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**The Lean Transformation Conference event report**

The lean transformation is an international +affair that take place in various countries in the world since 1992.This year the conference is taking place in Egypt on the 21st of October in Kempinski Royal Maxim Hotel.  
The conference featured guests from Bulgaria, Egypt, Japan, Mozambique, South Africa and Tanzania as well as study tours on the 22nd and 23rd of October inside factories that have successfully implemented lean production.

**Pre event phase:**Before the event started we assured that we have social media coverage on different social media plat forms a budget of 700 USD was spent on social media.  
  
**Facebook:** an [event](https://www.facebook.com/events/198438610695362/) page has been especially created for the conference as well as more than 20 posts that talks about the speakers and their profiles and that on the Facebook [page](https://www.facebook.com/symbiosconsulting2005/)  
  
**Linked in**: we’ve posted 10 posts introduce the speakers and the profiles, also the posts were about lean and lean six sigma.  
Linked in [link](https://www.linkedin.com/in/shereen-mosallam-symbios-consulting-53506811/detail/recent-activity/)  
**Instagram**: with 18 posts on

Instagram that either talk about the speakers or create awareness about the conference.

**Event Phase  
Conference**

**Speakers:** 13 speakers from various countries Bulgaria, Egypt, Japan, Mozambique, South Africa and Tanzania  
**Eng.Shereen Mosallam:** (Egypt) Symbios Consulting Group Leader Egypt, UAE, KSA Member of the OPEX Global Society Ex Director Supply Chain Council Chapter for the Middle East and North Africa.





Page 1

**Dr. Yoshiyuki Kobayashi:**  
President of PPORF Development Institute Inc.        
**Mr. James Ferns:** 20 Keys Facilitator and CI leader Novoz Horizontes Mozambique  
  
**Mr. Mohamed Abdellatif:** leads the Boost project management in Cairo and the North Middle East Region as Internal Consultant of Continuous Improvement and Industrial Development.  
  
**Mr. Hamdy Nasser:** MENA Senior Productivity Manager, PepsiCo Egypt  
  
**Toshko Petkov** Partner, Business Consulting Next Consult Bulgaria

**Sherif soliman :**Operations Manager and Production and improvement manager at Leoni company

**Mr. ROLAND RÖHRS** was the CEO of Dorbyl Limited and the Managing Director of Organisation Development International (ODI) and remains the non-executive chairman  
  
**Mr. James Ferns** 20 Keys Facilitator and CI leader Novoz Horizontes  
   
**Eng. Mohamed El Sayed:** Supply Chain Manager, KAPCI Coatings and Lean 20 keys Implementation Project  
  
**Surya Prakash Pareek:** Manager TSW – Audit & Support, Silafrica, Tanzania  
 **Marian Nabil Beshay** Principal SCM,Oracle, Egypt Solution



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| Conference and study tour |





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| Fast Facts |

68%

Of the participants in the conference participated in the study tour in the Factories

70%

Increase in the number of the participants than

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Last year

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40%  
of the speakers from foreign countries

## **Participants in the conference:** 10 companies participated in the conference with more than 320 participants from the companies

The companies included number of major companies in the field in which it included names   
like: Oracle, Juhayna, Olam, Kapci, Misr Pharmacies,Lucram.  
As well as 57357 Hospital as a Success partner.

**Study Tour :**he study tour took place on 2 days in 3 major factories that implement the lean methodology.  
These Factories are Bel, Leoni, and Kacpi.   
With more than 100 participant in the study tour they were able toshare their success stories and see how they are implementing the lean inside the factories

**Media Coverage**

**Press releases:**

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| For More Information |
| Please Visit our website: http://opexconference-mena.com |

The conference has been covered by 11 newspapers which covered different aspects on the conference these are the newspapers that published news related to the conference:  
 [**تحيا مصر**](http://www.tahiamasr.com/227762)[**جريدة الجمهورية**](http://www.gomhuriaonline.com/main.asp?v_article_id=524166)[**جريدة الفجر**](http://www.elfagr.org/2800833)[**جريدة الميزان**](https://www.almezannews.com/43759)[**جريدة الاسبوع**](http://www.الأسبوع.com/Article/343919/%D9%85%D8%B3%D8%AA%D8%B4%D9%81%D9%89-57357-%D8%AA%D8%B4%D8%A7%D8%B1%D9%83-%D9%81%D9%89-%D9%81%D8%B9%D8%A7%D9%84%D9%8A%D8%A7%D8%AA-%D8%A7%D9%84%D9%85%D8%A4%D8%AA%D9%85%D8%B1-%D8%A7%D9%84%D8%AF%D9%88%D9%84%D9%8A-%D9%84%D8%AA%D9%82%D9%84%D9%8A%D9%84-%D8%A7%D9%84%D8%AA%D9%83%D9%84%D9%81%D8%A9-%D8%A7%D9%84%D8%B3%D8%A8%D8%AA)[**جريدة المال**](http://www.almalnews.com/Story/350051/11/%D8%AC%D9%87%D9%8A%D9%86%D9%87-%D8%AA%D8%B4%D8%A7%D8%B1%D9%83-%D9%81%D9%8A-%D9%85%D8%A4%D8%AA%D9%85%D8%B1-%D9%84%D9%84%D9%86%D8%B8%D9%85-%D8%A7%D9%84%D9%8A%D8%A7%D8%A8%D8%A7%D9%86%D9%8A%D8%A9-%D9%81%D9%89-%D8%A7%D9%84%D8%AA%D8%B5%D9%86%D9%8A%D8%B9-%D8%A8%D8%AF%D9%88%D9%86-%D9%87%D8%AF%D8%B1)[**البوابة نيوز**](file:///C:\Users\Farrah\Desktop\:\www.albawabhnews.com\2767228)[**الدستور**](http://www.dostor.org/print.aspx?1597140)[**الفجر**](http://www.elfagr.org/2819305) **TV Channels:**ONLIVE TV channel had several [**interviews**](https://www.facebook.com/symbiosconsulting2005/videos/1671344012917127/)with our speakers in the conference

**Gallery**

-The conference Videos [**link**](https://www.facebook.com/pg/symbiosconsulting2005/videos/?ref=page_internal)-The conference photos[**link**](https://www.facebook.com/pg/symbiosconsulting2005/photos/?tab=album&album_id=1680441575340704)