



TRADE MISSION TO CANADA  
2008

مجلس الأعمال المصري الكندي  
CONSEIL D' AFFAIRES CANADA EGYPTE



82, El Merghany Street, Heliopolis, Cairo, Egypt  
Tel.: 202-2291-3675 Fax: 202-2291-7075  
Website: [www.canadaegypt.org](http://www.canadaegypt.org)

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**CANADA EGYPT BUSINESS COUNCIL**

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Message from H.E.

**Dr. Hany Helal**

Minister of Higher Education  
and State for Scientific  
Research

## Higher Education System in Egypt

Higher Education sector in Egypt is a key player in the achievement of national development goals through direct support for the national economy and industry. Moreover, it is dedicated to the aspirations of Egyptian families as well as ambitions of millions of students seeking better opportunities in life through equitable process that keeps into consideration the basic right for higher education to people from different backgrounds, thus, securing enrollment to all students without any discrimination against their social classes, gender, religion or ethnic origin.

With the enrollment of 2.8 million students representing 30% of the age-group 18-23 in 2007, Higher Education in Egypt is considered the biggest in Africa and the Middle East, with more than 70.000 academic staff contributing to quality higher education service in more than 600 public and private higher education institutions.

### Strategic Goal:

“Qualified, skilled and able to compete graduate”

### Strategic objectives:

- Leading and promoting the knowledge society

- Achieving quality, efficiency and relevance in education and research for all Higher Education Institutions
- Leading and creating new trends in the national economic and social development
- Ensuring diversity and excellence in Higher Education system
- Effective governance for Higher Education System
- Targets for Higher Education Sector until 2022:
- Increase the gross enrollment rate from 30% in year 2007 to 40% of the age group 18-23 by the year 2022
- Equity in access
- Responding to economic and social development
- Increasing contribution of the civil society and private sector in establishing and managing higher education institutions

## **Science, Technology and Innovation in Egypt**

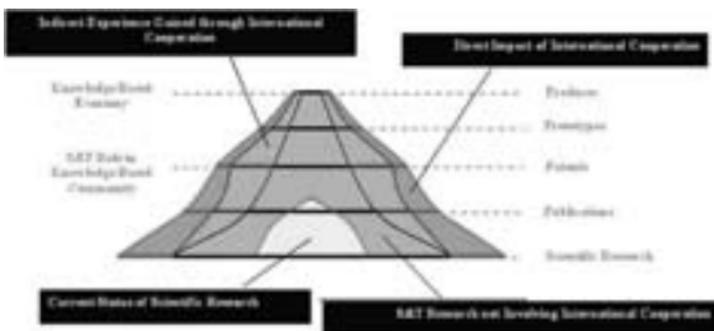
The triangle of knowledge economy is based on three pillars, namely; Research, Education and Innovation. Egypt's economy is growing with an average of 6-8% annually and to achieve the knowledge economy the ministry of Scientific Research in Egypt designed and executed an ambitious reform plan, which rely on six major tracks;

- 1- Re-Structuring of Science and Technology Governance.
- 2- National Initiative for Human Resources Development.
- 3- Setting of national priority projects.
- 4- Funding of Science and Technology.
- 5- National Initiative for Informal Education.
- 6- National Initiative for Innovation.

To achieve our strategic objective of “Knowledge Economy

based on Science and Technology”, a Higher Council for Science and Technology was established. The Council is chaired by the Prime Minister and consists of 9 Ministers, 5 eminent scientists and 3 from the civil society. The prime task of the council is to design and oversee the implementation of Egypt’s national strategies in science and technology. The second step was the establishment of the “Science and Technology Development Fund”, which secures sufficient funding for national projects and caters for the needs of researchers in Egypt. The focus of the national priority areas includes Water resources, energy, food and agriculture, ICT, Space and remote sensing, life sciences and Social sciences and Humanities.

The major target of our efforts focus on completing the science and technology 4P cycle with special emphasis on innovation, as demonstrated in the figure below. A pivotal pillar in this effort is the international cooperation to promote and achieve the knowledge society.





**Word from the CEBC  
Chairman**

## **Towards Education Reform**

Egypt's recently adopted economic reform program is directly linked to education development policies. The Egyptian Government has obviously placed education on top of the country's priorities during the last decade. This was embodied in considering education as Egypt's giant national project, which aimed at reinforcing education reform considerably and comprehensively through adopting an ambitious program that includes the establishment of modernized schools, the reforming, and equipment of the existing universities, the continuous improvement of curricula, and the introduction of developed educational technology.

Egypt has always persisted that Education is a Human Right for every citizen, having "Education for All" as the main national education motto and educational goal. For achieving this goal, Egypt's education quantitative and qualitative approaches should be enhanced up to the international standards. It is not a novel proposition that improving quality of education involves a financial investment that includes improving research facilities, and enhancing teaching and research capacities particularly in the age of information and communication.

The recently implemented privatization program of sectors that were traditionally owned by the state would definitely lead to an

increase in the private sector's demand for research and development. Research in universities should be directed toward Egypt's needs for growth and progress and the involvement of the private sector in financing the research as well as international partnerships, affiliations and accreditations which are highly demanded nowadays.

At CEBC we have strived for years to achieve this goal through our recurrent trade missions to Canada through unifying efforts with our Canadian partners to initiate a cooperative structure with the functions of expanding international partnerships, considering mainstreaming strategies, and ensuring long-term endorsement and commitment of the Egyptian Canadian parties.

Education Reform is our mission's theme for this year, our delegation is headed by H.E. Dr. Hany Helal Egypt's Minister of Higher Education and State for Scientific Research who will discuss and explore new channels of cooperation between Egypt and Canada.

The Global trials have proven that education is the fundamental issue that the development and reform efforts must be directed to in the coming phase. Egypt has recently realized this, through dealing with the theme of education, as an issue of national security that can no longer tolerate negligence or postponement.

I believe that by investing in quality education, we will not only foster more bi-lateral Canadian Egyptian relations, but we will be injecting a new spirit to our economy.

***Motaz Raslan***  
***CEBC Chairman***



## **Egypt's Trade and Investment Climate**

Inhabiting the northeast corner of the African continent, Egypt is severed by the vastly fertile Nile valley, where most trade and industrial transactions take place. Egypt has been smartly involved in numerous areas of international collaboration. In addition to the established economic transactions and involvement with other Arab countries, as well as the World Trade Organization (WTO), Egypt signed several Trade agreements with Canada, the United States (U.S.), the European Union, Middle Eastern and Asian countries, and the Mediterranean Forum. It also endorses conventional African relations.

In a world relentlessly affected by reform such as the General Agreement on Tariffs and Trade, the globalized market, competitive advantage and world-standardized specifications, Egypt has required to gain benefit of these developments in a way that serves its own interests. Its goals are to find a grip on the export market and to expand the scope of its foreign dealings not only inside main trade blocs but also through activating bilateral and multilateral relations.

## **Egypt's Economic Reform**

Egypt's recent reform agenda implemented by the General Authority for Investment and Free Zones (GAFI), has focused on endorsing an ambitious economic and structural reform program that enables improving the investment climate; enhancing growth rate; creating an environment for the private sectors and foreign investors to increase job opportunities.

Since 2004 the Egyptian economy has recovered strongly from relatively slow growth. Real GDP grew 4.1 percent in 2004 and 4.5 percent in 2005, driven by robust growth in exports of goods and services, and construction. In 2005, Prime Minister Ahmed Nazif's government reduced personal and corporate tax rates, reduced energy subsidies, and privatized several enterprises. The stock market boomed, and GDP grew about 5% per year in 2005-06, and topped 7% in 2007. Foreign direct investment has increased significantly in the past two years. Egypt's export sectors - particularly natural gas - have bright prospects.

## Egypt's Economic Fact Sheet:

### GDP (purchasing power parity):

\$431.9 billion (2007 est.)

### GDP (official exchange rate):

\$93.65 billion (2007 est.)

### GDP -real growth rate:

7.2% (2007 est.)

### GDP - per capita (PPP):

\$ 5,400 (2007 est.)

### GDP - composition by sector:

Agriculture: 13.8%

Industry: 41.1%

Services: 45.1% (2007 est.)

### Labor force:

2.49 million (2007 est.)

### Labor force - by occupation:

Agriculture: 32%

Industry: 17%

Services: 51% (2001 est.)

### Unemployment rate:

0.1% (2007 est.)

### Inflation rate (consumer prices):

8.8% (2007 est.)

### Investment (gross fixed):

1.8% of GDP (2007 est.)

## Import Regulation in Egypt

Egypt is a signatory to the World Trade Organization's (WTO) Agreement. Public procurement contracts however are governed by Law No. 9/1983 and the tender law 89/1998, which require a competitive bidding process. Contracts should go to the lowest bidder (on price and other terms), but this rule is not always enforced. Egyptian suppliers are given a 15% margin of preference over foreign bidders. In many cases the process is slow and does not adhere to deadlines on decisions and payments.

The national motto to purchase local products cannot be applied all time, as it is against the open competition practices implemented by the WTO.

The Egyptian government has adopted major economic reform programs aiming at performing WTO's directions and playing a more practical role in the world global economy. Accordingly the government has taken main decision including the eradicating of the list of banned imports and lifting import barriers. These procedures were initially launched to shield local industry and rationalize the demand on hard currency.

The imported goods produced by their main producing company and company's main branches or distribution centers that are released by customs; must be accompanied by a certificate of origin authenticated by the competent authorities. A company invoice stating the country of origin will also be accepted if endorsed by an Egyptian overseas commercial office.

To help avoid customs disputes, all imported goods should be marked and labeled in clear Arabic letters with the name of the product, type and brand, country of origin, date of production, expiration date, and any special data on transport and handling of the product. An Arabic language catalogue should accompany imported tools, machines and equipment.

In accordance with Law 121/1982 and Ministerial Decree 275/1991 local exporters and importers must be of Egyptian nationals. However, companies established under Law 8 regulating the free zones companies do not need approval from the General Authority

for Investment and Free Zones to import materials necessary for their operation. These firms are allowed to import their needs and raw materials. Foreign companies however may import commodities only through an Egyptian import company, which must be registered as an agent with the Ministry of Foreign Trade.

Companies that act as agents must be 100% Egyptian owned; individuals must be of an Egyptian nationality and must have resided in Egypt for at least five years. A foreign company may have different agents for different products or locations.

### **Import Duties**

Egypt applies a changeable customs duty scale to imports, depending on the cost, insurance, and freight (CIF) value of the product entering the country. The rates currently vary from 0% to 150% with cars having the highest duties.

Attempting to bring Egypt into accordance with WTO directives, the government has taken major steps to cut custom tariffs and fees. The average tariff has dropped from 14.6% to 9% and the number of tariff brackets decreased from 27 to 6 and the list of products subject to tariffs has been shortened from 13,000 to 6,000. Currently the raw materials and semi finished goods range between 3-5% and 15-30% for finished products. Finished products that are not available in Egypt tend to have lower duties, while luxury goods are more heavily taxed.

The IT sector in particular benefits from a total exemption from customs duties on all industry inputs (raw materials, spare parts and software) in an effort to promote the ICT sector.

Auto part tariffs have been cut by a third, while imported cement duties are down 40%, with further cuts for fertilizers, beans, tea and sugar. For further information on custom tariffs, please visit

### **Egypt's Import Inducement:**

Egypt joined Eastern and Southern Africa agreement (COMESA) in 1999 and has rendered 100% tariff reduction with eight of its 19 member countries. Also Egypt has signed bilateral-free trade agreement with Arab countries aiming at reaching an Arab common

market. Under this agreement export and imports of goods and services exchanged between the country members will be eventually exempted from duties and customs.

Egypt has also ratified in 2004 an agreement with the European Union that will be implemented on phases, with the ultimate target of creating a sort of a free trade agreement between the EU and Mediterranean countries. Egypt also has joined the Qualified Industrial Zones (QIZ) by signing a trilateral agreement with the USA and Israel. This agreement will pave the way for Egypt to sign a free trade agreement with the USA. Within the next five years we expect these agreements to be reflected on custom tariffs on goods and services exchanged between Egypt and its partners.

### **Why Invest In Egypt?**

Egypt has greatly improved its position in the investment global rankings. Egypt has slashed the time and cost of starting-up a business. It reduced fees for registering property from 3 percent of the property value to a low, fixed amount. It eased the bureaucracy that builders face in getting construction permits. It launched new one-stop shops for traders at Egyptian ports, cutting the time to import by seven days and the time to export by five. It established a new private credit bureau that will soon be making it easier for borrowers to get credit.

### **Benchmarking Investment in Egypt:**

- Developed infrastructure roads, electricity, CIT
- Ports and Airports
- Financial Stability and Strong Banking sector
- Political Stability
- Availability of energy with competitive costs
- Large local market, proximity to Gulf region (GCC), North African and European Markets
- Diversifies Economy
- Availability of qualified labor force, at competitive cost

## Potential Sectors in Egypt

Infrastructure and Services	Productive Sectors
Maritime, River and Land Transport	Tourism Sector
Communication and Information Technology	Petroleum Sector
Housing and Utilities	Agricultural Sector
Education	Industrial Sector
	Real Estate Sector

## Education in Egypt

Education is highly esteemed in Egypt and for children between the ages of six and fifteen education in Egypt is free and obligatory. There is still quite a high drop out rate unfortunately, due in part to levels of poverty, and adult literacy levels in Egypt are only around 57.7%. The education system is divided into either the State System or the International System.

The State Education system in Egypt is currently enduring a period of semi-reform with detailed focus being applied to the state of the secondary education system which presently streams children at an early age into general, technical or vocational secondary education and further streams those studying in the general secondary education establishments into either studying humanities or science or mathematics.

Recently, Egyptian students who pursue the state education system and wish to go on to post-secondary education, university or college can do so depending on their final exam scores. Public higher educational establishments in Egypt are free for Egyptian students with students only having to pay to enroll while private higher educational establishments are fee paying.

The vast majority of upper class Egyptian families send their children to one of the fee paying private or international schools.

In terms of the international schools available in Egypt the majorities are to be found in Cairo with a few in Alexandria and there are also a number of international language schools in locations such as, Sharm El Sheikh, Hurghada, El Gouna and Luxor where education is taught in part in English and in part in Arabic and/or French.

Education in Egypt for international systems usually follows the UK, US, Canadian and French curricula with options available for students of all ages in Cairo and Alexandria.

## **The Canadian Educational System in Egypt**

Is a liberal system that offers high quality education which is recognized world-wide. The Educational institutions in Canada offer different globally recognized and respected Degrees, Diplomas and Certificates. Starting this decade there have been several Canadian schools, colleges and universities in Egypt. All Canadian education establishments in Egypt are private ventures and are not associated with the Government of Canada. The Canadian Education institutions in Egypt include:

- Canadian Universities
- Canadian Schools

## **Canadian Universities in Egypt**

### **Canadian International College (CIC):**

CIC is the Cairo campus of Cape Breton University (CBU) in Canada. The CIC offers a cross-cultural educational experience, including the option to study in Canada; a hands-on approach to learning and the opportunity to graduate with both Canadian and Egyptian degrees. The Canadian International College has, for three years now, been able to develop, establish and manage a college for advanced technology education under the academic supervision and accreditation of Cape Breton University (CBU), and to educate and train graduates to work in the fields of Engineering, Computer science and Business where they will be valued for their specialized knowledge, and for their ability to research, communicate and solve problems. CIC graduates receive a University degree issued from Cape Breton University.

## **Ahram Canadian University (ACU),**

ACU was established in collaboration between the Al Ahram Institution and the Association of Universities and Colleges of Canada. The Ahram Canadian University has accredited various Canadian universities cooperation approvals including the following universities:

- McMaster University
- Ecole Polytechnique Montreal
- University of Alberta
- Carleton University
- University of Winnipeg

The Association of Universities and Colleges of Canada (AUCC) which represents the Canadian universities, is cooperating with ACU to secure the best implementation possible, a high quality of the education process and the modernity and diversity of its programs.

## **Canadian Schools in Egypt**

### **Canadian International School in Egypt (CIC):**

CIC was established six years ago to provide the very best Canadian education possible by following and teaching Ontario program utilizing the best of proven Canadian and International pedagogy and methodology. CIC is operating through forging a partnership with the Canadian Bureau for International Education, the Ontario Ministry of Education as well as the Egyptian Ministry of Higher Education. It is staffed by experienced, professional Canadian certified teachers supported by an equally professional and dedicated Egyptian teaching and support staff. Curriculum, textbooks and instructional materials, teaching methods and expectations for the CIC students are the same as the modern and effective Canadian school.

### **Heritage International School:**

Heritage International School was established in 2006 as an officially designated Manitoba curriculum school, under the authority of the Manitoba Education, Citizenship and Youth Department as well as the Egyptian Ministry of Higher Education, which allows it a broad latitude in the design and implementation of its Manitoba curriculum at all levels of the school, K- 12. Curriculum is based on Canadian textbooks, taught in English by certified Canadian teachers, leading to the Canadian High School Diploma. The Manitoba curriculum follows the Canadian standards and is designed to prepare students for entry into highly competitive colleges in the Canada, Egypt, United States, Europe, the Middle East, and beyond.

### **British Columbia Canadian International School (BCCIS):**

BCCIS was established as the first international Canadian school providing British Columbia curriculum in the Middle East. The school is fully accredited by the British Columbia Ministry of Education as well as Egyptian Ministry of Higher Education Students. BCCIS students are taught a curriculum that is designed and monitored by British Columbia Ministry of Education. BCCIS graduates receive the Dogwood Diploma graduate certificate, accepted by universities worldwide, and recognized as a confirmation of superior education.

The value of high level education in Egypt is vastly appreciated, but while there exists such a huge difference between the standards of living, facilities and amenities available to those from wealthy, poor, city and rural backgrounds there will continue to exist a barrier between those who can afford to send their children to high level schools and those who do not even have access to qualified teaching staff or learning materials. Egyptian parents all want the very best for their children but not all can afford to send them to schools, especially international ones.

## Benchmarking Business Practices in Canada:

- Canada is ranked 7 out of 178 economies in the Ease of Doing Business.
- Canada is ranked the 2<sup>nd</sup> globally for Starting a Business.
- Canada is ranked 26<sup>th</sup> globally for dealing with Licenses Regulations.
- Canada is ranked 19<sup>th</sup> globally for Employing Workers.
- Canada is ranked 28<sup>th</sup> globally for Registering Property.
- Canada is ranked 7<sup>th</sup> globally for Getting Credit.
- Canada is ranked 5<sup>th</sup> globally for Protecting Investors.
- Canada is ranked 25<sup>th</sup> globally for Paying Taxes.
- Canada is ranked 39<sup>th</sup> globally for Trading across Borders.

• According to the latest World Bank Studies.

## Canada and Egypt 'A Win-Win' Bilateral Trade

Egypt's recent economic reform policy had led to more strong bilateral economic ties between Canada and Egypt. Egypt is ranked the 37<sup>th</sup> globally and 4<sup>th</sup> regionally among Canada's largest export markets. Based on the recent figures, Canada's goods exports reached a record high of \$412.8 million. The principal Canadian exports to Egypt consisted of wheat, paper and paperboard, iron ore, machinery, aircraft, mineral fuel and oil, vegetables, wood pulp, iron and steel, and electrical machinery. Canada's goods imports from Egypt reached \$140.2 million. Canada's main imports from Egypt include fertilizers, mineral fuels and oil, electrical machinery, textile floor covering (carpets), iron and steel, inorganic chemicals, knitted and woven apparel.

### Temples of Karnak

The spectacular Temples of Karnak are not to be missed when you visit Egypt. Karnak was the most important place of worship in ancient Egypt. The site is huge, measuring 1500 x 800 meters, and is a spectacular complex of sanctuaries, kiosks, pylons and obelisks, all dedicated to the Theban gods. There are several performances of the sound and light show at the Hypostyle Hall in the Great Temple of Amun that can't be missed



## Egyptian Government Officials and Representatives



**H.E. Dr. Hany Mahfouz Helal**  
Minister of Higher Education  
and State for Scientific  
Research.

Dr. Hany Mahfouz Helal has got a B.SC in Mining Engineering from the Faculty of Engineering, Cairo University.

He got his D.E.A (Diplome d'Etudes Approfondis) Rock Mechanics and Engineering, Ecole des Mines de Nancy, Institut National Polytechnique de Lorraine, Nancy, France in October 1979.

He then got The Diplome de Docteur Ingénieur, Earth Sciences (Rock Mechanics and Engineering), from Ecole des Mines de Nancy, Institut National Polytechnique de Lorraine, Nancy, France in March 1982.

He was the President of "L'Université International de Langue Française au Service du Developpement Africain, Université Senghor".

In 2005, he served as the Secretary General of the Education Development Fund.

Currently Dr. Hany is The Minister of Higher Education and State for Scientific Research.

Dr. Hany has won many awards such as:

- Grade d'Officier dans L'Ordre des Palmes Académiques, Ministère de L'Education National, de L'enseignement Supérieur et de la Recherche, France.

- Grade de Chevalier dans l'Ordre des Arts et des Lettres, Ministère de la Culture, France.
- Special Prize of the Egyptian Academy for Scientific Research and Technology in the field of Management and Conservation of Historical Sites.

Dr. Helal is a member of different prominent associations and councils among which are:

- Member of the Egyptian Engineers Syndicate.
- Member of the Egyptian Society for Engineers.
- Member of the International Association of Engineering Geology (IAEG).
- Member of the Commission on Preservation of Natural Stone Monuments, ISRM (in cooperation with UNESCO).
- Member of the Permanent Committee for Egyptian Antiquities, Supreme Council of Antiquities (SCA).
- Member of the Board of Trustees, the Egyptian Institute for Business Administration Development- State Ministry of Administrative Development.

## Felucca on the Nile

Taking a Felucca down the Nile is something you must do when visiting Egypt. Feluccas are sail boats that have been used on the Nile since ancient times. You can take short sunset sails in Cairo and Alexandria or you can go for longer cruises which usually depart from Aswan. A Felucca is not quite as comfortable as a luxury cruise ship but nothing can beat sailing in a quiet rig that was designed thousands of years ago.





**Mr. Assem Ragab**  
Chairman  
General Authority for  
Investment & Free Zones  
(GAFI)

Assem Ragab is the Chairman of the Egyptian General Authority for Investment and Free Zones (GAFI). Mr. Ragab comes to GAFI following a distinguished corporate career with prominent multinational financial institutions, including Procter & Gamble, Accenture & Arthur Andersen (in the U.S., Gulf, and Egypt), the National Bank of Egypt, and Barclays (in MENA) where he gained world class experience in institutional building, strategic management, and investment banking.

As Director of Investment Banking for the MENA region at Barclays, Mr. Ragab led a regional team focused on growing market share, with improved competitive advantage, through comprehensive Structured Finance and Investment Banking solutions and greater regional client relationships. Among his accomplishments, Mr. Ragab accelerated development of a leading-edge product offering for the Investment Banking and Financial Institutions functions, including Project Finance, Acquisition Finance, Debt Capital Market Placements, Debt Syndication and Risk Management solutions.

He also led the origination, structuring, and syndication of landmark syndications, structured finance and Debt Capital Market transactions. The division league table included the largest acquisition Finance (USD 700 million involving

regional Financial Sponsor) and the first securitization deal in the Egyptian history.

Prior to Barclays, Mr. Ragab was advisor to the Chairman of the National Bank of Egypt for three years, where he worked closely with the Chairman and Board of Directors to restructure key functions, transform operating performance, and build-up the strategic management, syndication, investment banking, corporate finance, and capital markets capabilities of the largest bank in the country (more than 25% market share on corporate and retail with franchise in UK, South Africa, China, and USA).

At National Bank, he also assisted in establishing the institution as the market leader for corporate coverage of the national strategic sector; represented the bank's participation in landmark regional transactions such as the first and largest IPO in the Oil & Gas industry (SIDPEC, AMOC; the largest securitization of future receivables of Oil Products (USD 1.5 Billion); and lead project finance syndications (Egypt LNG – USD 800 Million).

For four years Mr. Ragab was co-founder and senior partner of Fortune Consulting, an Egyptian boutique Investment Banking advisory firm. Prior to Fortune, Mr. Ragab held leadership positions in Arabian International Construction, Accenture & Arthur Andersen, and Procter & Gamble.

Mr. Ragab holds degrees in Business Administration and Chemical Engineering from the American University in Cairo and Alexandria University, respectively.

Chairman, Main Development Company (Sokhna Gulf of Suez). Board Member of the National Bank of Egypt, National Investment Bank, Egyptian Competition Authority, Industrial Development Authority, and the Social Fund for Development as well as the Board of Trustees of the Egyptian Institute of Directors.



**Dr. Ahmed Maher Bayoumi  
Shehab EIDin**  
President  
Mansoura University

Professor Ahmed Shehab EIDin is the Rector of Mansoura University since August 2007. In this capacity he is responsible for managing and supervising all internal affairs of the University. He was the Vice Rector for Post Graduate Studies, Research and Cultural Affairs from October 2004 to August 2007. In 1994, he became the professor of Urology, in the Urology and Nephrology Center, a world renowned center subordinate to Mansoura University. His sub-specialty is in Renal Transplant and Lower Urinary Endoscopy. He is a member of the Egyptian Urological Association since 1986, and a member of Societe International d'Urologie since 1999. He is a winner of the Doctor's 9th Anniversary Medal from the Egyptian Doctors Syndicate in 1987, and was awarded the Dr. Mohamed Fakhry Prize for the Best Research in Special Surgery from the Egyptian Academy of Research in 1987. He was also awarded the First Prize Essay from the Egyptian Urological Association in 1987.



**Dr. Ahmed Attia Mohamed Seida**  
President  
6th of October University

Dr. Ahmed Attia has his PH.D degree in Pharmacognosy from the University of Illinois, USA.

He was a Professor of Pharmacognosy in Cairo University from 1990 till 1996, then the Dean of the faculty of Pharmacy, 6th of October University and currently he is the President of 6th of October University.

#### The Egyptian Museum in Cairo:

The Egyptian Museum in Cairo is one of the first stops on most tourists when visiting Egypt. With over 120,000 artifacts, the museum house is an incredible display for ancient Egypt's magnificent supremacy. You can enjoy viewing ancient well-preserved mummies, sarcophagi, pottery and jewelry, in addition to Tutankhamen's treasures. King Tut's belongings include his death-mask made of solid gold, described as the most beautiful object ever made.





**Dr. Ahmed Zaki Badr**  
President  
Ain Shams University

Dr. Ahmed Zaki Badr graduated from the Faculty of Engineering, department of Electrical Engineering Computer and Automatic Control.

He obtained his PhD in the Electrical Engineering, Computer and Automatic Control from Ain Shams University under a cooperation program between Ain Shams University and "Laboratoire d'Automatique de Grenoble" where the work of thesis was carried out.

Dr. Ahmed has over than 28 years of experience in the field of Electronic Computers, Systems and Automatic Control.

He supervises and examines PhD and M.Sc thesis in the Egyptian and the French Universities.

He is an expert and consultant engineer in designing computer and information systems.

He also participates in writing the RFP's, developing and managing information systems centers.

He is a President and Member of several commissioning and acceptance committees for computer and information systems.

Dr. Amed Zaki Badr is currently the President of Ain Shams University.



**Dr. Maher Mohamed Aly El Domiaty**  
President  
Zagazig University

Dr. Maher Mohamed Aly El Domiaty has his PH.D degree in the Pharmacognosy from the University of Bradford, England.

He held many positions in different universities between Egypt and England and recently he is the President of Zagazig University.

**Dr. Osama Mohamed Zaki**  
Vice Chairman of the Board of  
Trustees for Administrative  
Affairs  
6th of October University

Dr. Osama Mohamed Zaki has a PH.D degree in the Commerce from the University of Illinois, USA.

He has been employed as: Professor of Commerce in Cairo University from 1995 till now as well as Vice Chairman of the Board of Trustees for Administrative Affairs.

## Abu Simbel

Abu Simbel is perhaps the most recognized monument of ancient Egypt. The two temples built for the pharaoh Ramess II have been attracting visitors since Victorian times. Almost as impressive as the monument itself is the story of its restoration in the 1960's. The temples had to be dismantled and physically moved 60 meters up a cliff where they were reassembled in the exact same relation to each other and the sun. A daily sound and light show is a highlight not to be missed. If you can make it you should also see the Abu Simbel Festival which takes place twice a year in February and October. Natural sunlight and architectural brilliance combine to make the inner sanctum of the temple light up.





**Dr. Talaat Rihan**  
Vice President  
6th of October University

Dr. Talaat Rihan has his PH.D degree in the Organic Chemistry from the College of Science, University of Texas, Austin, USA.

He has been employed as the Dean of the College of Applied Medicine Sciences and Supervisor of the International Relations, 6th of October University from 2000 till 2004.

Currently, he is the Vice President for Post Graduate Studies and Research and the Chairman of the Scientific Committee, 6th of October University.



**Brigadier Medhat Hashad**  
Ministry of Interior

### Hurghada

If you're an recreational snorkeler or a professional diver you will love this stunning city on the Red Sea. One of Egypt's top destinations for those looking to simply relax on the beach or enjoy some of the world's clearest waters and spectacular coral reefs. Hurghada offers more than 10 miles of beach and plenty of accommodation, restaurants and nightclubs for all budgets. Diving is the most popular attraction here and there are numerous diving centers and schools around town. You can expect to see hundreds of spectacular fish both along the shore and around the nearby islands. For divers looking for bigger thrills you can also see whale sharks, hammerhead sharks and dolphins. If you get bored on the beach you can always head inland for a camel ride with the Bedouins.





**Dr. Ahmed M. El Sherbini**  
Director, National  
Telecommunication Institute  
Ministry of Communications  
and Information Technology

PhD in Electrical and Communication Engineering, Case Western University, USA. March 1983.

M.Sc in Communication Engineering, Cairo University, Giza, Egypt, June 1980.

(M.Sc. Research Studies at the Ecole Nationale Superieure des Telecommunications (ENST), Paris, France).

B.Sc. in the Electrical Engineering from Cairo University, Giza, Egypt, July 1977. "Distinction with Honor Degree".

Professor, Electrical and Communication Engineering Department, Faculty of Engineering, Cairo University, Egypt.

Board Member of the National Telecommunications Regulatory Authority, Egypt.

Former Cultural Counselor and Director of the Educational Bureau, Egyptian Embassy in Canada.

Vice Chairman of TDAG (Telecommunication Development Advisory Group), International Telecommunication Union (ITU).

Vice Chairman of the Arab Organization for Information and Communication Technology (Arab League).



**Dr. Mohamed Abdel Kader  
Mohamed Salem**  
Chairman  
Information Technology  
Institute (ITI)

Dr. Mohamed Salem received his PH.D degree in the Electrical Engineering-Computers and System Engineering from Ain Shams University.

From 1993 till 2000 he was the Director, professional training program, ITI then he was the Vice Director of The Cabinet's Information Technology Institute from 2000 till 2002.

Currently Dr. Mohamed is The Chairman of the Information Technology Institute (ITI).



**Dr. Rafik Guindi**  
Associate Professor of  
Electronics  
Nile University

Dr. Rafik Guindi received his B.Sc degree (with Highest Honors) in Electronics and Communication Engineering and his M.Sc degree in Electronic Circuits from Cairo University, Egypt, in 1985 and 1989 respectively.

He received his PhD in Electrical Engineering from the University of Waterloo in Ontario, Canada in 1995.

He worked with Nortel in Ottawa, Ontario, from 1995 to 1996, and then joined the Electronics and Communication Engineering Department in Cairo University, Egypt.

From 2001 to 2003 he was a visiting professor at the ECE Department in the University of Toronto in Canada.

In 2003, he joined the Egyptian Ministry of Communications and Information Technology as a Program Director for Technology programs in the Nile University; he became the Executive Director of the university in 2005.

Currently Dr. Guindi is an Associate Professor of Electronics at Nile University.

His research interests are in the general area of the computers aided design (CAD) for integrated circuits, with an emphasis on behavioral modeling and circuit level issues related to power dissipation as well as in the area of innovative RF application.



**Dr. Galal Abdel Hamid**  
Advisor to the Minister for  
Strategic Planning  
Ministry of Higher Education  
and State for Scientific  
Research

Dr. Galal Abdel Hamid is the Advisor to the Minister for Strategic Planning and the Chairman of the National Committee of Higher Education Enhancement Project Fund (HEEPF). He has a B.Sc. in Structural Engineering from the Faculty of Engineering, Assuit University, June 1963. Dipl. Ing. in Structural Engineering University of Hannover, Germany September 1967 – July 1970. Dr. Ing. in Structural Engineering University of Braunschweig, Germany, July 1970 – July 1973. Professional Experience Record: July 1984 – July 1993; Professor of theory of Structure and Numerical Analysis - Faculty of Engineering, Mansoura University, Egypt. July 1987 – July 1991 Engineering Advisor with special assignments King Abdul-Aziz City for Science and Technology, Kingdom of Saudi Arabia. Dean of the Faculty of Engineering, Tanta University, Egypt, August 1996. The Secretary General of the Supreme Council of Universities, August 1999 and the Director of the Higher Education Enhancement Project Fund (HEEPF) in March 2003.



**Dr. Maged Moustafa Al-Sherbiny**

Assistant Minister for Scientific  
Research

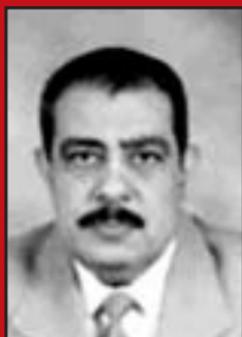
Ministry of Higher Education and  
State for Scientific Research

Dr. Al Sherbiny, assumed the post of Assistant Minister for Scientific Research in April 2007, where he is the head of the Scientific Research Sector in the Ministry of Higher Education and Scientific Research. He graduated from the Faculty of Science, Cairo University, in 1984. He is also a Professor of Immunology and Biotechnology.

He worked as the Director of the Egyptian Reference Diagnostic Center, where he designed and executed multiple vaccine and diagnostic trials in Egypt for many infectious diseases in collaboration with WHO, NIH, CDC and other international organizations.

He is a member of the National Synchrotron Committee and the Regional Synchrotron-light for Experimental Science and Applications in the Middle East (SESAME) Scientific Committee. He is also the Egyptian Coordinator of the German-Egyptian Year of Science.

Professor Al-Sherbiny is the national coordinator of AMCOST bureau in Africa. He also directs the European Commission program of Research, Development and Innovation in Egypt. He supervised more than 85 Ph.D and M.Sc Theses, and has over than 65 international publications and books.

**Dr. Mohamed Sheirah**

Advisor to the Minister of Higher Education for Information and Communication Technology

Ministry of Higher Education and State for Scientific Research

Since 1983, Dr. Sheirah has been a Professor of Computer Control Systems. He has a B.Sc. in Electrical Engineering, 1966, M.Sc. in 1969, both granted by Ain Shams University, Egypt, and Ph.D. in 1972, granted by the University of Calgary, Alberta, Canada. From August 1998 to 2004, Prof. Sheirah was selected to be the Dean of the Faculty of Engineering, Ain Shams University, Egypt and from October 1995 to 1998, he was appointed as a Vice-Dean, Graduate Studies and Research Activities. From April 1992 to October 1995, he was the Head of the Computer and Systems Engineering Department, Ain Shams University. From February 1984 to February 1988, he was the Head of the Electrical Engineering Department, Faculty of Engineering, University of Qatar, Doha, Qatar. From September 1976 to 1978, he was a Visiting Professor, Electrical Engineering Department, University of Calgary, Alberta, Canada. Currently, Dr. Sheirah works as an Advisor to the Egyptian Minister of Higher Education for Education Systems and Programs Development; and Chairman of the Engineering Education Sector Committee, Supreme Council of Universities (SCU). He is also the Chairman of the National Committee for the Enhancement of Information and Communication Technology in Higher Education; Chairman of the National Committee for the Promotion of Professors in Computer, Control, and Systems Engineering.



**Professor Salwa El-Gharib**  
Secretary General  
Supreme Council of  
Universities, Egypt

Prof. Salwa El-Gharib is currently the Secretary General of the Supreme Council of Universities (SCU) in Egypt. Prior to this position, she was the Vice Dean for Graduate Studies and Researches, Faculty of Applied Arts, Helwan University where she obtained her Ph.D. and a Master Degree in Industrial Design in 1979 and 1984 respectively.

Prof. Salwa was awarded a number of academic honorary prizes such as the First Prize for Scientific Research from Helwan University in 1996, the First Prize from Society for Technical and Social Research in 1990 and the First Prize from the Academy of Scientific Research and Technology for Small Scale Projects by STC.

Prof. Salwa has a remarkable contribution in developing environment in the Arab countries in the International Center for Agriculture; moreover she is the Consultant for the International Labor Organization (ILO)-program of woman training on skills. She is also the Technical Consultant for the First Lady Suzanne Mubarak's Exploration Center for Science.



**Ms. Walaa Hassan Fouad**  
Coordinator of Development  
Projects and International  
Cooperation  
Ministry of Higher Education and  
State for Scientific Research

Ms. Walaa has a Bachelor of Economics and a minor of Computer from the Faculty of Economics and Political Science, Cairo University, May 2002.

From October 2003 to June 2004, she was the Training Coordinator at Pathways to Higher Education, Center for Advancement of Postgraduate Studies and Research in Engineering Sciences (CAPSCU), Faculty of Engineering, Cairo University.

From July 2004 to July 2005, she held the position of the Administrative Assistant at the National Tempus Office Egypt and the Office Manager at the Educational Development Fund, from July 2005 to December 2005.

Currently Ms. Walaa is the Coordinator of Development Projects and International Cooperation in the Ministry of Higher Education.

Ms. Fouad has a Post-Graduate Diploma in Executive Management, School of Business, Economics and Communication - Institute of Management Development, from the AUC in 2007. Additionally, Ms. Walaa attended different training courses and programs such as Basic Business Skills Acquisition Program, Future Generation Foundation, 2003. Pathways to Higher Education Training, Faculty of Engineering, Cairo University, 2004 and the Managerial Skills Course, Faculty of Commerce, Ain Shams University, 2005.



**Dr. Ahmed Sameh Farid**  
Professor of Ear, Nose and Throat  
Faculty of Medicine, Cairo  
University

Dr. Ahmed is a Professor of ear, nose and throat in the Faculty of Medicine, Cairo University, as well as the Head of hearing, balance and speech disorders unit.

Member of the Board of Cochlear Implant and Temporal Bone lab unit, Cairo University.

Assistant Secretary General and Member of the Board of the Egyptian ORL Society.

Professor Sameh is a member of different and prominent number of institutes, academies and federations such as:

The Environment and Social Service Committee, Cairo University.

The Mediterranean Society of Otolaryngology and Audiology (Italy).

The American Academy of Audiology (USA).

The American Academy of Otorhinolaryngology (USA).

The International Federation of Otorhinolaryngological Societies (Belgium).

Member and Official Delegate of Portman Institute (France).

Professor Sameh is also an Editorial Consultant of the Mediterranean Journal of Otolaryngology (Italy) and the Egyptian Journal of Otorhinolaryngology (ORL), Egypt.

## CEBC Members



### **Motaz Wasel Raslan**

Chairman, CEBC  
Arab Company for Water Treatment  
& Bottling,  
Chemicals & Metals International Co.,  
South Sinai Coast for Investment &  
Touristic Development, Nour for  
Touristic Investment  
General Manager, Raslan for  
Entertainment Projects and Raslan  
Real Estate

A civil engineer by training, Mr. Raslan stands at the helm of companies spanning a myriad of sectors including tourism, real estate, trading metal and bottled water in addition to being the current Chairman of the Canada Egypt Business Council.

### The Valley of the Kings

The Valley of the Kings situated on the ancient site of Thebes is where the pharaoh's were buried and hoped to meet their Gods in the afterlife. This is where you will find king Tut's tomb which was discovered almost intact in the 1920's. You can go inside the tomb, but you'll have to visit the Egyptian Museum in Cairo to see the treasures he was buried with.





**Dr. Amr Hassanein**  
Chairman  
FINBI

FinBi has three major thrusts:

- (a) Credit rating through MERIS (Middle East Rating and Investors Service), a joint venture with Moody's Investors Service, the international rating company.
- (b) Local and international development activities: Micro/Small and Medium Enterprises (M/SMEs) through assisting financial institutions in establishing and/or developing M/SMEs with sound financial practices and operation management.
- (c) Economic and financial consultancy services.



**Dr. Ashraf Anwar El Attar**  
President  
Egyptian German Air  
Treatment Co. (EGAT)

EGAT started as a small manufacturer, with a limited range of products in the central air-conditioning field, including grilles and diffusers under license from TROX of Germany and air handling units under license from FLAKT of Sweden, both world leaders in their fields.

EGAT moved on to manufacturing other air-conditioning components including fire dampers and air washers. One of our new lines is solar energy system. Another product under study is aluminum for air-conditioning industry. One of our missions is to furnish our customers with products and services of international standards.

## Medieval Cairo

Medieval Cairo is a warren of streets just bustling with life. There are mosques at every corner, Coptic churches, huge medieval gates and bazaars selling Egyptian souvenirs. Highlights include the Citadel and the Khan Al-Khalili bazaar. The major mosques worth visiting include: the Mosque of Mohammed Ali; the Ibn Tulun, one of the largest mosques in the world; and the Al-Azhar mosque which houses the oldest university in the world (from 970 AD).





**Mr. Essam Abu Hamed**  
Vice Chairman  
Housing & Development  
Bank

Housing and Development Bank (HDB) is an Egyptian joint stock company established in 1979. It is registered with the Central Bank of Egypt as an Investment Business Bank. The authorized capital is 100 Million Egyptian Pounds and the issued and paid in capital is 54 Million Egyptian Pounds divided into 5400000 equal shares each of value of 10 Egyptian pounds (5200000 shares in Egyptian Pounds and 200000 shares in U.S. Dollars).

HDB is included among the banks authorized to deal in the Foreign Exchange Market pursuant to Ministerial Enactment No. 421 of the year 1993.

The bank enjoys perfect relationship with a group of selective correspondents worldwide in order to provide advanced Banking services for its clients in the field of Foreign Trade.



**Mr. Hafez El Ghandour**  
Executive General Manager  
National Bank of Egypt  
(NBE)

National Bank of Egypt (NBE) is the oldest commercial bank in Egypt. It was established in June 1898 with a capital of £ 1 mn. NBE's functions have varied to square with the different economic and political phases in Egypt. During the 1950s, NBE performed the Central Bank's duties. After its nationalization in the 1960s, it acted as a pure commercial bank besides carrying out the functions of the Central Bank in the areas where the latter had no branches. Since mid-1960s, NBE has been in charge of issuing and managing saving certificates on behalf of the government.

NBE managed to develop its services and products using state-of-the-art technology to satisfy its customers' needs. According to its operating results as in June 2007, NBE's total assets recorded L.E. 213 billion, growing 15% vis-à-vis June 2006. The Bank's total deposits grew 5% to reach L.E. 162 bn., whereas total loans and advances grew 7% to record L.E. 89 bn.

NBE accounted for 24% of the banking system's total assets, 25% of total deposits and 25% of total loans and advances. In addition, NBE financed 25% of Egypt's foreign trade during the year.

This distinguished performance was commended by the international rating agencies. Both Standard and Poor's granted the Bank (BB+) for foreign-currency long-term commitments and (B) for foreign-currency short-term commitments.

According to the July 2007 issue of the Banker, NBE came on top of the Egyptian banks occupying the 243rd rank among the top 1,000 world banks and the 3rd rank among the Arab banks in terms of total assets.

NBE provides various and distinguished saving pools in L.E. and foreign currencies covering the needs of the different brackets in the society, besides the Bank accounts for 70% of the credit and installment card market and 45% of the debit cards.

NBE's performance is triggered by 423 banking units nationwide. To this may be added the Bank's effective international presence through the National Bank of Egypt (UK) Limited, NBE – New York Branch and Shanghai Branch plus two representative offices in Johannesburg – South Africa and Dubai – UAE. This is in addition to some 1,086 correspondents worldwide mainly in Europe, which is Egypt's premier commercial partner.

NBE is currently engaged in a number of development programmes with major international institutions. The Bank is carrying out an all-embracing strategic plan for upgrading and restructuring purposes, in cooperation with Mckinsey & Co. Other development projects are being implemented in collaboration with ING-BearingPoint and the EIB. Areas to be developed cover risk management, HR, IT, OPS/MIS, management & organization, retail, corporate finance as well as private equity.



**Ms. Hoda Masri**  
Associate Director /  
Representative  
UBS AG Cairo Representative  
Office

Hoda Masri is a Financial Planner and holds the R.F.P. and CFP designations from Canada. She joined UBS as Associate Director in August 2007. She started her career in the Canadian Financial Services industry in 1981 and succeeded in holding increasingly responsible management positions. Hoda came back to Egypt in 2004 with a mandate to launch new financial products in the Egyptian market.

UBS is one of the world's leading Private Banks and Wealth Management firms, a Global Investment Banking and Securities firm and a leading Asset Manager. The market leader in Swiss retail and commercial banking, UBS is present in all major financial centers worldwide and employs in excess of 80,000 people.



**Ms. Lamis Aly Negm**  
Vice President  
Citibank

Citibank's presence in Egypt dates back to 1955 when it opened the first branch of a U.S. bank in the Middle East. Following the nationalizations of the late 50's and 60's, Citibank re-introduced itself in the market in 1975, through its branch in Cairo, with a license to operate in foreign currency. In 1993, Citibank Egypt received its license to operate in local currency, a major milestone, which allowed for the gradual development of a full-blown Corporate and Investment Banking business that caters to corporate customers and financial institutions, providing the full range of Global Transaction Services, Corporate Finance, and Treasury.

In 1999 Citibank Egypt celebrated the launch of its Consumer Banking business in Egypt. Few countries have witnessed such stunning growth seen by the Global Consumer Group in Egypt, which is now managing a full-service retail franchise. Balanced and aggressive growth has enabled diversification into Credit Cards, Personal Loans, Auto Loans, Banking, Investments and Payrolls.

Consumer business is poised to grow significantly with the planned branch expansion which will increase accessibility of quality banking products and services for the Egyptian market.



**Mr. Mina Morcos Guirguis**  
Chairman  
EBKOT for Development  
and Tourism Co. S.A.E

EBKOT for Development and Tourism was established in 1997. The objective of the company is to develop tourism projects. The developing and owning company of Sonesta beach resort in Taba – Red Sea Sinai.

It's a five star deluxe resort consisting of 440 rooms and suites with private beach, swimming pools, 8 restaurants and bars, health club and gymnasium.

#### Siwa Oasis

The Siwa Oasis is situated in the Western Desert close to the Libyan border. It is Egypt's most remote oasis town. Siwans speak their own language and their jewelry and crafts are exquisite. The Siwa oasis is known for its geographical beauty, hot springs and the fact that Alexander the Great traveled here to visit the Oracle of Amun. It's a wonderful place to relax, swim and eat some olives. The old town of Siwa dates back to the 13th century and its mud and brick design looks quite distinctive.





**Eng. Moataz Sherif**  
Chairman  
El Zomoroda for Marble and  
Granite

Mr. Sherif is the Chairman of: El Zomorodah co. for Marble & Granite, specialized and having a long experience in supply, install & export for different stoner products, supply construction companies, home builders and design & decoration agents, in addition to supply & manufacturer rough blocks. Also a supplier and manufacturer of rough blocks, random to cut to size slabs and tiles with various surface finishing. TTS – Technology Egypt: Oil, Gas. Service and Agencies, a 100% Egyptian Company providing a wide range of services to the Oil & Gas industry in the Middle East region. TTS has integrated quality, environment and safety system which complies with ISO 9001:2000, ISO 14001 and 18001. The scope of activities is Recovery of Crude Oil from Sludge.



**Mr. Mohamed Aly El Hamamsy**  
Chairman  
Megacom

Megacom is one of the leading consultation companies in Egypt, established in mid-1997 to provide premium consultation services.

Our services include Strategic Management, IT & MIS, Organization & HR, Market Feasibility Studies, Economic Studies, Project Management, Production Optimization & QMS, Institutional Development and Policy Advisory.

Megacom has conducted more than 180 consultation projects utilizing 90 Egyptian consultants and 20 of the best European consultants.

Megacom provides "Business Consultation" services.

Megacom also delivers specialized trading & production consultations for textile, food, engineering, pharmaceutical, furniture, and IT industries.



**Mr. Mohamed El Agaty**  
Owner  
Leading Silver Smith Company

The Leading Silver Smith company founded in 1896 specialized in the manufacturing of silver in all its forms using highest technology.

We target local market and export to major European cities andz



**Mr. Mokhtar Abou Basha**  
Chairman  
Maba Group

Maba was founded in 1983. The company first started operations as a commercial agent and agricultural consultant, importer and exporter of seeds potatoes, table potatoes and agricultural crops. The company has grown to include a number of different companies operating under Maba Group. Those companies are Mastra for Importer and Distributor of Fertilizers and Pesticides, Maba Quarry for Production of Sandstones, Granite, Marble and Quartz. Egytalia for Cutting and Export of Granite, Marble and Sandstone. Maba Farming for Land Reclamation, Agriculture Products (Fruits, Vegetables, and Potatoes) and Nurseries for Strawberries and Mangoes, Grapes, and Cutting Flowers and Tissue Culture Lab a joint venture with a Dutch company for plant multiplication by tissue culture of disease-free fruits, cut flowers, and ornamental bulbs. All production is exported to the EU.



**Mr. Mahfouz Matta Nasrallah**  
Founder and Chairman  
Prima Elios for Electrical  
Industries

Mr. Mahfouz Matta Nasrallah is the Founder and the Chairman of: Arab Press Company (APCO) since 1962, the company's activity is: Commercial Printers specialized in long governmental print orders, e.g. Ministries of Health, Education, Transport, Agriculture and Public Banks.

Mr. Mahfouz has founded also two other companies which are: Prima Elios for Electrical Industries S.A.E. Since 1975, manufacturers of electrical wiring accessories/devices (for domestic use) under Italian license e.g. switch socket-outlets, lamp-holders, ballasts, plugs, connectors, etc. Elios Spa, Carlo Bezzi, Arditì and Perry Electric are amongst our European partners and Prima Plast Egypt S.A.E. since 1999, Plastic Recyclers and Manufacturers of plastic transport pallets and sheets used in various sectors such as the construction, agriculture, and transport sectors.

Unilever, Coca-Cola, Cadbury, GlaxoSmithKline, Carrefour and Danone are amongst our highly esteemed clientele.

Mr. Mahfouz is also Partner in Carlton Taylor Graphics since 1987 (Toronto, Canada), commercial printers specialized in offering full service from concept to print. Carlton Taylor is known for its clients as the One-stop shop for all printed

communications. Rogers Media, Ryerson University, Humber College, Etihad Airways, GBC and Thomson Carswell are amongst our special clientele.



**Mr. Omar El Sissi**  
Managing Director and CEO  
Egyptian Gulf Bank

Egyptian Gulf Bank -EGB is an Egyptian based Private sector Bank established in year 1981 according to the covenants of the investments law.

The shareholding stakes of the bank is a mix of Gulf participation, Egyptian Private Investors, Institutional Investors and public offering.

In the beginning of 2007, a new CEO has been appointed to the bank, with a mandate to alter the business strategies of the bank and take it along new business horizons. In this direction, the appointment procedures of a new management team has taken effect, covering the areas of Credit, Corporate Banking, Personal Banking, Legal, Operations, and Risk Management.



**Mr. Saïid El Derini**  
General Manager and Partner  
Tam Oilfield Services

Exclusive representative of major worldwide manufacturers in the oil/gas and refinery industries, and a provider of technical services.

The company operates out of a privately owned duty free zone warehouse in America, Alexandria.

### Pyramids of Giza & the Sphinx

The Pyramids of Giza represent one of the greatest architectural feats by man. The Great Pyramid of Giza is one of the world's oldest tourist attractions. There are in fact three main pyramids in Giza; the Great Pyramid of Khufu (or Cheops), The Pyramid of Kafhre (Khephren) and the smaller Pyramid of Menkaura (Mekeraus). Each Pyramid is a tomb to a different King of Egypt. In front of the pyramids lies the Sphinx, or Abu Al-Hol in Arabic, "Father of Terror". Carved out of a single block of stone, this enormous Man and Lion-like sculpture representing mankind and power has fascinated millions of visitors.



**Samir Samman**

Owner and Managing Director  
Samman Trading Co.

Mr. Samir Samman has a degree in Economics from Louvain University in Belgium where he spent 15 years as an entrepreneur in the import/export field.

He is a Board Member and Partner in several hotels, resorts and cruise lines beside owning and managing "Samman Trading and Supplying" a multiple sector company working in the distribution and supplying of local and imported food and beverages to resorts and tourism destinations as well as land reclamation, agro alimentary industry and import/export.

## Journalists



**Mr. Mohamed Abdel Rahman El Hawary**  
Deputy Editor-in-Chief  
Al Akhbar Newspaper

Mr. Mohamed El Hawary holds a degree in Mass Communication from Cairo University, a Diploma in Mass Communication from Illinois University USA, and attended the Mass Communication course, UNESCO.

Mr. El Hawary joined el Akhbar Newspaper in 1973 and has held various positions.

He also managed the Oman Daily Newspaper for seven years as Editor- in-Chief (Sultanate of Oman).

### Luxor Temple

The Temple of Luxor was built largely by Amenhotep III and Rameses II around 1400 BC. Its main purpose was to celebrate the festival of Opet. Many rulers built on to the temple yet it always remained a place of worship for Christians and later Muslims. A mosque built inside the temple still exists and is one of the highlights of the site. Luxor Temple is beautifully lit at night so it's worth visiting the site at sunset.





**Ms. Naglaa Zikry**  
Deputy Editor-in-Chief and  
Head of the Economic  
Section Al Ahram  
Newspaper

Ms. Zikry is an accomplished financial journalist and analyst.

Ms. Zikry holds degrees in Mass Communications and Political Economy from Cairo University.

She supervised the prestigious Saudi Financial Tribune Office in Cairo for seven years before joining Al Ahram as Deputy Editor-in-Chief and Editor-in-Chief of the daily's economic section.

Ms. Zikry writes a weekly column on finance and banking issues, covering the hot topics in different sectors such as monetary markets, the stock exchange and the banking.

Ms. Zikry regularly accompanies international trade missions to the U.S., Europe, Middle East and Asia.

**Mr. Mohamed Radwan**

Managing Editor

Al Masry Al Yom Newspaper

Mr. Mohamed Radwan holds a degree in Mass Communications from Cairo University.

He has joined different newspapers such as: Al Akhbar Newspaper, Cairopost and Al Maraa Al Yom.

Currently Mr. Mohamed Radwan is the Managing Editor of Al Masry Al Yom Newspaper.

## CEBC Staff



**Ms. Rasha Kamal**  
Executive Director  
Canada Egypt Business Council

**Mariana Malak**  
Office Manager to the Chairman  
Canada Egypt Business Council





**Ghadeer Farouk**  
**Canada Relations Liaison**  
Canada Egypt Business Council

**Nagui Noshi Garas**  
Financial Manager  
Canada Egypt Business Council



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To all those whose hard work and  
dedication made this trade mission  
possible

### **In Canada**

#### **Embassy of the Arab Republic of Egypt**

Ambassador Wafaa El-Hadidy  
Consul General of Egypt in Montreal

Ms. Hala El Bishlawy  
Charge` D'Affaires

Dr. Nebal Tanbouly  
Consul of Cultural and Educational Affairs and Director of  
the Cultural office of Egypt in Montreal

Mr. Yahya Elwathik Bellah  
Consul Commercial and Director of the Commercial office  
of Egypt in Montreal

Dr. Bernard Patry  
Liberal Member of the Parliament for Pierrefonds-Dollard

Mr. Thaer Mukbel  
Foreign Affairs Advisor

#### **Women Engaged in Bridge Building**

Dr. Nazreen Ali  
President  
BrightStar Capital Corporation

#### **Canada Arab Business Council**

Mr. Richard Mann  
Director General

Mr. David Hutton  
Director General

## In Egypt

### Embassy of Canada in Egypt

Ambassador Philip MacKinnon  
Ambassador of Canada to Egypt

Mr. Richard Dubuc  
Senior Trade Commissioner

Dr. Tarek Abdel Meguid  
Trade Commissioner

## USEFUL WEBSITE LINKS AND RESOURCES

### **Egyptian Government**

A simple to use, trilingual system, provides many facilities to assist performing library activities.

*<http://www.alis.idsc.gov.eg>*

The official source of providing all the State's agencies, authorities, universities, research centers and international organizations with data, statistics and reports.

*<http://www.alis.idsc.gov.eg>*

Provides information about Egyptian healthcare organizations and professionals.

*<http://www.health.egnet.net>*

Supports the establishment of Egypt's Information Highway. Within this project, several pilot networks are being launched: Egypt's TourismNet, Egypt's CultureNet, Egypt's HealthNet, Egypt's GovernoratesNet.

*<http://www.highway.idsc.gov.eg>*

The public information organ of the government of the Arab Republic of Egypt.

*<http://www.sis.gov.eg/En/Default.htm>*

Encourage and support socio-economic development in Egypt.

*<http://www.highway.idsc.gov.eg/govern>*

A specialized center dedicated to providing information and decision support services.

*<http://www.idsc.gov.eg>*

Provides information on the role and functions of the People's Assembly, the Egyptian Constitution, and voting system in Egypt.

*<http://www.assembly.gov.eg>*