



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

**GERMAN-ARAB CHAMBER OF INDUSTRY AND COMMERCE**  
**E-NEWSLETTER | APRIL 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](#)
- [Recognition of Foreign Qualifications in Germany](#)



## GET YOUR SALARY SURVEY COPY NOW!

The German-Arab Chamber of Industry and Commerce conducts a yearly salary survey to give the employer as well as the employee the chance to have a wide vision of the salary ranges among sectors in Egypt. The main goal of this report is to assist our members to have an overview of the salary structure in similar companies to accommodate today's labour market and its competition.

For more information, please contact Ms. Jasmin Hussein,  
[jasmin.hussein@ahk-mena.com](mailto:jasmin.hussein@ahk-mena.com).



## AHK Egypt Announcement:



### Egypt is the first in the World in the Production of Dates

Egypt ranked first in the world in the production of Dates at a rate of 1.75 million Tons per year, Surpassing Saudi Arabia and Iran in the production of dates.



# 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



## VIDEOS

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



## SOCIAL MEDIA

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## WEBSITE

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## PR

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## Contact Us



Our Phone:

(+202) 3333 8483  
(+202) 3333 8473



E-mails:

amina.olama@ahk-mena.com,  
nelly.khalil@ahk-mena.com,  
gat@ahk-mena.com



Our Website:

[www.aegypten.ahk.de/en](http://www.aegypten.ahk.de/en)



Our Address:

21 Soliman Abbaza, Mohandessein



## TVET Graduation Ceremony

Snippets from the graduation ceremony held by the German-Arab Chamber of Industry and Commerce (AHK Egypt) for the graduates of the 2022 batch of El Sewedy School of Applied Technology in Dyerb Negm in Sharkia, the Technological Secondary School in Assiut ITEC, and the School of Applied Technology for Mechatronics in Badr. During where the certificates of the AHK Egypt approved by the Federation of German Chambers of Commerce and Industry was granted to 14 apprentices in the mechatronics major, for 96 apprentices in the electrical major, for 25 apprentices in the information technology major, and for 73 apprentices in the mechanics major.

The celebration included speeches from the Director of the Vocational Education and Training department at AHK Egypt, Mona Ayoub, the director of the Technological Secondary School in Assiut, Dr. Ahmed Saad, the Chairman of the Board of Directors of EGYTRAFO Group of Companies and the industrial partner of the Applied Technological School of Mechatronics in Badr, Eng. Atef Abdel Moneim, the Educational Advisor of the El Sewedy Development Foundation, Dr. Mahmoud Hamza, the supervisor and follower of the ministry of Education and Technical Education at the School of Applied Technology for Mechatronics in Badr, Dr. Rasha Fathi, and the media coordinator of the Applied Technology Unit, and Basant Hassan, in addition to school principals, guests of honor from the sectoral executive boards and industrial partners.

By obtaining the chamber's certificate, the ultimate objective of this joint cooperation is achieved, which is to verify the apprentices' readiness for the labor market by evaluating their excellence in terms of knowledge and competencies over a course of three years. The apprentices are added to the Chamber's database after passing AHK Egypt exams, which aids them in being hired by the Chamber's partners both inside and outside of Egypt.





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A portrait of Ahmed El Sewedy, a middle-aged man with short grey hair, wearing a grey pinstripe suit jacket over a white shirt. He has his arms crossed and is looking directly at the camera with a slight smile. The background is dark.

# Ahmed El Sewedy

President, and CEO of  
ELSEWEDY ELECTRIC S.A.E.



BUSINESS CONVERSATIONS

*Ahmed El Sewedy, the industrial tycoon with almost 35+ years of witnessed vocational experience in the industry of electricity and power generation, took the lead of the family business transforming it from a private cable and electrical components factory in Egypt into a global provider of integrated infrastructure solutions, with over 31 production facilities in 19 countries.*

*El Sewedy speaks to Connect Online-AHK Egypt's monthly E-Newsletter in an exclusive interview about his career achievements, as well, as about how his passion for the industry and commitment to excellence has enabled the company to consistently remain ahead of the curve and provide the most innovative products, services, and solutions to the market.*

## HOW DO YOU ENSURE THAT ELSEWEDY ELECTRIC HAS A COMPETITIVE ADVANTAGE IN THE GLOBAL MARKETPLACE?

We ensure that, by being a full-fledged integrated infrastructure solutions provider, distinguished by offering a 360° portfolio of sustainable products, services, and solutions, while delivering cutting-edge turnkey projects.

Across Africa, Middle East, & Asia, we operate in 5 business lines, through 31 production units, backed by 50+ subsidiaries and 48+ international offices. In addition to that we have been able to bridge

the gap between business, academics & society by establishing 2 technical world-class universities, offering quality vocational learning.

In doing so, ELSEWEDY ELECTRIC maintains its competitive advantage both locally and internationally.

## WHAT VALUES DO YOU PRIORITIZE IN YOUR COMPANY CULTURE?

We have long based our witnessed growth on fundamental principles that have successfully shaped our operations over the years



and produced a track record of successes those are: Integrity, Commitment, Innovation, Customer Satisfaction, and Excellence.

**AS AN EGYPTIAN COMPANY WORKING IN THE ENERGY SECTOR, HOW IS ELSEWEDY ELECTRIC CONTRIBUTING TO BRINGING EGYPT CLOSER TO GREEN TRANSFORMATION?**

In terms of sustainability, we have consistently taken care to minimize our environmental impact, wherever we operate.

We have integrated the goals of Egypt Vision 2030 and the UN's SDGs with all its operations inside and outside of Egypt.

In Egypt, we preserved the nation's environment, relieved its current water stress, and availed viable water resources, by recycling 2,150 m3/d industrial wastewater at the New Administrative Capital's (NAC) power plant, through its state-of-the-art Near Zero Liquid Discharge System (NZLD).

**HOW CAN BUSINESS TIES WITH GERMANY AND ESPECIALLY THE GERMAN-ARAB CHAMBER BE AN ASSET IN ENHANCING THE BUSINESS OPPORTUNITIES ACROSS THE ENERGY SECTOR?**

Based on shared trust and win-win opportunities, ELSEWEDY ELECTRIC can expand its footprint in the German markets, giving its cutting-edge products, services, and solutions a chance to conquer one of Europe's most dynamic industrial markets. Together with our portfolio of sustainable offerings and the world-renowned German expertise, we can create promising business opportunities across the energy sector.

**HOW WOULD YOU DESCRIBE THE CURRENT SITUATION WITHIN THE ENERGY SECTOR LOCALLY AND THE EXPORT MARKET?**

Despite the recent political happenings taking place globally overshadowing our local economic scene, the energy sector in Egypt is currently taking confident steps towards sustainability. Thanks to the initiatives of the COP27, the State's government, hand in hand with key business players across the nation, we are now taking the necessary measures to reduce GHG emissions while offering innovative solutions to Carbon capture, utilization, and storage (CCUS) technologies.

**ELSEWEDY ELECTRIC IS KNOWN FOR ITS CONNECTION WITH THE COMMUNITY, WHICH IS AT THE CORE OF YOUR BUSINESS. HOW HAS THAT HELPED YOUR COMPANY CREATE BRAND VALUE AND A STRONG FOUNDATION?**

I have always had a dream of leaving a longstanding legacy in transforming Egypt's perception towards technical education. I have successfully established ELSEWEDY Technical Academy (STA) in 2011 adopting dual educational model that offers students 80% hands-on training and 20% theoretical syllabus to competently excel in an ever-changing market.

We have successfully partnered with international academic entities such as with AMITY University – Dubai (AUD) to establish ELSEWEDY University of Technology (SUT), which will be providing Egyptian industries with highly qualified, trained, and skilled experts in technology.

**HOW DO YOU BALANCE THE NEED TO INNOVATE WITH THE RISKS ASSOCIATED WITH NEW TECHNOLOGY IMPLEMENTATION, AND**

**WHAT STRATEGIES DO YOU USE TO MITIGATE THESE RISKS?**

At ELSEWEDY ELECTRIC we strongly believe in the power of digitization and innovation to competently compete on local and global scales within an ever-changing market demand.

Our digital mission revolves around smart digitization so that clients can reap more business benefits from their technology investments. Amongst our services are the following: telecom infrastructure, ICT infrastructure, complete data center setup, ELV systems, IoT & smart solutions, software, enterprise, financial services solutions, industrial and grid automation, and cloud services.

**ELSEWEDY ELECTRIC INTENDS TO ESTABLISH AN INDUSTRIAL CITY IN EGYPT ON AN AREA OF 5 MILLION SQUARE METERS. CAN YOU TELL US MORE ABOUT THIS PROJECT, REGARDING THE TIMETABLE, THE DESIRED GOALS, AND THE BENEFITS THAT EGYPT WILL ACHIEVE FROM THIS INDUSTRIAL CITY?**

Elsewedy Industrial Development (SD) – a subsidiary of ELSEWEDY ELECTRIC (EE) - is to implement (Industrial October) on a 5-mn SQMs industrial zone in the New 6th of October City, generating EGP 20 mn local and foreign investments. It is set to be located near the 6th of October dry and is planned to accommodate industrial, logistics, commercial, administrative, and services activities.

It is expected to add around EGP 5 bn annually to Egypt's GDP and create more than 150,000 jobs in different industries.

**YOU HAVE SUBSIDIARIES THAT ARE SPECIALIZED IN SOLAR ENERGY AND WIND POWER GENERATION. YOU HAVE RECENTLY CONTRACTED A PROJECT TO IMPLEMENT A SOLAR POWER PLANT IN SAUDI ARABIA, IN ADDITION TO SIMILAR PROJECTS IN EGYPT IN RECENT YEARS. TELL US ABOUT THE ROLE PLAYED BY ELSEWEDY ELECTRIC IN THE CONTEXT OF PRESERVING THE ENVIRONMENT.**

At ELSEWEDY ELECTRIC, we believe in the collective wisdom and power of humanity to facilitate global transition towards sustainable energy future. The United Nations' Sustainable Development Goals (SDGs) resonate with our commitment to promoting good health, wellbeing, affordable and clean energy. Internationally our work is constantly embracing UN's 17 SDGs either directly through our actions or indirectly through the impact of those actions.

In KSA, the company has proudly assisted Riyadh reduce CO2 emissions by more than 0.5 million metric tons/year which will help meet the country's power needs for renewable energy by 50% & ultimately reach net-zero emissions by 2050. This was implemented through inking a full-wrap turnkey pact for Saad Photovoltaic (PV) Solar Independent Power Producer (IPP) Project.

We always strive to find ways of delivering clean energy and we aim to minimize our environmental impact through efficient use of materials and resources to reach the following targets by 2025-2030:

- 100% Digital Sustainability Management System and GHG Accounting Systems.
- 100% coverage of own office buildings, facilities, and clients by remote energy monitoring and smart appliances.
- Use 20% of energy consumption from self-supply renewable energy systems.
- Reduce energy consumption by 20% for all office buildings and factories.
- Reduce water consumption by 40% for all office buildings and factories.



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## COMPANIES AND INDUSTRIES:



### Siemens Egypt Signs a Training Agreement with “Techno Meter Group” for Process Instrumentation

Siemens Egypt signs the first training agreement with Techno Meter Group (TMG) specialized in process instrumentation relating to all measuring devices for water and sanitation solutions at TMG’s training center. Under this agreement, Siemens will share its capacity and caliber building expertise in the field of process instrumentation to improve human specialized skills by educating and qualifying TMG’s technical staff with Siemens training courses and programs to achieve optimal operational performance.

Additionally, Siemens will develop and deliver the required instructional training programs and materials, practical learning activities, general program standards, testing materials, training know-how, as well as exchange of instructors and administrators if needed.

Techno Meter Group is a leading Egyptian Company with a large portfolio in designing, producing, and distributing measurement and control equipment in the Egyptian market for a number of diverse industries including irrigation, water and wastewater, electricity, and oil and gas.

“We are happy to partner with Techno Meter Group (TMG) to establish the first training center for process instrumentation in Egypt,” said Mostafa El-Bagoury, Siemens Egypt CEO. “With our agreement with TMG, we look forward to developing the required human skills in Egypt and elevate the specialized technical and engineering skills to best serve a more sustainable water domain.”

“Techno Meter Group (TMG) and Siemens have an extended and fruitful relation for over 20 years. Together, we were able to achieve a remarkable track record in many sectors including water, wastewater, and management systems of water stations and networks, as well as smart metering” said Mr. Mohamed Ewida, CEO of TMG. “Our long-standing relationship is witnessing a new milestone, by signing the training center agreement to serve different sectors, in addition to the Arab and African region. This agreement also underscores the importance of human development, keeping up with the world class advanced technologies and state of the art solutions.”

“I was honored to sign a new training agreement covering process instrumentation and automation with Techno Meter Group. The training agreement aims to use the experiences of the two companies to create a regional training center for the Middle East and Africa, focusing on the Egyptian market,” said Wael Omar, Siemens Egypt Vice President of Digital Industries.

Achieving sustainable water management requires a multidisciplinary and holistic approach in which technical, environmental, economic elements are addressed. To that, TMG’s technical engineers will use Siemens process instrumentation training in the water domain to gain the knowledge and expertise necessary to ensure operations run as safely and efficiently as possible. The scheduled trainings will also include quality instructions, training of instructors, as well as the introduction of new teaching methods and concepts, methods for the integration of theoretical and hands-on learning, occupational standardization, and certification of instructors and students.





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EN 413-1:2011  
مجلس إدارة ١٠١٣-١٠١٣

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## TRAINING PLAN:

A promotional graphic for training sessions in April 2023. The background is a dark blue geometric pattern. On the left, the text 'APRIL '23' is in large white letters, with 'During Ramadan, All Courses Are Online' in a yellow box below it. On the right, a list of courses is provided, each with its dates, number of sessions, and time. Two golden lanterns are hanging from the top right. Logos for AHK and DE International are in the top right corner.

**APRIL '23**  
During Ramadan, All Courses Are Online

- **Basic Problem Solving**  
3,4,5 April | 3 sessions | 10 AM - 1 PM
- **Export to GCC**  
3,4 April | 2 sessions | 10 AM - 1 PM
- **Time Management**  
5,6 April | 2 sessions | 10 AM - 1 PM
- **Export Subsidy**  
10 April | 1 session | 10 AM - 1 PM
- **Business Writing**  
11,12 April | 2 sessions | 10 AM - 1 PM
- **Advanced Managerial Skills**  
12,13 April | 2 sessions | 10 AM - 1 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



## ECONOMIC NEWS:

21/03/2023 AUSSCHREIBUNGEN IN ÄGYPTEN | TRANSPORT  
**Supply of pneumatic spare parts for overhauling Line.1 Japanese Train**

21/03/2023 AUSSCHREIBUNGEN IN ÄGYPTEN | TRANSPORT  
**Supply Mono-Blok Wheel for Overhauling Line.1. French and Japanese Trains**

21/03/2023 AUSSCHREIBUNGEN IN ÄGYPTEN | TRANSPORT  
**Supply of Bogies spare part for overhauling line.1 French and Japanese Trains**

13/03/2023 AUSSCHREIBUNGEN IN ÄGYPTEN | TRANSPORT  
**Supply Couplers Spare parts for line No. 2 in Egypt**

06/03/2023 AUSSCHREIBUNGEN IN ÄGYPTEN | TRANSPORT  
**Design, Supply, Installation, and Commissioning of telecommunication & signaling system**

## Trade Fairs:



### Trade Fairs New Dates:

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

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**17**  
**APR**  
09:00

### MUNICH | MESSEN IN DEUTSCHLAND

#### **BAU Trade Fair**

World's leading trade fair for Architecture, Materials and Systems.

**27**  
**APR**  
09:00

### ISTANBUL

#### **IFAT Euroasia Trade Fair**

International Trade Fair for Environmental Technologies

**04**  
**MAY**  
09:00

### DUSSELDORF | MESSEN IN DEUTSCHLAND

#### **Interpack Trade Fair**

The No. 1 packaging & processing trade show.

**09**  
**MAY**  
09:00

### MUNICH | MESSEN IN DEUTSCHLAND

#### **Transport Logistic Trade Fair**

The world's leading trade fair for logistics, mobility, IT and supply chain management.



**09**  
**MAY**  
09:00

**COLOGNE | MESSEN IN DEUTSCHLAND**

**Interzum Trade Fair**

Interzum is the leading global event for the furniture and interior construction industries' supplying sections

**09**  
**MAY**  
09:00

**HANNOVER | MESSEN IN DEUTSCHLAND**

**Labvolution Trade Fair**

The Leading trade Fair for Laboratory Technology, Biotechnology.

**15**  
**MAY**  
09:00

**HANNOVER**

**Ligna Trade Fair**

The world's leading trade show in forestry & wood industries (wood machinery)

**30**  
**MAY**  
09:00

**GERMANY**

**GENERATION OF GREEN HYDROGEN IN GERMANY**

Fact-Finding Mission for Energy Experts from Egypt

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22 - 27 April 2023

5 NIGHTS

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PACKAGE STARTS

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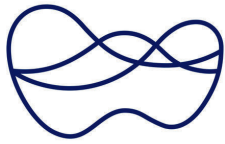
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#### German-Arab Chamber of Industry and Commerce - Cairo Head Office:

21, Soliman Abaza St. off Jamet El Dowal El Arabia St. Mohandessin, Cairo, Egypt

**Phone:** (+202) 3 336 8183 | **Fax:** (+202) 3 336 8786 / 8026, [info@ahk-mena.com](mailto:info@ahk-mena.com)

#### German-Arab Chamber of Industry and Commerce - Alexandria Office:

7, El Fardos Street, Alga Scan Building 4, 2nd Floor, Semouha, Alexandria, Egypt

**Phone and Fax:** (+203) 4273338, [yasmine.kandil@ahk-mena.com](mailto:yasmine.kandil@ahk-mena.com)

#### German-Arab Chamber of Industry and Commerce - Suez Canal Region Office:

135, Orabi and Misr St., Ismailia, Egypt | **Tel:** (+20) 64 391 5534 | **Fax:** (+20) 64 392 1902 / 391 3440, [ismailia@ahk-mena.com](mailto:ismailia@ahk-mena.com)

### Editing:

Perihan El-Sayed,

Head of PR and Marketing Department

Tel.: (+202) 3333 8472, [perihan.elsayed@ahk-mena.com](mailto:perihan.elsayed@ahk-mena.com)

### Design:

Nelly Khalil,

Senior Graphic Designer

**Tel.:** (+202) 3333 8473, [nelly.khalil@ahk-mena.com](mailto:nelly.khalil@ahk-mena.com)

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