

السادة أعضاء جمعية رجال الأعمال المصريين الأفارقة المحترمين

تحية طيبة وبعد،،

استكمالاً للجهود والأنشطة المعمول بها والعلاقات المتميزة التي تربط جمعية رجال الأعمال المصريين الأفارقة بشركائها الاستراتيجيين، والذي تحرص فيه بعض الجهات الخارجية على التعاون مع الجمعية وأعضائها، فقد ورد إلينا دعوة لإطار تعزيز الشراكة بين جمهورية مصر العربية والاتحاد الأوروبي في مجال الزراعة بعنوان ، فُرصُ التجارة في قطاع الأعمال الزراعية في سياق الصفقة الخضراء للاتحاد الأوروبي واستراتيجيته من المزرعة إلى المائدة ، بتنظيم بعثة الاتحاد الأوروبي إلى مصر بالتعاون مع وزارة الزراعة واستصلاح الأراضي.

مرفق المنشور.

وتفضلوا بقبول فائق الاحترام،

رئيس مجلس إدارة جمعية
رجال الأعمال المصريين الأفارقة


د/ يسري الشرقاوي

جمعية رجال الأعمال المصريين الأفارقة
مشفرة برقم 11455 لسنة 2021
Egyptian African Businessmen's Association
6779/2020

الأمين العام لجمعية
رجال الأعمال المصريين الأفارقة

مصطفى الأمير
م/ مصطفى الأمير



ممول من الاتحاد الأوروبي
Funded by the European Union



EGYPT-EU Partnership in Agriculture

Agribusiness trade opportunities in the context of the EU's Green Deal and its Farm-to-Fork strategy Draft Agenda

Venue: Sahara Expo Conference Center Egypt's International Exhibition Center

Date: Monday 15th of September, 2025

Time: 10:00 AM – 16:00 PM

Hosted by: The Delegation of the European Union to Egypt in cooperation with the Ministry of Agriculture & Land Reclamation

Organized by: Knowledge Economy Foundation / Bashaier Platform

10:00-10:30 AM – Registration & Welcome Coffee

- Guests check-in
- Networking with light refreshments
- Promotional video or slides on EU projects

10:30-10:45 AM – Opening Ceremony

- Welcome Address:
 - **Mr. Nikolas Zaimis**, Minister Counsellor, Head of the Trade, Science and Enterprise Section, The Delegation of the European Union to Egypt
 - Representative from Ministry of Agriculture & Land Reclamation (TBC)
- Overview of the event's objectives and strategic importance

10:45-11:15 AM – Session 1: Growing with Europe: the role of the private sector in the EGYPT-EU Agriculture, Food and Water programs

- **Mr. Rene GORENFLO**, Economic Counsellor, EU Delegation
- **Mr. Tycho VERMEULEN**, Agriculture Counsellor to Egypt and Jordan at the Dutch Embassy
- **Mr. Jacopo Tavassi**, Programme Coordinator, AICS/Agenzia Italiana per La Cooperazione Allo Sviluppo
- **Ms. Iva STAMENOVA**, Programme Manager on Agriculture and Health, Cooperation Section, Delegation of the European Union to Egypt
- **Ms. Ebe MUSCHIALI**, Programme Manager, UNIDO – EU "TIGARA"
- **Followed by Q&A**
- **Moderated by: Mr. Christophe Malherbe**, Deputy Team Leader, GOPA-AFC

11:15-12:00 PM – Session 2: EU Funding tools for innovation, growth and sustainability

- Panel Featuring the European funding institutions and bi-laterals programs
 - **Mr. Tamer Taha**, Private Sector Engagement Unit, Ministry of Planning, Economic Development and International Cooperation: HAFIZ platform

- **Mr. Guido Battista**, Head of Cairo Office, Cassa Depositi e Prestiti, Italy
 - **Ms. Elsa Faivre**, Head of Unit for Agriculture, Rural Development and Sustainable Finance, Agence Française de Développement (AFD)
 - **Mr. Mahmoud Abdel Halim**, Director International Cooperation Central Sector, Medium, Small and Micro Enterprise Development Agency (MSMEDA)
 - **Followed by Q&A**
 - **Moderated by: Mrs. Manar Nasr**, Sustainability Expert, Former Sustainability Head, Agricultural Bank of Egypt
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12:00-12:15 PM – Session 3: The Digital market for agriculture: Bashaier Agribusiness Digital Platform, and AGRINFO, the EU’s Agrifood Regulations Portal

- **Presented by: Mrs. Dorra Fiani**, Founder and President, Knowledge Economy Foundation/ Bashaier Platform
 - **Followed by Q&A**
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12:15-12:45 PM – Coffee Break & Snacks

12:45-13:30 PM – Session 4: Egypt pathway to sustainable and resilient agriculture

- **Pesticides regulations and plan to reduce chemical pesticides by 50% by 2030**
 - **Agricultural Pesticides Committee**, Ministry of Agriculture & Land Reclamation (TBC)
 - **Water conservation methods for improved productivity**
 - **Prof. Dr. Sherif Mohamady**, Chairman, National Water Research Center
 - **Climate smart agriculture and mechanisms for agriculture and climate change exchange**
 - **Dr. Mohamed Fahim**, Director, Climate Change Information Center & Renewable Energy & Expert Systems, Agricultural Research Center
 - **Sanitary and Phytosanitary requirements: Certifying Egyptian Export Crops**
 - **Dr. Islam Abolela**, Head of Phytosanitary Unit, Central Administration of Plant Quarantine, Ministry of Agriculture and Land Reclamation
 - **Green transition – best practices: SME success story: the hydroponic model**
 - **Eng. Adel El Shentenawy**, Founder & CEO, Hydrofarms for Agri-Tech Solutions
 - **Followed by Q&A**
 - **Moderated by: Dr. Waleed Ramadan**, Senior Agriculture Advisor / GIZ, Head of Productivity & Climate Change Component, Agriculture Innovation Project
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13:30-14:30 PM – Session 5: From Farm to Market: Roadmap to European agrifood markets

- **The European –Egyptian Food Safety Regulations- The EU “Farm-to-Fork” principles**
 - **Mr. Nikolas Zaimis**, Minister Counsellor, Head of the Trade, Science and Enterprise Section, The Delegation of the European Union to Egypt
 - **Dr. Samar Shaarawi**, Head of Department of Primary Supplier and Packing Houses Control, National Food Safety Authority (NFSA)
 - **Agrifood Private Sector Panel**
 - **Mr. Abdel Hamid Demerdash**, Member, Egyptian Parliament, Chairman, Agricultural Export Council
 - **Eng. Ali Eissa**, Chairman, EBA, Egyptian Businessmen Association, and Chairman, Nahdet Misr co. for Agro Industries
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- **Eng. Ashraf El Gazayerli**, Chairman, Chamber of Food Industries, and Executive Board Member, Unilever Mashreq, Egypt
 - **Dr. Ashraf El-Sayed Hassan**, Board Member, Food Export Council, and Chairman & CEO, NAMA`A Investments Holding
 - **Eng. Medhat El Meligy**, Agriculture Service Manager, Horticultural Export Improvement Association (HEIA)
 - **Followed by Q&A**
 - **Moderated by: Mrs. Dorra Fiani**, Founder and President, Knowledge Economy Foundation
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14:30 – 15:00 PM – Closing Session & Way Forward

- Summary of key takeaways, future collaboration opportunities, closing remarks
 - **Moderated by: Ms. Iva STAMENOVA**, Programme Manager on Agriculture and Health, Cooperation Section, Delegation of the European Union to Egypt
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15:00 – 16:00 PM – Snacks Lunch and Networking
