

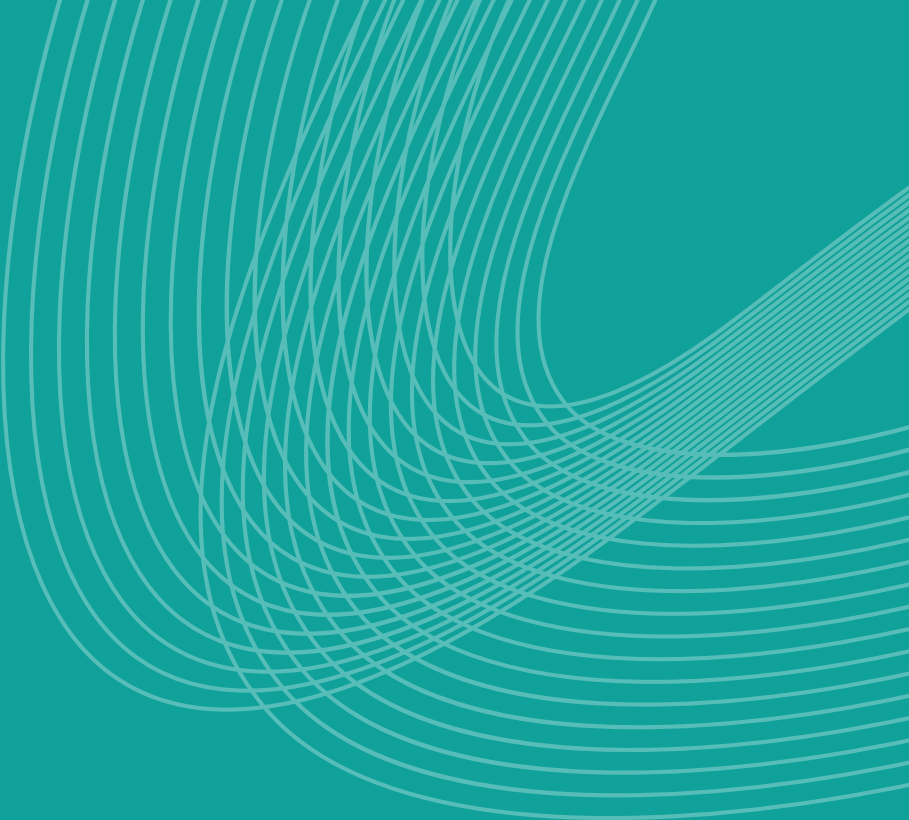
# BEYOND BORDERS RETREAT



CONCEPT NOTE

May 2025

Initiated & Organized by Track3 Consulting



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# BACKGROUND & CONTEXT

**Beyond the Borders Retreat** is an initiative that connects Egyptian entrepreneurs abroad with those in Egypt to foster business partnerships, facilitate investment, and promote knowledge sharing. Startups play a crucial role in modern economies, **driving innovation, enhancing market access, and fostering economic growth**. By leveraging the untapped potential of Egyptian entrepreneurs abroad, who have gained valuable experience and access to global markets, this program seeks to **stimulate innovation, expand market access, and drive economic growth in Egypt**. Drawing inspiration from successful international examples such as Silicon Valley in the USA, the Dubai Future Accelerators (DFA) program, Innovation Norway, and the African Diaspora Network (ADN), the program will offer retreats, summits, mentorship, and digital platforms to create a robust entrepreneurial ecosystem.

Egypt's investment ecosystem has seen significant growth in recent years, with the government implementing various reforms to attract foreign investment. In 2021, the Egyptian venture capital ecosystem grew by 176% year-over-year, hitting record-high funding levels. Key sectors such as energy, telecommunications, and tourism have received substantial foreign direct investment (FDI), contributing to overall economic growth. The establishment of the General Authority for Investment and Free Zones has streamlined procedures and provided incentives for foreign entities, enhancing the investment climate. The primary objective of this program is **to empower both local and international stakeholders to drive economic growth and development in Egypt by providing platforms for startups to pitch ideas, secure funding, and build strategic partnerships**.

The retreat will pave the way to a holistic program that will include focused gatherings, annual or biennial summits, mentorship and innovation workshops, collaboration with local incubators, sector-specific focus groups, and a digital platform called **the Egyptian Global Entrepreneurs Network (EGEN)**. Additionally, the program will partner with Egyptian government agencies to offer incentives for diaspora entrepreneurs looking to establish businesses in Egypt.

## SUCCESSFUL MODELS



Anghami, the MENA region's leading music streaming platform, secured millions of dollars in funding from diaspora investors, primarily from the Gulf and the United States. These investors, often Lebanese or Arab expatriates with Silicon Valley experience, provided strategic guidance and helped Anghami expand its reach beyond the Middle East.



Didi Chuxing, China's ride-hailing giant, benefited from substantial investments from the Chinese diaspora in the US, who leveraged their connections in Silicon Valley to facilitate global partnerships and accelerate growth.

# BEST PRACTICES

\* seedstars

- Seedstars worked to build a global network of entrepreneurs and investors, including diasporas, to support startups in developing markets. Expatriates were selected based on their expertise in innovation and technology investment, and their ability to provide strategic advice.
- Diasporas were identified through their technical specializations and their ability to fund startups. They were also engaged in workshops and partnerships to fund local companies.
- This program contributed to providing direct investments to startups, in addition to training and mentoring the next generation of entrepreneurs.

- India has activated several initiatives to encourage Indian diaspora to support startups at home through financial investments, knowledge sharing and business partnerships.
- Expatriates were selected based on their industry expertise and ability to attract investments. There were invitations extended to Indian startups to participate in Diaspora forums where they could connect with the expatriates directly.
- Expatriates helped raise funding, create partnerships with international companies, and expand markets

- Africa Fintech Foundry aims to support fintech startups in Nigeria by bringing in expats from North America and Europe who have expertise in the field.
- Expats were identified by analyzing their financial networks, investment in technology, as well as the ability to provide funding and co-funding.
- The Nigerian diaspora has accelerated fintech deployment and investment in Nigerian startups, leading to increased growth in the sector

- In Lebanon, the Lebanese Diaspora Energy Initiative was created to enhance the diaspora's ability to invest in sustainable energy startups. Invitations were extended to expatriates working in energy and technology companies abroad.
- Expatriates were selected based on their expertise in sustainable energy innovation and their ability to provide capital to startups. Meetups and training sessions were organized to guide expats on how to support Lebanese startups.
- The initiative brought significant investment into the sector, helping to support renewable energy projects and achieve Lebanon's Sustainable Development Goals (SDGs).

- The government of Mauritius developed a program to attract expatriates from the Indian and French communities with investment or technology expertise to encourage them to support startups in the country.
- Diasporas were targeted based on their expertise in technology sectors and their ability to provide funding, and were encouraged to use their business networks to create new opportunities.
- The program attracted expatriates who invested in innovation and technology, stimulating the growth of the local economy and increasing the level of investment in startups.



# EVENT OVERVIEW



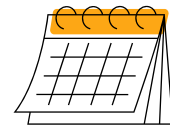
## What is it?

This retreat is an annual cornerstone activity of the Business Bridging Program (BBP), designed to foster collaboration, innovation, and strategic planning among key stakeholders in Egypt's entrepreneurial and investment ecosystem. It serves as a high-impact event that brings together diverse participants to address pressing challenges, share knowledge, and create actionable plans for economic growth.



## Objectives

1. Explore collaborative strategies to streamline processes, enhance access to financial resources, and identify practical solutions to all stakeholders.
2. Develop actionable strategies to enhance innovation, market access, and governance reforms.
3. Build partnerships and networks that drive investment and inclusive economic growth.



## Date

**May , 16th and 17th  
2025**



## Potentail Venues

El Gouna  
New Alamein

# TARGET AUDIENCE



## Entrepreneurs Abroad

Professionals, business owners, and innovators based outside Egypt who have established businesses.



## Entrepreneurs in Egypt

Startups and established businesses in Egypt seeking investment, mentorship, or international business connections.

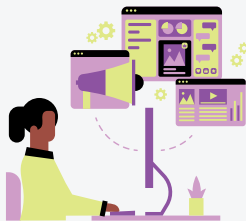
# SPEAKERS & GUESTS



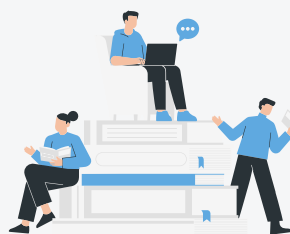
Government  
Representatives



Investors



Business  
Specialist &  
Advisors



Think Tanks and  
Innovation Hubs



Media

## ORGANIZER



## PARTNER



## OPERATOR



# RETREAT COMPONENTS

The retreat spans 3 days and includes:



**Welcome Remarks**



**Group Discussions**



**One-to-one sessions**



**Sectorial Work Groups**

## Sectors under Focus

**Financial Technology (FinTech)**

**Agriculture and Advanced Irrigation Systems**

**Healthcare, and Biotechnology**

**E-learning (EduTech)**

**Technology & Software Development  
Including Communications**

**Smart Transportation**

**Energy & Sustainability**

**Space and Satellite Technologies and  
Remote Sensing**

**E-Commerce and Logistics**

**Media and Entertainment**

**Artificial Intelligence and related  
research and applications**



## ABOUT TRACK3 CONSULTING

Track3 Consulting is an Egyptian consulting firm established in 2020, specializing in investment strategies, public-private partnerships, and government relations. They serve a diverse clientele including multinational corporations, international organizations, and government entities. Their expertise extends to key sectors such as FinTech, healthcare, technology, energy, and sustainability. With a focus on development, Track3 Consulting collaborates with organizations like the European Union Commission, GIZ, the World Food Program, and UN Women, operating in both Arab and African countries.

## OUR PARTNERS



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