

DataCon Egypt 2018

7-8 November 2018, Sofitel Cairo Nile El Gezirah, Cairoi

Driving the Rise of Insight Driven Enterprises

Top 4 Reasons to Attend DataCon Egypt 2018:

- Create an organisational culture that values data and uses it to make better decisions... everyday
- Develop strong data governance principles to ensure the accuracy and quality of insights
- Discuss the rise of data science and how to embed its value into the organisation
- Learn how and when to integrate AI and Machine Learning practices into business

15 Inspiring Speakers



Walid Mehanna,
Head of Data & Analytics,
Mercedes-Benz Cars
(Germany)



Anshul Srivastav,
Chief Information Officer,
Union Insurance (UAE)



Louise Blake,
Head of Data,
Tajawal (UAE)



Ehsan Warriach,
Chief Data Scientist,
Roads & Transport Authority
(UAE)



Emad ElAzhary,
Director of Strategy &
Business Development,
Vodafone



Hisham Diab,
Insights & Analytics Director,
Careem



Mounir Melliti,
Head of Department:
BI & Big Data,
Orange Tunisie



Ahmed Bakir,
Head of Strategy
& Analytics,
OLX Group



Mohamed Fetiha,
Senior Supervisor:
Data Mining & Analytics,
Etisalat



Ahmed Montasser,
AI Engineer,
Pharos Holding



Simon Michel,
Retail MIS And
Analytics Head,
Al Ahli Bank of Kuwait



Mai Mamdouh,
Data Analytics Senior
Analyst: Asia, Middle
East & North Africa,
PepsiCo



Iman Megahed,
Chief Strategy &
Institutional Effectiveness
Officer,
American University in Cairo



Sherif Barakat,
Chief Commercial Officer,
Samsung Electronics



Karam Ali,
Head of Risk Analytics,
Barclays

MAIN CONFERENCE DAY 1: 7 NOVEMBER 2018

		Stream A Fundamentals	Stream B Tech & Innovation
8:30 - 9:45	Registration		
9:45 - 9:50	Meetings Mashup		
	Before the conference kicks off you're going to get to know the people sitting at your table a bit better. You'll have 5mins to introduce yourself and tell others what your key conference objectives are.		
9:50 - 10:00	Welcome & Opening Remarks		
	Craig Steward , <i>Managing Director: MEA, Corinium Global Intelligence</i>		
10:00 - 10:30	Case Study: The Use of AI & Machine Learning at Vodafone Egypt	15:00 - 15:40	Discussion Group 1A: Tips, Tools & Strategies for Creating & Maintaining a Culture of Data Centricity
	Emad ElAzhary , <i>Director of Strategy & Business Consulting, Vodafone Egypt</i>		Ahmed Bakir , <i>Head of Strategy & Analytics, OLX</i>
10:30 - 11:00	International Case Study - Mercedes Cars Germany		Sherif Barakat , <i>Chief Commercial Officer, Samsung Electronics</i>
	Walid Mehanna , <i>Head of Data & Analytics, Mercedes Benz Cars (Germany)</i>	15:40 - 16:20	Discussion Group 2A: It's Not a Project, It's a Way of Life! Sustaining Good Governance & Data Quality Beyond Initial Implementation
11:00 - 11:30	Reserved for Lead Partner Presentation		Zienab Allam , <i>BI Technical Lead, Mantrac Group</i>
11:30 - 12:00	Morning Tea & Networking		Louise Blake , <i>Head of Data, Tajawal (UAE)</i>
12:00 - 12:30	International Case Study: Using Data Analytics to Drive Digital Transformation	16:20 - 16:50	Afternoon Tea & Networking
	Anshul Srivastav , <i>Chief Information Officer, Union Insurance (UAE)</i>	16:50 - 17:30	Discussion Group 3A: Building Trust in Data & Analytics - Getting the Business to Buy Into your Vision
12:30 - 13:00	International Case Study - The Development of a Data Driven Enterprise		Simon Michel , <i>Head: Retail MIS & Analytics, Ahli Bank of Kuwait</i>
	Louise Blake , <i>Head of Data, Tajawal (UAE)</i>		Mounir Melliti , <i>Head of Department: BI & Big Data, Orange Tunisia</i>
13:00 - 13:30	Regional Case Study: Designing a Big Data Architecture to Drive Customer Experience & Revenue Assurance	17:30 - 18:10	Discussion Group 4A: Big Data & Customer Analytics - Identifying Appropriate Data Sets
	Mounir Melliti , <i>Head of Department: BI & Big Data, Orange Tunisia</i>		Mohamed Fetiha , <i>Senior Supervisor: Data Mining & Analytics, Etisalat Misr</i>
13:30 - 14:00	Reserved for Associate Partner Presentation	18:10	DataCon Egypt 2018 Dinner Reception
14:00 - 15:00	Lunch & Networking	18:30 - 20:30	Dinner Masterclass: Building an Effective Data Analytics Capability
			Suren Govender , <i>Chief Data Officer, Absa (South Africa)</i>

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MAIN CONFERENCE DAY 2: 8 NOVEMBER 2018

8:30 - 9:45	Registration	12:30 - 13:00	Case Study: Implementing Strategies to Monetize Data & Drive an ROI from Data Analytics <i>Ahmed Ezz, Director of IT, Sandah Microfinance</i>
9:45 - 9:50	Meetings Mashup Before the conference kicks off you're going to get to know the people sitting at your table a bit better. You'll have 5mins to introduce yourself and tell others what your key conference objectives are.	13:00 - 13:30	Reserved for Associate Partner Presentation
9:50 - 10:00	Welcome & Opening Remarks <i>Craig Steward, Managing Director: MEA, Corinium Global Intelligence</i>	13:30 - 14:30	Lunch & Networking
10:00 - 10:30	International Case Study: Transforming Big Data into Actionable Insights <i>Dr. Ehsan Warriach, Chief Data Scientist, Roads & Transport Authority (UAE)</i>	14:30 - 15:00	Case Study: Data, Analytics & Insights at Start-Ups <i>Hisham Diab, Insights & Analytics Director, Careem</i>
10:30 - 11:00	Case Study: Using Predictive Analytics to Develop Impactful Marketing Strategies <i>Mostafa Ali, Predictive Marketing Manager, Emirates NBD</i>	15:00 - 15:30	Case Study: Putting an Organisation-Wide Focus on Data Governance to Achieve Compliance & Drive Profitability <i>Karam Ali, Head of Risk Analytics, Barclays</i>
11:00 - 11:30	Reserved for Lead Partner Presentation	15:30 - 16:00	Case Study: Achieving & Maintaining a Culture of Data Centricity <i>Mai Mamdouh, Data Analytics Senior Analyst: Asia, Middle East & North Africa, PepsiCo</i>
11:30 - 12:00	Morning Tea & Networking	16:00 - 16:30	Session to be confirmed
12:00 - 12:30	Case Study: Transforming a 100 Year Old Higher Education Institute into a Modern Data Driven Organisation <i>Iman Megahed, Chief Strategy & Institutional Effectiveness Officer, American University in Cairo</i>	17:00	Close of DataCon Egypt 2018

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