



Realizing Innovation Through
Social Entrepreneurship In Egypt

LAUNCH EVENT
June 21st 2014

Harvard University



Dear Friends:

Some 10 months ago, we founded RISE Egypt. It was built on the basic question: What if we could Realize Innovation through Social Entrepreneurship in Egypt?

What if, built on the commitment, creativity and ingenuity of those who love Egypt worldwide, we could build a global network that would support Egyptian innovators as they transform development in the country with their entrepreneurial spirit and drive to make social and economic impact? What if we directed all of the know-how we have in our global network to give back with the same level of strategy, thoughtfulness, and professionalism that we do in our "day jobs"? What if some of us actually made this our day job, in order to ensure that this work is done with the seriousness it deserves (hint, hint: that's us!)? What if we insisted on transparency, accountability, and impact in every little step in order to shift the conversations from those of skepticism to those of optimism? And what if we had a little fun along the way?!

Welcome to RISE Egypt.

We are that organization. We are committed to supporting social enterprises in Egypt by harnessing our global talent and measuring impact every step of the way. We are a "Think and Do Tank," dedicated to moving the bar on development in Egypt through entrepreneurship and innovation.

We are committed to doing this work seriously and professionally. But we are also committed to building community. That means having a good time, sharing knowledge and creating positive experiences together.

We are thrilled that you have joined us for our launch event to meet some of Egypt's most promising change makers, to share a laugh, and to create a path together.

We invite you to join us in building a community that can catalyze positive change in Egypt, and we look forward to your ongoing feedback and participation. We will only grow, learn, and make the impact we seek if we join hands and commit to success for ourselves and for a brighter Egypt.

Sincerely,

The RISE Team

PROGRAM



8:30 - 9:30 am

Registration & Breakfast

9:30 - 9:45 am

Opening Welcome:
Why RISE?

Mona Mowafi

Co-founder & President, RISE Egypt

Wael Fakharany

Co-founder & Board Chair, RISE Egypt;
MENA Agency Leader, Google

9:45 - 11:00 am

The Ins & Outs of Entrepreneurship in Egypt

Ihab Ismail

Board Member, Nahdet El-Mahrousa

Tarek Elmadany

Board Member, Egypt NEGMA

Dina Sherif

Founding Partner at Ahead of the Curve

Walt Mayo

Senior Vice President of International Expansion, Endeavor

Sherif Kamel

Dean of the School of Business at the American University in Cairo

11:00 - 11:30 am

Design Your Dream – Two Successful Egyptian Entrepreneurs

Azza Fahmy

Chairwoman & Chief Designer at Azza Fahmy Jewelry

Rana El-Kaliouby

Co-founder and Chief Science Officer of Affectiva

11:30-11:45 am

Coffee Break

11:45-1:15 pm

Presentation of RISE Entrepreneurs

1:15-1:30 pm

A Message of Support by Dr. Farouk El-Baz

Farouk El-Baz

Director, Center for Remote Sensing, Boston University

1:30-2:30 pm

LUNCH

2:30 - 2:45 pm

The Power of Storytelling

Michael Megalli

Senior Director of Brand Strategy, Microsoft

2:45 - 4:15 pm

Going Global – Learning From Other Successful Models Around the World

Andrew Zolli

Executive Director, PopTech!

Tim Williamson

Co-founder and CEO of The Idea Village

Vinit Nijhawan

Former President, TiE-Boston; TiE Global Trustee

Shahir Guindi

Managing Partner of the Montréal office of Osler, Hoskin & Harcourt LLP

4:15 - 4:30 pm

Coffee Break

4:30 - 5:00 pm

Metrics & Impact – The Role of Research in Entrepreneurship for Development

Nadereh Chamlou

International Development Advisor

Mona Amer

Associate Professor of Psychology at the American University in Cairo

Sherif Kamel

Dean of the School of Business at the American University in Cairo

5:00 - 5:30 pm

Closing Keynote “The Culture of Innovation for Social Transformation”

Mohammad El Sawy

Founder, The Sawy Culture Wheel

5:30 - 7:30 pm

Reception



RISE Egypt Launch Event on Harvard Longwood Medical Campus

SPEAKER BIOGRAPHIES

9:30-9:45am

Opening Welcome: Why RISE?

Dr. Mona Mowafi is Co-founder and President of RISE Egypt

Mona is trained in global health and development, and has come to the world of entrepreneurship as an evolution of sorts. After working in Egypt and the Arab world for over ten years, she became convinced about the important role people-driven development (i.e. social entrepreneurship) can play in transforming society, more effectively alleviating poverty, and creating sustainable opportunities for long term growth and development. Born and raised in the Washington, D.C. area, Mona later attended the University of Virginia where she completed Bachelors degrees in Biochemistry and Middle East Studies. Following graduation, she fulfilled her passion in service-learning by becoming an AmeriCorps volunteer for one year in her home city. She subsequently pursued a Master's degree in International Health from Johns Hopkins University and a Doctoral degree in Social Epidemiology from Harvard University. Mona has published numerous articles and book chapters in her area of research, and in 2011, she was recognized as an emerging leader in global health research by the Global Health Council. More recently, she was awarded the Judith O'Connor Award for emerging nonprofit leaders from Boardsource. Mona lives with her husband and two children in Brookline, MA.

Wael Fakharany is Country Director and Middle East and North Africa Agency Leader for Google

Wael has a number of responsibilities both on the business strategy and the operations fronts. He is directly responsible for Google's business in Egypt and North Africa, allocating the right resources, growing the team, developing the business as well as setting the strategy. This is one of the fastest growing and dynamic markets in the world, which matches Wael's history of creating, leading and delivering profitable groups of businesses, projects and investments and delivering sustained high growth in challenging, sensitive contexts. Wael is senior level Technology and Media executive, who previously led the corporate restructuring of \$300M group with the objective of fixing both the top and bottom line, as group CEO for Emitac Group. From 2000 to 2006, he was the regional director of 3Com Middle East and Africa, where he turned around unprofitable and ailing business divisions, as well as, advised the executive management team of 3Com on business strategy and problem-solving. Prior to that he held different managerial positions at IBM, Oracle and Sun Microsystems. Wael has an engineering degree from Ain Shams University Engineering School. He is also Co-founder and Board Chair for RISE Egypt.

9:45-11:00am

The Ins & Outs of Entrepreneurship in Egypt

Dr. Ihab Ismail is Co-Founder and Managing Director at Enovio Consulting.

Ihab has advised clients in utility, energy, construction, healthcare, automotive, and information technology industries on issues of strategic alignment, capability building, execution planning and excellence, program and project management, and business start-ups. Dr. Ismail provides a unique interdisciplinary education and experience that is instrumental in structuring and coordinating highly specialized consulting groups with diverse knowledge base. Before he co-founded Enovio, Dr. Ismail was the Manager of Engineering and Risk Manager for Turner Construction Company in Michigan for several years, where he received the Turner Award for service excellence. Earlier, he was a legal consultant for Miller, Canfield, Paddock and Stone in the USA. He was also a consultant in Egypt, Saudi Arabia and the Middle East. Ihab serves on the boards of Nahdet El-Mahrousa and RISE Egypt.

Tarek Elmadany is a product manager at Teradyne and serves on the board of Egypt NEGMA.

Tarek completed his MBA in Social Entrepreneurship from Babson College in 2011 and also holds a Bachelors in Software Engineering from McGill University. An accomplished engineering professional and entrepreneur, Tarek is co-founder of Meacars.com and MuslimGear.com. Tarek was an integral part of the organizing team for the Arab Development Initiative's first annual "Envision Arabia Conference" in Montreal in October 2011, and joined the NEGMA team shortly thereafter to bring his magic to the organization's mission to build bridges between the Egyptian diaspora and the social entrepreneurship landscape in Egypt.

Dina Sherif is a Founding Partner at Ahead of the Curve.

Dina has been a longstanding advocate for sustainability management and a technical expert on working with the private sector in order to develop responsible management practices and strategic social investment programs. Prior to founding ATC, Dina was the Associate Director of the John D. Gerhart Center for Philanthropy and Civic Engagement, based at The American University in Cairo, since the time of its establishment in 2006 until 2012. In tandem, Dina has worked closely with civil society organizations, in particular foundations, to create more effective programming that will lead to social change. During her time as the Deputy Director of Projects at Financial Technical Consulting Services, a consultancy firm that specializes in rural development in sub-Saharan Africa, Dina travelled extensively throughout Africa where she gained widespread knowledge on rural and community development. With over 15 years of experience, Dina is a specialist in sustainability management, strategic philanthropy, project management, strategic planning, the design of public awareness campaigns, monitoring and evaluation, program design, organizational capacity building and socio-economic research. Dina is currently the Senior Advisor for Civic Engagement at Silatech and a Fellow at the New America Foundation's Middle East Task Force. She sits on the board of numerous civic engagement organizations including the Arab Foundations Forum, based out of Amman, Jordan; the Alashanek ya Baladi Association (For You My Country) in Egypt, and a member of the Advisory board of Nakhweh based out of Jordan.

Walt Mayo joined Endeavor in November 2010 as Senior Vice President of International Expansion, where he leads Endeavor's mission to achieve global scale.

Walt has held a variety of international positions in both the public and private sector. He came to Endeavor after 12 years with Dell, managing business units in Southern Europe, Australia/New Zealand, Japan and Singapore. In his most recent assignment with Dell, Walt led Dell's consumer business in Asia and expanded its presence across the key emerging markets of China, India, and South East Asia. Prior to Dell, Walt served as a Foreign Service Officer for the U.S. Department of State, with overseas assignments in Bolivia, Pakistan, and Cuba, and domestic assignments to the National Security Council Staff, U.S. House of Representatives, and Department of State. Walt received a B.A. from Harvard University, and an M.B.A. from the University of Virginia's Darden Graduate School of Business. He is married with three children and currently resides in Boston.

Dr. Sherif Kamel is dean of the School of Business at the American University in Cairo (AUC) since 2009 and Professor of Management Information Systems at the Department of Management.

Sherif served as Associate Dean for Executive Education (2008-09). Prior to that, he was the director of the Management Center (2002- 08) and was the director of the Institute of Management Development (2002- 06). Before joining AUC, he was the director of the Regional IT Institute (1992-2001) and he co-established and managed the training department of the Cabinet of Egypt Information and Decision Support Centre-IDSC (1987- 92). He has accumulated experience in building and managing professional development institutions addressing management development and leadership aspects. He consults with government organizations and corporations addressing professional and executive development as well as IT transfer, management and IT strategy deployment issues. Kamel is a co-founding member of the Internet Society of Egypt (1996). His research and teaching interests include management of information technology, information technology transfer to developing nations, electronic business, human resources development, and decision support systems and he has published widely in the areas of IS and management. He holds a PhD from London School of Economics and Political Science (1994), an MBA (1990) and a BA in Business Administration (1987) from The American University in Cairo; currently he is pursuing an MA in Islamic Art and Architecture. Sherif serves on the board of RISE Egypt.

11:00 -11:30am

Design Your Dream – Two Successful Egyptian Entrepreneurs

Azza Fahmy is an international designer who in 1969 set out with great passion to translate and immortalize years of history and culture into jewelry collections of her own.

Today, the Azza Fahmy brand has an exclusive international reputation with clients that include world leaders, royalty, celebrities, and jewelry connoisseurs worldwide. As the Middle East's leading jewelry designer, Azza Fahmy is renowned for her partnerships and contribution into the worlds of fashion, culture, education and development. From Fashion Week collaborations, to Bespoke culture collections for the British Museum to the launch of her latest educational institute, The Design Studio by Azza Fahmy, the first jewelry design school of its kind in the Middle East, in partnership with Alchimia Contemporary Design School of Florence, Italy, with which she aims to preserve the art of craftsmanship and develop young designers who are able to compete on an international level. Listed as one of Egypt's influential women, designer Azza Fahmy travels internationally as a cultural ambassador for her country, and has held more than 200 exhibitions worldwide.

Dr. Rana El-Kaliouby is Co-founder and Chief Science Officer of Affectiva, an MIT startup that is the global leader in emotion technology.

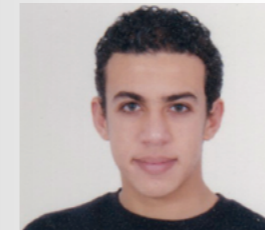
Rana is lead inventor of Affdex, the award-winning, automated facial coding technology used globally by brands and market researchers such as Unilever, Mars, Millward Brown and eBuzzing. Rana was previously a Research Scientist at MIT Media Lab where she invented emotion-sensing technologies and applications. She co-founded the Autism Technology Initiative at MIT. She is passionate about making emotion technology ubiquitous to improve education and health. Rana's work has been featured in Reuters, Wired, Forbes, FastCompany, The New York times, and more. She was recently named by Entrepreneur Magazine as one of The 7 Most Powerful Women to Watch in 2014. She was inducted into the "Women in Engineering" Hall of Fame and is also the recipient of the 2012 MIT Technology Review's "Top 35 Innovators Under 35 Award, and several National Science Foundation grants. Rana holds a BSc and MSc in computer science from the American University in Cairo and a Ph.D. from the computer laboratory, Cambridge University.

11:30-11:45am

Coffee Break

11:45-1:15pm

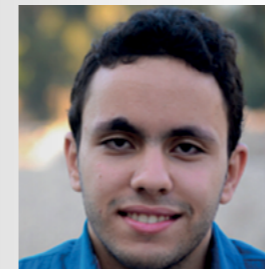
The 1st Class of RISE Entrepreneurs Present



Karim Negm is Co-founder and CEO of Jozour

Jozour is a company that is converting agricultural byproducts such as date palm midribs into wood to be used for furniture-making and other interior designs using an innovative technology developed by its founders. Jozour's mission is to reduce pollution from the burning of these raw materials while also creating jobs and valuable end products for domestic and global markets.

www.jozour.com



Mostafa Hemdan is CEO and Founder of RecycloBekia

Recyclobekia is a green electronic waste recycling company based in Egypt and serving the Middle East and North Africa (MENA) region. Mostafa Hemdan is a young ambitious entrepreneur. He led a team of 20 students in the establishment of RecycloBekia during his second-year as an engineering student in the field of Communications and Electronics at Tanta University. RecycloBekia started with very low capital in a small garage in Egypt, then won the first place at the INJAZ Egypt Competition 2011, and the "Fedex Access Award" at the INJAZ AL-Arab regional competition 2012. It was nominated among the top 20 finalists at the "Start with Google" competition. RecycloBekia is among the 15 top social enterprises and platforms seeking to empower social entrepreneurs in the Arab world, and was recently recognized by Forbes Magazine as one of the "10 Middle Eastern start-ups you need to know." Recyclobekia currently has 10 full-time and 5 part-time employees.

www.recyclobekia.com



Yasmin Helal is Founder and Executive Director of the Educate-Me Foundation

Educate-Me is a registered Egyptian non-profit foundation that was founded in June 2010 to redefine education in Egypt. They aspire to create an educational approach that would bring about people who pursue what they really want and would push boundaries in every field of knowledge, driven by their passion and curiosity. One that raises generations of learners, who can learn, unlearn and relearn, who have the courage and perseverance to change both themselves and the world around them; to create the world of their dreams.

www.educateme-egypt.org



Seif Abou-Zeid is CEO of Tahrir Academy

Tahrir Academy is an online space that creates engaging learning experiences to stimulate the minds of more than 80,000 subscribed Egyptian and Arab youth, empowering them to think, choose and decide. Seif speaks and writes frequently on issues related to Education Policy, Education Management, Strategy, Governance and Leadership. He is also a learning facilitator with a track record of more than 1000 speaking engagements and learning experiences for audiences in 8 countries. Seif has a BA in Political Science and is currently a Public Policy MA Candidate at the American University in Cairo. He is passionate about history, chess, athleticism and continuous learning.

www.tahriracademy.org



Amena EL-Saie and Ramez Maher are Co-founders of Helm

Helm is a non-profit organization that aims to promote employment and the full participation of Egypt's 15 million people with disabilities in all aspects of life. They have a vision of becoming a leading career and development NGO in Egypt that ensures the recruitment and development of persons with disabilities in a broad range of jobs and careers while enabling the workplace environment to address their needs.

www.facebook.com/Helmegypt



Yumna Madi is Co-Founder of Karm Solar & Chief Business Development Officer of Karm Solar

KarmSolar is a private Egyptian company established in 2011 dedicated to providing innovative off-grid solar energy solutions that are commercially viable and easy-to-use in the agricultural, industrial, and business sectors. Through developing unique approaches to each project, we develop systems that harness the power of the sun and replace diesel-powered processes and thereby producing energy that is affordable, stable, reliable, and environmentally friendly.

www.karmsolar.com



Amgad Morgan is Founder and CEO of HOPE

HOPE is a mobile platform that has been designed to aggregate social blood donation requests from different accounts in one platform, and coordinate the communication with blood donors in emergency situations via a search map and mobile application. It's all about saving someone's life.

In 2012, Amgad observed the increase of blood donation requests posted over social networks throughout a number of initiatives using the crowd power to spread the blood donation requests. Amgad used his knowledge to design a mobile application that aggregates different social network blood donation posts in one-centralized platform.

twitter.com/Hope4chance



1:15-1:30pm

A Message of Support by Dr. Farouk El-Baz

Dr. Farouk El-Baz is Director of the Center for Remote Sensing and Research Professor at the Departments of Archaeology and Electrical & Computer Engineering, and Associated Faculty at the Department of Earth and Environment, Boston University, Boston, MA, U.S.A.

His professional career began by teaching geology at Asyut University, Egypt (1958-1960) and Heidelberg University, Germany (1964-1965). In 1966, he joined the Pan American – U.A.R. Oil Company, where he participated in the discovery of El-Morgan, the first offshore oil field in the Gulf of Suez. From 1967 to 1972, Dr. El-Baz participated in the Apollo Program as Supervisor of Lunar Science Planning at Bellcomm Inc., a division of AT&T that conducted systems analysis for NASA Headquarters in Washington DC. During these six years, he was Secretary of the Landing Site Selection Committee for the Apollo missions, Principal Investigator of Visual Observations and Photography, and Chairman of the Astronaut Training Group of the Apollo Photo Team. After the Apollo Program ended in 1972, he joined the Smithsonian Institution in Washington DC to establish and direct the Center for Earth and Planetary Studies (CEPS) at the National Air and Space Museum (NASM). In 1973, NASA selected him as Principal Investigator of the Earth Observations and Photography Experiment on the Apollo-Soyuz Test Project (ASTP), the first joint American-Soviet space mission of July 1975. Dr. El-Baz served his native land as Science Advisor to the late Egyptian President Anwar Sadat from 1978 to 1981. Because of population growth and the attendant food and fiber requirements, President Sadat believed that Egyptians should not continue to be confined within the Nile Valley and must reclaim more land from the desert. From 1982 to 1986, Dr. El-Baz was Vice President of Science and Technology at Itek Optical Systems, Lexington, MA. He oversaw the application of data from the Space Shuttle's Large Format Camera. The photography of this advanced system assisted greatly in his program of desert study from space. In 1986 he joined Boston University as Research Professor and Director of the Center for Remote Sensing to promote the use of space technology in the fields of archaeology, geography and geology. Under his leadership, the Center has grown to become a leading force in the applications of remote sensing technology to environments around the world. In 1997, NASA selected it as a "Center of Excellence in Remote Sensing." Dr. El-Baz travels often to the Middle East and North Africa to acquire and spread knowledge about the desert. Following the 25 January revolution in Egypt, he has returned often to encourage the young generation of students, and increase the participation of youth in future affairs of the country.

1:30-2:30pm

LUNCH

2:30-2:45pm

The Power of Storytelling

Michael Megalli is Senior Director of Brand Strategy at Microsoft

Michael leads branding, product launch strategy and innovation programs across the company's wide portfolio of products and services. Prior to joining Microsoft, Michael led Group 1066, a New York-based brand consultancy which he also founded. He's a graduate of New York University's Interactive Telecommunications Program and Brown University. Michael also serves on the board of RISE Egypt. He lives in Seattle with his wife and two children.

2:45-4:00pm

Going Global – Learning From Other Successful Models Around the World

Andrew Zolli is a well-known expert in global foresight and innovation, studying the complex trends at the intersection of technology, sustainability and global society that are shaping our future.

He is widely recognized as a writer, thinker, commentator and speaker on futures-related topics. Andrew also serves as a Fellow of the National Geographic Society. His work and ideas have appeared in a wide array of media outlets, including PBS, the New York Times, National Public Radio, Fast Company, American Demographics, Popular Science, and many others. He has served as Executive Director of PopTech! and is currently on sabbatical in order to explore other areas of interest related to resilience and global innovation.

Tim Williamson is the co-founder and CEO of *The Idea Village*, a private, independent 501(c) (3) non-profit organization founded in 2000 with a mission to identify, support and retain entrepreneurial talent in New Orleans.

An entrepreneur by trade and by training, Mr. Williamson has successfully started and operated five entrepreneurial ventures in four different cities and has been a steadfast advocate for making New Orleans a vibrant entrepreneurial community. Mr. Williamson is a frequent speaker on entrepreneurship and strategies to build an entrepreneurial ecosystem. A graduate of the Stanford University Executive Program for Non-Profit Leaders, New Orleans Regional Leadership Institute, and CABL's Louisiana Leadership program, Mr. Williamson was honored among CityBusiness' Power Generation, Gambit "40 under 40" and 2009 YLC Role Model. Mr. Williamson also earned the Junior Achievement Rising Star Award and received "Heroes of the Storm" award in 2008. He serves on the boards of City Year New Orleans and the Arts Council of New Orleans. Mr. Williamson received a B.S.M. in Finance from Tulane University.

Vinit Nijhawan is Managing Director, Office of Technology Development, and Executive-in-Residence at ITEC (Institute of Technology, Entrepreneurship & Commercialization) at Boston University.

Vinit also teaches MBA courses on Entrepreneurship at BU, over 225 students have taken his courses. Vinit has over 30 years experience building five startups: as CEO of three, five were acquired. Vinit was Venture Partner at Key Venture Partners and over two years sourced over 200 deals and made one investment that was acquired for \$430M. Vinit is an advisor and board member to several technology startups and was a Mass High Tech All-Star in 2005. Vinit has participated in over 150 panel discussions and paper presentations, and is a Board Member of Mass Ventures, an early stage, quasi-public Massachusetts venture capital firm and a co-founder of EdTech Accelerator LearnLaunchX. Vinit earned a B.A.Sc in electrical engineering from the University of Waterloo in Ontario, Canada. He is past President of the Boston chapter of TiE and a Trustee for TiE Global.

Shahir Guindi is the managing partner of the Montréal office of Osler, Hoskin & Harcourt LLP, and formerly a member of the firm's Executive Committee.

His practice focuses on mergers and acquisitions, corporate finance and private equity/venture capital (including in the areas of technology and life sciences). He acts for many private equity funds in their portfolio investments and divestitures and for corporations and investment banks in connection with corporate finance transactions. Shahir has extensive expertise in cross-border M&A and private equity fund formation. He is a director of the Business Development Bank of Canada and sits on the boards of several other companies and was Co-Chair of Réseau Capital (Québec's private equity and venture capital association) between 2010 and 2013.

4:15-4:30pm

Coffee Break

4:30-5:00pm

Metrics & Impact - The Role of Research in Supporting Entrepreneurship for Development in Egypt

Nadereh Chamlou is an International Development Advisor. She served as the Former Senior Advisor to the Chief Economist for the Middle East and North Africa Region of the World Bank.

In her 29 years with the World Bank, Nadereh has worked in technical, advisory, and managerial positions across the organization in such areas as economic management, private and financial sector development, infrastructure and environment, corporate governance, and the knowledge economy. Her experience also extends to Latin America, East Asia and Pacific, and Eastern Europe. She co-authored a World Bank flagship report, "Corporate Governance: A Framework for Implementation," in 1999, and was co-founder of the World Bank/OECD-sponsored Global Corporate Governance Forum, which she headed from 1998 to 2000. She was the principal author of "Gender and Development in the Middle East and North Africa Region—Women in the Public Sphere" in 2003, and of "The Environment for Women's Entrepreneurship in the Middle East and North Africa Region" in 2008. She is a member of the Board of Trustees of the Tunis-based Center for Arab Women's Training and Research (CAWTAR); a founding member of the Steering Committee and the Advisory Committee of the Gender Economic Research and Policy Analysis (GERPA) initiative and Chair of the Friends of the Margaret McNamara Memorial Fund, a scholarship fund for women from developing countries. She is Adjunct Professor at New York University's Wagner School of Public Policy and a member of the International Steering Committee of Nyenrode, The Netherlands Business University. She was a member of the scientific committee of the Dutch Gender Task Force—24orMore. She is a graduate of Georgetown's School of Foreign Service and the Graduate School for Economics.

Mona M. Amer is an Associate Professor of Psychology at the American University in Cairo.

Mona received the university's Excellence in Teaching award. She is a clinical-community psychologist with a doctorate from The University of Toledo, Ohio and postdoctorate from Yale University School of Medicine. Dr. Amer has two main lines of applied research. First, she has expertise in ethnic/racial disparities in mental health, with specializations in the Arab and Muslim American minorities. Her work in this area was awarded by the American Psychological Association (APA) and has been published in APA's flagship journal *American Psychologist*. Her second area of interest is the influence of civic engagement and volunteerism on Egyptian university youth's interpersonal skills and career development, including subsequent employment matching and social entrepreneurship. Both lines of research focus on understanding disparities and stressors that disproportionately affect marginalized and disempowered groups (such as minorities and youth) and developing recommendations for effective programs and policy. Dr. Amer is particularly interested in integrating empirical and participatory approaches to community-based programming. For about 10 years she and her students have consulted to grassroots, nonprofit, and government organizations on how to more effectively design and evaluate initiatives. These efforts were recognized in her receipt of AUC's 2014 Faculty-Community Partnerships Award.

Dr. Sherif Kamel is dean of the School of Business at the American University in Cairo (AUC) since 2009 and Professor of Management Information Systems at the Department of Management.

(See Dr. Sherif Kamel biography on page 8)

5:00-5:30pm

Closing Keynote "The Culture of Innovation for Social Transformation"

Eng. Mohammad El Sawy *Founder of Sakia of Abdel-Moneim El Sawy (The Culture Wheel)*

Mohammad is providing space and an enabling environment for citizens to enjoy the arts and to make more informed choices which will lead to systemic and positive cultural and social change. In 2003, Mohammad established Sakia of Abdel-Moneim El Sawy (The Culture Wheel), turning a garbage dump under a bridge in his company's neighborhood into a public cultural venue. Since then it has been operating as Cairo's cultural hub, serving as an open platform where citizens can be exposed to different streams of thought, express themselves, and debate issues of interest. Through this platform, Mohammad promotes social consciousness by addressing contemporary and taboo issues that affect Egyptian society. This community center provides space for youth from different economic and social backgrounds to express themselves, debate issues of social concern, and participate in launching campaigns and awareness events. Mohammad's model for social change is built on a series of experiences and opportunities centered on enlightenment and self-expression. Those tools range from cultural, artistic, and sports activities to debates and knowledge-sharing events. Mohammad facilitates access to these experiences, training youth on how to make the most of them, and ultimately, provides the outlet where they can use them freely; his aim is to create a youth movement that embraces ethical values and freedom of choice. The center is unique because it provides equal access to all Egyptians, whether as audience or as speakers and performers. Mohammad has also managed to simplify and familiarize Egyptians, young and old, with the notion of social activism, in a country where such a notion was exclusively for the elite and intellectual. The center also upholds the philosophy of involvement, adopting youth-led initiatives and encouraging participation from all in designing new activities. His initiative is distinctive as it is based on a business model, and financed by private sector support, membership fees, and ticket costs. The core activity costs are covered and sustainable. Today, El Sakia is more than a "cultural center," it is a home for new artists to perform and spread their message. The Sakia's goals and functions transcend the art and cultural performances as Mohammad uses it as a center of excellence to illuminate the cultural scene. It is seen by youth and their parents as a safe haven for the exchange of ideas and exposure to the outside world. Mohammad is also adopting annual thematic campaigns to address social, ethical, cultural taboos, and problems that have plagued Egyptian society. Prior to Sakia, as co-founder and owner of Alamiya Advertising Agency, a successful private company, Mohamed organized comprehensive sports and cultural events for children and youth through his agency. In February 2011, Sawy served as Minister of Culture for a brief period after the January 25th Revolution.

5:30-6:00pm

Closing with Ahmed El-Haggar & Moez Dawad

In 2010, Ahmad Graduated from the Higher Institute of Arabic music, based in Cairo. In 2012, Ahmad started up a project, where famous western pop songs were covered and rearranged into an Egyptian style, using various instruments like the Oud, Qanun and the Ney flute. The most popular cover was Gnarl's Barkey's hit "Crazy", which received thousands of hits on Youtube. Earlier this year, Ahmad was asked by the legendary singer/songwriter Carole King to arrange one of her songs, as well as sing alongside her. It was for a Grammy related event called "Musicares' Person of the Year," honoring her achievements in music as well as her philanthropic efforts. They performed together an Egyptian style version of "Home Again."

Moez Dawad is a student at the Berklee School of Music and specializes in percussion.

6:00-7:30pm

Reception

**A special thanks to the RISE team
for their passion and dedication**

Staff

Noha Soliman

Operations / Events Manager

Noha Soliman is a veteran events and marketing manager. Prior to joining RISE Egypt, she served as Marketing Manager at First Republic Bank managing the launch of new products as well as planning several annual galas and corporate events. She has also coordinated events domestically and internationally for corporations such as Discovery Communications, The Fairchild Corporation and the Hart Speech Foundation. Noha holds a Bachelor's in Communications from the University of Maryland. She's the mother of two boys and is dedicated to teaching them Arabic and learning about their Egyptian heritage.

Sarah Moawad

Communications Manager

Sarah Moawad is a perpetual daydreamer, restless seeker, and hopeless idealist. Born in the US, raised in Saudi Arabia, but with her heart and roots in Egypt, she is a "Third Culture Kid," simultaneously out of place and at home anywhere and everywhere (in addition to being incurably confused). She is relentlessly passionate about social justice, activism, and storytelling, weaving together human stories of struggle, hope, and triumph in the hopes of building something extraordinary - a vision of shared humanity, compassion, and empathy cutting across barriers and borders. She holds a BA in Political Science from the University of Pittsburgh and has recently completed a Master's in Middle Eastern Studies at Harvard University. Her previous experience includes internships in broadcast and radio journalism, research, translation, teaching, and non-profit work.

Habi Girgis

Creative Director

Habi is a graphic designer & cofounder of Tandem Design Studio. Relying on his extensive professional experience in branding and art education background, Habi founded Tandem in 2014, a Cairo based design studio, specialising in branding and design services. Having a passion for art and global culture, Habi gathered his cultural and professional experience from different places around the world. After graduating in 2002, Habi worked at the Guggenheim Museum in Venice, Italy. He worked for Y&R Cairo, then moved to Y&R San Francisco. In 2007, he decided to return back to Cairo where he worked as a Creative Director for Icon, one of the emerging branding agencies in Egypt. Habi Studied Painting and Art History at The Faculty of Fine Arts in Cairo.

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