



# CONNECT ONLINE **AHK EGYPT MONTHLY** E-NEWSLETTER

## GERMAN-ARAB CHAMBER OF INDUSTRY AND COMMERCE E-NEWSLETTER | AUGUST 2023

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### IMPORTANT INFORMATION AT A GLANCE

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### ECONOMIC NEWS:

10/08/2023

**Ocior Energy to Build USD 4 BN Green Hydrogen Plant in SCZone**

09/08/2023

**Prime Minister Witnesses a live Experience of the First E-incorporated Company via GAFI E-portal**

08/08/2023

**Central Banks go on Gold Buying Spree in First half of 2023: Saxo Bank**

08/08/2023

**Egypt's Orascom Financial plans to Secure Digital Banking Licence**

30/07/2023

**ENERGY EFFICIENCY IN THE INDUSTRY - Fact-Finding Mission for Energy Experts from Egypt and Jordan**

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nelly.khalil@ahk-mena.com,  
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## AHK Egypt Announcement:



## Egyptian Bavarian Evening on Water and Food Security

The German-Arab Chamber for Industry and Commerce has proudly hosted the “Egyptian Bavarian Evening on Water and Food Security” in collaboration with the Bavarian Ministry of Economic Affairs, on Thursday, 13th of July 2023, at the Marriott Mena House Hotel.

The aim of the forum is to foster partnerships within the water and agriculture sectors between German and Egyptian stakeholders, including businessmen, governmental authorities, as well as a Delegation of German companies.

The forum included two high-level panel discussions with influential and prominent decision makers from the water and agricultural sectors, from both Germany and Egypt. The 1st panel titled "Using recycled water for agricultural irrigation" was moderated by Monika Egerer, Professor of Urban Productive Ecosystems, Technical University of Munich. The panelists highlighted the importance of collaboration between Egypt and Germany, especially Bavaria within the water and agricultural sectors. Through advanced technologies and more sustainable irrigation systems, businesses will be able to navigate the challenges of water scarcity.

As for the 2nd panel which was moderated by Hesham El Naggar, Vice Chairman, Daltex Cooperation, tackled the topic “Food Security in Egypt”. The panelists stressed the value of encouraging local farms to cultivate their crops that supply the market with what is needed. They also made it a point to emphasize the necessity of supporting the local farmers by providing them with the correct incentives. Changing how farmers manage their crops and irrigation systems is one of the key solutions for ensuring food security.

During the forum, H.E. Dr. Ulrike Wolf, Ministerial Director, Bavarian State Ministry for Economic Affairs, together with Eng. Alaa Kamal, Vice President, AHK Egypt, Sonja Miekley, Head of DEInternational and representative of the Bavarian office in Egypt, cut the Bavarian colored ribbon to celebrate the official inauguration of the Bavarian office in Egypt.

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## Logistics Working Group

First meeting of the GACIC Working Group on the Logistics Sector. The meeting took place on Monday, June 11th, 2023, at the GACIC headquarters in Mohandessin, Cairo.

This Logistics Working Group meeting is part of a series of meetings to bring together workers and professionals to address common challenges and create a forum to exchange points of view for the sector's development.

### Dry Port Visit

On Tuesday, July 18th, 2023, The German-Arab Chamber of Industry and Commerce took its members on a field visit to the "October Dry Port". The members explored the dry port facilities, its storage space, and cargo offloading.

Since the dry port is located further inland, railways are considered a more efficient means of transportation than paved highways. In fact, the cost, and the energy input for moving freight by railway is less than using trucks through diesel.

We were joined by Mr. Amr Mansour, CEO of the ODP, Mr. Khaled Morsy, CEO of DB Schenker and Mr. Tamer Kosber, General Manager of Ports and Container Terminals at DB Schenker and Mr. Mahmoud Nasser, Head of Customs Clearance at ODP.

On top, the Members engaged with Mr. Mahmoud Nasser to understand how the port's operations could help them advance their businesses.

Dry Port visit is a series of upcoming events related to the logistics sector to support the members of the chamber in understanding the surrounding changes and learning how to develop and sustain their own businesses regarding the supply chain.

## German Business Delegation in the field of Mining in Egypt

**Conference: 16 October 2023**

DEInternational Egypt, the service unit of the German-Arab Chamber of Industry and Commerce (AHK Egypt) is conducting a business trip for German companies to Egypt on behalf of the Federal Ministry of Economics and Climate Action (BMWK) and with the support of VDMA Mining. This trip is organized in cooperation with MENA Business GmbH.

In the framework of the delegation trip a conference will take place on 16 June 2023 focusing on the mining sector.

Target groups are stakeholders, institutions, private companies and investors from Mining in Egypt.

The aim of the business trip is to facilitate the entry of German small and medium-sized enterprises (SMEs) into the Egyptian market and to help them identify potential business partners in Egypt.

This is a project-based funding measure within the framework of the BMWK market development program for SMEs.

For more details, please contact Ms. Ghada Elshazly | **Email:** [ghada.elshazly@ahk-mena.com](mailto:ghada.elshazly@ahk-mena.com)

**Organizer**



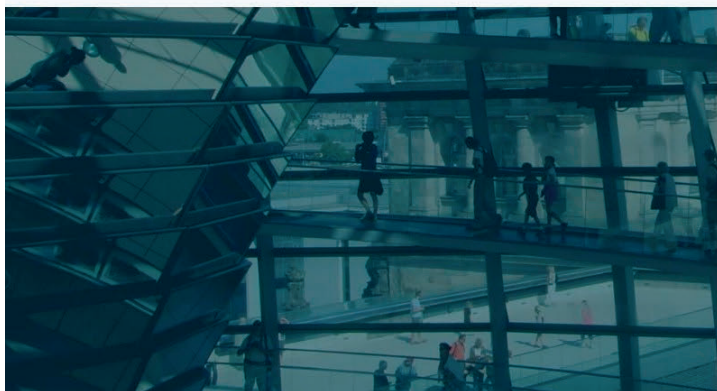
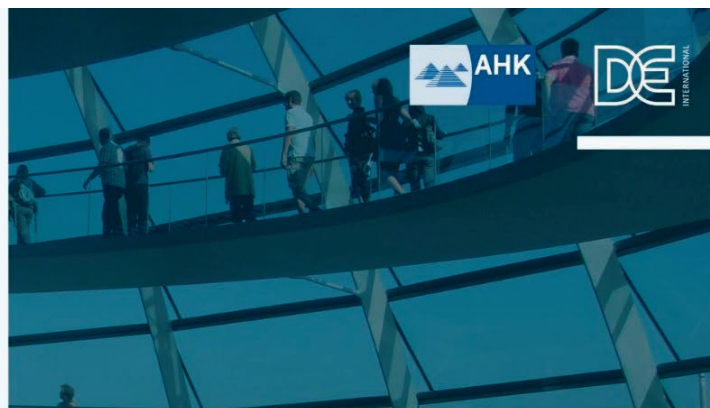
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## TRAINING PLAN:

### AUGUST '23

- **Persuasion and Influence**  
3 August | 1 session | 9 AM - 4 PM
- **ISO 9001**  
6,7 August | 2 sessions | 9 AM - 4 PM
- **Lean Six Sigma**  
13,14 August | 2 sessions | 9 AM - 4 PM
- **Taxation Diploma "Online"**  
14-15-16-21-22-23-28-29 August | 8 sessions | 6 PM - 9 PM
- **Communication Skills & Time Management**  
16,17 August | 2 sessions | 9 AM - 4 PM



- **PMP Essentials Program**  
20,21,22 August | 3 sessions | 9 AM - 4 PM
- **Marketing Strategy**  
20,21 August | 2 sessions | 9 AM - 4 PM
- **Presentation Skills**  
23,24 August | 2 sessions | 9 AM - 4 PM
- **Export Readiness and Desk Research "Online"**  
27,28 August | 2 sessions | 6 PM - 9 PM
- **Impact of Applying the E-Invoice System on the Importers and Exporters Round 3 "Online"**  
30,31 August | 2 sessions | 6 PM - 9 PM

All Your Training Needs in One Place... Find out more about our Training Plans.

For Registration, please visit: <https://lnkd.in/dWfY8vzc>

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BUSINESS CONVERSATIONS

## SAMEH SABRY, SENIOR VICE PRESIDENT & MANAGING DIRECTOR WINTERSHALL DEA EGYPT

*Sameh Sabry is the Senior Vice President & Managing Director at Wintershall Dea Egypt. He is also part of the AHK Egypt board. Sabry speaks to Connect Online-AHK Egypt's monthly E-Newsletter, in an exclusive interview about his professional experience in the energy sector and about Wintershall Egypt's growth and development plans in Egypt.*



### WHAT ARE YOUR PERSONAL QUALITIES THAT HAVE EMPOWERED YOU TO BE A SUCCESSFUL SVP?

I guess the most important quality, is my attention to people. I do that by leading, motivating, and coaching our team. Furthermore, I also honor diversity, and try to capitalize on the spectrum of capabilities offered by such an international and diverse team.

I have worked and lived in different places in Europe and North Africa throughout my 22 years in the energy sector, so cultural diversity is something I personally believe is a big adding-value factor to any business, and that is what we as a team embrace at Wintershall Dea, too. Embracing cultural diversity allows us at Wintershall Dea to understand cultural differences, utilize strengths, and ensure an inclusive environment.

As SVP and Managing Director of Wintershall Dea Egypt, it is my responsibility to support my colleagues in overcoming barriers in their daily working environment, so they can perform well and express their creativity.

### AS A GERMAN COMPANY IN EGYPT WITH DECADES OF EXPERIENCE, WHAT ADVICE WOULD YOU GIVE TO GERMAN COMPANIES FOR DOING BUSINESS IN EGYPT?

Wintershall Dea's engagement in Egypt dates back to nearly five decades. We have been a stable, long-term, reliable partner – and because of that, we have established a position of mutual trust. My advice would be to put effort in building up trusted long-term partnerships, with different stakeholders in Egypt.

### HOW DO YOU ENSURE THAT YOUR COMPANY HAS A COMPETITIVE ADVANTAGE IN A GLOBAL MARKETPLACE?

As you may expect from a German company, technology and engineering competence is important to us. We have 150 years of 'Made in Germany' engineering expertise, that is currently supplemented by our experiences all around the world. A good example of that would be digitalization. We have started to use artificial intelligence in our operations in Egypt, which is currently helping us make better and faster decisions. However, the technology we are using is nothing without the people behind it. At Wintershall Dea, we have the minds of engineers and the passion of pioneers.

### IN TODAY'S HIGHLY COMPETITIVE MARKET, COMPANIES MUST ADAPT TO GLOBAL CHALLENGES, WHAT ARE RECENT ONES YOU FACED AND HOW DID YOU COMBAT IT?

Wintershall Dea is transforming from the leading European independent gas and oil company to becoming a leading European independent gas and carbon management company. So, we are at the heart of multipole challenges. The first challenge is climate change. However, we expect to be a part of the solution, in both Egypt and worldwide.

We are committed to reducing operational emissions from our existing production operations. Last year, for example, we implemented a methane leak detection and repair program at our projects in Egypt, to identify and rigorously tackle any methane leaks.

Together with our partner, the Egyptian Natural Gas Holding Company (EGAS), we have achieved zero routine flaring at the Disouq gas project in the onshore Nile delta. The DISOUQO Joint Venture, operated by Wintershall Dea and EGAS, becomes the first company in Egypt to do so – a milestone we are proud of.

Additionally, we are investing in hydrogen and the completely new, low-carbon fields of carbon capture and storage. Just this year, at our Greensand Project in the Danish North Sea, we made a first pilot injection of CO<sub>2</sub>, below the seabed. This is a concrete first step to a future where we can safely and securely store unavoidable CO<sub>2</sub> emissions.

This way, we are turning a global challenge into an opportunity by tackling climate change and developing a new business model. And while our first investments in this field are mainly in Europe, we have already committed to sharing our learnings in Egypt, as well as exploring potential projects here.

### WINTERSHALL DEA HAS RECENTLY BEEN EXPLORING GAS IN THE ONSHORE NILE DELTA. CAN YOU TELL US MORE ABOUT YOUR RECENT PROJECTS AND THEIR SIGNIFICANCE?

In Egypt, we are committed to support our partners in developing their gas supplies and to contribute to the country's energy security, which is a precondition for any kind of development.

In my opinion, with the demand for natural gas increasing in Egypt and on a global scale, any additional supply is necessary for a sustainable economic development. In January we found gas in our East Damanhour exploration block, in the onshore Nile Delta. We also recently announced a natural gas discovery in the Abu Madi reservoir inside the Disouq concession. We want to grow in Egypt and the latest discoveries are a positive sign for us. I am confident that further discoveries will follow.

### RECENTLY, THERE HAVE BEEN MULTIPLE EFFORTS BY BOTH EGYPT AND GERMANY TO ESTABLISH PARTNERSHIPS WITHIN THE FIELD OF ENERGY. TELL US HOW GERMAN-EGYPTIAN RELATIONS EFFECT YOUR WORK AND INDUSTRY?

Egypt and Germany have cooperated on multiple levels for decades. In the run-up to the COP27 hosted by Egypt last year, both countries agreed to strengthen their energy partnership by increasing the production of natural gas and hydrogen. As a German company, we are happy to assist in this partnership and to contribute to the efforts to increase energy efficiency and security in Egypt. Being a part of AHK Egypt and working with the German Embassy in Cairo, can only be a positive for us here in Egypt.



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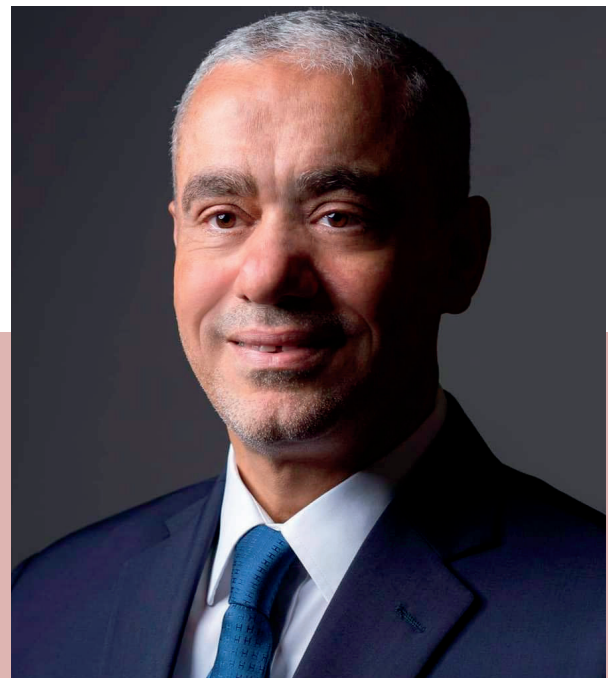
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## Eng. Mohamed Mahmoud Elaraby , CEO, ELARABY Group

*Eng. Mohamed Mahmoud Elaraby is the CEO of ELaraby and is also part of the AHK Egypt board. ELaraby speaks to Connect Online-AHK Egypt's monthly E-Newsletter, in an exclusive interview about the values implemented in his company, the changes within his industry as well as the success factors that contributed to his company's legacy.*

### WHAT ARE THE MOST IMPORTANT VALUES THAT YOU IMPLEMENT IN YOUR BUSINESS LIFE AND EXPECT FROM OTHERS?

In ELARABY, we have a system of values and principles on which we have been founded on, which we seek to convey to everyone we deal with. Among the most important values I adopt and expect from others the values of commitment, honesty and perfection in all our work. These values build trust between us and everyone we deal with.

### TO WHAT EXTENT IS YOUR CHARACTER AS A CEO DIFFERENT THAN YOUR PERSONALITY BEHIND THE SCENES?

I was born in a deep-rooted business family, so there is no difference between my character as a CEO and my personality behind the scenes. In any case, I deal with my nature, which combines firmness, intensity, mercy, and compassion at the same time, in both my work and personal life.

### HOW HAS THE INDUSTRY EVOLVED DURING YOUR TIME AS A CEO, AND WHAT CHANGES DO YOU SEE ON THE HORIZON?

We always strive to be up to date with all the rapid changes within the industry and the technological advancement, happening globally.

At ELARABY, we have achieved many achievements in product development, as we do not import technology from abroad, but rather export it through the research conducted at the ELARABY Research Center. We also have close relationships and fruitful cooperations with research and development centers in many countries. This helps us keep track of the latest technology developments in the markets in which we are present in. We always strive to achieve the consumer's best interest by providing the highest quality and best after-sales service.

### AS A MULTI CONTINENTAL OPERATING COMPANY WHICH EXPORTS ITS PRODUCTS TO OVER 60 COUNTRIES GLOBALLY, HOW IS YOUR WORK ABROAD ESTABLISHING A BETTER PERCEPTION OF THE EGYPTIAN QUALITY STANDARD?

ELARABY Group was founded on an important principle, which is the importance of bringing benefit to people wherever our products exist. We all work by this principle and strive to preserve the common interests of all stakeholders collaborating with us. By applying this principle we have been able to win the trust of our customers and thus export our products to more than 60 countries worldwide.

### ELARABY HAS GROWN FROM BEING A FAMILY ENTERPRISE IN 1964, INTO ONE OF THE BIGGEST INDUSTRIAL AND COMMERCIAL CORPORATIONS IN THE REGION. WHAT ARE THE SUCCESS FACTORS AND MANAGEMENT MODELS THAT HAVE CONTRIBUTED TO THE SUCCESS OF EL ARABY FOR MORE THAN 58 YEARS?

When ELARABY Group was founded in 1964, the family business in its professional sense was not perceived by the founders of ELARABY, may Allah rest their souls in peace. We relied on our honest dealings and our authentic values, with our merchants and customers.

One of the most key factors that contributed significantly to our success is that we all work together in one stream to achieve the same goal, which is to protect the interests of all parties working with us including our shareholders, employees, suppliers, distributors, and the final consumer. In times of hardship, each of us (the family of workers) are always keen to put more effort to overcome any challenges.

### EL ARABY HAS A VISION TO ALWAYS BE TRUSTED BY THEIR CUSTOMERS AND PARTNERS. CAN YOU TELL US MORE ABOUT WHAT YOUR COMPANY DOES TO BE ABLE TO ESTABLISH AND MAINTAIN TRUST?

The trust of our customers is the most precious thing we have built over decades. We are keen to uphold this trust with everyone we deal with. From the very early days of the company we follow the slogan "Customer First". This slogan is reflected in our company because we always strive to provide our customers with premium products that meet the demands of the market. Additionally, we offer our customers an excellent and fast after-sales service.

### IN TODAY'S HIGHLY COMPETITIVE MARKET, COMPANIES MUST ADAPT TO SUDDEN CHALLENGES. WHAT ARE RECENT ONES YOU FACED AND HOW DID YOU COMBAT IT?

Throughout our history, the challenges we have faced have always motivated us to work more vigorously and to be persistent and strong.

Currently, the biggest challenge we are facing is the lack of hard currency. We have been working on realistic solutions to combat this challenge by strengthening the foundations of local manufacturing, as well as attracting companies with international technology suitable for our products. With these technologies, we will be able to produce raw materials locally in Egypt while maintain international standards.

### YOUR COMPANY IS ONE OF THE LEADERS OF CRS ACTIVITIES IN EGYPT. PART OF YOUR CRS PROJECTS IS THE EL ARAB SCHOOL FOR APPLIED TECHNOLOGY. CAN YOU TELL US MORE ABOUT HOW THIS PROJECT AND HOW IT PROMOTES THE LABOR MARKET ACROSS EGYPT?

Since its inception in 1964, ELARABY Group has assumed corporate social responsibility (CSR). ELARABY Foundation for Community Development was established in 2000 with the goal of it being the new arm of ELARABY in the field of CSR.

The Foundation annually serves more than four million people including orphans and people with special needs, living in the poorest villages in Egypt. In addition to that, we also have ELARABY Hospital in Menoufia, which is an international hospital providing the best medical services to the community. We also ensure that our factories take all the necessary steps to leave a positive impacts on the surrounding environment.

As for ELARABY School for Applied Technology, which was opened in 2018, we seek to provide outstanding technical education opportunities as well as provide qualified and trained cadres to work within ELARABY Group factories. In general, the applied technology schools represent a positive shift within our society because it meets the needs of Egypt's labor market.

### FOR THE PRIVATE SECTOR TO GROW, THE SUPPORT OF THE GOVERNMENT IS ESSENTIAL. AS ONE OF THE BIGGEST PLAYERS WITHIN YOUR INDUSTRY, CAN YOU TELL US MORE ABOUT HOW THE GOVERNMENT AND ITS POLICES HAVE SUPPORTED YOUR BUSINESS AND BOOSTED BUSINESS OPPORTUNITIES

In Egypt, we have a highly conscious and supportive government that is keen to continuously follow up with companies and investment groups. They always provide the necessary support to address any problems that may confront us.

In return, as major partners in achieving economic growth rates we strive to support and implement all rules and regulations imposed by the Government, to maintain the mutual trust.

# ICCX NORTH AFRICA 2023



September 14-15, 2023

Barceló Anfa | Casablanca, Morocco

## INTERNATIONAL CONCRETE CONFERENCE & EXHIBITION

If you want to find out what trends and developments are taking place in the concrete industry in Morocco and the surrounding countries, ICCX North Africa in Casablanca is the place to be. The trade fair and conference is the only opportunity to meet the entire concrete industry in the region and to cultivate one's own network with concrete manufacturers, suppliers and industry associations. With a well-founded lecture programme, exhibition with approx. 40 international suppliers, ICCX North Africa offers concentrated specialist information and intensive interchange of ideas, exclusively among concrete experts.

Be there when ICCX North Africa opens its doors on 14 and 15 September in the heart of Casablanca, not far from the famous Hassan II Mosque.

### Trade exhibition with international orientation

The core element of every ICCX is the trade exhibition. This is where the concrete and precast concrete industry meets to network and drum up business. Companies from all over the world will present their concepts and solutions for modern production of ready-mixed concrete and precast concrete elements at around 40 booths. According to the

Exhibitors	Country	Exhibitors	Country
Afinitas GmbH	GER	MCT Italy srl	ITA
ALFI TECHNOLOGIES	FRA	Moldtech	ESP
AMIB (Association Marocaine de l'Industrie de Béton)	MAR	myWood	SVK
Automacad	CAN	Plan srl	ITA
BIANCHI PRECAST GROUP	ITA	Prensoland	ESP
CGM srl	ITA	PRINZING PFEIFFER	GER
CONSTRUX bv	BEL	QGM ZENITH	CHN
EURImpianti srl	ITA	Quadra	FRA
FRIMA GmbH + Co KG	GER	Rekers	GER
HESS AAC System	GER	Rocchi	ITA
HESS GROUP	GER	Rottho	GER
i-Theses	BEL	Schnell Group	ITA
KOBRA Formen GmbH	GER	Sicoma	ITA
LAFARGEHOLCIM MAROC	MAR	SR SCHINDLER	GER
Maderas Goiriz	ESP	TECNOSPAN	ESP
Malherbe s.a.r.l.	FRA	Top-Werk Group	GER
MARIO CROCI & FIGLI SRL	ITA	WASA AG	GER
Masa GmbH	GER	WKB Systems	GER

Recensement Général de la Population et de l'Habitat (RGPH), in 2050 about 75 % of the population will live in cities - a mammoth task for the building market that can only be mastered with modern construction technologies and building materials such as concrete.

### Trade conference with recognised speakers

As an integral part of the ICCX event series, the trade conference has a lot to offer. The conference programme will once again cover a multifaceted range of approaches for the daily challenges of concrete production, but will also highlight scientific aspects and show current developments in research. Topics such as concrete and production technology, innovative construction methods and building materials as well as the development of standards are discussed. The conference languages are French and Arabic.

### Keynote Speakers (selection)

- FRA Prof. Dr. Zoubair Lafhaj, Centrale Lille Institute, France  
*Trends in concrete construction in Morocco*
- MAR Said Bouanani, Morocco  
*Approaches and funding for R&D and innovation in the moroccan concrete industry*
- MAR Amine Maächi-Haddou, Morocco  
*Application of the AMIB Guide*
- GBR Prof. Mohammed Sonebi, Queen's University Belfast, Belfast, Northern Ireland, United Kingdom  
*Bio-based concrete compositions - a chance for the concrete industry in North Africa*
- GER Thomas Friedrich, Innogration GmbH, Germany  
*Mobile prestressing bed for the production of prestressed ceiling elements on existing production tables*
- MAR CETEMCO, Morocco  
*Testing and Standards*
- FRA Alberto Arena, Carsey3D, Coubert, France  
*Promising applications for 3D concrete printing technology - a producer's perspective*
- GER Dr. Marc Beitzel, Dr.-Ing. Beitzel GmbH & Co. KG, Germany  
*Economical and yet efficient mixing technologies*
- FRA CERIB, France  
*Abilys - new generation of diagnostic tool for concrete block production*

Join us when the North African concrete industry unites to form a strong community and pursue common goals from September 14-15, 2023, in the Barceló Anfa Casablanca Hotel in Casablanca, Morocco. For more information, including visitor and exhibitor participation, travel and hotel bookings, please visit the event website.



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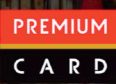
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## COMPANIES AND INDUSTRIES:



### The American University honors ELARABY Group as one of the most Inspiring Family Businesses In Egypt

During the ending party of the “I Moved My Business Forward” initiation, which was launched by the Business Administration faculty of the American University, the jury chose to honor ELARABY group as one of the best inspiring models of a family-based company on the national level. The honoring was based on an evaluation of the experiences, practices, and work models of family businesses in the country.

Representing ELARABY group was Mr. Muhammed Abd El Jayyed El Araby, head of the operational group, who received the award and participated in a discussion that was aimed at interchanging different views on the experience of ELARABY group, a leading company in the industry of domestic products. The growth of the work done by the group in a span of 60 years to become, in present, one of the biggest companies specializing in engineering products all around Africa and the Middle East was also discussed.

Mr. Muhammed Abd El Jayyed has expressed his appreciation of the idea of the initiation, considering its importance in contributing to the spreading of the culture of family business in accordance to scientific foundations and studies that help the continuation of the work and family ties from one generation to another. He also thanked the American University alongside those indispensable to the realization of the initiation and all the family businesses that participated in the event.



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**Phone:** (+202) 3 336 8183 | **Fax:** (+202) 3 336 8786 / 8026, [info@ahk-mena.com](mailto:info@ahk-mena.com)

#### German-Arab Chamber of Industry and Commerce - Alexandria Office:

7, El Fardos Street, Alga Scan Building 4, 2nd Floor, Semouha, Alexandria, Egypt

**Phone and Fax:** (+203) 4273338, [yasmine.kandil@ahk-mena.com](mailto:yasmine.kandil@ahk-mena.com)

#### German-Arab Chamber of Industry and Commerce - Suez Canal Region Office:

135, Orabi and Misr St., Ismailia, Egypt | **Tel:** (+20) 64 391 5534 | **Fax:** (+20) 64 392 1902 / 391 3440, [ismailia@ahk-mena.com](mailto:ismailia@ahk-mena.com)

### Design:

Nelly Khalil,

Senior Graphic Designer

**Tel.:** (+202) 3333 8473, [nelly.khalil@ahk-mena.com](mailto:nelly.khalil@ahk-mena.com)

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