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**AHK EGYPT MONTHLY**  
E-NEWSLETTER

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



WISHING YOU A

**MERRY**

*Christmas*

AND

A HAPPY NEW YEAR

**2024**



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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](#)
- [Recognition of Foreign Qualifications in Germany](#)



## Online Salary Survey 2024

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 survey by clicking on the link below:**

[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: The survey is anonymous.**

## Marketing & PR Services

@the German-Arab Chamber of Industry and Commerce

The core of our Marketing & PR team's expertise lies in event management, creative design, video production, social media strategy development, content marketing, cutting-edge software services, and website design and development.



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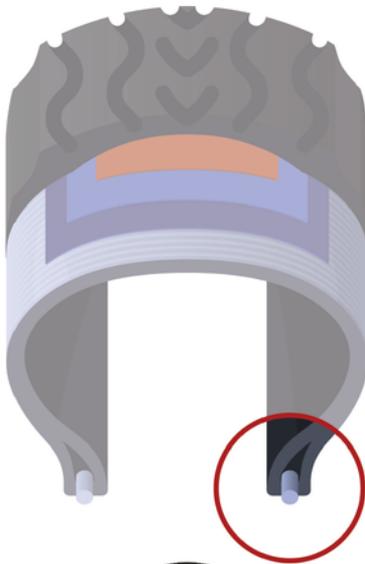


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## ECONOMIC NEWS:

07/12/2023

**Egypt's ICT Sector Marks Fifth Consecutive Year of Remarkable Growth in FY2022/23**

07/12/2023

**Egypt's SCZone Signs Agreement at COP28 to Boost Green Energy Projects**

07/12/2023

**Suez Canal Records Over 20 Percent Increase in Revenue in November**

06/12/2023

**Egypt's Constructive Involvement Shines at COP28**

04 /12/2023

**Scatec, SCZone Ink USD 1.1 BN Green Methanol Agreement**

03/12/2023

**China's Bepar wants to Build USD 2 BN Chemicals Production Complex**

30/11/2023

**We're in for more Support from the AfDB. PLUS: News from EEHC, Techno Frame, Agriculture Ministry.**

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## AHK Egypt Announcement:



### Taheal Delegation Trip\_SZ

The German-Arab Chamber of Industry and Commerce arranged a study tour for our partners from Taheal – تأهيل – for Vet Skills Excellence, in participation of key figures from the Egyptian Ministry of Education and Technical Education MoETE وزارة التربية والتعليم المصرية.

The study tour aimed to establish partnerships, identify academic providers, and create platforms for cooperation between business and education in Egypt's tourism/hospitality, ICT and industrial sectors. The Egyptian participation was represented in Dr. Dalia Ibrahim, Chairwoman of the Board, Shoroke H. Zedan, CEO & Managing Director, Dr. Amr Bosila, Head of the Central Administration for the Development for Technical Education and the Director of the Operation and Management Unit for Applied Technology schools at MoETE; Dr. Shaimaa Mamdouh, Deputy Director of the Operation and Management Unit for Applied Technology schools and Mona Abdallah Ayoub, TVET Department Director at AHK Egypt.

The agenda of the tour included meetings, presentations, and visits to various organizations and institutions in Berlin, Stuttgart, Pforzheim, Calw, and Bonn. During the tour, the delegation had the opportunity to meet with key stakeholders such as the DIHK, Bundesagentur für Arbeit (the Federal Employment Agency), (Bundesinstitut für Berufsbildung - BIBB), and (the German Office for International Cooperation in Vocational Education and Training - GOVET). The tour also involved visiting different vocational schools in Germany to gain insights into curricula creation and vocational training.



**Multiply impact**  
across the backbone  
of our economy

**SIEMENS**



## Germany Expands its Reliance on Hydrogen Imports

In accordance with the targets established by the Energy Working Group in May 2023, the German-Arab Chamber of Industry and Commerce is in communication with German firms to establish bilateral relationships between the two countries with the aim of boosting the hydrogen industry. In collaboration with the German Energy Agency (dena), the Chamber has partnered to send a representative to attend a conference on Germany's energy transition. This initiative aims to facilitate the exchange of knowledge about Germany's energy industry.

### **Germany's Energy Targets:**

Germany has committed to becoming the first EU country and the world's first to achieve carbon neutrality by 2045. This involves electrolyzer production capacities of 6GW by 2024 and 40GW by 2030. These targets align with the EU Commission's goal for EU countries to achieve carbon neutrality by 2050, with an electrolyzer production capacity of 100 GW by 2030. To be able to achieve these targets, Germany will need its imports to be the only source of hydrogen as well as have 50TWh of hydrogen until 2025 so it can utilize it at its refineries, fertilizers, steel, SAF, and chemicals.

Germany's heavy reliance on hydrogen imports, is due to the high demand for additional renewable which Germany cannot locally produce, due to its lack of that imports are the only source of hydrogen.

### **Germany's Hydrogen Strategy:**

The German parliament is currently having ongoing discussion about a new import strategy, which should be released at the end of 2023. For Germany to fully utilize its potential within the hydrogen industry, a reliable framework with certain conditions needs to be created, such as developing mechanisms should be developed for industries classified as "non-energy-intensive" to support their transition to hydrogen.

### **The Hydrogen Pipeline Network:**

The federal government is pushing ahead with plans for a 9,700-kilometer-long hydrogen pipeline network, to be completed by 2032. The hydrogen core network, which the Ministry of Economic Affairs and the Association of Transmission System Operators (FNB Gas) showed in a line map, is intended to connect ports, industry, storage and power plants and will get an investment of 19.8 billion euros.

The financial details of the core network are yet to be decided by the federal cabinet; however, there are expectations that it will receive support from the private sector. The state aims to make advance payments over the next few years to facilitate the ramp-up of the hydrogen economy.

### **H2 Global: The Future of German's Hydrogen Industry:**

To facilitate the start of the green hydrogen industry and its international market ramp-up, the H2Global Foundation was established in June 2021. The Federal Government is providing a total of €900 million for this project.

H2Global is underpinned by the notion of the 'double-auctions model', which aims to bridge the gap between the high prices at which hydrogen is currently being traded on in the global market with the lower prices at which it can be sold at in a regional level.

During the international auction for the purchase of green hydrogen or its derivatives, which is held on behalf of a subsidiary of the H2Global Foundation. The best offer wins and receives a 10-year long-term contract on the demand side and a 1-year contract on the supply side. This model will ensure that the price is based on the annual increase, thus the gap between the supply and demand will decrease.



## 4th G20 Investment Summit 2023

Our CEO, Jan Noether, took part on November 20, 2023, at the 4th G20 Investment Summit 2023: German Business and the Compact with Africa Countries, organized by the Sub-Saharan Initiative of German Business (#SAFRI) in Berlin.

The German Chancellor, Olaf Scholz, along with other government representatives from Africa and Germany, participated in the 1st panel discussion of the summit, discussing the potential economic benefits that Africa can provide to the local supply chain and the opportunities presented by the African free trade areas for collaboration with German companies.

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## Everything You need to Know about ELEFAND

The German Embassy in Egypt has created a new database for German nationals abroad, regardless of the country they are in.

Whether they are abroad for vacation, a business trip, or for several months, German nationals are encouraged to sign up on ELEFAND, the crisis prevention list. By signing up to the list, registered individuals will help guide them to handle any emergency or crisis, whether it is a natural disaster or other.

Thore Neuman, Director of Legal and Consular affairs and Tobias Krause, Deputy Head of Mission from the German Embassy in Egypt gave us today an introduction about ELEFAND and engaged with our guests in a dynamic discussion with the aim of mainly utilizing this new crisis management system.

It is also important to note that ELEFAND can also be utilized by companies in Egypt who are planning to host German guests. By encouraging them to sign up before their arrival in the country, to ensure that they have access to support them throughout their stay abroad.

**For more information about ELEFAND, please visit:** Krisenvorsorgeliste (ELEFAND): Wichtig für alle Auslandsaufenthalte - Auswärtiges Amt ([diplo.de](https://krisenvorsorgeliste.diplo.de))

**To register on ELEFAND visit:** <https://krisenvorsorgeliste.diplo.de/signin>

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## TRAINING PLAN:

# DECEMBER'23

- **Import and Customs Clearance "Online"**  
3-4-5-10-11-12-17-18 Dec. | 8 sessions | 6 PM - 9 PM
- **Finance for Non-Financials**  
10,11 Dec. | 2 sessions | 9 AM - 4 PM
- **Logistics Management**  
4,5,7 Dec. | 3 sessions | 9 AM - 4 PM
- **Extraordinary Leadership**  
13,14 Dec. | 2 sessions | 9 AM - 4 PM
- **Integrated Marketing Communications "IMC"**  
6,7 Dec. | 2 sessions | 9 AM - 4 PM
- **Export Planning and Development**  
13,14 Dec. | 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>

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), [sara.kilany@ahk-mena.com](mailto:sara.kilany@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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**Emails:** <http://messeduesseldorf.egypt@ahk-mena.com>, [hannoverfairs.egypt@ahk-mena.com](mailto:hannoverfairs.egypt@ahk-mena.com),  
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١٣ - ١٦ ديسمبر

٤ ايام - ٣ ليالي

★★★★★

تبدأ من

~~30,750~~

29,750

للفرد في الرحلة

١٣ - ٢٠ ديسمبر

٨ ايام - ٧ ليالي

★★★★★

تبدأ من

~~40,550~~

39,550

للفرد في الرحلة

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و هتشجع فريقك المفضل من القلب

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تذاكر حضور الماتش متاحه

النادي الأهلي - فائز الماتش (١)

كأس العالم للأندية ٢٠٢٣

١٥ ديسمبر ٢٠٢٣

إستاد مدينة الملك عبد الله الرياضية



FIFA  
CLUB WORLD CUP  
Saudi Arabia 2023

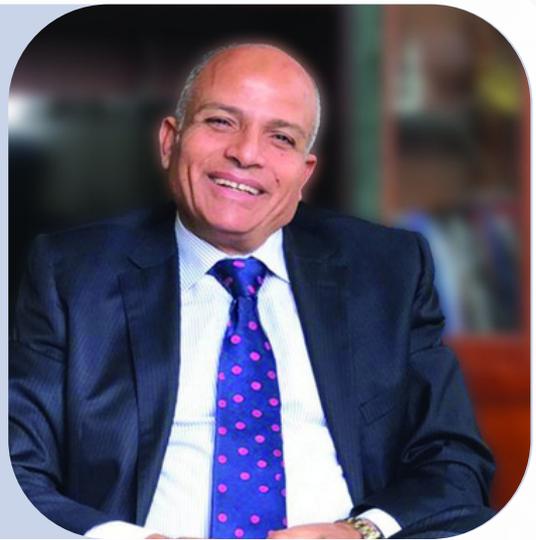




BUSINESS CONVERSATION

## KHALED EL SHAER, CEO - BLUE SKY TRAVEL

*Having taken over the family company, Khaled El Shaer, the CEO of Blue Sky Travel, has over 40 years of expertise in the travel sector. In an exclusive interview with Connect Online, AHK Egypt's monthly E-Newsletter, El Shaer talks about his company's culture and how it helps advance his business. Additionally, he delves into the potential of Egypt in the travel and tourism sectors. Below are excerpts from the interview*



### **WHAT WAS THE DRIVING FORCE FOR YOU TO BE PART OF THE TRAVEL INDUSTRY? CAN YOU TELL US MORE ABOUT HOW YOU GOT STARTED IN THE INDUSTRY?**

Initially, in a family business such as ours, it is customary for individuals to enter the profession that their father is involved in. Over 30 years ago, during my time at university, I discovered a great deal of interest and excitement in this line of work, particularly due to the intrinsic allure of travel that resonated with my friends and colleagues. I realized that both theoretical knowledge and practical experience were essential components for success. Additionally, during that period, it was obligatory to undergo training both in Egypt and abroad to further enhance one's skills and expertise.

### **AS AN ENTREPRENEUR, HOW WOULD YOU DESCRIBE YOUR LEADERSHIP PHILOSOPHY AND HOW DO YOU COMMUNICATE IT TO YOUR TEAM?**

I take great pride in my team, and our guiding philosophy and effective leadership that ensures that our goals and targets are transparent to all members of our valued team. We believe that investing in the training of our team, is crucial for the entire organization. Moreover, we strive to provide opportunities for every team member, particularly juniors, to accompany their more experienced counterparts on travels, thus enabling them to gain valuable practical experience.

### **WHICH DOMESTIC DESTINATION DO YOU THINK NEEDS TO BE MORE PROMOTED, TO BOOST ITS ATTRACTION FOR TOURISTS?**

Siwa is widely regarded as a hidden gem among tourist destinations, offering a unique and undiscovered experience. Its diverse landscape, featuring captivating salt lakes and majestic sand dunes, sets the stage for an extraordinary safari adventure. The unparalleled beauty and wonder of Siwa create an unforgettable experience that is truly beyond belief.

### **ONE OF THE MOST ESSENTIAL VALUES THAT CUSTOMERS AND PARTNERS LOOK FOR IN A TRAVEL AGENCY IS TRUST AND TRANSPARENCY. HOW DO YOU MAKE SURE THAT THEY ARE REFLECTED WITHIN THE COMPANY CULTURE?**

Building trust and transparency within a travel agency's culture is not just a buzz word, it is crucial to meet customer expectations. In Blue Sky Travel we do it through encouraging clear, open and honest communication among our team at all levels. We promote a culture where employees feel comfortable discussing any concerns they come across.

We also make sure to provide comprehensive training to our team about the importance of trust and transparency, empowering them to make informed decisions and offer genuine assistance to customers. Additionally, we strive to establish clear service standards and policies that prioritize honesty, integrity, and transparency. Which will help to build trust among customers and employees alike. And since our business focuses on the customer experience, we highly encourage our customers to provide honest feedback. The insights we collect from them are then used to continuously improve and address any concerns, which highlights that the customer feedback is valued and acted upon, helps build trust.

Finally, we maintain industry-high standard security measures to safeguard customer data and privacy, and we are committed to data protection, which will further enhance trust.

### **THE TOURISM SECTOR IN EGYPT HAS A VERY BIG POTENTIAL, IN FACT ITS REVENUES ARE EXPECTED TO REACH 16.00 USD BILLION BY THE END OF 2023. WHAT DO YOU THINK ARE THE MOST SIGNIFICANT OPPORTUNITIES FOR GROWTH IN THE TRAVEL INDUSTRY IN EGYPT?**

Certainly, Egypt should aspire to attract a greater number of tourists, as a goal of only 30 million visitors by 2030 seems rather modest. To accomplish this, it is imperative to increase the availability of accommodations.

In order to achieve this, it is important to incentivize investors by developing and enhancing high-quality lodging options. This should not be limited to regions like Hurghada and South Sinai, but the investment needs to be extended throughout the Nile Valley and the North Coast.

### **TOURISM IS AN IMPORTANT PILLAR TO THE NATIONAL ECONOMY OF EGYPT. CAN YOU TELL US MORE ABOUT HOW BLUE-SKY TRAVEL CONTRIBUTES TO ITS GROWTH AND EXPANSION?**

At Blue Sky, we constantly seek out new avenues for expansion, thereby prioritizing our presence at prominent conferences and exhibitions across the globe. We dedicate significant efforts towards this goal, demonstrating our commitment to contributing to the growth of tourism in Egypt. Additionally, our reliable services, such as Blue Bus and Blue Sky Transport, are readily accessible to cater to the travel needs of our valued clientele.

### **INNOVATIVE TRAVEL TECHNOLOGY IS CURRENTLY CHANGING THE TRAVEL AND HOSPITALITY INDUSTRY. HOW HAS THESE CHANGES IMPACTED YOUR COMPANY AS A PROVIDER OF TRAVEL SERVICES?**

In an era where every journey counts, the intersection of technology and travel has become the catalyst for a remarkable shift. As pioneers in the travel industry, Blue Sky Travel has been at the forefront of this revolution, harnessing innovative travel technology to redefine the landscape of corporate and leisure travel experiences. The integration of cutting-edge technology into our services has not only streamlined the travel process but has also elevated the standard of convenience and efficiency for our clients. Through intuitive platforms and advanced tools, we've simplified the complex, making travel planning an effortless and enjoyable experience.

From seamless booking interfaces that provide personalized recommendations to leveraging AI-driven insights for tailored itineraries, our commitment to incorporating innovative tech has redefined how we engage with our clients. Through these advancements, we've empowered businesses to optimize their corporate travel strategies, while ensuring leisure travelers embark on unforgettable journeys tailored to their preferences.

At Blue Sky Travel, we believe in the power of innovation to shape exceptional travel experiences - The evolution of travel technology has not only revolutionized our industry but has also empowered us to curate bespoke travel solutions, ensuring every trip is an adventure worth cherishing.



Blue Sky Travel



حج  
عمرة  
١٤٤٥هـ - ٢٠٢٤م

بسرر يبدأ من

٢٢٦,٠٠٠

لببب اللهم لببب

المستوى	البرنامج	أسعار البرامج
سياحي ★★★★★	صف أول مباشر على الحرم وحتى ٢٥٠ متر	٤٥٠,٠٠٠ جم
	صف ثاني من ٢٥٠ متر إلى ١٢٥٠ متر	٣٩٠,٠٠٠ جم
المستوى	البرنامج	أسعار البرامج
سياحي اقتصادي (طيران)	موسم كامل مكة بفنادق وحتى ١٧٥٠ متر	٢٦٠,٠٠٠ جم
	اقتصادي تحسين ٥ نجوم حتى ٢٥٠ متر	٢٣٠,٠٠٠ جم
	اقتصادي تحسين ٤ او ٥ نجوم من ٢٥٠ متر وحتى ٧٥٠ متر	٢٢٦,٠٠٠ جم

## Companies and Industries:



### **For the First time in Egypt and Africa.. ELARABY Group has Obtained the ISO 39001 Quality Certificate in the Field of Road Management and Traffic Safety**

For the first time in Egypt and Africa, ELARABY Group has obtained the ISO 39001 Quality Certificate in the field of road management and traffic safety. Mr. Mohamed Abdelgawad El Araby, the Operations Group President, received the certificate after implementing international standards to minimize road accident risks and associated injuries or fatalities. The group prioritizes mitigating any negative societal impacts resulting from its operations.

In addition, ELARABY Group has previously earned various global quality certificates across different fields, aligning with international standards to ensure product and service quality. The group emphasizes applying quality systems in all business areas, guaranteeing conformity with quality standards and implementing secure policies throughout product or service delivery.

In another event, ELARABY Group honored engineering college students who won the "Think and Leave Your Mark" project. The industrial complex in Quesna hosted the ceremony, where a large number of engineering students from Menoufia University competed, producing research and applied projects aimed at providing technological solutions to technical problems in production processes for development and increased productivity.

The ceremony was attended by Mr. Mohamed Abdelgawad El Araby, the Operations Group President at ELARABY Group, Dr. Ahmed Al-Qasid, the President of Menoufia University, Dr. Ayman Omaira, the Dean of the Faculty of Electronic Engineering, and Dr. Mohamed Saafan, the Dean of the Engineering Faculty in Shibin El Kom. Students from both engineering faculties presented a total of 162 projects, showcasing their innovative contributions, and many of these projects were implemented in ELARABY Group factories.



## Mercedes-Benz Officially Launches its Fully Electric Vehicle Range in Egypt

In a remarkable leap into the electric vehicle landscape, marking a significant step forward in the Egyptian automotive market, Mercedes-Benz proudly introduces its fully electric vehicle range in Egypt. The new all electric lineup entails six exceptional models with eight captivating variants, including the EQS, EQE, EQS SUV, EQE SUV, EQB, and EQA, as well as the AMG EQS 53 4MATIC+ and AMG EQE 43 4MATIC from Mercedes-AMG. This full range of tech-packed electric vehicles encompass various segments, ensuring that there's an electric Mercedes-Benz for every preference and lifestyle. Mercedes-Benz is not only introducing luxurious sustainable mobility in Egypt, but also offering a comprehensive package including an unmatched electric driving experience, and a superior service & ownership package.

Spearheading the fully electric vehicles scene in Egypt, the new electric lineup starts with the EQA 350 4MATIC and EQB 350 4MATIC offering ample space and versatility, in a compact form factor. Also offered is the EQE 350+ setting new standards for business sophistication and efficiency. The EQS luxury flagship is available as EQS 450+. Further expanding the range, Mercedes-Benz is offering two Full-size electric SUVs combining power and elegance, the EQE 500 4MATIC and EQS 500 4MATIC SUV. Finally, for the thrill seekers, the AMG EQE 43 4MATIC and AMG EQS 53 4MATIC+ high performance variants are offered from Mercedes-AMG.

The heart of the fully electric Mercedes-Benz vehicles is an advanced electric motor powered by a new generation of batteries with significantly higher energy and efficiency, generating from 295 Hp up to 660 Hp. Blessed by unparalleled aerodynamics, on a single charge, under real driving & traffic conditions, the Mercedes-Benz electric vehicles have a class leading driving range starting from 400 Km in case of the compact models such as the EQA or EQB, up to over 700 Km in case of the flagship model EQS.

To ensure the Mercedes-Benz experience in every situation, the new vehicles come with a flexible charger kit, allowing customers to simply charge the vehicle at home or at public charging stations at their own convenience. Of course, they can also be charged at fast charging stations with direct current, powering up more than half the battery in a brief amount of time.

In addition to the charger kit, the entire electric vehicle line-up comes with an integrated service package valid for 6 years and unlimited mileage ensuring a seamless ownership. For the customers peace of mind, the EQA & EQB feature an 8 Year Battery Guarantee or 160K kms. The EQE, EQS range including SUVs feature a 10 Year Battery Guarantee or 250K kms.

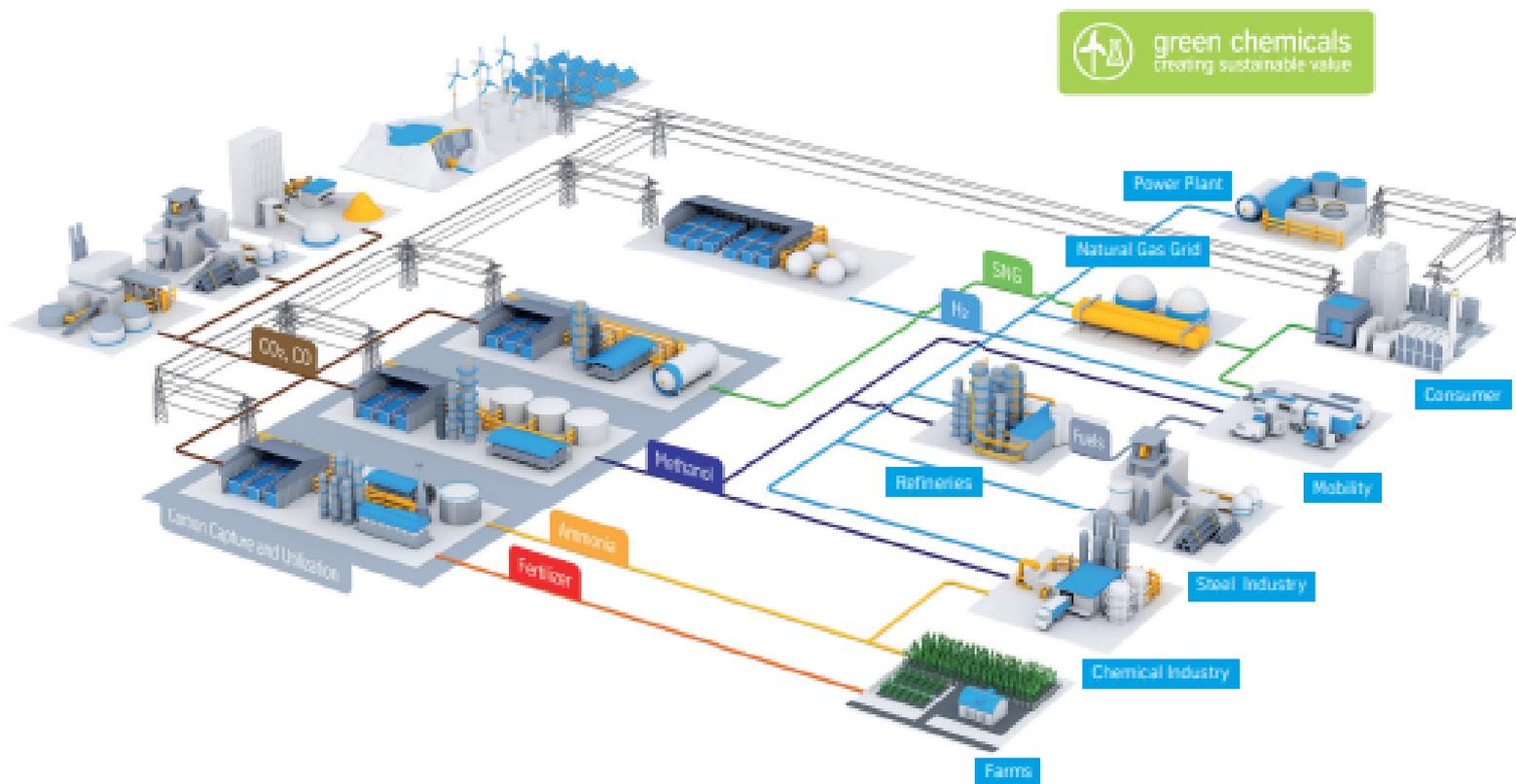
In addition to building the world's most desired cars and going all electric wherever market conditions allow, Mercedes-Benz has set a target of making the fleet of new vehicles net carbon-neutral over the vehicles' entire life cycle within "Ambition 2039".

Finally, the launch of the electric vehicles full range, coupled with the flexible charger, the integrated service packages, and additional battery guarantee, signifies Mercedes-Benz unwavering commitment to providing leading products and redefining class once more. It also underscores dedication to offer the best experience to valued customers, building on an authorized dealers' network that is fully prepared to offer superior sales and after-sales services, ensuring a seamless transition into electric driving and a new chapter in the history of this iconic luxury brand in Egypt.

# Sustainable value chains

## fueled by renewable energy sources

We are looking at probably the biggest paradigm shift since the industrial revolution and now face the tremendous task to rethink existing infrastructures and build up new sustainable value chains – fueled by renewable energy sources. The core technologies for decarbonizing the industry are available with thyssenkrupp. Green chemicals: You have the vision, we have the solutions. [www.thyssenkrupp-industrial-solutions.com/power-to-x](http://www.thyssenkrupp-industrial-solutions.com/power-to-x)



### Renewable energy



Green  
electricity

### Water electrolysis



Green  
hydrogen

### Chemical plants



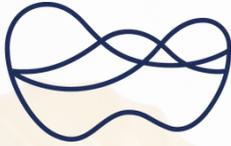
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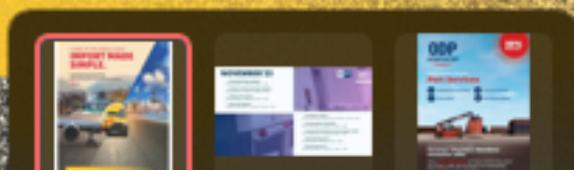
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