



BUSINESS IN EMERGING MARKETS

8-DAY INTERNATIONAL PROGRAMME

DAY 1 (FRIDAY, 5 DECEMBER 2025)



Departing from OR Tambo International Airport.



DAY 2 (SATURDAY, 6 DECEMBER 2025)



During the day, arrival at Cairo International Airport



Transport to Ramses Hilton Hotel Cairo



Settling in Ramses Hilton Hotel Cairo

Evening

The evening is at leisure to check-in and acclimatise



DAY 3 (SUNDAY, 7 DECEMBER 2025)

The MENA Economic Map



Breakfast at hotel

Morning
(9:00 AM to
12:00 PM)

Formal welcome, programme overview, and
networking session with ESLSCA MBA students.

Venue: ESLSCA Campus



Lunch: For student's personal account.

Afternoon
(1:30 PM to
4:30 PM)

Strategic Executive Briefing

Doing Business in Egypt and the MENA Region:
Trends and Opportunities

Evening
(8:00 PM to
10:00 PM)

Networking event in Cairo

Dinner: For student's personal account.

MENA

region



DAY 4 (MONDAY, 8 DECEMBER 2025)

Corporate and Regional Dynamics



Morning

(9:00 AM to 12:00 PM)



Afternoon

(1:30 PM to 4:30 PM)

Evening

(8:00 PM to 10:00 PM)

Breakfast at hotel

Executive Briefing: Leadership and Culture in MENA corporations, followed by a roundtable discussion on regional integration.

Lunch: For student's personal account.

Visit to one of our partner companies:

Either Nestle, PepsiCo, Fawry or one of the Commercial Banks - TBC

Optional dinner cruise on the Nile River.

Dinner: For student's personal account.



DAY 5 (TUESDAY, 9 DECEMBER 2025)

The Innovation & Entrepreneurship Ecosystem



Morning
(9:00 AM to
12:00 PM)



Afternoon
(1:30 PM to
4:30 PM)

Evening
(8:00 PM to
10:00 PM)

Breakfast at hotel

Visit to a leading Egyptian incubator or accelerator hub, for example, Flat6Labs Cairo or Startup bootcamp Egypt, followed by an expert panel with regionally-scaled entrepreneurs.

Lunch: For student's personal account.

Cultural visit to the Pyramids of Giza and the Grand Egyptian Museum.

At leisure or optional cultural outing to the Khan El Khalili bazaar.

Dinner: For student's personal account.



EGYPT



DAY 6 (WEDNESDAY, 10 DECEMBER 2025)

Regional ESG & Sustainability Imperatives



Breakfast at hotel

Morning
(9:00 AM to
12:00 PM)

Executive Briefing: ESG & Inclusive Business in Emerging Markets: Egyptian Story



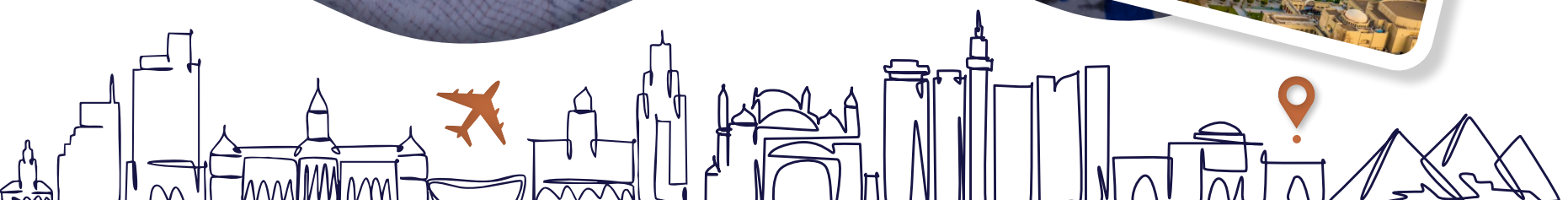
Lunch: For student's personal account.

Afternoon
(1:30 PM to
4:30 PM)

Visit to an impactful, ESG-focused organisation or a prominent NGO, the Hayah Karima Foundation

Evening
(8:00 PM to
10:00 PM)

Farewell **Dinner**



DAY 7 (THURSDAY, 11 DECEMBER 2025)

Concluding Symposium & Departure



Morning
(9:00 AM to
12:00 PM)



Afternoon
(1:30 PM to
4:30 PM)

Breakfast at hotel

The programme culminates in a capstone. Comparative Insights Symposium: From South Africa to Egypt. Where visiting students present on their home country's business landscape, followed by a comparative dialogue and a concluding certificate ceremony.

Lunch: For student's personal account.

Participants are free to enjoy the city before their scheduled departure transfers to the airport.



DAY 8 (FRIDAY, 12 DECEMBER 2025)

Early morning

Return to Johannesburg

Extending the stay is optional at student's cost.

