



C.E.B.C

CANADA EGYPT BUSINESS COUNCIL  
مجلس الأعمال الكندي المصري  
CONSEIL D'AFFAIRES CANADA EGYPT

# TRADE MISSION TO CANADA



2022

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## MESSAGE FROM THE CHAIRMAN

The mission was highly welcomed by the Canadian government and Canadian business sector, the Egyptian community in Canada and the Council was respectfully recognized.

The mission has concluded several achievements among the most of important is reviving trade and investment relations between Egypt and Canada, updating the Canadian government and business community on the recent economic and political changes in Egypt, exploring potential areas of cooperation, and setting the initial steps for strengthened cooperation to be followed up by the business community and the government on both sides.

It can be confidently argued that the mission was able to provide the following messages; Egypt is open for more business cooperation and taking all the needed development steps for attracting investors, Egyptian businessmen are interested in sharing hands with foreign investors to come and invest in Egypt, and there are major transformations in the business climate that happened and are worth noting including the huge development in the infrastructure.

I'm glad to announce that the mission was able to identify several areas of potential cooperation in different fields in the manufacturing, agribusiness, mining, renewable energy , and high education collaborations services sectors.

Lastly I would like to pay attribute to all our strategic partners in Canada for helping us, the Government of Egypt, Embassy of Canada to Egypt and our valued members whose participation was the foundation for bringing more Egyptian Canadian partnership for growth.

**Motaz Raslan**  
**Chairman**  
**Canada Egypt Business Council**







## MESSAGE FROM AMBASSADOR OF CANADA TO EGYPT

Dear All,

Canada-Egypt bilateral trade relations are sturdy and prosperous. In recent years we have seen a flow of new initiatives and opportunities shaping the landscape of our collaboration. Egypt came to become one of Canada's largest merchandise trading partner in Africa, with bilateral trade valued at almost 1.9 billion Canadian dollars in 2021. Such momentum is a tangible indication of bilateral economic synergies. Canada is keen to secure additional major contracts in the Egyptian market in priority sectors like mining, education, and artificial intelligence, and clean tech.

I am excited to hear about CEBC reviving its trade visits to Canada and leading its 7th delegation after being absent for few years due to various reasons, most recently due to the impact of COVID on international travels. The CEBC initiative came at a perfect timing to build on the present positive momentum, strengthen ties, and maintain the synergy between our business communities. I was happy to see the partnership between CEBC and CABC materializing and creating what I look forward to be a fruitful collaboration and sustainable platform.

I am delighted with the visit's overall outcome and the potential that it has created, and look forward to tangible results. As you are aware Egypt will be hosting COP27 this fall, and Canada will have a significant representation at the event and an ambitious agenda. This is another opportunity for our stakeholders to work together on files of great importance to our countries and I see a role for CEBC as a credible partner.

I once more congratulate you all for a successful visit to Canada and look forward to the next one.

**Louis Dumas**  
Ambassador of Canada to Egypt







## MESSAGE FROM AMBASSADOR OF EGYPT TO CANADA

It was a pleasure and honour receiving the latest mission of the Canada Egypt Business Council (CEBC) to Canada last June. I cannot stress enough on the importance of the timing and nature of the mission as the first of its kind in many years. The presence of this significantly diversified private sector's mission in Canada gave a boost to the increasingly evolving Egyptian- Canadian economic relations, especially at a time which witnessed global economic strains following the Covid-19 pandemic and Russian-Ukrainian war crises.

I would like to praise the remarkable cooperation spirit that existed between the Egyptian Embassy in Ottawa and the CEBC, as it positively contributed to the success of the mission and the multi dimensional nature of the meetings that were held with representatives of the Canadian private sector, government officials, parliamentarians, as well as members of the Canadian Egyptian Parliamentary Friendship Group.

We look forward to capitalizing on the positive outcomes of the visit, and I highly encourage more engagement between the Egyptian and Canadian private sectors in the future. The Private Sector is always seen as the main driving forces for economic cooperation between both Canada and Egypt. It is my personal wish that we see a similar mission from Canada visiting Egypt in the near future.

Furthermore, It is also imperative to maintain the frequency of mutual visits on annual or bi-annual basis, to ensure effective interaction and build more bridges that will definitely add value to the multi-faceted economic relations between both countries.

**Ahmed Abu Zeid**  
Ambassador of Egypt to Canada





The background of the page is a repeating pattern of various Egyptian hieroglyphs in a light gray color. These include symbols for the eye, bird, lotus, ankh, was, djed, and other common hieroglyphs, arranged in a grid-like fashion.

# WHY EGYPT?



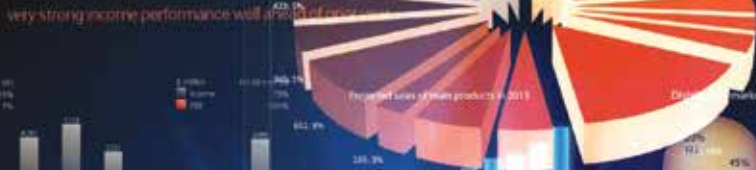
## **A STRONG ECONOMY AND AN ENVIRONMENT SUITABLE FOR INVESTMENT**

Since 2016, the Egyptian government has implemented an ambitious economic reform program that included financial and monetary reforms aiming to achieve rapid and sustainable growth rates, and an inclusive development for Egypt.

This Program has provided radical solutions to structural economic problems that the Egyptian economy has been suffering from for many years.

The Implementation of the axes of this program comes within the framework of Egypt Vision 2030, which reflects the State's long-term strategic plan to achieve the principles and goals of the sustainable development in all fields, and to settle them in the various Egyptian State bodies.





Symbol	BID	ASK	FBID	FLA	SAO	ASK	FLA
TSX	100.00	100.00	100.00	100.00	100.00	100.00	100.00
TSXV	100.00	100.00	100.00	100.00	100.00	100.00	100.00
TSXW	100.00	100.00	100.00	100.00	100.00	100.00	100.00
TSXZ	100.00	100.00	100.00	100.00	100.00	100.00	100.00
TSX1	100.00	100.00	100.00	100.00	100.00	100.00	100.00
TSX2	100.00	100.00	100.00	100.00	100.00	100.00	100.00
TSX3	100.00	100.00	100.00	100.00	100.00	100.00	100.00
TSX4	100.00	100.00	100.00	100.00	100.00	100.00	100.00
TSX5	100.00	100.00	100.00	100.00	100.00	100.00	100.00
TSX6	100.00	100.00	100.00	100.00	100.00	100.00	100.00
TSX7	100.00	100.00	100.00	100.00	100.00	100.00	100.00
TSX8	100.00	100.00	100.00	100.00	100.00	100.00	100.00
TSX9	100.00	100.00	100.00	100.00	100.00	100.00	100.00
TSX0	100.00	100.00	100.00	100.00	100.00	100.00	100.00

Symbol	BID	ASK	FBID	FLA
TSX	100.00	100.00	100.00	100.00
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TSX1	100.00	100.00	100.00	100.00
TSX2	100.00	100.00	100.00	100.00
TSX3	100.00	100.00	100.00	100.00
TSX4	100.00	100.00	100.00	100.00
TSX5	100.00	100.00	100.00	100.00
TSX6	100.00	100.00	100.00	100.00
TSX7	100.00	100.00	100.00	100.00
TSX8	100.00	100.00	100.00	100.00
TSX9	100.00	100.00	100.00	100.00
TSX0	100.00	100.00	100.00	100.00



## **MODERN AND ADVANCED INFRASTRUCTURE**

Egypt has many advantages and elements in the field of infrastructure.

It has achieved historical and unprecedented achievements in the field of infrastructure projects, as these projects will contribute to making Egypt one of the most important countries in the Middle East and Africa, and enhancing its regional and international role.

As a result of these efforts, Egypt's ranking in the Infrastructure Index in the Global Competitiveness Report 2019 improved to score the 52nd rank compared to 56th in 2018 report because of the State's keenness and the implementation of many infrastructure projects, especially in the sectors of transportation and roads, electricity and energy, and petroleum and natural gas.



## **LARGE CONSUMER MARKET & DISTINCTIVE DISTRIBUTION OF POPULATION**

Egypt is classified as the most populous country in Africa and the Middle East.

Egypt has witnessed a remarkable rise in retail market sales, and products influx from major international companies, as Egypt attracts many international brands because of the fact that these companies consider Egypt as a large market to sell their products in.

Therefore, the high population and the high tendency to consume that a large proportion of age groups have, is a motivating factor for any investor to be present in the Egyptian market.







## SKILLED & TRAINED LABOR FORCE

Egypt's competitiveness in the field of human resources is represented in its ability to provide skilled and trained labor in various fields, in addition to the competitive wages, which are low compared to other wages in the world. Moreover, the labor force in Egypt, which is estimated at 29380 million workers at the end of the third quarter of 2021, is one of the most skilled labor forces in the Middle East throughout several decades.

Egypt is considered as the main regional source of skilled labor in several sectors such as the sectors of ICT, financial services, and tourism, especially in light of the State's adoption of national programs to train and prepare skilled labor.



## VARIOUS INVESTMENT REGIMES

Investment Law No. 72 of 2017 included several investment Regimes, where investors can choose from which to set up their investment projects.



## INVESTMENT GUARANTEES AND INCENTIVES

### Leading Economic Sectors

The Economic reform policies pursued by Egypt succeeded in achieving a remarkable improvement in growth rates, as the rate of GDP growth during the fiscal year 2019/2020 reached about 3.6%, despite the repercussions of the spread of the Corona virus and its impact on the global economy, but the Egyptian economy succeeded in dealing with the crisis, achieving a positive growth rate, while other countries recorded negative growth rates.

The economic structure of Egypt is characterized by diversity and having a flexible response to market forces and its interactions, which constitutes a strong basis for the positive contribution of all economic sectors to the process of economic growth.

The sustainable development plan in Egypt gives priority to the leading, high-productivity, fast-growing sectors, and to the sectors most closely related to activating transactions in internal markets.





## DISTINCTIVE STRATEGIC LOCATION

The strategic location of Egypt has contributed to making it a main hub between the global trade movements, as Egypt is considered the best choice to access the global markets in Europe, Middle East, Africa, and India.

In addition, Egypt has a distinguished location in the international logistics roads as well as Suez Canal, which is considered the most important navigational passage in the world linking the east with the west.

Egypt also has the ability to access the large major markets through a set of bilateral and multilateral trade agreements concluded with countries in Europe, Middle East and Africa.





## TELECOMMUNICATIONS IN EGYPT

Seeking to build Digital Egypt and achieve the transition into a digital society, the Ministry of Communications and Information Technology (MCIT) has been working to build an infrastructure that is secure, reliable and accessible.

MCIT prioritizes the maintenance of a strong, adaptive infrastructure; the development and convergence of technologies; and the safeguarding of a regulatory framework conducive both to investment in and growth of the ICT sector.

The National Telecom Regulatory Authority (NTRA) was further empowered by the Telecommunication Regulation Law No. 10/2003. NTRA acts as the independent regulatory authority overseeing the telecommunications sector in Egypt, improving its services and expanding its usage.

## TELECOMMUNICATION MARKET

In 2019, the ICT sector contributed EGP 93.4 billion to the Egyptian GDP (approximately 4% of the total GDP), increasing by 14.3% points from 2018.

Egypt's digital transformation is part of its plan of economic diversification.

Egypt's ICT 2030 Strategy is a guideline that aims to transform the country into a telecommunications and technology hub on both the regional and global scales.

Towards this end, NTRA thrives to put forward viable regulations to ascertain a competitive level playing field in the various markets of the telecommunication sector.







## EGYPT'S TRADE AND INVESTMENT CLIMATE

The Egyptian government continues to make progress on economic reforms, and while many challenges remain, Egypt's investment climate is improving.

The country has undertaken a number of structural reforms since the flotation of the Egyptian Pound (EGP) in November 2016, and after a strong track record of successfully completing a three-year, \$12 billion International Monetary Fund (IMF)-backed economic reform program, Egypt was one of the fastest growing emerging markets prior to the COVID-19 outbreak.

Increased investor confidence and the reactivation of Egypt's interbank foreign exchange (FX) market have attracted foreign portfolio investment and grown foreign reserves.

The Government of Egypt (GOE) also understands that attracting foreign direct investment (FDI) is the key to addressing many of its economic challenges and has stated its intention to create a more conducive environment for FDI.

FDI inflows grew 11 percent between 2018 and 2019, from \$8.1 to \$9 billion, according to data from the Central Bank of Egypt.

The United Nations Commission on Trade and Development (UNCTAD) has ranked Egypt as the top FDI destination in Africa between 2015 and 2019.

Egypt has implemented a number of regulatory reforms, including a new investment law in 2017; a new companies law and a bankruptcy law in 2018; and a new customs law in 2020. These laws aim to improve Egypt's investment and business climate and help the economy realize its full potential.

The 2017 Investment Law is designed to attract new investment and provides a framework for the government to offer investors more incentives, consolidate investment-related rules, and streamline procedures.

The 2020 Customs Law is likewise meant to streamline aspects of import and export procedures, including a single window system, electronic payments, and expedited clearances for authorized companies.





## EGYPT'S ECONOMIC REFORM

The Egyptian economy has shown resilience in the face of the crises that have swept the entire globe over the past two years. Egypt's economy showed resilience in the face of the pandemic, as it has done better than other countries.

The new country strategy for cooperation between Egypt and the EBRD 2022-2027 has been launched, that strategy focuses on three key priorities identified in cooperation with the Egyptian government and aligned with its ambitious reform program.

The three strategic priorities focus on promoting a more inclusive economy for Egyptian businesses, women and youth, accelerating Egypt's green economy transition and enhancing the country's competitiveness by supporting private-sector growth and strengthening governance.

There is a tangible progress in terms of reforms and the available opportunities in Egypt.



## **CANADA & EGYPT RELATIONS**

Canada and Egypt have an established and multi-faceted relationship, which is founded on over 40 years of development cooperation, growing trade ties, and vibrant people-to-people links.

Canada works with Egypt to advance issues of mutual interest, including promoting peace, stability, and security in the Middle East and Africa regions.







## TRADE RELATIONS

Two-way trade between Canada and Egypt has been growing in recent years and in 2020 totalled \$1.985 billion.

Canadian exports to Egypt were \$711.5 million in 2020 and top Canadian merchandise exports to Egypt were iron, steel, and leguminous vegetables.

Gold remains Canada's top import from Egypt, making up nearly 90% of the total in recent years. Other significant imports include textiles and clothing. Education is a major component of Canada-Egypt bilateral relations.

Based in Egypt's New Administrative Capital, the Universities of Canada in Egypt was inaugurated in September 2018 and hosts local branches of Canadian universities.

Canadian firms have sizeable investments in Egypt in the petrochemicals and the oil and gas sectors.

## DEVELOPMENT

Canada supports development projects in Egypt by partnering with Canadian, local and international organizations.

Canada's development assistance in Egypt focuses on two Feminist International Assistance Policy action areas:

Growth that works for everyone, by emphasizing employment for youth and women through skills development and private sector development, with a focus on micro, small and medium-sized enterprises.

Gender Equality and Empowerment of Women and Girls, by advancing reproductive health rights and services and improving policies and services to enable women to participate in the economy.

### **Partnerships and organizations**

To develop effective responses to today's most pressing global challenges, Canada and Egypt work closely in multilateral fora, such as:

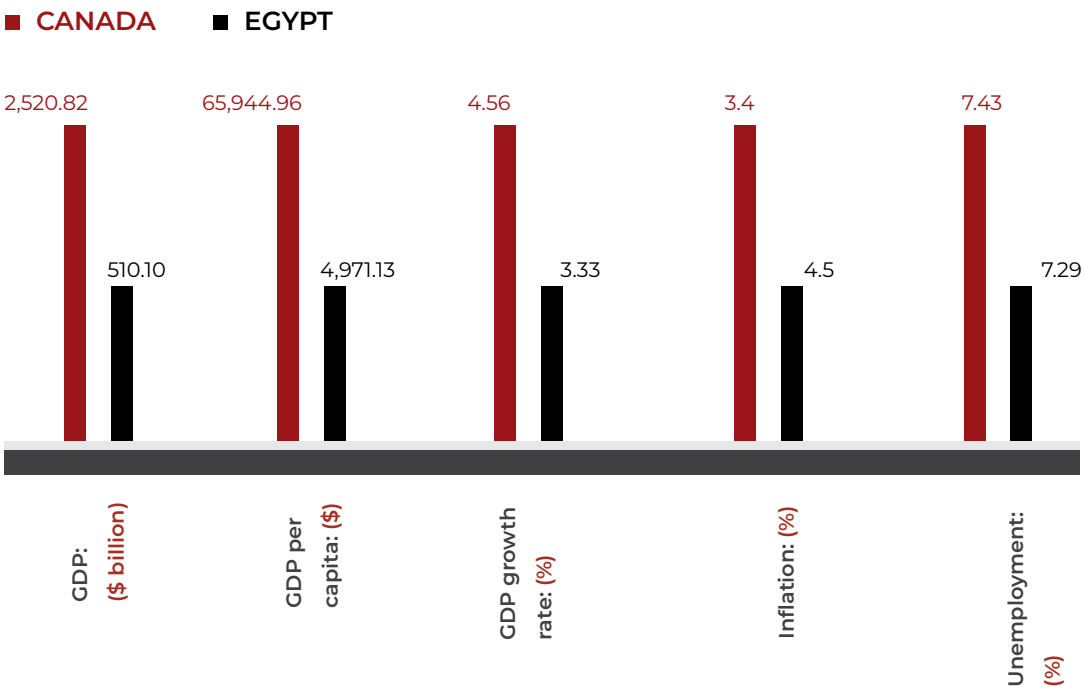
- La Francophonie
- International Civil Aviation Organization (ICAO)
- Pacific Alliance
- United Nations (UN)
- United Nations Educational, Scientific and Cultural Organization (UNESCO)
- World Trade Organization (WTO)



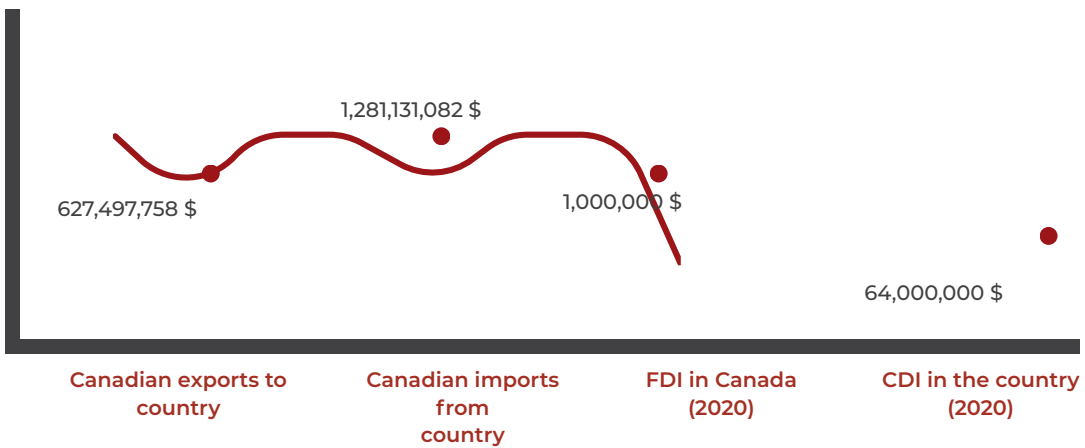


# ECONOMIC INFORMATION

## COMPARATIVE FIGURES

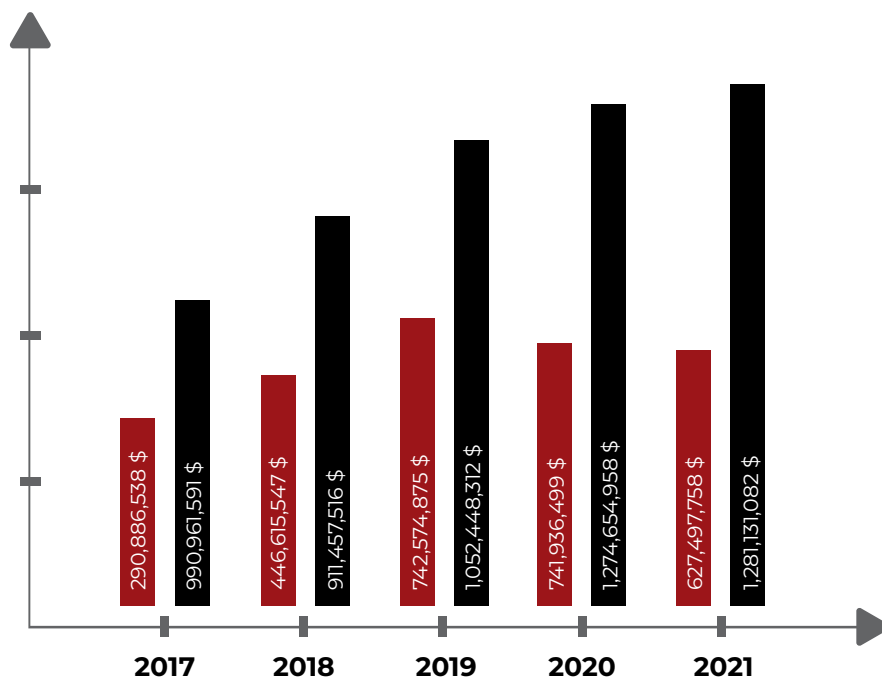


# PRODUCT TRADE AND INVESTMENT



## BILATERAL PRODUCT TRADE CANADA - EGYPT

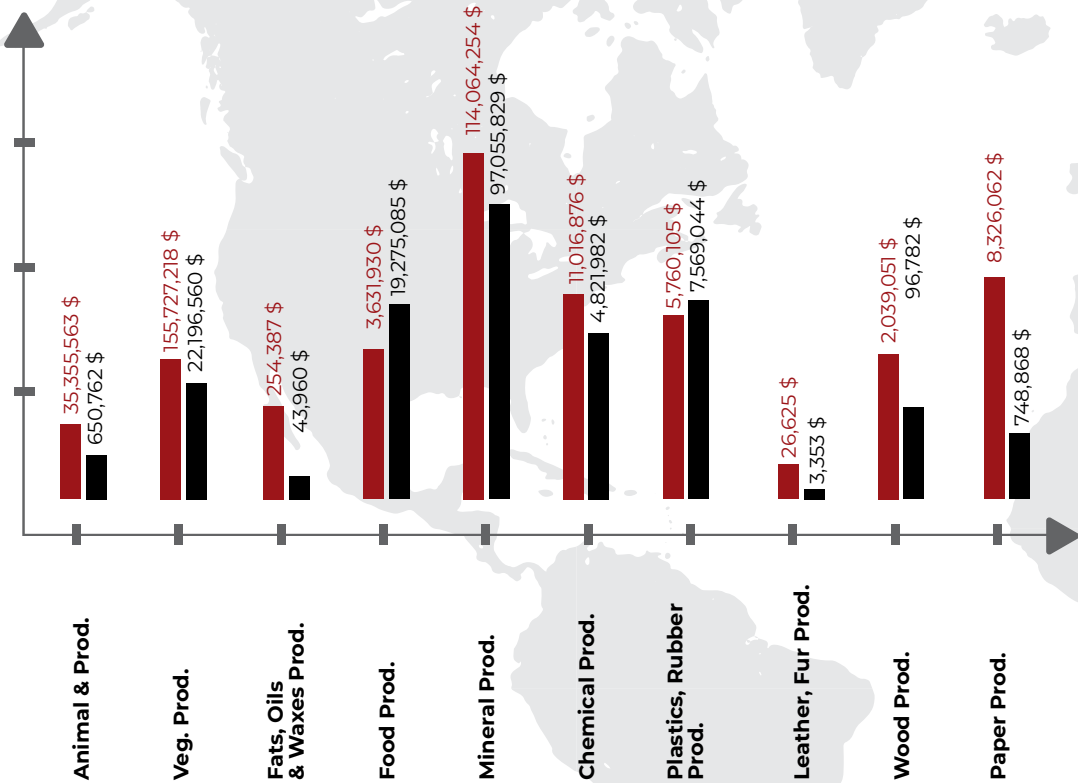
■ EXPORTS ■ IMPORTS



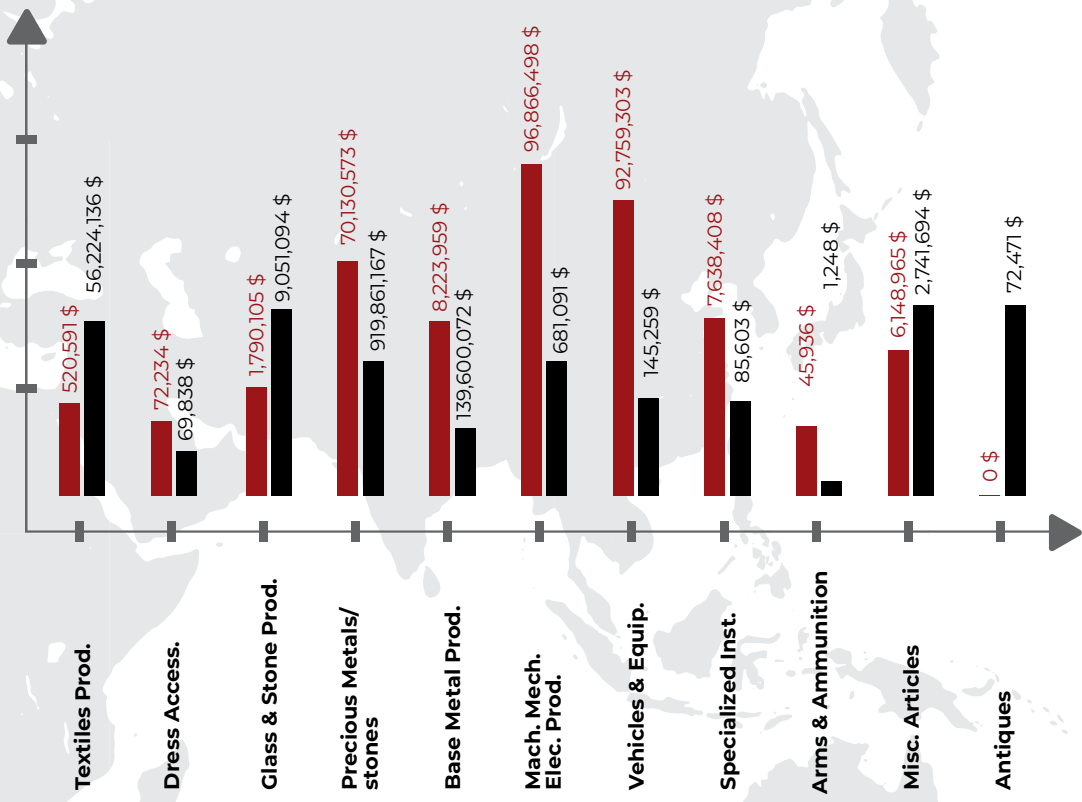
# 21 HS SECTIONS (2021)

CANADA - EGYPT

■ EXPORTS ■ IMPORTS







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# **WHY CANADA?**



## ABOUT CANADA

Canada took first place in the recently released 2021 Best Countries Report from US News & World Report.

This is the first time Canada has claimed the top spot in the annual ranking. The country placed second in the 2020 report and was in third place in 2019.

Canada ranked #1 out of 78 countries, beating out Japan, Germany, Switzerland and Australia, which rounded out the top five. The United States came in sixth.

The ranking measures the global performance of each country based on a variety of metrics – Adventure, Agility, Cultural Influence, Entrepreneurship, Heritage, Movers, Open for Business, Power, Social Purpose and Quality of Life.

Canada got full marks for Quality of Life – which reflects political and economic stability, public safety and a good job market – and Social Purpose, which looks at social justice, human and animal rights, racial equity, gender equality and religious freedom.

The country also received high marks in the Agility, Entrepreneurship and Open for Business categories.







## ECONOMY

There is unlimited opportunity and potential to be found in Canada's fast growing and industrialized economy. As one of the richest countries, Canada also offers the highest standard of living while decreasing taxes and strengthening their economy with a 2.3% inflation rate.

Canadians also get to keep an increasing amount of their income each year, with the average annual income being around \$40,000. The economy continues to improve with the lowest unemployment rate since 1976 (6.8%) and hundreds of thousands of new jobs created annually.

## HEALTH

Canadians consider health care to be a fundamental right. This is why free healthcare is such an important part of what makes Canada awesome.

While the process may be slower, the quality of health care is among the highest in the world, and everyone has access to the medical treatment that they need.

The cost of recovery is never a concern, no matter what health challenges you face. The access to social assistance programs and affordable housing also contribute to the overall wellbeing and health of the nation that takes care of its people.







## EDUCATION

Canada spends more money on the education of their citizens than any other nation. Primary and secondary education are free along with post-secondary studies.

Canadian colleges and universities are known for the superb reputations throughout the world.

Canada is also the most educated country in the world with the highest proportion of college graduates at 51% (Organization for Economic Cooperation and Development Report on Global Education).

## CULTURE

Canada is a truly multicultural country with a rich ethnic diversity. Multiculturalism was even adopted in Canada as a national policy. For example, Canada recognized dual citizenship, it supports media such as newspapers, etc. in several languages (Portuguese, Italian, Arabic, Chinese...), it encourages minorities representation in the work force and in education and it offers support and help for newcomers in Canada (translation services, immigration advices etc.).

Canada is a country that is entirely multicultural and even has an official national policy of multiculturalism. Some examples of this policy include having media (like newspapers) in several languages, including Italian, Chinese, Portuguese, Arabic, etc. Canada also encourages immigrants and minorities to hold onto their cultures and represent their nationality in education and the work force. They offer services for translation and immigration advices to support newcomers.

Canada is a wonderful example to the world as a leader in cultural diversity, tolerance, peaceful society, and safety. They keep their citizens safer with the lowest crime rates that continue to decline thanks to a fair justice system, strict gun control laws, and community policing.

Because Canada is such a large country, their population is small in comparison with one of the lowest population densities in the world. There are ten provinces and three territories with motto of Ad Mari Usque Ad Mare (From Sea to Sea). There is a whole lot of space across the mountains and prairies and between British Columbia and the Maritimes with numerous roads, mixed ethnicity neighborhoods, unique language quirks, and intriguing cultural diversity.







## TRADE MISSION PARTICIPANTS



## Eng. Motaz Raslan

Chairman

Canada Egypt Business Council

Mr. Raslan is a business leader, who started his professional career back in 1976, by establishing “Raslan Construction” that carried out several successive creative and inventive construction projects and complexes.

By the early eighties, Raslan extended his overseas real estate growth perspective by establishing “Raslan Engineering & Consultancy” based in ‘the kingdom of Saudi Arabia’ that has participated in Jeddah’s construction evolution.

Since 1990, Raslan Group became the cornerstone of across the border group of prominent companies whose activities include construction, infrastructure, rehabilitation, tourism, resorts, hotels, air services “Raslan Air Taxi”, chemical fertilizers “Chemicals & Metals International Co - CMI”, as well as a UK-based company for the supply and trade of scrap steel.

Raslan Group has also founded and built up successful water treatment and bottling factory “AQUA” based in Egypt.

Raslan is also a pioneer community leader. He is the Chairman of Canada Egypt Business Council (CEBC) and the Chairman of Egyptian Business Council for International Cooperation (ECIC).

“ Proudly announcing that  
Canada Egypt Business  
Council Seventh Trade  
Mission to Canada was a  
major success despite the  
worldwide crisis.

”





## Dr. Sherif Mostafa El-Gabaly

Chairman - Polyserve Group

Member of the Egyptian Parliament

Polyserve Fertilizers and Chemicals group is in the business of manufacturing and trading of Fertilizers & Chemicals, logistics and stevedoring of dry and liquid bulk, Agriculture and mining; handling over 2.3 million MT per annum and with turnover of more than \$600 million.

Polyserve has engraved its place among the international players in its field. As a part of Polyserve's Strategy to expand its business internationally, Polyserve has opened a sister company in Dar Es Salam Tanzania, with warehouses to cover the area of East Africa.

Further to ensure sustainability and reliability of its production facilities, hence product, Polyserve has established a Beijing based Engineering Company, to source its spare parts, technology upgrades and new lines to all its facilities.

The group has large activities in the field of agriculture and has a state of the art plantation of 4000 acres in Egypt.

**“ A great opportunity to learn about new markets for the development of trade relations. Identifying trade and investments opportunities between Canada and Egypt as the gateway to Africa, was really needed and highly recognized by the Canadian side. ”**







## Mr. Abdelsalam EL-Gabaly

Vice Chairman – Polyserve Group

Member of the Senate of Egypt

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“ **The mission was indeed a value added to portray the great trade and investment potential. The Canadian side was glad to hear about the agenda in Egypt. Mega projects taking place in Egypt and are willing to share hands in investments agreements.** ”





## Dr. Hany Hanna Neamatalla

Head Intensive Care Ministry Health

Member of Senate of Egypt

- Senator; International relation, foreign affair, Immigration Committee,
- Sénat of Egypt.
- Previous Diplomat , Embassy of Egypt to France.
- Professor of Cardiology and consultant of ICU.
- Member of the Egyptian foreign affair council.

**“ It was a great pleasure to participate in this significant mission; visiting the Sante of Canada and meeting with Canada Egypt Parliamentary Friendship Group was a cornerstone for future mutual cooperation between the parliamentarians in Canada and Egypt. ”**



## 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. and a Company for plant multiplication by tissue culture of disease-free fruits, cut flowers, and ornamental bulbs. All production is exported to the EU.

**“ Promising opportunities for agribusiness and food sector amid the global food crisis. Canada is a promising market that can absorb a lot of future business transactions in that sector. Meeting with a lot of business leaders and governmental officials in Egypt Ontario business seminar was indeed a great opportunity for future cooperation. ”**





## Mr. Muhammad Zaher

President – Zaher Group

Zaher Mining Group is a group of companies (Z.Gold Resources – EgySa Mineral Resources - Real Mining Services EPDAE Company based in Cairo with Seventeen years of experience.

We are focused on mineral investment opportunities in Egypt and the MENA region, using its exploration programs, operating and financial expertise to crystallize value for its partners.

ZMG works in the field of exploration, development and extraction of non-ferrous metals namely gold and base metals.

The group holds licenses and properties in the eastern desert of Egypt.

ZMG is a partner to various international companies that hold properties in five continents in addition to a number of Canadian and Australian Financial corporates and Merchant Banks.

“ During this visit, our partners in Canada has praised the council's effort in integrating the mining sector for a greener economy in Egypt especially that Egypt will be hosting Cop 27 this year. ”





## Mr. Adel Roshdy Kodsi

General Manager -Trans Fridge  
International

TRANS FRIDGE INTERNATIONAL; is a sole agent and distributor for AlzChem, (AlzChem Group) (Germany) in Egypt for DORMEX (Plant Growth Regulator) and SITOEX (Plant Growth Regulator) and a Sole agent and distributor for HOCKLEY INTERNATIONAL, U.K. in Egypt for HOCKLEY GIB - T (Gibberellic Acid Tablets), HOCKLEY PHONE 48 (Ethephone 48%), -HOCKLIN supper (non - ionic wetting and spreading agent for agricultural and horticultural use) and SUPER MEP 5% LIQUID (Mepiquat Chloride 5% w/v).

**“ We were keen to open dialogue for more cooperation with Canada’s business sector. In fact, the mission was a great pathway to close more business deals in the commodities sector. ”**





## Dr. Amira Amin Salem Tawoos

Assistant Professor of Dermatology -  
Tawoos Skin Clinic

- Assistant professor of dermatopathology-Zagazig University, EGYPT
- Consultant of dermatology and aesthetic medicine
- Founder and CEO of Tawoos Skin Clinic
- Cofounder of Yes expert clinic
- Trainer for Merz
- International trainer and speaker of plasmage
- Aesthetic gynecology speaker and trainer
- Aptos trainer and speaker New York University college
- Speaker and trainer in all national aesthetic conferences
- Speaker in IMCAS, paris 2019 and AMWC, Monaco 2022 Dubai derma 2021.

“ I have witnessed through the visit the eagerness of the Canadian counterparts to cooperate with Egypt in sharing the latest technology used in health care. It was indeed a value added for my expertise to join this mission. ”



## Mr. Islam Elbanna

CEO - Safina Egypt Co.

Safina Egypt Company “S.A.E.” established in 2018, which have safinaegypt.com B2B marketplace, which will enable the Egyptian companies to introduce their products to both the domestic and international markets.

Safina platform is same as E-commerce mall that will housing the Egyptian products exclusively.

“ I consider this trip to be very fruitful in terms of bringing more Canadian suppliers to the Egyptian market and increasing the national export level dealing to attracting foreign direct investments. ”





## Hussein M. Fouad El Ghazzawy

Executive Vice President - Coxswains for  
Marketing and Commercial Trading (LLC)

Coxswains offer exclusive access to a wide range of business development services. This includes digital marketing, PR, market research, branding, events management and public relations. Coxswains leverage from in-depth experience, business development knowledges and wide network connections of our Leadership team across Middle East, Africa and Asia. \*INTRO Group is an Egyptian conglomerate that comprised of a diverse group of companies which include but are not limited to, trading & commercial representation, oil and gas and engineering, which mainly aimed to serve and aid the Egyptian economy through investments, partnerships and alliances.

“ I was very happy to witness the successful accomplishment of the mission. The meetings attended will pave the way for more Canadian participations and collaborations in the renewable energy sector that may achieve Egypt’s sustainable development agenda. ”







## Ali Abdel Ghaffar

CEO/ Square Seven

Square Seven orchestrates data to enable developers, brokers, property seekers and industry analysts to make critical, transparent and informed real estate investment decisions with the help of reliable, accurate and timely analytics. Through a professional team in Egypt and England and in partnership with Berkshire Hathaway and its US and Canadian subsidiaries.

**“ It was really a pleasure to join all these business leaders in portraying Egypt’s recent development agenda specially the real estate sector. The recognition received from our counterparts in Canada regarding the recent real estate development projects in Egypt and the interest shown in investing in Egypt in that sector can in fact place Egypt on global investment map. ”**





## Miranda Fikry Guirguis

Managing Partner / Square Seven

Square Seven orchestrates data to enable developers, brokers, property seekers and industry analysts to make critical, transparent and informed real estate investment decisions with the help of reliable, accurate and timely analytics. Through a professional team in Egypt and England and in partnership with Berkshire Hathaway and its US and Canadian subsidiaries.

**“ The mission was successful on all standards. We were introduced to many capabilities for future cooperation between Canada and Egypt specially in the real estate development. ”**





## Hisham El Attal

President – Fortuna DMCC Canada

Hisham El Attal, started his professional journey over 27 years ago in commodity trading. He held various positions in several companies in the field of Agriculture, seeds development , FMCC Distribution, as well as grain milling, oil seeds crushing, food and feed processing in several companies in Africa and the Middle East Region.

Also he is currently sitting on the board of several grain trading, logistics services and technology companies.

Mr. El Attal served as an active member of the board of several organizations including the Egyptian Agriculture Competitiveness Council, the Executive Committee of the Small & Micro Enterprise lending fund, the Alexandria Business Association (ABA) And vice chair for advocacy, the Egyptian Agriculture Export Council & the Chairman of the Rice Committee, the Agriculture Modernization Council ,the Steering Committee of the Egyptian – Japanese University, the Agriculture Steering Committee of the Industrial Modernization Center.

**“ The Mission was very successful & we were introduced to many mutual trade and investment capabilities which may lead to many future joint venture between Canada & Egypt. ”**





## Dr. Ahmed Ghoneim

Head of Authority - The National Museum  
of Egyptian civilization in Cairo

Ahmed Farouk Ghoneim is currently a Professor, Faculty of Economics and Political Science, Cairo University. He works as a consultant to several international and national organizations including the World Bank, WTO, UNCTAD, UNDP, and the World Intellectual Property Organization (WIPO). He holds a Ph.D. in Economics. He held different policy oriented positions, among which was an advisor on foreign trade issues to the Minister of Foreign Trade and advisor to the Minister of Industry on foreign trade issues and international agreements. He advised several governments on different trade policy issues, and helped in capacity building programs in a number of countries. Since 2019 he has been appointed as the head of the economic authority of the Museum of Egyptian Civilization.

“ The mission was a great opportunity to portray the historic legacy of Egypt together with all the recent development attempts, restoration of historic sites and museums which should place Egypt strongly on Canadian Tourism Agenda. ”





## Dr. Seddik Abdel Salam Tawfik

President of Al-Ahram Canadian University

Ahram Canadian University (ACU) is a leading modern educational institution of high international standards, employing innovative methods of education, as applied in Canadian universities. It also plays an important role in the comprehensive sustainable human development of Egypt and in fostering the scientific and technological literacy critical to Egypt. Ahram Canadian University (ACU) aspires to become one of Egypt's top tier universities providing quality education, state of the art research and contributes significantly to community development. We accomplish this by ensuring that our practices, policies and procedures encourage sustainable development; and Conducting creative research in collaboration with regional and international organizations.

**“ Joining the mission and visiting top ranked universities in Canada was very beneficial for us to share hands with these universities and benefit from their excellence standards. ”**







## Mr. Tarek Hashem

General Manager of international cooperation, Suez Canal Industrial Zone, Suez Canal Economic Development

Appointed as General Manager as of 2018 prior to that he joined the Authority at 2009 with a 19+ years of work experience and documented record of strong and decisive leadership in Sales & Marketing, Promotion, Business Development and Strategic Planning, he managed to have a large scale of usufruct contracts for a various of developers and direct investors within the target sectors.

Before that Tarek was the Head of Gulf & Middle East Region Promotion & Facilitation Department at General Authority for Investment & Free Zones - Ministry of Investment.

**“ During the visit, we were keen to publicize the Egyptian Investment climate and recent promising investment incentives. The mission was a great window to emphasize Egypt’s current development agenda. ”**





## Nesreen Nagaty

Assistant to the Chairman – CSR  
and Communication Al Ahly Sabbour  
Development

Al Ahly Sabbour for Real Estate Developments was brought to life as a joint-stock company based on the Egyptian law 159 of the year 1981. In 1998, the partnership with the National Bank of Egypt (Al Ahly Bank) was established. It is now a long-lived partnership with shares distributed 60:40 between the Sabbour family and the Al Ahly bank respectively. Out of dedication and engrossment, Al Ahly Sabbour for Real Estate Developments currently stands as a leading real estate developer with a profile of +57 projects all over Egypt. Throughout the years, the company's projects have covered a wide geographical area in Egypt ranging from the Capital city of Cairo moving northwards and southwards to cover areas like the North Coast and the Red Sea. Such coverage includes commercial, residential and touristic projects.

**“ It was a great pleasure to join the mission and explore the Canadian interest in the real estate sector in Egypt. ”**





## Mrs. Amira El Sahly

Executive Director

Canada Egypt Business Council

Canada Egypt Business Council, an Egyptian non-governmental organization, whose main aim is to foster the development in business cultural & socio-economic relations between Canada & Egypt. Leading the effort of her team, Mrs. El Sahly works to portray the business atmosphere in Egypt to the Canadian side, attempting to find ways to increase bilateral trade & investment between the two countries.

Prior to joining the Council, Mrs. El Sahly had over 20 years of experience intersecting the fields of sustainability, gender and development, social mobilization, coupled with experience in strategic planning; communication management; development of public outreach products; and writing of sustainable developing articles. She has worked as a Managing partner for a Public Relation agency aligning communications for development with organizations' vision and values. She has a solid media/ public relations and longstanding association with government organizations, USAID, CIDA, IDRC, EU projects, UN agencies, and NGOs, advocating for their goals in line with Egypt's vision 2030.

**“ It was a great honor to work on organizing this successful mission. The potential was enormous and it in fact opened new horizons of cooperation between the two countries. ”**





## Ms. Rana Hany

Public Relation Specialist

Canada Egypt Business Council

Canada Egypt Business Council, an Egyptian non-governmental organization, whose main aim is to foster the development in business cultural & socio-economic relations between Canada & Egypt.

The CEBC acts as a catalyst that communicates in the domains of business, tourism, trade, education and culture to transfer the know-how and expertise which we need to develop in Egypt.

**“ I am very happy to be part of this successful mission, that may contribute for future investments in Egypt. ”**





# THE MISSION





Canada Egypt Business Council held its seventh trade mission which took place from June 6th to June 10th. The delegates visited throughout the previous mission Toronto, Ottawa and Montreal. The main aim of the mission is to extend the trade and investment linkage and enhance the bilateral cooperation between Egypt and Canada. The visit assisted in bridging the partnership between the two countries.

On June 6, Canada Egypt Business Council held a business conference in Toronto under the name of “Egypt Ontario Business Seminar” in cooperation with the Government of Ontario, the Embassy of the Arab Republic of Egypt, Global Affairs Canada, Embassy of Canada to the Arab Republic of Egypt, Canada Arab Business Council, the Egyptian Commercial Service.

The seminar’s aim is to enhance and strengthen the bilateral cooperation between Egypt and Canada and to promote the trade between the 2 countries.

Egypt Ontario business Seminar started by the presence of high profile representatives from Canada. The event was attended by Mr. Motaz Raslan; Chairman of Canada Egypt Business Council, Mr. Scott Jolliffe; Chairman of Canada Arab Business Council, John Troy; Mayor of Toronto, Mr. Corie McDougall Assistant Deputy Minister - Export Growth and International Representation, Dr. Sherif El Gabaly; Head of the African Affairs Committee at the Egyptian Parliament and Ambassador Ahmed Abu Zeid, Ambassador of the Arab Republic of Egypt to Canada.



Part of Ontario Egypt Business Seminar

The Egypt Ontario Business Seminar began with welcome remarks by the two Council's Chairpersons, Mr. Scott Jolliffe and Mr. Motaz Raslan. Mr. Raslan mentioned in his speech the significance of the business cooperation between Canada and Egypt. He explained the challenges of bridging the communication amid of the Covid pandemic and the Ukrainian War. Mr. Raslan also indicated that the aim of the mission is to extend the trade linkage and enhance the bilateral cooperation between Egypt and Canada. The speech ended by thanking the Canadian partners for their immense support in bridging the dialogue between the two countries.



Ms. Amira El-Sahly, Executive Director- CEBC;  
Dr. Hany Neamatallah, Member of the Senate of  
Egypt; Eng. Motaz Raslan, Chairman – CEBC; H.E.  
Amb. Ahmed Abou Zeid, Ambassador of the Arab  
Republic of Egypt to Canada

The event also included physical & virtual presentations by Mr. Rocco Rossi; Head of Ontario Chamber of Commerce, Mr. Yahya Elawathik Bellah; Head of the Egyptian Commercial Services and Mr. Tarek Hashem; General Manager of International Cooperation, Suez Canal Industrial Zone and Suez Canal Economic Development explaining the Canadian Egyptian trade & investment opportunities.

On June 7th, Canada Egypt Business Council visited Seneca College; Centre for Innovation, Technology and Entrepreneurship (CITE) and Mechatronics lab. Also the delegation paid a visit to the Arthur P. Kennedy facilities, operated by the Ontario Clean Water Agency. The facility focuses on providing water to Brampton, Mississauga, parts of Caledon and York Region, which are all located on the shore of Lake Ontario.

The delegation ended the day in Toronto visiting DMZ innovation Hub of Toronto, Metropolitan University, where entrepreneurship and business incubator concepts were further explained.

On June 8th, the delegates started the day in Ottawa meeting with Mr. Arif Virani, Parliamentary Secretary to the Minister of International Trade, Export Promotion, Small Business and Economic Development of Canada; in which he emphasized the significance of bilateral cooperation with Egypt as the gateway to Africa.

The delegates also attended a reception hosted by H.E. Ahmed Abo-Zeid, Ambassador of Egypt to Canada at his official residence, where the delegates exchanged dialogue with high profile governmental representatives and the Egyptian community in Canada.

The visit at Ottawa ended by the delegates' site visit at the Senate of Canada followed by a meeting with Canada Egypt Parliamentary Friendship Group (CEPFG) before travelling to Montreal.

On June 9th, the delegates started their meetings in Montreal with Mr. Charles-Frédéric Paquin, Sales and Business Development Manager Sources Saint-Élie Inc with Mr. Raslan followed by a round-table held by the Egyptian Canadian Business Network Organization in cooperation with Egyptian Commercial Service (ECS) and the presence of VP of Investment Quebec -TBC.

Finally, the delegates visit to Montreal ended with a dinner at the residence of the General Consul of the Arab Republic of Egypt which included high profile members of the Canadian Business sector, academic and the Egyptian Community in Canada to reinforce the bilateral relations between the two countries.



Dr. Mohammed Zaher, President- Quartz Core for Mineral Resources; Mr. Scott Joliffe, Chairperson, CABC; Dr. Sherif El-Gabaly, Member of the Egyptian Parliament, Head of the African Affairs committee at the Egyptian Parliament; Eng. Motaz Raslan, Chairperson- CEBC; H.E. Amb. Ahmed Abou Zeid, Ambassador of the Arab Republic of Egypt to Canada; Mr. John Tory, Mayor of Toronto; Mr. Sheref Sabawy, Parliamentary Assistant to the Minister of Heritage, Sport, Tourism and Culture Industries



Part of our delegation tour in Toronto





Delegation Site visit to the Senate of Canada



Meeting with Mr. Arif Virani, Parliamentary Secretary to the Minister of International Trade, Export Promotion, Small Business and Economic Development of Canada



Part of Ontario Egypt Business Seminar



Ms. Amira El-Sahly, Executive Director- CEBC, Dr. Hany Neamatallah, Member of the Senate of Egypt; Eng. Motaz Raslan, Chairman - CEBC; H.E. Amb. Ahmed Abou Zeid, Ambassador of the Arab Republic of Egypt to Canada



Reception Hosted by H.E. Amb. Ahmed Abou Zeid, Ambassador of the Arab Republic of Egypt to Canada



Dr. Sherif El-Gabaly, Member of the Egyptian Parliament , Head of the African Affairs committee at the Egyptian Parliament, Eng. Motaz Raslan, Chairman- Canada Egypt Business Council , Mr. Scott Jolliffe, Chairman of Canada Arab Business Council during Ontario Egypt Business Seminar



Site visit - DMZ Innovation Hub, Toronto Metropolitan University





Delegates Visit to the Senate of Canada



Eng. Motaz Raslan Speech at reception Hosted by H.E. Amb. Ahmed Abou Zeid, Ambassador of the Arab Republic of Egypt to Canada



Meeting with Canada-Egypt Parliamentary Friendship Group (CEPFG)



Delegates Meeting with Mr. Arif Virani, Parliamentary Secretary to the Minister of International Trade, Export Promotion, Small Business and Economic Development of Canada



Site visit to Seneca College



Mr. Tarek Hashem, General Manager of International Cooperation, Suez Canal Industrial Zone, Suez Canal Economic Development; Mr. Mokhtar Abou Basha, Chairman- Maba Group; Mr. Adel Roshdy, General Manager- Trans Fridge International; Dr. Hany Neamatallah, Member of the Senate of Egypt; Eng. Motaz Raslan, Chairman – CEBC at the Water Treatment Facility



Ms. Amira El-Sahly; Eng. Motaz Raslan during their Visit to the Senate of Canada



Round Table with the Egyptian Canadian Business Network





Panel Discussion at Egypt Living Exhibition



Eng. Motaz Raslan, Chairman – Canada Egypt Business Council; Mr. Scott Jolliffe, Chairman, Canada Arab Business Council at Ontario Egypt Business Seminar



Delegation Visit at the Egypt Living Exhibition



Site visit - DMZ Innovation Hub, Toronto Metropolitan University



Dr. Sherif El-Gabaly, Member of the Egyptian Parliament, Head of the African Affairs committee at the Egyptian Parliament; Eng. Motaz Raslan, Chairman- CEBC; Amb. Hossam Moharam , Consul General of Egypt in Montreal; Dr. Hany Neamatallah, Member of the Senate of Egypt; Part of the Delegates



Dinner at the residence of H.E. Amb. Hossam Moharam the General Consul of the Arab Republic of Egypt in Montreal



Presentation by DMZ Innovation Hub to CEBC Delegation



Delegates Site visit to Seneca college



Delegates Moving from Montreal to Ottawa



## MEDIA COVERAGE



## More trade with Canada

Alam Kelli, Thursday 2 Jun 2022

An Egyptian delegation is preparing to embark on a mission to Canada with the aim of strengthening ties between the two countries.



Mostafa Raslan, chair of the Canada Egypt Business Council (CEBC), told Al-Ahram Weekly this week that the council aims to increase trade exchange between the two countries by 10 per cent during 2022.

The value of trade between the two countries currently stands at around \$1 billion, slipping in favour of Canada. A trade mission representing the CEBC will soon be leaving for Canada with a view to increasing Egyptian-Canadian trade.

During the visit, there will be meetings to discuss opportunities for joint cooperation in a number of sectors, including petrochemicals, pharmaceuticals, and infrastructure, Raslan said. The two sides will also review developments in Egyptian infrastructure and their impact on the rate of investment.

Raslan said that the delegation, which includes representatives of the Suez Canal Economic Zone and several businessmen and MPs, will discuss new cooperation opportunities, increasing investments between the two countries in a number of sectors and attracting investors from the sizeable Egyptian community in Canada.

About 75,000 Egyptians live in Canada. "The Egyptian community in Canada is one of the biggest communities of Egyptians abroad. They are a valuable asset," Raslan said.

He said that mining and exploration were main areas of Canadian investment in Egypt. Egyptian imports from Canada include equipment, machinery, petrochemicals, and inputs for steel production. Egypt exports gold, agricultural products, services and furniture to Canada, he added.

"The council has solved many obstacles to make doing businesses between the two countries easier," Raslan said. "The CEBC works to present all available opportunities for Canadian companies to invest in the Egyptian market and emphasises the competitive advantages that Egypt possesses."

He added that among the competitive advantages that Egypt enjoys are cheap labour and a large population that makes Egypt a huge consumer market, as well as its geographical location as a gateway to Africa and its multiple free-trade agreements.

Raslan pointed to the importance of stimulating and encouraging foreign investment, especially as it adds to national hard currency reserves and links Egyptian products to foreign markets, maximising export opportunities.

"We are doubling our efforts to attract more Canadian companies to the Egyptian market," Raslan said. Canadian investments in Egypt currently stand at around \$1.5 billion.

He expressed the hope that the government would contribute more to the business councils to attract new investments by providing more incentives packages, including exemptions in industrial land, facilitating access, and quickly finalising procedures to implement projects faster.

Raslan called for quick action to reduce bureaucracy and introduce new methods to attract foreign direct investment. He stressed that the government's one-stop shop on foreign investment should help to facilitate acquiring licences for investors, manufacturers, and utilities, as well as the payment of taxes, so that investors deal with a single window instead of multiple entities.

"There is a growing interest in doing business in Egypt from the Canadian side, as the business and investment environment has drastically changed over the last few years," Raslan stressed.

He added that the political leadership in Egypt has helped in supporting a strong economic position that has garnered praise from international financial institutions like the World Bank.

"The effects of the coronavirus pandemic and the war in Ukraine have been significant, including a steep rise in inflation and a lack of liquidity leading to an economic slowdown. But we are trying to move on and look for new opportunities to do business and attract new investments," Raslan said.

"We will work on increasing trade exchange between Egypt and Canada by 10 per cent, and it will be a great achievement if this happens during 2022," he concluded.

## مجلس الأعمال المصري الكندي يستهدف زيادة التبادل التجاري بين البلدين 10 %



قريباً ستغادر القاهرة بعثة تجارية مصرية إلى كندا بهدف تعزيز العلاقات التجارية بين البلدين. وتأتي البعثة في إطار جهود المجلس المصري الكندي للأعمال (CEBC) لزيادة التبادل التجاري بين البلدين بنسبة 10 في المئة خلال عام 2022.



## Canada Egypt Business Council (CEBC) Trade Mission To Canada Promoting Trade And Investment Between Ontario And Egypt On June 6th

by Sally Salem | last updated June 1, 2022

The Canada Egypt seventh Trade Mission to Canada will be taking place from June 6-10 in Toronto, Ottawa and Montreal respectively.

Mr. Mostafa Raslan, chairman of the Canada Egypt Business Council (CEBC), said in an interview with MEGAN TONORONTO reporter, that the council aims to increase bilateral trade and investment ties between the two countries by 10 percent during 2022. The value of trade between the two countries currently stands at around \$1 billion, tipping in favor of Canada. He added that the CEBC trade mission main aim is to increase Egyptian-Canadian trade.

During the trade mission, there will be meetings to discuss opportunities for joint cooperation in a number of sectors, including petrochemicals, pharmaceuticals, and infrastructure, mining, agribusiness, Raslan said. The two sides will also review developments in Egyptian infrastructure and their impact on the rate of investment.

Raslan added that the delegation, which includes representatives of the Suez Canal Economic Zone and several significant businessmen and MPs, will discuss new cooperation opportunities, increasing investments between the two countries in a number of sectors and attracting investors from the sizeable Egyptian community in Canada.

Mr. Raslan went on to explain that about 75,000 Egyptians live in Canada. "The Egyptian community in Canada is one of the biggest communities of Egyptians abroad. They are a valuable asset," Raslan said.

He added that mining and exploration were main areas of Canadian investment in Egypt. Egyptian imports from Canada include equipment, machinery, petrochemicals,



رسلان: «زيارة ناجحة لتوطد المصري إلى هذا الزيداء فرس الاستثمار والتعاون بين البلدين»

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الفصل في معرفة ما ينبغي ان يكون عليه

هذه المقالة هي ترجمة عن كتاب "العلماء المسلمون في العراق" من تأليف الدكتور محمد باقر الصدر، وهو من كبار علماء العراق في القرن العشرين. الكتاب يتناول دور العلماء المسلمين في العراق من القرن التاسع عشر إلى القرن العشرين، ويذكر أسماءهم وأعمالهم. الكتاب هو جزء من سلسلة "العلماء المسلمين في العراق" التي تصدرها دار الفكر.

وأشار دستان إلى أن المجلس قد في أيام أيامه مؤتمرا استثنائيا (مصر) وتناولوا لتلبية الدعوة التي أقرها  
الاستفتاء استنادا في مصر وجوب إلغاء الفصل الثاني من الدستور في مصر، كما دعا إلى إلغاء المادة ١٨٠ من الدستور  
والتي تحظر العمل وإقامة مدينة لعن السلع والمنتجات في المدن الحرة وكونها ومشاريع

هذا الأمر، وحسبنا، إلى أن القادرات الكامنة التي طغى فوقها خلال القرن العشرين أفرس بديدا في الشؤون الاقتصادية والتجارية المشتركة بين الطرفين لا تعزى في مجالات التجارة والاستثمار التجاري والتعاون والصحة وريادة الأعمال وذلك بالتساوي مع السيطرة المصرية في هذا المجال خاصة المصرية في هذا ومثل التسلل التجاري والتعاونية والتعليمية

وقد رعى مجلس الأعمال المصري للقانون في بداية السبعينيات عدد من الندوات التي أديت على سفارته وحرصه على رجال الأعمال وإثرائه به. هذه الندوات التي أوجدت جسرا في ارتباطها خلال الفترة الماضية ، وكانت من ألقائه للقانون زهرة لواء قائم من رجال الأعمال في مصر في المستقبل القريب لثباته مما يلهه أبحاثه المصرية المتعمقة في القانون الحديث.

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**المصري الكندي. يبحث زيادة التبادل التجاري وجذب الاستثمارات**

■ **کتاب: محمد مصطفی حافلہ**

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اختتام فعاليات مهرجان الأغاني الحرة - الكرك في العاصمة الأردنية

مؤيد من السفارة المصرية في كندا، وحضر  
 المجلس المصري أحد المؤتمرات التي عقدت في  
 في العاصمة المصرية كندا، وقد حضر  
 العلاقات الاقتصادية وتبادل أسس الأول مؤتمر  
 وتنظيم الشؤون الاقتصادية في عدد من العلاقات  
 الاقتصادية المصرية  
 التي ترمع للبحث على عائد التجارة الحرة في  
 الاقتصادية لها فيها على بعد قطاع ديم الكر  
 من ١٠ سنوات، وأن الوفد المصري يضم ثمانية  
 الزوار والتميز المصري والعديد من مجلسي  
 الدول، الأمر الذي يؤكد الاعتماد الذي عليه الدولة  
 المصرية وقطاعها، تتميز التجارة في كندا  
 وأضاف أبو زيد أن زيارته الوفد إلى العاصمة  
 السياسية أضاف بعد قضاء يومين في العاصمة  
 الاقتصادية والتي ترمع في بعض أحياء العاصمة  
 مع المسؤولين في الحكومة المصرية والعلاقات  
 التي تم من دور زيارتي في دفع العلاقات الثنائية  
 بين البلدين إلى الأمام  
 شمل جدول الأعمال الزود المصري اهتماماً مع  
 السويدي للبرالي أوزار التجارة الحرة  
 موسع مع أعضاء جمعية الصداقة المصرية  
 في البرلمان الكندي، وحصل استقالات تم تنظيمه في  
 والشؤون الاقتصادية، والسويدي البرالي أوزار  
 والمدة العليا للتجارة الكندية، وعدد كبير من أعضاء  
 مجلس العموم والشيوخ الكندي، ومسؤولي قسم  
 مصر والمالية الكندية، بالإضافة إلى عدد من الطلاب  
 الجالية المصرية في العاصمة الكندية

# FINANCE

## More trade with Canada

An Egyptian delegation is preparing to embark on a mission to Canada with the aim of strengthening ties between the two countries, writes **Ahmed Kotb**



Monter, Quebec, chief of the Canada-Egypt Business Council (CEBC), told Al-Ahram Weekly that the council aims to increase trade exchange between the two countries by 10 per cent during 2022. The value of trade between the two countries currently stands at around \$1 billion, opening in favour of Canada. A trade mission representing the CEBC will soon be leaving for Canada with a view to increasing Egyptian-Canadian trade. During the visit, there will be meetings to discuss opportunities for joint cooperation in a number of sectors, including pharmaceuticals, pharmaceuticals, and infrastructure, Radwan said. The two sides will also explore developments in Egyptian infrastructure and their impact on the rate of investment in Egypt.

Radwan said that the delegation, which includes representatives of the Suez Canal Economic Zone and several businesses and NGOs, will discuss joint cooperation opportunities, increasing investment between the two countries in a number of sectors and attracting investors from the Egyptian community in Canada. "About 70,000 Egyptians live in Canada," the Egyptian community in Canada is in a valuable asset," Radwan said.

He said that meetings and cooperation were made very

graphical location as a gateway to Africa and its multiple free-trade agreements.

Radwan pointed to the importance of strengthening and encouraging foreign investment, especially in a sector as essential as infrastructure, and to Egyptian products to foreign markets, maximising export opportunities.

"We are doubling our efforts to attract more Canadian companies to the Egyptian market," Radwan told. "Canadian investment in Egypt currently stands at around \$1.5 billion."

He stressed the hope that the government would contribute more to the business council's mission to attract new investments by providing more incentives, packages, including tax breaks, and facilitating access, and quickly resolving procedures to implement projects faster.

Radwan called for quick action to reduce bureaucracy and introduce new methods to attract foreign direct investment. He

stressed that the government's one-stop shop for foreign investment should lead to further supporting foreign investment, manufacturing, and tourism, as well as the primary sector of tourism, but that investment had with a single window of multiple entities.

"There is a growing interest in doing business in Egypt from the Canadian side, so the business and investment environment has drastically changed over the last few

# الدولة

مختلج التحرير

مختلج التحرير

## معتز رسلان: بعثة مجلس الأعمال المصري الكندي تسعى لزيادة حجم التبادل التجاري وجذب الاستثمارات لمصر

الجمعة، 16 يونيو 2022

كتبه عبد الله

قام مجلس الأعمال المصري الكندي برئاسة المهندس معتز رسلان بعثة تجارية إلى كندا في الفترة من 8 إلى 10 يونيو بحسب لقاءه مع رئيس الاقتصاد في مختلف المجالات وأعضاء البرلمان المصري ومجلس الشيوخ والهيئة الاقتصادية للشباب في كندا، حيث تم التوقيع على اتفاقية للتعاون بين الجانبين.

وقد خرج المهندس معتز رسلان الذي يلقى على رأس البعثة زيارة رسمية إلى كندا بهدف تعزيز التبادل التجاري وجذب الاستثمارات لمصر، حيث تم التوقيع على اتفاقية للتعاون بين الجانبين، كما تم التوقيع على اتفاقية للتعاون بين الجانبين.

وقد وقع الجانبين في اليوم الأول للبعثة مؤتمر الاستثمار (مصر - أونتاريو) وذلك لتسهيل الجهود على الشركات الاستثمارية العاملة في مصر وجذب قطاع الأعمال الكندي للاستثمار في مصر.

قام الوفد بمناقشة العديد من الأمور مع ممثلي كندا، حيث تم التوقيع على اتفاقية للتعاون بين الجانبين، كما تم التوقيع على اتفاقية للتعاون بين الجانبين.

وقد التزم هذه اللقاءات بالتجارية لتوسيع فرص جديدة في التعاون الاقتصادي والتجاري، حيث تم التوقيع على اتفاقية للتعاون بين الجانبين، كما تم التوقيع على اتفاقية للتعاون بين الجانبين.

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# الدولة

مختلج التحرير

مختلج التحرير

## معتز رسلان يستهدف زيادة حجم التبادل التجاري مع كندا لدعم الاقتصاد المصري

الجمعة، 16 يونيو 2022

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# المطور

مختلج التحرير

مختلج التحرير

## معتز رسلان يستهدف زيادة حجم التبادل التجاري مع كندا لدعم الاقتصاد المصري

الجمعة، 16 يونيو 2022



قام مجلس الأعمال المصري الكندي برئاسة المهندس معتز رسلان بعثة تجارية إلى كندا في الفترة من 8 إلى 10 يونيو بحسب لقاءه مع رئيس الاقتصاد في مختلف المجالات وأعضاء البرلمان المصري ومجلس الشيوخ والهيئة الاقتصادية للشباب في كندا، حيث تم التوقيع على اتفاقية للتعاون بين الجانبين.

وقد خرج المهندس معتز رسلان الذي يلقى على رأس البعثة زيارة رسمية إلى كندا بهدف تعزيز التبادل التجاري وجذب الاستثمارات لمصر، حيث تم التوقيع على اتفاقية للتعاون بين الجانبين، كما تم التوقيع على اتفاقية للتعاون بين الجانبين.

وقد وقع الجانبين في اليوم الأول للبعثة مؤتمر الاستثمار (مصر - أونتاريو) وذلك لتسهيل الجهود على الشركات الاستثمارية العاملة في مصر وجذب قطاع الأعمال الكندي للاستثمار في مصر.

قام الوفد بمناقشة العديد من الأمور مع ممثلي كندا، حيث تم التوقيع على اتفاقية للتعاون بين الجانبين، كما تم التوقيع على اتفاقية للتعاون بين الجانبين.

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## **To all those hard work & dedications were the cornerstone for the success of CEBC 7th Trade Mission to Canada**

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Ambassador of Egypt to Canada
- 2. Ambassador Hossam Moharam**  
Consul General of Egypt in Montreal
- 3. Ms. Corie Mc Dougall, Assistant**  
Deputy Minister – Export Growth & International Representation,  
Ministry of Economic Development,  
Job Creation and Trade, Government  
of Ontario
- 4. H.E. John Tory**  
Mayor of Toronto
- 5. Mr. Arif virani**  
Parliamentary Secretary  
to the Minister of International Trade,  
Export promotion, Small Business &  
Economic Development of Canada
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President - Canada Arab Business Council
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President & CEO Ontario  
Chamber of commerce

### **IN EGYPT**

- 1. Ambassador Louis Dumas**  
Ambassador of Canada to Egypt
- 2. Mr. Yehia Zaki**  
Chairman of Suez Canal Economic Zone  
(SCZONE)
- 3. Mr. Yahya Al-Wathik Bellah**  
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- 4. Ms. Jasmin Wahba**  
Counsellor Trade, Embassy of Canada  
to Egypt
- 5. Mr. Joseph Tadros**  
Trade Commissioner, Embassy of  
Canada to Egypt
- 6. Mr. Tarek Hashem**  
General Manager of International  
Cooperation, Suez Canal Industrial Zone,  
Suez Canal Economic Development



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