



THINK TANK INVITATION

EMPOWERING THE DIGITAL ECONOMY
DIGITIZING OUR SMES TO ACHIEVE GREATER PROSPERITY

YOUR VOICE IS NOT JUST IMPORTANT IT IS A MUST!

This is an exclusive invitation to join a Public / Private Partnership Think Tank Session to explore Egypt's leadership role in a new Digital Economy Industry projected to be more than twice the size of the world's current oil and gold production combined by 2035.

Today the Digital Economy is a key G20 policy directive towards building the buying power of the mid and low-income countries, creating new demand for the high-income countries thus growing the global economic 'pie'. Now, for the first time, the best and brightest minds from the government, IGO/NGO, academia, commerce, finance, insurance and technology sectors will come together to digitize the global value chains of the B2B marketplace, placing new digital tools at the fingertips of SMEs, free of cost to the end users.

This new 21st century digital era will propel SMEs to achieve greater transparency and efficiency thereby de-risking doing business with their trade partners. In turn, SMEs can reduce their excess trade and operating costs, gain the financing they deserve and better connect with distant markets to grow their revenues and create millions of jobs. These are the ambitions of our SMEs.

The world's most trusted information technology firms are now committed to deliver these new digital tools across the Americas, Europe, Asia and the MEA regions where the public and private sectors have embraced the promise of new innovation transforming the B2B marketplace to create greater economic prosperity.

Global experts believe this Digital Economy initiative represents a turning point to rebalance the global economy providing sustainable economic growth today, and for generations to come.

The change is upon us and now the future begins with us ----- all of us.

We Are All
Accountable
To Secure Growth

AGENDA
ESSENTIAL READING



VENUE & DATE:

Venue: Science & Technology Parks
for Electronics & Research Industries
(STPERI), Cairo Airport, Egypt

Date: December 20th, 2018

Time: 08:30- 12:30

THE FOUNDATION FOR LIMITLESS POSSIBILITIES

INVITEES

MINISTRY HIGHER EDUCATION AND SCIENTIFIC RESEARCH (MHESR)
Egypt

MINISTRY OF INDUSTRY, TRADE AND SMALL INDUSTRIES
Egypt

MINISTRY OF COMMUNICATIONS & INFORMATION TECHNOLOGY
Egypt

EGYPTIAN JUNIOR BUSINESS ASSOCIATION (EJB)
Egypt

CAIRO CHAMBER OF COMMERCE
Egypt

CENTRAL BANK OF EGYPT
Egypt



PROF. DR. HESHAM EL DEEB
Electronics Research Institute (ERI)
Egypt



DR. SERGIO ARZENI
President
International Network for SMEs (INSME)



MR. GREGORY BIRD, CPA
Deputy Secretary General
Global Coalition for Efficient Logistics (GCEL)

AGENDA

TOPIC	SESSION LEAD	TIME
WELCOME RECEPTION - REFRESHMENTS	Think Tank Participants	08:30
Entrepreneurship Program at STPERI	Prof. Dr. Hesham El Deeb	09:00
Session Objectives	Dr. Sergio Arzeni INSME - President	09:15
Empowering the Digital Economy Video		09:20
Public – Private Partnerships to Deploy the Digital Economy	Mr. Gregory Bird GCEL - Deputy Secretary General	09:30
Open Discussion	Think Tank Participants	10:15
MEA – Europe Benchmark Trade Lane: Digital Implementation at the Ground Level	Dr. Damodar Konda GCEL - Executive Member - Technology	11:15
Open Discussion	Think Tank Participants	11:30
Agreed Next Implementation Steps	Dr. Sergio Arzeni INSME - President	12:00
Tour of the First Phase of the STPERI		12:15
END OF SESSION - LUNCHEON		12:30



ESSENTIAL READING

GLOBAL CHALLENGES

- Demographic shifts during the past 35 years have created economic imbalances in the global economy.
- High income countries have low birth rates, an aging population, and have excess capacity with insufficient demand.
- Mid and low income countries have young and growing populations however they are challenges with high domestic and international trade costs as well as buying power that is less than 20% of high income countries.
- Global economic growth is challenged by the following:
 - High risks of doing business within the B2B marketplace as a result of the fragmentation among its four main pillars: commerce, finance, insurance and logistics.
 - SMEs cannot afford the high cost of technology tools to reduce excess costs, gain greater access to finance, and better connect with domestic and international markets to increase trade.
 - SME’s are not able to secure the necessary financing due to the high cost of underwriting, burden of regulatory compliance requirements and perceived risk.
 - Excess domestic and international trade as well as operations costs contribute to greater business risk which inhibits national and foreign investment.
 - A solution cannot be tailored to one country alone since its shippers/ SMEs transact business with multiple parties domestically and internationally, thereby requiring a global solution with national and regional implementation.

The above are challenges facing Egypt and its trade partners globally

THE ECONOMIC GROWTH IMPERATIVE

- We must create greater efficiency and transparency to de-risk trade between Egypt and its trade partners throughout the region and the world.
- We must reduce excess trade and operations costs as well as better connect businesses with local and distant markets to trigger more finance and investment in order to build the buying power of the SMEs.
- We must create new B2B business among the high, mid and low income countries and grow the global economic pie rather than compete on the same one we have today.

THE GLOBAL SOLUTION

- GCEL’s participation in the G20/B20 forums during the past 4 years have contributed to the G20 Leaders’ adoption of the Digital Economy as a key policy directive to achieve sustainable economic growth.
- Although the Digital Economy is now a key policy initiative, there has been continuous debate as to what this Digital Economy should look like. While artificial intelligence, robotics and the internet of things are important themes in today’s digital era, what value are these costly technologies to the SMEs that comprise nearly 50% of the world’s GDP?
- GCEL’s members and supporters believe we must listen to the voice of the real economy participants at the ground level to determine what the Digital Economy should look like. Accordingly, GCEL completed the G20 Nations Case Study, a diagnostic assessment of trade efficiency, that involved the participation of more than 90 ministries, IGOs/NGOs, academia and private sector experts including Deloitte, Frost & Sullivan and the Nielsen Company.
- The results yielded that 90.4% do not have an integrated system and 94.5% of the respondents want the Digital Economy Platform to reduce excess trade and operations costs, increase access to finance, better connect with distant markets and grow trade.
- To date, 26 of the world’s top technology firms, which manage 60% of the global GDP through 2.6 million manpower have signed strategic agreements towards the selection of 12 firms equally distributed across the Americas, Asia, Europe and MEA to deploy the Digital Economy Platform globally.
- The foregoing public and private sector consensus provides the foundation to deploy the Digital Economy Platform that will deliver new digital tools for the global B2B marketplace, free of cost to end users, to de-risk trade by seamlessly integrating commerce, finance, insurance and logistics.
- The Digital Economy Platform will be implemented in a manner offsetting geopolitical, monopolistic and data privacy concerns to create greater B2B efficiency that will grow domestic and international trade towards building the buying power of the world’s SMEs.

COUNTRY, REGIONAL AND GLOBAL BENEFITS

The adoption of the Digital Economy Platform within the B2B marketplace will provide the following benefits by 2030:

Direct Benefits	Egypt	MEA	Europe	Global
Reduce annual domestic and international trade costs (billions)	50	217	959	3,700
Increase annual trade (billions)	77	1,286	1,893	7,700
Create manufacturing, agriculture and service industry jobs (millions)	5.7	80	36	310
Access to a new USD 5.5 trillion digital commerce, finance and insurance industry (2035)				
Access to a USD 1 trillion SME fund to build capacity				

DIGITAL IMPLEMENTATION TO REALIZE THESE BENEFITS

The deployment of the Digital Economy Platform (DEP) will be triggered through the Coalition’s 18-month HumaWealth Benchmark Trade Lane (BTL) Program delivering comprehensive benefits throughout all regions of the world.

The DEP will be implemented via four trade lanes in the Americas, Asia, Europe, and Middle East / Africa including the active involvement of governments, pan regional organizations, industry associations, academia and the world’s leading technology, finance, insurance and commerce firms. Each trade lane will include sellers, buyers, carriers, and logistics service providers i.e. everyone participating in the shipping process from shelf-to-shelf.

- The MEA Benchmark Trade Lane is planned to be held between Egypt and a MEA Country, with a trade link to the European Benchmark Trade lane between Italy and Germany.
- Agreements to deploy the platform through the European Benchmark Trade Lane between the UK, Germany and Italy have been executed with the UK Export and International Trade Association, International Association of SMEs (INSME), CONFAPI (Italian SME Association) and BVMW (largest SME association in Germany – the perennial #1 in trade efficiency).
- Agreements to deploy the platform through the Asia Benchmark Trade Lane between India and Indonesia, representing more than 20% of the world’s population, have been executed with the Confederation of Indian Industries (CII) and the Indonesian National Chamber of Commerce (KADIN).
- The deployment of the DEP through the regional BTLs will accelerate several economic development initiatives within each region. The benefits of the DEP are also identified at the country level in the G20 Nations Case Study report. The Coalition as well as the public and private sectors from each participating BTL country shall collaborate with each other in the BTL deployment as noted in the [MEA BENCHMARK TRADE LANE WEB PAGE](#)



ABOUT INSME

The International Network for Small and Medium Enterprises – INSME is a legally recognized not-for-profit association working under the auspices of the OECD – Organisation for Economic Co-operation and Development.

The Association gathers innovation and technology transfer stakeholders including governmental bodies, international organizations, NGOs, business support organizations, chambers of commerce on an international scale.

As of October 2018, INSME can count on the support of 64 Members from 30 different countries.

The Network is a facilitator for the creation of public-private partnership, a gateway to innovation good practices for the support of SMEs and entrepreneurship and a catalyst of information on opportunities, latest trends and insights on innovation, SMEs, technology transfer and entrepreneurship.

INSME offers a wide array of services helping its Members to better achieve their goals by taking advantage of cross border connections and collaborations enhanced by the Network.

ABOUT GCEL

The Global Coalition for Efficient Logistics (Coalition) is an international non-profit Public - Private Partnership organized in Switzerland under Article 60 of the Swiss Civil Code. The Coalition’s members and supporters include more than 150 countries through their pan-regional organizations, 26 IGOs/NGOs and the world’s leading information technology firms. These organizations include: United Nations, African Union, Organization of American States, Organization of Islamic Cooperation, League of Arab States, among others.

The Coalition’s mission is to achieve sustainable global economic growth through the use of today’s 21st century technology, deployed in a manner that offsets monopolistic, geopolitical and data privacy concerns. In collaboration with 16 of the world’s top information technology, commerce, finance and insurance firms, the Coalition is deploying an innovative global Digital Economy Platform (DEP) delivering thousands of business apps, at no cost to the end user, that digitize the USD 150 trillion B2B marketplace. These apps can be easily integrated across the e-Logistics, e-Commerce, e-Finance, e-Insurance, and e-Grants dimensions provided through the platform.

This platform will unleash a new Digital Economy Industry by 2035, more than twice the size of the world’s current oil and gold production combined. Essentially, the Coalition’s global digital economy solution will be a paradigm shift in the way trade is performed. Through the use of sophisticated Big Data Analytics, Artificial Intelligence and Block Chain capabilities, the platform provides mission critical tools to large, medium and small businesses through Software as a Service (SaaS) to build the buying power of the mid and low-income countries creating new demand for the high-income countries thus growing the global economic ‘pie’.

This initiative can be compared to the way electricity, telephones, microcomputers, and the internet have connected our world and transformed our lives.