

CEBC NEWSLETTER

MARCH-APRIL 2007



Issue 14

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FOR A SENSE OF PRIDE

Chairman's Introduction

I am delighted to welcome our readership to our bimonthly Newsletter. Thank you for being with us again.

We are pleased to report on another high profile event this month. CEBC was delighted to host Eng. Hassan Sakr, president of the National Sports Council and Mr. Samir Zahir, Chairman of the Egyptian Football Association. The event addressed the future and necessary tools required for the growth and success of Egyptian sports.

The event was the perfect vehicle to highlight the relevance and requirement of corporate sponsorship in Egyptian sports. I am of the opinion that of the two obvious avenues that companies can use to address the emergent youth of our nation—music and sport, sport is the more socially responsible choice.

Sports encourages a healthy lifestyle and provides young people with good examples to follow, as well as promoting attributes like team work and national pride.

This was clearly apparent after our victorious African Nation's Cup win last year; I like many Egyptians felt elated and filled with a sense of pride in Egypt. Music is currently the receipt of the lion's share of corporate sponsorship but sports has added benefits and can truly touch the hearts and minds of a nation.

Egyptian sports is experiencing a renaissance, and whilst the government has traditionally shouldered much of the financial responsibility for our sporting heroes, it is time to call upon the business community to make a greater impact.

Egyptians would do well to take

their cue from our Canadian counterparts. Canada is home to a very popular Hockey League and Baseball teams - with a worldwide appeal that attracts advertising from diverse sources such as cereal and men's grooming products. We could learn from this example and propel our sporting institutes into a sizable industry in which society, media and enterprises find a common ground that yields benefits for all.

With the necessary funding and training at grass roots level I think Egypt can look forward to seeing many more triumphs from our sporting greats.

Motaz Raslan
CEBC Chairman



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Dear Friends,

It is with great pleasure that I write these few words once more for the readers of the CEBC News-letter. It has been almost one year since the last time I addressed you.

In the news, we hear a lot about trade between Egypt and the USA, Italy, France or even China and India, but not often about Canada. That does not mean that our bilateral trade is not growing or insignificant. According to the 2006 figures, trade between our two countries have now surpassed the half billion US dollars mark. This, no doubt, can be attributed in good part to the reforms implemented by the Egyptian government. It is my opinion that these reforms have had a positive effect on the country's private sector, which is now playing a pivotal role in driving Egypt's burgeoning economy. There is no doubt that Egypt is in the midst of a major economic expansion.

Trade figures for 2006 show an impressive growth of our exports to Egypt while the Egyptian exports to Canada remained stable and stood at \$140 million Canadian dollars. On the other hand, exports from Canada have grown by more than 30% reaching \$412 million Canadian dollars in

2006, following a 54% increase the year before. One of the major reasons for this increase was the sale of Canadian wheat for a value of almost 100 million US dollars. Canadian companies continue to enjoy an excellent reputation for the quality of their products and services on the Egyptian market.

In the education sector, for example, Egypt has already embraced the Canadian education system, placing second only to China, in the provision of the Canadian high school curriculum. In addition, Egypt counts on two post-secondary institutions the Ahram Canadian University and the Canadian International College.

A trade association like the CEBC plays an important role in strengthening our bilateral trade relationship. We certainly look forward to the upcoming Trade Mission that will be led by H. E. Tarek Kamel, the Minister of Communication & Information Technology. I believe that both countries have a lot to gain from such a focussed mission.

I would like to bring to your attention that, last year, KPMG conducted a study comparing the leading European and North American economies and identified, for the sixth consecutive time, Canada as the lowest-cost country especially in industries driven by innovation and knowledge. More than ever, I encourage you to think about Canada first, whenever you are looking at importing a product or service or, at expanding your activities abroad.

Our trade has made great leaps during the last two years. Nevertheless, I still believe we can do more with your help. I wish you all success!

Philip MacKinnon
Ambassador of Canada

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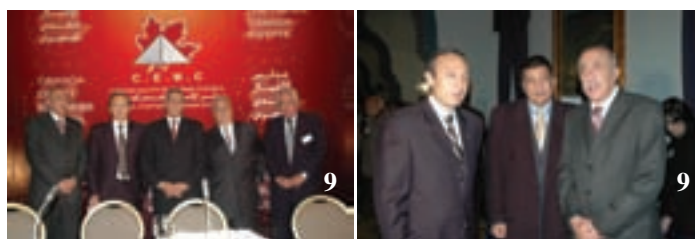
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More branches for your convenience



- **Head Office:**
10, Talaat Harb St.- Evergreen Bldg.
- **1. Cairo Branch:**
1087 Corniche El-Nile, Garden City,
Cairo, Egypt.
- **2. Adly Branch:**
9 Adly St, Down Town, Cairo, Egypt.
- **3. Garden City Branch:**
4, Ahmed Pasha St. Garden City, Cairo,
Egypt.
- **4. Radio & TV Union Branch:**
Corniche El-Nile, Maspiro, Cairo, Egypt.
- **5. Helwan Branch:**
Helwan Mall, 100 Al-Mansour St.,
Helwan, Cairo, Egypt.
- **6. Maadi Grand Mall:**
Maadi Grand Mall, Victoria Square,
Maadi, Cairo, Egypt.
- **7. Mohandesseen Branch:**
4, Syria St., Mohandesseen, Giza, Egypt.
- **8. Giza Branch:**
32B, Mourad St. Giza, Egypt.
- **9. Faisal Branch:**
6-7 El Mansouria Housing - End of Faisal
St., Giza, Egypt.
- **10. Smart Village Branch:**
K28 Cairo/Alex Road, Cairo, Egypt.
- **11. 6th October Branch:**
43B 3rd Industrial Zone, 6th October,
Cairo, Egypt.

- **12. 6th October University Branch:**
City of Culture & Science - Suez Canal
Technology Institute, 6th October,
Cairo, Egypt.
- **13. Nazeeh Khalifa Branch:**
52, Nazeeh Khalifa St., Heliopolis,
Cairo, Egypt.
- **14. Roxy Branch:**
80, Al-Khalifa Al-Ma'moun St.,
Heliopolis, Cairo, Egypt.
- **15. Guenena Mall Branch:**
Guenena Mall, 49, El Batrawy St.,
Nasr City, Cairo, Egypt.
- **16. 10th Ramadan Branch:**
10th of Ramadan City - Trade Center
- Entrance 1, Cairo, Egypt.
- **17. Patrice Le Momba:**
2, Patrice Le Momba St. - Bab Shark,
Alexandria, Egypt.
- **18. Smouha Branch:**
38, Tut Ankh Amoun St., Smouha,
Alexandria, Egypt.
- **19. Attareen Branch:**
15, Mahmoud Azmy St. - Attareen,
Alexandria, Egypt.
- **20. Zahran Mall Branch:**
36 Victor Emanwei St., Bab Sharq,
Alexandria, Egypt.

- **21. Badr Village Branch:**
Km 84 North Coast Road, Alexandria,
Egypt. (Seasonal Branch).
- **22. Ghazala bey Branch:**
Km 142 North Coast Road - Ghazala
Bey Village, Alexandria, Egypt.
- **23. Suez Branch:**
1, Al Borg Road - 23rd of July
Intersection, Suez, Egypt.
- **24. Hurghada Branch:**
Al-Nasr Road - Hurghada
Commercial Center -Beside Red Sea
Hospital ,Hurghada,Egypt.
- **25. Sharm El-Sheikh Branch:**
Salah Al-Deen St. - Holiday
Amphoras Resort
- **26. Assiut Branch:**
Tahrir St.off Yousry Ragheb St. - El-
Hoda Tower, Assiut, Egypt.
- **27. Luxor Branch:**
Karnak Temple St.- In front of
Educational Administration, Luxor,
Egypt.
- **28. Aswan Branch:**
82 Abtaal El Tahrir St.- Bandar
Aswan, Aswan, Egypt.

New branch

Port Said Branch: Gomhousa vs Hafez Ibrahim St. Port Said



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CEBC HOSTS ENG. HASSAN SAKR AND MR. SAMIR ZAHIR

Raising Concerns on the Future and Expectation of the Egyptian Sports

On January 15th 2007 Eng. Motaz Raslan, Chairman of the Canada Egypt Business Council (CEBC), held his organization's monthly dinner at the Marriott hotel.

The event hosted Eng. Hassan Sakr, president of the National Sports Council and Mr. Samir Zahir, Chairman of the Egyptian Football Association and concentrated on highlighting the future expectations and requirements of Egyptian sports.

Following the speech of our esteemed guest there was a panel discussion moderated by Mr. Fathy Sanad, Editor in Chief, Akhbar El Reyada, Akhbar El Yom.

Eng. Sakr and Mr. Zahir addressed attendees with a thorough and interesting speech that covered sports development in Egypt. They exchanged ideas

about education in sports and the social role of sport in society today.

Sakr began by assuring attendees of the governments' efforts to develop the sports industry in Egypt; he underlined the importance of strong financial support that could potentially be offered by the business community in Egypt to our athletes.

Sports in Egypt have been relying heavily on government support for the past decade, while internationally sports are being transformed into a huge industry.

To replicate this in Egypt the industry needs money, it needs financial support to grow and develop. Having a healthy sponsorship environment in Egypt would definitely benefit Egyptian sports and enable it to have more athletes of international standards.

Zahir noted that sponsors must follow up with legal matters and abide by the rules - not solely focus on their personal interests.

Eng. Raslan pointed out the importance of government to push participation of sponsorships by decreasing land prices in order to fit with the sponsor's budget to construct professional sport clubs. Raslan assured attendees that this in itself will offer a new prospective in sports investments and help showcase talented athletes in different sporting fields - ultimately leading the country to victory.

To conclude Fathy Sanad stressed the importance of streamlining procedures and legislation facilitating sponsorship of athletes by businessmen without the hassle of being accused of using it only as a marketing tool.



Mr. Khaled Refaat, CEBC Guest, Eng. Motaz Raslan, Mr. Samir El Alaily, Mr. Gamal El Saeed.



Mr. Fathy Sanad, Eng. Motaz Raslan, Mr. Hassan Sakr, Mr. Samir Zahir, Mr. Saeed El Derini.



Eng. Motaz Raslan, Mr. Mostafa Abdo, Mr. Fathy Sanad.



CEBC Guest, Mr. Hassan Sakr, Mr. Khaled Refaat, Eng. Motaz Raslan.

Distinguished guests



CIDA-INC.

Building Capacity & Private sector development in Egypt

On February 25th 2006, an event was held at the Canadian Embassy hosting Mr. Gilbert Parent, Program Advisor of CIDA-INC. CIDA-INC. mandate is to support sustainable development activities, help reduce poverty, and contribute to a more secure, equitable and prosperous world.

The main priorities are to promote good governance, improving health outcome, strengthening basic education, supporting private sector development, and advancing environmental sustainability.

It's mission is to engage Canadian private sector in international ventures and projects (incentive program). Also cost-share program (75%-25%) for study, training, social impact, gender and environmental activities. In addition to that it promotes local private sector-led sustainable economic development and growth (building capacity). CIDA-INC. creates sustainable jobs in developing countries and supports transfer of technology and knowledge.

To be eligible you must be a Canadian firm with 3 years of

experience, 700,000\$ in sales for last 2 consecutive years, proven track record, a strategy in developing country, sufficient financial resources, ownership of technology to transfer, human & technical resources, performed preliminary studies & analysis and access to downstream financing.

Investors in CIDA-INC. must have financial capacity to sustain the forecasted investment, also, small enterprises should seek one project at a time with CIDA-INC.

CIDA-INC has an investment mechanism based on Viability study and Start-up support. The viability study is an in-depth analysis to confirm venture, a contribution up to 75% of project costs, average contribution from \$100-150,000. The Start-up support is once the business venture is confirmed, contribution up to 25% of Canadian investment and for training activities as establishment in the study.

When starting a project with CIDA-INC., a schedule is prepared to include the market study report, technical feasibility report, environmental plans, gender equality & social integration plan, management

& technical training plan, legal & financial plan, and final report. The Expected results for the host country is an economical and a developmental one. From the economical side, there should be an increase in the local capacity, job creation, access to knowledge & expertise, improved production efficiency, better entry into foreign markets and improved tax returns for better local services. However, from the developmental side there is gender equality, environmental benefits, social benefits & social community development, policy impact, and responsible business systems & procedures.

CIDA-INC. expects positive results for Canadian firms. For instance, improving overall competitiveness, commercial benefits, and business. It also expects enhancing jobs in Canada, diversification of markets, and sharing the Canadian values abroad.

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CRÉDIT AGRICOLE EGYPT

SPORTS FOR BETTER NOT FOR WORSE



With the face of Lebanese pop sensations staring out at us from billboards across the entire city it is time to channel the muscle of corporate sponsorship and endorsement towards our home grown sports teams and personalities? CEBC in-depth discusses corporate sponsorship and its implications for the Egyptian sports industry.

Today there is an incentive need for Egypt to promote sports through sponsorship. In 2006 Egypt has become the first nation to win the African Nations Cup five times in 1957, 1959, 1986, 1998 and 2006. With effect from this year, five stars will be added to the

national team's Jersey.

The tournament final is regarded to have broken all records in the annals of the continental football competition. These are impressive facts that we in Egypt need to capitalize and this is where sports sponsorship has a significant role to play. The

funding provided by corporate sponsorship could springboard not just Egyptian football but Egyptian sports in general into the international arena.

With a burgeoning youth population that needs role models and encouragement, sports sponsorship is a good choice.



When corporate sponsors choose sports as their medium of choice to reach the young and often disenfranchised population of Egypt they are promoting a healthy lifestyle as well as their products.

During the last decade in Egypt the government has shouldered much of the financial burden of our sports industry, but it is time for us to seize the moment and capture the corporate coffers that are turning sports into a huge international industry. This process is already underway with the third operator in Egypt paying a record 40 million to sponsor the premier league in Egyptian football.

For their part the government must smooth the transition of support by putting in place the essential legislation that would enable corporations to embrace sports sponsorship to level of which is witnessed in other countries, allowing companies to be free from undue criticism of self-seeking personal interest.

Egypt suffers from a lack of corporate interest not only at the top of the food chain but more noticeably at grass roots level, it is here that companies have a

real opportunity to make a difference by grooming and growing the number of sports stars of Egypt's tomorrow. By sponsoring junior clubs or sports as an entity companies have an opportunity to gain exposure to a teen audience which is the largest segment for numerous products.

Defining Sponsorship

Sponsorship is one of the means open to a company to bring itself or its products to the attention of consumers and present them in a favorable light. Advertising is the most frequently used marketing tool that speaks to a consumer in a direct way. It announces the availability of a product and creates an image for a brand. It can also provide information on product quality, characteristics, price and performance.

Sponsorship seeks to enhance these messages by association with an event, club or team that shares similar image qualities

and values as the brand. This association can be very powerful because it is perceived as an endorsement of the brand by an independent third party. Consumers are aware of the costs of sponsorship but the message retained is more subtle than that from the more overtly paid-for advertisement. Specifically sports sponsorship is a commercial agreement between a company and a sport to enter into a joint venture to promote their mutual interests. In return for a financial contribution a sports organisation will allow the use of its name in commercial activities. These activities can be as varied as the imaginations of the participants. Some of the most obvious are: Display of the brand name on kit, banners around the venue, advertisements in programmes, and on other merchandise.

Use of the club, event, team or individual in advertisements and other promotions undertaken by the brand.





Personal endorsement of the sponsors products by teams or individuals by use of their products, kit or equipment.

Production of joint websites or developing close links between separate websites. For examples of this in action you only have to think of the Vodafone sponsorship of Manchester United, Tiger Woods endorsement of Nike products or the website work done by Guinness as a sponsor of the Rugby World Cup.

Most sponsorships are paid for in cash, but in-kind sponsorship can be useful and effective. Instead of money, the sponsor provides equipment, services or management expertise as all or part of its fee for the rights to a

sporting activity. Companies may also provide money to sporting organisations in other ways.

Adding their value Sponsors look to sport to add value to the brand proposition. In almost all sectors of all markets there is intense competition among companies and brands. Often there is little to choose from in terms of quality, content or price. In order to make a brand stand out from the crowd a sponsor will use sport to create a unique position in the mind of the consumer.

At the highest levels, sport involves gold medals, world records, championship cups and global awareness. A world-wide, leading brand such as Coca-Cola

wants to associate itself with such excellence and ubiquity that it chose the Olympics and football World Cups for its sponsorships. But in order to personalise and localise its image and activity, Coca-Cola also supports grass roots sport to reinforce its global message.

Smaller companies can also benefit from improved, awareness images and sales through sponsorship at a local or regional level: The principles are the same, the only difference is scale.

What are Companies looking for?

Sponsors are looking for sports properties that can make a valuable and quantifiable



contribution to existing or planned brand communications. To do so the sponsorship must have a good fit with the brand's personality and ideally, be unique to that brand so that there is no consumer confusion.

A sponsor wants to create activities that are enjoyable and memorable for audiences and participants and provide them occasions to build the brand values and to develop sales opportunities and volumes. A beer company, for example, will gain national television awareness through sponsoring a rugby international, but will also have the chance for thousands of spectators to sample its products in a favoured environment leading, hopefully, to repeat purchase away from the match.

Top of the list of most sponsors' requirements is media coverage.

Sporting events create thousands of opportunities for exciting and interesting newspaper photographs and television images showing sponsor logos on shirts or banners. Such exposure creates brand familiarity for consumers making the logo stand out from

competitors when consumers are in the supermarket or high street looking to spend money.

Naming rights are important: it is far better to be the Heineken Cup than the European Cup sponsored by Heineken.

Naming rights for sports venues is a growing trend although this can backfire if the old name is well recognized and liked.

Perhaps above all, the sponsor wants the opportunity to communicate with the customer in the setting where he is enjoying a quality leisure time experience and is favorably disposed to anyone who has made the occasion possible or better.

Some sponsors need to talk to thousands, or millions, of consumers to make volume sales. Others may need to communicate with just a handful of the right people to sell expensive equipment.

Sponsors and their employees want to feel comfortable with a sport and feel that they are getting good value for money.

With the likes of Vodafone and Pepsi sponsoring Egyptian star player Abu Trekkah sponsorship is moving from the collective to single star endorsement – all of which can only be viewed as promising for the sports stars of Egypt's future.

Case Study: LG African Nation's Cup

In poverty-stricken rural

communities of Africa, football is the only sport enjoyed by people who otherwise have no leisurely activities.

LG was the official sponsor of the 2006 Egypt Africa Cup of Nations, and is the official sponsor of the 2008 Ghana Africa Cup of Nations.

The Africa Cup of Nations, organized by the Confederation of African Football, has been held every two years since 1957, and is the continent's greatest championship game participated by different nations. This championship has prompted Africa to emerge as a new football power, shaking the two soccer powerhouses, Europe and South America. African players have amazed the world with their explosive speed, flexibility, and physical power.

In particular, participating in the 2006 Egypt Africa Cup of Nations championship, held five months prior to the Germany World Cup, were Togo, Ghana, Republic of Cote d'Ivoire, Angola and other countries, which are the same ones that advanced into the main rounds of the 2006 World Cup.

LG also bestows the Fair Play Player Award together with CAF to further enhance the spirit of sports.

Sources:bbcworld.com,

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C . E . B . C

ALBERTA

Alberta is one of Canada's western provinces. It became a province on September 1, 1905. Interestingly Alberta is named after Princess Louise Caroline Alberta (1848-1939), the fourth daughter of Queen Victoria. Princess Louise was the wife of the Marquis of Lorne, Governor General of Canada from 1878 to 1883.

The capital city of Alberta is Edmonton, located just south of the centre of the province. Calgary is a major distribution and transportation hub as well as being one of Canada's major centres of commerce.

TOURISM

Alberta has been a tourist destination from the early days of the 20th Century, not without reason if you've only seen pictures of Alberta's mountain lakes, you might think the photographs have been altered, that the water can't possibly be those shades of blue. In truth, the photographs are misleading: The colours are even more vivid when you see them in person.

Offering a plethora of attractions including outdoor locales for skiing, hiking and camping, shopping locales such as West Edmonton Mall, outdoor festivals, professional athletic events, international sporting competitions such as the Commonwealth Games and Olympic Games all contribute to making this tourist destination a continued must.

According to Alberta Economic Development, Edmonton and Calgary both host over four million visitors annually. Banff, Jasper and the

Rocky Mountains are visited by about three million people per year.

When visiting Alberta's Rocky Mountains CEBC recommends that you take time to well known tourist destinations Banff National Park and Jasper National Park. The two mountain parks are connected by the scenic Icefields Parkway. Banff is located 128km west of Calgary on Highway 1 and Jasper is located 366km west of Edmonton on Yellowhead Highway.

But, as impressive as the Rockies and their lakes are, they're not the whole story. With sun-bleached wheat fields and lunar badlands lying to the east of the serrated mountain peaks, Alberta is far from one-dimensional in either its landscape or its attractions. Excellent museums and interpretive sites showcase the area's past, from the days of the dinosaurs to the times that tribes stalked buffalo across the plains.

About 1.2 million people pass through the gates of Calgary's world-famous Stampede, a celebration of Canada's own Wild West and the cattle ranching industry. About 800,000 people enjoy Edmonton's Capital Ex (formerly Klondike Days). Edmonton was the gateway to the only all-Canadian route to the Yukon gold fields, and the only route which did not require gold-seekers to travel the exhausting and dangerous Chilkoot Pass.

Alberta isn't all Wild West, either. Its two major cities -- Calgary and Edmonton -- have a cosmopolitan atmosphere that may surprise you, offering everything from cultural activities to Olympic sites to the largest shopping and entertainment centre in North America, plus some of the best internationally diverse cuisine in western Canada.

Located in East-Central Alberta is Alberta Prairie Railway Excursions , a popular tourist attraction operated out of Stettler that draws visitors from around the world. It boasts one of the few operable steam trains in the world, offering trips through the rolling prairie scenery. Alberta Prairie Railway Excursions caters to tens of thousands of visitors every year.

If you are a lover of winter sports Alberta is a fantastic destination, where one can ski and hike extensively; Alberta boasts several world-class ski resorts. Hunters and fishermen from around the world are able to take home impressive trophies and tall tales from their experiences in Alberta's wilderness.

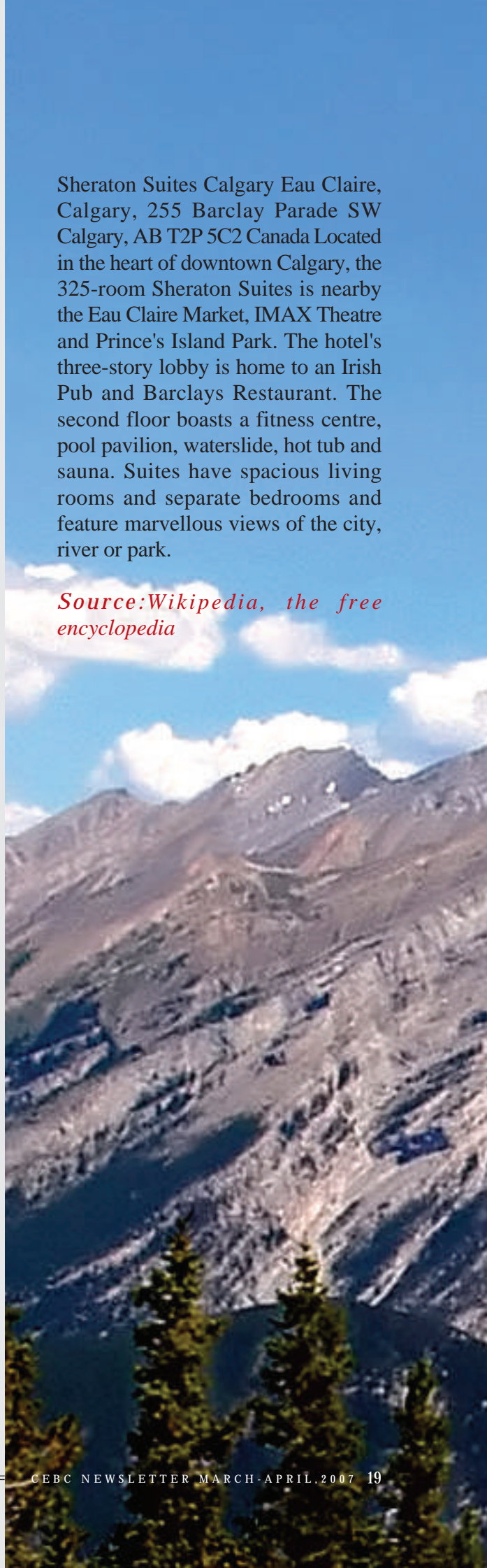
CEBC would like to recommend the following accommodation:

The Fairmont Banff Springs, 405 Spray Ave Banff.

This number one rated hotel in the area is styled after a Scottish baronial castle; the beauty of the building overshadows the myriad of activities on offer here. Located approximately 70 miles from Calgary International Airport the Fairmont Banff Springs offers stunning vistas, 27-hole golf course, unparalleled skiing, classic cuisine and Willow Stream, a world class European-style spa. Dining options range from seven restaurants/eateries, to four bar/lounges, to wine tasting, to Sunday Brunch, to afternoon tea.

Sheraton Suites Calgary Eau Claire, Calgary, 255 Barclay Parade SW Calgary, AB T2P 5C2 Canada Located in the heart of downtown Calgary, the 325-room Sheraton Suites is nearby the Eau Claire Market, IMAX Theatre and Prince's Island Park. The hotel's three-story lobby is home to an Irish Pub and Barclays Restaurant. The second floor boasts a fitness centre, pool pavilion, waterslide, hot tub and sauna. Suites have spacious living rooms and separate bedrooms and feature marvellous views of the city, river or park.

Source: Wikipedia, the free encyclopedia





This month CEBC was fortunate enough to pose some challenging questions to Hassanein Tawfik, Managing Director of The Advanced Computer Technology (ACT) Company. With revenues of 27 million and 230 employees, ACT is certainly a rising star in the IT sector.

ACT was founded in 1988, and since its establishment it is committed to delivering state of the art IT solutions and products to their customers. ACT started as a reseller for Compaq in Egypt and as an authorized reseller and training centre for Novell Netware.

In 1990, ACT began a gradual expansion that would lead them to the eminent company we see today. They started to focus on the hospitality sector, and introduced Fidelio -a hotel management system to the Egyptian market.

In 1994, a merger took place between Micros Corporation the vendor of point of sale and Fidelio Corporation the vendor of hotel management system. And as a result ACT became the sole agent for Micros-Fidelio Products.

In 1998, ACT started building on its strategic partnership with Microsoft, and became one of the Eight Direct Large Accounts Reseller (DLAR), ACT also became a Microsoft Certified Partner.

In 1999, ACT was recommended to be an ISO 9001 certified company by ISO certification body American Systems Registrar (ASR) one of the largest and most recommended American auditing companies.

As the need rises in the IT market, to have a powerful system integration companies capable to provide professional services and solutions, ACT decided to stretch it's scope, and to implement an IT group that covers most of the customers need. In 1995, Act established it's first subsidiary company, Technology Park Company (TPC). In 1991 ACT acquired two new companies, TechnoLink and CompuLink. Also, as a result of the growth of it's market share in the hospitality market segment. ACT is planning to establish a new company specialized in this field, based on one of the most successful affiliates, the Hospitality Sector.

After the merger between HP and Compaq, ACT became an HP sales and Service provider (SSP) that provides the Egyptian market with all IT solutions available from HP.

INTERVIEW QUESTIONS

Reviewing the profile of your company, which of the four main services you provide: project management, consultancy and

training and networking and warranty, is the area in which you have the most expertise?
We in ACT provide all these services and much more like hardware solutions, applications etc. This is due to the fact that ACT is one of the largest systems integration companies in Egypt.

What are the major challenges ACT has had to overcome to reach the position of strength you enjoy today?

Since 1988 Egypt has faced a lot of challenges that, of course, affected our company that we successfully overcame. E.g. the unstable economy in the 90s, currency fluctuations in the late 90s, and starting from 2000 the real challenge is to find the right human resources.

Most of your clients are multinationals, do you think local companies have the potential to embrace IT capabilities?

Yes of course, I'm confident that local CIT companies can cope with the new technology used in such enterprises, but the CIT companies must invest in their HR and knowledge base (e.g. Training).

In IT services, level of service is key, how do you make sure that on site support, response time to problems and physical attendance for your customers is maintained?

The company is ISO9001:2000 certified since 1998 and this assures a certain level of quality. Also we have a tracking system to monitor our service level and performance. In addition to that we have a customer care unit in the marketing department which is ready to receive customer complaints and work on resolving them.

Your company has grown since 1988, you enjoy a wide range of services and customer types and the best is yet to come - with a growing number of multinationals and new ventures requiring high technology solutions, do you envisage narrowing your focus to a particular industry?

Hospitality, Telecommunications and Governmental sectors are our main focus in the coming period of time, but of course we are working across industries.

Have the economic reforms that have taken place over the last few years enabled ACT to widen your scope?

Yes of course, the major changes that took place in the last 5 years has helped us in ACT to increase our financial capabilities and enabled us to become one of the powerful companies in Egypt, in addition these reforms empowered us to deliver more sophisticated solutions and systems.

In IT 'project management' is a core competence of any serious supplier, however IT projects have different phases, business plan, IT solutions and implementation, which of the above do you specialise in or offer?

Projects Management is the key of the success of any company that works in the systems integration field. This is what we see at ACT and believe in. So our projects management teams get involved at a very early stage, starting with the pre-sales activities passing by the sales activity itself and ending by the post sales services and activities.

In today's global market do you feel the necessity to provide your services in other countries?

There are opportunities in the region, we are looking at a number of countries in the region and have already extended our services there.

As a member of CEBC do you hope to do business with Canada?

Why not, I believe that the opportunity to deliver CIT services to the Canadian market is there, especially that they are still in need of specialized manpower.

What would be your recommendations to other businessmen looking to succeed in Egypt today?

Of course I do recommend Egypt to other businessmen, they need to come and make investments in the country, and start with the people who are the main factor of success in this market.

VODAFONE EGYPT ACQUIRES THE 3G LICENSE



Vodafone Egypt acquired the 3G license on January 22, allowing Egypt to compete internationally. VE acquired the license for EGP 3.34 billion during a signing ceremony that was under the patronage of H.E. Prime Minister Dr. Ahmed Nazif, and in the presence of H.E. Minister of Finance Dr. Youssef Botrous Ghai and H.E. Minister of Communications and Information Technology Dr. Tarek Kamel. According to the Herald Tribune, Ian Gray, Vodafone's CEO said, "The 3G applications will be launched as soon as the infrastructure, which has been underway for sometime now is complete. 3G applications were launched internationally by Vodafone Group in 2004 and have been in use by many operating companies in other countries. Hence, it is certain that we will benefit greatly from Vodafone's international expertise." Although the 3G mobile application means a great boost to the Egyptian economy using it does not entail the end of the 2G and 2.5G applications. Both

applications are imperative to mobile users whose reliance on cell phones is limited to voice calls and short text messages.

CIDA AND EQUALITY OF GENDERS

CIDA and partners raise concerns on the importance of equality between genders.

An International Development week (IDW) is expected to run from February 4-10, 2007. It is an opportunity to focus on the importance of the equal participations of females and males that can lead to poverty reduction and sustaining growth. IDW points out the need for more programs and funds to ensure an equal participation of both genders in the society.

EGYPTIAN JOURNALIST DOUBTS SADDAM'S HANGING

Egyptian Journalist Anis Al Digheidi claims that Saddam Hussein, previous Iraqi president was not hanged, in his book "Saddam Was Not Hanged". Al Digheidi argues that the man who stood for trial and was hanged is Michael Ramadan, one of Hussein's look-alikes. The argument is based on how the former dictator did not have a mole on his face, had ears of round bones and spoke with a different accent. Al Digheidi states more evidence in his

book using photos and documents to back his argument which many think is a conspiracy theory.

NATIONAL GEOGRAPHIC MAGAZINE PUBLISHED IN ARABIC

The National Geographic magazine is now available in Arabic thanks to the company's joint production efforts with leading Egyptian publishing house Nahdet Misr (Egyptian Renaissance). The National Geographic magazine which has 40 million readers monthly is now issued in Arabic targeting an age range between 10 and 16. The first edition of National Geographic Junior features Egypt's iconic boy-king Tutankhamen on the cover with new research findings inside, as well as articles on technological devices, and educational pieces.

CELL PHONES COMING SOON TO AIRPLANES?

Many Airlines are said to have installed satellite-based technology enabling voice calls and text messaging which was approved from air safety and telecommunications regulators from many countries. According to David Poltorak, president of AeroMobile, "the British company providing the cellular technology to Emirates

and Qantas any GSM-standard phone will work on the system, provided the passenger's mobile subscription includes inter-national roaming." (Herald Tribune). It is known that Voice calls will only be permissible at altitudes above 3,000 meters, or 9,600 feet, to avoid any possible intrusion with land-based communications systems.

"CHICAGO" BY ALAA AL ASWANY RELEASED

Alaa Al Aswany's new novel, *Chicago* has been released after his last novel *Omaret Yacobian*, an ironic depiction of modern Egyptian society showed a great success after it was adapted into a movie of the same name. His new novel has been ranked as a best seller in Egypt, selling more than 10,000 copies on its first day. The book focuses on Arab-American families living in Chicago.

NOBEL WINNER PAMUK VISITS EGYPT



Orhan Pamuk, the 2006 winner of the Nobel Prize for literature

hosted a seminar at the International Book Fair in Egypt. His famous writings include *The White Castle*, *My Name is Red*, *Istanbul: Memories and the City*, *The Black Book*, *Snow* and *The New Life*. The Seminar took place on February 1, discussing the Turkish writers' family, literary origins and works.

EASING RESTRICTIONS FOR CANADIANS FLYING TO THE USA

Canadians already need a valid passport to fly into the United States, a law that is expected to include land and sea crossings no later than June 2009. A top U.S. legislator is expected to introduce a bill to force officials to fully consider allowing Canadians and Americans to use driver's licenses in lieu of passports to cross the border, and exempt everyone under 17 from the new security rule.

SAWIRIS LAUNCHES SATELLITE CHANNEL

Egyptian Businessman Naguib Sawiris has launched a satellite television network for youths called Our True Vision 'OTV' which started broadcasting in February. "It will be a television for young people, without religious or loud content," Sawiris was quoted as saying on Tuesday in the independent daily *Al Masri Al Yom*.

"Egypt's presence on the satellite platform consists of three or four channels maximum so I thought I could fill this gap with a company which I hope will show good results soon."



CANADA QUESTIONS EGYPT OVER SPY ACCUSATION

Foreign Affairs officials in Ottawa examined reports that Egypt laid spying charges against four men, including a dual Egyptian-Canadian citizen, accused of spying for Mossad, the Israeli secret service in Canada and Turkey. "We are in contact with our embassy in Cairo and we are investigating", said Foreign Affairs spokesman Bernard Nguyen. He stated that "there was no confirmation that any of the men identified in news reports are dual citizens, which would entitle them to Canadian consular assistance, or whether any of them are at large in Canada."

NO PLANS TO INVADE IRAN

President Bush has announced that there are no plans to invade Iran.

Although disputes over Iran's nuclear ambitions is heating up, Bush assured solving it through diplomatic means. Bush said, "We are going to protect our troops. It is not tough talk to say the commander-in-chief expects our troops to be protected. That is common sense it seems to me. Some are trying to take my words and say what he is really trying to do is go invade Iran. Nobody is talking about that." (VOA News). However, Bush announced that any violence caused by Iranians in Iraq will not be tolerated.

WAL-MART FACES SEX BIAS CHARGES



According to Reuters, the biggest sexual bias case in U.S. history advanced against Wal-Mart Stores Inc. took place when a top court ruled that more than a million women could join a suit charging bias in pay and promotions.

Reuters reports, "The plaintiffs estimate they could win billions of dollars in lost pay and damages and that as many as two million women who have worked for Wal-Mart in its U.S. stores since 1998 could join a class-action lawsuit." Wal-Mart has been accused of underpaying workers and undermining small business with its huge stores, charges that it has roundly denied, pointing to itself as a major source of jobs.

ONLINE SURVEY

Q. What could be done to improve Egyptian sports?
 "Sports in general could be improved if the government focuses on giving more benefits to the players."
Nancy Mahmoud, Private Sector Employee

"I believe that the players do not feel they are paid like international players that is why they don't give the game a 100%."
Seif Maher, Fresh Graduate

"Local Egyptian channels should put more efforts in displaying the matches on television as by then the players will feel more supported by all their fans. Our Egyptian team winning the African Cup 2006 proves my point."
Hana Boghdady, Senior Account Executive

"Sponsorships plays an important part in Sports in general, yet I do not see this happening in Egypt."
Randa El Ashry, University Student

"I think there should be more sport clubs opening for everyone to give chances to all the youth of different standards and ages. Many of the famous players today have difficulty starting their career. Everyone deserves a good chance."
Yehia Hassan, Student

"They should make sports compulsory in schools and physical educations should be taken more seriously and be applied as an incentive. Also there should be decent national and international tournaments."
Mohamed Hussein, Sales Employee

BUSINESS MISSION TO CANADA

JUNE 10 – JUNE 16, 2007

The *Canada Egypt Business Council* (CEBC) together with the Canada Arab Business Council (CABC) is planning its third mission of Egyptian businessmen and government leaders to Canada in cooperation with the Egyptian Embassy in Canada, the Canadian Embassy in Cairo; the World Trade Center of Toronto and the Canadian Manufacturers & Exporters. This Mission will be headed by **H.E. Dr. Tarek Kamel, Minister of Communication and Information Technology**.

The Mission is intended to assist experienced companies in this region to make new contacts and/or reinforce existing relationships, as well as introduce new companies to these rapidly expanding markets. One-on-one meetings, two conferences with major Canadian companies and two events with the Egyptian business community will be scheduled. The *CEBC* has an extensive network of contacts in Canada and mission participants can expect access at the highest level to government and private sector clients.



CEBC TRADE MISSION 2006

Application: BUSINESS MISSION TO CANADA JUNE 10- June 16, 2007

Registration Fee:

Mission Package includes: Ground transportation costs (by bus), mission directory listing, roundtable meetings and briefings, social events, and logistics costs.

CEBC Members:

- ☐ Mission Fee Only (airfare & hotel not included) **US\$2,000.00**

Non-Members:

- ☐ Mission Fee Only (airfare & hotel not included) **US\$2,000.00**
One year's membership in the CEBC **US\$ 750.00**
Total Cost US\$2,750.00

A mission hotel is being selected in each city based on a preferred group rate.

A visa is required for Egyptian citizens with a passport valid for at least six months beyond the date of your expected return to Egypt. CEBC will assist you to obtain a Canadian visa. Visa requirements are available at: <http://www.dfait-maeci.gc.ca/cairo/menu-en.asp>

All other expenses, including visa and medical insurance must be covered by participants.

MISSION REGISTRATION FORM

Please fill out this form and return by fax to CEBC: 202-291-7075 or e-mail: nadinedoucet@canadaegypt.org

Name: _____

Position: _____

Company: _____

Address: _____

Tel.: () _____ Fax: () _____

E-mail Address: _____ Web: _____

Payment of Registration will be made in the following way:

- ☐ Cheque Enclosed ☐ Cash

Signature: _____

Please make cheque payable to Canada Egypt Business Council

82, Merghany Street, 6th floor, Heliopolis, Cairo, Egypt

Contact person: Nadine Doucet, Phone 291-3675, 291-4975 Fax 291-7075, Web: www.canadaegypt.org



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CEBC LAUNCHING ITS TRAINING CENTER

CDD CEBC - Career & Development Department

INTRODUCTION:

As **CEBC** is an NGO and a non-profit organization that bridges, interacts and communicates with the community of Canadian-Egyptians across Canada, it also aims at offering always the best to its prominent members.

The CEBC has taken the willful step to open a Career & Development Department which provides and delivers training programs that can be tailored, customized or ready made for numerous Egyptian companies in any sector in the Industry whether the private or the governmental sector.

The CEBC is offering you to discover how it can improve employee's confidence, knowledge and career through our exceptional **concept training methodology**.

Each course can be tailored to the individual needs of the candidate as it involves learning a concept rather than memorizing a textbook or studying only for a test leading efficiently to unlocking the answers to the future business challenges.

ABOUT CDD:

Achieving efficiency in your development lifecycle requires a fast, accurate and traceable well built management process.

The CEBC recognizes the needs of such development in Egypt's market now a day with

an up growing economy and investments. It has made it one of its targets and goals to be one of the leading training and career development centers among other services it provides for its members and the Egyptian society. The CDD takes charge in developing employees' skills and eliminating any possible inefficiency found in human resources within any organization by building up profound solutions and providing high performance training execution. The CDD monitors continuously and customizes training programs schedules courses according to the demands of CEBC members or any other organization.

CDD MISSION:

Derived from the main mission of the CEBC, is to help in developing and mounting the performance of newly graduates, fresh employees and/or executives in any company in the Egyptian industry through well prepared training programs that will help these employees face work life and get them prepared to different challenges through their careers.

CDD VISION:

As part of the CEBC, the CDD shall and will certainly strengthen the relations between the two countries as well as intensify the growth in business interests between Canadian and Egyptians, in a prosperous way.

DELIVERY METHODS:

CEBC will be offering many training options to its clients.

COMMON DELIVERY METHODS INCLUDE:

1. Publicly Scheduled Courses
2. Dedicated and individual Courses
3. On Job training
4. Rented locations
5. Clients' Locations

Benefits and advantages. All training programs are offered as being an **Accredited Coaching & Education Program material (ACCEP)**.

Training is done for both; groups and individuals. New Training programs will be publicized regularly on CEBC website and schedules will be done according to clients needs, after contract signing.

CEBC is registered under the patronage of the **Central Organizational and Management Association (COMA)** in Egypt.

The International Coaching Federation (ICF) and the International Association of Administrative Professionals (IAAP) accredit CEBC's Career & Development Department.

CEBC provides programs that are legally approved and accredited by the **Accredited Coach & Training Program (ACTP)**.

CEBC is currently seeking the membership registration by the Industrial Modernization Center in Egypt (**IMC**), and The Egyptians Executives Association **EgSAE**.

The CEBC offers more than **38 performances improvement and career development** training and workshops.

CEBC also offers an **English Language Proficiency Evaluation (ELEP)** and testing program according to Canadian Language Benchmark.

COURSES & FACILITIES

CONTACT US:

For more information, please contact
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hhowaida@gmail.com
Maha Kamal, the Training Coordinator at
kamal.maha@gmail.com,
maha.kamal@Canadaegypt.org
Tel.: 2913675 – 2914975, or **Fax:** 2917075

To REGISTER:

Please fill in the Format in order to send you a copy of the **Brochure. PDF file** of the CDD on your Email directly free of charge.



CEBC Member Benefits

CEBC is pleased to inform you that we are now contracted with the following hotels for **special room rates**

The Cairo Conrad Hotel

The Four Seasons Hotels: Cairo at The First Residence & The Nile Plaza

The Zamalek Marriott Hotel

The Grand Hyatt Cairo

The Movenpick Hotel

Also:

ShowTime Is Pleased To Offer A Special 20% Discount To CEBC Members, On It's Revolutionary New Package.

- PLATINUM.
- MOVIES PREMIERE.
- 16% ON OTHER SHOWTIME PACKAGES.

Members Extra Benefits:

- 50% Discount On Market Price of Hard ware Package Components (Dish, LNB, Wires...).
- 50% Discount On Hard ware Installations.
- 50% Discount On Soft ware Installations and Maintenance.
- (M .G.M) Offer For Every Friend You Recommend Who Subscribers, You Get MONTH FREE.
- Free Monthly TV Guide Delivery.

ShowTime Platinum Package will include the Following Extra Benefit:

30 Free Home Cinema Order per Month.

Free Discount Card for Shopping from Very well Known Brands Such As (**NIKE, ADIDAS, C&CO.....**) Gives **25% DISCOUNT**.

This Offer is valid until April 30, 2007

Members and Member Companies interested to utilize such privilege are welcome to contact us to enjoy the above offers.

For More Information please contact Ms. Eva Mounir

Canada Egypt Business Council



Address: 82, Merghany Street, 6th Floor,
Heliopolis, Cairo, 11341, Egypt

Tel: 291-3675 / 291-4975

Fax: 291-7075

E-mail: cebc@canadaegypt.org

website: www.canadaegypt.org



Ashraf Boules
Chairman

Advanced Applications Technologies

AA Technologies is responsible of the support and development in the information and telecommunication technology markets of North Africa, the Middle East, Europe and beyond. AA Technologies is much more than a product supplier, it specialized in value added technologies and strategic problem solving to create solutions and services-both time tested and boldly futuristic-that are honed to meet your needs, goals, plans and inspirations.



Hisham Hassan
Chairman

Export Development Bank of Egypt (EDBE)

Export Development Bank of Egypt (EDBE) is a joint stock company established by virtue of law 95/1983. The EDBE is governed by the regulations of the Central Bank of Egypt and the Banking Credit Law 120/1957 and its amendments.



Mohamed Kamal Hamza
Managing Partner

Beyond Trading Ltd.

Beyond Trading is a UK-based company specialized in the supply of Heavy melting Steel and its components to international specifications. We are a solutions-driven company with extensive knowledge and expertise in the steel industry. Collaborating with an extensive network of reliable suppliers across Eastern Europe, Africa and the Middle East we are able to supply huge quantity of different types of steel and its components to our customer base.



Nabil El Shorbagy
General Manager

Five Stars Flour Mills CO., S.A.E.

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CEBC Newsletter is written & compiled By Rana Swellam and Victoria Haig

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