

THE MARKETERS LEAGUE ANNUAL CONFERENCE '08 AGENDA

**WELCOMING
& REGISTRATION**
(9:00 AM - 10:00 AM)

THE NEW REALITY (SPEECHES)

10:00 - 10:15
01 DR.WAEL KORTAM

10:20 - 10:35
02 DR.RAMY KHODEIR

10:40 - 10:55
03 DR.IBRAHIM HEGAZY

ICT TRANSFORMING BUSINESS (SPEECHES)

11:00 - 11:15
04 ENG.SHERIF ELTOUNY

11:20 - 11:35
05 ENG.MOSTAFA GAMRAH

11:40 - 11:55
06 MR.BASSEM NASSIF

COFFEE BREAK
(12:00 PM - 12:30 PM)

BANKING TRANSFORMATION FOR THE FUTURE (AN INSIGHT ON FINANCIAL INCLUSION) (PANEL DISCUSSION)

MR.TAMER ELARABY
(MODERATOR)

- MS. SARAH IBRAHIM
- DR. NOUR ELZENY
- MS. NERMIN SHEHAB

(12:30 PM - 1:15 PM)

REAL STATE CHALLENGES AND OPPORTUNITIES (BUBBLE OR NO BUBBLE...!) (PANEL DISCUSSION)

DR.RAMY KHODEIR
(MODERATOR)

- MR. NABIL AMASHA
- ENG. FATHALLAH FAWZY

(1:15 PM - 2:00 PM)

THE MARKETERS LEAGUE ANNUAL CONFERENCE '08 AGENDA

ADVERTISING IN TODAY'S
CULTURED MEDIA
(EVOLUTION OR REVOLUTION)
(PANEL DISCUSSION)

DR. GALAL ZAKI
(MODERATOR)

- MR. TAREK NOUR
- MR. IHAB GOHAR

(2:00 PM - 2:45 PM)

LUNCH BREAK
(2:45 PM - 4:00 PM)

FMCG SECTOR DYNAMICS
(CHALLENGES AND SOLUTIONS)
(PANEL DISCUSSION)

MR. SAMI GABRIAL
(MODERATOR)

- ENG. MOHAMED SAADA
- ENG. MOUNIR ELGAZIERLY
- MR. OMAR MANDOUR
- MR. MARWAN ABDEL RAZEK

(4:00 PM - 5:00 PM)

PHARMA AND THE DIGITAL AREA
(DOMESTIC COMPETITION
& INTERNATIONAL GROWTH)
(PANEL DISCUSSION)

DR. HANY SOLIMAN
(MODERATOR)

- DR. NIBAL DAHABA
- DR. EMAD GRISS
- DR. HATEM SAFEI

(5:00 PM - 5:45 PM)

INFLUENCERS AS A MARKETING
(BRAND AMBASSADORS)
(PANEL DISCUSSION)

HOSSAM HEIKAL
(MODERATOR)

- AMR WAHBA
- MAI IBRAHIM
- FARIDA TEMRAZ
- AHMED RAFAAT

(5:45 PM - 6:30 PM)

AWARDS
(6:30 PM - 7:00 PM)