

You never lose a dream. It just incubates as a hobby - Larry Page

Winter School on *Advancing Business Ideas*

Cairo University – Cairo – Egypt

17th to 24th October, 2017

The uprising and protest movements in the Arab world unveiled significant economic weaknesses previously masked by years of economic and political stability and rather improving macro-economic data. Indeed, despite seemingly improving poverty and inequality indicators and some progress with structural reforms, high unemployment, poor living conditions, and lack of economic opportunity have been a reality throughout countries of the Arab world. Today, the economic situation across countries of the MENA region can be described as fragile and mixed at best. The private sector has indeed a great role to play in order to build strong and competitive economies. Hence promoting entrepreneurship is a key factor for the economic development of the region.

In light of the cooperation between the Center of Institutions, Economics, and Law in Egypt (CIELE), Faculty of Economics and Political Science (FEPS), Cairo University, and the Institute of Law and Economics (ILE), Hamburg University; CIELE is pleased to invite applicants for the Winter School on Advancing Business Ideas that will be held at FEPS, Egypt, from 17 - 24 October 2017.

The Winter School is jointly organized by the Arab Center for Scientific Research and Humane Studies, Rabat, Morocco with the financial support of the German Academic Exchange Service (DAAD) via funds from the German Federal Ministry for Economic Cooperation and Development (BMZ).

Agenda

Day 1 17th of October 2017	
9:30 - 10:00 AM	Registration
10:00 - 10:30 AM	Welcome Note - Keynote Speech on the Importance of Entrepreneurship in Egypt and Economic prospects
10:30 - 12:00 PM	Session 1: Discussion and Analysis of the Economic Situation in Egypt
12:00 - 12:30 PM	Coffee Break
12:30 - 2:00 PM	Session 2: Legal Frame of Starting a Business in Egypt
2:00 - 3:30 PM	Session 3: Debriefing and Introduction to PESTEL Analysis
Day 2 18th of October 2017	
9:30 - 11:00 AM	Session 1: Introduction to Business Plans
11:00 - 12:30 PM	Session 2: Strategic and Marketing Component of the Business Plan
12:30 - 1:00 PM	Coffee break
1:00 - 2:30 PM	Session 3: Accounting and Financial Elements of the Business Plan
Days 3 & 4 20th & 21st of October 2017	
Team working days to elaborate business plans for business ideas	
21st October evening: Winter School Dinner	
Day 5 22nd of October	
Business Plans Presentations and competition game with featured key note speeches of entrepreneurs.	
Day 6 23rd of October	
Excursion full day in Cairo	
Day 7 24th of October	
Departure	