# 19-22 OCTOBER 2026 UfM ECONOMIC FORUM CAIRO, EGYPT

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AGENDA

UfM Economic Forum

*Promoting Investment Facilitation as Enabler of Inclusive and Sustainable Growth*

*Cairo, Egypt – 20 October 2026*

*Forum moderator: Mrs. Natasha Walker*

| Tuesday, 20 October 2026 | |
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| 09:00 – 09:30 | Welcome and Registration |
| 09:30- 10:45 | Opening Session<br><br>Welcome remarks<br>Keynote Speeches |
| 10:45 – 11:00 | Group Photo |
| 11:00 – 12:15 | Session I: Building a Competitive Investment Environment<br>This session will examine the policy and regulatory reforms required to strengthen investor confidence and improve the business climate across the UfM region. Discussions will focus on enhancing transparency, administrative efficiency, and institutional coordination to facilitate sustainable and cross-border investment flows.<br>Thematic focus areas include:<br>o Regulatory transparency and streamlined investment procedures.<br>o Investment Facilitation for Development Agreement (IFDA) and implications for the region.<br>o Trade facilitation, customs cooperation, and simplification of Rules of Origin (PEM Convention).<br>o Regulatory convergence and regional economic integration<br>o Exploring synergies between Digital Trade, Trade in Services, and logistics efficiency.<br>o Strategic sectors for sustainable and inclusive investment. |

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| 12:15 – 12:45 | Networking Coffee Break |
| 12:45 – 14:00 | **Session II: Unlocking Regional Investment Opportunities and Strategic Value Chains**<br><br>This session will focus on high-potential sectors, such as Energy, and cross-border initiatives capable of driving sustainable growth and regional connectivity across the Euro-Mediterranean region. The discussion will highlight practical examples of investment partnerships and regional projects with strong potential for scalability and replication.<br>**Thematic focus areas include:**<br>o Renewable energy and cross-border infrastructure connectivity. Trans-Mediterranean Renewable Energy and Clean Tech Initiative (T-MED).<br>o Industrial zones and regional value chains.<br>o Digital connectivity and logistics competitiveness.<br>o Strengthening Regional Economic Integration through Public-Private Collaboration.<br>o Identifying effective programmes that strengthen SME access to finance, regional markets, and innovation networks.<br>o The role of international financial institutions (EIB, EBRD) in enabling large-scale regional projects.<br>o The role of Investment Promotion Agencies (IPAs) in improving investor services.<br>o Featuring practical case studies drawn from renewable energy projects, infrastructure, and cross-border industrial initiatives across the region. |
| 14:00 – 15:15 | Networking Lunch |
| 15:15 – 16:30 | **Session III: Strengthening Private Sector Engagement in Investment Promotion**<br><br>This session will focus on strengthening private sector engagement in investment promotion across the UfM region. Panelists will exchange experiences, identify common challenges and opportunities, and explore practical approaches to fostering sustainable investment |

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| | partnerships that support economic growth, innovation, and regional cooperation.<br><br>**Thematic focus areas include:**<br>o Grey areas and bottlenecks facing investors that are not always on the radar of the regulators and the policy makers.<br>o What are the regional economic sectors that offer both high ROI and feature high potential for job creation, and what would it take to scale them further.<br>o what instruments and mechanisms could favor a higher private sector engagement through de-risking investments and facilitating access to markets.<br>o How can investment climate reforms contribute to improving the overall competitiveness of the UfM region vis-à-vis other regions.<br>o Practical cases of mechanisms enabled public-private dialogue and turned recommendations into concrete follow-up actions. |
| 16:30 – 17:00 | Wrap-up and conclusion |

**Venue:** Hilton Cairo Grand Nile