What is Career Advising and Placement Services?

AUC’s Career Advising and Placement Services office is committed to providing quality service to students, alumni and employers in the areas of career planning and employment through a centralized comprehensive program. The office educates students and alumni for lifelong career planning. Assistance is provided in identifying career objectives, designing and implementing job search strategies, as well as exploring experiential learning, employment and postgraduate opportunities. The office fosters collaborative relationships with faculty, employers and the professional community at large to create a mutually beneficial relationship between our constituents. We also support employer endeavors, primarily in Egypt and the Middle East, in recruiting potential candidates. The office of career advising and placement services maintains equal opportunity compliance and follows affirmative action principles in conducting its services.

About the Career Conference

The Career Conference is organized by the Career Advising and Placement Services office at AUC. The aim of the event is to prepare seniors for the world of work and equip them with the necessary tools for their career-planning and job-search process. Students will also have the opportunity to network with members of the corporate community and exchange career-related information.

Many students approach career decision-making with fear and uncertainty, but career planning can be one of the most exciting and enriching times of a student’s life. The conference workshops and sessions are designed to provide seniors with an opportunity to reflect on their university experience, learn more about themselves and where they are heading, and develop the skills necessary for a successful transition to post-university life. This self-knowledge, when put together with an understanding of the world of work, helps senior students make informed career decisions. This will give students a confident start in career life and inevitably reduce job hopping during the first year of their career.

Sponsors

We gratefully acknowledge and extend our appreciation to the following organizations for sponsoring the 2008 Career Conference.

<table>
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<tr>
<th>Official Partner</th>
<th>Executive Partners</th>
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<tr>
<td>Barclays</td>
<td>BG Egypt</td>
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Dear participant,

On behalf of the Career Advising and Placement Services office, it gives us pleasure to welcome you to AUC’s second Career Conference. The event’s theme, “Turn Your Degree into a Career,” is designed to trigger your thoughts on how to capitalize on your education, skills and interests while being open to a variety of career options.

The Career Conference was first introduced last year with the aim of facilitating your transition to the world of work. The sessions are designed to equip you with the job-search tools and the adaptive skills you need as you embark on your first career. The real-life experiences and contributions of the guest speakers in the sessions will help you set realistic career expectations and prepare effectively for the first year on the job. We would like to take this opportunity to extend our appreciation to all the guest speakers who volunteered their time and effort to share their expertise with you in this conference.

We hope that the conference will contribute to your career success as you take your first steps toward the world of work.

Best regards,

Maha Guindi
Executive director and conference adviser

Maha Fakhry
Director of recruitment services and conference chair

Conference Committees

Organization and Logistics
Taline Toufayan, manager, corporate research and data management
Rania Abou El Naga, administrative assistant
Shirley Wadee, IT projects coordinator
Marianne Elia, recruitment assistant
Salma El Baradie, career coordinator
Ingy Sadek, career adviser

Program Development
Dalia Awad, assistant director, career advising
Evette Khair, recruitment manager

Marketing
Maha El Moslemany, senior experiential learning officer

On-campus Promotion and Ushers
Ahmed Rashiedy, peer career promoter
Aliaa Mahmoud, peer career promoter
Marim Mostafa, peer career promoter
Mary Nashed, peer career promoter
Omar Rohaiem, peer career adviser
Salma Mohamed, peer career promoter
Sherine El Mansoury, peer career promoter
Yomna Safwat, peer career adviser
## Agenda at a Glance

### Sunday, January 27 - Opening Ceremony, Farhaty Ballroom

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>6:30 pm</td>
<td>Registration for students</td>
</tr>
<tr>
<td>7:00 pm</td>
<td>Reception and networking</td>
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<tr>
<td>7:45 pm</td>
<td>Opening remarks</td>
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<tr>
<td></td>
<td>Ashraf El Fiqi, vice president for student affairs, AUC</td>
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<tr>
<td>7:50 pm</td>
<td>Provost's message</td>
</tr>
<tr>
<td></td>
<td>Tim Sullivan, provost, AUC</td>
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<tr>
<td>8:00 pm</td>
<td>President’s message</td>
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<td></td>
<td>David D. Arnold, president, AUC</td>
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<tr>
<td>8:10 pm</td>
<td>Keynote address</td>
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<td>Moataz Al-Alfi, chief executive officer, EK Holding Co.; AUC Trustee</td>
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<tr>
<td>8:50 pm</td>
<td>Refreshments</td>
</tr>
<tr>
<td>9:15 pm</td>
<td>Close of opening ceremony</td>
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### Monday, January 28 - Day 1

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>9:30 am</td>
<td>Breakfast - Laylaty Ballroom Foyer</td>
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<tr>
<td>10:00 am</td>
<td><strong>Concurrent sessions A (120 minutes)</strong></td>
</tr>
<tr>
<td></td>
<td>Workshop A1: Personal Style Indicator (PSI) - Akhnatoun 2</td>
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<td>Workshop A2: Leadership on the Job: First Day and Every Day - Laylaty 1</td>
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<td>Workshop A3: Invited for an Assessment Center? What to Expect? - Akhnatoun 1</td>
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<td>Workshop A4: New Job, New Boss: A First-time Employee’s Survival Kit - Laylaty 2</td>
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<tr>
<td>12:00 pm</td>
<td>Coffee break - Laylaty Ballroom Foyer</td>
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<tr>
<td>12:30 pm</td>
<td><strong>Concurrent sessions B (90 minutes)</strong></td>
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<tr>
<td></td>
<td>Workshop B1: Turn Your Interests into Career Options - Akhnatoun 1</td>
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<td>Workshop B2: Communicate with Talent: Learn How to Move Up the Corporate Ladder - Laylaty 2</td>
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<td>Workshop B3: Mock Interview Simulation: Be Ready to Volunteer - Laylaty 1</td>
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<tr>
<td></td>
<td>Workshop B4: Keys to Managing Your Graduate Study Application Process - Akhnatoun 2</td>
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<tr>
<td>2:00 pm</td>
<td>Your legal rights and responsibilities as an employee (for all participants) - Nile Expo Ballroom</td>
</tr>
<tr>
<td>3:30 pm</td>
<td>Networking lunch with industry professionals - Nile Expo Ballroom</td>
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<tr>
<td>4:30 pm</td>
<td>Dress the part: business etiquette and professional presence (for all participants) - Laylaty Ballroom</td>
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### Tuesday, January 29 - Day 2

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>9:30 am</td>
<td>Breakfast - Laylaty Ballroom Foyer</td>
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<tr>
<td>10:00 am</td>
<td><strong>Concurrent sessions C (120 minutes)</strong></td>
</tr>
<tr>
<td></td>
<td>Workshop C1: Career Values Scale (CVS) and Motivated Skills - Akhnatoun 1</td>
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<td>Workshop C2: Work-life Balance Tools - Akhnatoun 2</td>
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<td></td>
<td>Workshop C3: Behavioral Interviewing: Steps for Success - Laylaty 1</td>
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<tr>
<td></td>
<td>Workshop C4: Entrepreneurship as a Career Option - Laylaty 2</td>
</tr>
</tbody>
</table>
12:00 pm  Coffee break - Laylaty Ballroom Foyer

12:30 pm  Concurrent sessions D (90 minutes)
Workshop D1: Job Search Tools that Get Results: Your Way to Career Success - Akhnatoun 1
Workshop D2: Brand Yourself in the Job Market - Laylaty 1
Workshop D3: How to Manage Your Career Expectations - Akhnatoun 2
Workshop D4: Turn Your Degree into a Career - Laylaty 2

2:00 pm  Business ethics and professional conduct (for all participants) - Nile Expo Ballroom

3:30 pm  Conference group photo - Laylaty Ballroom Foyer

3:45 pm  Closing ceremony - Nile Expo Ballroom

Closing address
Ashraf El Fiqi, vice president for student affairs, AUC

Lunch and prize draw

5:00 pm  Conference adjourns
BG Egypt

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How can you be on the edge of the world and still at the centre of things?
Detailed Agenda

Monday, January 28 - Day 1

9:30 am Breakfast - Laylaty Ballroom Foyer

10:00 am Concurrent sessions A (120 minutes)

Workshop A1 - Akhnatoun 2
Personal Style Indicator (PSI)
Maha Fakhry, director of recruitment services
Career Advising and Placement Services, AUC
The Personal Style Indicator (PSI) is a powerful communication and learning tool. It identifies your basic personal style of responding to people and recognizes your reactions to stress and pressure. PSI helps you discover your strengths and weaknesses, and how your personality “fits” in the world around you. It determines your behaviors around tasks so you can be more effective in all areas of your life. The indicator also gives you insight into human behavior and style tendencies of others that will help you interact with people more effectively and promote harmony in relationships.

Workshop A2 - Laylaty 1
Leadership on the Job: First Day and Every Day
Khalid El Gibaly, managing director
Barclays Bank - Egypt and North Africa
Joining the “real world of work” is a time of excitement, enthusiasm and exploration. It can also be a time of stress as you adjust to the 8-to-5 schedule of a full-time job. The impression you make during your first year on the job will often set the tone for your career with your new company. Being able to both fit in and stand out in a new job is a skill of successful leaders. Anyone can be a leader — no matter who you are or how much experience you have. This workshop will provide examples of skills and behaviors through which you can demonstrate your leadership skills from the first day on the job, and every day thereafter.

Workshop A3 - Akhnatoun 1
Invited for an Assessment Center? What to Expect?
Wael El-Fayoumy, deputy human resources director, international cement division
Orascom Construction Industries
Riham Reda, training and development specialist
Orascom Building Materials Holding
As more and more companies adopt an assessment-center approach for recruitment and selection, it became necessary for the job candidates to understand what lies behind this approach. Assessment centers are run by trained assessors and observers who use a variety of testing techniques designed for standardized evaluation of candidate behavior as relevant to given job competencies. Multiple evaluations may include a combination of job-related simulations, exercises, interviews and psychological tests. The workshop orients you to the assessment center and its various components, how to prepare for it, and what employers evaluate and look for during the process.

Workshop A4 - Laylaty 2
New Job, New Boss: A First-time Employee’s Survival Kit
Ayman Wagdy, chief marketing officer, restaurants division
Americana Group
Karim Zein, chief marketing officer, FMCG division
Americana Group
As you make a transition into the workplace, you may encounter some challenges. Adapting to a new environment, boss and co-workers will be quite different from university life, professors and campus peers. The workshop will provide strategies that help you develop organizational savvy, build positive relationships at work, and learn the corporate hierarchy, subordinate skills and professional manner.

12:00 pm Coffee break - Laylaty Ballroom Foyer

12:30 pm Concurrent sessions B (90 minutes)
Workshop B1 - Akhnatoun 1
Turn Your Interests into Career Options
Maha Guindi, executive director
Career Advising and Placement Services, AUC
Through the use of assessment tools, this workshop will help you identify your interest areas and provide examples of occupations that match those interests. The interest report that you receive during the session does not reflect your actual abilities, but your interest areas based on your own evaluation. It serves as a guide for refining your career goals and enhancing your career-planning process.

Workshop B2 - Laylaty 2
Communicate with Talent: Learn How to Move Up the Corporate Ladder
Emad Mahmoud, senior facilitator
LTC Egypt
People in organizations typically spend more than 75 percent of their time in an interpersonal situation; thus it is no surprise to find that at the root of a large number of organizational problems is poor communication. Effective communication is an essential component of organizational success whether it is at the interpersonal, intergroup, intra-group, organizational or external levels. Avoid communication pitfalls and learn tools for communicating successfully at work.

Workshop B3 - Laylaty 1
Mock Interview Simulation: Be Ready to Volunteer
Samir Riad, vice president for human resources and administration
Edita Food Industries
Mock interviewing is one of the best tools to prepare for an employment interview. It allows you to practice responding to employers’ interview questions and then, by watching the videotape, you will receive professional feedback on your performance in the interview. The session will also cover the employer’s perspective of the interviewing process and will give guidance to successful management of interviews. Participants are encouraged to bring copies of their résumés with them and should be prepared to volunteer for real mock interviews.

Workshop B4 - Akhnatoun 2
Keys to Managing Your Graduate Study Application Process
Sohair Saad, director, advising and exchanges
AMIDEAST/Egypt
Medhat Haroun, dean and AGIP professor
School of Sciences and Engineering, AUC
Congratulations on your decision to pursue graduate study. Are you aware of what the application process entails? This workshop will alleviate the stress and complexity that accompany the graduate school application process and provide you with information on general admission requirements and application procedure. It will give tips on writing the personal statement and scholarship essay, and will shed some light on what admission officers look for in making the final selection.

2:00 pm
Your Legal Rights and Responsibilities as an Employee (For all participants) - Nile Expo Ballroom
Adel Kheir, attorney at law and international arbitrator
Dr. A. Kheir Law Office
Every employee should be aware of the legal aspects of the work contract that governs his or her relationship with the employer. Understand your rights and responsibilities. Have an insight into the legal issues that might arise in the workplace and how to tactfully handle them in a professional manner while maintaining your rights.

3:30 pm
Networking lunch with industry professionals - Nile Expo Ballroom

4:30 pm
Dress the Part: Business Etiquette and Professional Presence (For all participants) - Laylaty Ballroom
Shirley Shalaby, AMFIC and FMACC, UK
Corporate Image Consultant
In job-hunting, first impressions are critical. The first thing the employer sees when greeting you at the interview is your attire; thus, you must make every effort to have the proper dress for the type of job you are seeking. Will dressing properly get you the job? Of course not, but it will give you a competitive edge and a positive first impression. Once on the job, you are expected to dress professionally and have the proper office etiquette.
Tuesday, January 29 - Day 2

9:30 am  Breakfast - Laylaty Ballroom Foyer

10:00 am  Concurrent sessions C (120 minutes)

**Workshop C1 - Akhnatoun 1**  
**Career Values Scale (CVS) and Motivated Skills**  
Dalia Awad, assistant director for career advising  
Career Advising and Placement Services, AUC  
Values are part of a person’s core beliefs that give meaning to one’s career and life. CVS is a measure of work values, preferences and needs. Clarify what you want in a career and learn how your values are aligned with it. You will also identify your motivated skills that are central to your career satisfaction and success.

**Workshop C2 - Akhnatoun 2**  
**Work-life Balance Tools**  
Rita Maselli, consulting partner  
IMI, Cairo, Egypt  
Maintaining work-life balance is a challenge for many employees. You want to be a successful achiever at work, but not at the expense of leading a fulfilling personal life. This session will provide tips and guidance to help you strike the right balance between your career, family life, friends and activities.

**Workshop C3 - Laylaty 1**  
**Behavioral Interviewing: Steps for Success**  
Shereen Abdel Salam, chief of staff  
BG Egypt  
Behavioral-based interviewing is a style that emphasizes the interviewee’s past performance as the best predictor of future performance in similar situations. Learn from employers how they use this technique to determine a candidate’s potential for success in specific employment situations. This insight information will help you in preparing effectively for behavioral interviews.

**Workshop C4 - Laylaty 2**  
**Entrepreneurship as a Career Option**  
Adham Roushdy, executive vice president and partner  
Advantage Marketing and Advertising  
Hazem Hussein, chief executive officer  
Advantage Marketing and Advertising  
Entrepreneurship can be a challenging and rewarding experience. What does it take to become a successful entrepreneur? What are the barriers that you may face and how can you overcome them? Entrepreneurs are unique and unlike most people. We tend to think of them as people who have a talent for seeing opportunities and the abilities to develop those opportunities into profit-making businesses. Are entrepreneurs born or made? There is no right answer, some people are naturally more entrepreneurial than others. Join the session to get an in-depth view of what it takes to become a successful entrepreneur.

12:00 pm  Coffee break - Laylaty Ballroom Foyer

12:30 pm  Concurrent sessions D (90 minutes)

**Workshop D1 - Akhnatoun 1**  
**Job Search Tools that Get Results: Your Way to Career Success**  
Sherif S. Samy  
Chairman, Skillrate Advisors SAE; chairman, skill-link.com; managing director, Finrate Consulting SAE  
Deciding to begin your job search can be the toughest part of the career-planning process. However, it requires dedication and commitment; it is often said that finding a job is a job in itself. To facilitate the process for you, this workshop will highlight the essential job search tools that will help you land satisfactory employment.
Workshop D2 - Laylaty 1
Brand Yourself in the Job Market
Karim Chabara, regional manager - Egypt, Libya and Sudan region
Mars North Africa and East Mediterranean
If we look at your job search as a marketing campaign aimed at a target customer (the hiring company), you are the product. What you do and say suggests a lot about the value of that product to the potential employer. Ultimately, you are your own brand and you need to think about messaging your value proposition to your customer. Take an “I am a product approach” and join this workshop to learn how to make yourself more appealing to employers when everyone is competing for a job.

Workshop D3 - Akhnatoun 2
How to Manage Your Career Expectations
Rania El Mashat, division chief, monetary policy unit
Central Bank of Egypt
Every year, thousands of university students graduate and work hard at planning their careers, honing their interviewing and résumé-writing skills, and preparing for the job search. Although many of them find good jobs and start work with great enthusiasm, reality does not always match their expectations. Many first-year candidates end up being disappointed with their initial year on the job, simply because they do not set realistic expectations. The workshop will provide an insight into employer expectations and dynamics of career development, and will help you set the right tone for a good career start.

Workshop D4 - Laylaty 2
Turn Your Degree into a Career
Randa Abdou, chief executive officer
Marketing Mix and Creative Lab
Ahmed A. Abou, managing director
Marketing Mix
A common myth is that your major will dictate your career. This is not the case; exploring a career is not decided solely by your major. The expansive array of skills and the level of insight liberal arts education bring to the table are highly attractive to employers. In today’s increasingly global marketplace, employers are not simply looking for technical know-how; they need knowledgeable individuals that are adaptable and have the ability to innovate. Through this workshop, you will get to know what employers look for and how to turn your degree into career options.

2:00 pm Business Ethics and Professional Conduct (For all participants) - Nile Expo Ballroom
Angus Blair, head of research
Beltone Financial
The business world today is increasingly demanding for ethical business conduct and integrity. Major companies set a code of business conduct that employees are expected to follow in their actions and decision-making on the job. Acquaint yourself with the workplace professional conduct; your professionalism and strong work ethic will definitely contribute to your career success.

3:30 pm Conference group photo - Laylaty Ballroom Foyer

3:45 pm Closing Ceremony - Nile Expo Ballroom
Closing address
Ashraf El Fiqi, vice president for student affairs, AUC
Lunch and prize draw

5:00 pm Conference adjourns
Etisalat Career Planning
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Customer care: 333 from any Etisalat line or 011-1234333 from any other line or log on to www.etisalat.com.eg
Challenge your limits and join our workforce
About Barclays

Barclays vision in Egypt is to firmly establish itself as a first choice Bank within customers’ minds and to achieve a leading market position over the next five years. To this effect Barclays Bank Egypt continues to focus on growing its franchise, expanding its branches network, delivering exceptional services and enhancing its propositions to ensure absolute value for its customers.

Barclays is a world class employee oriented culture and an equal opportunity employer which invests in its people’s learning and development. Our corporate environment is ripe with opportunities for valuable learning and fast-tracked career growth. It offers graduates the right kind of business exposure and the chance to be tutored by a diversified talent pool. It offers professionals the chance to realize their career ambitions.

Face new challenges and grow your talent… Join Barclays.

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jobs@barclays.com
**Track 1: Self Assessment**

**Personal Style Indicator (PSI)**  
Monday, January 28 • 10:00 am - 12:00 pm • Laylaty 1

**Turn Your Interests into Career Options**  
Monday, January 28 • 12:30 - 2:00 pm • Akhnatoun 1

**Career Values Scale (CVS) and Motivated Skills**  
Tuesday, January 29 • 10:00 am - 12:00 pm • Akhnatoun 1

**Track 2: Skill Development**

**Leadership on the Job: First Day and Every Day**  
Monday, January 28 • 10:00 am - 12:00 pm • Akhnatoun 2

**Communicate with Talent: Learn How to Move Up the Corporate Ladder**  
Monday, January 28 • 12:30 - 2:00 pm • Akhnatoun 2

**Work-life Balance Tools**  
Tuesday, January 29 • 10:00 am - 12:00 pm • Akhnatoun 2

**Brand Yourself in the Job Market**  
Tuesday, January 29 • 12:30 - 2:00 pm • Akhnatoun 2

**Track 3: Interviewing and Job Search**

**Invited to an Assessment Center? What to Expect?**  
Monday, January 28 • 10:00 am - 12:00 pm • Akhnatoun 1

**Mock Interview Simulation: Be Ready to Volunteer**  
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**Track 4: First-year Career Issues**

**New Job, New Boss: A First-time Employee’s Survival Kit**  
Monday, January 28 • 10:00 am - 12:00 pm • Laylaty 2

**Keys to Managing Your Graduate Study Application Process**  
Monday, January 28 • 12:30 - 2:00 pm • Laylaty 2

**Entrepreneurship as a Career Option**  
Tuesday, January 29 • 10:00 am - 12:00 pm • Laylaty 2

**How to Manage Your Career Expectations**  
Tuesday, January 29 • 12:30 - 2:00 pm • Laylaty 1
Moataz Al-Alfi is chief executive officer of EK Holding Co. (EKH), the largest private equity and venture capital company in Egypt, with a market cap of $3 billion. EKH focuses on strategic sectors such as utilities, infrastructure, energy, petrochemical industries, refinery, oil exploration and production, gas distribution, selected manufacturing industries and insurance. He is also the chairman of Americana Group (Egypt), sister company of the Kuwait Food Company, the largest food company in the Middle East, operating in 12 countries with a turnover of $1.5 billion.

Al-Alfi is highly active on the public, social and philanthropic fronts, and is a member of several nonprofit NGOs serving the development of human resources, education and job creation. He assumes several leadership roles, including founder and vice chairman of Future Generation Foundation, board member of the Social Fund for Development, and member of the Board of Trustees of the National Institute of Management in association with the Ministry of State for Administrative Development.

Al-Alfi contributes significantly to AUC as a member of the Board of Trustees. He is also a member of the executive committee, co-chair of the capital campaign committee, member of the advisory board of the Yousef Jameel Science and Technology Research Center, and founder of the senior advisory committee of the John D. Gerhart Center for Philanthropy and Civic Engagement.

In addition, Al-Alfi, has founded and assumes leadership roles in the Committee of Pathways to Higher Education, Egypt; the Arab Union for Small Enterprises; the Lead Foundation and the Egyptian Franchise Development Association.

Al-Alfi is an adviser on the High Committee for National Criterion in the Ministry of Education. He also is a key figure in several institutions, including the Akhbar El Yom Academy (board of trustees), Faculty of Agriculture Library at Cairo University (board member and trustee), Agriculture Research Center (board member) and Egyptian Center for Economic Studies (member of the executive committee).
Ashraf El Fiqi  
Vice president for student affairs, AUC

Ashraf El Fiqi was appointed vice president of student affairs in January 2005. He joined AUC in 1990 as a full-time visiting faculty member in the physics department. In 1996, he was granted tenure and elected head of the physics unit, a position he held until Fall 2000. El Fiqi also served as the first chair of the new physics department. He continued in that post for two consecutive terms, ending in Fall 2004. During his administrative tenure in the physics department, a graduate program was established in 2000 and a new instrumentation option was introduced within the curriculum.

Prior to joining AUC, El Fiqi started his professional academic career in 1981 as assistant professor at Cairo University’s Faculty of Engineering. He continued there until 1990, moving up to the rank of associate professor. He taught undergraduate and graduate courses in physics theory and supervised several theses at the master’s and doctoral levels. El Fiqi’s research interests are in the field of physics theory.

Fluent in English, Arabic and French, El Fiqi holds bachelor’s degrees in electronics engineering (1972) and physics (1975) from Cairo University. His master’s (1978) and doctorate (1981) in physics are from the University of Nevada, Reno. El Fiqi is the recipient of AUC’s 1994 Outstanding Teaching Award, as well as various certificates of merit and honorary awards by the Student Union.

El Fiqi is a member of the American Physical Society, the New York Academy of Sciences and the American Association of Physics Teachers. He founded the Society of Physics, AUC chapter, of which he served as adviser for more than a decade.

David D. Arnold  
President, AUC

David Arnold became the 10th president of AUC in September 2003. Prior to joining AUC, Arnold served as executive vice president of the Institute of International Education, the world’s largest and oldest nonprofit educational exchange organization. From 1991 to 1997, Arnold worked in New Delhi as the Ford Foundation’s representative for India, Nepal and Sri Lanka. Beginning in 1984, he also served as a program officer and deputy director for governance and public policy in the foundation’s New York headquarters.

Arnold began his public-service career in 1975 in his home state of Michigan, serving as a program budget analyst with the Michigan Department of Labor. He moved to Washington, D.C. in 1977 to join the National Governors’ Association, where he handled intergovernmental relations in the areas of employment, housing and economic development. He later served as executive director of the Coalition of Northeastern Governors, a regional think tank and policy institute serving the northeast region of the United States.

Arnold holds a bachelor’s from the University of Michigan and a master’s in public administration from Michigan State University.

Earl (Tim) Sullivan  
Provost, AUC

Tim Sullivan has been provost at AUC since 1998 and professor of political science since 1973. He received his bachelor’s in political science from Seattle University (1964) and his doctorate in government and international relations from Claremont Graduate University (1970). Sullivan taught at the University of Portland, University of California at Los Angeles and the University of Utah.


Sullivan’s teaching and research interests have been focused on various aspects of international relations and public international law, especially in the Middle East. He initiated the Cairo International Model United Nations and the Cairo International Model Arab League at AUC, and was faculty adviser of both programs for many years.
Session Speakers

Adel Kheir
Attorney at law and international arbitrator, Dr. A. Kheir Law Office

Professor of touristic legislation and international law, Adel Kheir is an international arbitrator and attorney at law in cassation and constitutional courts. He serves as a legal consultant for several multinational organizations and is chair of the Mediterranean Arbitrator and Law Institute in Cyprus. He established the Dr. A. Kheir Law and Arbitration Center, an independent non-governmental institution that serves as a training ground for arbitration, as well as an information center on Arab, national and international arbitration issues. The company is specialized in tax and labor lawsuits, patents, hotels and tourism, as well as the establishment of investment and non-investment for local and offshore companies. Kheir is also director of the Arabs and Africans Arbitrators Association in Cairo and the Egyptian Association of International Law.

Kheir is a graduate of L’Universite De La Romande in the United Kingdom, Cairo University’s Faculty of Law and College De La Salle. He has been a professor of international law and touristic legislation, Faculty of Tourism, Helwan University (1989-1993), and professor of international law, Faculty of Law, Ain Shams University (1999-2003). He is a member of the International Bar Association, (UK), the American Bar Association, (USA) and the Middle East Arbitration Institute (Cyprus). Kheir has received a number of awards, including the Egyptian Association of International Law award and Professor Dr. Zaki Hashem Award (former minister of tourism). He has authored numerous publications on tourism and hotel legislation, international and aviation law, and international commercial arbitration.

Adham Roushdy
Executive vice president and partner, Advantage Marketing and Advertising

Adham Roushdy is a marketing and management executive consultant and partner in the Advantage Marketing and Advertising company, which provides advertising and marketing support to a group of companies and ministries in Egypt and the Arab world. He is a graduate of AUC with a BA in business administration (1989) and an MBA (1994).

Roushdy started his professional career working in the corporate world for 12 years, six with the marketing department at Procter & Gamble Egypt, and then six in PepsiCo. His last job was marketing director for snacks, based in the UK for Europe and the Middle East, before coming back home.

He created Advantage with Hazem Hussein and Tamer ElEzabi (both AUC graduates) in 2000, and within seven years the company grew to be among the top five advertising agencies in Egypt, employing many smart and hip AUC alumni (around 10) acting as an independent group. Roushdy is a fan of sports and has been actively involved in business campaigns including famous football players and music singers.

Ahmed A. Abdoun
Managing director, Marketing Mix

Ahmed Abdoun is managing director and partner in Marketing Mix, Egypt’s first marketing consultancy firm by practitioners. Since its inception in 1996, Marketing Mix has been instrumental in creating brands and turning around businesses, which are currently used as case studies by most major universities.

In 2001, Abdoun founded with his two partners a sister company, Creative Lab, which is the advertising arm of Marketing Mix. It exists to serve its own clients in addition to the consultancy clients of Marketing Mix.

The portfolio of the two companies covers a vast array of sectors, including fast-moving consumer goods, retail, banking, insurance, telecommunication and industrial business to business. Companies serviced, whether local, regional or multinational, are leading names in their fields. They include Barclays Bank Egypt, Allianz Egypt, Chipsy (PepsiCo), Exxon Mobil, Savola (Saudi), Edita (Greek/Egyptian), Itsalat (Saudi), Lactalis (French/Egyptian), Arma (Yemeni), Eva (Egyptian), Halwani Brothers (Saudi) and Bank Misr. (For the full portfolio, visit the temporary Web site www.marketing-mix.com or www.creativelab-adv.com)

Abdoun earned a BA in political science from AUC in 1989. Before joining his partners at Marketing Mix, Abdoun was the
general manager and founder of Trade Plus, a distribution company of fast-moving consumer goods located in Upper Egypt. In a short period of time, Trade Plus became a leading distribution company, holding the distributorship of major local and multinational brands and products such as 3M, Colgate Palmolive, Kato Soaps, Buitoni Pasta, Kato Jams and many others. Due to its growing success, Trade Plus was acquired by Kato Aromatic Group in 1998, and Abdoun joined his partners Randa Abdou and Mohamed Khalifa at Marketing Mix, first as a consultant and later as a full partner.

Before founding Trade Plus, Abdoun was the PFI way manager and export manager of PepsiCo Foods Egypt, and previously the export manager of Giza National Dehydration, a subsidiary of McCormick & Co.

Angus Blair
Head of research, Beltone Financial

Angus Blair recently joined Beltone Financial, the Middle East and North Africa region's fastest growing investment bank, to oversee the group's research of the region's capital markets. Beltone Financial has around 200 staff across its operations. The asset management arm manages nearly $5 billion, while its investment banking division won the mandate for the IPO for Bank of Alexandria, and has undertaken a number of key IPOs and M&A transactions.

Blair has more than 24 years of experience in investment banking and the financial services sector. Prior to joining Beltone, he was a consultant to a number of companies within the Middle East and internationally, advising on restructuring and extending operations across the Arab world. He was previously head of asset management and product development at Al Rajhi Bank in Saudi Arabia (one of the world's largest Islamic financial institutions), managing around $1.5 billion of assets and developing products for the largest retail banking network in the country. Prior to that, he was managing director of Safron Advisors, one of the first private equity firms specializing in investments in the Middle East, North Africa and Turkey.

Previously, Blair was head of equities, and later of sales and trading, for a number of emerging markets at ING Barings and ABN AMRO, based in London. He headed the team that started the first coverage of the Arab stock markets by a global investment bank. In these positions, he oversaw and led a number of key equity capital market transactions in the Arab markets. These included writing the first research on the Arab stock markets, leading the first company in Egypt (CIB) to list as a Global Depository Receipt on the London Stock Exchange, as well as the first fund to allow foreign investors to invest in the Saudi Arabian stock market. He won a number of awards for his coverage of the region, including the first position in the annual Institutional Investor survey (for the Middle East and North Africa region) and Global Finance magazine’s emerging markets superstar.

Prior to covering emerging markets, Blair covered the UK stock market, was a UK market strategist at Barings, and was part of a double Extel award-winning team covering the conglomerates and leisure sectors in the UK market. Prior to this he was head of research and on the investment committee for one of the UK's largest private client stockbrokers. Blair holds a BA in economics and a postgraduate diploma in management.

He is on the founding board of Kadrous University in Tartous, Syria, a new private university, and has been invited to join the investment advisory committee for one of the key specialists in Islamic funds, the New York-based Calyx Financial. He writes a business column for Syria Today magazine and has been a regular commentator in the global media on the Middle East and North Africa region's economies, capital markets and politics for nearly 15 years. His family has been involved in the region for more than 60 years.

Ayman Wagdy
Chief marketing officer, restaurants division, Americana Group

Ayman Wagdy has been the chief marketing officer in the restaurants division of Americana Group since 2006 and is in charge of marketing for KFC, Pizza Hut, Hardee’s, TGIF and other brands across the Middle East. He has an FMCG background, working with Pepsi for approximately five years in Kuwait as the sales and marketing director, and prior to that, in Saudi Arabia as the marketing development manager. Wagdy has also spent more than seven years with Atlantic Industries, Coca-Cola, handling key accounts and customer services in Egypt, and handling McDonald’s account management in Morocco, Egypt, Jordan and Lebanon. He also headed Fortune Promoseven Advertising Agency in Egypt upon its launch and spent approximately five years in Esso Standard Near East, handling several sales and marketing positions. He is a certified instructor for management, sales and communication courses with an established track record in the field with FORMAT, the training arm for the German Chamber of Commerce. He holds a BSc in physics from AUC, specializing in solid state electronics, and worked closely with the Chartered Institute of Marketing UK to develop an accredited diploma for marketing managers.
Dalia Awad
Assistant director, career advising, Career Advising and Placement Services, AUC

Dalia Awad joined Career Advising and Placement Services at AUC in Summer 2001, starting off as a career adviser before moving up the ranks to senior career adviser. She now serves as assistant director of career advising.

A certified job and career-transition coach, Awad’s scope of work involves advising students and alumni on career-development issues and creating career-planning modules in conjunction with various academic departments. She also conducts workshops on career planning, résumé writing, job search and interviewing skills. Awad is qualified to administer and interpret several self-assessment tools.

Before joining AUC, Awad worked for 14 years in the educational field in the areas of management, training and evaluation. The positions she held in several private schools include academic consultant to the director, assistant principal and head of department. Awad received a bachelor’s in mechanical engineering from AUC.

Emad Mahmoud
Senior facilitator, LTC Egypt

Driven by a passion for teaching since the age of 5, Emad Mahmoud joined LTC Egypt in 2006 and has taught almost all supervisory and management training programs, including Hilton International Lessons in Teaching Effective Supervision (15 skills), and American Hotel and Motel Association programs. He achieved this by attending several highly acclaimed training courses, including personal and training management courses in New York and Washington, as well as an instructional development workshop at Michigan University.

Mahmoud, a graduate of tourism and hotel management in 1973, began his career as a front-office clerk, where in less than a year he was selected to join the Hilton Hotel Management Training Program. Afterwards, he shifted to the food and beverage control department in the Nile Hilton to head the training department at the newly opened Ramses Hilton as training supervisor. Within a year’s time in 1982, he was promoted to training manager. In 1987, he transferred to the post of sales manager for a year, before moving to Luxor as personal and training manager of the newly opened Luxor Hilton.

It was after the successful opening that Mahmoud decided to specialize in the field of training and development, and to expand his experience in various fields of business. He joined AMOCO Oil in 1989 at the juncture of a complete overall global organization development effort that would change his “my way or the highway” philosophy to that of “employee involvement and empowerment.” In 1992, he shifted to Americana Group to join its corporate office human resources division as the training specialist of KFC Restaurants. Later, he would become the human resources manager at the UAE branch, then the HRD manager of food manufacturing and consumer goods, and eventually the recruitment manager at HRD’s head office. Mahmoud continued to climb the corporate ladder as he took on a position as corporate training director of Americana restaurant division, where he ran the management training programs for YUM Restaurants International, Hardee's International and TGI Friday’s. He moved on to corporate training for Americana Group, focusing on manufacturing groups, before finally settling on entering the market at large with LTC.

Mahmoud is a graduate of Victoria School, Maadi (1973). He holds a BA from the University of Tourism and Hotel Management at Helwan University, where he graduated with honors.

Hazem Hussein
Chief executive officer, Advantage Marketing and Advertising

Hazem Hussein is a marketing and management executive consultant and head of the Advantage Marketing and Advertising company, which provides advertising and marketing support to a group of companies and ministries in Egypt and the Arab world. He is a graduate of AUC (1989).

Hussein spent 12 years in the corporate world working for Procter & Gamble Egypt, then Henkel Egypt, and Henkel North America, where his last job was vice president of marketing. Then he came back home to create Advantage with Adham Roushdy and Tamer ElEzabi, leading it to where it is now among the largest five advertising agencies in Egypt.

Hussein has also been a professional scuba diver with a master in the topic and has enjoyed touring our country and enjoying our fabulous beaches.
Karim Chabara  
**Regional manager for Egypt, Libya and Sudan; MARS North Africa and Eastern Mediterranean**

Karim Chabara is currently the regional manager for MARS Egypt, Libya and Sudan. He previously worked as the marketing director for MARS North Africa & East Mediterranean, Egypt; innovation marketing manager for Coca-Cola Middle East, Bahrain; and marketing manager for hair care and oral care at Unilever Arabia, Dubai.

Karim Zein  
**Chief marketing officer, FMCG division, Americana Group**

Karim Zein is a graduate of AUC with a major in business administration and a minor in economics. He joined the marketing department in Procter & Gamble - Arabian Peninsula in 1992 where he worked across several brands in health and beauty care and detergents. In 1997, Zein was promoted to marketing director in P&G United Kingdom to lead the hair care business across Europe. In 2000, he joined the Fonoon Entertainment Company as chief marketing officer. Since 2002, Zein has been the chief marketing officer in Americana Group, handling the FMCG division across the Middle East.

Khaled El Gibaly  
**Managing director, Barclays Bank, Egypt and North Africa**

Khaled El Gibaly, an Egyptian native, has extensive local and international banking experience spanning the last 21 years. Previous to joining Barclays Bank, Egypt in 2006, he was with Citibank as the Egypt country head for its global consumer business. Before joining Citibank, El Gibaly, spent nine years at Unilever in a multitude of marketing and sales roles in the United Kingdom, Kuwait, United Arab Emirates and Egypt.

El Gibaly holds a BA in economics from AUC and an MBA from Strathclyde Graduate Business School in Glasgow, Scotland.

Maha Fakhry  
**Director of recruitment services, Career Advising and Placement Services, AUC**

Fakhry is a competent career professional with more than 15 years of experience in career planning, recruitment and selection, and corporate training. She co-founded the first university career and placement center in the region in 1991. Fakhry's scope of work involves program development, corporate training, coaching, recruitment and selection, and career planning and development. She is professionally licensed to administer and interpret self-assessment and leadership development tools, including the Myers Briggs Type Indicator, Strong Interest Inventory and Leadership Practices Inventory. In addition, Fakhry is certified to run a wide array of occupational testing and personality questionnaires by SHL Ltd.

Fakhry holds a bachelor's in computer science and a master's in public administration from AUC. Her Master of International Business Administration from Paris allowed her to focus her thesis studies on personality-type research and its implications on career-related choices. She also holds a certificate of competence in occupational testing from the United Kingdom, and is an active member of various international career, education, human resources and personality-type associations.
Maha Guindi,
Executive director, Career Advising and Placement Services, AUC

Co-founder and executive director of Career Advising and Placement Services at AUC, Maha Guindi led and positioned the office as a model for comprehensive, university career services in the region since it was first established in September 1991. She joined AUC in 1982 as a placement specialist in the alumni and trustee affairs office, where she assumed progressive responsibilities to become the office’s associate director in 1991. She established the university’s placement advisory council and served on several self-study committees on institutional effectiveness and outcomes assessment. Guindi received the AUC President’s Award for Distinguished Service in 2006.

A seasoned career professional, Guindi has more than 20 years of experience in the areas of career management, recruitment services, self-assessment and corporate relations. She is qualified to administer and interpret Myers Briggs Type Indicator, MBTI step II and Strong Interest Inventory self-assessment tools. She is also certified to administer and interpret the Center for Creative Leadership’s 360 Degrees assessments. She participated in international career conferences, and published and conducted presentations on career-planning topics at various events.

Guindi holds bachelor’s and master’s degrees in science from AUC. She is a member of several professional associations, including the National Association of Colleges and Employers, USA, and the Association of Psychological Type, USA, and is a member of the American Chamber of Commerce in Egypt.

Medhat Haroun, PhD, PE
Dean and AGIP Professor of Engineering, School of Sciences and Engineering, AUC

Medhat Haroun serves as dean and AGIP Professor of Engineering in AUC’s sciences and engineering school. He is also professor emeritus at the University of California, Irvine.

Haroun earned his master’s and doctorate in structural and earthquake engineering from the California Institute of Technology in 1976 and 1979, and was the Valedictorian of the 1973 civil engineering class of Cairo University. He taught at the University of California, Irvine, for nearly 20 years and served as chair of the Department of Civil and Environmental Engineering for two terms.

Haroun was appointed in 1995 as director of the University of California Study-Abroad Center in Egypt, located at AUC. He was later recruited by AUC as the AGIP professor in the construction engineering department.

Professor Haroun’s research efforts are focused on the theoretical and experimental modeling of the behavior of structural systems under seismic loading. He has published nearly 300 technical papers and reports on the topic, and has received numerous prestigious awards for his contributions to research, education and teaching. These include the 2006 Martin Duke Lifeline Earthquake Engineering Award, the 1992 Walter Huber Civil Engineering Research Prize from the American Society of Civil Engineers, and the 2003 Excellence in Teaching Award from AUC. He is a fellow of ASCE and IAE, and a member of several other professional organizations including ASME, ACI and EERI. Haroun is chair of the Egyptian Specifications and Standards Committee for Fiber Reinforced Polymers in Structural Repair and Rehabilitation, chair of the FRP Durability Subcommittee of the Egyptian FRP Code, and a member of the permanent committees for different codes of seismic loads, reinforced concrete and bridges. He is also a registered professional engineer in California and a professional consulting engineer in Egypt.

Randa I. Abdou
CEO, Marketing Mix and Creative Lab

Randa Abdou is the CEO and founder of Marketing Mix, Egypt’s first marking consultancy firm by practitioners. Since its inception in 1996, Marketing Mix has been instrumental in creating brands and turning around businesses, which are currently used as case studies by most major universities. In 2001, Abdou founded with her two partners a sister company, Creative Lab, which is the advertising arm of Marketing Mix. It exists to serve its own clients in addition to the consultancy clients of Marketing Mix.

The portfolio of the two companies has covered and is covering a vast array of sectors, including fast-moving consumer goods, retail, banking, insurance, telecommunication and industrial business to business. Companies serviced, whether local, regional or multinational, are leading names in their fields. They include Barclays Bank Egypt, Allianz Egypt, Chipsy (PepsiCo), Exxon Mobil, Savola (Saudi), Edita (Greek/Egyptian),
Career Conference Program

Career Conference Speakers

Itsalat (Saudi), Lactalis (French/Egyptian), Arma (Yemeni), Eva (Egyptian), Halwani Brothers (Saudi) and Bank Misr. (For the full portfolio, visit the temporary Web site www.marketing-mix.com or www.creativelab-adv.com)

Abdou holds a BA in mass communication (with honors) from AUC (1988). She also, as a Chevening scholar, earned her MSc in international marketing from the University of Strathclyde, Scotland in 1991. Abdou is a guest speaker on marketing and brand equity at major universities in Egypt and at the American Chamber of Commerce in Cairo. She also spoke at the plenary session of the Global Summit of Women in Marrakech 2003, on Egyptian women as consumers, the realities and misconceptions, and at the opening session of the Business Women Summit in Tunis 2005.

In December 2004, Abdou was selected for participation in the MEPI Middle East Entrepreneur Training in the United States, funded by the Bureau of Near Eastern Affairs, Office of the Middle East Partnership Initiative, U.S. Department of State. In November 2005, Abdou was nominated by the Beyster Institute at the University of California, San Diego, to be featured in a new book profiling 12 successful entrepreneurs from the Middle East and North Africa. The book was published in December 2006.

In 2007, Abdou was one of 10 Egyptian business women who received an achievement award from the Ministry of Investment for her positive contribution to the Egyptian economy. In 2007, Abdou also participated in a Middle East North Africa / United States business women leaders summit by the U.S. State Department to match business women from MENA with their U.S. counterparts. Before founding Marketing Mix, Abdou was the marketing manager of PepsiCo Foods, Egypt, the market research planning manager of Procter & Gamble Egypt, and an account executive at Americana Advertising.

Rania A. Al-Mashat
Assistant sub-governor for monetary policy and head of monetary policy stance, Central Bank of Egypt

Rania Al-Mashat, an Egyptian national, is currently assistant sub-governor for monetary policy and head of monetary policy stance at the Central Bank of Egypt (CBE). In her capacity, she assists CBE in its endeavor to formally adopt an inflation-targeting regime by providing monetary policy analysis, assessment and communication through a research role in modeling and other responsibilities. She received her PhD in economics from the University of Maryland, College Park, USA, in 2001. Her fields of specialization are applied macroeconomics, monetary economics and international macro. She has a number of publications in those areas. Prior to joining CBE, she worked at the International Monetary Fund in Washington, D.C. She covered a number of emerging Asian economies, including India and Vietnam, with research focused on monetary policy formulation and transmission. She is an AUC alumna, class of 1995.

Riham Reda
Training and development specialist, Orascom Building Materials Holding

Riham Reda is the training and development specialist at Orascom Building Materials Holding. She started her career in the development field and moved to human resources at Barclays in 2004, where she was promoted to a human resources adviser role.

Reda holds a bachelor’s in economics from Cairo University, master’s in human resources from the University of Louisville and human resources diploma from AUC. She is a certified SHL assessor for Occupational Testing (OT) and Occupational Personality Questionnaires (OPQ).

Rita Maselli-Boucicaut
Consulting partner with the International Management and Marketing Institute (IMI)

With a PhD in administration and management, along with a master’s in leadership, Rita Maselli-Boucicaut has spent most of her professional career in educational management and professional development. She has been working in the areas of consulting and training since coming to Egypt five years ago.

A native Italian, she also speaks English and French, and was educated in Canada and the United States. Very multi-cultural in outlook, having lived and worked for more than 15 years in Latin America, Maselli-Boucicaut specializes in training that inspires others to challenge themselves and find their true potential. Her Empowering Attitudes training is in Egypt for the first time.
Career Conference Speakers

Samir Ibrahim Riad
Vice president of human resources and administration, Edita Food Industries S.A.E.

Samir Riad is vice president of human resources and administration at Edita Food Industries. He is a major player in restructuring the company to operate under international standards. His numerous accomplishments include staff trainings, designing and implementing a human resources budgeting plan, as well as developing and implementing a human resources model.

In 1979, Riad worked as an operations analyst for the regional sales office for Sheraton Hotels. Three years later, he became training manager for Cairo Sheraton Hotel and Casino, and eventually relocated to Aswan as the personnel and administration manager for Amoun Sheraton Village. With four years of management experience in the hotel industry, Riad switched to Gillette, where he became human resources and administration manager. He reorganized and computerized the personnel and administration departments, formulated staff benefit packages, and developed policies and procedures for human resources. In 1995, he became the owner and manager of MANAGE Business Solutions. Two years later, Riad took on a new challenge at CARE as the director of human resources and administration, where he developed a system that insures competitiveness of staff compensation and benefit plans. He also managed the construction of CARE Egypt’s new offices in Maadi and the subsequent relocation of 53 employees.

Riad graduated from Helwan University in 1975 with a BA in hotel management, earned a personnel and training diploma from the University of Cornell (1982), and a professional diploma in business administration and an MBA (1980) from AUC.

Shereen Abdel Salam
Chief of staff, BG Egypt

Shereen Abdel Salam’s scope of work involves formulating human resources strategy and structure for BG in Egypt, as well as support organizations as befitting BG’s regional strategy and the Egyptian asset requirements.

Abdel Salam has more than 10 years of experience in the energy, oil and gas industry. She has exceptional, well-rounded experience in all functions of human resources, including recruitment and selection, training and development, manpower and succession planning, policies and procedures, performance management, and compensation and benefits. She started her career with General Dynamics and later joined Schlumberger Logelco, Inc. Abdel Salam assumed various roles within Schlumberger in Egypt, including IT location manager, EEG internal communications manager and employee service center manager. Abdel Salam earned a bachelor’s in political science from AUC.

Sherif S. Samy
Chairman, Skillrate Advisors SAE; chairman, skill-link.com; managing director, Finrate Consulting SAE

Sherif Samy, a senior executive and experienced professional in the fields of private equity investment, corporate restructure, organizational development and human resources, is the chairman of the executive search and compensation consulting firm Skillrate Advisors SAE, chairman of online career advisory and employment service provider skill-link.com, and managing director of the corporate finance firm Finrate Consulting SAE. He is a board member of Egypt’s General Investment and Free Zone Authority, as well as of a number of Egyptian joint stock companies. Samy designed and conducted training sessions for senior executives, middle managers and junior professionals in Egypt, Lebanon and Saudi Arabia. He also presented public lectures on numerous occasions, addressing a wide range of topics.
Shirley Shalaby, AMFIC & FMACC, UK
Corporate image consultant

Author of *Fann El Etiquette*, Shirley Shalaby is the owner and founder of En Vogue, the first finishing and modeling institute in the Middle East since 1989. She is a certified corporate image consultant and advanced style adviser in the United Kingdom. Shalaby compiled several manuals and standardized the norms of corporate behavior for many multinational corporations in Egypt. A columnist on etiquette and social grace at *Akbar El Yom* weekly newspaper, she also writes on beauty tips in *El Masry El Yom* newspaper. Shalaby is a presenter in the daily TV programs *Good Morning Egypt* and *Good Evening Egypt*, and appears on Nile TV, satellite channels and BBC educational programs. She is currently writing her second book, which will be published in 2008.

Shalaby earned a bachelor’s in English literature from Cairo University. She is an associate member of the Federation of Image Consultants and a member of the Association of Colourflair Consultants in the United Kingdom. She is a visiting lecturer on “Maintaining a Successful Corporate Image” in AUC’s journalism and mass communication department and Ain Shams Middle East Research Center. In addition, Shalaby is a lecturer and trainer at the Artistic Improvisation Center, which is affiliated to the Ministry of Culture, training young actors and actresses on etiquette and how to be attractive.

Sohair Saad
Director, AMIDEAST/Egypt's Advising, Scholarships and Exchanges Center

Sohair Saad has more than 25 years of experience in international education. She has administered several diverse and dynamic fellowships and international academic exchanges for Orascom Construction Industries, USAID, the U.S. Department of State and the Ford Foundation. She designed and implemented successful outreach campaigns promoting U.S. education and exchange targeting underserved students in urban and rural areas throughout Egypt. Saad received the U.S. Department of State Education USA advisers’ global award in May 2007. She earned a bachelor’s from AUC (major in economics and minor in political science) and is an active member of NAFSA: Association of International Educators.

Wael El-Fayoumy
Deputy human resources director, international cement division, Orascom Construction Industries

Wael El-Fayoumy graduated from AUC with a bachelor’s in mechanical engineering in 1991. His first job was with Proctor and Gamble, Egypt as process engineer, in which he was an active member in the company’s local recruiting network. In 1993, he launched his human resources career as training and recruiting manager, leading the company’s local training network. Two years later, he moved to Frito-Lay International (PepsiCo.) as human resources manager, Saudi Snack Foods. During this assignment he became part of the senior management team responsible for the start-up of FLI operation in Saudi Arabia.

In the following years, El-Fayoumy held positions of resident vice president of human resources at Citibank, Egypt NA, as well as human resources manager and rewards consultant at Motorola, Inc., during which his responsibilities expanded from Egypt to include North Africa as a whole. In 2002, he relocated to work at Shell International as Gulf regional manager, and in a short duration he held the position of Middle East attraction and recruitment manager in that same company.

During the course of his career, El-Fayoumy participated in a lot of training, such as work process change, job evaluation and grading, as well as managing human capital, which was given by Harvard Business School. He is also a qualified instructor in several fields, including general application trainers training, selection and assessment process, as well as occupational testing, which is accredited by the British Psychometric Association.

El-Fayoumy is currently serving as deputy human resources director, international cement division, in Orascom Construction Industries, where he is leading global resourcing and development activities, managing global compensation and benefits design and implementation, as well as delivering human resources agenda for the United Arab Emirates, Saudi Arabia and Pakistan.
Barclays’s vision in Egypt is to firmly establish itself as a first-choice bank in customers’ minds and to achieve a leading market position over the next five years. To this effect, Barclays Bank Egypt continues to focus on growing its franchise, expanding its branches network, delivering exceptional services and enhancing its propositions to ensure absolute value for its customers.

Barclays is a world-class, employee-oriented culture and an equal-opportunity employer that invests in its people’s learning and development. Our corporate environment is ripe with opportunities for valuable learning and fast-tracked career growth. It offers graduates the right kind of business exposure and the chance to be tutored by a diversified talent pool. It also offers professionals the chance to realize their career ambitions. Grow your talent and capacity: join Barclays.

Prize Draw Contributions

We would like to thank the following organizations for their contributions to the prize draw:

- Apple Center - Best Buy: iPod Shuffle
- Etisalat: Etisalat line and mobile headset, Lunch for two
- Grand Hyatt: Two chocolate baskets
- Mars Egypt: One-year ADSL subscription
- TE Data: One-year ADSL subscription
BG Group is a world leader in natural gas. Active in more than 25 countries, it operates four business segments — exploration and production, LNG, transmission and distribution, and power. BG Egypt, part of BG Group, has operated in Egypt since 1989 and is a leading player in the development of the country’s gas business with both upstream and midstream investments worth over $5.5 billion with partners. Currently, BG Egypt operates the largest share of Egypt’s gas production, which accounts for over 40 percent of the country’s gas output, and the company is continuing to actively explore for more gas. BG Egypt supplies both the domestic and international markets in the United States, Europe and Asia. As one of the largest British investors in Egypt and an internationally recognized leader in the natural gas sector, BG Egypt believes firmly in contributing to the economic, social and cultural development of the host country.

Etisalat, founded in 1976, is one of the largest mobile operators in the world, ranked the sixth largest company in the Middle East in terms of capitalization and revenues. Etisalat is among the most prominent telecommunications providers in the region, with a wide range of the latest and most innovative services. Along with basic telecommunication services, Etisalat offers the latest mobile phone and data transfer technology, such as WAP, GPRS, 3G, Push to Talk, MMS and Blackberry services. Etisalat also offers Internet services, e-commerce and cable television.

The corporation manages, operates and is a share holder in a number of networks on an international level, including Saudi Arabia’s Mobily, Pakistan’s PTCL, Atlantique Telecom, Canartel, Qtel, Zantel and Sudatel, as well as an investor and manager of Thuraya, the satellite telecommunications company currently covering 110 countries around the globe.

Etisalat was awarded the third Egyptian mobile operator license in mid-2006 in return for 16.7 BEGP, the corporation that is a consortium of Etisalat Emirates (66 percent), the Egyptian National Post Authority (20 percent), the National Bank of Egypt (NBE) (10 percent), Al Naboodah Group (1.5 percent), Technical Investments (1.5 percent) and the Commercial International Bank (CIB) (1 percent).

Apart from offering the nation 2G mobile communications, Etisalat raised the bar as the first mobile operator in Egypt to introduce 3.5G services in response to the needs of the Egyptian market. The advanced third generation services (3.5G) are the latest in mobile telecommunications, leading to an enhancement of the current voice, messaging and data services. This advanced technology is a merger of communications and multimedia, allowing incredible and unmatched speeds for services such as video conferencing, video and data streaming, Internet browsing, e-mailing and much more. Etisalat has also recently launched 3.75G services, offering even more advanced speeds and making video calls and data uploads easier than ever before.

Etisalat aims to make its entrance a vibrant one into the Egyptian community. In addition to sponsoring Egyptian football and the national team, Etisalat strives to become a “citizen”corporation within the Egyptian civic domain, engaged in active and effective practices that support and are a part of corporate social responsibility. The corporation believes in and demonstrates corporate responsibility in vast areas within its daily operations; from good governance, accurate financial reporting and transparency, to safe, healthy and environmentally friendly practices. Etisalat genuinely aims to lead and contribute to the development and prosperity of Egyptian society.
TE Data was established in 2001 by Telecom Egypt to function as its data communications and Internet arm. The company is the fastest growing data communications and Internet services provider and the broadband access market leader in Egypt. Currently with operations in Egypt and Jordan, and ambitious plans in other parts of the MENA region, TE Data's portfolio includes narrowband and broadband Internet access services, managed dedicated Internet access services, IP VPN connectivity services, global connectivity services, as well as consulting and professional services. TE Data's portfolio of services covers the communications needs of all consumers, small and medium enterprises, large corporations and Internet service providers.

The company's mission is to fulfill being a single source for managed communications services in the region to its customers' local and global connectivity needs. Its vision is to focus on offering quality IP and communications services in the MENA region.

To comply with both our mission and vision, requires the team of people working on all levels to be of great potential and to hold the high standards mandated by its customers to heart as it becomes the script for their everyday performance. That is why developing and investing in its employees is synonymous with its work culture in order to drive them on the company's mission and vision track. One result of this is that today TE Data has become the ADSL market leader in Egypt.