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E-NEWSLETTER

**GERMAN-ARAB CHAMBER OF INDUSTRY AND COMMERCE  
E-NEWSLETTER | OCTOBER 2023**

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**IMPORTANT INFORMATION AT A GLANCE**

**BECOME A MEMBER!**

German companies with branches or branch offices in Egypt interested in the Egyptian market can become members.



**QUICK-LINKS:**

- [Business Visa Support](#)
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**SAVE THE DATE**  
**Monday 13th of November**





# Marketing & PR Services

@ the German-Arab Chamber of Industry and Commerce

We are a diverse team of marketers, designers, event planners, content strategists, SEO specialists and writers who came together to deliver authenticity in a world where everyone wants to stand out.



## EVENTS MANAGEMENT

Concept creation, planning, managing & executing events



## CREATIVE DESIGN

Brochures, billboard ads, logos, themes



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Video production, video marketing, storyboard creation, content strategy, 2d, 3d animation, motion graphics. Empowering brands, and organizations to motivate their audience.



## SOCIAL MEDIA

Strategy and content creation



## CONTENT MARKETING

Company profiles, SEO, brand messaging, slogans



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Customized conversion-driven websites design and development



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Utilizing the latest technologies to create mobile applications, VR, AR & 360 content for various purposes.



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Our Address:

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## ECONOMIC NEWS:

16/10/2023

**IFC Loans Banque Misr USD 234 MN to Support Small, Female-Owned Businesses in Egypt**

16/10/2023

**SCZone Secures Over USD 100 MN in Textile Projects on China Tour**

10/10/2023

**Maersk could Acquire 51% of Zafarana Wind Farm by the End of the year**



The German-Arab Chamber of Industry and Commerce is always keen to get to know the needs and demands of its members.

On this occasion, the Chamber is conducting its annual Online Salary Survey for the year 2024, to provide our members with an overview of the salary structure in similar companies within the Egyptian market. This will help the esteemed companies accommodate today's labor market and its competition.

**Therefore, we kindly ask you to participate in the following survey under the below link: [surveymonkey.com/r/7QKQHJB](https://surveymonkey.com/r/7QKQHJB)**

We can assure you that we will treat your data, your information, and any submitted documents strictly confidentially and with discretion. The transfer of data to unwanted third parties is absolutely excluded.

**Important Note:** This is an anonymous survey.

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## AHK Egypt Announcement:



### Groundbreaking El Sewedy and Banque Misr Technical Academy Sokhna

On the 29th of August 2023 witnessed the laying of the foundation stone of ElSewedy and Banque Misr Technical Academy in the Industrial Zone of SOKHNA 360.

The foundation stone was laid by Eng. Ahmed ElSewedy, Chairman of the Board of Trustees of ELSEWEDY ELECTRIC Foundation and AHK Egypt President, Mr. Walid Jamal El-Din, Chairman of the Economic Zone of the Suez Canal, and Mr. Mohamed El-Etreby, Chairman of Banque Misr. CEOs and high profile guests from both the private and public sectors were among the attendees,

The ceremony was attended by H.E. Dr. Reda Hegazy - Minister of Education and Technical Education, Dr. Mohamed Megahed- Deputy Minister of Education and Technical Education, and Dr. Abdullah Ramadan - Deputy Governor of Suez, as well as Ms. Mona Ayoub- TVET Department Director at AHK Egypt.

The newly established academy constitutes the fourth branch of ElSewedy Technical Academy (STA) in collaboration with Banque Misr under the patronage of the Suez Canal economic zone (SCZONE).

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## First Pharmaceutical-Industrial Working Group meeting last Wednesday

We would like to thank our members for becoming a part of a new forum, which will serve as a meeting point for pharmaceutical stakeholders to exchange their concerns and promote change and opportunities within the industry.

Congratulations to Dr. Ali Ghamrawy, Chairman and CEO, SEDICO Pharmaceutical, for becoming Chairman of the Pharmaceutical-Industrial Working Group meeting.

We are pleased to have Gharib Amer, Managing Director, Suecal Pharmaceutical Industries; Tarek Barakat, Head of Government Affairs, Boehringer Ingelheim North and West Africa and Dr. Mohamed Abdel Gawad, Plant Manager, Orchidia Pharmaceutical Industries, as our co-chairs.

Our working group is pleased to welcome on board our Pharmaceutical-Industrial Working Group Meeting Members:

- Dr. Ahmed Abdel Hamid, Director of Group Product Management, APEX Pharma
- Dr. Mohamed Emara, Group Product Manager, Apex Pharma
- Sherif El Seddawy, Market Access Director, Merck Egypt
- Mohamed Farrag, Quality Assurance Manager, Elrazy Pharmaceuticals Co.
- Mahmoud Al-Masry, Market Access Manager Egypt, Bayer Middle East
- Dr. Alaa Attia, Director, Director of Business Development, EIPICO

Together with our members, we will be working with them in their designated committees to address the following issues over the remainder of the year and the following year:

- Foreign currency liquidity crisis and export development
- Encouraging feeding industries of the pharmaceutical sector in Egypt
- Technical training and education
- Local pricing policies and intellectual property

## TRAINING PLAN:

A purple-themed graphic with a background image of hands holding a pen and writing on a document. The AHK and DE International logos are in the top right corner. A central white box contains the text 'OCTOBER '23' and a list of training sessions.

**AHK** **DE** INTERNATIONAL

# OCTOBER '23

- **Export Diploma For Beginners**  
2-3-4-9-10-11-16-17 Oct. | 8 sessions | 6 PM - 9 PM
- **Crisis Management**  
8 Oct. | 1 session | 9 AM - 4 PM
- **The Art of Delegating Effectively**  
11-12 Oct. | 2 sessions | 9 AM - 4 PM
- **CFO Summit '23**  
17 Oct. | 1 session | 9 AM - 4 PM
- **Effective Negotiation Skills**  
18 Oct. | 1 session | 9 AM - 4 PM
- **Balanced Scorecard**  
22,23 Oct. | 2 sessions | 9 AM - 4 PM
- **Social Insurance and Labor Law**  
23,24 Oct. | 2 sessions | 6 PM - 9 PM
- **Business Writing**  
25,26 Oct. | 2 sessions | 9 AM - 4 PM
- **Digitalized Tax Return**  
29,30,31 Oct. | 3 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>

**For more information or assistance for our online Trainings, as well as, Tailormade Trainings, please do not hesitate to contact us anytime:**  
[amr.khalifa@ahk-mena.com](mailto:amr.khalifa@ahk-mena.com), [zena.elkady@ahk-mena.com](mailto:zena.elkady@ahk-mena.com) or 010 24648111

## TRADE FAIRS:



### Trade Fairs New Dates:

There is no better platform for developing, expanding and creating new business contacts than at an international fair. We support you comprehensively in your trade fair projects.

<https://aegypten.ahk.de/en/events>

We are looking forward to welcoming you again. Call us to visit/exhibit or if you need any further information.

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## ENG. MOHAMED KHALIFA, CEO DIGITAL INDUSTRIES SIEMENS MIDDLE EAST

*Eng. Mohamed Khalifa, is CEO at Digital Industries Siemens Middle East. Khalifa, speaks to Connect Online-AHK Egypt's monthly E-Newsletter, in an exclusive interview about how Siemens is optimizing the industry through automation and digitalization. He also talks about how the digital transformation is making the supply chain more effective and sustainable.*



### WHAT IS YOUR OVERVIEW ON SIEMENS IN THE MIDDLE EAST?

Our story in the Middle East began in Egypt in 1859 when Siemens laid a communication cable through the Red Sea to link Suez and Aden. Currently, Siemens is focused on the automation and digitalization of industry, infrastructure, and mobility, which is achieved by their promotion of knowledge and skill development and bridging the gap between academia and industry to prepare the future workforce for the digital economy.

In the UAE, the company's technology helps deliver 75% of the UAE's water supply and supports economic diversification by enhancing world-class industrial, manufacturing, and logistics sectors through digital transformation. As for Saudi Arabia, Siemens' solutions for the Western Region's Haramain high-speed railway enable the transport of three million passengers every year. In Qatar, more than 200 buildings are fitted with Siemens' smart technology, contributing to the transmission and distribution of more than 60% of the country's power.

### SIEMENS HAS HOSTED TWO SIGNIFICANT DIGITAL INDUSTRIES EVENTS IN BOTH KSA AND EGYPT FOR CUSTOMERS AND PARTNERS. COULD YOU ELABORATE ON THE SIGNIFICANCE OF THESE MARKETS WITHIN YOUR REGION?

Saudi Arabia and Egypt have been working to diversify their economies away from oil dependency and have been investing heavily in the technology and innovation sectors. Initiatives like Saudi Arabia's Vision 2030 and Egypt's 2030 Vision emphasize the role that technology and innovation will play in the countries' ongoing and upcoming economic development plans across a range of sectors, including government, utilities, infrastructure, and energy. This creates opportunities for Siemens Digital Industries to provide solutions and services to drive these initiatives, as well as plan for long-term partnerships and projects in these markets. We are confident that our long-standing history is a solid foundation for future development plans.

### HOW BIG IS DIGITAL INDUSTRIES IN SIEMENS AND WHAT ARE THE KEY FIGURES FOR EMPLOYEES, PROFIT MARGIN AND REVENUE?

Siemens Digital Industries (Siemens DI) is an innovation leader in automation and digitalization. Its headquarters are in Nuremberg, Germany, and has around 76,000 employees internationally. Our revenue in fiscal year 2022 was € 19.5 billion with a 19.9% profit margin. By closely collaborating with partners and customers, DI drives the digital transformation in the process and discrete industries.

### THE INDUSTRIAL SECTOR IS CURRENTLY FACING SIGNIFICANT CHALLENGES STEMMING FROM THE LIMITED RESOURCES ON OUR PLANET. HOW DOES SIEMENS CONTRIBUTE TO ADDRESSING THESE CHALLENGES THROUGH DIGITAL INDUSTRIES?

"The industrial sector faces dynamic challenges – geopolitical shifts, tech advancements, market changes, and climate impacts. Digitalization and data utilization in the Industrial Internet of Things (IIoT) are pivotal for unlocking untapped potentials." With Siemens Xcelerator, our easy, open, and flexible digital business platform – we are helping customers innovate faster and ultimately become a Digital Enterprise.

### WHAT IS THE SUSTAINABILITY ROADMAP IN DIGITAL INDUSTRIES IN THE MIDDLE EAST REGION, ESPECIALLY IN LIGHT OF THE NEED TO DECARBONIZE SOCIETIES AND INDUSTRIES AS WELL AS PROMOTE SUSTAINABILITY ACROSS DIFFERENT INDUSTRIAL SECTORS?

Sustainability is an integral part of Siemens DI. Through automation, digitalization, and the intelligent use of data we drive the IIoT, enabling the industry to manufacture more sustainable & smarter products, that are more resource-efficient and ensure greater transparency of a product's CO2 footprint across the supply chain.

With our Digital Enterprise portfolio and our Digital Twin approach, we help our customers businesses become more sustainable by utilizing the data available across all vertical of the discrete and process industries. Such digital ecosystems empower industries to make data-driven decisions, improve operational efficiency, reduce waste, and adopt more sustainable practices. Furthermore, we are constantly expanding our partnerships and ecosystems for decarbonization and energy efficiency in production.

### HOW CAN DI SERVE THE VARIOUS INDUSTRIES THAT ARE IN CONTINUOUS EVOLUTION, ESPECIALLY WITH THE GROWING DEMAND FOR SUSTAINABLY RUN BUSINESSES?

Supply chain optimization is becoming a crucial element in becoming a sustainable enterprise. Through the use of digital platforms and technologies, companies can gain better visibility into their supply chain, which enables them to address inefficiencies, reduce transportation costs, and minimize waste in the production and distribution processes. Up to 90 % of CO2 emissions in industries are not generated within the actual production process but rather along the supply chain.

Through SIGREEN, our emission management, companies will get into contact with all their suppliers to facilitate data driven decisions that will reduce the product carbon footprint and accelerate decarbonization.

### HOW DO YOU SEE THE EGYPTIAN MARKET ADOPTING DIGITAL TECHNOLOGIES IN INDUSTRIES AND WHAT ARE THE MOST PROMISING INDUSTRIES?

As an innovation leader, we are thinking ahead to the next stage of digital transformation – integrating cutting-edge technologies such as artificial intelligence, edge computing, cloud computing, industrial 5G, blockchain and additive manufacturing into our portfolio.

Egypt has a great potential to promote industrial investments and strengthen local manufacturing through digitalization and shift the sector to high-intensive and advanced manufacturing output. Egypt's digital transformation is expected to affect every industry, through the government initiatives, private sector investments, the growing tech-savvy youth and the flourishing start-up ecosystem.

We have several key collaborations with Egypt's Ministry of Industry and Trade, the Suez Canal Authority, and other private sectors entities, and this just reflects our strong presence in the country and how we support the digitalization journey of our customers across almost all industry verticals.

# Companies and Industries:

## Suez Cement Group of Companies Rebrands to Heidelberg Materials

Suez Cement Group of Companies (SCGC) has announced today that it has rebranded to become Heidelberg Materials. The new brand identity underlines the company's pioneering role in the path to carbon neutrality and digitalization in the building materials industry.

“Today we merge the legacy of two iconic companies, with almost 100 years of local experience and 150 years of global experience from Heidelberg Materials, to lead the field in driving down carbon emissions, pioneering a circular economy in construction, unlocking new customer benefits through digitalization and developing intelligent and sustainable building materials,” said Mohamed Hegazy, Heidelberg Materials CEO in Egypt.

Under the new global brand umbrella, Heidelberg Materials in Egypt has reemphasized its vision to continue leading the change in the sector towards sustainability and digitalization – for the benefit of its customers, employees, shareholders, and society at large.

“We have always been and will continue to be a company that is much more than cement. We are progressive minds with the ambition to drive transformation. We push the boundaries to strengthen innovation and deepen partnerships with our customers and other stakeholders,” added Hegazy.

Heidelberg Materials Sustainability Commitments 2030 supports its vision to build a more sustainable future that is net-zero, safe, inclusive, nature positive, circular and resilient. Through this, the company is working to become the first net-zero company in the sector by driving the decarbonization of the materials industry and providing low-carbon products.

### WORKING TOWARDS SUSTAINABILITY

As part of the company's rebranding, Heidelberg Materials in Egypt has recently announced investing in alternative electrical energy solutions through the establishing a “Waste Heat Recovery System” in its Helwan plant. The USD 25 million mega project works to collect waste heat generated during the production processes and converts it into electrical energy that can support 30 percent of the plant's electricity needs. This first-of-its-kind initiative will play a crucial role in reducing energy use, costs, and CO2 emissions up to by 40 Ktons per year, while supporting the national economy by reducing the demand on valuable natural gas.

“The Waste Heat Recovery System” project is the most recent of many important initiatives led by the company in the past years,” Hegazy said. “Additionally, we have proudly led the Egyptian market in 2014 in using municipal wastes and agricultural residues as an alternative fuel, with an investment of 16 million USD,” Hegazy added.

The company had also launched in 2021 new products with a lower carbon footprint using Pozzolana and Masonry, which have received an Environmental Product Declaration (EPD) certificate in accordance with international ISO standards. These products help reduce CO2 emissions by 25 percent, when compared to traditional cement products.

### RESHAPING THE FUTURE

With its new branding, Heidelberg Materials in Egypt will utilize the strength of its global expertise to deliver long-term financial performance while placing its responsibility towards the environment at the center of its work to continue building a sustainable and safe world for everyone.



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For the Fourth Consecutive Year, El-Araby Group has been Recognized as One of the Biggest 100 Arab Family Businesses



The image shows the cover of the Middle East edition of Forbes magazine. It features a portrait of Mr. Ibrahim Mahmoud El-Araby, a man with glasses and a beard, wearing a dark suit and tie. The magazine title 'Forbes' is prominently displayed in white, with 'Middle East' written above it. To the left of the portrait, there is Arabic text in yellow and white. In the bottom left corner, there is a blue box with the 'ELARABY' logo and the tagline 'صُناع الثقة' (Creators of Trust). To the right of the portrait, there is more Arabic text in white.

Middle East  
**Forbes**

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عائلية عربية  
في الشرق الأوسط

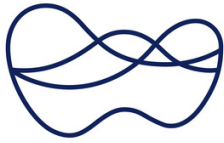
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**ELARABY**  
صُناع الثقة

Forbes, the American magazine, has announced the list of the biggest 100 Arab family businesses for the year 2023. The list has included El-Araby group for the fourth successive year. The magazine in its report highlights that El-Araby group had been established in the year 1964 as a family business and is currently chaired by Mr. Ibrahim Mahmoud El-Araby. It added that the company is considered to be one of the largest industrial and commercial conglomerates in the area with operations managed through 19 different companies in various sectors such as commerce, manufacturing, medicine and services. Additionally, the company boasts a vast portfolio of over four thousand products under eighteen global trademarks, exported to sixty countries worldwide. Its workforce comprising forty-five thousand employees both locally and internationally.

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