



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

GERMAN-ARAB CHAMBER OF INDUSTRY AND COMMERCE E-NEWSLETTER | JANUARY 2024



Dear AHK Egypt Community,

All of us lived through various challenges during the previous year 2023. The difficult economic environment paired with inflationary trends and, moreover, the foreign currency liquidity shortfall in Egypt demanded innovative solutions. However, these challenges did not prevent us from promoting and advancing various opportunities that may support our future visions. Together with our members and our partners we have been working on multiple projects all year long aiming at the assistance of both, the Egyptian and the German businesses.

Our team at AHK Egypt has been able to provide our wide range of services through our tailor-made channels, including helping business representatives to participate in German and Egyptian trade fairs, facilitating the entry of German companies into the Egyptian market, establishing Egyptian projects in Germany and overall, offering the private sector a variety of solution-oriented initiatives that formulate a mutual understanding.

Kindly allow me to thank our partners for their gracious support and sponsorship of our endeavors in 2023. Your contributions and your sincere assistance helped to make 2023 a success. Moreover, it was a distinguished honor and a great pleasure, having been allowed to work closely with our Board Members on various projects during 2023. I am looking forward to our collaboration in 2024.

Lastly, I would like to thank you, as a member of the chamber, for being part of the 2023 journey and joining us in the new year. As a chamber, we take great pride in our members, who are the core of our business. The services that we offer are made for you, and we are always available to assist you and your business ideas.

I am proud of being allowed to work with an excellent and passionate team of professionals who give their best daily, making AHK Egypt a successful entity.

Follow us and get the latest AHK Egypt updates!



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/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: 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, and website design and development.

Marketing

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SCAN
ME



Sonja Miekley's Farewell

Last week, we had to bid farewell to our dearest colleague, Sonja Miekley, who has been a cherished part of our AHK Egypt family for 5 years.

To celebrate Sonja and all the wonderful memories we've created together, our AHK Egypt colleagues, along with representatives from the AHK Board and the German Embassy in Egypt, joined in a farewell party. It was a heartwarming gathering filled with shared laughter, highlighting the deep connections Sonja has made within our community.

We can't express enough gratitude for the hard work and dedication Sonja has poured into our Chamber. Among her peers, she's known for facing every challenge with a smile and unwavering dedication.

While it's tough to say goodbye, we're thrilled that Sonja is embarking on a new journey as the CEO of AHK Bulgaria. We're confident that this new chapter will bring her even more success and progress. Bulgaria is lucky to have her. Sending Sonja all the best in her new role!



ECONOMIC NEWS:

29/01/2024

Egypt's Food Exports Rose 14% in 2023

24/01/2024

Egypt's SCZone Inks \$200 Mln Agreements for Five Projects

20/01/2024

Solar Energy Stations Installed at 5 Archaeological Sites and Museums in Egypt

03/01/2024

Egypt's House of Representatives Approves Green Hydrogen Incentives

02/01/2024

Cabinet: Egypt Ranks 22nd in Climate Change Performance Index



The Egyptian Drug Authority (EDA) Participates at the “Pharma Talks: Intellectual Property & Access to Medicine” event

On January 23rd, 2024, participated in the event organized by the German-Arab Chamber of Industry and Commerce in cooperation with the Egyptian Patent Office (EGPO) and the participation of several international and Egyptian companies.

The event marks as the first practical implementation of the cooperation between the EDA and EGPO which took place on 4th January 2024, which aims at raising awareness about intellectual property (IP) rights, enhance its regulations as well as encourage businesses to invest in IP through Research & Development (R&D) and the optimal use of resources.

The EDA was represented in the EDA by the attendance of Dr. Mohamed El Demerdash, Legal Counsellor, Dr. Rasha Zeyada, Chairman Associate for Technical Development and Capacity Building, Generab Ehab Farouk, Secretary General, Dr. Radwa El Moneer, Head of Central Administration of Pharmaceutical Policies and Market Access and Supervisor of Central Administration, Dr. Asmaa Fouad, Head of the Central Administration of Biological & Innovative Products & Clinical Studies, Dr. Yassin Ragai, Head of the Central Department of Operations, Dr. Hamada Sherief, Chairman Associate & General Manager for Human Drug General Administration.

During her speech, Dr. Rasha Zeyada, highlighted that the EDA will continue to maintain the availability of medicines in the Egyptian market while maintaining quality control, effectiveness, and safety of medical products in the market. The role of the EDA is not merely restricted to the traditional regulatory role, which is known internationally among health authorities; its role has extended to include regulating and offering guidance on the usage of medicine on hand, on the other hand, they provide investment opportunities with attractive incentives to stimulate local and international investments within the pharmaceutical industries, to achieve drug security and, achieving the right to access treatment, which aligns with Egypt's 2030 Vision.

Zeyada also explained that the EDA is making efforts to collaborate with all stakeholders concerned to develop the pharmaceutical industries, and that obtaining international accreditations will boost the localization of pharmaceutical products and supplies, as well gives Egyptian pharmaceutical products an export competitive advantage both regionally and internationally. She concluded her speech by thanking the of the German Arab Chamber of Industry & Commerce for organizing the event, as well as thanking the sponsors for their contribution and the audience for their attendance. She also stressed that to elevate the efficiency and quality of the pharmaceutical sector, collaborations between the international regulatory authorities and international industry partners are essential for the exchange of innovative technology and the exchange of knowledge and capacity building.

The event included three panel discussions, the first one tackled the most prominent concept related to the protection of intellectual property in accordance with the law on intellectual property No.82 for the year 2002, the support of the registration of patent rights, as well as providing information for companies with the goal of developing the research and scientific studies related to the sustainability of the research and development process. The second panel of the event, discussed the role of the EDA in enhancing the availability and access to medicine to the Egyptian patient, offering technical support during the registration process of the medicine in a short period of times, as well as the role of the digitalization in facilitating the registration procedures and improving the communication with the Egyptian patient.

As for the third panel, it reviewed the development of the Egyptian production lines within the past few years, and the role of the EDA in supporting the local innovative industries, which will contribute heavily to localizing pharmaceutical industries and opening the global markets to Egyptian medical supplements and supplies. The discussions within the event were all within the framework of the EDA's keenness to enhance the capabilities of the Egyptian pharmaceutical market, confirming its international obligations to protect intellectual property in accordance with the TRIPS agreement and work according to the flexible national strategy that creates a balance between protecting the rights of manufacturers and providing information and medicines in a manner that suits the needs of the Egyptian patient and the EDA's obligations towards him.

The event was sponsored by Boehringer Ingelheim and Bayer.



IDG industrial parks:
Designed with
centrality in mind





AHK Egypt Announcement:



Announcement Counseling Services

Starting from 2024, The TVET department shall offer a monthly counseling hour online by Ms. Mennatullah Ibrahim, TVET Program Officer, to introduce the services of the TVET Department at AHK Egypt. The announcements for the counseling hours shall be posted on the social media platforms of AHK Egypt.

If you are interested in joining January's session, Kindly register in the form:

[Click here](#)

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UPCOMING TRAINING PLAN:

FEBRUARY '24

- **Taxation Diploma**
4,5,6,7,11,12,13,14 Feb. | 8 sessions | 6 PM - 9 PM
- **MBA Express 2.0**
5,12,19,26 Feb. & 4 March | 5 sessions | 9 AM - 4 PM
- **Effective Selling Skills**
11,12 Feb. | 2 sessions | 9 AM - 4 PM
- **Digital Marketing Seminar**
14 Feb. | 1 sessions | 10 AM - 2 PM



- **Decreasing Production Cost**
18,19 Feb. | 2 sessions | 9 AM - 3 PM
- **Social Insurance and Labor Law Workshop**
18,19,20 Feb. | 3 sessions | 6 PM - 9 PM
- **Change management**
25,26 Feb. | 2 sessions | 9 AM - 4 PM
- **Tax Return Workshop**
26,27,28 Feb. | 3 session | 6 PM - 9 PM
- **Demand Forecasting**
28,29 Feb. | 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: amr.khalifa@ahk-mena.com, 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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Companies and Industries:



Siemens Industrial: COP 28

COP28 presents a milestone opportunity for the international community to come together, set a new course, and drive progress towards tackling climate change. This year's theme, "Unite. Act. Deliver", highlights the importance of global unity and the power of the ecosystem in taking urgent action. With seven years having passed since the Paris agreement, and only seven left until 2030, we have reached a halfway point in our journey and must still reduce our emissions by 40 percent in that time.

Siemens has taken an active and collaborative approach to tackling the most crucial aspects of transformation. The company's vision extends beyond individual solutions, aiming instead to build interconnected systems that are both sustainable and efficient.

By partnering with others, Siemens has successfully reduced carbon emissions and scaled sustainability impact, inspiring others to follow suit. As the company continues to drive decarbonization on a global scale, it challenges itself to go even further. Leveraging the power of technology, Siemens aims to unite with partners, organizations, and individuals to build ecosystems and scale sustainability together.

A highlight for Siemens during COP28 was Mostafa El-Bagoury CEO Siemens Egypt welcoming H.E. Eng. Tarek El Molla, the Egyptian Minister of Petroleum and Mineral Resources, alongside Siemens Middle East CEO Helmut von Struve, Digital Industries CEO Mohammed Khalifa, and CEO Strategic Industries Hakan Ozdemir. This provided an opportunity for Siemens to introduce its sustainable technologies, which have always been a priority for the company, for reducing emissions within projects and communities.

Siemens' mutual collaboration with the Egyptian Ministry of Petroleum reinforces Egypt's 2030 sustainability vision, which is about accelerating the adoption of an ecosystem with innovations spanning across digital transformation, energy efficiency, and other cutting-edge technologies in the oil and gas field. While each organization brings a unique set of perspectives, Siemens and its partners are united in their commitment to pioneer sustainable business. It is now on all of us to unite, act, and deliver, leveraging our collective power to drive change and build a better future.



Multiply impact
across the backbone
of our economy

SIEMENS



BASF Agricultural Solutions in Egypt Driving Change & Leading into the Future

VERSYS™ Insecticide hits Egypt with a Knock-Down Effect:

BASF Agriculture Solutions in Egypt marks a significant milestone as it unveiled its game changing breakthrough insecticide, **VERSYS™** that is set to transform the agricultural sector in Egypt.

More than 300 esteemed customers, retailers, farmers, and industry stakeholders attended the event, where BASF showcased its dedication to innovation under the creative theme “The Knockdown”, built to demonstrate the **VERSYS™** effectiveness and strong speedy performance. The event buzzed with excitement by featuring interactive activities to emphasize and complement the theme, as well as cutting-edge Hologram technology to reveal the newest product, adding an extra level of entertainment to the occasion.

At the heart of the event, a series of technical presentations demonstrated the **VERSYS™** unique 9D mode of action that effectively eliminates whitefly, Jassid & Aphids, rapidly and persistently disrupts the pests' sensory responses, while safeguarding beneficial insects. This empowers farmers with unparalleled control over these key pests, ensuring long-term resistance management to stand as the guardian of both yield and quality, addressing the menace of up to 40% crop losses caused by these pests.

Breaking all Barriers: SERIFEL™, First Biological Fungicide in Egypt & First Market in Africa

A new barrier has been broken by BASF Agricultural Solutions, with the launch of its newest biological product, **SERIFEL™** first in the Egyptian market & first market in Africa.

Amidst the exclusive historical Mohamed Ali Palace, this milestone was inaugurated in the presence of prominent guests, including the chairman of Agricultural Pesticide Committee, industry stakeholders, retailers, and customers who were all gathered to witness this significant innovation in Egypt's agricultural history.

Designed to have multiple mode of actions, **SERIFEL™** promises to ‘break down all the barriers’ and overcome the challenges facing the Egyptian farmers with their crops. The essence of this innovative fungicide, which unlike traditional chemical fungicides, is that it combines the power of three distinct mode of actions to effectively control pests and enable farmers to achieve higher yields while minimizing the environmental impact.

During the event, a series of presentations and discussions were led by BASF Agricultural Solutions team demonstrating **SERIFEL™** technology and leaving the attendees captivated by the unique features and potential impact of **SERIFEL™**. The introduction of **SERIFEL™** in BASF Agricultural Solutions Egypt not only marks a milestone in its history, but also signifies the ongoing commitment to be the leaders and innovators in the agriculture field in Egypt.

BASF Egypt Unveiled its Continuing Innovation and Sustainability Strategies.

BASF Agricultural Solutions Egypt proudly unveiled its continuing journey of success, visionary innovation and sustainability strategies during a press conference attended by 40+ media professionals who had the opportunity to gain insights into BASF projects and initiatives in Egypt.

Throughout its 70 years journey in Egypt, BASF AP has contributed to changing the agricultural scene through its unique route to market business model. During an engaging panel, Magdy El Sobky, Regional Manager - BASF Agricultural Solutions,

explained how our wide distribution network facilitates our efforts in meeting the needs of tens of thousands of customers, whether large farms or small farmers around Egypt. He spoke passionately, "Innovation is the heart of our mission, this is demonstrated through BASF Egypt unique business model that reaches farmers everywhere, the Container Management Project and the 'Ardena' App, integrating precision farming technology and providing real-time, personalized support to small-scale farmers, with around 7,000 farmers currently utilizing the app".

"Our sustainability strategy in Egypt is based on three pillars, including enabling the container management project, which aspires to become a national initiative serving the agricultural sector by reducing environmental hazards, health risks, and commercial fraud" said Inji Zaki, Regional Sustainability & Digitalization Manager - BASF Agricultural Solutions. Zaki added that the first phase of the project began this year in cooperation with the Agricultural Pesticides Committee, where 600 farmers have been reached through 31 training sessions.

During the conference, Amr Moussa, Regional Manager for Regulatory & Technical Agricultural Solutions – BASF spoke about the ongoing Mobile Agricultural Clinic initiative that serves, support and educate smallholders in remote areas. The clinic has been benefiting 8,000 to 9,000 farmers annually. With its sustainability and innovation strategy, BASF Egypt continues to steadfastly nurture a sustainable future for agriculture.

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