



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



Issue 42
May 2014



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

Egypt's Housing Crisis and Challenges Opportunities



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CEBC Members' Benefits

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Chairman's Message



Dear Readers,

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

Egyptians have been historically great builders, yet their descendants are now suffering a housing problem, one which we hope to overcome in the near future.

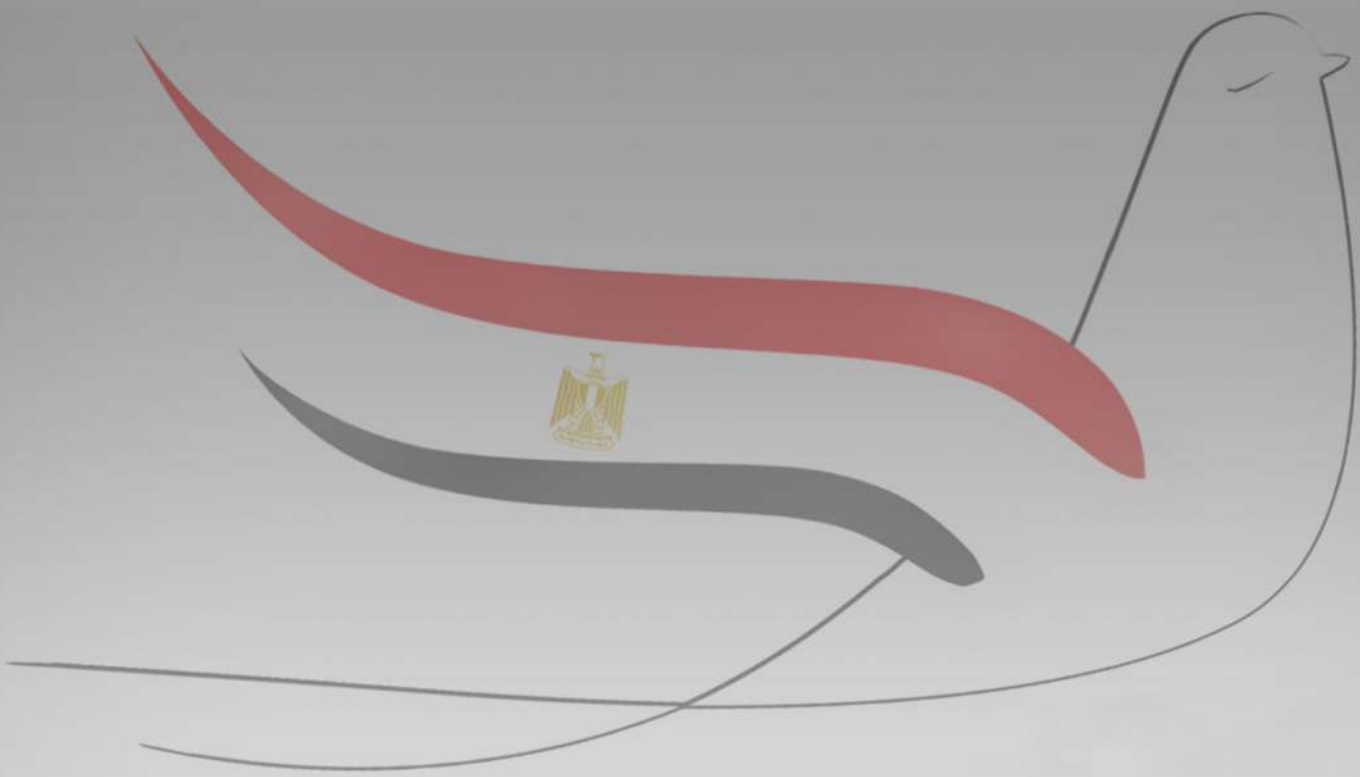
The housing crisis in Egypt is such a challenge, threatening communal peace and hinders development plans. Conceding that no country is free from housing problems, I lament the fact that Egypt is far behind in terms of overcoming our housing problems, which other countries have tackled successfully. We all know that a big part of the problem is due to internal immigration, the emergence of slums, among other factors but we need to realize that the world is discussing smart cities, while we are still struggling to provide simple accommodation to the middle and lower classes.

This month our Council was privileged to host H.E. Dr. Mostafa Madbouly, the young active minister of Housing and Urban Development who gave our members an overview of the ministry's vision for the coming period, its priorities and its strategy in tackling some of the more pressing challenges in the housing sector, reassuring the attendees that the ministry is looking to work on a sustainable plan; one that is not attached to a specific minister that ends with his tenure.

Minister Madbouly revealed that soon available PPP would be announced for housing projects for middle-income citizens as well as re-activating cooperative housing, and announcing that 1,200 acres of land will be made available in the near future for cooperative housing.

I encourage our readers to go through the brief provided in this issue.

In spite of this sector's unending challenges, I still find hope in the ministry's determination to tackle these problems and to find lasting solutions, which would hopefully alleviate the suffering of low to middle-income citizens and simultaneously satisfy investors, in a win-win situation, that is direly needed.





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Event

Egypt's Housing Crisis...

Challenges and Opportunities



Eng. Motaz Raslan, H.E. Dr. Mostafa Madbouly,
Mr. Ashraf Sadek

The Canada Egypt Business Council (CEBC) and the Egyptian Council for Sustainable Development (ECSD) hosted a special event and panel discussion featuring H.E. Dr. Mostafa Madbouly, Minister of Housing and Urban Development (MHUD) which focused on the challenges and opportunities facing the housing sector, from the current government's point view. Moderating the discussion was Eng. Motaz Raslan, CEBC's and ECSD's Chairman and Eng. Ashraf Sadek, CEO of Ashraf Sadek Associates. The new social housing legislation, the Ministry's development plans of existing cities and facilities were also discussed during the event.

Over 250 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. Ali Meselhi, Dr. Mustafa Al Saeed, Dr. Hani Hilal, Eng. Alaa Fahmy, Mr. Osama Heikal, Dr. Ahmed Zaki Badr, Dr. Amr Ezzat Salama, Counsellor Hatem



Eng. Motaz Raslan



H.E. Dr. Mostafa Madbouly



Mr. Ashraf Sadek



Ms. Rasha Kamal

Begato, Counsellor Adly Hussein, in addition to their Excellencies Ambassadors of Australia, Albania, Finland, Georgia, Kenya, Kuwait, Malta, Mexico and Switzerland.

Chairman Raslan gave the opening remarks to the event. He commenced highlighting that the housing crisis threatens communal peace and hinders development plans. Conceding that no country is free from housing problems, he criticized that Egypt is behind in terms of overcoming these problems, which other countries have tackled successfully. Due to internal immigration, the emergence of slums, among other factors, Egypt continued to suffer from housing problems since the seventies, Raslan said. “The world is discussing smart cities, while in Egypt we are still struggling to provide simple accommodation to the middle and lower classes”, Raslan lamented. He pinpointed that the Egyptian annual housing needs are 500,000 housing unit, considering the population growth. Exacerbating the complexity of such demands is that Egypt still strives to provide a large

sector of the population with proper sewage and safe drinking water, Raslan continued. He explained that there was never adequate funding available for the government to lift the tension off the crowded cities, and create



Mr. Maged El Menshawy, Ms. Nevine Osman,
Eng. Motaz Raslan

housing centers away from them. He went on to say that despite this ongoing crisis, the construction field in Egypt remains one of the most attractive. The Chairman further noted that it is among few sectors, which were able to achieve remarkable progress, despite the continued turbulent political environment over the past three years. “Egyptians have been historically great builders, yet their descendants are now suffering a housing problem, one which we hope to overcome,” said Raslan in conclusion to his introduction.

Minister Madbouly addressed the attendees next and gave an overview of the Ministry’s vision for the coming period, its priorities and its strategy in tackling some of the more pressing challenges in the housing sector. Minister Madbouly was formerly the Chairman of the Urban Planning Authority and the Regional Director of the Regional Office for Arab States of the UN Habitat Program. The Minister started by reassuring the attendees that the Ministry is looking to work on a sustainable plan; one that is not attached to a specific minister that ends with his tenure.



Amb. Mahmoud El Said, Eng. Motaz Raslan



Eng. Samir El-Alaily, Eng. Amr Aboualam

He added that even though the current cabinet is but two and half months old, it has already succeeded in ratifying the Social Housing Law. The law legalizes the state's mandate to provide adequate housing to citizens. It lays the

foundation for institutionalizing social housing, which is for citizens of low to middle incomes. He explained that in the past, the government would initiate only short-term projects for social housing. When these projects conclude, there would be no vision or plan in place for the coming step towards creating more housing, the Minister said. He explained that the new legislation creates a fund for social housing; one that is managed by the MHUD, along with the aid of the ministers of planning, local development, international cooperation and representatives of minister of defense, as well as experts in the field. The fund's sources would be the state budget, in addition to the excess profit of the New Cities Authority, 1% of the state revenues from the sale of lands for any

Q&A Session



purpose nationwide and all fines imposed on construction companies for violating the construction law. The Minister also emphasized that developing legislation is progressing on the mortgage front, as well. He said that legislation regulating mortgage has been amended to be more flexible and able to accommodate for the needs of citizens, who would still find difficulty affording housing, even with the social housing schemes underway

Minister Madbouly revealed that soon available PPP would be announced for housing projects for middle-income citizens. Reactivating cooperative housing is another track the Ministry is on, the Minister added, announcing that 1,200 acres of land will be made available in the near future for cooperative housing. He said that he hoped that new policies adopted would make cooperative housing more effective than it used to be in the past.



Cemex Guests

The Minister also stated that resolving disputes with investors in the field is simultaneously underway. He said that the government is seeking amicable resolutions, while preserving the rights of the Egyptian people. He asserted that the Ministry's vision is to resolve disputes without hesitation and to send a reassuring message to local and foreign investors alike.

Regarding facilities, the Minister described the sewage system to be the true challenge facing the Ministry. He added that the Ministry would be adopting new technologies in delivering sewage to areas, where it is not available yet. The Minister said that the new technologies would not only save the government money, it would also be reach more areas within a shorter time span. He added that the plan adopted currently, would allow for the service to be available to places in need in eight to ten years, as opposed to 15 years, with the traditional methods. In conclusion to his word, the Minister said that the strategies adopted by the Ministry are not nascent, but are plans,



Egyptian Arab Land Bank Guests

which were in the works by pervious ministries, that are being implemented now.

In a brief comment, Eng. AshrafSadek said that neglecting urban planning had reflected badly on the country, and on even people's attitudes. He proposed re-planning the Suez governorate, to complement the promising plans for developing the Suez Canal's surroundings. The floor was then opened to questions. Questions tackled an array of housing-related topics.

While housing is the ever rising star among business sectors in Egypt, its complex problems are unending, especially in light of an exponentially growing population. However, the Ministry's determination to tackle these problems and to find lasting solutions to them, would hopefully alleviate the suffering of low to middle-income citizens and simultaneously satisfy investors, in a win-win situation, that is direly needed.



Aloula Guests

Part of the attendance



Quebec City

Part 2



It is time to discover why Québec is one of the world's most beautiful cities! Throughout Québec City and the surroundings, we've picked suggestions that we consider as must-see attractions.

Wendake



Enter the fascinating world of the Huron-Wendat **First Nation** and embark on a history tour that will take you back to the 17th century. The ancestral site of Wendake is a window onto aboriginal culture! Dance shows and legends will whisk you deep into this people's imagination, while Musée huron - wendat and various craft stores invite you to learn more about the nation's culture and traditional know-how.



A short walk through scenic natural surroundings leads visitors to Kabir Kouba Falls by Rivière Saint-Charles, and sampling the game featured in traditional Huron cuisine is the perfect way to round out your voyage of discovery.

Parliament Hill

The province's Parliament Hill has never been so popular! Québec's **National Assembly** convenes here in the Parliament Building, a marvelous architectural treasure!

The gorgeous Fontaine de Tourny was awarded a gold medal at the Paris World Fair in 1855. Today, it stands as a legacy of Québec City's 400th anniversary celebrations, turning heads with its 43 jets, water-themed sculptures, and beautiful nighttime lighting. Nearby Observatoire de la Capitale also turns visitors giddy with excitement with its tremendous views of Québec City and area from a height of 221m.

Île d'Orléans

Imagine how beautiful Québec's countryside must have been in the 19th century. In fact, it looked very much like irresistible Île d'Orléans with its historic farms, churches, and **heritage homes**.

Visiting the many artisans and farm stalls lining the route is half the fun as you make your way from one quaint village to the next. In season, enjoy the **island's famous strawberries and apples**, as well as freshly baked bread, wines, ice ciders, blackcurrant liqueurs, and other local delicacies.





Parc national de la Jacques-Cartier

The spectacular Rivière Jacques -Cartier flows through a deep valley surrounded by steep wall soaring **up to 550 m in height!** Parc national de la Jacques-Cartier is protected by Sépaq (Québec's largest parks and outdoor recreation network) so that you can enjoy all your favorite outdoor pursuits.

With hiking, canoeing, kayaking, fishing, and camping all available in breathtaking surroundings, it's no wonder that the Jacques-Cartier region is known locally as Québec City's “green crescent.” And the pace doesn't slow in winter, so strap on your snowshoes, skies, or winter boots and get ready to explore trail after trail of winter fun.

Chemin du Roy

Chemin du Roy—**Canada's oldest highway**—has linked Québec City and Montréal since 1737. This scenic route traverses beautiful pastoral landscapes as it winds its way along the St. Lawrence River.

Visitors heading toward Portneuf from Québec's City Hall pass through some of the province's prettiest villages, featuring manors, mills, museums, heritage homes, and other priceless heritage treasures.

Nearly all of the road is part of Québec's "Route verte" bike path network, enabling cyclists to safely enjoy the scenery from the comfort of their saddle.

Winter

Here, winter always dazzles. If you haven't been to Québec City in winter, then you're missing out on much of a culture forged by centuries of snow.

Generous helpings of snow attract skiers and outdoor buffs from all around the world to enjoy the area's skiing, snowshoeing, snowmobiling, and dogsledding trails—and stroll through the city's snow-covered historic boroughs. Plus, you won't want to miss **North America's one and only Ice Hotel**, **the world's biggest winter celebration**—the Québec Winter Carnival, and **the largest winter playground in America**—Village Vacances-Valcartier!

Québec City's magical winter wonderland simply has to be seen to be believed!

Le Massif de Charlevoix

With its spectacular mountain views overlooking the St. Lawrence River, Le Massif de Charlevoix will dazzle you! Near Québec City, it is easily accessible by car or train. In summer and autumn, the Train of Le Massif de Charlevoix offers a unique experience combining local gastronomy and breathtaking scenery with its rail cruise.



In winter, the main attraction is definitely skiing! Racing down the slopes of this renowned mountain with a vertical drop of 770 meters and an impressive natural snowfall, it feels unreal to ski facing the river! The Hôtel La Ferme, with its refined design, is well worth a visit to fully enjoy your stay in Baie-Saint-Paul!





كأس العالم لكل العالم

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Egypt's Concentrations of Risk

By: Tarek Osman

Post-revolution Egypt faces five deadly-serious challenges: declining economic growth; depletion of the middle class; flagging democratic transformation; political polarization; and unprecedented regional change.



First, the slow but steady reduction in foreign reserves and the pressures it is putting on the country's monetary situation are threatening Egypt's economic foundations. Short term management of the reserves becomes very tricky; inflation on basic goods start to rise; and various corresponding social challenges materialize. But the key risk here lies in getting entangled in stop-gap measures that are very detached from an environment of economic growth.

The measures to avert financial Armageddon could also become a vicious cycle that increases the risk of stagflation. In this scenario, Egypt would lose the results of the financial adjustment and growth measures it had taken in the period from the early 1990s to the early 2000s. And the sacrifices that the

Egyptian society had endured in that period, and especially in the first half of the 90s, would go to vain.



The loss of growth drivers, even without the costs entailed in a stagflation, would shrink the market, erode competitiveness, and drive away any investment, local or international. The first casualty would be

value-generating jobs, the ones that nurture talent, enhance knowledge dissemination, and create wealth. And if such situation continues, the entire job market, including low-end jobs and the grey economy, would suffer. These factors clearly worsen youth unemployment, the key socioeconomic ill facing the country; the working environment of small and medium sized enterprises; the availability of capital; and all the industrial and services value chains that evolve in growing economies. The ensuing risk here would be the impact on the middle class. This vicious cycle would certainly weaken the economic underpinnings upon which the Egyptian middle class have been growing in the past two decades. The deeper and longer the economic stagnation, the larger the fall of some segments from the middle class will be.

And this would give rise to the third risk: a serious weakening of the evolution towards genuine democracy. Amidst deteriorating economic conditions and increasingly difficult social circumstances, the coming of age of the 40-million Egyptians under 30-years old will become a tough experience – for them and for their society.



Instead of the potential that such young and huge demographic segment can generate, big swaths of them could become angry and bent on change through any means. With poor education and vanishing economic opportunities, the anger could become explosive. Such milieu could bring about change, but that would be neither smooth, nor conducive to plurality, liberalism, or tolerance.



Control is the fourth risk. Since Mohamed Ali pasha had given rise to the process of creating modern Egypt in the first decade of the nineteenth century and until the first decade of the twenty first century, decision making in Egypt has been highly concentrated at the centre: the upper echelons of power in Cairo. The current political polarization and the haphazard transition Egypt is witnessing are acutely weakening the solidity of key state institutions, of the normal interactions between these institutions, of the notion of rule of law, and of command over the country.

This dilution of centralization, in theory, could benefit the country: the more decentralized decision making is, the more empowered the different regions, the less the red tape, and the more the representation of various communities. But amidst highly unstable social, economic, and political circumstances, the weakening of authority and the gradual undermining of key state institutions is perilous.

The fifth risk is for the region. The Middle East is currently undergoing the largest socio-political change it has witnessed in over half a century. The rise of political Islam, the acute polarization over social frames of reference, and the immense fluidity we are seeing in North Africa, the eastern Mediterranean, and that inevitably will reach the Gulf, are symptoms – and results – of the social pressures that accompany the generation change going on across the entire Arab world (in which over 190 million people are under 30 years old). These tensions are the products of the lost opportunities – in education, research and development, exposure to the world, gender equality, and even in social refinement – in five or six decades. During such difficult transitions, nations benefit from the maturity of its traditional centers of culture and art: its reservoirs of civilization. In the Arab world, Egypt, with the heritage of its liberal age, should have been that reservoir. Instead, it is now an economic, and potentially social, drag on the region. If Egypt loses this decade, the entire Arab world would pay a heavy cost.



Mitigating these risks is a function of avoiding the economic vicious cycle, reigniting growth, and resuscitating the potential of a huge segment of young people. Paying the price today of serious – and difficult – reforms, and entrenching the values of plurality and tolerance (despite populist tendencies) is much better for the Egyptian society than letting these concentrations of risks fester.

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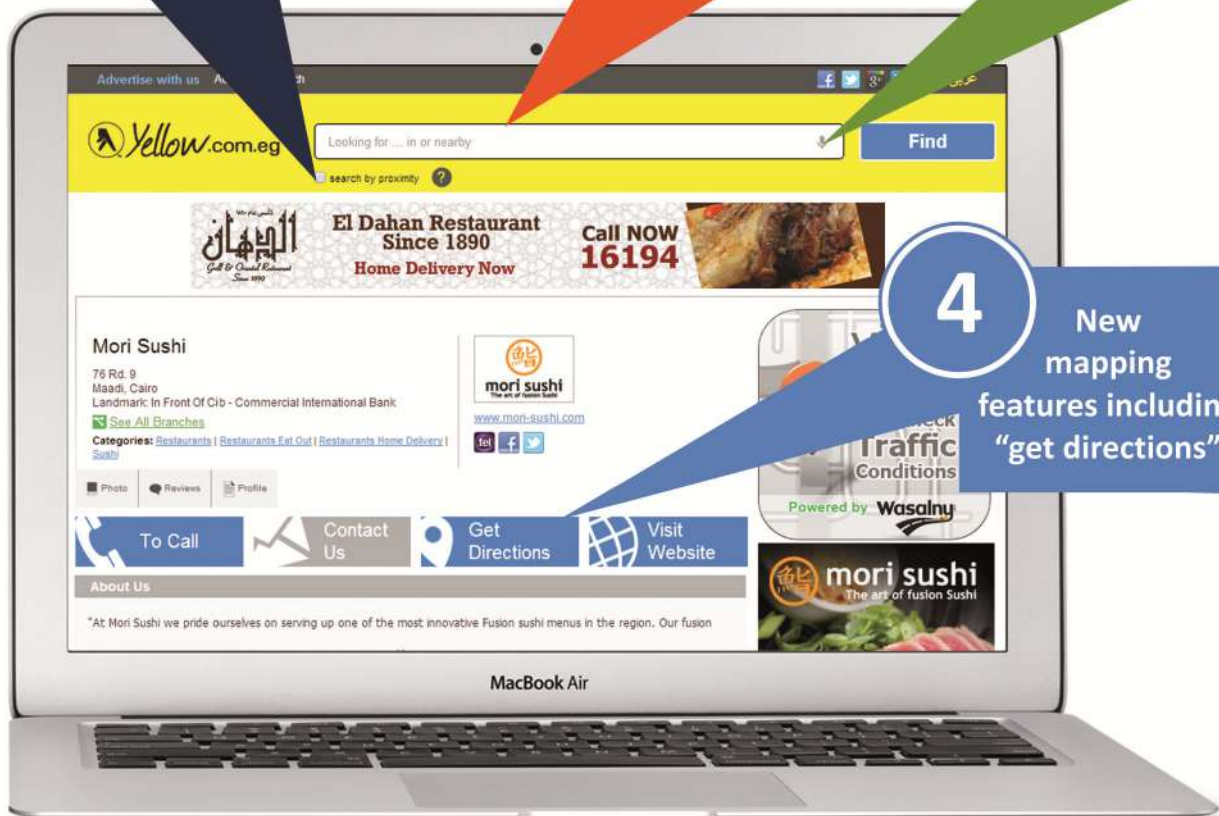
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The Power of One

As a man walked a desolate beach one cold, gray morning he began to see another figure, far in the distance. It was a native who was picking up starfish that had been washed upon the beach and, one at a time, was throwing them back into the water.

*One tree can
start
a forest*



Puzzled, the man

approached the native and asked what he was doing. “I’m throwing these starfish back into the ocean. You see, it’s low tide right now and all of these starfish have been washed up onto the shore. If I don’t throw them back into the sea, they’ll die up here from lack of oxygen.”

“But there must be thousands of starfish on this beach,” the man replied. “You can’t possibly get to all of them. And this same thing is probably happening on hundreds of beaches all up and down this coast. It can’t possibly make a difference?”

The local native smiled, bent down and picked up another starfish, and as he threw it back into the sea he replied, “*Made a difference to that one!*”

Each of us is but one person: limited, burdened with our own cares and responsibilities. We may feel there is so much to be done, and we have so little to give. When we leave this shore, there will still be millions of starfish stranded on the beach. Maybe we can’t change the whole world, but there isn’t one of us who can’t help change one person’s whole world. One at a time. We can make a difference.



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Egypt builds upon its Outsourcing Growth

Over the past 15 years, Egypt has built a growing reputation as a centre for export-oriented ICT services, particularly business and knowledge process outsourcing (BPO and KPO), with revenues that exceeded \$1.1bn in 2011, according to a Ministry of Communications and Information Technology (MCIT) presentation last year.

As with many other service sectors, the BPO and KPO industries were affected by the fallout from the 2011 revolution. Research by the LSE Offshoring Unit in early 2013 found that among prominent outsourcing destinations, Egypt's risk profile was one of the most elevated in the areas of regulatory risks, macroeconomic risks and political risks. A 2013 report on the "Top 100 Outsourcing Destinations" by US -headquartered advisory firm Tholons cited the fall-out from the Arab Spring as the main reason for Cairo's drop from 49 to 58. Alexandria fell four spots to rank 77 in the same analysis.





Competitive Skills and Cost



However, Egypt's competitive advantages as a global centre for ICT-intensive industries, including BPO and KPO, are manifold.

The local cost advantage is an important factor: labour, land and power are all affordable by international standards. But while workers' wages are relatively low, the skills base is strong. As well as native Arabic, English is widespread.

Employment estimates vary but the number of people employed in the sector is about 43,000 positions in total. Egypt's Information Technology Industry Development Agency (ITIDA), part of the MCIT, estimates that each year around 273,000 students graduate from Egyptian universities with degrees in fields suited to outsourcing, including technology and commerce, while 31,000 students are fluent in a Western European language on graduation.

As with many outsourcing destinations, such as The Philippines and Morocco, Egypt grapples with finding qualified labour for middle management roles, but MCIT, in collaboration with the Ministry of Higher Education, has also been in the process of implementing a multi-phase curriculum development and training

programme, known as EDUEgypt, at university level to help ensure graduates are able to meet the job requirements of the BPO sector. The programme has been rolled out in 16 universities around the country, with more than 6000 trainees in specialised BPO-related technology-tracks.

Price competitiveness remains an ever-important factor. According to ITIDA, costs for voice-based BPO services in Egypt are comparable to those in India and the Philippines, two global leaders in the sector that have successfully capitalised on low-cost bases. In 2010, the organisation estimated that fully loaded operating costs for call centres stood at \$15,830 per employee, compared to \$16,360 in the Philippines and \$15,010 in India. Of this, personnel costs averaged \$9430, with the balance of \$6400 accounted for by technology, telecoms, rent and maintenance.

“With its vast dedicated technology and low costs, Egypt is accessible and attractive for global ICT companies, compared with other emerging outsourcing locations,” Maged Taher, CEO of Xceed, told OBG.

Egypt has even taken to exporting some of its BPO expertise to other burgeoning markets, such as Uganda, where the MCIT signed an MOU last year with the Ugandan Ministry of ICT to provide



technical assistance, and the MOU outlines plans for the further training of 3000 Ugandans employed in the BPO sector in Egypt.

EU Market Rebounding



European language skills could become an increasingly important tool this year and beyond. Opportunities for Egyptian outsourcing service providers appear to be on the rise, with a slow but steady recovery in the EU. Demand for outsourced services in Europe climbed in the last quarter of 2013, according to a study released in late February by market research firm Everest Group. The report showed that global outsourcing transaction volumes reached their highest point since the beginning of 2012.

If demand continues to strengthen in the EU alongside more robust growth in the US and the Arab world, Egypt's attractive fundamentals as a BPO destination, including its cost competitiveness and skill set, should help the country see a jump in both employment and activity over the medium-term

Source: Oxford Business Group



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A Spotlight on NEWS

National Bank of Egypt adopts strategy to face market competition



The state-owned National Bank of Egypt (NBE) has prepared a medium-term strategy, with a period of three years starting from 2014, in order to better face the market competition.

The strategy involved growing the retail banking and small and medium enterprises (SMEs) sectors due to the fact that the growth rate of these sectors is faster than of the big companies. The strategy included reducing the relative weight of financing large companies from 70% of the bank's loan portfolio to 40%, besides

diversifying the remained share on financing individuals and SMEs.

The bank's deposits are growing with robust rates during the 2013/2014 fiscal year (FY) and are expected to reach EGP 387bn by the end of June, compared to EGP 313bn during the same period last year. This represents an EGP 74bn increase. The bank is targeting the launch of 50 new branches during the coming three years, indicating that the demand on Islamic branches is the controlling standard for such a move. This will sum the bank's branches to 417 by the end of 2017.

The deputy chairman of NBE automated teller machines (ATMs) reached 1,750 by the end of April, adding that the bank is aiming to increase them by 500 new ones and exchange 400 old ones by the end of 2015. The number of ATMs will reach 2,350 by 2015, an increase of 34%.

The bank will increase the Point of Sale machines (POS) to reach 15,000 machines by the end of 2015, compared to 11,000 which will be registered by the end of 2014.

ADIB aims to lead Egypt's Islamic banking market

Abu Dhabi Islamic Bank (ADIB) in Egypt has achieved profits for the first time since late 2007, said CEO and managing director of ADIB Nevine Lotfy on Friday, adding that the profit represents “the fundamental shifts” of the bank after a restructuring plan six years ago.



Lotfy noted that ADIB ranked the first in the 2013 Business News Index for the fastest growing banks, thanks to the “strong” growth of loans and high net yield.



The CEO stated that the bank has prepared an ambitious plan for the current year to support the bank's position in the market, as part of its target to lead the Islamic banking market in Egypt.

She added that the bank's achievement of such positive results indicates that it is “moving on the right track”. In six years, she said, the bank was able to achieve a real breakthrough in the Egyptian market, after the application of a comprehensive plan. The plan targeted the restructure of the bank's hierarchy in its branches, lines of business, human resources and technological advancements.

Lotfy noted that “in record timing” the bank was able to develop a new vision that allowed it to attain the title of “the fastest growing bank” in Egypt in 2013.

Lotfy asserted that the bank’s financial result in 2013 indicates that it is on the threshold of a new phase of growth and expansion. She added that these results herald more positive results in the coming years.

Finding her voice: Sing Egyptian Women finalist breaks into songwriting

After winning Sing Egyptian Women, Malek El-Husseiny went to work sharpening her song writing skills at the independent record label **S u b s p a c e** Malak, who is juggling her budding performance career with a full course load at the American University in Cairo, was a finalist in the Sing Egyptian Women competition. Her EP launched at Virgin Megastore on 3 May.

The timing, she said, feels right.

At Subspace, she said Teknyk pushed her through the grueling process of writing a song every day for a few months, substantially raising the quality of her songwriting.

Malak’s next performance will be at the Sawy Culture Wheel on 30 May, with Islam Chipsy, Hussein El Sherbini, and Subspace’s NeoByrd. Her EP is available online and in all branches of Virgin megastore.



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



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National Day of Honour



Canadians are invited to take part in the National Day of Honour. The Government of Canada has set aside May 9 to mark the end of the country's military mission in Afghanistan. A national ceremony on Parliament Hill where tribute will be paid to the fallen, the sacrifices of the wounded, and the special burden borne by families. Canadians will be invited to honour the legacy of these heroes with a national moment of silence.

Asian Heritage Month



CELEBRATE
ASIAN
HERITAGE

May is Asian Heritage Month. This acknowledges the long and rich history of Asian Canadians and their contributions to Canada. It also provides an opportunity for Canadians across the country to reflect on and celebrate the contributions of Canadians of Asian heritage to the growth and prosperity of Canada.

Canada's cultural diversity strengthens the country socially, politically and economically in innumerable ways. Asian Heritage Month is an ideal occasion for all to celebrate the beauty and wisdom of various Asian cultures.

Asian Heritage Month has been celebrated in the United States since 1979. Over the past decade, many Asians in Canada have begun to celebrate their heritage during the month of May. In December 2001, the Senate adopted a motion proposed by Senator Vivienne Poy to officially designate May as Asian Heritage Month in Canada. In May 2002, the Government of Canada signed an official declaration to designate May as Asian Heritage Month.

Canadians are invited to take part in the events that honoring the legacy of Canadians of Asian heritage. It is a time to participate in festivities across the country that celebrate the many achievements and contributions of Canadians of Asian heritage, who, throughout history, have done so much to make Canada the culturally diverse, compassionate and prosperous nation we know today.

Saving Every Woman Every Child



The vast majority of women and children in developing countries die from simple, preventable causes that can be addressed with proven, affordable and cost-effective solutions that most Canadians take for granted.

Canada is hosting *Saving Every Woman Every Child: Within Arm's Reach*, an international Summit that will shape the future of Child and Maternal Health collaborations in Canada and around the world, from May 28-30, 2014, in Toronto.

In advance of the Summit, Prime Minister Stephen Harper announced the themes, key participants, logo, and official website. He was then joined by key members of the Canadian Network for Maternal, Newborn and Child Health for a roundtable discussion.

The *Saving Every Woman Every Child: Within Arm's Reach* Summit will bring together Canadian and international leaders and experts, Canadian charities, businesses, scientists, developed and developing countries, international organizations and global foundations to ensure that maternal, newborn and child health remains a priority of the global development agenda.



The Summit will focus on the following three themes:

Delivering Results for Mothers and Children: Determining how, collectively, we have successfully delivered results and exploring how innovative technology and operating models are saving lives.

Doing More Together Globally: Pushing new technologies and global partnerships to improve women's and children's health.

Real Action for Women's and Children's Health: Identifying concrete steps that Canada and its partners will take to ensure that

that mortality rates drop, nutrition improves and more children live to see their fifth birthday.

The themes for the Summit were developed in consultation with key Canadian stakeholders active in global health along with international partners.





التعمير للتمويل العقاري

مع الأولى
خطوة واحدة
تحقق حلمك



أول شركة تمويل عقاري في مصر - تأسست عام 2003
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أكبر شركة من حيث الحصة السوقية والبالغة 35%
أكبر شركة من حيث محفظة التمويلات والبالغة مليار ومائتي مليون جنيهاً
تمويل وحدات سكنية وإدارية وتجارية
تمويل بناء وتسطيب
تمويل المصريين العاملين بالخارج

المركز الرئيسي: 12 ش. سوريا - الحيزة ت : 33350190 ف : 33350191

مدينة نصر : 14 ش. البطريركي - أمام حديقة مول ب : 89-2429979 ف : 24030120

الإسكندرية : 13 أ ش. المعسكر الروماني - رشدي ت : 5463765 ف : 5463725

الساحل من أكتوبر : القاميل السكني - امتداد المحور المركزي - ميدان ليلة القدر م : 01220928829

لمزيد من المعلومات : 19996

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Members News

Mr. Adrian Messerli has been appointed as the new Hotel Manager at Four Seasons Hotel Cairo at Nile Plaza. Olivier Masson, Regional Vice President Four Seasons Egypt and General Manager Four Seasons Hotel Cairo at Nile Plaza announced this recent appointment of Mr. Messerli.



Messerli, a native of Switzerland and graduate of Ecole Hôtelière de Lausanne, has also grown his passion for the hospitality industry in his family's hotel in the Swiss Alps. The 10-year veteran of Four Seasons, joined Four Seasons Hotels and Resorts after graduation and became a citizen of the world, working his way up various food and beverage division management assignments with Four Seasons in Chicago, USA; Great Exuma in the Bahamas; and Carmelo, Uruguay then moved to Four Seasons Hotel

Cairo at Nile Plaza, Messerli was the Director of Food and Beverage, Four Seasons Resort Sharm El Sheikh.

CEBC, ECSD wish Mr. Messerli the best in his endeavors.

النهاردة .. من حقك تستمتع بالساحل الشمالى!



منتجع هايدى - الكيلو ٥٨

كل الاختيارات متاحة .. فى الموقع والقيمة والمساحة

• فيلات متميزة بمساحات متعددة تبدأ من ٢٥٣٣١

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ادفع ٣٥% واستلم فيلتك فوراً

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• خصم خاص للسداد النقدي



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بيت العقار



الوكيل الحصرى بالتخليج :
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ت : ٣٦٩٣٦٦٠١ (٠) ٩٧١ + فاكس : ٣٦٩٣٦٦٠٢ (٠) ٩٧١ +
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CEBC Members' Benefits

Services:

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.

Iram Jewelry:



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

Alitalia:



CEBC members are offered from **6% to 10% discounted** rate on their tickets to Europe on economy Classes (Y, B, M, H, K, V, T & N) and from 10% to 15% for Business Classes (C, D & I).

Members who wish to receive the **Alitalia discounted tickets** are welcome to contact Ms. Martha Youakim at 0120 41 41 430 or 22418490.

Mobinil:



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

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

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 /

Mob: 0122710002

Fax: 02-27962841 / 027964104

E-Mail:

Travellersgroup@tedata.net.eg

Hanan_travellers@yahoo.com

- ☐ Blackberries
- ☐ iphone
- ☐ ipad
- ☐ Samsung Galaxy Tab

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.

Restaurants:

Cocoon Restaurant & Café:



Enjoy a special **Promotion** from
Cocoon Restaurant & Café.

Address: 49 Masr Helwan El Zera'ay St., Maadi

Rossini Restaurant:



Enjoy **15% discount** on all:
"A La Carte" menus and
beverages in
*"Rossini's Outlets,
Restaurants".*

*Address: 66, Omar Ibn El-Khatab St,
Heliopolis.*

Casseruola, Kook's & Bigg's and Mozzarellina Restaurants:



Enjoy **10% reduction** on all the tasty
"A la carte" food & beverages and also
on total bill of Outside Catering.

*Address: Sun City Shopping Mall
5th Floor – Autostrad Road – Sheraton Bldgs – Heliopolis*



Hotels: CEBC is contracted for special room rates with the following hotels :

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SOLYMAR
Ivory Suites



Kempinski Nile
Hotel
GARDEN CITY CAIRO



MÖVENPICK
Hotels & Resorts



The Gabriel

Jaz*
HOTELS, RESORTS & CRUISES

Fairmont
NILE CITY
CAIRO

Iberotel
Hotels & Resorts



Kempinski Nile
Hotel
GARDEN CITY CAIRO



Cairo

- ☐ Fairmont Heliopolis & Towers
- ☐ Kempinski Nile Hotel
- ☐ The Gabriel
- ☐ Safir Cairo hotel

Hurghada

- ☐ Kempinski Soma Bay

Sharm El Sheikh

- ☐ Royal Savoy
- ☐ Savoy
- ☐ Sierra

Taba

- ☐ Sonesta

El Gouna

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

Nile Cruises

- ☐ Sonesta St. George Nile Cruise

Sokhna

- ☐ Movenpick Sokhna
- ☐ Jaz Little Venice



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Amira.talaat@canadaegypt.org

Website: www.canadaegypt.org

Blending Cultures



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



Members' Birthdates

Mr. Essam Abou Hamed
Vice Chairman
Housing and Development
Bank
June 01

Mr. Sherif El Kammash
Managing Director
Integration Services & Tech-
nologies
June 03

Dr. Emad Graiss
Managing Director
Merck Ltd.
June 03

Dr. Ehab Faltaous
Chairman & CEO
Felopateer Palace
June 04

Eng. Yasser El Kady
Country Managing Director
Hewlett-Packard Egypt Ltd
June 04

Mr. Hady Tarrab
President
Carlin Middle East
June 05



Happy Birthday

Mr. Rafik Nasralla
Deputy Chairman
Prima Elios for Electrical
Industries S.A.E.
June 05

Mr. Khaled El Bahtimy
Chairman
Sea Grain Stevedoring &
Warehousing
June 11

Mr. Nabil Kamhawi
Chairman
Delta Rasmala Securities
June 12

Mr. Ahmed Marwan
Chairman
Sigma Capital Holding
June 13

Mr. Hamed Fahmy
Managing Director
Allied Corporation - Egypt
June 13

Mr. Maher Abusenna
Chairman & CEO
Petrefin International
Group
June 13

Ms. Mona El Degwi
Member of Board of Trustees
and Director of Baby Home
School
Six of October University for
Modern Sciences and Arts
June 14

Eng. Hany Tawfik
President
International Investors
June 16

Mr. Adel Kodsi
General Manager
Trans Fridge International
June 16

Mr. Maamoun Al Sakka
Chairman and CEO
National Energy Corporation -
TARSHEED
June 20

Ms. Aida Louiza
Division of Jewelry Federation of
Chambers of Commerce
June 22



Mr. Rafik Gabriel
Vice Chairman
Metal Tube for Light Metal Sec-
tions, Scaffolding & Workform
June 23

Ms. Samia Kamel
Painter & Photographer
Private Electrical Consultants
June 25

Eng. M. Samir Mansour
Managing Director
Arabia Gaz
June 29

Ms. Salwa Morcos
Director & Representative
Credit Suisse Representative Office
June 30

تمتع بالكثير إربح رحلة إلى دبي



مع ماستر كارد

تمتع بفرصة للفوز برحلة إلى دبي الساحرة

مع كل معاملة بمبلغ ٣٠٠ جنيه، حتي آخر مايو ٢٠١٤
- فترة سماح تصل إلى ٥٥ يوم بدون فوائد علي السحب النقدي والمشتريات



Housing & Development Bank
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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
COMtech





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