



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

### 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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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/TQKQHJB](https://surveymonkey.com/r/TQKQHJB)

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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# ECONOMIC NEWS:

14 /11/2023

**Infinity Power Inks Bbig Senegal Contract. PLUS: Kuwaiti Oil, Ddigital Banks, and Aircraft**

13/11/2023

**Elsewedy Electric, Arab Contractors Secure USD 500 MN Afreximbank Credit Facilities. PLUS: New Pharma Company Acquires Stakes in Jordanian Diagnostics Player**

12/11/2023

**Elsewedy Capital and Ezz El Arab Automotive Team up to Locally Assemble Cars**

08/11/2023

**ACWA and Hassan Allam to start Construction of 1.1 GW Wind Farm Early 2024**

08/11/2023

**ElSewedy Electric's CFO and VC Steps Down**

08/11/2023

**Egypt Awards Contracts for Logistics Zones, Dry Port + Inks Agreements to give our Transport Sector a Boost**

08/11/2023

**Suez Canal Transit Fee Reductions for South West Africa Ships. Plus: Banque Misr x Etisalat, NBE x MSMEs, NWFE X Climate Investment Fund, NWFE x French Development Agency**

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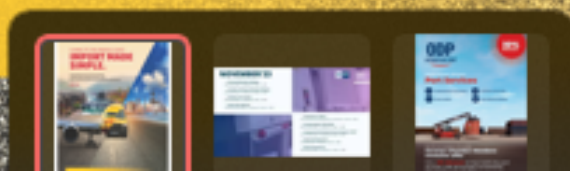
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## AHK Egypt Announcement:



### The 2nd Edition of Connect@5

For our AHK Egypt members who seek to expand their connections within our community, we organized the 2nd edition of our networking event on Wednesday 1st of November 2023.

The main goal of this networking event is to encourage our members to socialize and get to know each other just beyond their business. Our AHK Members are the backbone of our chamber, hence it's important that we provide them with opportunities to form relationships that will inspire and promote the AHK community as a whole.

We would like to thank Wintershall Dea for generously sponsoring the event.

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## Ain El Sokhna

NOVEMBER 2023

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## The “Road to Green Hydrogen” High-Level Roundtable:

On Sunday, 15th October 2023, the Synerjies Center for International & Strategic Studies organized the high-level roundtable “Road to Green Hydrogen” in partnership with the German-Arab Chamber of Industry and Commerce (AHK Egypt) and Egyptian Regulatory Reform and Development Activity (ERRADA).

Our CEO Jan Noether, took part of the roundtable discussion in which he emphasized how the Chamber is looking at formal and effective ways to encourage dialogue and create a common ground between the stakeholders in the Egyptian and German markets.

Additionally, the round table participants discussed the current efforts taken by the government to develop the green hydrogen industry such as the licenses and legislations, which can benefit hydrogen investors in Egypt and grant them better and faster business opportunities full of benefits.

One of the main factors that will enable a smoother and better decision-making process between the investors and policymakers would be the National Council for Hydrogen, which effectively bridges the gaps between the different stakeholders.

This roundtable is part of the many initiatives that the energy working groups undertake to further develop the sector in Egypt.

If you would like to know more about our Energy Working Group, please contact:

Industrial Working Group Project Manager: [may.khattab@ahk-mena.com](mailto:may.khattab@ahk-mena.com)





## Sharm El-Sheikh

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## The Hydrogen Meeting Cement Workshop

With Cement being the second most consumed material in the world, it is essential that we push this industry to take part in the green hydrogen transition by depending on more sustainable energy sources.

Our Energy Working Group conducted on Tuesday, November 7th, 2023, the first “Hydrogen Meeting Cement” workshop which aims at boosting the green transition in Egypt between the private and governmental sector.

Khaled El Sayed, Chair of our Energy Working Group and Managing Director of Synergies Center for International & Strategic Studie, moderated the workshop which included stakeholders in the cement and green hydrogen industries, who discussed how their industries can work together with the support of the government, to achieve a smoother green hydrogen transition, that can compete with the demand in the market.

We would like to thank our main speakers Mahmoud Gabriel, Deputy Head Central Department, Corporate Finance, Financial Regulatory Authority (FRA) and Mohamed Sherif, Business Development Director, Infinity Power Egypt for engaging with our guests in insightful discussions which have paved the way for future industry partnerships and incentives.


If you would like to know more about our Energy Working Group, please contact:  
Industrial Working Group Project Manager: [may.khattab@ahk-mena.com](mailto:may.khattab@ahk-mena.com)

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### NOVEMBER'23

- **Financial Decision Making**  
5,6 November | 2 sessions | 9 AM - 4 PM
- **Problem Solving & Decision Making**  
8,9 November | 2 sessions | 9 AM - 4 PM
- **Pricing and Costing**  
8,9 November | 2 sessions | 6 PM - 9 PM
- **Sales Mini Diploma**  
12,13,15,16 November | 4 sessions | 9 AM - 4 PM



- **Exporting to Africa**  
13-14-15-20-21-22 November | 6 sessions | 6 PM - 9 PM
- **Compensation & Benefits**  
19,20 November | 2 sessions | 9 AM - 4 PM
- **Integrated Marketing Communications "IMC"**  
22,23 November | 2 sessions | 9 AM - 4 PM
- **Waste Management**  
27 November | 1 session | 6 PM - 9 PM
- **Risk Management**  
29,30 November | 2 sessions | 9 AM - 4 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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## 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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*Hurghada*  
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★★★★★  
*Marsa Allam*  
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## ENG. ASHRAF HAMASA, MANAGING DIRECTOR SIEMENS ENERGY, EGYPT

*Siemens Energy's newly appointed Managing Director in Egypt, Eng. Ashraf Hamasa, boasts a remarkable 24-year journey with the company, ascending through diverse leadership roles in power generation and oil and gas services. In an exclusive interview with Connect Online, AHK Egypt's monthly E-Newsletter, Hamasa delves into the impactful projects and initiatives spearheaded by Siemens Energy. His insights shed light on the pivotal role the company plays in propelling Egypt's Green transition across diverse sectors, marking a testament to Siemens Energy's unwavering commitment and leadership in fostering sustainable development.*

*Below are excerpts from the interview.*



### WHAT ARE THE KEY PRIORITIES THAT SIEMENS ENERGY IS DRIVING TO SUPPORT EGYPT ON ITS ENERGY TRANSITION?

Siemens Energy is actively supporting Egypt's energy transition with key priorities. With over 120-years of partnership, we've played a critical role in establishing a reliable energy infrastructure through the megaprojects. Currently, our focus includes among others; the Siemens Energy Service Centre at Ain Sokhna, offering a one-stop shop including a repair center, a tooling center, a spare parts warehouse, and a training academy (The Egyptian German Technical Academy). It offers services for all energy rotating equipment, including gas turbines, steam turbine generators, and compressors. The center helps to cut service time, eliminate shipping costs, and ensure a shortened delivery cycle and availability, thus supporting the country on its localization plans and becoming a regional hub.

Also, through Siemens Gamesa, with over 90% of Egypt's wind energy market share, we are supporting the country on its plans to integrate more renewables and diversify its enØergy mix. We continue in parallel to drive decarbonization by implementing technologies to upgrade existing energy infrastructure and build resilient networks for future demands.

### WHAT ARE THE MOST RECENT TECHNOLOGICAL ADVANCES OR MILESTONES SIEMENS ENERGY HAS INTRODUCED, AND HOW WILL THEY BENEFIT EGYPT'S ENERGY SECTOR?

The global energy transition is starting to rely on the hydrogen economy, which is why Siemens Energy has recently inaugurated a gigawatt-scale electrolyzer factory in Berlin in partnership with Air Liquide. The electrolyzer factory, fully equipped with robots, automation, and digitalization, can now mass produce electrolyzers that, in turn, will make industrial volumes of green hydrogen available to companies around the globe. The facility with an annual production of 1 GW is expected a ramp-up to at least 3 GW by 2025 with potential for more. Egypt, in this respect, has huge potential due to the abundance of electricity at a competitive price, a rich mix of renewable energy sources, a stable grid, and a strategic location that all contribute to creating an ecosystem that can easily drive export opportunities. Hydrogen, can, therefore, play a critical role in supporting the country to become a regional energy hub and decarbonize hard-to-abate industries such as steel, fertilizers, chemicals, or transport through synthetic fuels.

### RECENTLY, SIEMENS ENERGY HAS DELIVERED FOUR MOBILE SUBSTATIONS TO THE EGYPTIAN ELECTRICITY TRANSMISSION COMPANY. CAN YOU TELL US MORE ABOUT THIS PROJECT AND HOW IT BOOSTS EGYPT'S TRANSITION TO BEING MORE SUSTAINABLE?

This project, which was delivered in a record time of only 10 months, in consortium with Giza Systems, is a great example of how sustainable solutions should be deployed promptly. We delivered four mobile substations, providing a total of 200 MVW for the Egyptian Electricity Transmission Co (EETC) until the finalization of conventional substations for sustained power feed, to enhance grid resilience, supply power to sustainable development projects, and temporarily expand grid connections to remote areas, specifically in the agriculture sector.

Egypt has a clear plan to sustainably expand all its economic development sectors, including agriculture, and we are proud, once again, to be among the main contributors helping deliver the grid technology needed to achieve Egypt's 2030 vision.

### WHEN CONSIDERING THE SIGNIFICANCE OF COLLABORATION WITH THE EGYPTIAN GOVERNMENT FOR THE COUNTRY'S CLEAN ENERGY TRANSITION, HOW DO YOU

### ASSESS THE IMPORTANCE OF INVESTING IN HUMAN CAPITAL AND ENHANCING THE STATE'S TECHNICAL SKILLS?

At Siemens Energy, our societal commitment always goes beyond business. We have already established the Siemens Energy Egypt Service Center at the Ain Sokhna Industrial Zone, a tangible step towards driving employment, training, and localization in the Egyptian market. The Service Center, homes the Egyptian German Technical Academy (EGT Academy), established under the Strategic Alliance between Siemens Energy and the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ).

The EGT Academy provides technical trainees with hands-on experience, combining theoretical and practical aspects to develop advanced technical skills. Equipped with cutting-edge technologies like 3D printing, virtual reality, digital twin, and simulation, the academy supports Egypt's vision for a more competitive, diversified, knowledge-based economy. We've recently graduated multiple batches of certified occupational trainers through the fully funded Technical Master Trainer program, a collaboration with GIZ, and certification from the Chamber of Commerce and Industry (IHK) and other accrediting bodies.

### BUSINESSES IN THE ENERGY SECTOR MUST ADJUST TO THE SUDDEN CHALLENGES BROUGHT ON BY THE COMPETITIVE MARKET. WHAT CHALLENGES HAVE YOU RECENTLY FACED, AND HOW DID YOU OVERCOME THEM?

A major global challenge is the rapid increase in energy demand, expanding access to electricity, and rising living standards, with an expected 50% growth in electricity over the next 20 years. Meeting this demand sustainably, affordably, and reliably requires a comprehensive transformation of global energy systems. Siemens Energy, with its significant global power generation share and expertise in conventional, renewable, and alternative energy, is uniquely positioned to drive the complex and continuous process of global decarbonization.

The key drivers critical to a just energy transition would be leveraging natural gas as a crucial fuel, embracing hydrogen and derivative e-fuels, modernising existing infrastructure, and decarbonizing heat. Taking these factors in mind, in October 2023, we signed with INTRO Sustainable Resources a collaboration protocol to implement 300 MW Combined Heat and Power (CHP) Power Plants in Egypt and the region by 2030, with the aim of reducing carbon emissions, actively contributing to advancing sustainable development, as well as combating climate change through increased energy efficiency.

### AS A GERMAN COMPANY IN EGYPT, HOW CAN THE GERMAN-ARAB CHAMBER OF INDUSTRY & COMMERCE STRENGTHEN BUSINESS TIES BETWEEN EGYPT AND GERMANY TO ENHANCE OPPORTUNITIES IN THE ENERGY SECTOR?

We believe that long-term business success for any country is about co-creation and strong partnerships. Egypt and Germany already have very strong and long-term ties across multiple levels. It is clear that we are seeing the government providing support to boost cooperation with the German companies and benefit from Germany's experience in different areas such as decarbonization, digitalization, industrialization, and education. Here, I must acknowledge the role of AHK Egypt, which has already established a strong footing that is growing year by year in solidifying the ties between the two countries. It has also established strong channels with the Egyptian government to facilitate and enable further cooperation with German companies that are already operating in Egypt or looking to do so in the future.



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# Marsa Allam

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## Companies and Industries:



### Siemens Industrial

Siemens Egypt had the opportunity to host the esteemed AHK board members to its CxO's roundtable. The roundtable was a great opportunity for networking and for meeting the CEO's and CFO's of the different Siemens entities in Egypt.

During the visit our guests also had the opportunity to visit Siemens first smart cities infrastructure experience Center in Egypt, which was newly inaugurated in June 2023. A uniquely comprehensive approach for smart cities in a showroom with an immersive design to provide an enriching experience combining both strategy and technology for a successful smart city realization based on real project experience.

Our roundtable was an opportunity to network, to reflect on the overall business environment with the current market challenges, and to review our potential business cooperation.

For more information you can visit our [website](#) or book your upcoming Smart Cities Experience Center guided tour via the [link](#)

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## **Industrial Development Group (IDG) and Star Shine Collaborate to Develop Dry Port to Complement the Planned Industrial Complex by IDG in Beni Suef Governorate**

*The joint initiative between IDG and Star Shine holds the promise of enhancing the availability of crucial logistical services for industrial activities in Beni Suef, bolstering local businesses, and laying a solid foundation for sustained economic development in the governorate.*

Industrial Development Group (IDG), a leading developer and operator of smart industrial parks in Egypt, and subsidiary of Samcrete Investments, has initiated the process of signing a Memorandum of Understanding (MOU) with Star Shine Shipping and Logistics ("Star Shine"), for the development and operation of the Dry Port of Koum Abou Rady in Beni Suef Governorate, Egypt. With Star Shine as an operating partner, the dry port is set to serve the diverse industrial areas in Beni Suef and complement IDG's upcoming industrial park in the region.

With the initial phase of the project spanning an impressive 33 fedans, the Dry Port of Koum Abou Rady will serve as a vital logistics hub, facilitating the efficient movement of goods and enhancing trade in and through the governorate.

The strategic location of the dry port will contribute to the growth of the local economy and support businesses in their supply chain operations.

In line with its commitment to furthering industrial development in the region, IDG has also submitted an expression of interest to Beni Suef Governorate to develop, manage, and operate an industrial complex in Koum Abou Rady, covering an expansive area of approximately 70 feddans.

Mr Shady William, Managing Director of IDG, expressed his enthusiasm about the collaboration: "With a shared vision of fostering sustainable development and driving innovation in the industrial sector, we are delighted to join forces with Star Shine for this important venture. Through our combined expertise and resources, we will create world-class logistics infrastructure that will elevate the industrial landscape of Beni Suef. As with all our ventures, we are fully committed to fostering robust economic growth and attracting valuable investment opportunities that will contribute to the sustainable development and prosperity of Egypt."

This collaboration marks a significant milestone in the collective efforts to drive economic development and cultivate a thriving industrial landscape in the underserved governorates of upper Egypt. By nurturing industrial development and fostering job creation in these regions, the project further underscores the shared commitment between IDG and Star Shine in advancing the nation's manufacturing and logistics infrastructures.

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## Hurghada

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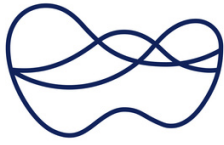
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