

# INITIAL PUBLIC OFFERING (IPO) EXECUTIVE WORKSHOP

## Background

Many family and privately-owned businesses have good potentials to grow and prosper. However, those potentials are usually constrained by limited access to finance needed to inject new investments to increase production, access markets, and develop operational and organizational capacities. Business need to tap-on new equity funding by attracting new investors. Registration and floating stocks on the stock exchange through initial public offering (IPO) could be the strategic direction and decision of businesses to capitalize on existing capabilities and materializing potential business opportunities.

Likewise, the Government plans to offer equity interest in some public enterprises to investors on the Egyptian Stock Exchange (EGX) through IPOs in 2017.

## Workshop Objectives

- Raise awareness of businessmen and

investors to envision IPO as a financing and investment tools.

- For businessmen, to learn about the advantages of IPOs and how to take your company public.
- Learn the requirements for IPO and how to assess whether your business is ready to go on IPO or a private placement.
- Learn how to comply with the IPO requirements and when to go public.
- Share knowledge with workshop speakers on current market trends of industries and sectors.



## Target audience

- Business Owners; including “Entrepreneurs”.
- Senior and middle management directors.
- Directors of Public Company and Public enterprises.
- Business Advisors
- Stock brokerage firms
- Investment Bankers
- Holding company executives

## Subjects covered in the workshop

- The size of family (privately-owned) businesses in the market.
- Current Market trends.
- How the Economy looks like in 2017 and 2018?
- Impact of currency reevaluation on the Economy.
- What is an IPO?
- Why IPO?
- The future of IPOs for “Family Businesses”
- What the history of IPOs in the market tells us? – a historical overview over the past 20 years.
- What Industries/Sectors are likely to lead the future of IPOs?
- Preparing for stock listing on the stock

exchange.

- EGX; listing requirements, tools and mechanism
- EGX; driving forces.
- Pricing your “valuation” IPO.
- Impact of potential Privatizations on IPO.
- Open discussion

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## Speaker Profile

### **Dr. Ahmed Saad**

Dr. Saad is a Former Chairman of Capital Market Authority (CMA) and Former Chief Advisor to the Egyptian Financial Supervisory Authority (EFSA).

Dr. Saad is a former member of the Board of CBE, the Egyptian Exchange (EGX), MCDR, and EIPF and more than (40) other professional boards, educational councils, organizations, and corporations.

Dr. Saad has PhD. in Finance and he is a Finance Professor at Faculty of Commerce-Cairo University and (9) other universities/academies. Mr. Saad is the author of (16) books in finance and management.

Dr. Saad has More than thirty year of experience in Financial Consulting and Training and he is Training Expert with (14) training organizations including AUC and EBI.



Dr. Ahmed Saad