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Egyptian Council for Sustainable Development
Conseil Égyptien pour le Développement Durable
المجلس المصري للتنمية المستدامة

Social & Subsidies Challenges



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New Members

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Chairman's Message



Dear Readers,

I welcome you to a new issue of our online newsletter.

I would like to share with you an important issue that I was focusing on lately. Most Egyptian entrepreneurs are struggling outside the law in the informal economy without the ability to make those combinations – like most entrepreneurs throughout the developing world, as De Soto was the first to point out in his writings decades ago.

He has noted that Egypt's informals are, in fact, part of a global social movement in the developing world that for the past three to five decades have been fleeing small-scale, economically exhausted societies toward their countries' large-scale globalised economies. Blocked from entering the legal and global markets by burdensome, discriminatory and just plain bad laws, they are trapped in the informal economy without the protections or benefits of the legal system. Instead, they cobble together hundreds of anarchic and discrete informal arrangements for holding and protecting their property and doing business outside the law.

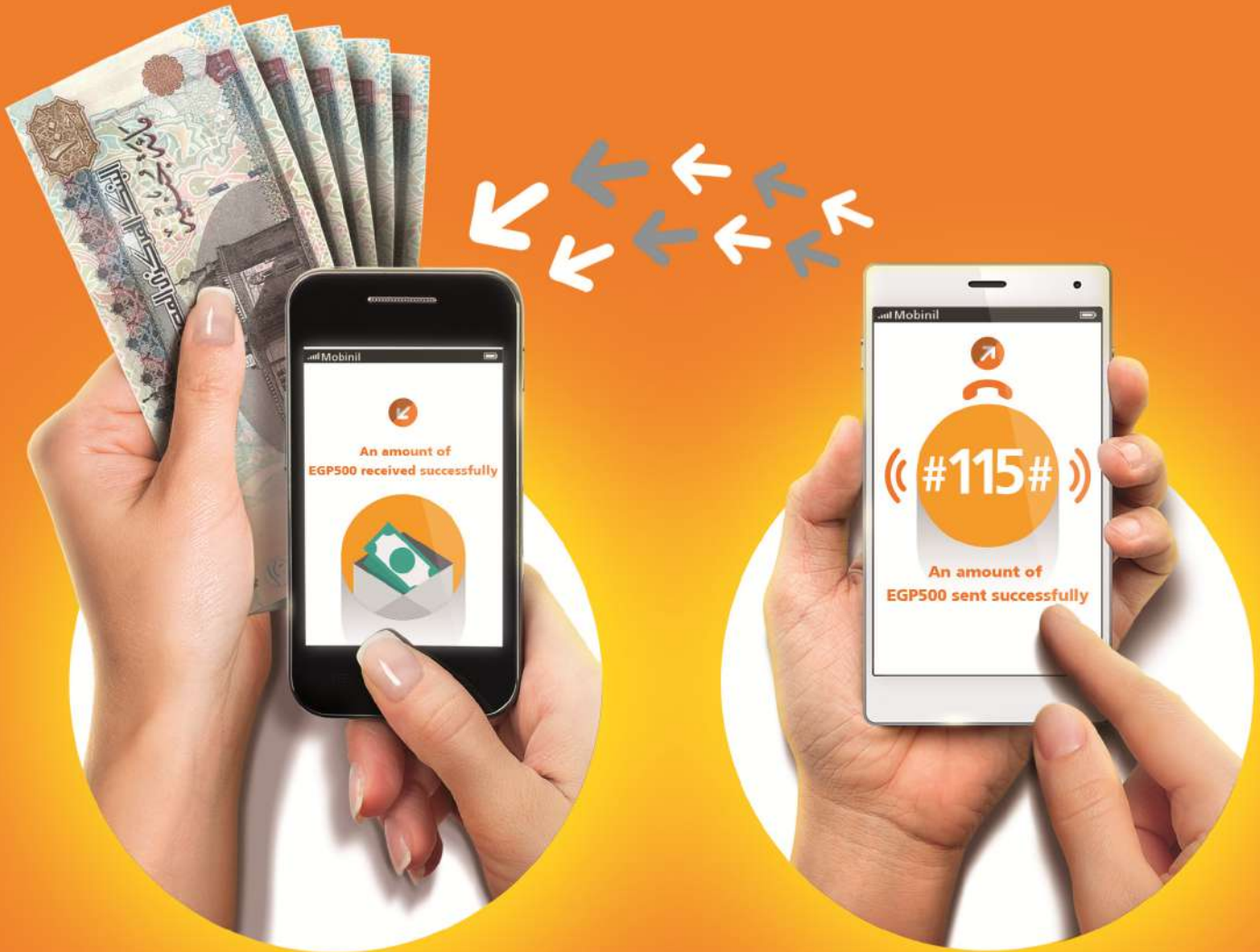
Thinking about that especially during this sensitive phase of Egypt's history and with this arising feeling of optimism among Egyptians, we really need to get together as business communities along with the support of our new government to work professionally and rapidly on facilitating at least some of those obstacles, some of which are like having too many laws to get into business, Too many organizations to deal with, Too much time to register, Redundant documentation and much more.

Egyptians have had enough of revolution. It is now time for us to work together to build a modern economy that serves all our people, poor as well as rich. And while the new government is moving in the direction of major formalization reforms, Egyptians should feel proud.



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Egypt's New Government between Social Justice and Subsidies Challenges



H.E. Dr. Khaled Hanafy, Eng. Motaz Raslan, Dr. Muhammad Zaher

The Canada Egypt Business Council (CEBC) and the Egyptian Council for Sustainable Development (ECSD) hosted a roundtable discussion featuring Minister of Supply and Internal Trade, H.E. Dr. Khaled Hanafy. The discussion focused mainly on the government's plans regarding subsidies, which have been untouchable by successive governments over decades, as well as the economic problems facing Egypt at large.

Over 150 notable attendees were present at the event. The attendees were CEBC's and ECSD's esteemed members, guests, businessmen, and politicians, among whom were former ministers Dr. Ibrahim Fawzy, Dr. Mustafa Al Saeed, Dr. Hany Hilal, in addition to Their Excellencies the Ambassadors of Armenia, Azerbaijan, Serbia and Georgia.



Eng. Motaz Raslan

Chairman Raslan delivered the opening remarks to the event emphasizing that social justice was the leading demand for Egyptians during their two revolutions of January 25 and June 30. He added that lifting subsidies was attempted under previous regimes and ended up in unrest in more than one instance.

Raslan called for learning lessons from these experiences and taking preemptive measures to avoid the problems of the past. He continued to say that subsidies are the current government's heaviest burden, costing it a yearly EGP 205 billion, 34 of which for food subsidies. Raslan added that this is a situation that cannot continue, as the subsidy system is failing to support those in need and the budget deficit is overwhelming.

Khaled Hanafy has held that post in the previous cabinet, also under Prime Minister Ibrahim Mehleb, and continued in the government following the election of president Abdel-Fattah Al-Sisi. The Minister introduced reforms to the bread subsidy system, for which he received considerable praise. Hanafy is the holder of a Ph.D. in Economics and worked previously for a number of international and local organizations as a consultant. Minister Hanafy commenced his word concurring with Chairman Raslan regarding the Egyptian economy's ailments. He added that both the internal and external deficits exert pressure on the economy. The Minister explained that the deficit originates mainly from "untouchable" items in the budget, including subsidies. Exacerbating the economy is the stagnant Egyptian exports, the Minister added. Among the pillars of the Egyptian economy's crisis is unemployment. The Minister explained that it is primarily structural unemployment due to the lack of coordination between the workforce and the job market's demands. He also tackled flaws in the job market.



“Despite these problems, there is hope in the future,” the Minister continued. He also said that Egypt is qualified, thanks to its strategic geographical position among other elements, to add value and to compete in production internationally. Also among the advantages that Egypt has is its numerous Free Trade Agreements with a large number of countries. The Minister also said that Egypt could act as a trade hub serving Europe, GCC countries, as well as Africa. The Minister also showcased plans to reform the food production processes taking place in governorates, through introducing more processing stages in governorates, among other measures.

The Minister hailed the ministry’s implementation of the new bread subsidy system, which depends on the use of smart cards, accumulating points for beneficiaries, according to their sound consumption of bread, with which they can purchase other food products. He spoke of the Ministry’s plans to also implement similar reforms with other subsidized products in the near future.

The floor was opened for questions, which mainly focused on removing energy subsidies. Questions also covered the mining and quarrying sector and the potential of creating a trade hub for, as well as reforms in specific governments.



H.E. Dr. Hany Helal, Ms. Rasha Kamal, Eng. Motaz Raslan,
Amb. Mahmoud El Said, Mr. Saiid El Derini



Dr. Effat El Sadat, H.E. Dr. Khaled Hanafy

Food subsidies, while keeping millions living under the poverty line barely getting by, have weighed Egypt's economy down for decades. It would take sacrifices, and a great deal of maneuvering an explosive issue, to achieve the desired reforms. However, the patriotic spirit following the June 30 revolution may indeed inspire Egyptians to get out of their way, to withstand unfavorable measures, for the sake of the country's economic future.

Q&A Session



Part of the attendance







66

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Ottawa is one of the famous Countries in Canada, lies in northeast North America, in the Province of Ontario, Canada. It is bordered by the Ottawa River to the north, while the historic Rideau River and Rideau Canal meander north to south through the city. Directly across the Ottawa River are the City of Gatineau and the picturesque Outaouais region in the Province of Québec.

Ottawa is Canada's fourth largest city with over 900,000 residents. The size of the Ottawa region is 2,796 square kilometres (1,800 square miles), with over 90% of its area being in a country setting. While it is large enough to support the finest amenities, such as world-class



entertainment venues and shopping districts, Ottawa retains the warmth and charm of a quaint European city.

Ottawa's four seasons provide an exhilarating canvas of colour, beauty, and recreational activity. Spring, summer, fall and winter are welcomed, and the changing seasons are an integral part of living in our city.

Temperatures can range from 33°C (91°F) in summer to -40°C (-40°F) in winter, with average summer temperatures around 20°C (68°F) and average winter temperatures around -10°C (14°F). In summer, it is hot enough for residents to seek the nearest lake or swimming pool to cool off, while in winter, warm clothing is required. Both spring and fall are cool, and residents usually wear a sweater or light jacket. While cycling, swimming, tennis, golf and whitewater rafting are favoured activities in summer, winter's white beauty offers its own recreational opportunities for skiing, snowboarding, skating, tobogganing and snowmobiling.



Ottawa is a “Bright City”. It is one of the world’s safest and most beautiful communities in which to live, work, learn, play, and raise a family. The city prides itself on its quality of life. It is home to a wide range of age groups from families with children to adult professionals to university students and senior citizens. As a G8 capital city, Ottawa is Canada’s showcase city to the world. It is endowed with a number of national museums and performing arts institutions, as well as a rich local cultural and heritage fabric. The city is graced with a civic design that places high priority on green spaces, parklands and trails, making Ottawa a bright and beautiful landscape for all to enjoy.

The city's academic foundations from its strong public school system to universities, colleges and R&D centres of excellence contribute to Ottawa having the highest educated workforce in Canada. A bright workforce is a key foundation for a smart city and business success.

Ottawa offers a wealth of choices in employment



opportunities, from the federal government to the high technology and life sciences sectors, to professional services and the tourism and convention industry. Ottawa offers a bright future for all.

The City of Ottawa's municipal government is centralized under the auspices of an elected Mayor and Councilors representing 21 Wards.

The Ottawa region has three basic types of economic market sectors: export companies serving markets all around the world; regionally focused companies serving Ottawa residents, and businesses; and our rural economy.

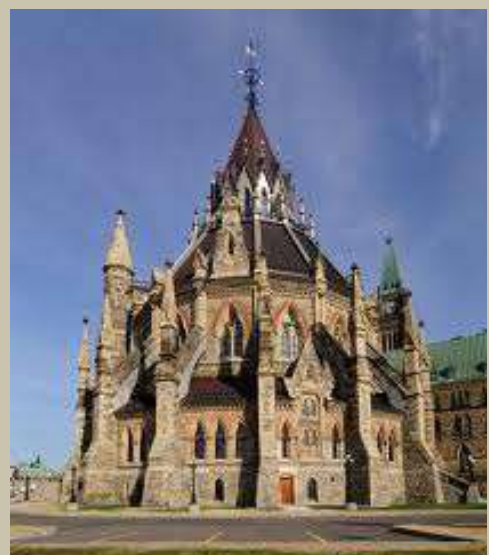
Ottawa is a global technology and business centre as well as a world class tourism and convention destination. More than 1500 companies are involved in key growth sectors such as telecommunications, software, photonics, semiconductors, defense and security, life sciences, tourism, wireless technologies, film and video, multimedia, professional services and contact centres. The region also benefits from the entry of new



seed industry sectors such as biophotonics, environmental technologies, electronic pay systems, and micro electromechanical systems (MEMS).

Ottawa is home to dozens of federal government organizations, as well as scores of foreign embassies who provide trade links to their own domestic businesses. On the regional front, Ottawa benefits from a rich array of retail, hospitality and service companies. Ottawa is also the agricultural capital and economic centre of Eastern Ontario.

In Ottawa, there are exciting things to see and do all through the year. The region's extensive activities calendar offers a wide array of business, leisure and cultural activities that will delight all the members of your party.





بفتافيت الفاكهة الطبيعية



TROUBLE IN EVERY DIRECTION



The fall of President Mubarak, throughout President Mohamed Morsi's year in office, and, since Morsi's ouster last summer, in the ongoing struggle between the resurgent nationalists

-- and at their core, the military establishment -- and the Islamists. But it is really Egypt's economy that will determine the country's course. If Egypt's government, likely led by Field Marshal Abdel Fattah El-Sisi, who is widely expected to win a May 25–26 presidential election, can finally put forward badly needed economic reforms, including cutting back on unaffordable public subsidies, without losing popular support and risking another round of political protest, then Egypt could regain its status as a player in the region and significantly bolster the second camp. But that is a tall order. And if it fails, another round of unrest would doom the traditionalists' camp.



The second variable is the future of Algeria, North Africa's largest and richest country, thanks in large part to its oil and gas wealth. (Algeria is Europe's third-largest energy supplier.) The military regime has been buying time until it can find a replacement for the ailing, aged President Abdelaziz Bouteflika. His replacement must be acceptable to the generals who have controlled the country for over four decades and be conciliatory to the political Islamists that fought the regime throughout the 1990s in a war that cost 100,000 lives. The regime still survives by buying off such dissenters and playing off the public's fear of returning to the violence of the 1990s, which compels many Algerians to accept the lack of plurality in return for peace and stability. But although the Algerian regime survived the wave of protests in 2011 intact, it is hardly bulletproof. Algerian political Islam has evolved beyond its 1990s antagonistic worldview. New Algerian Islamist parties could reemerge as a serious rival to the military regime. And with Algeria's immense financial resources, this would give the first camp a major strategic advantage.



The third factor is Saudi Arabia, where the royal family is digging in its heels. A rising middle class that has a huge stake in the economy -- and has been increasingly exposed to political and social currents outside the conservative kingdom -- has finally started to demand political representation. Meanwhile, Saudi Arabia's economic prospects are slowly deteriorating. (The country is expected to become a net energy importer by 2030.) A sagging economy will only hinder the royal family's ability to keep buying middle-class support through social welfare and public allowances. The threats of a low-level Shiite insurgency in the kingdom's eastern province, a renewed Shiite Houthi militancy on the borders with Yemen, or a protest movement among young, disaffected Saudis could erode the government's authority. A weakening of the Saudi regime would undermine the traditionalists' camp by diverting the resources and dampening the will of its most powerful and assertive member.



But there is another scenario. King Abdullah, who is 89 years old, has shuffled responsibilities and positions within the ruling family, and the rising (relatively young) princes are aware of the challenges their political system faces. If, motivated by these existential threats, the Saudi regime can evolve and turn the kingdom into a functioning constitutional monarchy in which the political, social, and economic rights of large groups of young Saudis are respected, it could lead to a long but relatively stable transition. A new, assertive Saudi leadership, buoyed by political legitimacy, would imbue the traditionalists' camp with strong momentum.



The fourth factor is just how much more chaos the Middle East sees over the coming decade. The civil war in Syria is likely to end with a semblance of a centralized authority in Damascus, surrounded by quasi-independent political entities. Several Salafist jihadist groups in the country could manage to entrench themselves in the increasingly lawless desert plains extending from eastern Syria to western Iraq, where they could try to establish Islamic statelets, isolated from the surrounding world (as similar groups have tried in Afghanistan and the Caucasus). Their presence will be a source of violence and political fragility, primarily for Syria and Iraq, but also for Lebanon and Jordan, opening more fronts in the battle between the two camps.

The camp that can turn the political contests in the region to their advantage, by deflecting potential chaos and inflicting its consequences on the other camp, will be better positioned to win this strategic struggle.

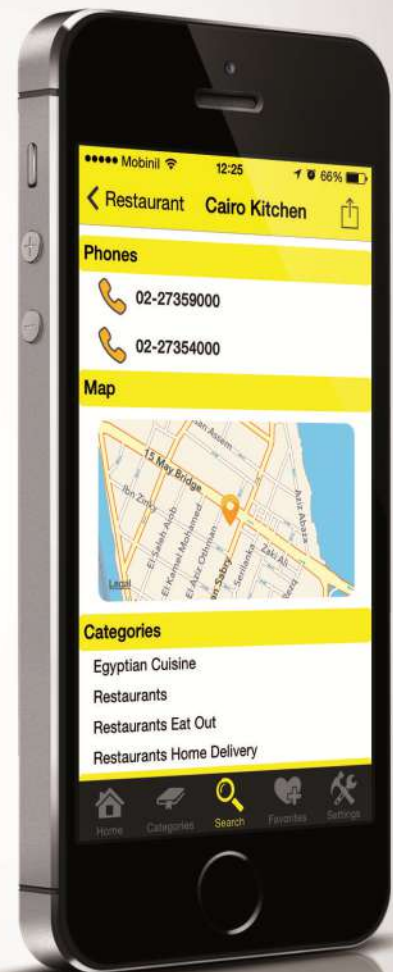
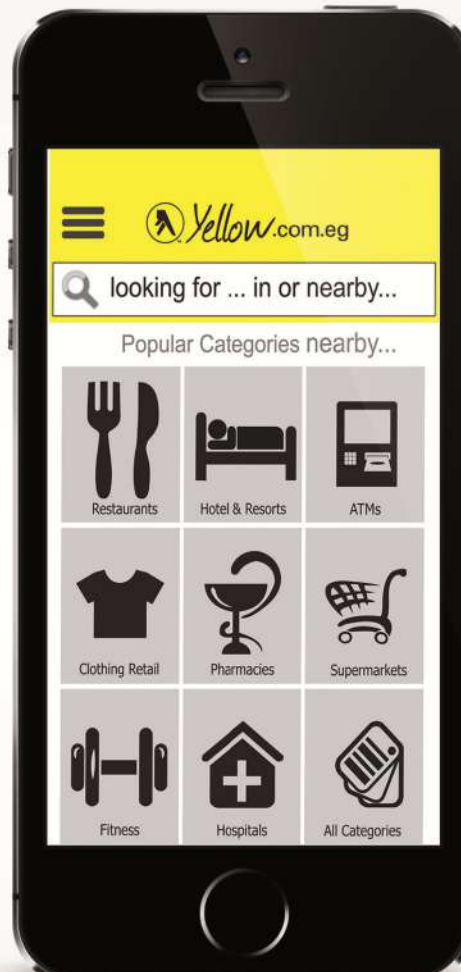
THERE'S A STORM COMING



As unpredictable as the Middle East will be over the next few years, there are a few certainties. First, following a pattern of the last five decades and increasingly spurred by demographics and the already palpable cultural trends within the region's colossal youth segment, the wave of urbanization, Westernization, and increased liberalism will prove unstoppable. That will weaken the Islamists, because their attempts to evolve their rhetoric and political messages to match these trends will diminish their support among their core constituencies and gradually detach them from the Islamic frame of reference upon which their entire movement has been built. Second, because of competitive deficiencies in educational quality, technological advancement, and energy costs -- in addition to looming water crises in the Nile and Jordan River basins -- almost all large countries in the region will confront socioeconomic turbulence in the next decade. That will weaken the traditionalist camp, which relies on structured authority.

In a sense, then, both camps could lose. The socioeconomic challenges that all of these countries will confront could trigger a new youth rebellion, which, unlike the 2011 uprisings, would not be directed at the current rulers but at the entire political and economic establishments that control these countries. Such a movement could rapidly dilute the powers of entrenched institutions in old Arab republics as well as in Gulf monarchies. It could also undermine the prospects of political Islam. No matter what, then, adaptability will be key for Islamists and traditionalists alike. The camp that adjusts to these social, political, and economic waves will have better chances of withstanding the approaching storm.

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The Cookie Thief



A woman was waiting at an airport one night, with several long hours before her flight. She bought a bag of cookies and found a place to drop.

She was engrossed in her book but happened to see, that the man sitting beside her, as bold as could be. . .grabbed a cookie or two from the bag in between, which she tried to ignore to avoid a scene. So she munched the cookies and watched the clock, as the gutsy cookie thief diminished her stock.

She was getting more irritated as the minutes ticked by, With each cookie she took, he took one too, when only one was left, she wondered what he would do.

With a smile on his face, and a nervous laugh, he took the last cookie and broke it in half. He offered her half, as he ate the other, she snatched it from him. This guy has some nerve and he's also rude, why he didn't even show any gratitude!

She had never known when she had been so galled, and sighed with relief when her flight was called. She gathered her belongings and headed to the gate, refusing to look back at the thieving ingrate. She boarded the plane, and sank in her seat. As she reached in her baggage, she gasped with surprise, there was her bag of cookies, in front of her eyes. If mine are here, she moaned in despair, the others were his, and he tried to share.

Too late to apologize, she realized with grief, that she was the rude one, the ingrate, the thief.

MORAL

Those who jump before looking end up on head first in the shallow end. When you jump to conclusions you often skip over the truth & sometimes it is too late to make amends

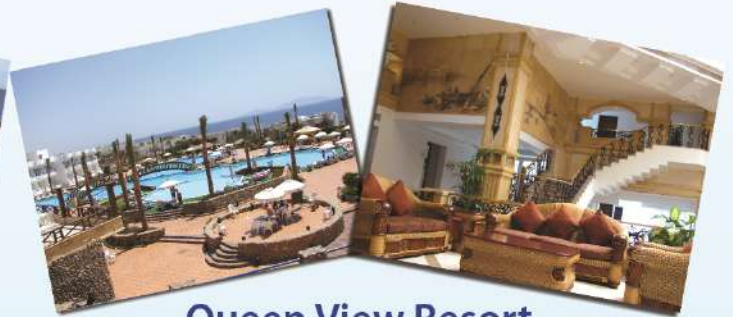




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Competition set to rise in Egypt's telecoms industry

In Focus



A new licence system governing Egypt's fiercely competitive telecoms sector is expected to be rolled out within weeks, paving the way for mobile and fixed-line operators to vie for each other's business.

While the country has a large consumer population, as penetration has passed 100% telecoms players have faced an increasingly tough marketplace in recent years, often finding themselves forced to lower prices and look for other sources

of revenue through value-added services (VAS).

Most significantly, the universal licence system will allow the main fixed-line operator, majority-government-owned Telecom Egypt (TE), to enter the mobile market. It will also pave the way for the three mobile players – Vodafone, Mobinil and Etisalat Egypt – to establish fixed-line businesses, although current arrangements prevent them from accessing TE's fibre-optic network.

All change

The Ministry of Communication and Information Technology (MCIT) said it expected the licence's roll-out – previously delayed due to political instability – to take place before the end of June. Provided there are no further delays, TE has previously indicated it will be looking to launch its own mobile operator in the second half of 2014.

The company's general manager for investor relations and internal reporting, Mohamed Kamal, told the local press at the end of March that TE would target 5m subscribers, or 5% of the mobile market by subscriber numbers, for 2014. Egypt's subscriber base totalled 99.7m at the end of 2013, according to MCIT figures.



TE, which already owns a 45% stake in Vodafone Egypt, will likely launch a mobile virtual network operator (MVNO) following the universal licence system's roll-out. MVNOs have the advantage of a lower capital outlay than traditional operators and are able to introduce their services quickly, since they lease spare spectrum capacity from other operators for an agreed price, eliminating the need for expensive infrastructure installation. However, their set-up also gives them less control over service quality and tends to produce lower margins, prompting some to question whether the firm will eventually opt to launch its own network.



Competitive climate

Egypt's mobile market presents challenges for both existing operators and new entrants. While penetration reached 118.2% at end-2013, according to MCIT data, subscriber growth slowed significantly last year, prompting suggestions that the days of high-volume growth are over.



Increased competition means companies partially rely on winning over customers from other players, which is driving down prices. Average revenue per user (ARPU) dropped to LE22-26 (\$3.13-3.70) in mid-2013, representing one of the lowest levels in the world, and leading operators to look increasingly to encouraging greater data and VAS usage.

Calls for clarification



The tight pricing environment has also inevitably raised concerns about TE's market entry. In March, both Vodafone and Etisalat called on the government to clarify the rules of the universal licences and re-weigh them in favour of mobile carriers.



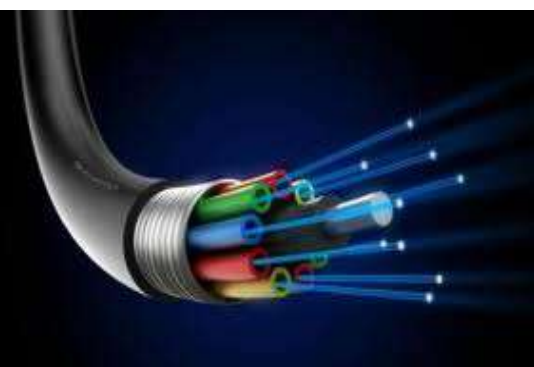
Current arrangements provide mobile carriers with access to TE's copper wires but not its fibre-optics network, which is arguably one of the more useful components of the firm's infrastructure, given its ability to carry greater internet data traffic. Some players are also thought to favour a price floor, in light of the impact on ARPU in recent years from slowing penetration and greater competition.



Obtaining access to fibre-optic infrastructure could prove pivotal for the sector as a whole, since increased competition is likely to see operators focus on boosting take-up of additional services, particularly through mobile internet usage and applications. The MCIT estimates that only around 15% of mobile subscribers use the internet on their mobile devices, offering plenty of room for growth.



“While voice revenue continues to be stagnant, if not declining, mobile operators tend to search for new revenue streams like VAS. Such value-added services would also keep the customers engaged and hence can be used as a retention tool,” Saeed Al Hamli, CEO of Etisalat Egypt, told OBG. “Mobile





data services also continue to be the major contributor of revenue growth currently and will be in the future.”

The handing out of universal licences should pave the way for the second phase of industry development, Al Hamli added, involving the roll-out of long-term evolution (LTE). Similar to 4G networks, LTE will support considerably higher data volumes, at a time when internet usage is likely to be growing strongly. However, the process will be capital intensive and require significant investment.

TE’s mobile subsidiary will be launching at a time of tight competition in Egypt’s telecoms sector, with Vodafone, Mobinil and Etisalat well established. Yet, in the medium term, it should help stimulate differentiation between providers and encouraging the take-up of VAS on a developing LTE network.

Source: Oxford Group



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A SPOTLIGHT ON NEWS



Investment minister promotes Egyptian economy to Asian diplomats



Cairo will welcome a delegation of the heads of major South Korean companies in August to research potential investment increases in Egypt, according to the economic adviser to the South Korean Embassy in Cairo.

The adviser made his remarks during a meeting on Monday with

Investment Minister Ashraf Salman and representatives of 11 Asian countries.

Salman reassured the representatives of Egypt's economy, and he expressed his hope to deepen trade cooperation with China, Indonesia, Pakistan, India, Japan, Malaysia, Thailand, South Korea, Vietnam, and Singapore.

Salman said that the government is reforming its finance and cash policies by unifying investment laws, regulating economic legislation, and speeding up the process of incorporating suggestions from associations and boards of directors, all of which aim to restore the confidence of international markets.

“The Japanese ambassador invited the Egyptian government to attend the Investment Promotion Conference in Japan, to which only the seven largest African countries have been invited, in order to present opportunities for investments and large projects in Egypt,” a Ministry of Investment press release stated.

The Japanese ambassador mentioned that Japan owns 50 companies that operate in the Egyptian market in the field of automobile and electrical appliance production. He added that investors hope to enter into new fields like the agricultural and food industries.

The ambassadors of Pakistan and China in Cairo called on the Egyptian government to quickly complete an investment roadmap that includes all available projects and to conduct regular meetings and consultations regarding those plans.



“We have companies that currently do not operate in Egypt that are ready to supply investments to power generation industries,” said the Indonesian ambassador in Cairo.

The Indian ambassador mentioned Indian investors’ desires to discuss means to invest in new areas like solar energy.

The Malaysian ambassador said that investors in his country hope to expand the extent of their investments in infrastructure, transportation, waste management, and “halal” products, in particular because of the presence of a large market for these types of products in the rest of the Asian Islamic countries.

“We hope to increase cooperation with Cairo for religious tourism and increase Malaysian investments in energy and construction,” he said.

Thailand’s ambassador indicated the presence of increasing interest in opportunities to invest in Egypt, especially in tourism. The vice chairman of the Australian delegation said that Australian investors hope to invest in agriculture and tourism.

“A delegation of Vietnamese investors will soon visit Cairo to consider the investment opportunities available,” said Vietnam’s acting ambassador. Singapore’s acting ambassador mentioned the large range of investments in Egypt from her country as well as Singapore’s desire to identify promotional opportunities and increase trade cooperation.

Use of electronic payments to pay taxes increases GNP by 0.75% per annum: eFinance study



A recent study issued by eFinance stated that electronic tax payments will cause Egypt’s GNP to grow if leading taxpayers make their payments electronically.

If taxes are paid electronically, GNP will increase by approximately 0.75%, it added.

According to the study, converting 10% of the country’s total payments into electronic payments within the Middle East and North Africa increases GNP by 1%.

The study, which is based on others conducted by global research centres and the International Monetary Fund, also stated that total tax rates represent an average of 15% of GDP.

According to the study, 80% of Egypt’s taxes come from individuals and companies that represent 20% of the tax base, a total of approximately 3,300 top taxpayers along with some intermediate taxpayers.



Using the electronic system increases the availability of liquidity necessary to fund companies and individuals with loans. Loan amounts are tied to the availability of liquidity, which in the end could serve as a boost in Egypt's economy.



The finance ministry hopes to increase tax collection for the 2014/2015 fiscal year from EGP 358bn collected last year to EGP 364bn, according to a statement issued by the ministry.

EFinance said that the percentage of the formal economy in developing countries that utilises electronic payment amounts to 56%. It added that the formal electronic economy in developed countries represents 86% of the economy and the informal 14%.

The study cites another study carried out by Austria's University of Linz and Visa, which said that increasing the volume of electronic payments among the tax base results in a positive impact on the size of the formal economy and reduces the size of the shadow economy.

The study says that there is a strong inverse relationship between increasing online payment transactions and the volume of the shadow economy. An increase in online payment transactions decreases the size of the informal economy in comparison to the formal economy.

The eFinance study is based on a European Bank for Reconstruction and Development study that states that developing countries pay 44% of companies' regular bribes in order to facilitate their business.

Taxes on these bribes account for 3.7% of corporate earnings.

The study added that there are several countries that have adopted mechanised payment and collection in order to spread awareness of the significance of this medium to the national economy.

Deaths from cancer and heart disease climb



By Simone Egarter

An increasing number of Egyptians are dying prematurely from noncommunicable diseases, such as heart disease and cancer, as a result of rising smoking and obesity rates, according to a new report from the World Health Organization (WHO).

Noncommunicable diseases now account for 85% of all deaths, compared to only 82% in 2011, WHO reported.

“Twenty-five percent of Egyptians are dying before the age of 70, the most productive time in one’s life, so that causes a lot of socio-economic problems,” said Randa Abou El Naga, technical officer at WHO Egypt. Nearly half of all Egyptians who die from noncommunicable diseases succumb to cardiovascular disease, while 14% die from cancer, 4% die from chronic respiratory disease and 1% die from diabetes.

The risk factors in Egypt primarily include smoking, high blood pressure and obesity.

“Dieting habits and smoking are a huge problem,” said Amr Naguib, resident physician at Cairo University.

Nearly 70% of Egyptian adults are overweight, according to the latest Global Burden of Disease Study published in the British medical journal The Lancet. Forty-five percent of women and 21% of men are obese.

Forty-six percent of all Egyptian men are smokers, WHO reported. Among the general population, smoking rates increased from 19% in 2009 to 25% in 2013, according to a statement from the Ministry of Social Solidarity last week. On average, Egyptians now begin smoking at 10 years old.

“We have to fight against the trend,” Naguib said.

Because Egypt is in a transitional phase politically, the country is struggling with addressing the problem on nearly every level – “from commitment to action to implementation”, said Samer Jabbour, who oversees WHO’s noncommunicable disease programme in the eastern Mediterranean region.

Jabbour and Abou El Naga both said, however, that the current Egyptian Minister of Health has a stronger commitment to the regional action plan to reduce noncommunicable disease and to the implementation of preventive measures.



At the moment, for example, the ministry is working on developing national guidelines to improve the early detection of cancer and diabetes.

In an attempt to curb smoking, the government recently increased the tax

“Price increases are two to three times more effective in reducing tobacco use among young people than among older adults,” said Douglas Bettcher, director of the WHO Department for the Prevention of Noncommunicable Diseases.

However, the price increase alone is unlikely to reduce tobacco use, Jabbour said. The government must also ban smoking in public places and prohibit tobacco advertisements targeting youth, he said.

He also recommended the government launch information campaigns about healthy nutrition.

“This is the time to act,” Jabbour said.



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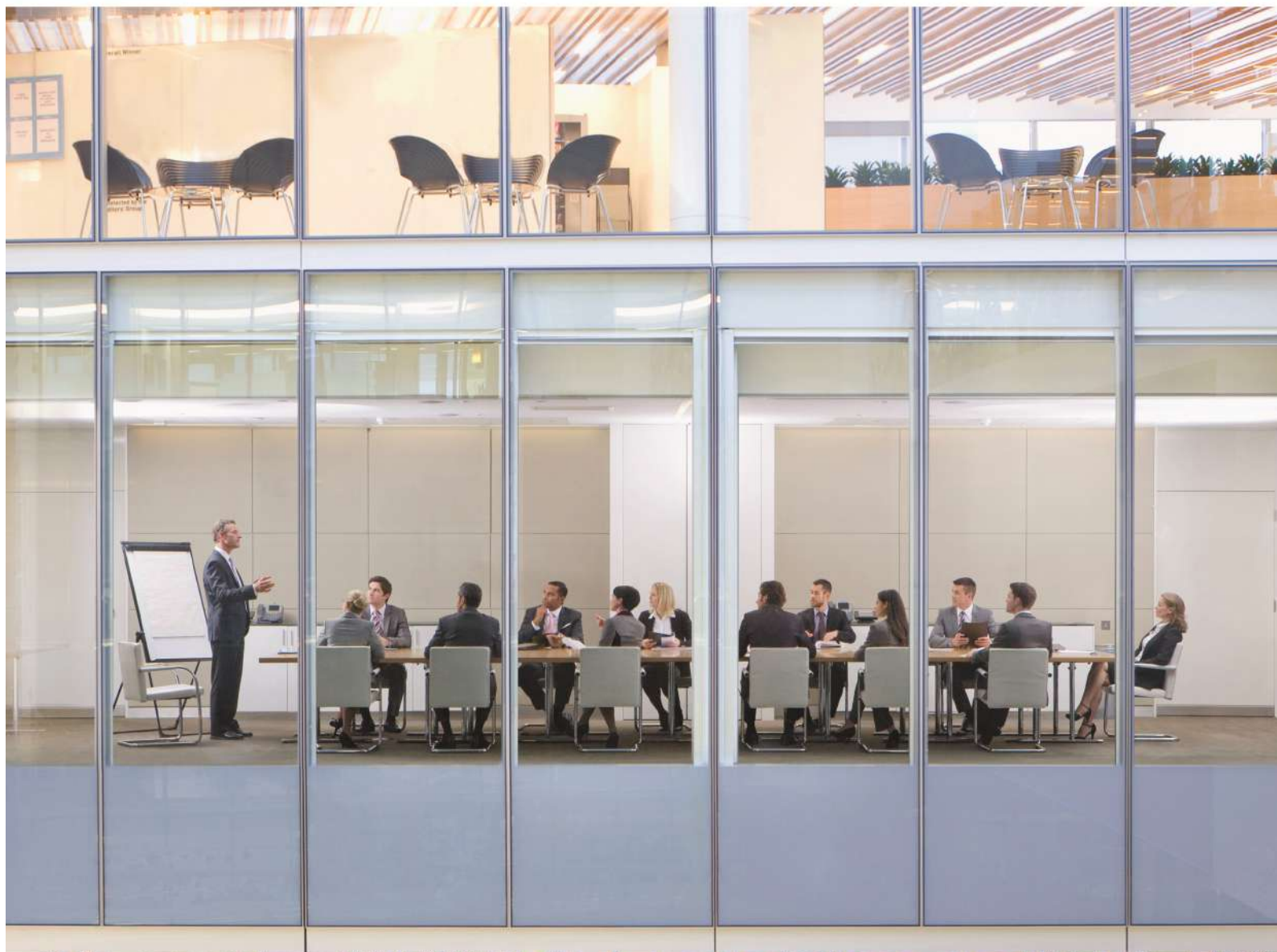


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The FIFA Women's World Cup Canada 2015™ will take place in Vancouver, British Columbia; Edmonton, Alberta; Winnipeg, Manitoba; Ottawa, Ontario; Montreal, Quebec; and Moncton, New Brunswick from June 6 to July 5, 2015.

Held every four years, the FIFA Women's World Cup™ is one of the world's premier women's sport events. In fact, Canada 2015 will be the largest women's single sport competition ever held.

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We are proud to support soccer in Canada. Through Sport Canada's Sport Support Program, the Canadian Soccer Association received over \$2.8 million in 2013–14, including over \$1.8 million in targeted funding recommended by Own the Podium to help the Canadian team prepare for the tournament. As well, through the Athlete Assistance Program, 49 women soccer athletes received direct funding in 2013-14 to help them train in pursuit of world-class performances.



Harper Government further strengthens food safety oversight



The Honourable Rona Ambrose, Minister of Health, announced the implementation of the Canadian Food Inspection Agency's (CFIA) Inspection Verification Teams to oversee the performance of Canada's food safety system.

Starting this month, six teams of three inspection verification officers will begin conducting targeted verifications at federally registered food establishments such as slaughter and meat production facilities. The verifications will focus on areas critical to the inspection and production of safe food, such as plant sanitation and the



the effectiveness of a company's response to food recalls. An additional four teams will be operational by the fall.

As announced in June 2013, the Government of Canada has committed \$16 million over three years to establish the Inspection Verification Teams. Their activities are over and above regular inspections conducted every day in facilities across Canada. Existing front-line CFIA inspectors will continue to conduct specified daily tasks to verify that food safety requirements are being met while the Inspection Verification Teams have a broader oversight role

Government of Canada supports environment while helping graduates obtain work experience



Minister Aglukkaq announced \$1.1 million to fund internships that offer graduates opportunities to develop knowledge and skills that will open doors to employment. Minister Aglukkaq was joined by the Honourable Keith Ashfield, Member of Parliament for Fredericton.

The Science Horizons Youth Internship Program gives recent post-secondary graduates opportunities to gain experience that will prepare them for sustainable employment in the environmental science fields such as conservation. This program supports the key priorities of the National Conservation Plan (NCP), which was recently launched by Prime Minister Harper. The NCP will provide a shared and coherent vision to advance conservation efforts across the country. It will enable Canadians across the country to conserve and restore lands and waters, and enhance the connections between citizens and natural spaces.

Through collaborative partnerships with organizations that have been awarded Science Horizons funding, post-secondary graduates receive hands-on experience working full-time on environmental projects in internships lasting a minimum of six months.

The Science Horizons Youth Internship Program supports the Government of Canada's Youth Employment Strategy. This program helps young graduates gain the skills, work experience and abilities they need to make a successful transition into the labour market.

Harper Government announces first-ever mandatory national emission standards for major industries



Minister Aglukkaq announced today that the Government of Canada will, for the first time, regulate industrial air pollutant emissions through requirements in the proposed Multi-Sector Air Pollutants Regulations. These regulations will contribute significantly to lower smog levels and better air quality overall for Canadians. It is estimated that these regulations will reduce greenhouse gas emissions by 3.4 megatonnes between 2013 and 2035.

The first phase of requirements includes industrial boilers and heaters, stationary engines, such as those used for gas compression or back-up generators, and the cement manufacturing sector. This is a key part of the federal responsibility for implementing the new Air Quality Management System.

For the past several years, the Government of Canada has collaborated extensively with representatives from provinces, territories, industry, and non-government organizations to lay the foundation for the requirements in these new regulations.

This is the latest federal action to provide cleaner air in Canada. In 2013, the Government of Canada announced the new Canadian Ambient Air Quality Standards (for ozone and particulate matter) to reduce smog-forming emissions and that Canada intends to align transportation-related air pollutant emission standards with the more stringent Tier 3 standards proposed in the United States.

Egyptian Council for Sustainable Development
Conseil Égyptien pour le Développement Durable
المجلس المصري للتنمية المستدامة



E.C.S.D.

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Emails: cebc@canadaegypt.org - info@egyccsd.org



Members' News

* CEBC and ECSD's Chairman, board of directors, members and staff, would like to congratulate their dear friend and member of the board **Ambassador Sameh Shoukry**, for being appointed **Egypt's Minister of Foreign Affairs**.



* The African Public Relations Association announced recently at a conference held in Mauritius the election of Mrs. Loula Zaklama, a board member of CEBC, as a representative of public relations in the North African region, which includes five countries: Egypt, Libya, Algeria, Morocco, and Tunisia.



Zaklama expressed her gratitude and appreciation to the organization for their trust and for appointing her

in such an important position, she emphasized on her full dedication and commitment in order to consolidate the role of public relations in the community and to achieve communication between all those working in the field of public relations in Africa. She added that she is looking forward with enthusiasm to taking serious and promising steps to create an environment that promotes the public relations system in the African countries.

It is noteworthy that Mrs. Zaklama was the only Egyptian person at this conference and she gave a detailed and interesting presentation on the role of communication in the revolution of June 30.



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Egypt Air:

CEBC members (their spouses & children) are offered discounted tickets on all classes.

Members who wish to receive the **Egypt Air Plus Mileage Card** are welcome to contact Ms. Amira Talaat from CEBC.



Alitalia:

CEBC members are offered discounted tickets on **some classes** from Cairo to **Europe, U.S.A. and Canada**. Discounts vary from **5% to 15%** depending on the class of service used.

Members who wish to receive the **Alitalia discounted tickets** are welcome to contact East West Travel 0120 41 41 430 or 22418490.



Travellers:

CEBC members are now entitled to a **20% discount** offered by **Travellers Egypt** in the following hotels:

- ☐ Queen Beach Resort: Sharm El Sheikh
- ☐ Queen View Resort : Sharm El Sheikh
- ☐ Morgen Land Hotel : Saint Catherine

For any inquiries, kindly contact:

Ms. Hanan Abdo Mostafa

Tel: 02-27956856 / 02-27945724

Mob: 0122710002

Fax: 02-27962841 / 02-27964104

E-Mail: Travellersgroup@tedata.net.eg

Hanan_travellers@yahoo.com



Mobinil:

CEBC members are entitled to special offers from Mobinil on the following devices and buckets:

- ☐ Blackberries
- ☐ iphone
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- ☐ Samsung Galaxy Tab



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CEBC members are entitled to a special **45% discount** on tag price amount.

The discount is neither valid in sales seasons nor on loose diamond stones.





Taki Vita:

CEBC members are entitled to **15% discount** at “Taki Vita” showrooms and its agents all around Egypt.

Minart Furniture:

CEBC members are entitled to **15% discount** at “Minart” showroom for fine furniture.

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- ☐ Ali Pasha
- ☐ Captain's Inn
- ☐ Dawar El Omda
- ☐ Fanadir
- ☐ Mosaïque
- ☐ Turtle's Inn

Hurghada

- ☐ Kempinski Soma Bay

Nile Cruises

- ☐ Sonesta St. George Nile Cruise

Sharm El Sheikh

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- ☐ Savoy
- ☐ Sierra

Sokhna

- ☐ Movenpick Sokhna
- ☐ Jaz Little Venice

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- ☐ Sonesta



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Members' Birthdates

Mr. Hassan Abdalla
Vice Chairman & Managing
Director
Arab African International Bank
August 01

Dr. Hany Elsharkawi
Chief Executive Officer
Cheiron Petroleum Corpora-
tion
August 01

Mr. Mohamed Brenjy
Vice President and CEO
Arab Company for Water
Treatment and Bottling
(Acwatab)
August 03

Mr. Waleed El Bahtimy
Vice President & CEO
Alexandria Maritime Services
"Alexmar"
August 04

Ms. Hanaa El Hilaly
General Director
Cabinet of Ministers-Social Fund
for Development
August 05



Mr. Essam Kafafi
President
Middle East Projects Devel-
opments
August 09

Mr. Galal Zaki
Chief Executive Officer
Perception Communication
August 09

Dr. Ashraf Elattar
President
EGAT GROUP
August 10

Eng. Mohamed El Sherif
Consultant Engineering
International Office of Engi-
neering Consultants
August 14

Mr. Hassanein Tawfiq
Managing Director
Advanced Computer Technology
(ACT)
August 15

Mr. Marco Groppi
Representative - Associate Director
UBS AG Cairo Representative Office
August 16

Mr. Yasser Abd El Latif
General Manager
Travellers Egypt Group
August 19

Mr. Georges Bechara
Technical Director
VWS Egypt LLC
August 21

Eng. Atalla Wahba
President
Interconsult
August 23

Mr. Samy Gabriel
Chairman
Metal Tube for Light Metal Sections,
Scaffolding & Workform
August 24

Mr. Abdel Hamid Helmy
Chairman and Managing Director
Pyravision for Trading and Consultancy
August 24



Happy Birthday

Eng. Mina Guirguis
Chairman
EBKOT for Development and
Tourism
August 27

Ms. Najla Rizk
Marketing Director
REIKA
August 28

Dr. Atef Abd El Latif
Chairman
Travellers Egypt Group
August 31

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New Members

Alphabetized by company name

Mr. Sergio Menendez

CEO
CEMEX Egypt



Mr. Borhan Mostafa

Strategic Planning Vice President – Egypt
CEMEX Egypt



Ms. Yasmine Negm

Corporate Communications and Public
Affairs Manager
CEMEX Egypt



Mr. Raid Iskander

General Manager
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