

The Embassy of the Federal
Republic of Germany in Cairo

Ministry of Environment of
the Arab Republic of Egypt

Have the pleasure to invite you to the 38th Cairo Climate Talks (CCT) Panel Discussion

March 15, 2016 at 6:30pm

The German Science Center (DWZ), 11 Al Saleh Ayoub Street, Zamalek

“Ecopreneurs: Getting Green Start-ups off the Ground”



Committed to sustainability, green entrepreneurs start businesses offering products or services that benefit the environment. “Ecorepreneurs are counter-cultural or social entrepreneurs who want to make a social statement, not just money,” wrote Robert Isaak in “The making of an ecoentrepreneur”.

The growing importance of this business segment, at a crossroads between sustainability, innovation and strategic business development, has been widely recognized worldwide. The wider adoption of sustainable business practices has opened up opportunities for green entrepreneurs in market-based economies across the globe, including Egypt. Domestically, the creation of green startups has surged

since 2011, and more than 200 startups are working in the field of renewable energy, waste and water management, hazardous waste and agriculture. They are trying to provide clean solutions to pressing environmental, economic and social issues such as energy shortages, pollution and shrinking arable land and water availability.

While investors are still weary of tying their money to local green startups, globally plummeting oil prices could provide the boost investors need to refocus on a domestic economic future. Egyptian and foreign experts will discuss how local green businesses could be better fostered and supported, and how factors that hinder the flourishing of sustainable, environmentally friendly businesses could be tackled.

The discussion will be opened by

H.E. Julius Georg Luy

Ambassador of the Federal Republic of Germany in Cairo

H.E. Dr. Khaled Fahmy

Egyptian Minister of Environment (TBC)

Panelists:

Nora Kempmann

Education Consultancy Specialist
in Middle East & Europe

Mahmoud Galal

Co-founder and General Manager of
Dayra (BioEnergy)

Dr. Ahmed Huzayyin

co-founder of CleanTech Arabia

Con O'Donnell

Entrepreneur and Investor

A buffet reception will close the evening