THE AMERICAN UNIVERSITY IN CAIRO
SCHOOL OF BUSINESS

DOING BUSINESS IN THE MIDDLE EAST PROGRAM
The American University in Cairo
“Egypt’s Global University”

Founded in 1919, AUC is the region’s leading English-language University and the center of the intellectual, social and cultural life of the Arab world. With a community of students and faculty members representing more than 60 countries, AUC is a crossroads for the world’s cultures and a vibrant forum for reasoned argument, spirited debate and understanding across cultures.

School of Business

Boasting over seven decades of history, the School of Business enjoys a leadership position in Egypt, the Middle East and Africa. It founded Egypt’s first Department of Economics in 1947 and continued since then, to develop degree programs to meet the needs and challenges of an every-changing business education. The school was restructured in 2009 to include three departments: accounting, economics and management. School is profoundly committed to excellence, achieving real transformation and creating a tangible impact on society. The school offers four undergraduate programs: Bachelor of Arts in economics, accounting, business administration and business administration with a concentration in the management of information and communication technology. It also offers five graduate programs: Master of Business Administration, Master of Arts in economics, Master of Arts in economics in international development, Master of Science in finance and Executive Master of Business Administration. The school also offers executive education programs which enable current and emerging business leaders to master the necessary tools to grow their businesses in a challenging global environment. The school’s strategic direction centers around its core strength, its distinct location, and its global presence.
Vision
The school’s vision is to be the leading knowledge hub with regional relevance and global influence.

Mission
The school’s mission is to develop entrepreneurial and responsible global leaders and professionals.

Accreditation
The AUC School of Business is recognized as the top private business school in Egypt, as well as the first in the Arab region and third in Africa to receive triple-crown accreditation from the European Quality Improvement System (EQUIS), the Association of MBAs (AMBA) and the Association to Advance Collegiate Schools of Business (AACSB). The school is among less than 1 percent of the 14,000 business schools worldwide that have achieved triple-crown accreditation.

Global Rankings
The global ranking and rating agency Eduniversal ranked the AUC School of Business as the third best business school in Africa in 2016/2017. Eduniversal has placed the AUC School of Business in the Five Palmes League of Excellence, which is the highest category of business schools that also demonstrate strong global influence. This esteemed category includes universal business schools with a strong global influence. In Eduniversal 2015/2016 global rankings, several programs achieved top rankings including the Executive Master of Business Administration (EMBA), which was ranked first in Africa and listed among the top 200 master’s programs worldwide.
The Master of Arts in economics was rated number one in Africa and the Master of Business Administration (MBA) program was ranked third in Africa and listed among the top 200 master’s programs worldwide. The Master of Science in finance was ranked third in Africa and the Bachelor of Accounting is now the first program in Egypt and third in the MENA region to be endorsed by the Institute of Management Accountants (IMA). The AUC School of Business has been recognized in the *Financial Times* 2016 global ranking of executive education open enrollment programs, coming in at number 71.
Doing Business in the Middle East

Doing Business in the Middle East (DBiME) is a comprehensive weeklong program at The American University in Cairo that exposes participants to both corporate and academic perspectives of current issues in the region. This program is offered to graduate students from business schools in different parts of the world, who seek firsthand experience in this growing, diversified and promising region. DBiME is useful to students enrolled in the following programs: Master of Business Administration, Executive Master of Business Administration, Master of Science in finance and Master of Arts in economics.

Program Content

- Economic growth and development in the Middle East
- Entrepreneurship and innovation in the Middle East
- International business in the region, foreign direct investment and multinational enterprises
- Marketing and business strategies in the Middle East
- Financial markets, investment banking and the Egyptian Stock Exchange
- Islamic Finance
- Corporate and financial systems
Venue
The program will be conducted at AUC’s two campuses in New Cairo and Tahrir Square. The School of Business provides a comfortable, positive and efficient environment, conducive to the interactive mode of learning. Visits to different institutions will be conducted in accordance to topics discussed during the program.

Language
The program will be conducted in English.

Class Size
• Minimum of 20 participants  • Maximum of 40 participants

Key Benefits for Participants
Through this program, participants will:
• Gain insight and perspective on the Middle East from diverse faculty members.
• Get exposed to business dynamics such as trade, investment, markets and competition in the Middle East.
• Focus on the challenging business environment.
• Network with graduate students, entrepreneurs and business executives.

Program Dates*
The weeklong program will run twice in January and June. Expected arrival is one day before the start of the program, and expected departure is one day after completion of the program. The School of Business may combine groups of participants from different schools for scheduling purposes.

* Other dates can be planned for customized programs.
# Program Schedule*

<table>
<thead>
<tr>
<th>Day 1</th>
<th>Day 2</th>
<th>Day 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Understanding the Region</td>
<td>Economic Growth and Development in the Middle East</td>
<td>Entrepreneurship</td>
</tr>
</tbody>
</table>

**Session 1**

<table>
<thead>
<tr>
<th>Economics of the Modern Middle East</th>
<th>Economic Structure and Economic Institutions</th>
<th>Entrepreneurship in the Middle East</th>
</tr>
</thead>
<tbody>
<tr>
<td>A panel of faculty from AUC presenting</td>
<td>A panel of faculty from AUC presenting</td>
<td>A panel of faculty from AUC presenting</td>
</tr>
</tbody>
</table>

**Session 2**

<table>
<thead>
<tr>
<th>AUC New Cairo Tour and Library Visit (Rare Books and Special Collections Library)</th>
<th>Family-Owned Businesses</th>
<th>Future of the Startup Environment and Success Stories</th>
</tr>
</thead>
<tbody>
<tr>
<td>A panel with speakers who own their own businesses</td>
<td>A panel with speakers who own their own businesses</td>
<td>A panel with speakers who own their own businesses</td>
</tr>
</tbody>
</table>

**Session 3**

<table>
<thead>
<tr>
<th>Human Capital in the Middle East</th>
<th>Touristic Visit</th>
<th>AUC Venture Lab</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Meet with startups to discuss the startup environment in Egypt</td>
<td></td>
</tr>
</tbody>
</table>

* The schedule is subject to change.
<table>
<thead>
<tr>
<th>Day 4</th>
<th>Day 5</th>
<th>Day 6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate Legal System</td>
<td>Financial Systems and Innovation in the Middle East</td>
<td>Trade, Investment and Marketing in the Middle East</td>
</tr>
</tbody>
</table>

**Session 1**
- A visit to the American Chamber of Commerce to meet members of the legal committee
- Meet senior officials at the Egyptian Stock Exchange
- Meet senior officials at the General Authority for Free Zones and Investment

**Session 2**
- Business Law in the Middle East
- Islamic Finance
- Foreign Direct Investments and Multinational Enterprises in the Region

**Session 3**
- Smart Village Egyptian Competition Authority
- The Center For Documentation of Cultural and Natural Heritage
- Smart Village Tour
- Innovation in the Middle East
- Business Strategy in the Middle East
- Panel with CEOs of companies in Egypt
- Closing Dinner

*The schedule is subject to change.*
DBiME Site Visits

American Chamber of Commerce
The American Chamber of Commerce (AmCham) was established in October 1981. AmCham’s goals are: to create a friendlier business environment by facilitating communication between businessmen; to provide a network for sharing business information about Egypt and addressing common problems; to represent the views of American businessmen in Egypt to public and private interests in the United States; and to establish a line of communication between businessmen and the Egyptian government, helping to “improve the atmosphere” for business in Egypt.
Smart Village

Smart Village spreads across three million square meters in Cairo’s west suburb. Smart Village was launched in 2003 as the first fully operational technology cluster and business park in Egypt that accommodates multinational corporations, local companies, governmental and financial authorities, educational institutions, as well as research and development centers. All of these centers and corporations share the sophisticated state-of-the-art infrastructure, up-to-date facility management and a full range of business and recreational services.

Smart Village Egypt is seen as the go-to location for hundreds of reputable multinational and local corporations that are looking for a business base in Egypt. Smart Village is planned to be able to provide 1,000,000 m2 of luxurious office spaces.

Already providing its customers with a hassle-free business environment, Smart Village Egypt is expected to become the focal point for over 500 corporations that host over 100,000 employees, conducting their business from 100 operational buildings.
Egyptian Competition Authority
The Egyptian Competition Authority (ECA) was established a few months after parliament passed the Anti-Monopoly and Fair Competition Act (Law 3 of 2005), which bans monopolistic practices. ECA promotes free competition in the market and prohibits anticompetitive practices, in order to serve producer and consumer interests, while enhancing the efficiency of national economy. It also aims to set, apply and develop free competition rules, in addition to improving the economic environment and promoting consumer welfare through disseminating competition culture, while simultaneously ensuring the provision of high quality, inexpensive and diverse products.

Center for Documentation of Cultural and Natural Heritage
The Center for Documentation of Cultural and Natural Heritage (CULTNAT) is one of the research centers of the academic research sector at Bibliotheca Alexandria. For more than fifteen years, CULTNAT has been building databases covering the diverse fields of Egypt’s huge heritage by gathering massive data, applying and creating advanced technology and employing qualified human resources. CULTNAT’s multilingual databases, which are a large repository of heritage information, are reinforced by high-quality 2D and 3D databases. This wealth of knowledge is disseminated through different channels, which are the patented panoramic interactive display system, CULTURAMA, books, multimedia applications, documentary movies, websites, virtual reality, augmented reality, mobile applications and GIS applications.
Egyptian Exchange

The Egyptian Exchange (EGX) is one of the oldest stock markets established in the Middle East. The Egyptian Exchange traces its origins to 1883 when the Alexandria Stock Exchange was established, followed by the Cairo Stock Exchange in 1903.

The mission of EGX is to operate and develop a high-quality market for the benefit of its Egyptian and international clients. EGX serves and empowers its customers by providing top-notch market technology, innovative products, and a fair, transparent and efficient market. The EGX system of values has a common denomination of ethics practiced with all its stakeholders which include customers, members, issuers, managers, employees, as well as international and local investment communities.

General Authority for Investment and Free Zones

The General Authority for Investment and Free Zones (GAFI) is an affiliate of the Ministry of Investment (MOI) and the principal government body regulating and facilitating investment in Egypt.

Although the authority retains its traditional regulatory powers, GAFI today is an effective, proactive investment promotion agency with promotion, facilitation, business matchmaking, investor aftercare and research as well as market intelligence functions.

As Egypt’s one-stop shop for investment, GAFI eases the way for global investors looking to harness opportunities presented by Egypt’s fast-growing domestic economy and the nation’s robust competitive advantages as an export hub for Europe, the Arab world and Africa.
AUC Venture Lab (V-Lab)
The AUC Venture Lab is Egypt’s first university-based incubator and accelerator at The American University in Cairo. It was launched in June 2013 as a way to directly impact young businesses in the surrounding community. The AUC Venture Lab enables startups to capitalize on AUC’s intellectual capital, world-class facilities and research capacities. It connects innovative startups with AUC’s network that includes alumni, faculty members, mentors and investors. Through this, it fosters a thriving ecosystem of innovation, education and responsible business. The mission of the AUC Venture Lab is twofold: to help Egyptian startups commercialize their innovative technologies and business models into viable ventures that contribute to economic growth, competitiveness and job creation; and to provide a learning and research platform for the AUC community to connect with entrepreneurs. The AUC Venture Lab has been ranked by the University Business Incubator index, based in Sweden, as one of the, “Most Promising University Business Incubators in Africa,” and among the top high-impact incubation programs in the Middle East and North Africa for 2014 and 2015 respectively. AUC Venture Lab graduates have been showing great achievements over the years, and have won national competitions such as the Techne summit in 2016, as well as regional competitions including the MIT Enterprise Forum and the Pan Arab Region Startup Competition. Their graduates have also won the RiseUp Startup competition and were awarded trips to Silicon Valley and Berlin to present their business models and showcase their products and services. Additionally, graduates have received awards in global events, such as the Global Entrepreneurship Summit in Silicon Valley, California.
How to Apply
Application Procedure

Program Fees
Program fees are $2,000 per participant
Deadline for registration: six weeks before the start of the program
Program fees include:
- All required material for the program
- Most meals
- Local transportation
- Cultural and social events
- Closing dinner

Program fees do not include:
- International travel expenses to Egypt
- Visa to Egypt
- Health insurance
- Accommodation (details on page 21)

Payment
Payment is due six weeks before the program’s start date and can be made through a check or bank transfer.
Payment Method

Please make all checks payable to The American University in Cairo. Bank transfers should be made with the following payment details:

Beneficiary Name: The American University in Cairo
Beneficiary Address: AUC Tahrir Square, 113 Kasr Al Aini Street, P.O.Box 2511, Cairo 11511, Egypt
Bank Name: Commercial International Bank
Bank Address: Hoda Shaarawi branch, Cairo, Egypt
Bank Account Number: 0510300130
SWIFT Code: CIBEEGCX005
Account Currency: U.S. Dollars

Please scan and send a copy of the receipt of your payment transfer to int.office@aucegypt.edu
School of Business Faculty

Adel Beshai
Professor of Economics
Director of Graduate Studies
PhD, Oxford University

Ahmed Rashad Sallam
Visiting Associate Professor of Management
PhD, Ain Shams University

Ahmed El Safty
Associate Professor of Economics
PhD, Brandeis University

Ali Syed Shah
Assistant Professor of Economics
PhD, Lille University of Science and Technology;
University of Southhampton

Mohamed El-Komi
Assistant Professor of Economics
PhD, University of Texas at Dallas

Mona Said
Associate Professor and Chair,
Department of Economics
PhD, University of Cambridge
Nagla Rizk
Professor of Economics
Director, Access to Knowledge for Development Center
PhD, McMaster University

John Salevurakis
Associate Professor of Economics
PhD, The University of Utah

Ayman Ismail
Assistant Professor and Abdul Latif Jameel Endowed Chair of Entrepreneurship
PhD, Massachusetts Institute of Technology

Samer Atallah
Assistant Professor of Economics
PhD, McGill University

Tarek Hatem
Professor of Management
PhD, University of Colorado

Tarek Selim
Professor of Economics
PhD, The George Washington University
Travel and Accommodation*

- AUC’s Travel and Business Support Office can arrange travel flights, accommodation as well as additional tours in Egypt before and/or after the program. Please make requests at least six weeks in advance. Fill out the travel office form and email it to travel@aucegypt.edu

- On-campus accommodation can be provided subject to availability. Current rates are $36 for a single room, $31 for premium double room and $26 for a double room. Please inform the Office of Internationalization and Office of Internationalization and Partnerships in the School of Business promptly of your interest.

- AUC bus service is available to participants. The current transportation fee is LE 22.5 per ride (approximately $3). For more information, visit www.aucegypt.edu/bus

- For more information on AUC’s School of Business, visit www.aucegypt.edu/business/about

* Rates are subject to change and are updated on the AUC website: www.aucegypt.edu/students/services/student-residences/overnight-guests-and-visitors