

# Inclusive insurance for SMEs



9:00-11:30/12:30 (EET)  
August 30-  
September 1



Online (via  
Zoom)

Deadline to register  
August 26  
Registration fee  
1,000 LE

**Join us** for this online  
training to learn all about:

*...the various **types of small and medium enterprises (SMEs)** and how to reach them*

*...the **different insurance types** and how these  
are offered to SMEs*

*...designing products and distribution strategies  
to **meet the needs of SMEs***

# Agenda

Below is an overview of the different sessions of this three-day workshop. Day 1 and Day 2 consist of 2.5 hours of online lectures and interactions. Day 3 lasts 3.5 hours.

## Day 1

- Introduction to SMEs and insurance
- Understanding SMEs in depth

## Day 2

- Risk management and insurance for SMEs
- Design sprint

## Day 3

- How to sell to SMEs
- Designing a distribution strategy
- Pitching product and distribution proposals

## Master trainer



**Camyla Fonseca** leads the knowledge and capacity building initiative, as well as the insurance education work of the ILO's Impact Insurance Facility. She is a Certified Knowledge Manager with over eight years of experience in inclusive insurance and has extensive experience in instructional design and adult learning methodologies.

## Join us!

For registration, please write to Mahmoud Nessem at [Mahmoud.nesim@fra.gov.eg](mailto:Mahmoud.nesim@fra.gov.eg)

Payment of the participation fee of 1,000 LE should be made direct transfer to (9/450/86990/2) - Central Bank of Egypt or by cash in FRA premises before the start of the training on August 30, 2021.

For questions regarding payments, please contact Mahmoud Nessem, through email [Mahmoud.nesim@fra.gov.eg](mailto:Mahmoud.nesim@fra.gov.eg) or phone: 00201067728107.