

PEOPLE - CULTURE CENTRIC seminar **WELLBEING** EDITION

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3RD EDITION · EGYPT'S PEOPLE-CENTRIC CULTURE SEMINAR SERIES

People-Centric Culture Seminar

Where People Thrive, Businesses Grow.



About the **Event**

Bringing together **HR leaders, CEOs, business professionals**, culture advocates, and decision-makers around Employee Wellbeing.

This edition frames wellbeing as a **strategic business priority — not just an HR initiative** — a measurable driver with clear, sustainable ROI.

Expect practical frameworks and real-world insight to help you build **healthier, people-centric workplaces**.

Focusing on **practical application** and real business solutions.

What We'll Be Talking About

- 1 Wellbeing During Economic Challenges**
Maintaining morale and mental wellbeing under economic pressure.
- 2 Understanding Gen Z Workplace Expectations**
What Gen Z needs to stay, grow, and thrive at work.
- 3 Building Effective Programs on Limited Budgets**
Smart, low-cost wellbeing ideas with real impact.
- 4 ROI of Wellbeing Initiatives**
Frameworks connecting wellbeing investment to results.
- 5 From Insight to Action**
Turning wellbeing strategy into solutions you can sustain.



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Event Agenda

Location: QASR, Garden City

Date: 4 September 2026, 5:00 PM – 10:00 PM

05:00 – 05:30 PM	Registration, Networking & Wellness Experience Zones Open	
05:30 – 06:30 PM	Opening Ceremony & Main Talk	
06:30 – 06:45 PM	Partnership Announcement	
07:00 – 08:15 PM	Networking Activity & Sponsor Booth Briefing	
08:15 – 09:15 PM	Panel Discussion	
09:00 - 10:00 PM	Networking Experience & Wellness Experience Zones	

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A Glimpse of the Attendees

A community of people-focused leaders coming together to make wellbeing a business priority.



Nada Emad

Senior People and Culture Manager at Nawy

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Rehab Soliman

Head of People & Culture at elmenus

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Abdullah Hassouna

Senior L&D at Orascom Construction

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Mariam Boraj

HR Director at Industrial development bank

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Mai Masous

Founder & CMO at Taiseer

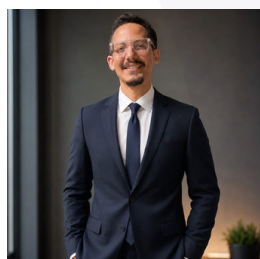
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Eyad Abdelazim

People and Culture Director at Salahly

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Amr Helal

CEO and Founder at DotPy

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Hassan Ahmed

HRBP Manager at Atco pharma

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Reem Shoeib

People Experience & Partnering Manager at mylo/b_labs

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Rasha Hamed Ali Al Gamal

Vice President HR & Culture – Chairwoman
Happiness by Design at DMG – Mountain View

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CEO at The reel recipe
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Hager El Demrdash
Talent Acquisition Section head at
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Abdullah Amer
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Dr Menna hamdy
Head of people and culture at TMG
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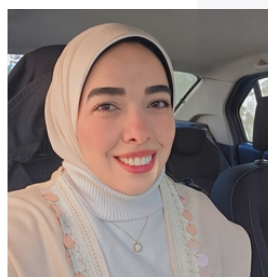
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Mohamed Fathy Mady
Group HRBP at ORGANI Group
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Hagar Ibrahim
HRBP & people development
manager at Atos
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Deena Seoudi
HR Director at AXA
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HR Business Partner at LEONI
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Dr. Ahmed Elsayed
CEO/ Master HR Consultant at
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Moataz EL-Fiky

HR Consultant at ELMaghrabi Group

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Alaa tawfeeq

CHRO at Nile mix

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Shereen ElEtreby

Head of Learning and Talent Development at
Orascom Construction

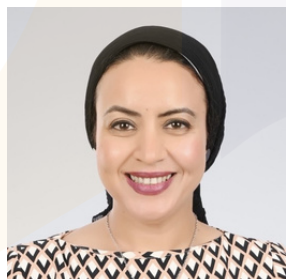
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Mahmoud Sherif

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Hend Kamal

HR Deputy manager at KPMG
Hazem Hassan

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Mona Labib

CEO at Analytica Consulting & Odoo
Partner

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Fatima Mohamed

HR Manager at Elezaby Automotive

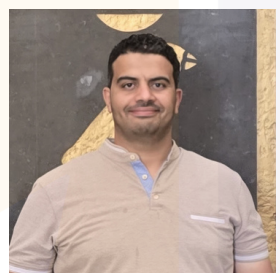
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Ahmed Farahat

Global HR Director at Future Group

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Ashraf Sayed Zaki

HR Manager at Samsung
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Yasmine Eltabei

Head of People & Culture at Halan

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Farha Abdelaty

Regional Senior TA & Employer
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Lamia Abdelhamid

Regional People & Culture Director at
ariika

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Waleed Khaled

Head of HR at ENGAZ

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Mohamed Saied

HR Director at Beyond Insurance
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Rowan Bahaa

Talent Development Section Head at Orascom

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Ongoing Throughout the Day

These interactive zones will be open during registration, breaks, and lunch, providing practical and hands-on experiences



Culture Assessment Station

Experts providing quick assessments and tips for optimizing workspace setups



Physical & Mindfulness Activity Lounge

Short, guided stretching or movement sessions to encourage physical activity



Healthy Hydration & Nutrition Bar

Offering nutritious snacks, infused waters, and information on healthy eating habits



HR Service Providers Corner

Offering different services that support HR day to day Job

Wellness Experience Zones