



# Wael ElDesouki Bedda, Ph.D.

New Cairo, 162 Banafseg 2 , Egypt || (C) +20110905111 |  
[waelbedda@aat.edu](mailto:waelbedda@aat.edu) / [wael@yahoo.com](mailto:wael@yahoo.com)

## Summary

My mission in life is building and supporting entrepreneurship ecosystems, capitalizing on my experience in running leading entrepreneurship platform, I have initiated and successfully established various entrepreneurship activities, such as incubators, accelerators, competitions, conferences, training, and education, that have benefited hundreds of entrepreneurs, startups, and SMEs across different sectors and geographical areas.

In addition to ecosystem building, I have 20 years of experience in dealing with startups and SMEs. This experience encompasses managing family business, mentoring founders, and leveraging my knowledge in Entrepreneurial marketing, SME growth strategy, feasibility studies, and sales & distribution.

I also have a solid academic foundation in business and entrepreneurship, holding a BBA and MBA in Marketing from AAST, and a Ph.D. in Entrepreneurship from Cardiff Met University in the UK.

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## Skills

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|--------------------------------|--|
| Entrepreneurship               | Incubation & Acceleration                  |
| Business Coaching & Mentorship | Marketing and advertising                  |
| Feasibility Study              | Capacity building (youth development)      |
| Digital Marketing              | Personality assessment (Talent management) |
| Business Planning              | Innovation development                     |
| Distribution & Sales           | Arts (calligraphy)                         |
| Management and building teams  |  |

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## Work History

### ➤ **Founding Director, Center of Entrepreneurship** **2015 - Current**

Arab Academy for Science, Technology & Maritime Transport (AASTMT) – Egypt

I am the entrepreneurship center founding director at the Arab Academy for Science Technology, & Maritime Transport, (Arab League educational organization). In which I had the chance to build a very qualified & dedicated team who could make a real impact in the entire Egyptian ecosystem from North to South and could launch a diversified set of entrepreneurship programs in a few years, helping the center to be recognized among the top and most impactful centers not only in Egypt but in the MENA region.

In 6 Years, the center incubated and supported hundreds of startups and impacted thousands of entrepreneurs through the several programs initiated by AAST Entrepreneurship center, this includes:

- The First Supply Chain and Logistics Incubator in the MENA region, Egypt.
- Mashreq Tourism Incubator (in partnership with Ministry of Planning Rowad 2030 project, Egyptian Ministry of Tourism, and Arab Tourism Organization)
- AAST Startup School (an online platform specialized in entrepreneurship training and capacity building).
- Arab Entrepreneurship Rally Competition (In partnership with UNIDO Bahrain, and UNION of Arab Chambers). The competition was held in Bahrain 2019, and at Dubai Expo, in March 2022.
- Egypt Entrepreneurship Rally competition (One of the largest competitions in the country with many partnerships for 5 consecutive years).
- Rally Accelerate, is an acceleration program helping scale-up companies in raising funds and getting investment for their companies.
- Rally youth incubator for the university students, and Yalla startup pre-incubation program
- TwT Agribusiness incubator in Upper Egypt.
- GoodWill Incubator for people with disability.
- Ripple Program for building capacity of national and regional entrepreneurship centers.

In addition to several partnerships and joint programs, with key stakeholders in Egypt, and the region.

AAST Entrepreneurship Center was awarded by the Global Entrepreneurship Network (GEN Egypt) as “UNIVERSITY OF THE YEAR” 2019.

### ➤ **Director, Strategic Marketing Center, AASTMT** **2012 – 2015**

Responsible for student recruitment for all programs, all campuses, undergraduate and postgraduate in collaboration with deaneries of admissions and colleges, in addition to corporate branding, advertising, and other communication & PR activities. Leading the center also allowed me to be involved in the strategic directions for the university like being among the team to set the strategic plan for the university 2016-2021

### ➤ **Director, ICSB Knowledge Hub, Egypt** (International Council for Small Business) **2020- current**

### ➤ **Board member, Academy Company for ICT and Business services.** **2018- current**

### ➤ **Lecturer of Marketing & Entrepreneurship, AASTMT** **2002 – current**

## Teaching Experience

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2002 – current

- **Arab Academy for Science, Technology & Maritime Transport** – Egypt
- **Cardiff Metropolitan University**  
Subjects: Entrepreneurship, Entrepreneurial Marketing, Consumer Behavior, Principles of Marketing, Marketing Management, Integrated Marketing Communications, International Marketing, Marketing Research, Public Relations, Feasibility Study, Company Accounting, Cost Accounting, Microeconomics, Macroeconomics, Public Finance, Management, and Negotiation Skills.

## Business Experience

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### General Manager / Co-founder, Green Valley Inc. – Egypt

2001 – 2015

- (GVI) Green Valley Inc. is a family business specialized in the distribution of food products, GVI was an authorized distributor for well-established multinational companies in Egypt like Savola Foods, and HERO “Vitrac” and it was also involved in some import, export & trading activities.
- Business consultation was an essential part of the business scope with a focus on the field of feasibility study, marketing & distribution.

- **Freelance business consultant & Trainer**

Several projects in the field of marketing, distribution, and feasibility study, in addition to competency assessment projects.

- **FOREX, Currency analyst (1998)**  
Analyzing historical Currency data through technical trend analysis from (REUTERS), and international events that could affect Exchange rates, help in trading decisions.

## Education

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### Ph.D. Cardiff Metropolitan University, UK.

2023

(Entrepreneurship Focus: Entrepreneurial Marketing Strategies for Internationally Oriented SMEs)

### MBA: M.Sc. in Business Administration

2008

### Arab Academy for Science, Technology, & Maritime Transport, Egypt

Focus on: Niche Marketing Success factors in Egypt.

### Bachelor of Business Administration:

2001

### Arab Academy for Science, Technology & Maritime Transport, Egypt

## Certifications

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- GrowthWheel certified business advisor (GrowthWheel International Inc, USA) 2019
- Pre-Incubation Entrepreneurship program for University Based Incubators (Babson college, USA 2017)
- Startup Mentorship program (Ciputra foundation, GEN Indonesia)
- Incubation Program Startup Toolkit, by June Lavelle (USAID, 2017)
- Incubation Management Systems (UNIDO, Bahrain 2016)
- Enterprise Creation program, (Arab International Center for Entrepreneurship & Investment- UNIDO Bahrain, 2016)
- Psychometric Personality Assessment Program (Real Hands On, 2015)
- Post Disaster Damage, Loss, and Needs Assessment, (GFDRR, World Bank, 2010)

## Conferences & Workshops

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### As a Speaker

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- World Entrepreneurs Investment Forum **(2022, Dubai Expo)**.
- Marketing 3.0 Conference; Panel on Growth Marketing versus Traditional Marketing. **(2022, Cairo)**
- BW Startup Summit, **(Germany, 2022)**
- Mediterranean Creative Economy Conference; Panel on Future of Investment in the Mediterranean region. **(Barcelona, 2022)**
- Techne Summit; panel on Incubators, Accelerators, and venture builders. **(Alexandria, 2022)**
- Egypt SME summit; New generation of the Business Community in Egypt. **(Cairo, 2022)**
- Islamic Chamber of Commerce, Trade and Agriculture Conference **(2022, Cairo)**
- Global Forum on Higher Education and Scientific Research, **(Cairo, 2022)**
- Tech Invest 4, a panel on Incubators, Accelerators and Financial Inclusion **(2022, Cairo)**.
- Supply Chain Innovation Summit **(2022, Cairo)**
- GEW Opening Ceremony: The Future of Entrepreneurship Education in Egypt. (Cairo, 2022)
- Arab League Interactive Conference, celebrating World Disability Day **(2021, Dubai Expo)**.
- GITEX Dubai, a panel on innovation ecosystem in the MENA Region **(2021, Dubai)**
- Modern College of Business & Science webinar on “Startups Internationalization” **(2021, Oman)**
- **GEN Thailand** webinar on “Marketing Strategies for Startups Internationalization”
- Egypt CSR Forum **(2021, Egypt)**.
- World Entrepreneurs Investment Forum **(2019, Bahrain)**
- The Marketers League **(2019, Cairo)**
- ICSB World Congress (International Council for Small Business **(2018, Taipei, Taiwan)**
- King Faisal University’s International Conference for Teaching staff **(2018, Saudi Arabia)**
- World Youth Forum **(2018, Sharm ElSheikh)**
- Egypt Entrepreneurship Summit **(2018, Luxor)**

- Arab Youth Entrepreneurship Forum (**2018, Alexandria**)
- International Conference on Entrepreneurship & Innovation, Kingdom university (**2018, Bahrain**)
- Global Entrepreneurship Congress, a panel on Accelerators Trends & Niches (**2017, Johannesburg**)
- Startup Thailand (Halal Startups) **2017, Bangkok.**
- Egypt Entrepreneurship Forum (**2017, Hurghada, Egypt**)
- Arab Youth Forum (**2017, Alexandria**)
- International Conference On Entrepreneurship (**2016, Surabaya, Indonesia**)
- Round Table Discussion on Entrepreneurship Education (**2016, Jakarta, Indonesia**)
- (Incubation Trends) Egypt Entrepreneurship Summit (**2016, ElGouna, Egypt**)
- Round Table discussion on Incubators & Accelerators Best Practices, (**Cairo, 2017**)
- 2nd International Conference on Business & Entrepreneurship, Supply Chain Management & Information Systems, (Academy of Business & Retail Management, **Alexandria 2017**)

### **As a participant (Sample)**

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- Egypt VC Summit, (Cairo, 2022)
- Slush entrepreneurship conference, (Heilbronn, Germany, 2022)
- Annual Investment Meeting, (Dubai, 2022)
- World Youth Forum, (Sharm ElSheikh, 2021)
- Interactive Conference for People with Disability. (Dubai, 2022)
- Global Entrepreneurship Congress, (Istanbul, Turkey 2018)
- Global Entrepreneurship Research Network, GERN meeting (Cape Town, South Africa 2017)
- Visits to different American incubators and university based entrepreneurship centers as part of a study tour arranged by the USAID SEED project, 2017
- GEC+ on Entrepreneurial mindset (Cape town, 2017)
- Global Entrepreneurship Congress. (Medellin, Colombia March 2016)
- Global Entrepreneurship Congress, GEC+ on Entrepreneurship Education (Daegu, South Korea, 2016)
- Entrepreneurial Marketing workshop (Gijon, Spain, July 2017)
- Personality assessment (Career Council Egypt, 2015)
- Dr. Pitch (TIEC, Cairo, 2014)
- "Communication Puzzle", (Dr. Phil Johnson 2013)
- "The Leadership Paradox", Speaker. Dr. Phil Johnson 2011
- Understanding Your Self and Others, (Phil Johnson, 2011)
- The Communication Buzzle, (Phil Johnson, 2011)
- Intelligent Life Strategies for Leaders, (Phil Johnson, 2011)
- Creating Success in Times of Challenge, (Ralph Watson, 2010)
- Leadership Boot camp, (By Stephen Covey, 2010)
- What is Next in Marketing, (By Phillip Kotler, 2009)
- "The Next Big Thing“, Speaker: Martin Lindstorm, the author of Buyology book” 2009
- “Best Time Management Tools and Techniques”, (American Chamber 2009)
- How to Negotiate Anything with Anyone Anywhere, (American Chamber, 2009)
- Consumer 360 conference “ Speaker: Peter Fisk, the author of Marketing Genius book”2008

## Additional information

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- I have a strong passion for Talent Assessments & Personality Profiling as I believe that knowing our talents is the true reason behind success. (Certified assessor MBTI)
- Founder of (Kolena Insan), an initiative aims at supporting Orphans and giving them an equal opportunity to be successful, by helping them explore their potential, and develop their career path.
- Member of Wataneya Society for Orphans Development.
- Interested in Arabic Calligraphy and practicing Diwan Calligraphy
- Advisory board member of Nahdet Misr Educational Incubator
- Member of Global Entrepreneurship Network
- Member of Association of Supply Chain Professionals
- A strong believer in sector-focused incubators and accelerators. As part of AAST Entrepreneurship center, we are working on a Technology Supply Chain and Export Logistics Incubation Programs.
- I'm a big fan of food start-ups 😊

Linked in profile

<https://www.linkedin.com/in/wael-el-desouki-bedda-39233946/>