



CONNECT ONLINE AHK EGYPT MONTHLY E-NEWSLETTER

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

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Bavarian Ministry of Economic Affairs,
Regional Development and Energy



THURSDAY, 13TH OF JULY 2023
MARRIOTT MENA HOUSE HOTEL, GIZA

Bavarian Evening on Water and Food Security

featured by AHK exclusive and the Bavarian Ministry of Economic Affairs



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@ the German-Arab Chamber of Industry and Commerce

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Concept creation, planning, managing & executing events



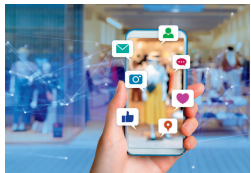
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AHK Egypt Announcement:



AHK Exclusive Business Dinner “Egypt On the Move”

The Chamber hosted on 19 June 2023, the AHK Exclusive Business Dinner “Egypt On the Move”, in collaboration with the German Agency for International Cooperation GmbH (GIZ), on the sidelines of a visit by a German delegation representing companies from the German railway sector.

The main objective of the event was to connect both Egyptian and German players within the transportation sector, to explore the different cutting-edge transportation technology, specifically within railways. The event took place at the Sofitel Cairo, Nile El Gezira.

The guests of honor of the event were H.E. Frank Hartmann, Ambassador to the Federal Republic of Germany to Egypt and Hossam Heiba, President of The General Authority for Investment and Free Zones (GAFI).

Amongst our attendees were pivotal businesses leaders within their industries in our panel discussion which was moderated by Ashraf Amin, Head of the Science and Technology Desk, AlAhram Newspaper. Our panelists included Ahmed El Sewedy, CEO, Elsewedy Electric S.A.E., Gilan ElMaayegy, Commercial Deputy Director, Orascom Construction, Heiko Scholz, Global Director, DB Rail Academy, Khaled Morsy, CEO, DB Schenker Egypt, Mariam Hamed, Head of Communications & CSR, Suez Cement HeidelbergCement, Tarek Aly, CEO, Siemens Mobility and Tim Frank, Head of SME Policy, Logistics, International Markets- German Railway Industry Association (VDB).

Some of the topics covered by our panelists included German-Egyptian partnership for the modernization of Egypt’s transportation sector, the impact of technology on mobility, the spillover effect transportation has on the environment and the vocational training needed for skilled labour within the transportation sector. Our panel discussion also addressed the role of the private sector in Egypt’s ongoing transportation megaprojects, which includes the introduction of more modernized and sustainable modes of travel.

The attendance of both private companies and governmental representatives ensured that different stakeholders and leaders from different sectors had the opportunity to develop partnerships and discuss the future of Egypt’s transportation system, and how the German know-how and how Egypt’s business opportunities can advance the modernization process of the Egyptian transportation system.

The high-level event was therefore an opportunity to discuss and ask questions about how we can get Egypt to Move more sustainably, faster, and safer in the future.

Egypt On The Move platinum sponsors are Suez Cement – HeidelbergCement Group & Elsewedy Electric.



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MITTELSTAND
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PROGRAMM FÜR KMU

German Business Delegation in the Mining Field

15 - 19 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 from the mining sector to Egypt. This trip is organized in cooperation with MENA Business GmbH on behalf of the Federal Ministry of Economic Affairs and Climate Action (BMWK) and with the support of VDMA Mining.

The trip will take place from 15. to 19. October 2023. This is a project-based funded measure within the framework of the BMWK market development program for SMEs.

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

The German companies will be introduced to potential Egyptian business partners in a conference during which the German companies will present their products and services. The conference will be followed by B2B meetings. Site visits to mining projects in Egypt are also planned.

Interested German companies can apply by contacting: Mrs. Martina Ziebell, ziebell@mena-business.com,
030-20 64 81 77 / 030-20 64 81 78

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XAVIER VERFAILLIE, CCH MASHREQ, MANAGING DIRECTOR, BASF EGYPT

Xavier Verfaillie is the Managing Director at BASF Egypt and Country Cluster Head Mashreq. He is also part of the AHK Egypt Board, actively acting as its treasurer. Verfaillie speaks to connect Online-AHK Egypt's monthly E-Newsletter, in an exclusive interview about his professional development and growth at BASF Egypt, and the commitment of the company to tackling challenges in the highly competitive market. Below are excerpts from the interview.



DO YOU THINK YOUR ROLE AS A CEO SOMETIMES STANDS IN CONFLICT WITH YOUR PERSONALITY?

I believe that working in a company whose values align with your own is important. As a leader you must set clear expectations for behavior and performance, offer coaching to employees, or implement policies that guarantee that everyone is on the same page and working in the company's best interests. It is our responsibility to continuously work to meet the needs of our employees and the company, as well as to uphold a positive and supportive work environment, where employees feel valued and appreciated. To do this, a leader should be self-aware of their management capability, be authentic and show appreciation.

YOU HAVE WORKED IN BASF AS MANAGING DIRECTOR IN TUNISIA, KAZAKHSTAN, MOROCCO, IRAN, ALGERIA AND CURRENTLY IN EGYPT. CAN YOU TELL US MORE ABOUT YOUR INTERNATIONAL WORK EXPERIENCE AND HOW YOU ADAPT TO THE DIFFERENT CULTURAL BACKGROUND IN A WORKPLACE?

Having international work experience has been a great asset for me as a leader, as it gave me a wide exposure to a variety of different cultures, perspectives, and work styles. I always make an effort to build relationships and find common ground with colleagues from different cultural backgrounds so I can better understand and navigate cultural differences and foster collaboration and understanding in my workplace.

These multicultural experiences broaden one's perspective as a leader since they provide you the opportunity to directly work and live in an environment that brings very different dynamics with regards to how people communicate, work, and interact with each other.

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

My current role has been nothing short of challenges, starting off with the COVID pandemic, followed by the economic uncertainty it caused, the macro-economic turbulence, inflation, and the challenges with foreign exchange. To combat the challenges during pandemic we were flexible and worked remotely to keep everyone safe. We also invested in new digital technologies and developed new products and services to meet changing customer needs.

Nevertheless, I thrive on challenges, as does BASF, and we are always fully prepared to face any sudden challenges and adapt quickly.

The prioritizing of agility and being able to pivot quickly in response to sudden challenges is one of BASF's key components contributing to its success in a competitive market. In addition to that we are constantly working on building a resilient internal network, developing contingency plans, and maintaining financial stability. All these strategies have helped us weather sudden challenges and emerge stronger on the other side.

BASF EGYPT LLC IS ONE OF THE PIONEER COMPANIES TO ESTABLISH ITSELF IN THE FIRST SUSTAINABLE AND INTEGRATED INDUSTRIAL CITY "SOKHNA 360". CAN YOU TELL US MORE ABOUT YOUR ROLE IN ESTABLISHING A GREEN LOGISTIC HUB IN THIS MEGA PROJECT?

Although this project is still in its early stages, it is still in line with our company's sustainability policies, embedded into our organization. BASF has global structures that promote sustainable business activities starting from the strategic planning stage through to the implementation phase. Our work at BASF is guided by our corporate purpose: "We create chemistry for a sustainable future" and our strategic principle, "We drive sustainable solutions".

We recognize that we have a duty to manage our supply chain responsibly, which is why we make sure that our partnerships with suppliers are based on mutual value creation, as well as, on a reliable supply of raw materials and on technical goods & services at competitive prices.

BASF EGYPT LLC HAS BEEN OPERATING IN EGYPT FOR MORE THAN 70 YEARS. HOW DID BASF MAINTAIN ITS COMPETITIVE ADVANTAGE OVER THE YEARS, ESPECIALLY IN TODAY'S INCREASINGLY GLOBAL MARKETPLACE?

Our customers value the quality products of our products, our technical-expertise, our innovative spirit, our passion, and the power of our BASF Verbund (the Verbund system creates efficient value chains that extend from basic chemicals all the way to consumer products).

At BASF, we believe that the success of our clients directly affects our own. We always strive to improve our clients' experience with BASF, which is why we incorporate the customer's opinion and feedback to every decision we make. By doing this, we ensure that our products and services meet or even exceed the expectations of our customers, and that we can continue to grow profitably and create value to our clients.

YOUR COMPANY IS AMONGST THE BIG AND GLOBAL COMPANIES WHICH INVESTS IN MANY CSR PROJECTS. CAN YOU TELL US MORE ABOUT THE SIGNIFICANCE OF THESE PROJECTS FOR BASF EGYPT LLC?

BASF has a long-standing CSR legacy. We aim to contribute to a world that provides a viable future with enhanced quality of life for everyone. Empowering young people in Egypt and around the world is a priority for BASF and is a source of great pride that we are helping to develop the ideas of Egypt's future entrepreneurs.

Some of the Community development initiatives undertaken by BASF in Egypt include our collaboration with Injaz and the establishment of the "Achieve your Dream" program which has equipped 42 students from public universities across Egypt with the skills and attitudes needed to create and refine entrepreneurial ideas and to prepare them for the job market. Students get to attend different workshops and get a first-hand experience at the BASF مصر للحلول الزراعية shop and Lamar farm in Al Nubaria. This initiative is consistent with BASF's commitment to helping young people around the world succeed professionally and get ready for their future careers.

BASF HAS GLOBALLY SET ITSELF A GOAL OF CLIMATE NEUTRALITY IN 2050, CAN YOU TELL US MORE ABOUT HOW YOUR COMPANY IS CONTRIBUTING TO THIS GOAL?

Climate change is the biggest challenge of our time, we thus aim to achieve net zero CO2 emissions by 2050. To achieve this, we are working on becoming more efficient in our production and energy usage. We will thus increase our use of renewable energies and we will accelerate the development and deployment of new CO2-free processes for the production of chemicals.

At the heart of the long-term transition toward net zero CO2 emissions by 2050 is the use of new technologies, which will replace fossil with electricity from renewable sources. Most of these technologies are being pioneered by BASF in collaboration with partners and are currently in the pilot stage. The broad scale-up of these technologies will only be fully realizable after 2030. However, to accelerate the avoidance of CO2 emissions prior to that date, BASF continues to systematically implement continuous improvement processes for existing production plants.

BASF will also progressively switch to renewable sources to meet its electricity needs and has, therefore, already invested in wind parks to facilitate this switch. We have also launched a Circular Economy program, which aims to decouple growth from resource consumption, save fossil resources and help reduce waste and CO2 emissions.

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	Rocho	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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TRAINING PLAN:



The image shows a training plan for July 2023. It features a dark blue background with a large, stylized 'JULY '23' in the center. To the left, there is a list of training topics and their schedules. To the right, there is a list of training topics and their schedules. The AHK and DE logos are in the top right corner.

JULY '23

- **Handling Angry Customers**
5,6 July | 2 sessions | 9 AM - 4 PM
- **Basic/Intermediate MS Excel**
9,10 July | 2 sessions | 9 AM - 4 PM
- **Exporting Diploma "online"**
9-10-11-16-17-18-23-24 July | 8 sessions | 6 PM - 9 PM
- **Overall Equipment Efficiency**
11 July | 1 session | 9 AM - 4 PM
- **Finance for Non-Financials**
12,13 July | 2 sessions | 9 AM - 4 PM
- **Compensation & Benefits**
16,17 July | 2 sessions | 9 AM - 4 PM
- **Business Writing**
17,18 July | 2 sessions | 9 AM - 4 PM
- **Impact of Applying the E-Invoice System on the Importers and Exporters Round 2 "Online"**
25,26 July | 2 sessions | 6 PM - 9 PM
- **Extraordinary Leadership**
25,26 July | 2 sessions | 9 AM - 4 PM
- **Pricing & Costing for Exporters "Online"**
31 July | 1 session | 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:
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ECONOMIC NEWS:

10/07/2023

Egyptian House of Representatives gives Preliminary Approval to Fresh Investment Incentives, East Port Said Port Terminal Contracts

10/07/2023

Egypt Reclaims 537,100 Feddan as Part of 1.5 Million Feddan Project in 2021/22

06/07/2023

Egyptian Cabinet Approves Measures to Attract FDI

22/06/2023

Egypt to IPO Suez Canal Company on the EGX

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COMPANIES AND INDUSTRIES:



Siemens Inaugurates Egypt's First Smart Cities Experience Center

Siemens opened Egypt's first Smart Cities Experience Center, offering customers an immersive experience that combines real and digital worlds. The center showcases the latest technologies for creating sustainable and efficient smart city infrastructure, buildings, and industries. It is located at Siemens in Egypt's head office in Cairo.

The Smart Cities Experience Center aims to provide a rich experience based on real project experience, ensuring successful smart city realization. Under this concept, visitors can understand the benefits of transforming current communities into smart cities. They can also observe the latest smart infrastructure technologies for buildings and cities, including low-voltage to medium-voltage electrification, energy management, intelligent power distribution solutions, and SCADA systems for utilities management such as water, gas, and electricity.

Technology from the Siemens Xcelerator portfolio is displayed throughout the experience center. Siemens Xcelerator is an open digital business platform that enables customers to accelerate their digital transformation easier, faster, and at scale. At its core, it is a curated portfolio of connected hardware and software, a powerful ecosystem of partners, and an extensive marketplace.

"The inauguration of Egypt's first Smart Cities Experience Center developed by Siemens is an important breakthrough that aligns with Egypt's digital development strategy," said H.E. Dr. Mohamed Shaker, Egypt's Minister of Electricity and Renewable Energy. "We encourage the role of the private sector in the state's comprehensive development process by using all aspects of emerging technologies and innovations to enable a fully integrated and efficient smart city platform."

The inauguration of the Siemens Smart Cities Experience Center in Egypt complements the country's digital strategy, which involves the implementation of 17 smart cities. These cities aim to leverage the latest technologies in order to facilitate the transition towards an integrated digital society.

"Germany has always been a partner to Egypt's modernization strategy. To that extent, we are thrilled to witness a new step towards our common goal to facilitate Egypt's transition towards an integrated digital economy," said H.E. Frank Hartmann, German Ambassador to Egypt. "Siemens is heavily involved with accelerating Egypt's smart infrastructure, with its latest digital solutions, technological innovations and sustainable operations to contribute to building a sustainable future for the upcoming generations."

"As one of Egypt's strategic partners and a major contributor to technology and infrastructure, Siemens Smart Cities Experience Center supports the country's sustainability strategy and accelerates the journey to a digital economy through smart electrification and building automation," said Mostafa El-Bagoury, CEO of Siemens Egypt. "To further this vision, we are confident the facility will provide valuable hands-on experience for the government, its agencies, private developers, and infrastructure consultants, enabling them to witness the transition to a smart city firsthand."

Siemens has been a longstanding strategic partner to Egypt, playing a crucial role in driving economic growth and supporting its young and expanding population. The company aims to unlock the full potential of smart infrastructure, optimizing operations, promoting new employment opportunities, and ensuring environmental sustainability in cities and tourist destinations.



DHL Express Participates at the Egyptian Products and Heritage Exhibition “Buy Egyptian Art” Hosted by the Ministry of Foreign Affairs

DHL Express took part in MSMEDA’s (Micro, Small & Medium Enterprises Development Agency) “Egyptian Handcraft Exhibition”, hosted by the Egyptian Ministry of Foreign Affairs, on 21-22 June 2023, with the objective of endorsing startups for hand crafted products.

The exhibition complements the country’s efforts and the objectives of MSMEDA to encourage the expansion and the export of local commodities into the international market. To further boost these efforts, DHL Express is also helping startups and small & medium-sized businesses to export their products and reach foreign markets, by offering logistics solutions and consultancy.

The exhibition was inaugurated by H.E. Ambassador Hamdi Loza, Deputy of the Egyptian Minister of Foreign Affairs and was attended by Mr. Bassel Rahme, CEO, MSMEDA and Ambassador Nayla Jabr, Chairwoman, The National Coordinating Committee for the Combating and Preventing of Illegal Migration and Trafficking in Person (NCCPIM TIP).

This exhibition gave the exhibitors the opportunity to promote their products to the Egyptian and foreign diplomatic community and has strengthened their marketing skills needed to advertise for their products. By being part of this exhibition and joining the efforts done by MSMEDA, DHL Express aims to empower SMB’s and support their presence in the international markets.



ELARABY Group Welcomes His Excellency the Saudi Minister of Industry and Mineral Resources

In an important visit for ELARABY Industrial Complex in Quesna, Eng. Ibrahim ElAraby the Chairman of ELARABY Group welcomed His Excellency the Saudi Minister of Industry and Mineral Resources Mr. Bandar bin Ibrahim Al Al-Khorayef and his accompanying delegation, in the presence of General Abdul Hamid Al-Hagan the Governor of Qalyubia, General Ibrahim Abu Limon the Governor of Menoufia and leaders from ELARABY Group; Eng. Salah Abd Al-Gayed elAraby Deputy CEO and Eng. Mohamed Abd Al-Gayed ELaraby Head of Operations at ELARABY Group. The visit included a tour inside ELARABY Industrial Complex in Quesna, ELARABY Industrial Complex in Banha and ELARABY Research and Development Center. During the tour the delegation inspected a number of factories and expressed their admiration for the production lines and the modern technology used in these factories.

At the end of the tour, the Saudi Minister of Industry praised the great industrial capabilities of the Group and described the Group as being a citadel of industry in Egypt and a pioneer industrial model in Africa and the Arab world.

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