



Union for the Mediterranean
Union pour la Méditerranée
الاتحاد من أجل المتوسط



CIHEAM
International Institute for
Advanced Agricultural Studies



CIHEAM
ZARAGOZA



The American
University in Cairo
Omid Sawiris
School of Business
Center for Entrepreneurship
and Innovation



aacid
Agencia Española
de Cooperación Internacional
y Desarrollo



SFS MED
Platform



With the technical collaboration of
Food and Agriculture
Organization of the
United Nations

EMPOWERING WOMEN ENTREPRENEURS IN THE MENA AGRO-FOOD SECTOR THROUGH SOCIAL AND TECHNOLOGICAL INNOVATION

21-22 OCTOBER 2025
CAIRO (EGYPT)

Empowering Women Entrepreneurs in the MENA Agro-Food Sector through Social and Technological Innovation

21 & 22 October 2025

Steigenberger Hotel El Tahrir, Cairo, Egypt

Draft AGENDA

DAY 1 - 21 October – CAPACITY BUILDING WORKSHOP

08:30 – 09:00	Arrival and Registration
09:00 – 09:30	Opening Session Welcome remarks & Framing the agenda: Dr. Abdulhakim Elwaer, Assistant Director General/Regional Representative, FAO Near East and North Africa Region (RNE) Dr. Omar Amawi, Deputy Director, PRIMA Dr. Hala Barakat, Director, Center for Entrepreneurship and Innovation, The American University in Cairo AUC CEI Anna Dorangricchia, Project Manager, Social and Civil Affairs Division, Union for the Mediterranean (UfM) Maître de Cérémonie : Giulia Maria Ferraresi, Project Analyst, Social and Civil Affairs Division, UfM
09:30 – 10:30	Plenary Session The Power of Innovation: Social and Technological Drivers in the Agro-Food Chain Case studies from the region: Roua Adel, CEO of Aquayate, Algeria



Union for the Mediterranean
Union pour la Méditerranée
الاتحاد من أجل المتوسط



CIHEAM
International Institute for
Advanced Agricultural Studies



CIHEAM
ZARAGOZA



The American
University in Cairo
Omid Sawiris
School of Business
Center for Entrepreneurship
and Innovation



aecid
Agencia Española
de Cooperación Internacional
and Development



SFS MED
Platform



With the technical collaboration of
Food and Agriculture
Organization of the
United Nations

EMPOWERING WOMEN ENTREPRENEURS IN THE MENA AGRO-FOOD SECTOR THROUGH SOCIAL AND TECHNOLOGICAL INNOVATION

21-22 OCTOBER 2025
CAIRO (EGYPT)

	Nouha Benzbir, Founder <i>Velours Lactés</i>, Tunisia Salam Al-Nukta, Founder of Warsha, Egypt Q&A and discussion Facilitator: Yasmine Seghirate, Administrator at the General Secretariat, CIHEAM
10:30 – 11:00	Coffee Break
11:00 – 13:00	Workshop 1 - Tech for Innovation in Agribusiness - Interactive demos of digital tools and low-cost agri-tech (e.g. e-commerce, farm mapping, cold chains, food processing) - Mapping technology to your business: accessibility, usability, gender lens - Small group work: What tech do I need? Barriers and enablers Facilitator: Noura Abdelwahab, Lead Gender and Social Inclusion Consultant, Egypt Moderator : Maggie Refaat, Gender Officer, FAO
13:00 – 14:00	Networking Lunch
14:00 – 15:30	Workshop 2 - Entrepreneurship & Business Modelling in Agro-Food Systems <i>Market Gaps, Innovation Opportunities & Green Business Models</i> - Explore the agro-food value chain through a sustainability lens (Triple Bottom Line). - Identify innovation opportunities for women-led ventures. - Apply the Business Model Canvas with a circular economy approach.



	Case study: Mozare3 – a mission-driven agri-fintech transforming smallholder farming in Egypt. Facilitator: Irene Boghdady, Head of Entrepreneurship and MSMEs, Chemonics Egypt
15:30 – 17:00	Peer Coaching Circle – Challenges & Ideas Exchange <i>Challenges & Ideas Exchange</i> Rotating peer-to-peer coaching on four themes: scaling, distribution & market access, access to funding, and partnerships. Facilitator : Rawiah Ismail Abdallah, Management Consultant and Coach Moderators: Women Entrepreneurs Network (WEN)
17:00-17:30	Wrap-Up and Reflections - Daily check-out: 3 takeaways, 1 commitment - Visual wall (post-its): “What innovation means to me...”

DAY 2 - 22 October – CAPACITY BUILDING WORKSHOP

09:00 – 09:15	Welcome Back & Icebreaker Energizer activity: “My Agri-Innovation Elevator Pitch”
09:15 – 10:30	Workshop 3 - Access to Finance and Investment Readiness - Overview of financing options: microfinance, impact funds, gender-lens investors - Tools: pitch decks, business KPIs, grant vs. loan - Group exercise: draft 1-minute funding ask (peer feedback) Facilitator: Christine Sedky, Investor&Advisor



Union for the Mediterranean
Union pour la Méditerranée
الاتحاد من أجل المتوسط



CIHEAM
International Institute for
Advanced Agrarian Studies



CIHEAM
ZARAGOZA



The American
University in Cairo
Omid Sawiris
School of Business
Center for Entrepreneurship
and Innovation



aacid
Agencia Española
de Cooperación Internacional
and Development

SFS MED
Platform



With the technical collaboration of
Food and Agriculture
Organization of the
United Nations

EMPOWERING WOMEN ENTREPRENEURS IN THE MENA AGRO-FOOD SECTOR THROUGH SOCIAL AND TECHNOLOGICAL INNOVATION

21-22 OCTOBER 2025
CAIRO (EGYPT)

10:30 – 11:00	Coffee Break
11:00 – 12:30	Workshop 4 – Leadership, Policy Engagement & Collective Voice • Introduction to women's leadership frameworks in agro-food • How to influence policy as entrepreneurs (local to regional level) • Mapping your ecosystem: Who are your allies, funders, regulators? Facilitator: Ayah El-Arief, Managing Director, MENA Women Business Club (MWBC), Egypt Group Work Moderator: Sophia Ngugi, Gender Officer, FAORNE
12:30 – 13:30	Lunch Break

REGIONAL STAKEHOLDER DIALOGUE

Shaping a Regional Agenda on Innovation for Women Entrepreneurs in the Agro-Food Value Chain

Draft Agenda

DAY 2 - 22 October - 13:30 – 17:30 | REGIONAL STAKEHOLDER DIALOGUE

13:30 – 14:00	Welcome & Introduction • Anna Dorangricchia, Project Manager, Social and Civil Affairs Division UfM and Raúl Compés López, Director, CIHEAM Zaragoza - Joint Draft Declaration: Towards a Regional Agenda • Dr. Abdulhakim Elwaer, Assistant Director General/Regional Representative, FAO Near East and North Africa Region (RNE)
---------------	---



Union for the Mediterranean
Union pour la Méditerranée
الاتحاد من أجل المتوسط



CIHEAM
International Institute for
Advanced Agricultural Studies



CIHEAM
ZARAGOZA



The American
University in Cairo
Omid Sawiris
School of Business
Center for Entrepreneurship
and Innovation



aacid
Agencia Española
de Cooperación Internacional
and Development

SFS MED
Platform



With the technical collaboration of
Food and Agriculture
Organization of the
United Nations

EMPOWERING WOMEN ENTREPRENEURS IN THE MENA AGRO-FOOD SECTOR THROUGH SOCIAL AND TECHNOLOGICAL INNOVATION

21-22 OCTOBER 2025
CAIRO (EGYPT)

	• Angy Elyamany, Executive Director, Rural & Environmental Industries Support Fund (REIS), Ministry of Social Solidarity, Egypt • Eva Suárez Leonardo, Head of Cooperation, Spanish Cooperation Office in Egypt Maître de Cérémonie : Giulia Maria Ferraresi, Project Analyst, Social and Civil Affairs Division, UfM
14:00 – 15:00	Roundtable Discussions Framing the dialogue: Toward a Regional Innovation Agenda <i>Inclusive Innovation Ecosystems, Access to Finance and Infrastructure, Enabling Policies and Institution, Leadership and Collective Action</i> • Sophia Ngugi, Gender Officer, FAORNE • Aya El Desouky, Co-Founder, Pend Tokenization • Sarah Ibrahim, Chief Officer for Governance and Corporate Secretary, Attijariwafa Bank Egypt • Nisreen Lahham, Head of Rural Transformation Unit, Arab Organization for Agricultural Development- LAS • Soukaina Bouraoui, Director Center of Arab Women for Training and Research, CAWTAR (online) Moderator: Hala Barakat, Director, Center for Entrepreneurship and Innovation, The American University in Cairo
15:00: 16:00	Co-creating Solutions: What Do Women Entrepreneurs Need? <i>Policy, finance, technology, knowledge</i> • Noha Abdelhamid, Secretary General, Women Entrepreneurs Network Egypt (online) • Ahmed Bastawy, Managing Director, ICE Alex • Menna Magdy, Project Manager, Finance in Motion GmbH • Noura Abdelwahab, Lead Gender and Social Inclusion Consultant, Egypt



Union for the Mediterranean
Union pour la Méditerranée
الاتحاد من أجل المتوسط



CIHEAM
International Institute for
Advanced Agricultural Studies



CIHEAM
ZARAGOZA



The American
University in Cairo
Omid Sawiris
School of Business
Center for Entrepreneurship
and Innovation



aecid
Agencia Española
de Cooperación Internacional
y Desarrollo

SFS MED
Platform



With the technical collaboration of
Food and Agriculture
Organization of the
United Nations

EMPOWERING WOMEN ENTREPRENEURS IN THE MENA AGRO-FOOD SECTOR THROUGH SOCIAL AND TECHNOLOGICAL INNOVATION

21-22 OCTOBER 2025
CAIRO (EGYPT)

	• Salma Amayri, AgriTech Entrepreneur, Jordan Moderator: Iman El Wasifi, CEO, Muqbis
16:00 – 17:00	Plenary Session: Commitments & Roadmap <i>Reflections from donors, government, regional platforms on strategies and priorities for a Regional Agenda on Innovation for Women in Agro-Food Value Chains</i> • Dr. Prof. Monera Galal, Head of Research, Agricultural Economic Research Institute, Ministry of Agriculture, Egypt • Raúl Compés López, Director, CIHEAM Zaragoza • Dana Dudokh, Business Development Lead/Project Manager Business and Professional Women Association (BPWA), Jordan • Heba Zaki, Director, Egypt Entrepreneurship and Innovation Center (EEIC) • Gloria Abouzeid, Director General of Cooperatives, Ministry of Agriculture, Lebanon Moderator: Anna Dorangricchia, Project Manager, Social and Civil Affairs Division, UfM
17:00:17:30	Closing Remarks