



منهج الحيد
T20

“We are a think/Action Tank with a wealth of capabilities and a mission to help Egypt.”

A wealth of expertise capitalisation vehicle through our high profile members' network. Delivering initiatives, projects and events through innovative collaborations with national, regional and international partners.

A non for profit membership association for Egyptian graduates from Top 20 international business schools and top tier global consulting firms. Our members are C-Class Executives, business leaders, entrepreneurs, high profile government officials, thought leaders and visionaries.

KNOWLEDGE TAKEAWAYS?

- What is our story?
- What is our members' wealth of expertise?
- What are our key 8 thematic areas of impact and 2020 outcomes?
- What are the types of events we do?
- What is our portfolio of previous achievements?
- What is our partnerships schemes & how to partner with us?
- What are our sponsorship packages and how to be our sponsor?
- Our sponsors

A grayscale world map serves as the background. The map is centered on the Atlantic Ocean, showing the continents of North America, South America, Europe, Africa, Asia, and Australia. Various geographical features like oceans, seas, and bays are labeled in small, light gray text. Overlaid on the center of the map, across the Atlantic and parts of Europe and Africa, is the text 'T20 STORY' in a large, bold, black serif font.

T20 STORY

Network . Think . Act



A
Presidential
Call



Meeting with
the President

Pool of
talents for
reform

2014

Cairo - May 6th, 2015

June 10th, 2015

White book
+ Official
Founding



Statistics

Approx. 1000
members
around the
world

Geographical
concentration:
Egypt, Dubai,
Gulf, UK and
USA.

C-Class
Executives,
Business Leaders
and
Entrepreneurs.

250

Presented a pool of
Egyptian top talents to the presidency and volunteer teams
who have supported government on specific initiatives

90%

hold **master or doctoral degree** especially in
business administration, finance, investment and
public administration

80+

worked with **top tier consulting firms**
(McKinsey, BCG, Bain, Strategy&).

225

current members living in
Egypt

40%+

Hold **top leadership management
positions** (Chairman, General manager,
C-Level officer)

350 +registered
members.

30%
female

With highest geographic
concentration in Dubai, London
and USA.

700

A community of over
highly educated Egyptians.

T20 Top International Business Schools



T20 TOP TIER GLOBAL CONSULTING FIRMS

McKinsey&Company

strategy&

Formerly Booz & Company



BAIN & COMPANY

BCG

THE BOSTON CONSULTING GROUP



WEALTH OF EXPERTISE



Investment

Strategy

**Leadership
Excellence**

Education

Oil and Gas

Entrepreneurship

ICT

BPO

SOEs

Bio-chemistry

Trade

Industry

Mining

Finance

A grayscale world map serves as the background. The map is detailed, showing continents, major cities, and bodies of water. The text 'Our Slogan' is centered over the map in a large, bold, black serif font.

Our Slogan

Network . Think . Act



Network

- Create exceptionally exclusive networks to enhance matchmaking between members and leverage personal local and international affiliations. In addition to creating attractive, informative and enjoyable events, by embracing partnerships with other groups and associations based on common interest and in achievement of the same goals.

Think

- Gather and create knowledge and best practices to help the private and public sector by bridging the gap between government policy and private sector needs, to promote development and knowledge creation on economic and sectorial issues.

Act

- Create action teams to work on implementing our projects, initiatives and recommendations in partnership with the public and private sectors.



Thematic Areas of Impact



Partner with us in:

Government Reform

International
Representation and
Diplomacy

International Development
Projects

Economic Evolution

Digital Transformation
Journeys

Knowledge Innovation

Integrative Health and
Wellness

Global Cultures and Agile
Thought Leadership



SUSTAINABLE DEVELOPMENT GOALS



Key ecosystem partnerships

Sponsors

Innovation

Thought Leadership

Content and Knowledge Excellence

Sustainability



We are driven by!

Impact

Thematic Areas of Impact

Significant collaboration with selected partners with a focus on the economic, business and management sectors, utilizing the best of our education and expertise.

Optimum utilisation of our global wealth of expertise driven by our members' network.

Supporting our members by facilitating designated knowledge, enhancing business opportunities and impact driven connections.

How best to animate evidence informed policy ecosystems with a view to identifying opportunities for future collaboration.

Constructive dialogues on critical factors contributing to the sustainability and impact of strategic national, regional and international development.

Playing a catalytic role in contributing to international frameworks and their national cascading and how they might work collectively with other key actors to contribute more effectively.

Generating critical insights, opportunities and resources on effective approaches to supporting policy research, knowledge innovation.

Contributing and supporting the leveraging of local, regional and international initiatives in fitting with our key thematic areas.

Sustainability

Key ecosystem partnerships

Sponsors

Innovation

Thought Leadership

Content and Knowledge Excellence



Partner with us in:

Government Reform

Description

In honour of our founding mandate and call to support our country, we remain committed in today's digital age to contribute and support the Egyptian government in reform initiatives, projects and campaigns.

2020 outcomes

Consultations based on T20's members wealth of expertise. Spotlight with a minister (2xFirside chat)
Reform Roundtable (priority reform area focused.).
Papers , best practices and case studies. Based on government demand and upon agreement.



Partner with us in:

International Representation And Diplomacy

Description

We honour and value the representation of embassies and international business focused delegations to Egypt through contributing to the facilitation and promotion of agile environments with competent success factors.

2020 outcomes

Embassy Open Dialogue.
Celebrating Diplomats: Fireside Chat with an Ambassador.
Celebrating UN international days (Women's' day,..etc.)



Partner with us in:

International Development Projects

Description

Through a high competency global calibre of a consultancy roster, we build bridges and fill gaps with international aid agencies and organisations in supporting their work in Egypt and throughout the region.

2020 outcomes

High profile consultants roster.
Specialised events in relevance to project deliverables.
TVET national framework
The Future of Education.
The Future of Jobs.



Partner with us in:

Economic Evolution

Description

Evolutionary economics proposes that economic processes evolve and that economic behavior is determined both by individuals and society as a whole. In this area, T2o seeks to support the explanation of economic behaviour and progress in relation to evolution and evolutionary societal behaviours and changes.

2020 outcomes

Investor Education Series.
Regional Incubation, acceleration and growth sustainability Partner.
Start-up Shots/Start-up Programme
Mentorship and coaching partner/education.

Partner with us in:



Digital Transformation Journeys

Description

Bringing the nation's attention to the use of cutting-edge technologies as well as the need to convey the new trends by a new leadership mindset for a successful Digitalised Business irrespective of vertical industry.

Uncovering the successful way ahead along a “transformation journey” that in the future will be fun and full of challenges, breakthrough practices and exciting new ideas.

2020 outcomes

3x Roundtables: The Future of Work – Industry 4.0 -
The Future of Education

Partnering in GI conference “The Future of Money”

Start-up Shots/Start-up Programme

Mentorship and coaching partner/education



Partner with us in:

Knowledge Innovation

Description

With an abundance of content and data, we work on bridging the gap in selecting the best sources of content and putting them into actionable models of collaboration and quality alleviation projects. This is done through working with the global tier partners in content innovation and mainly through our value added content partners. we contribute to supporting the mechanisms linking knowledge and innovation in the area of knowledge competency in provision, education, training and skills.

2020 outcomes

Around our annual events, We believe in achieving this through partnering with strong content partners to bring the best case studies, best practices and international perspectives and collaboration opportunities to contribute to operationalisation of innovation in knowledge. We intend to run our annual conference on the Future of Knowledge tackling the topic from a new perspective!



Partner with us in:

Integrative Health and Wellness

Description

Bringing the revolutionised approach at looking at integrative and holistic solutions for the healthcare sector into context by supporting and working with the best players in the market and contributing towards the integration of holistic wellness approaches and bringing positivity to the value of health in digital societies.

2020 outcomes

Fireside Chat/Event international speakers within the integrative health and functional medicine.
Wellness National Day government stakeholder and private sector player.



Partner with us in:

Global Cultures and Agile Thought Leadership

Description

Working collaboratively with the best through leaders to tap into the talent, experience, and passion to form a community that consistently provides the best and deepest answers, to the biggest questions of our business world today in the most consumable format for target audience.

2020 outcomes

Fireside chat with an international celebrity coach.
Roundtable discussion with a top tier consulting firm on the “The Future of Work”.
Launching the Thought Leadership Retreat series.
Knowledge Hot Shots days.
Global Education Day.

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Types of Partnerships

Innovative Partnership Models



Think /Action Tank and
Thought Leadership Partner

Global Innovation partners

Investment &Investor
Education Partner

Value Added Content Partner

Assets Exchange Partner

Ecosystem Lead (Outreach)
Partners

Knowledge and Education
Partners

Community/CSR Innovation
Partners

Government Innovation
Partner

Linkages partners

**Business Associations
Partner**

Bespoke Partnerships

Business Associations Partners



EPEA

Egyptian Private
Equity Association

Egypt's First Association
Directed to Private Equity



Egyptian Junior Business Association

Value Added Content Partner



L O G I C

Management Consulting

Ecosystem Lead & Outreach Partners



**E-COMMERCE
SUMMIT**

Powered by **robusta**

**startup
grind**

IN PARTNERSHIP WITH
Google for Startups



**RISEUP
SUMMIT**



هي عربية she is arab.



**business
forward**

Community Partners Membership Benefits Scheme



Wellness Benefits Scheme

Business Benefits Scheme

Our benefits scheme is stemmed from the philosophy of work/life balance. We have one track for wellness community partners exclusive offerings to our members and a business track for business community partners exclusive offerings to T20 members. The idea is not only to offer discounts or exclusive T20 rates for our members, but rather to come up with creative ideas that would serve our high profile network and help boom your outreach ripple effect!

You must be a provider or a service or product that support human beings needs in fun, joy, leisure, dining, wellness, holistic well being, nutrition, beauty, sports....etc. We encourage working with freelance individuals and companies alike. And certainly encourage all Egyptian start-ups, small and medium sized to benefit from the exposure.

You are a provider of business services or products that would support business needs for individuals and companies alike. You can be offering recruitment services, marketing, printing, travel...etc. We encourage working with trusted business names and brands, as well as, happy to offer a test trial for start-ups and small vendors.

T20 Community Partners

We are in the process of onboarding more community partners. Please email ghada.mounir@t20egypt.com



Wellness Benefits Scheme

Business Benefits Scheme



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Types of Events

Types of Events



Event Type	Description
Committees/Working Groups/Joint	Mainly formed during major events for T2o, where members from different expertise groups volunteer to support value added content. When major partners or stakeholders are included, they are called joint committees.
In-coming / Out-going delegations	Events held in special courtesy of incoming international business delegations coming to Egypt or a T2o delegation to represent Egypt in relevant business events.
Business Lunches / Dinners	In courtesy and honour of a highly distinguished guest or a business network.
Conferences	Annual conference in a thematic area that contributes directly or in strategic alignment to the national government reform strategies and national and international SDGs.
International Days	In courtesy of diplomatic missions and the role they play in Egypt, T2o works closely to celebrate and capitalise on trade and business relationships with embassies of foreign countries in Egypt.
Study Tours	Powered by Start Up Grind and as part of the thematic work under Economic Empowerment.
Executive Education Support Programmes	A variety of mentoring sessions for start-ups, workshops and MBA days.

Types of Events



Event Type	Description
Roundtables	Thematic areas based roundtables, bringing the valuable contributions to their relevant eco-systems through the enriched wealth of expertise of our member speakers and high profile network.
Fireside Chat	A series of events ran throughout the year in response to most alluring international and national topics that affect businesses and reform. These maybe live, broadcasted via our social media channels or published as interviews in our newsletter.
Investment Showcase	Based on the thematic area of economic empowerment, with a focus on investment knowledge, initiatives and showcasing opportunities. Mainly in partnership with key investment players in the ecosystem.
Seasonal Fundraising Events	This events are only created on joint efforts in response to our sponsors needs and aim to raise fund for a special cause that affects development and in partnership with CDAs, CSOs, CSAs, NGOs and INGOs. Examples may include Christmas Bazaar, Spring Equinox.
Voices &Visibility	Hosting renowned national and international speakers under designated thematic areas of their excellence, capitalising on the value they bring and in alignment to our members' interests.
International recruitment	Acting as a key supporting partner to top 20 international universities in the area of supporting their efforts for recruitment of international students from Egypt and the region.

Types of Events







Event Type	Description
Specialised recruitment services	In partnership with top recruitment firms, we work through models to support recruitment needs for our high profile members network of C-Class executives and business leaders.
Members' gathering and high profile networking events	Vary massively and brought especially for our members and in alignment to their interests and needs.
Call for T2o Expertise	With partners from different sectors and entities we value collaborations based on a call for speakers, consultants and business advisors from our high profile T2o network offering a wealth of expertise in investment, strategy, leadership excellence, education, oil and gas, entrepreneurship, ICT, BPO, SOEs, AI, biochemistry, trade, industry, mining, finance and more. Depending on the nature of the call, this maybe a fee-based service.
National Reform Dialogues	Q&A from/to a high profile government official and T2o members.
Private Viewings	Mainly focused on visual and performing arts, as well as grand national projects where we can support followed by a cocktail reception or gathering.

Annual Calendar of Events Guidelines



We highly value impact driven, call to action, innovation in content and partnership models with our events

Types and colour Codes of Events

-  T2o members' gatherings and networking events.
-  T2o corporate events.
-  T2o public events.
-  T2o Complimentary/VIP Passes as a result of ecosystem memberships

Sample Monthly Calendar



Event	Partner/Owner	Date DD/MM	Time Indication
Women As Engines of Economic Growth Conference	T2o/AUC School of Business	17/09	AM – PM
E-Commerce Egypt Summit	T2o/Robusta	17/09	AM – PM
E-Commerce Roundtable	T2o Exclusive	24/09	PM
Techne Summit Alexandria	T2o/AlexAngels	28,29.30/09	AM – PM

September 2019						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

A grayscale world map serves as the background for the slide. The map shows the outlines of continents and labels for various oceans and seas, including the Arctic Ocean, Atlantic Ocean, Indian Ocean, and Pacific Ocean. The title 'Types of Sponsors' is prominently displayed in the center of the map in a large, bold, black serif font.

Types of Sponsors



Sponsorship packages

- We work to support our sponsors and partners to get impact on brand's image through outreach to our high profile target audience.
- Depending on the type of sponsorship you choose, we will work with you to offer the existing benefits, but also will tailor make perk-ups to support the uniqueness of your brand.
- Speakers. Panelists, MCs and Trainers can be agreed.
- All sponsorships must be in Egyptian pounds.
- You can choose one of the events we are suggesting or tailor make collaboratively with us!

Annual sponsors:

Coverage and benefits roll out to all T20 annual events.

Event sponsor:

Coverage and benefits roll out per sponsored event.

Annual Sponsors



1M EGP

- Sector exclusivity.
- Complimentary 20 guests in all annual events with dedicated tables.
- Panel speaker on all events.
- Logo on stage backdrop (most prominent location)
- 4 dedicated x-banners.
- 20 VIP passes.
- Full coverage on PR and Social media outreach.
- 4 times T20 Newsletter feature and outreach.
- Special panel speaker seat.
- Branding on all marketing collateral.
- 1 large-sized booth placement in all feasible event set-ups.
- Selective access to T20 Egypt database of up to 10 high profile contacts.

500K EGP

- 10VIP passes.
- Panel speaker seat in 3 events.
- Branding in all social media coverage and event marketing collateral.
- 2 dedicated x-banners.
- 3 times T20 newsletter feature.
- 1 medium-sized booth placement in all feasible event set-ups.
- Selective access to T20 Egypt dataset of up to 5 high profile contacts.

250K EGP

- 5 VIP passes.
- Panel speaker seat.
- Branding on event marketing collateral.
- 1 dedicated x-banners.
- 2 times T20 newsletter feature interview.

Event Sponsors



Conference / Higher Education Fair	500K	150K	50K
Fireside Chat	150k	50K	25K
Workshop	150k	50K	25K
Roundtable	150k	50K	25K
Ramadan Iftar/Sohour Celebration	100K	50K	25K
Christmas Gala Dinner + Bazaar	100K	50K	25K
CSR Event	100K	50K	25K
CSR Campaign	300K	150K	50K
Spring Event	100K	50K	25K

Event Sponsors



Conference / Higher Education Fair	500K	150K	50K
Benefits	<ul style="list-style-type: none"> • Sector exclusivity. • 10 VIP invitations. • Brand feasibility on online and offline channels. • 2 newsletter feature and outreach. • 5 Special panel speaker seat. • 2 invitations for the conference VIP networking dinner event. 	<ul style="list-style-type: none"> • Brand feasibility on offline channels. • 7 VIP invitations. • 1 newsletter feature and outreach. • 3 Special panel speaker seat. • 1 invitations for the conference VIP networking dinner event. 	<ul style="list-style-type: none"> • Brand feasibility on registration areas and networking area. • 5 VIP invitations. • 1 Special panel speaker seat.

Event Sponsors



Fireside Chat	150k	50K	25K
Workshop	150k	50K	25K
Roundtable	150k	50K	25K
Benefits	<ul style="list-style-type: none"> • Full exposure and branding all event's branding activities. • Media spot. • Speaker Slot. • Press release inclusion. • Social media feature. 	<ul style="list-style-type: none"> • Branding on stage and at registration desk. • Social media brand showcasing on main announcement. 	<ul style="list-style-type: none"> • Branding on registration desk and networking area

Event Sponsors



Ramadan Iftar/Sohour Celebration	100K	50K	25K
Christmas Gala Dinner + Bazaar	100K	50K	25K
CSR Event	100K	50K	25K
Benefits	<ul style="list-style-type: none"> • Full branding on online and offline channels. • 3 booths to let for key CSR allies in alignment to your organisation's CSR goals. • 2 special activities workshop for target audience. • 2 media slots 	<ul style="list-style-type: none"> • Branding on main gate and on online pre event announcement. • 2 booths to let for key CSR allies in alignments to our organisation's CSR goals. • 1 special activity workshop for target audience. • 1 media slot 	<ul style="list-style-type: none"> • Branding on main gate. • 1 booth to let for key CSR allies in alignment to your organisation's CSR goals. • 1 special activity for target audience. • Press release

Event Sponsors



CSR Campaign

300K

150K

50K

Spring Event

100K

50K

25K

Benefits

- Full branding on all relevant materials online and offline.
- 1 media slot.
- Press release.

- Branding on trainer's PPT and on registration desk.
- Press release.
- T20 newsletter feature.

- Branding on registration desk
- Newsletter feature.



Portfolio of Previous Achievements & Work



MINISTRY OF HEALTH

- Organised the “Invest in Healthcare 2018” Conference to promote investments in the sector following the new Universal Health Insurance law.
- Supporting in PPP pilot transaction structuring for “unused or under-utilised assets.”
- Launching “1 Million Free Health Consultations” in cooperation with the MCIT and Telecom Egypt “WE”.



MINISTRY OF TRANSPORT

- A team of 4 people volunteered full time for 8 months to conduct feasibility studies and project development presentation at the Egypt Economic Development Conference in Sharm El Sheikh in 2015.



Arab Republic Of Egypt
Ministry of Planning, Monitoring and Administrative Reform



MINISTRY OF PLANNING, MONITORING AND ADMINISTRATIVE REFORM

- Ministry of Planning is T2o's main governmental counterpart, where a team of 12 people volunteered full time for almost 1 year to support the Ministry and contributed to the development of Egypt Vision 2030 and worked on feasibility studies for national projects.
- The volunteer team spun off as Ayady and then NI Capital. Currently NI Capital is functioning as the main in-house Financial Advisor of the government, leading the IPO of SOEs and founding the Egyptian Sovereign Wealth Fund.
- Organised the international conference “Innovation in Government” in 2015.



NEW ADMINISTRATIVE CAPITAL

- Helped source studies of top-tier consulting firms on economic and real estate development that were conducted to support the attraction of FDI with a focus on Cairo, its satellite cities and new government headquarters.
- Revisited existing development plans for the New Administrative Capital with the Chairman of the Board of Directors (at the time) and created realistic time-plans for the achievement of different objectives, especially realising target GDP.



SCZone

SUEZ CANAL ECONOMIC ZONE



- A team of 4 T20 Egypt members worked as part-time to refine the development strategy, recruit and evaluate the international consultant for the SC Zone to support the economic studies and investment promotion activities (Road Show, RFP and Evaluation).
- A T20 member was nominated Vice Chairman for Investment for 1 year to oversee the project management and implementation of McKinsey.



Arab Republic of Egypt
Ministry of Communications
and Information Technology

MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY

- Supported in recruiting top talent for the Ministry with a focus on the Digital Transformation for the country.
- Working on multiple topics including Financial Inclusion and Technology Infrastructure.



Portfolio (2015 – 2018)

Innovation in
Government, **2015**
with Ministry of
Planning.

“Real Estate
Roundtable, October
2016.

MBA days

New Administrative
Capital visit,
December **2017**.

Import Substitution
Roundtable,
November **2017**.

Egypt Energy Hub,
April **2017**.

Director of the World
Bank in MENA,
March **2017**.

“Invest in Healthcare,
2018” with Ministry
of Health and
population.

Oil & Gas panel, May
2018.

Country
Representative of the
IMF, March **2018**.

Block-chain,
February **2018**.

“AI, the way forward”
roundtable
discussion, **2019**.

High profile
networking events

Portfolio 2019



On-going : 1 M free
medical consultation
(Al Tibbi. WE, T2o)

T2o Representation in
E-Commerce Summit
Egypt

T2o Representation in
Techne Summit

T2o Representation in
Women as Engines of
Economic Growth,
AUC School of
Business

Partnership with
AlexAngels

Partnership with
Consulting Pad

Partnership with Start-
Up Grind

Start Up Studio

“AI, the way forward”
roundtable discussion,
2019.

High profile
networking events

Roundtable E-
Commerce.



A Special **Thank You
to Our Sponsors to Date**



PLATINUM SPONSOR



المصرية للاتصالات



GOLD SPONSOR



SILVER SPONSORS



A grayscale world map serves as the background. The map is detailed, showing continents, major cities, and bodies of water. The text 'Who is who?' is centered over the map in a large, bold, black serif font.

Who is who?

Board of Directors



Abdelatif Olama, Chairman



Riad Armanious, Secretary General



Ashraf El Ghazaly, Board member



Adham Azzam, Board member

Samar Samir, Treasurer



Mahitab Labib, Board member



Gamal Gumeih, Board member



Youssef Beshay, Board member

T20 Team



**Ghada Sharif,
Executive Director**



**Tarek Hammad,
Legal and Financial Administration Manager**

Partnerships and Events Associate

Thank You



T2o Headquarters

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Dokki, Cairo, Egypt 12611

www.t20egypt.com

To become a T2o partner or sponsor, please
contact us on info@t2oegypt.com
or call +2(o)1202221149