

AGENDA

TIME	SESSION DETAILS
10:00 AM	Welcome & Registration
11:00 AM	Opening Keynote [Assad Arabi, Managing Director, Africa & Venture Markets, Trend Micro]
11:05 AM	Keynote Race Against Threats: Resilience in the Era of Modern Threats [Ahmed Alaa, Country Manager, Egypt, Trend Micro] The Risk to Resilience keynote session unpacks a forward-looking analysis of the latest threat research and threat predictions exposing emerging tactics, techniques, and the current characteristics of the cyber threat landscape. Cybersecurity leaders and defenders will gain insights into the adversary's playbook, learning about novel vectors such as AI-driven attacks and evolutions in ransomware. The session is designed to empower cybersecurity professionals with knowledge to anticipate and meet the challenge of these advanced threats.
11:25 AM	Unlock Advanced Threat Protection Unveil the Power of Deep Discovery Inspector [Hussein Gamaledeen, Field Sales Engineer, Trend Micro]
11:45 AM	Securing Your Future with Mideast Communication Systems [Mohamed El-Etreby Enterprise Sales Manager at MCS]
12:05 PM	SOC Supercharging the SOC Moderator: Ahmed Moustafa, Sr. Sales Engineer, NA, Trend Micro Guest Panelist: TBC Dive deep into recent innovative detection and response strategies to supercharge SOC and security team performance. We will explore the influence of integrated native telemetry, showcasing its unparalleled benefits in enriching visibility and accelerating response with the added power of generative AI. Learn how leveraging high-fidelity data sources and applying advanced analytics can lead to faster threat identification and more complete response. The session includes an immersive, scenario-based demonstration to illustrate practical guidance on how to leverage technology, process, automation, and integration to improve security outcomes.
12:35 PM	Ops Minimize Your Attack Surface: Revolutionizing Operations Strategies Moderator: HebatAllah Mamdouh, Technical Account Manager, NA, Trend Micro Guest Panelist: TBC What are the opportunities to proactively improve your cybersecurity posture? In this session, explore the role attack surface risk management plays to optimize operational strategies and address modern challenges. Learn how critical components of exposure management, from initial attack surface discovery to the deployment of virtual patching and the pivotal role of endpoint protection can all work together to shrink your attack surface, preemptively strengthen defenses and reduce the likelihood of a breach. Supported by a dynamic scenario-based demo, you will walk away with actionable insights and strategies to elevate your security posture and operational readiness.
01:00	Coffee break

01:20 PM	<p>Cloud Mitigating Risks and Threats Using Sovereign & Private Cloud Moderator: Mohamed Ibrahim, Director, Sales, Strategic Products & Alliances, MMEA, Trend Micro & Ahmed Mohamed Abdelmoniem, Sales Engineer, NA, Trend Micro Guest Panelist: Sherif Dessouky, Head of Public Sector Partners Egypt & North Africa, AWS</p> <p>Navigate the cloud security realm in this session focused on mitigating risks and neutralizing threats across multi-cloud environments. We'll dissect the layers of cloud exposure management, container security, file security, and workload security, each a cornerstone in building a robust defense-in-depth strategy for cloud infrastructure required for digital modernization projects.</p>
01:50 PM	<p>Generative AI A Cyber Sword with Double Edges [Emmanuel Tzingakis, Manager, Technical, Africa & Venture Markets, Trend Micro]</p> <p>Dive in to the world of cyber generative AI and explore its dual nature as both a potential cybersecurity risk and a valuable tool for security teams. We explore the various ways in which generative AI can be exploited for malicious purposes, including deepfake creation, automated phishing attacks, and the potential generation of sophisticated malware. Conversely, we also examine the innovative applications of generative AI in enhancing cybersecurity measures, such as alert and risk event explanation, custom and prescriptive guidance, advanced threat hunting, and more. This session provides a comprehensive understanding of the challenges and opportunities presented by generative AI in the cybersecurity landscape.</p>
02:20 PM	<p>Panel Discussion OT Trends with MCS and Market Experts Moderator: Mohamed Ashmawy Product Manager at MCS Guest Panelist: TXone, Nozomi, Cyshield representative, Oil and Gas Sector Representative</p>
02:40 PM	<p>Closing Remarks [Assad Arabi, Managing Director, Africa & Venture Markets, Trend Micro]</p>
02:50 PM	<p>Lunch</p>