

Centre Activities 2022-2023

Building Career Outside The Borders Of The University: A Motivational Speech

A collaborative event of the CIGGE: Research Center for innovation, Governance and Green Economy; with The Organisational behavior module team; the Business Communication module team, the enterprise office under Mr. Islam Orban direction; and the Student Union body.

Motivational guest speakers are:

Karim Sekouty BUE graduate 2017, Marketing management team in Ayman Bakky hospitality restaurant business (Sachi, Kazoukou & reif)- photo attached.

Zeina el kawas (AUC graduate 2020), Business Development and Marketing Specialist in ElSewedy, who has worked in Family Business and in Corporate same field restaurant business hospitality (Charlies Café supreme, and Tokyo restaurants).

Highlighting their speech as a moderator was Islam Orban as a guru for the discussion and will be involved in highlighting what the enterprise office can achieve in collaboration with students in that perspective.

Highlighting remarks: Ahmed Badawy BUE graduate 2018, Partner at El Aroussa Tea company.

The Evaluation Of The YIRG Grant

On the 28th of October , 2022 , The evaluation of research work of Dr. Zeinab Nawar – lecturer of Economics and head of the Development committee for the Center of Innovation, Governance and Green Economy- for the research work for the topic “ How to Propose a Competitive Pricing System for The Egyptian Ports” . Dr, Zeinab Nawar was awarded for this research topic the Young Investigator Research Grant (YIRG) from the BUE .

Dr. Zeinab Nawar had presented thoroughly her research work and the field work conducted as well as the Questionnaire used. Dr. Nawar also had presented the main obstacles faced and the primary results of the research work.

The evaluation had been done by Prof. Adla Ragab – Prof. of Economics at the Faculty of economics and Political Sciences – Cairo University and with the Presence and the attendance of Prof. Wadouda Badran – Dean of the Faculty of Business, Economics and Political Sciences



Prof. Wael Korttam – Prof. of Marketing and Head of the Director of Advanced Marketing Research Centre (AMRC)

Dr. Zeinab Younis – Associate Prof. of Public Policy and Head of the Center of Innovation, Governance and Green Economy (CIGGE)

Prof. Lela Pumphery – Prof. of Accounting

Dr. Sahar Halim – Lecturer of Economics

COP27 Building Capacity Program

Associate prof. Dr. Zeinab Younis CIGGE director worked on Training 26 out of 120 international students online on September 21st, 2022 for personal effectiveness in presentations for public speaking purposes. This is one of The Research Center for Innovation Governance and Green Economy (CIGGE) contribution as one of the silver sponsors in COP27 simulation Model Capacity Building Program. The judgment panel for assessing the students presentations was by dr. Zeinab Younis and Ms. Reem elbarbary from political science department.

The sessions were designed by associate professor dr. Sherine ELfekey and organized by the British University in Egypt and the UNDP Egypt, under the auspices of the Ministry of Youth & Sports of Egypt and H.E. Mahmoud Mohieldin, the UN climate change High-Level Champion for Egypt. # #innovation #undp #egypt #undpegypt #cop27 #climatechange #university #building #economy #publicspeaking #bue”

Best Dissertation Award In Sustainability: Continuity Of The Green Day

The research Center for Innovation, Governance and Green Economy (CIGGE) proudly shared in the completion of the Green day initiative for last spring semester 2022. As a continuation support and as promised by the BAEPS top management , the CIGGE allocated awards for dissertations related to sustainable development issues to connect our students graduating to the Environment and to the PRME which BAEPS faculty is signatory for.

The winners were Nardin Ehab Farouk first and Mohamed Yahia Maziad 2nd place.

A small accreditation greeting for the students was conducted at building G Sunday 2nd of October, 2022 by Professor Wadouda Dean of BAEPS and dr. Zeinab Younis CIGGE director with the attendance of faculty top management members .

COP27 Presentations

The Research Center for Innovation Governance and Green Economy (CIGGE) is one of the



silver sponsors the COP27 simulation Model Capacity Building Program, organized by the British University in Egypt and the UNDP Egypt, under the auspices of the Ministry of Youth & Sports of Egypt and H.E. Mahmoud Mohieldin, the UN climate change High-Level Champion for Egypt.

On the 19th of September 2022, Dr. Zeinab Younis, Associate Professor Public Administration, Director of the Research Center for Innovation Governance and Green Economy (CIGGE), and Coordinator of the International Aspect committee, Business department presented the topic under the title of “ Leading for Sustainable change: creating value”.

Dr. Zeinab Nawar, Lecturer of Economics and head of the development committee of the CIGGE center, presented “Maritime and Ports: Climate change Myth or reality”.

The event was an excellent opportunity for networking and exposure and the students attending were almost 70 online and 50 on campus. Lots of interesting topics and discussions were raised to the speakers linking leadership theories to maritime transport sector which is one of the pillar industries for global economies.

Intermodal Transport EU And The CIGGE Research Center At The British University In Egypt

Date & Time of Event: Monday 5th of September, 2022 Location: Joint on-line event at the Platform of the Port Training Institute AASTM and the Escola Europa Intermodal transport EU and the CIGGE research center at the British University in Egypt Nature and description: COP27 “Smart Digital Green Ports” Initiated by whom: Port Training Institute AASTM and the Escola Europa Intermodal transport EU and the CIGGE research center at the British University in Egypt Attendees number and constituency: Academics from the three institutions, Stakeholders and Practitioners in the field of Maritime transport. Text: Dr. Zeinab Nawar Head of the development committee at the CIGGE presented a seminar workshop under the title of: “The Economic aspect of ports digitilization”. As a continuation for the seminars series that the CIGGE (Research Center for Innovation Governance and Green Economy), carries with the Arab Academy for Science technology and Maritime transport (AASTM) under the auspices of the mutual agreement between both reverent academic institutions, this session comes under the umbrella of: “Smart Digital Green Ports” within the scope of COP27 and is an extended effort with the ESCOLA EUROPA intermodal Transport institution at EU. The session was a great exposure for BUE staff and an opportunity for networking and exchange of knowledge, in addition to introducing the economic aspect of the functioning of ports on a platform of operational material presentation which gave the BUE a competitive edge to be leveraged in the area of economic competitiveness of Egyptian Ports in relation to the international ones.



Conference Attendance By Dr. Zeinab Younis

Date & Time of Event: 8-9 August, 2022

Location: University of Oxford, Said Business School, Edmond Safra Lecture Hall, Oxford city UK.

Nature and description: "11Th International Conference on Restructuring of the Global Economy: ROGE 2022"

Initiated by whom: The Center for Business and Economic Research CBER, and the Faculty of Commerce and Business Administration, Future University in Egypt and CO-sponsored by the Regent college of London, the International Journal of Maritime Crime and Security and the City University of New York

Attendees number and constituency: 190 attendees Network of academics, industry representatives, scholars and researchers.

Text: Associate professor, Zeinab Younis Business department, coordinator of the International Aspect committee and the director of the research Center for Innovation Governance and Green Economy had the honor to attend 11Th International Conference on Restructuring of the Global Economy: ROGE 2022 at the University of Oxford, UK, to present a co-authored research paper titled: "The Impact of Leadership on Cultural Agility Policy: The Search for Effective Way of Mindfulness" along with Ms Dina Assem Assistant lecturer HRM, faculty of BAEPS, The British university in Egypt.

Dr. Zeinab Younis Chaired on 9th of August, 2022 for the track of HRM and was a Panelist same day for the Session on "Post- Covid Tourism". The conference was a great opportunity of networking for opening venues of research and collaboration between the amazing international crowd, and it is a source of visibility for staff members and the faculty.

The prospects of the session included topics related to Sustainability, marketing, consumer behavior, HRM practices at the dawn of post-Covid, political and Economic implications of the Ukraine-Russian feud, the restructuring of the maritime and aerospace sector, the organisational perspective of changing skills for high performance. "



Centre Activities 2021-2022

Dr. Emma Soane From The London School Of Economics And Political Science Delivering A Lecture About ``Teams And Diversity``

The International Aspect committee in collaboration with the module team of Contemporary issues in Leadership organized an interactive lecture between Dr. Emma Soane, management department in LSE and Dr. Zeinab Younis, Business department in faculty of BAEPS, BUE. The event took place on Wednesday 27th of April 2022 from 10am-11:30 am in a hybrid organisational setting where Dr. Emma joined online from LSE platform and the students as well as the module team and the staff members were all present in the lecture hall to interact in the discussion. It was a great opportunity for networking and visibility of our faculty, moreover the students engaged in activities discussion around the topic prepared by Dr. Emma to help them apply theory to practice in their module study. The event goes in alignment with the international exposure strategy of BUE and it was very insightful to both staff members and students.

A Lecture By Dr. Zeinab Younis, Business Department, In Collaboration With Dr. D. N. Mischra, Principal And Associate Professor DAV School Of Business Management, India

Title of the seminar: "Leadership Attributes"

Date and Time of Event: Monday 07/03/2022 from 09:30 A.M. to 01:00 P.M. Cairo Time/ 01:00 to 03:00 P.M. India Time.

Location: Virtual Online

Presenter: Dr. Zeinab Younis

Moderator: Dr. D. N. Mischra

Initiated by: DAV School of Business Management, India.

Attendees number and constituency: Students from DAV Business School of management and diversity of Indian and multinational Staff members from the DAV University. The event was a great opportunity for exposure with international students. The exchange of knowledge was very successful and the participation of students from both cohorts was illuminating.

The Research Center for Innovation, Governance and Green Economy CIGGE and the International aspect committee IA, faculty of Business Administration, Economics and Political Science, BAEPS had the honour to be invited in the series of lectures exchange by Professor Mischra PRINCIPAL & ASSOCIATE PROFESSOR DAV SCHOOL OF BUSINESS MANAGEMENT, India.



The CIGGE & the IA committee are committed to link the community of student study in academia and research to real life experiments on the employability scene. We are committed to transcend our knowledge in a visibility spectrum that outreach stakeholders in the field of Management education.

This comes as a part for exchange of knowledge and reciprocate ideas of teaching and learning on both local and international level.

The experience is an academic staff on line exchange in lecturing various topics.

Signing An Official Memorandum Of Understanding Between The British University In Egypt (BUE), And The Arab Academy For Science, Technology And Maritime Transport (AASTM)

Date and Time of Event: Wednesday 2nd of March, 2022

Location: The British University in Egypt

Initiated by The Research Centre for Innovation, Governance and Green Economy (CIGGE) at the faculty of Business Administration, Economics and Political Science and The Port Training Institute at AASTM.

Attendees number and constituency:

- Professor Dr. Ismail Abdel Ghaffar, President Arab Academy for Science Technology and Maritime Transport.
- Dr. Sofia Zoher Mostafa, Head of Media Department.
- Dr. Ajnadeen Khalil from the International Agreements and Cooperation Centre.
- From the BUE, his excellency, Professor Mohamed Loutfi, President of the British University in Egypt.
- His excellency, Professor Dr. Ashraf Hatem, Former Minister of Health.
- Professor Yehia Bahei-El-Din, Deputy Vice Chancellor, Vice President for Research and Enterprise.
- Professor Wadouda Badran, Dean Faculty of Business Administration, Economics and Political Science.
- Associate Professor Dr. Zeinab Younis, Director of the Research Centre for Innovation, Governance and Green Economy.
- Members of the CIGGE centre: Dr. Zeinab Nawar, Dr. Ola Mamdouh, and Ms. Dina Assem

The Research centre for innovation, Governance and Green Economy (CIGGE) has the ultimate vision of linking industry to academics under the umbrella of the Faculty of Business Administration, Economics and Political Science and the British university in Egypt. Since 2016, under the direction and the collaboration of a great team it has succeeded in transcending this vision locally and internationally through a series of



numerous collaborations with the Port training institute at the Arab academy for science, Technology and Maritime Transport. The CIGGE gained a competitive edge in highlighting the Maritime sector economic development and the sustainability of Egyptian ports; also in recognising the Blue Economy sector growth possibilities and strategic positions in Seminars, Workshops, research papers and in policy briefs discussing topics as pillars of Reform in the services in of the Egyptian ports and the project of the Suez Canal Corridor, Efforts to enhance the Egyptian maritime fleet, and the Pricing agility in Egyptian ports. The intended outcomes of signing today this MOU today is the outreach to encourage the Collaboration in maintaining the capital knowledge, innovation and logistics of maritime management between the two university bodies in areas of pertaining interest between all the faculties and other research centres in both respected institutions. The MOU will enhance mutual collaboration in workshops and work related research in sustainable development of ports and in PRME which the BUE faculty of BAEPS is of its signatories. Collaboration will extend in mutual opportunities for funding projects of mutual interest. It will create a competitive edge for BUE to open a venue of collaboration in Maritime transport and research.

Joint Training Between The CIGGE, Med-Ports And Arab Academy Training Port Institute Under The Topic Of Supply Chain Resilience

The CIGGE members were hosted in a joint workshop training program to highlight the topic of Supply chain resilience in collaboration with Med-ports and the Port Training Institute of the Arab Academy. The Med-port association is a nonprofit association created in June 2018, gathering its members of Mediterranean Ports authorities representing about 70% of the total traffic handled in the Mediterranean Sea. The activity of the association is organized through (six) technical committees and (five) training centers Escola Europe, Arab Academy, Institute Maresille, Foundation Valencia port, Institute Mediterranean de formation aux Metiers Maritimes. MED ports association aims at creating a new area of collaboration, production, and exchange between the Mediterranean ports on common issues and is also promoting the international visibility. The CIGGE is signatory in activities related to port management and Dr Zeinab Nawar and Dr. Zeinab Younis have joined the event as presenters about resilience from an Economic as well as an administrative, social, and managerial perspective. Dr. Younis presented her work in an academic perspective talking about resilient leadership in times of crisis, and the agile leadership models. Dr. Nawar, on the other hand, talked about resilience from a pure economic perspective and how Egyptian ports have managed to adapt to the New Normal. The event was an excellent chance for networking and discover forms of agile collaborations to match the wave of change.

A Lecture By Dr. D. N. Mischra, Principal And Associate Professor DAV School Of Business Management, India. ``Effective Leadership For Win-Win Situation: Empowering The Young Students For A Professional Career``



Date and Time of Event: Monday 20/12/2021 from 02:00 to 04:00 P.M. India Time.
Moderator: Dr. Zeinab Nawar and Associate Professor Zeinab Younis.

The Research Center for Innovation, Governance and Green Economy CIGGE and the International aspect committee, faculty of Business Administration, Economics and Political Science, BAEPS had the honor to welcome guest speaker: Professor Mischra PRINCIPAL & ASSOCIATE PROFESSOR DAV SCHOOL OF BUSINESS MANAGEMENT, India on the British University in Egypt, Business department online Platform to lecture about leadership from an empowering career perspective. The CIGGE center in collaboration with the IA committee are both committed to link the community of student study in academia and research to real life experiments on the employability scene. Inviting professor Mischra comes as a part for exchange of knowledge and reciprocate ideas of teaching and learning on both local and international level visibility for both our institutions. The experience is an academic staff on line exchange in lecturing various topics. The event was a great opportunity for exposure with international students. The exchange of knowledge was very successful and the participation of students from various cohorts was illuminating.

Co-Teaching Experience Event Online Between LSBU And BAEPS Faculty Organised By The CIGGE To Promote Networking With Our Partners In Teaching And Learning

The event is a series of collaboration between the faculty of Business Administration, Economics and Political Science and the London South Bank University. The experience is an academic staff on line exchange in lecturing various topics in management. Initiated by LSBU & BAEPS

Attendees number and constituency: students of Leadership cohort in LSBU. The event was a great opportunity for exposure with international students with our partner university LSBU. The exchange of knowledge was very successful and their participation was illuminating.

Port Management And Port Commercial Development Online Webinar

As Part of the Cooperation between The Centre of Innovation, Governance and Green Economy (CIGGE) and the Ports Institute – The Arab Academy for Science and Technology and in collaboration with Antwerp Port, Belgium.

Dr. Zeinab Nawar, Head of Development Committee in the CIGGE Center, delivered an online training Titled “Port Management and Commercial Development”. The centre of CIGGE was the first presenter in this training, that had an important millstones and topics that are related to the Egyptian and the Arab Ports starting from discussing the latest



trends in Economics of Ports and discussing the main obstacles facing the Ports Commercial Development. This cooperation with the Ports Institute came for the second time after having a previous successful training that had been conducted in cooperation with Port of Marseille- France last year. These important activities and events that has an effect not only for the Maritime sector in Egypt but also for the MENA region since a number of the attendees came from different Arab Countries in addition to the speakers from Antwerp Port , the thing that is truly helping in the visibility of the Faculty through the CIGGE centre's efforts and in linking the industry with the academia through marketing our staff members and also achieving an important effect in one of the most crucial sectors for the Egyptian economy which are Ports.

Event: London School Of Economics Executive Education Research Training Workshop: ``Achieving Leadership Excellence``

Date" 1-5 November, 2021

Location: London School of Economics. LSE New Academic Building, London, UK

Associate professor, Zeinab Younis attended a professional development research workshop offered by the LONDON SCHOOL OF ECONOMICS, LSE, London UK. From the 1st to 5th of November, 2021. The workshop titled "achieving leadership excellence" targeted participants from diverse nationalities and background tracks from academics and corporate institutions. The workshop introduced new practices in the field of leadership management and offered a variety of scopes and innovative ideas for future insights. Moreover, it offered a range of networking opportunities for future collaboration working on the objective of raising the visibility of the Business department and the faculty of BAEPS in the international community.

Antwerp Port Event

The Research center for Innovation, Governance and Green Economy CIGGE was honored to invite Mr. Nico Suys, Consultant at the port of Antwerp international/APEC, on November 23th, 2021, from 12-1:30 pm to speak in an online seminar about innovation in ports management and highlighting the port of Antwerp development. The Port of Antwerp's strategic importance arises from the fact that it's the largest seaport after the port of Rotterdam in Europe, offering services to 800 different destinations and receiving more than 14,220 ships in 2012. It is located in Flanders- Belgium having the Province of Antwerp and East Flanders in its inland location. In 2019, the port of Antwerp launched its first world hydrogen TUG. The new regular ceiling for maritime transport activities post-Covid19 has enforced specific actions and logistical transformations on the ports authorities around the Globe. The challenges are numerous, but the agile changes parallel the world standards, especially in a top security industry like maritime shipping. The event comes in the series of port development and workshops designed by the research center CIGGE and the international aspect committee to provide the link between industry



specialists and academics. The economy of Maritime transport is a competitive edge that the center has been highlighting for two years in a row through online and campus events.

Attendees from Maritime Industry Sector:

- Admiral Mohamed Abdel Aziz from the Suez Canal Industrial Commercial Zone
- Dr. Alaa Morsy, Arab Academy of technology and Maritime Transport, and the Port Training Institute
- Dr. Yasmine Rashed, Assistant Lecturer Arab Academy of technology and Maritime transport, Ph.D. holder from the University of Antwerp
- Dr. Mohamed Awad, Mr. Mohamed Amr, and Mr. Mohamed Taymoir from the National Navigation Company
- Admiral Yasser Rashed, the head of SAFAGA port authority

Event: Successful BAEPS Alumni Stories

Date: 14th of November 2021

Moderator: Dr. Zeinab Younis

As success stories are inspiring because when we listen to them, we start to believe that we can! We can begin visualising our dream into reality, and we start planning for our future.

So in alignment with the vision of the Centre of Innovation, Governance and Green Economy (CIGGE) with the collaboration of the faculty of BAEPS, of fostering and encouraging an environment of innovation, and linking industry to academics, we were glad to invite our Alumni who were innovative in seizing the opportunities, finding the market gaps, and making their Business versions.

- Our former Assistant Lecturer, Ms. Ahella El Saban: MA, Founder and Managing Director of Lumas.
- Mr. Omar Monem: Founder and Managing Director of Leos' Den Marketing Hub
- Mr. Abulrazak Mahmoud Antar: Managing Director of Antarmode and Founder of Antarvie

The event was honored by the joining of Mrs. Iman el Sherif, the Secretary-General of the Egyptian – British Chamber of Commerce from London, UK.

Centre Activities 2020-2021

Conference Paper: How Personality Trait Is Impacting Employee's Readiness To Change In SAS Group In Egypt



CIGGE Collaboration With The Marketing Specialisation In BAEPS Faculty And The International Committee

In collaboration with the marketing specialisation, the International Aspect Committee invited Mrs. Farida Temraz on BUE online platform for a virtual seminar to discuss through her experience as a founder of Temraza designs how the Egyptian Fashion industry could be a key to Diplomacy worldwide. Temraz began her fashion journey with nothing but 300\$ and a sewing machine. Fast forward to now, she is Egypt's leading designer with her brand 'TEMRAZA.'

We thought of wrapping our activities for this semester with an event of a calamity, hope, and a true example of perseverance and women empowerment for this young entrepreneur who carried through her designs a reflection on the true Egyptian culture worldwide, starting International fashion week, dressing Oscars winning awards actresses and ending last month by dressing the three sopranos couture dresses that displayed in the Mummies celebration attended and watched worldwide.

The Ministry Of Planning And Economic Development Announcing Its Cooperation With The Youth For Sustainable Development Club (YSD) At The BUE

In the inauguration of the activities of the YSD Club, Dr. Sherifa Sherif, Executive Director of the National Institute for Governance and Sustainable Development, announced awarding 40 grants to BAEPS students to take an online training programme on the educational platform of the Ministry of Planning and Economic Development, to prepare them to spread awareness of the SDGs in their future YSD project. The Faculty of BAEPS launched the YSD "Youth for Sustainable Development" Club, which aims at having youth and university students become change agents in the community by contributing to achieving the 17 SDGs within the framework of Egypt's 2030 Strategy; the event took place virtually on May 18, 2021.

During the meeting, Dr. Sherifa Sherif reviewed the prominent objectives of the Institute-the Training arm of the Ministry of Planning – which include spreading the culture of sustainable development and establishing the principles of governance, as well as carrying out activities and such as the electronic educational platform "Estidama" which provides many training programs for distant learning. Moreover, Ms. Amira Houssam, Assistant Minister of Planning and Economic Development for Sustainable Development Affairs, reviewed the ministry's efforts in sustainable development. Among them, the launch of the Environmental Sustainability Standards Manual and the training programs related to sustainability, especially the "Be an Ambassador" initiative, which aims to raise awareness of sustainable development goals and spread the culture of sustainability among youth.

The Center Of Innovation, Governance And Green Economy- Collaboration With CFF Agency

The Center was approached by Mr. Omar Madkour, Head and founder of CFE Agency (PR



and Event Planning Company), to acquire some of our students for summer internship starting the first of June 2021.

Mr. Omar agreed on accepting two alumni/ graduates and two students from the Marketing Specialisation from the dates as follow:
15/07/2021 – 15/09/2021

Students should apply to info@cffagency.com

It is a great honor for the Center to launch this opportunity and collaborate with the marketing specialisation and the Business Department to provide this opportunity to our students and link industry to academics as our slogan is related to.

The Center Of Innovation, Governance And Green Economy - CIGGE Collaboration With BAEPS Faculty & The Egyptian Exporters Association: Expolink

The Research Center for innovation Governance and Green economy has been approached by the Egyptian Export Association to run an informative presentation about the activities and training programs of the Expolink foundation for the benefit of our BUE students and alumni's.

The session was delivered on Wednesday 28th of April, 2021 via zoom online platform by Mr. Kamel Salem Export development advisor at Expolink. It is a preliminary presentation to expose the faculty to the services provided by the Export association.

The initiative is exposing our students both at the senior level and alumni's to be trained and licensed to promote their projects and products and initiating their creative ideas towards international markets and not only local.

Research Paper: ``Towards Attracting Foreign Direct Investments For Egyptian Ports``

The Article is mainly focused on how to attract FDI to the Egyptian Ports by showing several country experiences for China , India, Bangladesh and the successful FDI moved from China to the African Ports – The Article also highlighting the investments and plans for the Infrastructure especially for the Egyptian Ports . The article also includes the main challenges the Egyptian ports are facing.

The Research Paper was conducted by Dr. Zeinab Nawar, and was published by The Information and Decision Support Center IDSC that works under the umbrella of The Egyptian Cabinet.



Research Seminar: In Collaboration Between CIGGE And BUE Research Centre For Irish Studies

The event was a collaboration between the research center for Irish studies RCIS, the faculty of BAEPS and the research center for Innovation, Governance and Green Economy (CIGGE).

It was an honor to be approached by Dr. Rania Khalil head of RCIS, and nominated by the vice Dean for teaching and learning at BAEPS faculty to moderate the session in my capacity as CIGGE director and International Aspect committee coordinator.

The guest speaker Prof. Ibrahim Sirkeci, Director of Regent's Centre for Transnational Business and Management, Regent's University London, UK is a guru in his field with more than 3,475 citations through research conducted in UK, Germany, Turkey and Iraq of transnational studies and especially the topic of migration. Currently, he is the Chief Publication Editor of Transnational press London.

The event highlighted a global issue that needs to be administered in all institutions with a new perspective of governance and enhancement of an outstanding and exponential leadership style.

As good public Governance is becoming more important than ever in all fields with evidence based policy responses in sustainable recovery results from different crisis.
Key discussion points;

Good vs. bad Governance of the COVID-19 Pandemic.

Policies of recovering socially and politically to be advocated across countries.
An alarming graphical presentation to the increase in poverty line among developed and developing countries post academic effects.

The differential impact of employment opportunities across nations.
The New Normal procedures of future careers and work opportunities across nations after the epidemic.
The economic and social repercussions pertaining to the pandemic.
The rules of Good governance and the agile nature of institutions to face the post COVID effects.
The regulation of Governing mobility across nations
The failure of the international community to address the problem in time.

Nuremberg Online Conference

The Requirements of Agile Pricing Policies to Build A Competitive Maritime Sector:
Reflections of The Egyptian Ports.



Research conducted by Dr. Zeinab Younis and Dr. Zeinab Nawar

The paper was accepted for presentation and publication at the IABE-2020 Nuremberg Germany Online Conference, June 18-20, 2020.

The paper was published in the European Journal of Management.

Agility And COVID-19 International Online Forum

The online seminar was conducted on 21st of June at 11:00 A.M. Cairo Time.

Strategic agility policy and the use of exponential style of leadership in accommodating to the disruption change models in facing COVID-19 epidemic.

Attendees were 22 local participants and 1 international participant: Prof. Mishra, Dean of the DAV College for Management, India.

Forum's intakes

Introducing the Agile concept of management needed to face the COVID-19 disruption. Highlighting the Agile model depending on the exponential type of leadership in crisis management.

Widening the scope of BUE visibility nationally and internationally.

Forum's implementation

Professor Mishra will be invited to future seminars held virtually on BUE platform to widen the scope of research collaboration among staff members,

More collaboration on the community levels reaching a great number of stakeholders interested to share in the discussion.

More opportunities of networking are established.

The Effect Of COVID-19 On The Egyptian Maritime Sector And Ports

Dr. Zeinab Nawar lecturer at the Business Department, BAEPS faculty and head go the development committee of the CIGGE centre will be hosting the research online seminar on August 10th, 2020.

The topic discussed is the effect of COVID-19 on the Egyptian Maritime sector.

The CIGGE centre is welcoming two international scholars from India as guests of honor Prof. Pasanta Kumar and Dr. D. Mishra talking about the worldwide effects and also the effects in one of the most important Asian ports which are the Indian Ports.

How CBE HR Addressed The Challenges Of COVID-19: Collaboration Between Business Department And CIGGE

Mrs. Heba Abou Rabia, sub-Governor HR division was the guest for the HR specialisation in the Business Department on Wednesday 4th of November to talk about the following topic: "How CBE HR Addressed the Challenged of COVID-19".



The hardest part of an epidemic crisis is not the crisis itself, it's the fact that no one knows the parameters or the boundaries defining it, and no one knows what the end looks like.

The unknown facts about COVID-19 and the urgency to act towards this challenge created a NEW NORMAL way of life that all business, economic and political sectors had to deal with on all levels.

Central banks all over the world, regulators and supervisors have been acting more quickly than ever to shift their HR policies to face the unprecedented situation on a global scale.

The Central bank of Egypt was a pioneer in this and faced the challenge with monetary policies intervention and a complete agile HR department transformation under the supervision of the Governor and the sub-governors of all divisions.

Forum's intake

Mrs. Heba promised an acceptance of a bigger number of our undergraduate interns and more tailored programs of training to fit our specialisations in the university.

Be An Ambassador: In Collaboration With CIGGE, Ministry Of Planning And Economics Development And National Institute For Governance & Sustainable Development

Introduction

- Interested participants were asked to apply for the role.
- Applicants would be interested in becoming an ambassador of sustainable development.
- The call was made by the Egyptian Ministry of Planning that aims to familiarise youth about sustainable development and how the country can pursue to achieve it.

Who can participate?

1. Students ranging should be between 18 to 35, at any Egyptian university (Public or Private), or a graduate in any field related to sustainable development.
2. Participants should have a general background information about sustainable development and its importance.
3. Priority was given to highly graded students (above C/ good).
4. Contests highlighted an average skills, such as public speech, research skills and critical thinking, networking, communication, team working, leadership, and can speak a second language.

Virtual Seminar: Reflections On The International Aspect Of COVID-19 From An Organizational Culture Perspective

The International Aspect committee in the Business Department, faculty BAEPS, was



honored to invite Mr. Alex Krikor, November 15th, 2020 from 2 to 4 P.M. to speak about “Reflections on the International aspect of COVID-19 from an organizational culture perspective”.

Key discussion points

Culture change during the Pandemic of COVID-19

International HR policies during COVID-19 in relation to Egypt HR practices.

During Seminar Photos

We had special attendees that we would like to honor by putting their pictures.

Port Marketing & Statistics: Collaboration Between BUE, Port Training Institute Alexandria And Marseille Ports

BUE Staff delivering the workshops

DR. Zeinab Mohamed Nawar

Head of the development committee at the CIGGE. Lecturer of Economics, The British University, Cairo, Egypt.

DR. Doaa M. Fouad Ayoub

Assistant professor of Marketing Business Administration department, Faculty of Business Administration, Economics and Political Science, The British University in Egypt, Cairo, Egypt.

Introduction

The COVID-19 outbreak has been causing a huge impact on people’s lives, families and communities. As the international response continues to develop, In these unprecedented times, the ability of port services to continue undisrupted will play a critical role in overcoming this pandemic. In parallel, port marketing strategies will face great challenges.

Objectives

Understand the new market opportunities and threats faced by ports.

Provide predictive data regarding the future estimations for port market growth.

Analysing the Market Driving Factors.

Realising the challenges facing new marketing strategies.

Course Content:

How to understand and follow our economic ecosystem?

How to evaluate the crisis impact?

KPI and statistics – Concrete examples.

How to deal with marketing in ports throughout and after a crisis period?

Concrete example based on participants experiences.

How COVID-19 impacts on port marketing world of work?



Market forecast during the period 2020-2025.

Detailed information on factors that will assist port marketing strategies during the next five years.

Predictions on upcoming trends and changes in consumer behaviour.

Comprehensive details of factors that will challenge the growth of ports.

Course Lecturers:

DR. Khaled El-Sakty

Dean, College of International Transport and Logistics, Cairo, AASTMT, Egypt.

DR. Philippe Guillaumet

Head of International and European projects, Institute by Marseille For, France.

DR. Zeinab Mohamed Nawar

Head of the development committee at the CIGGE. Lecturer of Economics, The British University, Cairo, Egypt.

DR. Doaa M. Fouad Ayoub

Assistant professor of Marketing Business Administration department, Faculty of Business Administration, Economics and Political Science, The British University in Egypt, Cairo, Egypt.

Faculty Conference

Sustainable Development Policy: A Participatory Approach to Increase Students' Awareness of Solid Waste Management.

Research conducted by Dr. Zeinab Younis and Dr. Ola Mamdouh

Mindful Management: The Neuroscience Of Leadership

- 7 and 8th of December.
- Facilitator: Dr. Amirali Nourbakhsh.
- Location: Online at The Schulich Executive Education Center, New York University, Toronto, Canada.
- The Schulich executive education, York University, Toronto, Canada has extended the zoom invitation to Dr. Zeinab Younis, associate professor of Public Administration at the business department, faculty of BAEPS to attend a workshop on Mindful Management: The Neuroscience of Leadership.
- The topic is new and very informative to the field of study both Public and Business Administration and lots of reverent attendees of different Canadian industries and international academic institutions were on board, it was a great opportunity of networking and visibility to our business department the faculty to share with valuable insights and comments.



- The facilitator Dr. Amirali has 20 years of experience in teaching leadership in multinational academic institutions and done research on neuroscience of leadership. In addition he consulted for several firms like Unilever, Henkel, Shell, Danone and SamSung.

Continuing Professional Development (CPD) For Dr. Zeinab Younis In Attending The 5th International Conference On Globalisation, Entrepreneurship And Emerging Economies

It is a certified professional development certificate given by attending as an observer and a discussant of the 5th International Conference on Globalisation, Entrepreneurship and Emerging Economies (ICGEEE).

Google Maharat

- Google Maharat Workshop was conducted in collaboration with the Internalisation Office.
- The session was conducted twice at 19th of December and 23rd of January due to high appealing and likelihood from participants.
- Digital skills and their importance in the workplace within different industries were reviewed during the session.
- In the session, possible online opportunities for businesses to use digital marketing during times of COVID-19 were discussed as well.
- The session was delivered by Miss Youra Gohar to 160 participants.
- All participants earned a free online certificate in Digital Marketing for attending and participating in the workshop.

International Seminar: Collaboration Between Business Department And CIGGE

- The International aspect committee, under the direction of Dr. Zeinab Younis hosted its 3rd online seminar on February 4th, 2021 from 1-3 P.M.
- Online guest speakers Dr. P.R. Datta, executive chair of the Center for Business and Economic Research (CILN), presented his book review under the title of: "We're doomed! Brexit Revisited".
- Dr. Datta spoke about his newly released book: 'We 'r doomed Brexit Revisited' which seeks to provide a rather different take on one of the most discussed topics of recent years, professor David Graves from Nottingham Trent University also shared in the discussion drawing on a selection of economic perspectives.
- The seminar was an opportunity for the three departments to share valuable informational from an economic, political and business oriented perspective of Brexit issue allocation and a great opportunity for the visibility of our BAEPS faculty for visibility and networking of its staff members on an international scale.
- Professor Datta, offered a free access to the staff of BAEPS faculty for 48 hours to the book and invited the department to the CBER Summer online conference to be held in June 2021.

Centre Activities 2019-2020

Community Services Event In Collaboration With BAEPS Faculty And Nada Foundation "Towards Safe Drive Event": 20/10/2019.

The event was held at the auditorium on Sunday October 20 from 2 to 4 pm to attend the awareness campaign organized by BAEPS Community Service. The whole university paid tribute to our BUE students who lost their precious life as a result of car accident. The event was supported and supervised by BUE president, BAEPS Dean and done in collaboration with "Nada Foundation for road safety". The event ended with a "Silent March" in front the auditorium. In their speech about their lost colleagues the students were extremely expressive and brought tears to all our hearts and souls, yet their talk brought awareness to their fellow friends to be aware of the percentage of catastrophic accident that happen every day because of human as well as infrastructure errors. The community services committee tried to embrace the agonies and sorrows of the BUE student community promising to envision a plan with the top management to make these awareness sessions recurrent as much as possible and launch in collaboration with the student body groups of students acting on such campaigns to ensure safety on the roads. Nada foundation promised to help in these sessions through a mutual collaboration with all faculties in The British University in Egypt.

Community Services Event 2 "Together Against Addiction": 27/ 10/2019.

The event is a preliminary Awareness Campaign titled "Together Against Addition" as part of the CS activities of BAEPS. The event was held in Building "G" LH. 6 on Sunday 27th of October from 2 to 4 PM. This is the first phase of a more comprehensive campaign that will be at the University Level. Our partner of this event is "The Fund of Drugs & Treatment of Addiction", with its reverent members: Mr. Mahmoud Saleh, the marketing and communication officer at the Fund of Drug Control and Treatment of Addiction & Mr. Essam Youssef, the famous writer. Professor Mona Reda, MD, Prof. Psychiatry Ain Shams University was hosted as a lecturer about Addictive personality and a recovered patient who courageously talk about his own ordeal with drugs and how he was recovered.

Sustainability In Business Organisations: 29/10/2019.

Eng. Osama Omara, CEO of Go Green, a company that transforms waste to a reusable matter whenever possible, was invited as a guest speaker in Sustainable Development module taught to senior level students. He discussed sustainability in business organisations; the impact that organisations have on the environment and how they can adopt sustainable practices to reduce this impact. He also related his discussion with students on ways to make BUE move towards being a sustainable campus. A sustainable campus requires a wide range of practices ranging from awareness, managing carbon, water and energy



consumption, policy and strategy in addition to waste and recycling. He specified ways of managing waste and recycling and how the BUE can apply this practice.

This session comes in alignment with the UN Principles of Responsible Management in Education which the faculty of BAEPS is a signatory in. Collaboration between the Center of Innovation, Governance and Green Economy and the sustainable development module team took place for the arrangement of this event.

Paper Recycling Campaign: Student Competition: November 2019.

The Research Center for Innovation, Governance and Green Economy CIGGE, in collaboration with the Community services committee at the faculty of BAEPS, launched "Paper recycling Campaign". It was entitled to help the students and staff members to cut down paper waste and encourage paper recycling. The center motivated artistic and talented students to design a logo and a slogan for the campaign as a part of a pilot study at the level of faculty research and innovation. The sustainability committee at the CIGGE center headed by dr. Ola mamdouh together with the team members of the center worked for the logistics preparation of this event, under the supervision of dr. Zeinab Younis the director of the Center.

The three best logos were chosen by the jury from the Center and the marketing specialization of the faculty of BAEPS and they were as follows: Nesma179919-
Norhan177306- Julia179971.

All participants will be called upon for recognitions.

Arab Week For Sustainable Development In Collaboration With The PR Summit (Sout Masr): 4/11/2019.

Under the Auspices of his Excellency president Abdel Fattah El Sisi, The Arab week for Sustainable Development has been launched from 3-6th of November, 2019.

Dr. Ola mamdouh, Lecturer at the Business department, Associate professor Zeinab Younis Head of the CIGGE center had the opportunity to attend parallel session of the summit on November 4th, 2019. Three students from BAEPS faculty from different cohorts from BUE attended for exposure and knowledge acquisition paralleling the aim of the CIGGE to link industry with academics. They were: Mariam Halawa Accounting and Finance specialization DY2; Abdollah Hossam Accounting and Finance specialization DY2 as well & Hana Amr form International Business Specialization DY3. The day was organized and sponsored by "SOUT MASR" run and directed by Mrs. Lamia kamel CEO of CC-Plus PR Company at the Hilton- Heliopolis, (former Fairmont).

The summit included renowned Guest Speakers from both Governmental, international, Private as well as Non-profit sectors. Her Excellency prof. Hala El Said Minister of Planning



was among the Keynote speakers where she highlighted the efforts of the ministry in developing the Strategy of 2030 and launching the societal conversation between private and Public entities in that direction. His excellency Mr. Mahmoud Mohey Eddin former minister of Investment and currently affiliated to the World Bank located in Washington explored different areas of sustainability touching on Localization; Digitalization and Standardization as main pillars for the completion of 2030 strategy. Moreover he talked about the added value of linking Productivity to export in creating a global value chain providing a universal language for cooperation between countries.

The summit was a great opportunity for exposure and reflection on the topic of Sustainable development, and it was an insight for the visibility of BUE.

The 8th Global Conference On Public Policy And Administration In The Global South Under The Auspices Of The Association For Middle Eastern Public Policy And Administration (AMEPPA): 10/11/2019

Associate professor, Zeinab Shawky Younis Associate Professor Public Administration, Elected Senate member, Coordinator of the Community Services Committee and a Director for the Research Center for Innovation, Governance and Green Economy CIGGE at the BAEPS faculty jointly presented With Dr. Ola Mamdouh, Lecturer Business department and The Head of Sustainability and Innovation Committee at the Research Center CIGGE at the 8th Global Conference on Public Policy and Administration in The Global South: Governance, policy Science and Economic Development. The conference is organized under the auspices of the Association for Middle Eastern Public Policy and Administration AMEPPA and was held at the School of Global Affairs and Public Policy at the American University in Cairo, new campus from November 10-11, 2019.

The Presentation title was: Sustainable Development Policy: A participatory Approach to increase Students' Awareness of Solid Waste Management.

The conference was an excellent opportunity for exposure and networking with international Scholars in the field. The keynote speakers were Professor B. Guy Peters Prof. of Government, Department of Political Science, University of Pittsburgh and Per Laegreid, prof. of Administration department of Administration and Organisation Theory, University of Bergen.

Guest Speaker: Dr. Abubakr Zade In Organisational Behavioral Module: 21/11/2019.

The Research Center for Innovation, Governance and Green Economy from the perspective of our moto of linking Industry to Academia had the pleasure to invite dr. Abubakr Zade from UAE university Mohammed Bin Rashid School of Government, to be our guest speaker in Organisational Behavior Module Thursday 21/11/2019 from 10-12 pm. Lect. Hall 1. Dr. AbuBakr is Involved in the industrial project – along with his academic background – of El Foujeira Hospital in Dubai where all his research and case studies are



established. His insights helped a lot in research areas related to HR field, digital transformation of Governmental bodies, Behavioral Psychology, Organisational behavior, Public policy and Public administration. Dr. Abubakr was an added value to our student body of OB regarding the topic of perception and behavioral insights.

Dr. Abubakr was acquainted by Prof. Yehia Bahei-El-Din, Vice president of Research and Post Graduate studies, and Professor Wadouda Badran, Dean Faculty of BAEPS.

Breast Cancer Awareness: 24/11/2019.

Even if the pain and the fight of having Cancer can be endured, but the psychological trauma of the idea of “why me” becomes so intense that it needs all the help of every person whether family, friends, or on the societal level the community. The fight against this monster takes the effort and the resources of any human being. BAEPS Community Service Team Organized an awareness campaign on Sunday November 24 from 2-4. LH 4 at building G, the ground level. About 300 students and staff members attended the event.

A panel of experts led the discussion and many important questions were directed to them. Our guests speakers included Prof. Lobna Habib in Ain Shams medical school; Professor Nevine Gado prof. MD oncology and Dr. Nevine Shalaby Associate Professor of Radiology detection and Professor Reham Rizk professor of Oncology at Zagazig University.

The awareness session started at 2:00 pm lecture hall 4 Building G, the ground level with an hour lecture and discussion followed by the run that started at 3:00 pm.

The session was full of valuable knowledge that helped students to increase their awareness in the fight against cancer and the corrective actions for early detection.

German University In Cairo GUC And Cologne Business School CBS Responsible Management Symposium: 16/12/2019.

The Faculty of Management Technology FMT at The German University in Cairo extended the invitation to the Research Center for Innovation, Governance and Green Economy CIGGE at The British University in Egypt, to attend the “Responsible Management Symposium” held at GUC campus on 16th of December, 2019.

The number of Staff Members from BAEPS faculty at the British University in Egypt who contributed in the round tables discussion and attended the event amounted to 13 members:

Associate professors: Sherine El fekey; Zeinab Younis; Maha Dajani; Safaa Shabaan.

Drs. Ola Mamdouh; May Fahmy; Engy El Hawary; Rehab Rabiaa; Rania Salem.

Teaching Assistants: Mrs Mahitab Shahin, Ahmed Ayman.

BAEPS administrative staff: Mrs Doha Ali.



The discussion was run between scholars from Cologne Business School in Germany, members of different industries, the GUC and BUE staff members.

Sessions were addressed by Professor Elisabeth Frolich, president and professor of Strategic Supply Chain Management at Cologne Business School; Prof. Markus Raueiser, Vice president for International Affairs, Dean of International Business and Economic Geography at CBs and Some staff members of GUC faculty of Management including Prof. Noha El Bassiouny, Vice Dean for Academic Affairs, at the Faculty of management Technology and Yasmin Anwar from GUC.

Government Leadership Development Program At The Faculty Of Economics And Political Science, Cairo University: 18/12/2019.

Associate professor, Zeinab Shawky Younis from the Business Department faculty of BAEPS, BUE has been officially invited by the Faculty of Economics and Political Science , Cairo university to give a workshop about “ The Attributes of Emotional Intelligence in Leadership” on 18-12-2019 from 10-3pm.

The Workshop is run under the umbrella of the “Government Leadership Development Program” as a collaboration between The FEPS at Cairo University, The state of MISSOURI in USA and the Center for Economic and Financial Studies. The aim of the workshop is to build capacities along the second line managers and executives in the Egyptian government to prepare them for achieving the aims of the 2030 strategy and investing in their human capital.

Energy Saving Awareness & Nudging Campaign.

Event Name: Energy Saving Awareness & Nudging Campaign

Event Place: BUE Campus

Event Date and Time:

Phase One: October 2019

Phase Two: November 2019 to March 2020

Phase Three: April 2020

Phase Four: May 2020

No. of Participants:

Phases One and Three: 200 participants

Phase Two: BAEPS students and staff

Phase Four: The Economics department CS team

Description of the event

The economics department, through its community service team, is planning an energy saving campaign via behavioural nudges. The event will start with an exploratory study (phase one) of the energy consumption profiles of BAEPS students and staff through a

survey.

Based on the results of phase one, the team will design and run nudges in BUE building G (phase two) to raise awareness and encourage the rationalisation of energy consumption.

In phase three, the team will administer another survey among the BAEPS students and staff to measure the effectiveness of the nudges. Measuring the effectiveness will guide us on how to expand the campaign to the rest of the buildings on-campus and even beyond the campus in the future.

In phase four, the team will publish an article on the campaign and its results, possibly in the BAEPS newsletter.

Estimated budget:

We need to print banners and stickers on which the nudges are written/drawn which are estimated to cost the following:

4 banners * 350 EGP = 1,400 EGP

100 stickers * 6 EGP = 600 EGP

Total = 2,000 EGP

Young Investigator Research Grant.

Receiver of the award: Dr. Zeinab Nawar, head of development committee at the CIGGE.

Project Title: How to propose a competitive Pricing system for the Egyptian Ports.

Research Proposal Fund For The Science And Technology Development Fund STDF: (Under Evaluation).

Name of the research: Adoption of Sustainable Supply Chain Management as a Tool for Solid waste management. Case study: The British University in Egypt.

Team Members:

- Principal Investigator: Dr. Ola Mamdouh, Lecturer and head of Sustainability and Innovation Committee of CIGGE.
- Associate professor: Dr. Zeinab Younis, Director of the CIGGE and Community services coordinator.
- Sahar Halim: Lecturer Business department.
- Zeinab Nawar: Lecturer Business department and Head of Development committee.
- Menna Tarek: TA Business department Member CIGGE.
- Basma Khaled: TA Business Department member CIGGE.

Centre Activities 2018-2019

Conference Research “ Leading With Strategic Agility”: 16-18th Of June, 2018.

Best Research Paper Award in the International Academy of Business and Economics Conference in Munich June 2018: “The Management of Strategic Agility Policy: Reflections on the Exponential Style of Leadership in Turbulent Times”. The International Journal of Strategic Management: IJSM. The International Academy of Business and Economics, Munich Conference. Germany: 16-18 June, 2018.

Workshop “ Leading Sustainable Strategic Change” Event Date: 24-28th Of September, 2018.

Associate professor, Zeinab Shawky Younis, Director of the Research center for Innovation, Governance and Green Economy and Associate Professor of Public Administration, Business department at the BAEPS faculty, acquired a certificate of excellence in “Leading Sustainable Strategic Change”, from The Schulich Executive Education Center, York University, Toronto, Canada.

Research “2nd AUE International Research Conference”: 13-15th Of November, 2018.

Brief Description: Ms. Noha Abdel Rahman, Assistant Lecturer Business department presented a paper under the title of: “The Assurance of Sustainability Reporting: An Extra Fee or A Guarantee”, Award: The paper was awarded as Best Paper and Best Student Presentation Under Supervision of: Prof. Kenneth D’Silva, London South Bank University (LSBU) and Dr. Mohamed H. Rashwan, British University in Egypt (BUE).
Funded by: London South Bank University (LSBU) as a part of her PhD Program.

AAST Workshop “GLOBAL TRENDS TO ACHIEVE SUSTAINABLE DEVELOPMENT IN PORTS”.

BAEPS collaborated with the Port Training Institute for Development and Maritime Management, the Arab Academy of Science, Technology and Maritime Services (AASTMT) in conducting a workshop in Alexandria, to raise Sustainability Awareness.

Two staff members were among the presenters and the panelists.

Conference Research "The International Maritime Transport And Logistics Conference (Marlog8)": 17-19th March, 2019.

The theme of the conference this year was: ‘ Towards Global Maritime Competitiveness in Maritime Industry, Investing in Ports, the trends and the future’ at Hilton green Plaza, Alexandria, Egypt.

Dr. Zeinab Nawar the head of the Development committee in the Research Center for Innovation Governance and Green Economy presented a research paper under the title of: “ International Trade and The Maritime Shipping: is there a chance for us”. The conference



had more than 800 attendees, the heads of the Egyptian port authority were represented along with the ports of Saudi Arabia and Professors engaged in the research around the area of Maritime transportation. The Keynote speakers were: General Kamel Al-Wazir, the minister of transportation and General Mohab Mamish the president of Suez Canal Authority and H.E. Mr. Ahmed Aboul Gheit the secretary General of the League of the Arab States.

Teaching And Learning Academic Seminar 2. “Sustainable Development: Trends And Challenges”. Sunday 17th Of February, 2019.

Brief Description: The Center for Economics & Financial Research and Studies CEFRS, Faculty of Economics & Political Science FEPS Cairo University in collaboration with The Research Center for Innovation, Governance and Green economy CIGGE and the Faculty of Business Administration, economics and Political Science BAEPS Hosted a Seminar under the title of: “ Sustainable Development: Trends and challenges. The event was held at the British University in Egypt on 17th of February, 2019, from 12-3pm in Farwell Room Building C main campus BUE. The event is business and economics oriented and included invitees from both the public as well the private sector in Egypt as well as academic staff from different universities.

International Agreement Erasmus+.

Module leaders and Teaching assistants from BUE sharing in International week 2018 from the faculty of BAEPS, Business Department. Leveraging the BUE image among staff and students of the International community sharing in the international week in Katowice, Poland.

An excellent opportunity of Networking and academic exchange of Knowledge between Staff members and faculty professors across the Globe.

A new venue of inter-institutional collaboration and cultural diplomacy was developed as a result of this visit.

Education for global competence was highlighted as one of the persistent issues in higher education, where social and Economic issues of the region were discussed deeply for more collaboration between institutions.

Following the academic year 2018-2019, the agreement had been extended to include:

– Dr. Doaa Ayoub on the topic of global marketing strategies to share in the international week, and the teaching assistants: Ms. Menna Tarek, Ms. Miral Elemery, and Basma Khaled from both the Business and the Economics department. What is very crucial for this academic year is the involvement of Administrative member Mrs. Geraldine Floyd to share



in Admin. International training week. The trend is to extend the agreement to include students, Admins and module leaders as well for next year with bigger number.

Erasmus+, Katowice, Poland 2019.

Leveraging the BUE image among staff and students of the International community sharing in the international week in Katowice, Poland.

An excellent opportunity of Networking and academic exchange of Knowledge between Staff members and faculty professors across the Globe.

A new venue of inter-institutional collaboration and cultural diplomacy was developed as a result of this visit.

Education for global competence was highlighted as one of the persistent issues in higher education, where social and Economic issues of the region were discussed deeply for more collaboration between institutions.

**Teaching And Learning: Academic Seminar 1: “Organisational Happiness”
Sunday 16th Of December, 2018.**

In order to reach the goal of academic discussion among staff members, the CIGGE and the Faculty of Business Administration, Economics and Political Science invited this academic semester to attend the BAEPS Fourth Scientific Seminar on Sunday December 16th, from 2:00pm to 4:00pm in Lecture Hall 4, Building G, by associate professor: Sahar Badawy speaking about “Organisational Happiness”. These seminars are usually sponsored by the Center for Innovation, Governance and Green Economy, (CIGGE) successfully since 2016 onward.

**Guest Speaker: Teaching And Learning “ Leadership Attributes In Successful
Implementation Of Change”: Sunday, 27th Of February, 2019.**

Mr. Emad is the lead editor of the book “How Successful Organizations Implement Change”, The Project Management Institute (PMI), 2017. The book is sold on Amazon and Apple store. Currently, he is the founder of Brisk Business, and in 2015. Mr. Emad was a member of the Advisory Panel to the White House Business Council on International trade and in 2016 a member of the Industry Advisory Council to the American Public University System.

**Event Title Community: “Al-Hassan Foundation: Differently Abled”:Sunday, 10th Of
March, 2019.**

The event also reflected BUE’ support of real inclusivity into our academic staff and student community.

The presentation given by Mrs. May Zein founder of Differently Abled foundation was about the experience of a life time commitment and perseverance to divert a crisis into a great light of positive energy. It was based on explaining all the activities of the foundation that have been recognized locally and lately internationally in Vienna by the UN to shed a



light for all our students that life is still full of opportunities for everyone who knocks on the right door seeing a light at the end of the tunnel of any crisis.

Souk El Kheir.

The Centre is an active member of the community services committee. Organising “Souk El Kheer” for used clothes for BUE workers. The pleasure to live is parallel to the pleasure to give.

Teaching And Learning: Employability Enhancement “CV Writing Workshop”.

Dr. Zeinab Younis has launched an event on the 2nd of December 2018, under the title of CV writing. It aimed at targeting employability skills needed from our Faculty students in the job market and included a typology of both soft as well Academic skills acquisition starting from CV writing till the actual interview. The event invited a list of respectful speakers:

Dr. Zeinab Younis (BUE Dr, CIGGE director and founder of SIRC).

Dr. Amr Seda (BUE staff member and entrepreneur).

Lina Moenes (founder of Lina cakes).

Sarah Hisham (BUE Student and member of a list of charity organizations).

Action Plan Year 2019-2020: The Action Plan Of The CIGGE Center Is Aligned With The Whole Strategic Plan Set For Year 2017-2022.

Aligning with item b&f a series of seminars will be held tackling the topic of Sustainable development and the social discussion on the Strategy of 2030 related to the ministry of planning, the institute of national planning and the Research Center for Economics and Financial research at the faculty of Economics and Political Science, Cairo University.

More activities will be held in collaboration with the community services committee at the level of BAEPS faculty to enhance the item in the strategy related to the strengthening of BUE core values and support to the society.

Action Plan 2019-2020.

More linking industry to academia themes will be developed by inviting more local and international guest speakers from corporations to speak to our students and enhance employability skills. In addition tackling opportunities for mutual training of our staff members and consultancy and hiring our graduates to gain a greater base to enhance the image of BUE.

Looking for international sponsors to the center for international grants and research collaboration.

Supporting research workshops and training programs for members of the center and enhancing more collaboration with the faculty of BAEPS.



Setting themes of research that are scarce in the research areas to develop a competitive edge in tackling these issues Eg: Economics of Maritime development to be able to extend our services of policy papers to different government entities and ministries.

The center of Innovation, Governance and Green Technology along three different sessions will discuss the pillars of the reform conducted by the Egyptian Government for Egyptian ports which shall include the followings: Reform the services in of the Egyptian ports and the project of the Suez Canal Corridor, Efforts to enhance the Egyptian maritime fleet, & How the Egyptian Maritime Services could be presented in competitive prices.

Leveraging the competitive advantage of the Center in innovation by exploring opportunities of collaboration with multinationals sponsoring training programs to our students Eg: Google Maharat (under discussion). Between the research center CIGGE and the international office. The aim is to do a pilot study on both BAEPS faculty and the Faculty on Informatiques and IT.

Attempt to organise an international conference with LSBU for the academic year 2021.

Collaborating with The Institute of Planning council on the discussion of the Strategy of Sustainable Development Social discussion.

The center sent already in April 2019 some of its members including Dr. Zeinab Younis, Dr. Sahar Halim and Dr. Ola Mamdouh from the Business Department and Dr. Mostafa Abou El Seoud from the Economics Department. -An initial Agreement provided by Professor Howeida Barakat the head of the unit of the sustainable development Strategic Planning that BUE will be considered as a Partner in these discussion following the event held in BUE last February 2019.

- A series of workshops and lectures are requested from our side in our action plan for the coming year.

Centre Activities 2017-2018

Applying For The Erasmus+ Program: (In Process).

An initial agreement has been signed between the British university in Egypt and the University of Economics, Katowice, Poland.

The inter-institutional agreement is from 2016-2021 to cooperate for the exchange of students and staff in the context of the Erasmus+ program.



Four teaching assistants from the business department: Faculty of Business, Administration, Economics and Political Science have already travelled during February 2017 to Poland and started the agreement in action.

The International Week Of Exchange Between Staff Members: ERASMUS+ In Poland

- An international week of exchange between teaching staff was held through 21st -27th of April, 2017 and an initial agreement in the business department was made.
- There was a mutual visit of cooperation organized by the center in March 2017, where three professors from the university of Economics in Katowice came to visit our BUE campus and they were received by Professor Yehia El Bahei to discuss mutual cooperation plans.

The First Academic Research Seminar: Faculty Of Business Administration, Economics And Political Science.

The first academic research seminar was held on March 19th, 2017 from 2-4 pm in Building G, lecture hall 4. This seminar is sponsored by the Center for innovation, Governance and Green Economy and is organized to explore new venues of academic exchange and foster intellectual capabilities and debates in the faculty.

The main theme for this seminar was “Banking Sector in a Downturn Economy”.

The Student Innovation Research Community.

Six Academic free sessions delivered by TA's after class hours for 6 weeks targeting the aim of the center to open a new venue for students to acquire and exploit research skills necessary for employability.

Accomplished by creating a research environment in the faculty and providing sessions that can help the students tackle both global issues, as well as Egyptian market need. The sessions includes Marketing & Human Resources topics and their applications in real life.

Sustainable Mega Projects: Chance- Change- Challenge.

The center was invited to cooperate mutually with the center of Sustainability and Future studies at BUE in sharing academic contribution in an event which will take place 3rd-5th of May, 2016 on BUE campus and under the auspices of the Sustainability center.

Applying For Newton – Mosharafa Institute In Collaboration With The Political Science Department: (Pending For Agreement).

The workshop title is: Research-Connect-Call 5.

The workshop is designed to meet the requirements of an increasingly competitive and global market, where researchers need to communicate their research to an international audience.



Research connect workshops provide training to upgrade communication skills and there is a collaboration with the British council in this project.

The project title is: “Determining the scale, spatial distribution and potential Economic contribution of Micro-Enterprises in Egypt’s Informal Food sector”.

The project is in collaboration between the center of Innovation and Green Economy and the Employment Research institute in the University of Edinburgh in Scotland, as well as the Local Economy policy unit LSBU

This research is a collaboration between the center for urban history of the University of Leicester and the center for Innovation, Governance and Green Economy and the political science department in the faculty of Business in the British University in Egypt.

The Title of the research project is “The people in the Plans: A comparative study of the cultural heritage of planned communities”.

Signing A Mutual Cooperation Letter Between The Center And The AWTAD NGO Foundation.

A letter of mutual cooperation was signed between the center and the AWTAD foundation. The project title is “Small Medium Enterprise (SME) Speed Unit ”for enhancing Innovation and Growth in the Southern Neighborhood”.

The project will last for a duration of 48 months and is a collaboration between three countries: Egypt, Jordan, and Tunisia.

The lead coordinator of the project is the Business Development Center “BDC” in the Hashimite Kingdom of Jordan in cooperation with AWTAD as a national partner.

Heliopolis 2020: Challenges And Opportunities: (Pending).

The title of the workshop is “The Importance of SME’s in Leveraging the Opportunities of Heritage Tourism,

Transport, Environmental Management and Outer Town Shopping in Heliopolis”.

The project will be looking for innovative ways and suggestions to solve the problems of transportation, environmental management of rubbish collection and the out of town shopping in Heliopolis area.

Prospects For Next Year.

Prospect 1:



Newton-Mosharafa Institutional links call (Egypt)- open till 13/6/2017. This is founded by BEIS which is the Department of Business, Energy and Industrial Strategy in the UK. Our center is interested in coordinating any effort regarding this topic and we tried to contact LSBU but they are still researching.

Prospect 2:

The coordination of the center in the workshop suggested by Mr. Farid Khamis regarding the investment opportunities and challenges for Egyptian manufacturers and we started working on this already and will present a proposal to his excellency next week. The department of Economics is preparing a panel discussion with the coordination of the center at the beginning of next academic year. The idea is to increase the collaboration between the center and other industries.

Prospect 3:

Signing a mutual cooperation letter between the center and the Canadian Chamber of Commerce's training institute in order to provide an open venue for our students for internships and collaborations.

BUE Innovates Summer Camp.

Technology Innovation and Commercialization Office (TICO) in cooperation with Research Center for Innovation, Governance and Green Economy (CIGGE) and faculty of Business Administration Economics and Political Science (BAEPS) at the British University in Egypt joined forces and successfully delivered BUE Innovate Summer Boot-camp. The camp included young entrepreneurs and academic staff members who had ideas and were interested to launch their own start-ups. The programme was meticulously designed to cover various areas that may provide the participants with the necessary skills and knowledge to launch and run their businesses and put their ideas into action.