

Tuesday, December 8, 2026

3:30 p.m. Cairo | 8:30 a.m. New Haven

Stewardship Capital and Long-Term Investment Logic in Family Enterprises: A MENA Regional Perspective

Hakim Meshreki

Associate Professor of Marketing, The American University in Cairo

Moderated by Samer Atallah

Associate Professor of Economics and Associate Dean for Graduate Studies and Research, Onsi Sawiris School of Business, The American University in Cairo

This session explores how family enterprises across the Middle East and North Africa sustain long-term competitive advantage through what the research terms stewardship capital — an integrative framework examining patient investment, reinvestment discipline, and continuity-oriented financial logic. Drawing on original qualitative research with a fourth-generation Egyptian family business, the session bridges theory and practice to reveal how family governance logic operates distinctly in non-Western institutional contexts.



Hakim Meshreki is an associate professor of marketing at The American University in Cairo (AUC). His research interests focus on international marketing, consumer behavior and branding, with particular emphasis on country of origin research, value research and brand equity.

Since 1999, Meshreki has served as partner and commercial director at Mena Company for Adhesives Technology (Menatec), a family business. He contributed to the company's turnaround by defining and managing its strategic growth through key internal projects and partnerships with international players, where he played a central role in negotiation, market research and evaluation phases. He is also an active board member of Orange International Company, a newly established food and beverage business aiming to create and manage high-quality brands in Egypt and across the MENA region.

In addition to his academic and business roles, Meshreki has delivered training in branding, consumer psychology, advanced statistical analysis, marketing research and strategy. He holds a PhD in marketing from Nottingham University Business School.



**Register by
Sunday,
December 7**

