initiatives
- Addressing the role of regulatory reforms in streamlining business processes, enhancing ease of doing business by providing access to cutting-edge facilities, mentorship, networking opportunities and funding support

**Moderator:** **Norhan Ezzat**, Head of Global Transaction Banking, Arab African International Bank (AAIB)

**Mohamed Saad**, Country Head, Egypt & Algeria, UK Export Finance

**Ahmed Madkour**, Middle East Claims & Recovery Director, Recovery Advisers

**Parag Ekbote**, Chief Business Officer, Veefin Group

12.10-12.50

### Can Egypt be the new originator for sustainable transactions across Africa?

Egypt's first-ever million sustainability bond, valued at US\$500, is one of the clearest indicators so far of the country's commitment to sustainability and its ambition to be viewed as a regional ESG leader. Micro, small and medium-sized enterprises (MSMEs) are seen as the primary potential beneficiaries of green initiatives, including energy-efficient industries, small renewable energy projects and eco-friendly buildings, with support for social initiatives also viewed as a key driver of economic growth.

This session will consider the potential impact of this for the Egyptian trade market, as well as the importance of increasing access to finance for businesses and projects that align with the government's ESG objectives. The conversation will also consider Egypt's role as an originator for sustainable transactions across the African continent, including the extent to which this represents a unique opportunity for the country to lead at a time when changing political headwinds see others reneging on their ESG commitments.

**Sherine Shohdy**, Head of Office & Coverage Director, Egypt, British International Investment (BII)

**Florian Wicht**, Regional Lead, Sub-Saharan Africa & MENA, International Finance Corporation (IFC)

12.50-14.00 Lunch

**"The event is a great opportunity to network and understand the ongoing challenges and opportunities in the trade areas and hear from industry experts."**

**M Fawzy**, HSBC

## Wednesday 15 October, 2025 Afternoon

14.00-14.45

### Digital transformation: How can Egypt leverage the power of fintech?

As financial institutions accelerate their digital transformation, solution providers have an increasingly significant role to play in supporting these objectives, from building cloud-native service platforms to developing mobile banking apps and integrating open APIs to support ecosystem expansion. This session will provide insights into Egypt's technology and innovation landscape, considering how such tools enhance operational efficiency and user experience while enabling banks to reach previously unbanked populations, connect with new customers and deliver inclusive financial services.

The conversation will also assess the ongoing challenges posed by issues around interoperability, spotlighting use cases from across the ecosystem before drawing conclusions on how the progress made so far can be taken to the next level.

14.45-15.30

### The MLETR model: Expanding digital trade and supply chain finance

As the ongoing dialogue on global adoption of the Model Law on Electronic Transferable Records (MLETR) continues, this session will highlight the latest policy developments from an Egyptian perspective, bringing together financiers, technology providers, industry experts and policy leaders to explore how its fundamental principles and transformative benefits are driving digital trade forward.

Points for discussion will include:

- Digital negotiable instruments (DNIs): Could the trade market see a resurgence in the use of products such as bills of exchange and promissory notes in electronic form?
- Providing the latest update on NAFEZA, Egypt's National Single Window for Foreign Trade Facilitation, and how it aligns with the principles of MLETR by digitising and standardising the exchange of trade-related information

- Showcasing how implementing MLETR-compliant laws and technologies – such as those utilized by NAFEZA – can lead to faster document transfer, reduced processing times and increased transparency and reliability

**Motasim Iqbal**, Managing Director, Regional Head Transaction Banking Sales, Africa & Middle East, Standard Chartered Bank

**Michael Gichure**, Manager, Trade Finance, African Export-Import Bank (Afreximbank)

**Anthony Wadsworth-Hill**, Co-Founder & Deputy CEO, Mercore

15.30-15.35

Chair's closing remarks

Followed by close of conference

**“The conference was such a valuable experience! There was a great opportunity to network; the sessions and discussions panels were insightful and the venue was elegant too.”**

**D Daebes**, LATT Trading & Shipping Co.

**“Thank you to the GTR team for organising such a successful event. Everything went smoothly and the outcome was excellent.”**

**D Ragheb**, ADCB

**“I highly recommend attending GTR Egypt. The event is a remarkable showcase of trading.”**

**E Rashed**, Energy Cadence

**“The event was exceptionally well organized, and it was evident that a great deal of effort went into making it a memorable experience.”**

**D Samuel**, Chemicals and Fertilizers Export Council

**“A really good opportunity with a wide range of connectivity and networking along with interesting panel discussions.”**

**R Bascales**, HSBC

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