

# Future-Ready Learning: Empowering Employability and Innovation through EdTech, AI, and Industry Partnerships

Saturday, April 12, 2025 | 10:00 AM Egypt Time  
Royal Maxim Palace Kempinski, New Cairo

## Agenda:

10:00 AM – 11:00 AM | **Registration & Welcome Coffee**

11:00 AM – 11:15 AM | **Opening Remarks**

- Nanice Khalil, Commercial & Sales Director, McGraw Hill
- Prof. Dr. Hisham Abdelsalam, President, The Egyptian E-Learning University (EELU)
- Prof. Dr. Sherif Kishk, Assistant Minister of Higher Education and Scientific Research for Smart Governance, MOHESR

11:15 AM – 11:45 AM | **Keynote Speech – Future-Proofing Higher Education: Bridging Academia, Industry, and Technology**

- Madelein Meiring, Higher Education Excellence Advisor, McGraw Hill

11:45 AM – 12:35 PM | **Session 1: Curriculum Evolution – Bridging Interdisciplinary Approaches and Industry Demands (Panel)**

- Moderator: Dr. Ann Adham, Marketing Professor, ESLSCA University
- 1. Prof. Dr. Ibrahim Selim, Dean of Computer Science, Sadat University
- 2. Dr. Rifaat Ahmed Ali, Dean of Business School, EELU
- 3. Prof. Dr. Omar Karam, Dean of Computer Science, BUE
- 4. Eng. Ayman Saad El-Din, The Egyptian Ministry of Communications and Information Technology (Industry)
- 5. Ms. Sherouk Magdy, Senior Program Specialist, Head of Employability, MOHESR
- 6. Mr. Abdallah Hussein, Strategic Studies Advisor, MOHESR

12:35 PM – 12:50 PM | **McGraw Product Session - SIMnet**

- Kelly Rollins, SIMnet Specialist, McGraw Hill

12:50 PM – 1:05 PM | **Coffee Break**

1:05 PM – 1:35 PM | **Session 2: Engaging the Digital Native – Meaningful Learning in Higher Education at EELU**

- Prof. Dr. Hisham Abdelsalam, President, EELU
- Dr. Mohamed El-Masry, General Supervisor of Activities, EELU

1:35 PM – 1:50 PM | **McGraw Hill Product Session - Connect**

- Mohamed Shokry, Head of Customer Success MEA, McGraw Hill

Please see next page.

**1:50 PM – 2:20 PM | The Role of the Egyptian National Committees in International Affairs and the Global Labor Market.**

- Dr. Rami Magdy
- Dr. Somaya El-Sayed
- Dr. Hala Abdel-Gawad

are the Assistant Secretaries-General of the Egyptian National Committee for Education, Science, and Culture in charge of (ISESCO), (ALECSO), and (UNESCO) affairs, respectively.

**2:20 PM – 2:35 PM | Coffee Break**

**2:35 PM – 3:25 PM | Session 3: AI-Powered Personalization in Higher Education (Panel)**

- **Moderator:** Mohamed Shokry, Head of Customer Success MEA, McGraw Hill

1. Prof. Dr. Sherif Kishk, Assistant Minister of Higher Education and Scientific Research for Smart Governance, MOHESR
2. Dr. Wafaa Salah, Professor of Accounting, BUE
3. Dr. Heba El Qasaby, Associate Professor, EELU
4. Dr. Angie Abdel Zaher, Associate Professor of Accounting, AUC
5. Dr. Mahmoud Bassiouni, Lecturer of Computer and Information Technology, EELU
6. Dr. Mohamed Abdel Latif, CEO & Founder, Advanced Group for Information Technology (AGI) (Industry)

**3:25 PM – 3:40 PM | McGraw Hill Product Session - ALEKS**

- Dr. Ramy Youssef, Head of EASTMED, McGraw Hill

**3:40 PM – 3:50 PM | Closing Remarks & Key Takeaways**

**3:50 PM – 5:00 PM | Networking Lunch**