



THE GLOBAL TRADE MATTERS BREAKFAST WITH HIS EXCELLENCY

EGYPT - CANADA

TRADE AND INVESTMENT RELATIONS

Under the Auspices of the



Ministry of Trade & Industry

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CAIRO
September 2nd, 2007
Semiramis InterContinental



EGYPTIAN - CANADIAN ECONOMIC RELATIONS

BREAKFAST WITH HIS EXCELLENCY
THE CANADIAN AMBASSADOR
TO EGYPT



MARKETING STRATEGIES INTERNATIONALES



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Re: Breakfast with His Excellency the Ambassador of Canada to Egypt

WWW.GLOBALTRADEMATTERS.ORG
Cairo, July 25, 2007

Dear Delegate,

It gives me great honor to write to you today in regards to the “Breakfast with His Excellency the Ambassador of Canada” which Global Trade Matters will be holding on **Sunday September 2nd 2007** at the Semiramis InterContinental Hotel Cairo. The theme of this “Breakfast with his Excellency” will be “Egyptian-Canadian Economic Relations” providing a comprehensive guide on further developing and strengthening economic and business ties between Egyptian and Canadian companies. Inaugurating the event will be **His Excellency Ambassador Philip MacKinnon, the Canadian Ambassador to Egypt**.

The Global Trade Matters Initiative plays a vital role in the promotion and awareness creation of international trade and investment agreements and protocols, offering both the private and public sectors accurate, updated, and quality content and information, further assisting them in better understanding and integrating into the global economy.

Under the Auspices of the Ministry of Trade and Industry, and supported by over 30 governmental and non governmental organizations, chambers and associations, Global Trade Matters has attracted over 2500 delegates (Q1-2 2007) from different parts of the world, and 60 keynote and expert speakers to discuss a diverse number of agreements and protocols such as the Association Agreement, the Euro Med Partnership, the Economic Neighborhood Policy, Agadir, COMESA, the QIZ, the Egyptian Turkish FTA, and Egypt – Emirates Investment and Trade.

This event is supported by the Canadian Embassy in Egypt, the Canadian Trade Commissioner Service, the Canada-Arab Business Council, the Canadian Egyptian Business Council, the Canadian Chamber of Commerce in Egypt, British Egyptian Businessmen’s Association, the Egyptian Businessmen’s Association, Marketing Strategies International, Quality Communications Productions, Oxford Business Group and is proudly sponsored by Citadel Capital, the Arab world’s leading private equity firm.

As part of our ongoing efforts to provide the private sector with first-hand information regarding the opportunities which may lay ahead with the growth and expansion of economic ties between Egypt and Canada, Global Trade Matters offers the perfect venue to expand your knowledge and understanding of the opportunities available to you and your company in a variety of different fields and business sectors when doing business with Canada.

This exclusive event will give you the opportunity to address any questions that you may have regarding doing business with Canada directly to the people who have the right answers and expert advice covering a wide variety of sectors. Honoring us on this occasion will be **His Excellency Ambassador Philip MacKinnon** and four top senior trade officials from the Canadian Embassy who will be available to assist both Canadian and Egyptian companies looking for new and exciting opportunities to expand their businesses.

I would like to take this opportunity to thank **His Excellency Ambassador Philip MacKinnon and the Canadian Embassy staff** for their continuous support and I urge members of the private sector to take up this opportunity and join us in further expanding bilateral trade and investment between both countries.

Best regards,
Ashraf Mohamed Naguib
Managing Director
Global Trade Matters
Ashraf.naguib@globaltradematters.org

Agenda

Date:	Sunday, September 2nd 2007
Starting Time:	Registration from 8:30am – 9:00am
Featured Topic:	Egyptian-Canadian Economic Relations
Country:	Egypt (Cairo)
Registration Fees:	LE 150/person (tax inclusive)
Venue:	Semiramis Intercontinental Hotel
Ballroom:	Tiba Ballroom
Number of Speakers:	7
Number of Delegates:	100-150

- 8:30: Delegate Registration / Coffee / Tea
- 9:00: Delegate seating and start of Session
- 9:05: Global Trade Matters Welcome Speech and Introduction
- 9:10: His Excellency Ambassador Philip Mackinnon Speech
- 9:30: Eng. Mohamed Saad Tawfik Omran
CEO, Information Technology Industry Development Authority (ITIDA).
Speaking on Behalf of H.E Dr. Tarek Kamel, Minister of Communication and
Information Technology
- 9:45: Breakfast is served
- 10:30: Presentation by Mr. Richard Dubuc
Canadian Commercial Counselor
- 11:00: “Trade Commissioner Service” Panel Featuring:
Mr. Richard Dubuc (Commercial Counselor)
Mr. Magdy Ghazal (Trade Commissioner)
Mr. Joseph Tadros (Trade Commissioner)
Dr. Tarek Abdel Meguid (Trade Commissioner)
- 12:15: Session End

Open for Q&A

Theme: An overview of Egyptian – Canadian economic relations and outlook for future growth and expansion in both bilateral trade and investment. Provide a presentation on the benefits of doing business and trading with Canadian companies and the different opportunities available to Egyptian businesses in multiple sectors.

The floor will be open for Q&A sessions.



HE Ambassador Philip MacKinnon
Canadian Ambassador to Egypt

Philip MacKinnon joined the Department of External Affairs (now Foreign Affairs Canada) in 1974 and has been posted to Tunis, Seoul, Geneva and Vienna. In Ottawa, he undertook assignments in a number of divisions, including the United States Division; the Industry, Investment and Competition Policy Division; and the Nuclear Division. He also served as Director of International Security Policy and Commission of Security and Cooperation in Europe Affairs. Mr. MacKinnon has been appointed Ambassador to the Arab Republic of Egypt in May 2004.



(Speaking on Behalf of)

H.E. Dr. Tarek Kamel, Minister of Communication and Information Technology.

Eng. Mohamed Saad Tawfik Omran
CEO, Information Technology Industry Development Authority (ITIDA)

Mohamed Saad Tawfik Omran appointed as the first Executive President of the newly established Information Technology Industry Development Authority (ITIDA). He was the Chairman and co-founder of MIS one of the largest reputable data communications & security providers in Egypt

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Speaker: **Mr. Richard Dubuc**
Title: Commercial Counselor
Organization: Canadian Embassy in Egypt

Sectors Covered: **Economic and Trade Policy, Investment Promotion / Strategic Alliances, Market Access, Service Industries and Capital Projects**

Speaker: **Mr. Magdy Ghazal**
Title: Trade Commissioner
Organization: Canadian Embassy in Egypt

Sectors Covered: **Agricultural Technology and Equipment, Agriculture, Food and Beverages, Bio-Industries, Fish and Seafood Products, Forest Industries, Health Industries, Investment Promotion / Strategic Alliances, Market Access, Metals, Minerals and Related Equipment, Services and Technology, Ocean Technologies, Service Industries and Capital Projects**

Speaker: **Mr. Joseph Tadros**
Title: Trade Commissioner
Organization: Canadian Embassy in Egypt

Sectors Covered: **Advanced Manufacturing Technologies, Aerospace and Defense, Chemicals, Environmental Industries, Information and Communications Technologies, Investment Promotion / Strategic Alliances, Liaison with International Financial Institutions, Market Access, Metals, Minerals and Related Equipment, Services and Technology, Oil and Gas Equipment and Services, Plastics, Science and Technology, Service Industries and Capital Projects, Space**

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Speaker: Dr. Tarek Abdel Meguid
Title: Trade Commissioner
Organization: Canadian Embassy in Egypt

Sectors Covered: Education, Aboriginal Products, Services and Technologies, Advanced Manufacturing Technologies, Arts and Cultural Industries, Automotive, Building Products, Consumer Products, Electric Power Equipment and Services, Investment Promotion / Strategic Alliances, Liaison with International Financial Institutions, Market Access, Rail and Urban Transit, Science and Technology, Service Industries and Capital Projects, Tourism

Register now online at: *Please Note: Registrations will be processed upon receipt of payment*
<http://www.globaltradematters.org/registrationForm.asp?conferenceID=23>

Conference fees of LE 150 include attendance to all speeches, presentations and Q&A sessions at the conference, morning coffee and breakfast and all informational material provided by speakers and or participating organizations and sponsors. *CanCham Members receive an exclusive LE50 discount on the conference fees.*

Notification of cancellation must be in writing: Cancellations postmarked or received by fax or e-mail before August 15, 2007 will be refunded less a LE50 processing fee. No refunds will be made for cancellations received after August 15, 2007.

For sponsorship opportunities visit:
<http://www.globaltradematters.org/register.asp?conferenceID=23>

November 21st 2007



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