

BEET: Building Evidence Ecosystems in Industrial Policy and Market Access through Training

A peer-to-peer learning event co-hosted by Egypt Impact Lab and UNIDO

Detailed Agenda



Event: BEET: Building Evidence Ecosystems in Industrial Policy and Market Access through Training
Date: Wednesday August 20th and Thursday August 21st, 2025
Location: Cairo, Egypt.

Overview

The [Egypt Impact Lab](#) (EIL) and the EU-funded [TIGARA Project](#), implemented by the [United Nations Industrial Development Organization](#) (UNIDO) are honored to invite you to attend a landmark learning event that combines high-level policy dialogue with practical technical training to build sustainable evidence ecosystems in Industrial Policy and Market Access. The program is structured to:

- Connect policymakers with implementation expertise
- Build technical capacity in evaluation methodologies
- Foster international learning networks
- Enable evidence-based program scaling

The two-day program is a comprehensive learning event designed to build technical capacity in evaluation methodologies and foster a community of practice among implementation partners. Technical participants will engage in interactive learning sessions, case studies, and practical exercises that will enhance their ability to design, implement, and evaluate evidence-based programs in export-oriented industrial policies.

Tentative Agenda

Date & Time	Day 1	Day 2
9:00 - 9:30	Registration	
9:30 - 10:00	Welcome Remarks and Training Objectives 1. Mr. Mohib Mowafi, National Expert, UNIDO 2. Mr. Ahmed Kamal, TIGARA National Project Coordinator, UNIDO 3. Dr. Manal Mamdouh, Developmental Projects Manager, (DPU), Mol 4. Dr. Reham Rizk, Director, Egypt Impact Lab 5. Dr. Sherifa Sherif, Executive Director, National Institute for Governance and Sustainable Development	Training Session 3 How To Randomize and Sample Size? Dr. Mai Mahmoud, Post-Doc, J-PAL MENA +Q&A
10:00 - 11:00	Training Session 1 Why Evaluate & Theory of Change Dr. Reham Rizk, Director, Egypt Impact Lab +Q&A	
11:00 - 11:30	Case Study	Case Study
11:30 - 12:00	Coffee break	
12:00 - 01:00	Training Session 2 Why Randomize? Ms. Fatma Mossad, Research Manager, J-PAL MENA +Q&A	Training Session 4 Ethics Dr. Yasmine Elkhateeb, Post-Doc, J-PAL MENA +Q&A
1:00 - 1:30	Case study	Training Session 5 Generalizability Ms. Mireille Maher, Research Manager, J-PAL MENA +Q&A
1:30 - 2:00	Wrap up and closure of day 1	
2:00 - 3:00	Lunch	
3:00 - 4:00		Training Session 6 Leveraging data Ms. Rania Fleifel, Senior Data Analyst, the Egypt Impact Lab +Q&A
4:00 - 4:30		Wrap up and closure of day 2

Expected Participants

- Senior government officials
- Policy decision-makers
- Program managers
- M&E specialists

Training Objectives

Strengthen Evidence-Based Industrial and Trade Policy Design

- Explore evaluation frameworks that enhance the cost-effectiveness and impact of industrial policy and market access initiatives.
- Share evidence from successful evaluations of export promotion and SME development initiatives, with a focus on their impact on enterprise growth and employment generation.
- Examine tools for integrating data, performance monitoring, and evaluation across trade-related institutions and programs.
- Discuss approaches for evaluating digital transformation, quality infrastructure reforms, and institutional support for exporters.
- Apply a gender-sensitive and inclusive lens to ensure equity in trade and industrial development strategies.

Enhance the Evidence Ecosystem for Market Access and Industrial Development

- Promote institutional practices for evidence generation, sharing, and use across public agencies and support organizations.
- Build capacity for designing and using impact evaluation methodologies to inform trade facilitation, export readiness, and industrial policy reform.
- Foster a multi-stakeholder learning environment that supports continuous improvement and policy responsiveness.
- Encourage peer exchange and applied learning through case studies, interactive exercises, and collaborative sessions.

About the Egypt Impact Lab

The Egypt Impact Lab (EIL), established in 2022, is a strategic initiative of the Abdul Latif Jameel Poverty Action Lab Middle East and North Africa (J-PAL MENA) at the American University in Cairo (AUC) and the Ministry of Planning, Economic Development, and International Cooperation (MPEDIC). The EIL is made possible with generous support from the founding partners, the Sawiris Foundation for Social Development and Community Jameel, and additional support from UNICEF Egypt.

EIL is uniquely positioned in MPEDIC's National Institute for Governance and Sustainable Development (NIGSD) to strengthen the effectiveness and cost-effectiveness of Egypt's poverty reduction policies by:

1. Conducting randomized evaluations of promising government initiatives.
2. Utilizing research outcomes to inform policy decisions and program scaling.
3. Cultivating a culture of evidence-informed policy-making across government institutions.

EIL's key thematic areas:

1. Social protection and poverty reduction
2. Employment and micro, small, and medium enterprise development
3. Women's empowerment and family planning
4. Environment, Energy, and Climate Change (led by *HAPIE*)