

Special Edition



CANADA EGYPT BUSINESS COUNCIL

Celebrating 5 Years of Success



C.E.B.C.



Canadian Egyptian Partnership for Growth

It is with great pleasure that I welcome our dear readers to a special edition of our Newsletter. Thank you for being with us again.

The CEBC is delighted to produce this issue in celebration of our fifth anniversary that coincides with fifty-five years of Canadian Egyptian strategic alliance since Canada and Egypt established embassies in their respective capitals in 1954. Starting that time, Egypt and Canada have long been cordial partners through mutual channels of diplomatic ties, common security welfare, bilateral trade relations, and development aid.

The Canada Egypt Business Council (CEBC), since launched as a non-governmental organization, was committed to foster growth in the Canadian Egyptian bilateral relations. Over the past five years, CEBC went on the road with several initiatives to bridge a communication channel between the two nations. Our annual trade missions to Canada were immensely useful as well as significantly fruitful. Several trade accomplishments have been set into motion through our lucrative dialogue with Canadian government officials, policy-makers, prominent investors as well as the Canadian business community.

One of the main goals that our Council has proudly performed was to endorse the Canada Egypt commercial linkages with the purpose of enacting new agreements that enhance trade, increase two-way economic streams through expanding our outreach, deepening our rapport with the Canadian counterparts, and above all creating a consistent Egyptian presence in Canada's market place. In that interest, CEBC has organized several successful events, as well assisted in developing multiple partnerships and agreements leading to prospering economic relations, foreign investments, and gear job creation. In this issue, we are highlighting some of these attributes and cooperative work for achieving our goals, demonstrating some of the most prominent and active Canadian investments in Egypt that highlight why indeed Canadian Egyptian alliance is for prosperity.

Consequently, I'd like to pay tribute to all those who have contributed to CEBC's five years of success, and thank all the CEBC staff, members, as well as associates in Egypt and Canada for their outstanding support which gives us a greater responsibility to establish a further win-win relation in the Canadian Egyptian partnership for growth.

Motaz Raslan
CEBC Chairman



Why Egypt is important for Canada?

Dear CEBC friends, I would like to tell you what I tell my Canadian interlocutors when I visit Canada on an outreach mission or when I meet my colleagues in the Department of Foreign Affairs and International Trade in Ottawa. Indeed, programming needs a baseline and this is mine:

Egypt is the most influential country in the Arab World – and “Um El Donya” knows it. As the region’s most populous country, it also brings to the global commons the weight of millennia of history, of multiple civilizations, a sensitive balance between a broad minded outlook, a secular vision within a deeply religious yet moderate society. It has created pan Arabism from a non Arab stock. It is of Africa but a key player in the Middle East. It is a

gateway to the East. It is the cultural centre of the region. Egyptian Arabic is the lingua franca of the Arab world. A country of peace but with the experience of war, it has changed swords into ploughshares.

Egypt is an emerging market, or very close to it, at over \$1800 per capita GNP. And while its human wealth remains to be harnessed, better educated and developed in the future to really pass that threshold, four years of economic reform has put Egypt on the right path. Extensive work has been undertaken on tax reform, privatization, customs, foreign direct investment policies, and economic transparency. Even subsidies are starting to be tackled. The foundations of the country’s growth are solid: domestic demand, tourism, Suez Canal remittances, gas exports (Egypt sits on 1% of world gas reserves). FDI is now moving beyond the oil and gas sector and even in these troubled days, growth is still pegged at over 4%, after a number of years at 6-7%. Canada and Egypt can pride themselves of having banking sectors that held their own through the recent storms better than most if not all!

This is not to say Egypt is not without its problems – we all have some - and Egyptian analysts and officials are the first to lament a bloated civil service, corruption, inflation, income disparities and limited impact of solid growth on the poor. But that does not change the fact that, for Canada, Egypt is a strategic player. Despite geographic distance, there is a lot of human closeness, thanks to the more or less 150,000 Canadians of Egyptian origin, occupying good positions in Canadian society and the Canadian economy, notably in the education sphere. Our trade and investment relations are up. The EAgrum crisis is hopefully behind us. Canadian education is a striving business here. And politically, as they say in French, “l’Égypte est incontournable” when it comes to peace in the Middle East.

So there should be no surprise in the face that I consider this posting to Egypt – which I asked for without looking at any alternative – a fascinating challenge and a joy. And my only problem is dividing 24 hours of the day between promoting trade and investment – thank you to CEBC for helping us brilliantly on this – dealing with the MEPP, working through the arcane of the Arab League, fostering a dialogue on global governance, ensuring our development assistance makes a difference... and enjoying the Cairo traffic. I guess Luxor and the Valley of the Kings will just have to wait !

Ferry de Kerckhove

Ambassador of Canada to Egypt



Egypt and Canada have always enjoyed a friendly multifaceted relation. Since the two countries established embassies in their respective capitals in 1954, the Egyptian-Canadian friendship has been characterized by mutual desire to maintain and to further strengthen this cordial relation in a changing world.

Nowadays, more than ever before, socio-economic development is at the forefront of Egypt's priorities. And as the whole world recognizes the growing importance of trade and investment in forging close bonds between peoples, the world order is moving towards more international trade. Governments - through their policies, embassies, bilateral and international treaties – are seeking to create an

environment that is conducive to the development of commercial cooperation. But it is up to the business community on both sides to further achieve this goal on the ground.

In this context, the Canada Egypt Business Council (CEBC) was launched seven years ago as a non-governmental organization to foster growth in business interests between Canadians and Egyptians and as an organization that bridges, interacts, and communicates between Egyptian businessmen and their Canadian counterparts.

The CEBC plays this important role in total harmony with Egyptian governmental authorities. I am confident that the development of trade and investment between Egypt and Canada helps Egypt's developmental efforts. Hence, the role of CEBC is appreciated by all those interested in promoting Egyptian Canadian relations.

On this special occasion of the anniversary of the establishment of CEBC, I wish to congratulate the Council, its Chairman Mr. Motaz Raslan, and all its members for their successful efforts. I wish them the very best of success in all their future endeavors.

Shamel Nasser

Ambassador of the Arab Republic of Egypt, Ottawa



It gives me great pleasure indeed to be a part of this special issue and extend my heartfelt congratulations to the Canada Egypt Business Council on its fifth anniversary. The year 2004 saw the rebirth of the Council under the capable leadership of my friend Eng. Motaz Raslan after great efforts and dedication. The same year also saw the Presidential Decree honoring me with the position of Egypt's Ambassador to Canada.

Egypt is the pivotal country in the Middle East with a glorious seven thousand years history. Canada, on the other hand, is a vast young and energetic country with one of the highest standards of living. It is a member of the G8 of the most developed countries in the world. It enjoys a huge reservoir of goodwill in the region in general, and in

Egypt in particular.

So, when Motaz suggested bringing an Egyptian delegation to Canada to enhance relations in all fields, I immediately welcomed the idea. The Embassy in Ottawa, the Consulate General in Montreal, worked long and hard in preparation for and during the first mission. Throughout this process Eng. Motaz Raslan showed vision, commitment, and great attention to details.

The first mission in 2005 led to great success. On the official level, the delegation was received by Canadian officials, at the highest levels. The Egyptian officials also met with representatives of the highly distinguished community of Egyptian-Canadians, estimated at about quarter a million citizens in Canada.

Success led to greater success. The second mission was led by H.E. Fayza Aboul-Naga, Minister of International Cooperation. The credit goes to her for the outstanding success and concrete results of the mission due to her tireless and active participation in every event, putting the relationship with Canada on the list of top priorities of the Government.

In the following years, such missions became a regular successful annual tradition. The Council's activities within Egypt itself became multi-faceted and always successful. In short, the CEBC has come a best example of the close cooperation between the business community and the Government in their joint efforts to enhance and strengthen the relations between Egypt and Canada.

I am certain that with the support of my highly competent friends H.E. Amb. Shamel Nasser in Ottawa and H.E. Ferry de Kerckhove in Cairo and under the skillful leadership of Eng. Motaz Raslan and his colleagues in the CEBC, the Council will keep moving from success to another bigger success. I wish all its members the very best.

Dr. Mahmoud El-Said

Former Ambassador of Egypt to Canada.



Let me first congratulate the CEBC on this occasion - your fifth anniversary. I am very pleased to be asked to comment on trade relations between Canada and Egypt .

In fact, we should no longer talk about "trade" relations, because the exchanges between our two countries have matured to include not only trade, but also two-way investment, joint ventures and partnerships, and technology exchanges.

Over the past few years, business between our two countries has expanded dramatically. On the trade side, in 2008 Canadian exports to Egypt reached their highest level in history for a total of Cdn \$ 630 million. This was an increase of 80% over 2007, and included the sale of a wide variety of items, ranging from food commodities, to industrial products, to high-tec aircraft and telecommunication machinery. Egyptian sales to Canada were stable at slightly under \$140 million, primarily chemical products and textiles.

You are all aware of the large Canadian investments in the chemical sector by Agrium and Methanex. There are also several Canadian oil and gas exploration firms who have taken concessions in Egypt. The mineral sector is also attracting the attention of Canadian companies who seek to develop Egypt's gold deposits. In the education field, Canadian schools are very active through partnerships with Egyptian counterparts, who offer Canadian curriculum courses at both the high school and university levels with a view to encouraging more Egyptians to study in Canada .

From the Egyptian side, Orascom Telecom has recently made a major investment in Canada for the establishment of a mobile telephone GSM network, which will operate in every province of Canada except Quebec . The new firm will compete with existing Canadian operators, and the entire project will entail an investment of approximately Cdn \$2 Billion. For us, this step represents the first significant Egyptian investment in Canada and will, I hope, be followed by many more.

I should also note that our business relations are strengthened by the stability of both economies. Egypt , like Canada have been identified recently as being among the few countries with no significant concerns about bank solvency, and Canada alone in the developed world has not had to set aside any government funding to assist the financial sector. Canada is the only G8 country to boast such a record, and has placed us in a strong position to confront the current crisis by running a modest budget deficit for the next few years. The Canadian firms operate in a pro-business environment, where financial stability is a priority and where political leaders understand the importance of having a strong business community . We view Egypt as an increasingly important business partner this year and in the years to come, and we look forward to working even more with the dynamic people of the CEBC to continue developing the relationship in the future.

Thank you for this opportunity to share a few ideas.

John Broadbent

Counsellor (Commercial)
Embassy of Canada in Egypt



Mr. Saïid El Derini
Secretary General



Eng. Samir El Alaily
Treasurer



Dr. A. Sameh Farid
Member of the Board



Dr. Sherif El Gabaly
Member of the Board



Mr. Shahin Serageldin
Member of the Board



Mr. Maged Menshawy
Member of the Board



Dr. Amr Z. Abdel Motaal
Member of the Board



Mr. Mina Morcos
Member of the Board



Ms. Loula Zaklama
Member of the Board



Ms. Hoda Masri
Member of the Board



Dr. Nabil A. Hilmy
Member of the Board



Dr. Hany Elsharkawi
Member of the Board

Orchestrating Italian fine dining



Dining at Maestro is like a symphony of exquisite tastes. Opulent decor in a relaxed atmosphere enhances the presentation of authentic and delicious gourmet Italian cuisine. Prepared by our talented Italian Chef and served by attentive staff, your dinner will be enjoyed in perfect harmony.

Maestro

InterContinental Cairo Citystars
Omar Ibn El Khattab St.
Heliopolis, Cairo, Egypt.

Call (202) 24 800 009 - 24 800 100 or visit
intercontinental.com

TREND UP YOUR TRADE PRIVATE WEALTH MANAGEMENT

89 ELMARGHANY STREET, HELIOPOLIS, CAIRO, EGYPT.

DIRECT: +202 2690 8668 / FAX: +202 2690 8669 / www.up-trend.net



C . E . B . C

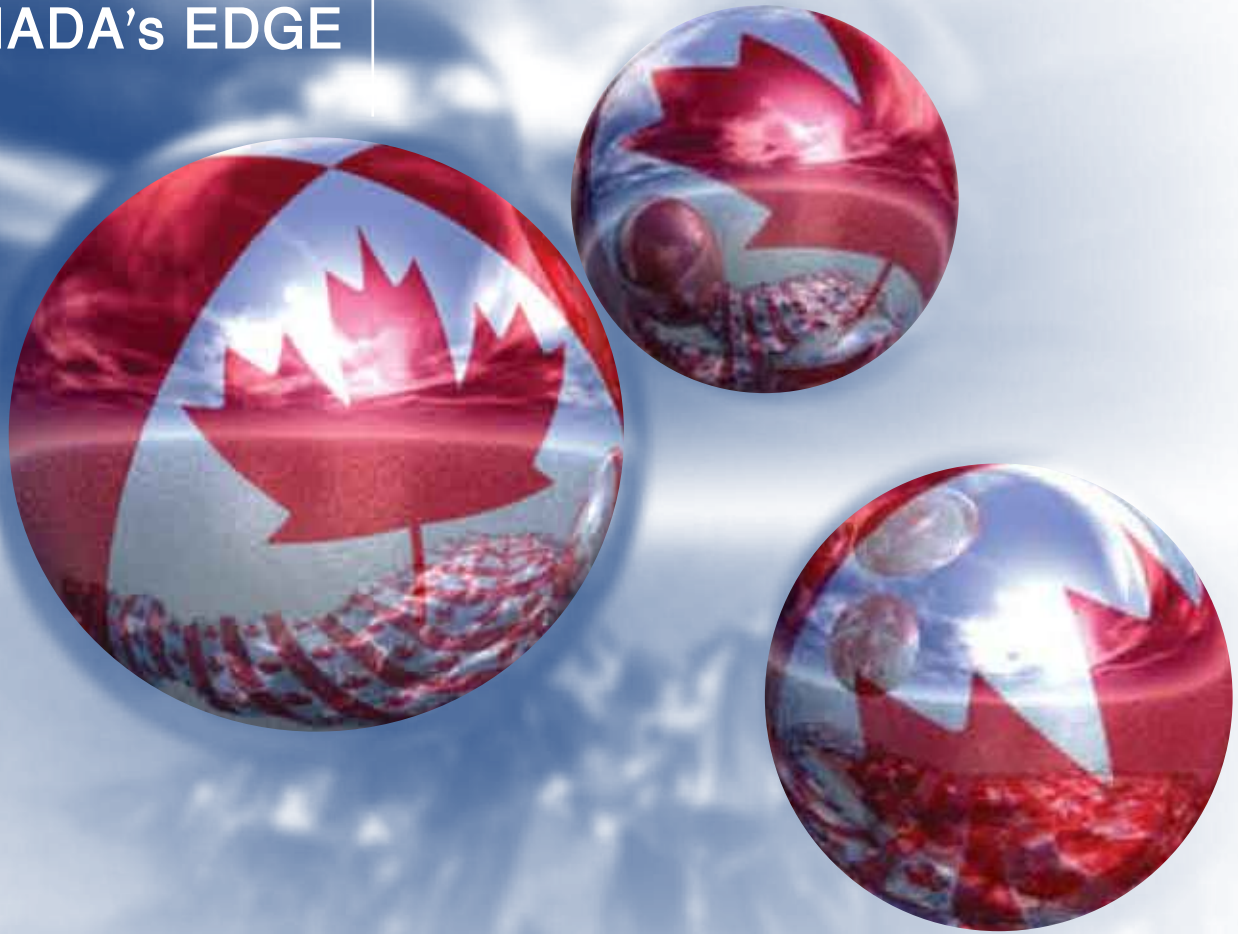
A Special Thanks

We recognize that our success today is a testament of the combined efforts of all who contributed to CEBC achievements over the past years with their time and effort.

We specially like to thank our Corporate Partners:



CANADA's EDGE



In a rapidly globalizing world, Egypt as well as other main Middle Eastern countries has solely been focusing on the US along with other chief European countries for extending their political, social, and economic fronts with the developed world. Conversely, Canada is a country of advancement, diverse culture, as well as great political and economic significance that was not recognized until very recent times by the Middle East and Egypt. Over the years, the CEBC has always strived to strengthen the economic, social, political, and cultural ties between both nations by placing both Egypt and Canada on each other's economic and political maps as partners and friends, as well as highlighting Canada's strategic significance in North America.

WHY CANADA?

Canada comprises economic incentives and advanced business investment climate no other country owns represented by skilled workforce, as Canada is a nation of intelligent, educated workers, ranking as number one in the OECD in higher education achievement.

Canada is ranked as number 1 in the G7 as "the best place to invest and do business," according to the Economic Intelligence Unit's global business rankings forecast 2008-2012.

Canada enjoys a cutting-edge leadership in industries such as fibre optics, aerospace and biotechnology.

Canada's ICT sector has grown three times as fast as the entire Canadian economy since 1997 (77% versus 26%). Canada ranked ahead of Japan and far out front of Germany, UK and France in fields of Technological infrastructure. Canada is considered as an emerging energy superpower, the only stable and growing producer of this scarce commodity in an unstable world.

Canada has undergone a remarkable fiscal consolidation in the past 13 years, moving from deficits of more than five percent of GDP to surpluses of up to two percent of GDP. This results from its sound public finances, its diversified economy, prudent fiscal policy, low inflation, interest and unemployment rates, and a corporate tax framework that is among the best in the world as well as its political stability.

The World Trade Magazine has ranked Canada in the Top 3 for Investment and Trade Opportunities. Canada can guarantee investors the overall lowest tax rate among developed countries and the most preferable R&D tax credit program among G7 countries and by 2010 Canadian-based firms are expected to average a corporate tax advantage of more than 4.5 percentage points over US based firms.

Canada enjoys a strategic location as the crossroads between the North American marketplace and the booming economies of Asia. Canada is the second largest country on earth. However, distance is not a deterrent for businesses operating in Canada, owning a sophisticated infrastructure and highly developed transportation network. This network includes over than 300 airports, more than 300 commercial ports and harbors move local and global goods in Canada. Canadian railways handle 270 million metric tones of freight annually, much of it moving between Canada and its NAFTA.

Egypt has been a key regional and international partner for Canada over the last fifty years. Egypt has long been a reliable Canadian ally and is central to both maintaining stability and opening up potentially lucrative Egyptian and Arab markets to Canada's business. Bilateral relations between the two great nations include trade in goods and services, supportive co-operations, agreements and momentous transfer of aid. Further development of trade and investment relations will serve both nations' interests especially Egypt as it fits within the current phase of economic reform, accentuating private sector-leadership, Foreign Direct Investment (FDI) inducements and export-oriented growth policy. According to recent reports of the World Bank, Egypt was placed on top of the most successful countries in the world in the field of improving investment climate and accelerating reform rates to attract foreign investments.

Already, various Canadian companies have launched operations in Egypt's domestic market of 78 million, which boasts a strong industrial base and outstanding human resources. Additionally, major monetary reforms and a raft of vital economic legislation have helped improving Egypt's economic climate and attracted more Canadian Investments.

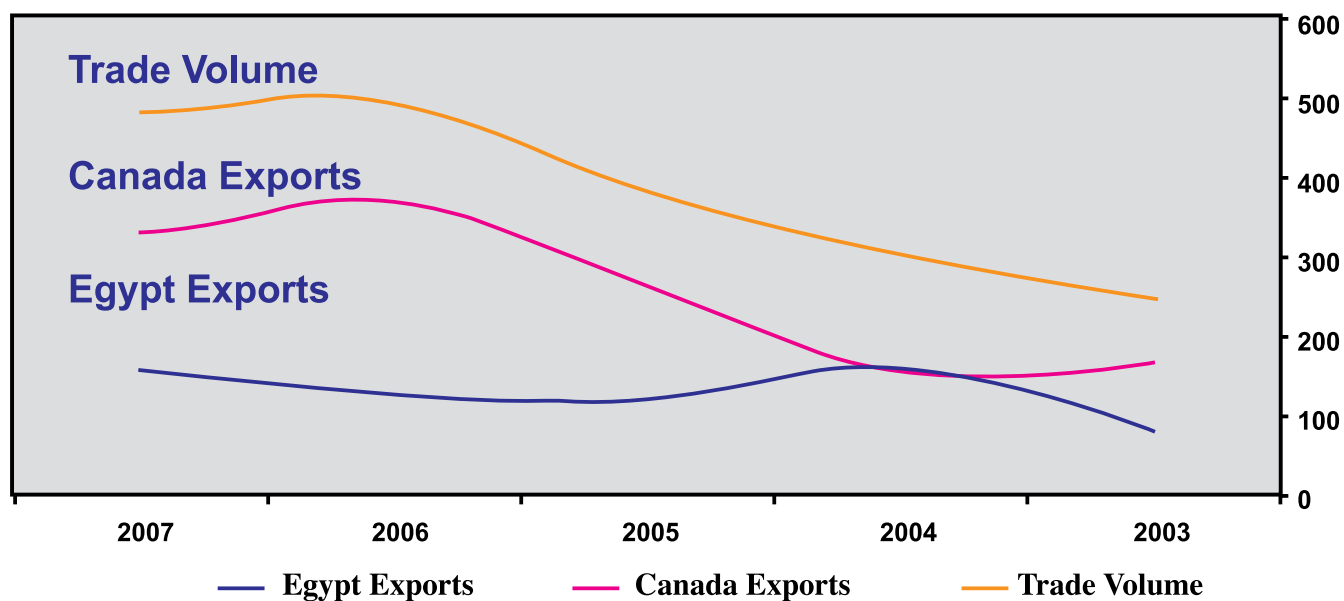
Egypt is currently ranked 46th globally and 5th regionally among Canada's export markets and is ranked by Agriculture and Agri-Food Canada, as one of the top five emerging markets worldwide. In addition, Egypt is ranked globally as Canada's 55th largest import market.

A number of major Canadian corporations currently exist in the Egyptian market such as Nortel, SNC Lavalin, Air Canada, Research in Motion (RIM, the maker of the ubiquitous BlackBerry), Bombardier, Manulife, RBC Financial Group, Four Seasons Hotels, IMAX, ITSRAIL International, Centurion Petroleum Corporation and Second Cup representing quietly impacting Canadian potential firms and newfound commercial swagger in Egypt. Others, such as fertilizer giant Agrium and Methanex (the world's largest methanol producer and marketer), are investing billions of dollars in Egypt. Human resources solutions developer HRSG recently visited Egypt to explore the market and participate in the Arabian Society for Human Resource Management's annual conference in Sharm El-Sheikh. In addition, significant investments in Egypt's oil and gas sector have been encountered recently. Rally Energy was sold to Egypt's Citadel Capital for \$850 million. This is besides the presence of two Canadian universities and a number of outstanding Canadian schools.

Canadian-Egyptian Trade and Investment Ties 2003-2007

	2003	2004	2005	2006	2007
Egypt's Exports	83	154	118	124	153
Canada's Exports	166	154	257	365	324
Trade Volume	249	318	375	489	478
Trade Balance	-83	0	-139	-241	-172

Value: Millions \$



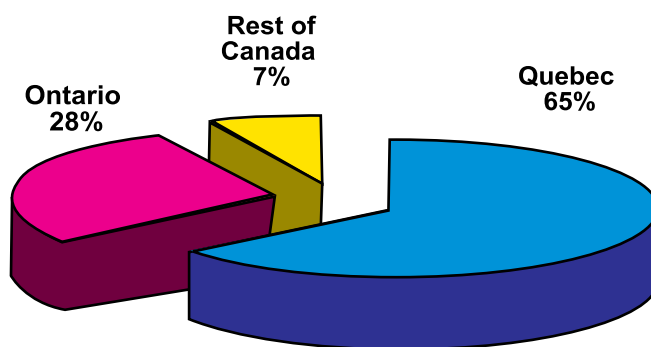
Value: Millions \$

Egypt's Exports to Canada-2007

Principal Egyptian Exports to Canada

HS	Products	Value
31	Fertilizers	97
57	Carpets & Floor Coverings	12
61	Knitted Apparel	6
62	Woven Apparel	5
28	Inorganic Chemicals	5
20	Preparations of Vegetables, Fruits	4
63	Other Made-Up Textile	3
8	Edible Fruits & Nuts	2
94	Furniture	1
76	Aluminum & Articles	1
7	Edible Vegetables	1
64	Footwear	1
TOTAL(ALL PRODUCTS)		153

Canadian Provinces importing from Egypt



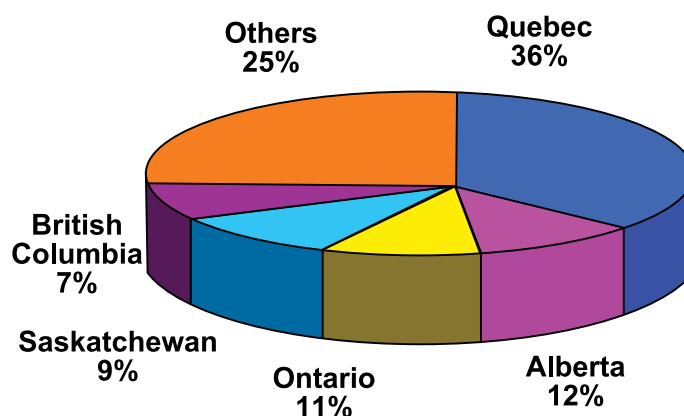
Value: Millions \$

Canada's Exports to Egypt 2007

Principal Canadian exports to Egypt

HS	Product	Value
84	Machinery Appliances	54
48	Paper, Paperboard	52
26	Ores, Stag and Ash	34
44	Wood and Articles	23
10	Cereals	21
7	Edible Vegetables	20
47	Pulp of Wood	16
4	Dairy Produce, Eggs, Honey	11
90	Optical, Medical	10
72	Iron and Steel	10
88	Aircrafts and Spacecrafts	10
27	Mineral Fuels, Mineral Oils	10
85	Electrical or Electronic Equipment	9
Total (All PRODUCTS)		325

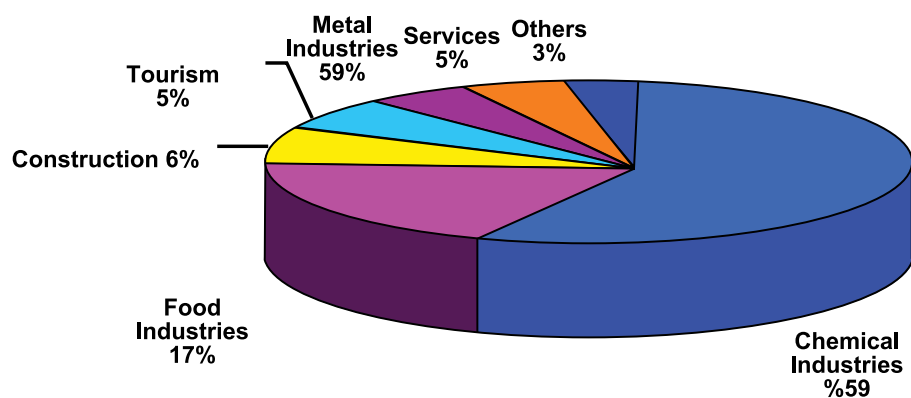
Canadian Provinces Exporting to Egyptian Market



Value: Millions \$

Canadian Investments in Egypt-2007 per Sector

Sector	Number of Companies	Canadian Investment
Industry	75	1064
Construction	28	83
Tourism	21	68
Services	67	41
Funding	7	15
ICT	29	13
Agriculture	12	4
Total	122	1174



Value: Per million Egyptian pounds

Major Egyptian Exporting firms to Canada 2007

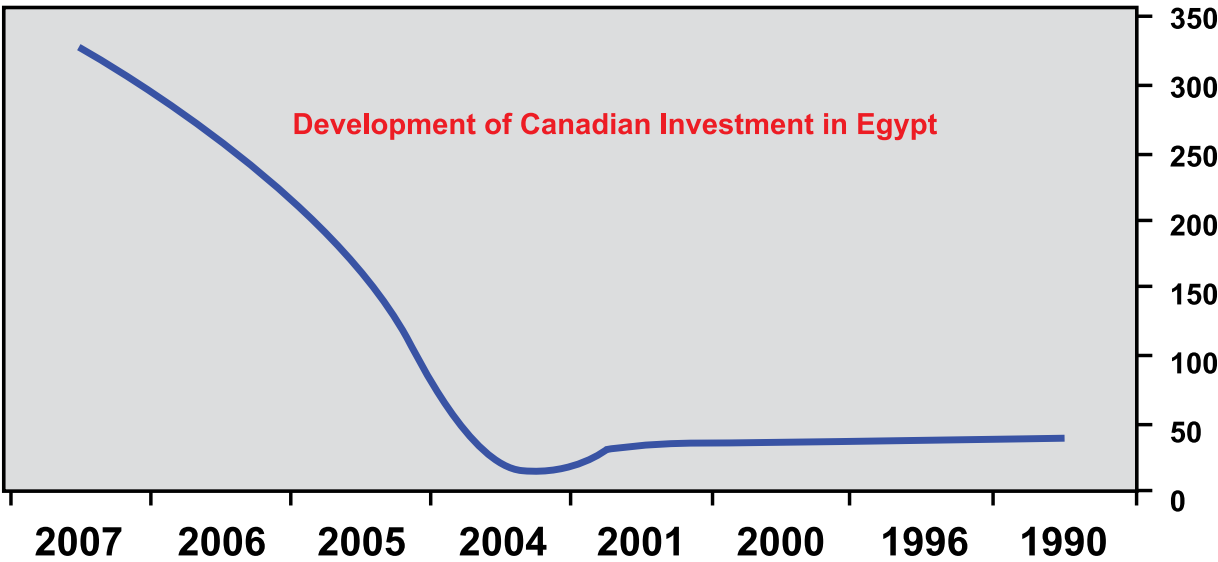
Value	Company
148	Qena for Phosphate Company
36	Alexandria Company for Black Carbon
17	Petroleum Air Services
15	Mack Company of Rugs
15	Gulf of Suez Petroleum Company Japko
11	International Oriental Weavers Company
7	Al Habeba Company for Textiles and Clothing Industry
6	Egyptian Company for Canned Food / Americana
6	Giza Company for Spinning, Weaving and Dyeing
5	Abu Kamar for Weaving Company
5	Fouad Youssef Hadad Commercial Agency
4	Nour Trading House Egypt
4	Arab Organization for Industrialization -Factory Engines
3	Al Horaya 2000 for Food Industries
3	United Company for Food Industries
3	Egyptian Can Company / BEST
3	Kazareen Company

3	Egyptian Spanish Company for food production
2	Industrial Company for Ready Made Garments and Apparel
2	Man Mohan Sena / felosty Abarles
2	Schlumberger logloco Ink
2	Abu Al Sbaa Weaving factories Company
2	Egyptian Company for Food Industries
2	Crystal Asfour International Company
2	Sahary Company for Petroleum Services / Sabecoo
2	Saba International Company for Ready Made Garments / Saeed
1	Damietta Egypt for the Furniture Industry
1	Oriental Weavers
1	Giza Company of Seeds and Medicinal Plants
1	Al Kady for Exporting Agricultural Crops
1	Suez Canal for Ready Made Garments Company
1	Dolphin Garments Hany El Hosany
1	Delta Textile Egypt Company
1	Henkel Port Said Company for Cleaners and Chemicals

Value in Million EGP Pounds

Economic Indicators for the Progress of Canadian Exports to Egypt

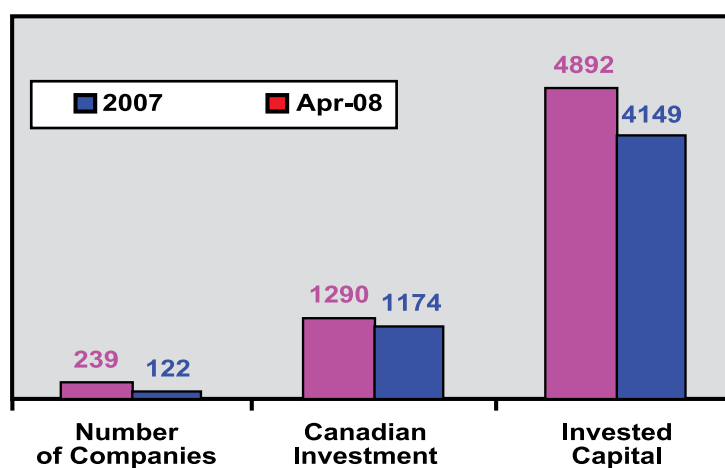
1990	1996	2000	2001	2004	2005	2006	2007
41	40	39	37	24	159	253	324



\$ Value: Millions

Canadian Investments Growth Rates in Egypt-2008

Sector	Number of Companies	Canadian Investment	Invested Capital
2007	122	1174	4149
April 2008	239	1290	4892
Growth Rate	95%	10%	18%



Sector	Number of Companies	Canadian Invested Capital
Industry	75	1065
Construction	28	83
Tourism	21	68
Services	67	41
Funding	7	16
ICT	29	13
Agriculture	12	4
Total	239	1290

Value: Per million Egyptian pounds

Major Canadian Investment Projects in Egypt

Investment Projects	Sector	Invested Capital
E-Agrum	Basic Material-Fertilizers	1150
Egyptian British Canadian company for industries	Oil and Fats	430
Teba for Construction and Touristic Investments	Construction	200
Al Themar International Holding Company	Investment Development and leasing Services	288
Miraco Carrier Egypt	Air-conditions manufacturing distribution and sales	75
Gulf Plastic Industry	Plastic Products	60
Top Florida for Tourism	Tourism	55
International Chemicals and Minerals	Chemicals	28
The Egyptian-Canadian for the manufacture of gold	Jewelries	30
Canadian international of Aluminium	Aluminum and Stainless Steel	20
Aksplorishn Nile for Tourism Nilo	Hotels and Tourist Villages	25
Sally Egypt Canada for reconstruction	Trade and Marketing	13

Value: Per million Egyptian pounds



CANADIAN-EGYPTIAN

STRATEGIC ALLIANCES

Egyptian-Canadian Communities

Canadian society extremely prides itself for its acceptance of multi-culturalism. Canada is a home for a large Egyptian Diaspora. Egyptian-Canadians play a significant role not just in cultural and political fronts, yet in extending Canadian-Egyptian commercial ties, as well. Canada incorporates around 250,000 to 300,000 Egyptian-Canadians. They live mostly in Greater Toronto, Southern Ontario, Montréal, Ottawa, Vancouver, Calgary and many other cities and towns. The Egyptian – Canadian community is highly eminent. It has a very high rank of education, specialized expertise, and social status. Many of its members have reached very senior positions in academic, scientific research, as well as trade and investments fields. During the annual Trade missions to Canada, CEBC Chairman and members are always keen to promote dialogue with the Egyptian communities in Canada, endorse and propose cooperation schemes and consequently make use of the Egyptian scientists and experts living in Canada for the mutual interest of both Egypt and its strategic collaborator Canada.

Egypt: A Residence for Canadians

During the last decade, Egypt's economic reform policies have led to the liberalization of the economy. These reforms have created a new business and investment inducement climate that is bearing fruits already, creating opportunities in many sectors of interests for Canadian direct investments that reached 1.29 billion Egyptian pounds in the first quarter of 2008, leading to boosting the number of Canadian inhabiting Egypt that reached around 10,000 Canadians in 2007.

In addition, it is worth mentioning that around 60,000 Canadian tourists visited Egypt in 2007, which is another boost in Canadians confidence in Egypt as a land of peace and prosperity, compared to the round figures of 20,000 Canadian tourists of previous years.



Canadian Development Assistance in Egypt

Support, aid, and development are imperative gears of Canada's rapport with the developing countries of the Middle East and North Africa, one of which is Egypt. Canadian International Development Agency (CIDA) is one of the principal aid and development initiatives run by Canada in Egypt. Since CIDA started its contribution to the development process in Egypt in 1976, the CIDA/Egypt Program has provided over Cdn\$ 1 billion in support of about 540 projects across the whole spectrum of development, with an annual economic funding of around 15 to 20 million Canadian dollars. In fact, Egypt is the second largest recipient of CIDA assistance. CIDA program in Egypt has helped in the development of various sectors, especially fields of education, small and medium enterprises (SMEs) as employment generators, as well as health-care with an emphasis on women's development. Gender equality, environmental sustainability, institutional capacity building, and child protection are fundamental, crosscutting components in the CIDA program in Egypt.

CANADIAN-EGYPTIAN

STRATEGIC ALLIANCES



CANADIAN INTERNATIONAL DEVELOPMENT AGENCY

Egypt Program Support Unit CIDA-PSU was established in 1992 as a bilateral project, managed by Environmental Quality International (EQI) representing a local executing agency. The Egypt Country Development Programming Framework (CDPF) outlines CIDA's support agenda in Egypt that is primarily directed towards four major developing programs including:

Small and Medium Enterprise Development Program:

This program has incorporated a number of major projects aiming at providing employment opportunities and boost Small and Medium Enterprise (SMEs) Development. SMEs Development Projects includes:

- **Egyptian Labor Market Service Reform Project (ELMSR):**

project was a collaboration between Donna Koeltz, Co-operant, Cairo and the Social Fund for Development, as well as Egypt's Ministry of Manpower, and Immigration. ELMSR is a follow up project to the successful Egyptian Labor Adjustment Services Project (ELAS), which strengthened the capacity of the Government of Egypt to redeploy displaced workers.

- **Business Development Services Support Project (BDSSP):**

The main function of BDSSP is the development of non-financial services for SMEs in Egypt through working with businessmen/women, youth and investors associations, along with local universities, non-governmental organizations (NGOs) and government ministries and agencies.

- **Small and Medium Enterprise Policy Development (SMEPOL):**

The project is an alliance between International Development Research Centre (IDRC), Ministry of Finance, in collaboration with Egypt's Ministry of Foreign Trade Industry and Egypt's Ministry of Investment. CIDA and Canada's International Development Research Centre (IDRC) are supporting Egypt's transition towards a market-based economy by assisting the Ministry of Finance in its efforts to improve the policy environment for micro, small and medium enterprise development.

- **Community Environment Action Project (CENACT):**

The project is executed for the purpose of strengthening and increasing NGO participation in environmental management within the context of the national policy of partnership in environmental improvement.

- **Promoting and Protecting the Rights of the Child (PPIC-Work):**

The project applies a gender-sensitive, rights-based approach to improve the working conditions and learning opportunities of girls and boys who work in micro and small enterprises in Egypt.

Basic Education Program

Support to Egyptian Primary Schooling (STEPS) is a two-pronged Education program developed to increase the reach, quality, and relevance of basic education. STEPS incorporated a set of four proactive projects including:

- **STEPS I:**

The project is the third phase of partnership with UNICEF, Ministry of Education and communities in Qena, Sohag and Assiut Governorates to introduce and sustain an innovative class model for quality learning, with special emphasis on marginalized girls in hard to reach areas.

- **STEPS II:**

The five years investment project will directly support the Ministry of Education in implementing its National Standards at the primary level. The overall approach of STEPS II is comprehensive and systemic, linking interventions at government schools to all levels of the education system.

- **Early Childhood Education Enhancement Project (ECEEP):**

This five-year investment is a complex, multi-partner initiative with the Egyptian Ministries of Education (MOE) and Social Solidarity (MSS). CIDA, World Food Program and World Bank support the expansion of quality early childhood education (KG1 and 2) for four and five years old children.



Civil Society Partnership



This program was initiated to provide support and capacity for Egypt's Associations, Foundations, and NGOs. The program includes two sets of chief projects:

- **Canada Fund for Local Initiatives (CFLI):**

The Canada Fund for Local Initiatives is a special fund from CIDA for small-scale local initiatives projects. This fund falls under the authority of the Canadian Ambassador in Cairo. The aim of the Canada Fund is to promote the advancement of Human Rights, Good Governance, and Democratic Development.

- **Participatory Development Program (PDP):**

The purpose of the Participatory Development Program is to identify and strengthen the capacity of promising Egyptian associations, foundations, federations, and networks to effectively engage and represent their communities and dialogue with government and other development actors.



Environment and Regional Programming



This set of projects embrace a number of projects aiming at assisting the Government of Egypt in contributing to the reduction in growth of greenhouse gas emissions.

- **Climate Change Initiative (CCI):**

The CCI Project is working with 50 brick-manufacturing factories in the Arab Abu Saed area of Giza Governorate to convert their combustion systems from burning heavy-oil (mazot), to natural gas.

- **Community Environment Action Project (CENACT):**

CENACT's purpose is to strengthen and increase NGOs participation in environmental management within the context of the national policy of partnership in environmental improvement.

- **National Water Quality and Availability Management (NAWQAM):**

This project is helping the Egyptian Government to develop an effective and coordinated national system for sustainable water resources management. It provides equipment, technical assistance, training, and capacity development.

- **New Partnership for Africa's Development (NEPAD Africa Fund II) under the Canada Fund for Africa (CFA):**

A responsive fund for all the countries of the African continent to encourage better understanding of the New Partnership for Africa's Development (NEPAD) process in Africa.

- **The Nile Basin Initiative (NBI):**

Building upon earlier co-operative efforts, the Nile Basin Initiative (NBI) is a regional partnership of 10 African countries which share the Nile Basin to achieve sustainable socio-economic development through the equitable utilization of and benefit from the common Nile Basin water resources.

- **Regional Water Demand Initiative for the Middle East and North Africa (WaDImena):**

WaDImena aims to promote effective water governance by enhancing water-use efficiency, equity and sustainability in the countries of the MENA region.

The Canada Egypt Business Council



2002

In 2002, 'Canada Egypt Business Council' CEBC was launched as a non-governmental organization 'NGO' co-founded and headed by Eng. Motaz Raslan and committed to foster growth in business interests between Canada and Egypt as well as acting as an organization that bridges, interacts and communicates with the community of Canadian-Egyptians across the two nations. Canada Egypt Business Council was the first pilot Egyptian NGO aiming to foster Egyptian-Canadian strategic economic and political ties through developing and deploying communications network to connect Egyptian business organizations with the Canadian government officials and business community on matters of mutual interests.



Step by Step towards New Horizons

The Canada Egypt Business Council (CEBC) growth into a paramount and lead across the boarder business council was driven by the entrepreneurial vision of its Chairman, Motaz Raslan, together with the active contribution of many members and co-founders as Egypt's business leaders. Raslan foresight and his innovative trading skills have been central to the success of the council, by building on strategic alliances with the Canadian counterparts, and by developing and fostering trade and investment Egyptian-Canadian bilateral relations.

Events:

CEBC hosts more than 12 special events throughout the year presenting a good networking opportunity for members to interact and exchange viewpoints with senior government officials and policy makers as well as leading corporate executives. Over the past five years, the Canada Egypt Business Council has hosted and organized a large number of high profile events, workshops, seminars and conferences. The events' keynote speakers represent the most influential policy-makers that shape agendas and corporate governance issues across Egypt.

The Events' Keynote Speakers and Special Guests

Since 2004, a number of high profile events were among the CEBC agenda incorporating H.E. Honourable Jean Augustine, Canadian Minister of State for Multiculturalism and Status of Women, Mr. Wassim El Sissy, Eminent Egyptologist as well as Ms. Hanaa El Hilaly, General Manager, Social Fund for Development. In addition, this year witnessed another significant event organized by CEBC at the Embassy of Canada to Egypt including Mr. Bertrand Desjardins, Commercial Counsellor, Mr. Magdy



Ghazal, Senior Trade Officer, as well as Mr. Joseph Tadros, Commercial Officer. Furthermore, an event organized on the visit of the Canada Arab Business Council trade mission to Egypt featuring Ms. Grace Quan, Egypt Desk officer, CIDA Industrial Cooperation Program as well as Mr. Klaus Buttner, Regional VP.

During 2005, events included a list of influential policy-makers and Egypt's Ministers including H.E. Sameh Fahmy, Egypt's Minister of Petroleum, H.E. Ibrahim Soliman, Egypt's Minister of Housing, Utilities & New Communities, H.E. Anas El Fekky, Egypt's Minister of Information as well as H.E. Maged George, Egypt's Minister of State for Environmental Affairs.

In addition another number of momentous events were also executed in 2005 including, Dr. Ali El Hefnawi, Chairman and CEO of Smart Village Egypt, Mr. Elhamy El Zayatt, Chairman, Egyptian Tourism Federation, Mr. Gerry Weiner, Former Federal Canadian Minister of Citizenship, Multiculturalism, Immigration in several Canadian Governorates, as well as Mr. Galal Abu El Fetouh, Commissioner of The Egyptian Customs Authority, Mr. James Metcalfe, Former Canadian Counsellor in the USA, and Dr. Ibrahim Karim, Founder of BioGeometry.



Throughout 2006, CEBC featured events abided great significance integrating a number of leading Ministers in the Government of Egypt as well as Peoples' Assembly of Egypt. The list of eminent keynote speakers included H.E. Dr. Fathi Sorour, President of the Peoples' Assembly of Egypt, H.E. Rachid Mohamed Rachid, Egypt's Minister of Trade and Industry, H.E. Tarek Kamel, Egypt's Minister of Communications & Information Technology, H.E. Zoheir Garana, Egypt's Minister of Tourism as well as H.E. Ahmed Shafik, Egypt's Minister of Civil Aviation.

Furthermore, events featuring H.E. Ali Gomaa, Grand Mufti of Egypt, Mr. Maged Shawky, Chairman, Cairo & Alexandria Stock Exchanges, Mr. Sherif Rafaat, Managing Director, MIBC, Dr. Mohamed Taymour, Chairman, EFG Hermes Holdings, Mr. Hosny Ibrahim Gad, First under Secretary Income Tax Commissioner, Dr. Ahmed Shawky, Chairman of the Egyptian Tax Society, as well as Mr. Essam Refaat, Editor-in-Chief Al Ahram Al Iktissadi newspaper, also took place during 2006.

In 2007, CEBC has organized a bundle of significant events tackling deeper issues touching the Egyptian development and reform policies including H.E. Mohamed Safwat El Sherif, Speaker of the Shoura Council, H.E. Hatem Mostafa



El-Gabaly, Egypt's Minister of Health and Population, H.E. Amin Abaza, Egypt's Minister of Agriculture and Land Reclamation, and H.E. Dr. Osman M. Osman, Egypt's Minister of State for Economic Development as well as Eng. Hassan Sakr, President of the National Sports Council and Mr. Samir Zahir Chairman of the Egyptian Football Association.

In addition, other major events were organized and hosted by CEBC in this year featuring Mr. Gilbert Parent, Program Manager, Africa Bureau, Private Sector Division – Canadian International Development Agency, Honourable Raynell Andreychuk, Senior, Co-Chair of the Canada-Africa Parliamentary Association, Honourable Mauril Bélanger, P.C., M.P., Co-Chair of the Canada-Africa Parliamentary Association, Hon. Mobina Jaffer, Senator, Vice-Chair, Mr. David Christopherson, M.P, Mr. Rémi Bourgault, Executive Secretary, Ms. Yasmin Ratansi, M.P., Director of the Association, as well as Mr. Peter Berg.

Furthermore, the visit of the Canadian Businesswomen and Leaders Delegation (WEBB) headed by the Honorable Harinder Takhar, Ontario's Minister of Small Business and Entrepreneurship was among the successful hosted events in 2007.



The 2008 events are the most significant events and conferences among all covering a number of obstacles and needed recommendations for further developing Egypt's political, economic and investment Egyptian Canadian ties. These events included H.E. Aisha Abdel Hady, Egypt's Minister of Manpower & Immigration, H.E. Farouk Hosny, Egypt's Minister of Culture, H.E. Aly Moselhi, Egypt's Minister of Social Solidarity, H.E. Dr. Hany Helal, Minister of Higher Education. In addition to H.E. Dr. Ahmed Darwish Egypt's Minister of State for Administrative Development, H.E. Gen. Adel Labib, Governor of Alexandria, H.E. Ambassador Philip MacKinnon, Canada's Former Ambassador to Egypt, Mr. Azmy Mostafa, the Social Fund for Development, Mr. Mohamed Ragab, Chairman, Alexandria Business Association, Mr. Wael Olama, Vice Chairman, Egyptian Food Bank, Mr. Sameh Makram Ebeid, El Tadamun Board Member, Mr. Ramez Farag, External Relations Manager, Procter & Gamble Egypt were also among guest speakers.

Another significant event was organized by CEBC including influential government officials and ministers, famous media representatives as well as prominent Egyptian business leaders including H.E. Ambassador



Ferry de Kerckhove, the newly appointed Canadian Ambassador to Egypt, H.E. Dr. Moufid Shehab, Egypt's Minister of State for Legal and Parliamentary Councils, Ms. Loula Zaklama, Member of the Board, Canada Egypt Business Council, Mr. Abdel Latif El Menawy, Head of the Egyptian News Sector, Dr. Aly El Din Helal, Information Secretary, The National Democratic Party. Dr. Moustafa El Fekki, Chairman of the Foreign Affairs Committee, The People's Assembly, Dr. Hossam Badrawi, Chair of the Education Committee, The National Democratic Party, Mr. Ossama Saraya, Editor-in-Chief, Al Ahram Newspaper, Mr. Saad Hagra, Managing Editor, Al Alam Al Youm Newspaper. Mr. Naguib Sawiris, Chairman, Orascom Telecom, Mr. Hassan Rateb, Chairman, Al Mehwar Satellite Channel, Mr. Salah Diab, CEO, PICO, Ms. Lamees El Hadidy, Executive Chief Editor, Al Alam Al Youm Weekly Newspaper were also among 2008 keynote speakers as well.

Furthermore, the year 2008 has witnessed the events organized on the visits of Dr. Bernard Patry, MP Vice-Chair for Committee on Foreign Affairs and International Development as well as Mr. Ted Menzies, Parliamentary Secretary to the Minister of Finance.



A final significant event that took place during 2008 was the meeting with Mr. Casper Sonesson, Officer in Charge of the Private Sector Division, UNDP Headquarters as well as the Country Director of the UNDP Egypt, in Cairo, on the 4th of December 2008, on the occasion of launching the UNDP new report entitled "Growing Inclusive Markets". Mr. Sonesson met with the Chairman and members of the Canada Egypt Business Council to discuss and clarify the main aim of the GIM Report, which is a multi-stakeholder initiative aiming mainly to raise awareness and disseminate information on how businesses, often in collaboration with government and civil society, can contribute to human Development and the Millennium Development Goals.

The first quarter of 2009 has witnessed a series of significant events discussing the ripple gloomy effect of the global financial crisis on the different business sectors in Egypt. The first event featured keynote speaker H.E. Zoheir Garana, Egypt's Minister of Tourism, H.E. Ferry de Kerckhove, Canada's Ambassador to Egypt as well as a number of prominent guest speakers from the Egyptian Tourism sector including Mr. Elhamy El Zayat, Chairman & CEO "Emeco Travel", Mr. Mounir Kamal, Managing



Director, Egypt & Middle East, "Thomas Cook Overseas", Mr. Hossam El Shaer, Chairman & CEO, "Blue Sky Group", as well as Mr. Amr Badr, Managing Director of "Abercrombie and Kent Egypt". The event was prompted by the impact of the world economic financial crisis on Egypt's Tourism Sector as one of the most vital resources of Egypt's national income and was moderated by Mr. Galal Dowidar, Secretary of the Supreme Council for Press.

The second event incorporated a number of prominent speakers, veterans of the oil and gas sector gathered to discuss the hammering impact of the world's financial turmoil on Egypt's oil & gas sector. The panel discussion included H.E. Eng. Sameh Fahmy, Egypt's Minister of Petroleum as a keynote speaker in addition to Mr. Tim Blackford, President, BG Egypt, Dr. Hany Elsharkawi, President, Dana Gas Egypt, Mr. Tom Walter, Chairman and Managing Director, fuels marketing, ExxonMobil Egypt as well as Mr. Miles Warner, Country Manager, Hess Egypt Companies.

Furthermore, CEBC has also organized a roundtable discussion and a special event, on 12th of March 2009, hosting the Honourable Bob Rae, Foreign Affairs Critic for Liberal Party of Canada during his visit to Egypt in an attempt to further support and flourish the Canadian Egyptian investment ties as well as resolving obstacles impeding further Canadian investments in Egypt.



Committees:

CEBC incorporates 13 committees, each focusing on a specific sector or arena seeking for providing a forum for CEBC members to raise issues about the business climate. The Committees' main objectives are to provide guidance, and support to reinforce the corporate infrastructure of Egypt's business enterprises leading to expedite their entry into the financial and capital markets and mainly Canadian markets as well as increasing their cooperation with other Canadian companies. In addition, conducting researches to determine relevant investment projects in line with expectations of both the Egyptian and Canadian sides and creating an environment for open mutual communication is another main subject of concern for CEBC committees. Prominent guest speakers from the government, international agencies and the private sector are invited to discuss issues of concern, present position papers or provide updates on new developments and regulations all aiming to encourage trade between Canada and Egypt through improving the Egyptian business environment.

CEBC Committees represent the spine of the council's achievements. Each committee incorporates a specialized group, functioning to reach specific objectives.



CEBC Committees include:

■ Agricultural Committee:

- Raising awareness and exploring relevant opportunities about diverse agricultural matters in Egypt including the scarcity of water, introduction of organic cultivation, ways to improve deterioration in soil fertility and highlighting their impact at present and in future.

■ Banking and Finance Committee:

- Focus on economic and financial matters that can enhance the Canadian business investments in Egypt through elaborating the fundamentals of the Egyptian financial system in line with the recent investment incentive program adopted by the government of Egypt GOE.

Education Committee:

- Delve into the significance of education development inline with Egypt's recently adopted economic reform program, aiming at reinforcing education reform considerably and comprehensively through studying opportunities of affiliations and accreditations which international high academic Canadian universities, that can ensure quality in the Egyptian Education System.
- Reinforcing investments in quality education, that will not only foster more bi-lateral Canadian Egyptian relations, but we will be injecting new skilled workforce to the Egyptian economy.



■ **Health and Pharmaceutical Committee:**

- The committee incorporates a number of high profile scientists, pharmaceuticals and doctors aiming at discussing and raising the awareness about vital issues touching the health of the Egyptian public.
- In addition, the committee regularly discusses cooperation opportunities with various leading Canadian medical institutions, hospitals and medicine companies.

■ **Housing Committee:**

- Discussing, raising public, and investors' awareness about the legal measures in the Real Estate and housing sector.
- Introducing and elaborating the pros and cons of the mortgage system in Egypt aiming at reinforcing investments in the real estate sector in Egypt.
- Finding and supporting suitable cooperation opportunities with Canadian investors interested in doing business in real estate sector in Egypt.

■ **Industrial Committee:**

- The goal of this committee is to assist members in resolving obstacles impeding the industrial development in Egypt through presenting a platform for communication between governmental officials and business leaders in a way that can further enhance the investment and industrial climate in Egypt.

■ **Information and Communication Technology Committee (ICT):**

- Discussing and finding potential cooperation opportunities with Canadian ICT firms in a sector that Canada enjoys a global competitive edge.



- Act as a linking point between the Canadian ICT investors and Egyptian market requirements by presenting business matchmaking opportunities in the ICT sector.

■ Legal Affairs Committee:

- Assist member firms as well as Canadian firms in understanding the Egyptian and Canadian rules and regulations that govern doing business in both Egypt and Canada.

■ Trade and Commerce Committee:

- Assisting Canadian companies expand their business in Egypt by providing export assistance; administer trade agreements, custom law in Egypt as well as investments incentives.
- Promote Canada as a forceful place to export, invest and do business, by elaborating Canada's science and technology capacity, competitiveness, business incentives and advancement in many sectors and displaying an access to CEBC members to relevant information.

■ Petroleum and Mineral Committee:

- Explore all possible chances to extend a joint-venture relation with giant Canadian investors in the petrochemical, oil and gas industry.
- Develop a forum to identify the best area of investments and development conforming to the global high demand on crude oil, Oil products, Petrochemicals, Natural gas and the international tight market and benefit from the Canadian forceful experience in this vital sector in Egypt.



■ **Women in Business Committee:**

- The Committee pin its faith on the role of women, who constitute half of society, in developing the business investment climate in Egypt.
- Uphold women contributions in civil and economic life by adopting seminars and conferences that bolster women economic and social status.
- Strive to spur women participations by establishing ties and hosting other distinguished Canadian women in business as well as women entrepreneurs' organizations.

■ **Travel and Tourism Committee:**

- Endorse the expansion of travel and tourism between Egypt and Canada by working with the Ministry of Tourism and the Ministry of Aviation in Egypt to promote stronger tourism relations between Canada and Egypt through increasing the number of direct flights between Cairo and Montreal.
- Provide a platform in which Travel and Tourism Canadian business executives in Egypt and Egyptian Travel and Tourism business executives interested in expanding their business in Canada may discuss means for furthering their cooperation.

■ **SME's Committee:**

- Develop a framework for Canadian Egyptian cooperation relations in the development areas.
- Support small and medium enterprises (SMEs), as the basic creator for job opportunities that can play a vital role in breaking the cycle of poverty in Egypt, by endorsing the civil society participating in upholding the SMEs activities in Egypt.
- Adopting awareness programs, conferences, seminars and workshops with relevant NGOs and state officials and reinforcing these institutions in development in an atmosphere where the state and society would collaborate while social responsibility on the part of individuals and capital would be strengthened.

Trade Missions:

The Canada Egypt Business Council (CEBC) is devoted to reinforce the momentous Canadian-Egyptian partnership as a mean for enhancing bilateral trade and mutual understanding. Each Trade Mission incorporates a number of high profile CEBC members representing Egypt's business community in diverse sectors. Moreover, the missions are usually led by one or more esteemed Egyptian Minister, in addition to the presence of government officials representing a number of Egyptian ministries. Since 2005, CEBC has presented a debate for its members to identify and discuss the challenges facing the private sector in an increasingly globalizing economy, and lobby on behalf of the Government of Egypt (GOE) and business community by presenting their viewpoints about the international and domestic economic climate to the Canadian policy makers and think tanks. Furthermore, updating the Canadian government officials, Canadian Parliamentarians, policy-makers, business community, and Canadians of Egyptian origins about the recent economic and political changes existing in Egypt, as well as exploring potential areas of cooperation, were the chief goal of the four successful consecutive Trade Missions to Canada.



CEBC Trade Mission's Milestones

CEBC annual Trade missions' objectives represent twofold: highlighting Egypt's recent economic reforms that are paving the way for new investment opportunities in Egypt through making one-to-one business contacts from which these new opportunities stem, in addition to another specific annual theme for Canadian- Egyptian cooperation.

- **2005** First Annual Trade Mission to Canada
- **2006** Second Annual Trade Mission to Canada
- **2007** Third Annual Trade Mission to Canada
- **2008** Fourth Annual Trade Mission to Canada

Broaden Perspectives

The Trade Missions' Highlights

The CEBC endeavour over the last four years have been publicized in four prosperous trade missions to Canada. Since CEBC hosted a group of Canadian ministers in Egypt in 2004 and the commencement



of the annual trade mission to Canada in 2005, CEBC managed to provide a strong rapport between the two great nations. Various number of Canadian-Egyptian agreements for cooperation and MOU were signed, in addition to a number of potential investment opportunities are being negotiated by both parties. This was done through deepening the dialogue with the Canadian policy-makers and top government officials, including: Prime Minister Paul Martin; Minister of Foreign Affairs,

H.E. Pierre Pettigrew; M.P. and Chairman, Committee on Foreign Affairs and International Trade, Dr. Bertrand Patry; Parliamentary Secretary to the Minister of Citizenship and Immigration Dr. Khalil Ramal; Mayor of Toronto, H.E. David Miller; Minister of Economic Development and Trade Ontario, H.E. Joseph Cordiano; Speaker of the Senate H.E. Daniel Hays; Speaker of the House of Commons, H.E. Peter Milliken; Mayor of Montreal, H.E. Gerald Tremblay; Deputy Director, Middle East, International Trade Canada, Mr. Patrice Veilleux; Minister of Labor and Housing; H.E. Joseph Fontana; Executive Vice President, Export Development Canada, Mr. Eric Siegel; Minister of Economic Development and Trade, Government of Ontario, H.E. Joseph Cordiano, Mr. Ted Menzies: Parliamentary Secretary to the Minister of Finance, H.E. Mr. John Wilkinson, Minister of Research and Innovation, Ontario, H.E. Mr. Harinder Takhar, Minister of Small Business and Entrepreneurship, Ontario, H.E. Hon. John Milloy, Minister of Training, Colleges and Universities, Ontario, H.E. Mr. Peter Milliken- Speaker of the House of Commons, Honorable Senator Noel A. Kinsella, Speaker of the Senate of Canada, H.E. Mr. Ferry De Kerckhove, Personal Representative of the Prime Minister of Canada for la Francophone, The Ministry

of Foreign Affairs and International Trade (DFAIT), Mr. Michael Grant, Director, Middle East Division for the Delegation at the Foreign Affairs and International Trade (DFAIT), Dr. Bernard Patry- Liberal Member of Parliament and M.P. Pierre Fonds- Member of Parliament. Moreover, CEBC has conducted diverse number of meetings with the Canadian business leaders, university presidents, faculty deans as well as various expertise and researchers for discussing common areas of cooperation.

CEBC Trade Mission to Canada 2005

Our foremost inaugural Trade Mission to Canada was held in 2005. This mission had a very significant role to play in explaining the sincerity of the Egyptian counterparts in extending the outreach and deepening the rapport with the Canadian partners. The presence of high profile government officials representing an array of the Government of Egypt (GOE) together with prominent business leaders was the cornerstone for promoting mutual strategic trade and investment relations.

The Trade Mission's Objectives:

- Signifying the vital role of the private sector in Egypt and underling Egypt's serious commitment to greater economic prosperity and a far-reaching peace settlement.
- Introducing Egyptian business leaders and government officials to their Canadian counterparts and discussing potential areas of investment and cooperation.



The Mission's Delegates

The mission's high regard and outstanding value was reinforced by the participation of Egyptian government officials whose presence has underscored the "New Egypt" message

The delegation Official members included:

- **Mr. Mahmoud Attalah;** Vice Chairman of Investment Authority and Free Zones.
- **Dr. Mohamed Abdallah Ghorab;** Under Secretary of State, Ministry of Petroleum.
- **Mr. Mamdouh Abdel Razek;** MP and Deputy Chairman of Committee on Foreign Affairs.
- **Mr. Aly Shaker;** Chairman and Managing Director, National Bank for Development.
- **Mr. Zoheir Garana;** First Assistant to the Minister of Tourism.

CEBC Trade Mission to Canada 2006

In light of the success of the first Trade Mission in 2005, CEBC held its second Trade Mission to Canada in 2006. Delegates travelled with a higher sense of fresh confidence based on significant Egyptian-Canadian positive feedback on the previous mission's outcome. The Mission encountered two Egyptian Ministers for the first time as an initiative from the Government of Egypt (GOE) to demonstrate their support and sustainability to CEBC's effort in fostering Egyptian-Canadian relations. In addition, delegates included high-ranked Egypt's government officials, parliamentarians, and representative of Egypt's Ministry of foreign Affairs as well as prominent business figures, which gave the mission a boost and an edge over the previous mission.



The Trade Mission's Objectives:

- Promoting Egypt in Canada and demonstrating candid picture of doing business in Egypt.
- Enhancing Trade and Investment relations in various sectors.
- Follow up and build on the achievements of previous mission.

The Mission's Official Delegates Inculded:

- **H.E. Ms. Fayza Aboul-Naga**, Egypt's Minister of International Cooperation.
- **H.E. Dr. Osman Mohamed Osman**, Egypt's Minister of Planning and Local Development.
- **Mr. Richard Dubuc**, Senior Trade Commissioner, Canadian Embassy in Egypt
- **Dr. Safwat El-Nahas**, President of the Central Agency for Organization and Administration.
- **Mr. Ahmed El-Khadem**, Chairman, Egyptian Tourist Authority
- **Ms. Wafaa El-Sobhi Ibrahim**, First under Secretary, General Authority for Investment (GAFI).

Trade Mission's Success Stories and Treaties

Trade Mission to Canada 2006 experienced the signing of a formal agreement between the Government of Egypt (GOE) represented by H.E. Fayza Abou EL Naga, Egypt's Minister of International Cooperation and Canadian International Development Agency (CIDA) together with other donors for financing a project for early childhood in Egypt.

In addition, several Canadian-Egyptian tentative agreements were made on exchanging of students and professors, as well as twinning programs among Canadian cities and their counterparts in Egypt.



CEBC Trade Mission to Canada 2007

The Third Trade Mission to Canada in 2007 abided strategic alliances. The outcomes of this mission were outstanding in every front. H.E. Dr. Tarek Kamel, Egypt's Minister of Communications and Information Technology led the mission in an unprecedented trip to Canada to meet with Canadian government officials and policymakers. The mission's delegation encompassed over than 75 Prominent Egyptian entrepreneurs, bank officials as well as top officials from Egypt's Ministry of Communications and Information Technology (MCIT), National Telecommunications Regulatory Authority (NTRA), Information Technology Industry Development Agency (ITIDA) and the Egyptian National Postal Organization (ENPO).

The Trade Mission's Objectives:

- Promoting Egypt's Government Incentive Packages to invest in Egypt.
- Advance and nurture the Information Technology (IT) industry in Egypt through promoting and exploring collaborative possibilities with the Canadian counterparts in ICT investment and benefit from this advanced nation as well as the Egyptian expatriate community in Canada in the field of ICT.

Delegation's Egyptian State Representatives:

- **H.E Dr. Tarek Kamel**, Egypt's Minister of Communications and Information Technology.
- **Dr. Ziad Bahaa El-Din**, Chairman of the General Authority for Investment and Free Zones (GAFI).
- **Ms. Lamia Mokhtar**, Marketing and Communication Manager, (GAFI)
- **Mr. Aiman Elabd**, Head of the Americas department – Commercial for Ministry of Trade and Industry.
- **Mr. Nabih Hamza**, Advisor to the Minister of Finance-Customs Department.



- **Mr. Hisham Hassan**, Chairman of Egypt's Export Development Bank.
- **Mr. Mohamed Mahmoud El Atribi**, General Manager & Member of Board of Directors of Egyptian Arab Land Bank.
- **Mr. Ossama Helmy Saeed**, Chairman of the Egyptian Company for Mineral Resources (Petroleum).
- **Mr. Omar Alseesi**, CEO & Managing Director of the Egyptian Gulf Bank.
- **Colonel Naser Dorgham**, Interior Ministry sent head of the nationality department.
- **Ayden Nour**, Head of the Egyptian Tourist Authority Office, North America.
- **Mr. Alaa Fahmy**, Chairman, Egypt Post.
- **Mr. Ahmed Kadry**, Vice president for Service Development, Egypt Post.

Delegates from the Canadian Embassy in Egypt:

- **Mr. Joseph Tadros**, Senior Commercial Office.

Trade Mission's Success Stories and Treaties

During the mission, Egypt's Minister of Communications and Information Technology Dr. Tarek Kamel witnessed the signing of two cooperation agreements between the National Telecommunication Institute (NTI) and Montreal-based companies SR Telecom and Goulet Telecom. In addition, a Memorandum of Understanding (MOU) was also signed between NTI and Goulet Telecom, a major international player in the field of telecommunications training and consultancy, to provide a range of telecommunications programs across Egypt as well as other regions in Africa and the Middle East. The accomplishments that have turned the mission into a success story showed CEBC's devotion to boost economic, investment and technological relations with Canada.



CEBC Trade Mission to Canada 2008

This Mission is the most recent CEBC visit to Canada. After three successive annual visits, we have started to reap the benefits of genuine endeavour whether on the Canadian or the Egyptian front.

H.E. Dr. Hany Helal, Egypt's Minister of Higher Education and State for Scientific Research headed the mission's delegates accompanied by Mr. Assem Ragab, Chairman General Authority for Investment & Free Zones (GAFI), in addition to Mr. Motaz Raslan the CEBC chairman. The 50-member delegation had a number of outstandingly successful meetings and roundtable discussions with Canadian government officials and policy makers, at which they conveyed the message that after years of aggressive reform and careful, managed growth, Egypt has earned its place in the top rank of the world's emerging markets.

The trade Mission delegates represent diverse sectors of Egypt's business community including oil industry, food processing, tourism, financial investment, banking, agriculture, as well as information and communications technology. Moreover, the mission also included a number of high-profile government officials representing a number of Egyptian ministries as ministries of Foreign Affairs, Tourism, Interior, Higher Education, and General Authority for Investment and Free Zones (GAFI).

The Trade Mission's Objectives:

- Explain Egypt's importance as a strategic partner with the strength to transform the relationship from one of assistance to one of solid alliance.
- Exploring new areas of bilateral cooperation between the governments and business sectors, in the field of higher, technical and vocational education as well as the research and development (R&D)
- Following-up on the issues discussed during previous missions



Egyptian Government Officials and Representatives

- **H.E. Dr. Hany Mahfouz Helal**, Egypt's Minister of Higher Education and State for Scientific Research.
- **Mr. Assem Ragab**, Chairman General Authority for Investment & Free Zones (GAFI).
- **Eng. Motaz Wasel Raslan**, Chairman, CEBC.
- **Dr. Ahmed Maher Bayoumi Shehab Eldin**, President Mansoura University.
- **Dr. Ahmed Attia Mohamed Seida**, President 6th of October University.
- **Dr. Ahmed Zaki Badr**, President Ain Shams University.
- **Dr. Maher Mohamed Aly El Domiaty**, President Zagazig University.
- **Dr. Osama Mohamed Zaki**, Vice Chairman of the Board of Trustees for Administrative Affairs 6th of October University.
- **Dr. Talaat Rihan**, Vice President 6th of October University.
- **Brigadier Medhat Hashad**, Ministry of Interior.
- **Dr. Ahmed M. El Sherbini**, Director, National Telecommunication Institute Ministry of Communications and Information Technology.
- **Dr. Mohamed Abdel Kader Mohamed Salem**, Chairman Information Technology Institute (ITI).
- **Dr. Rafik Guindi**, Associate Professor of Electronics.
- **Dr. Galal Abdel Hamid**, Advisor to the Minister for Strategic Planning, Ministry of Higher Education and State for Scientific Research.
- **Dr. Maged Moustafa Al-Sherbiny**, Assistant Minister for Scientific Research, Ministry of Higher Education and State for Scientific Research.

- **Dr. Mohamed Sheirah**, Advisor to the Minister of Higher Education for Information and Communication Technology, Ministry of Higher Education and State for Scientific Research.
- **Professor Salwa El-Gharib**, Secretary General Supreme Council of Universities, Egypt.
- **Ms. Walaa Hassan Fouad**, Coordinator of Development Projects and International Cooperation, Ministry of Higher Education and State for Scientific Research.
- **Dr. Ahmed Sameh Farid**, Professor of Ear, Nose and Throat, Faculty of Medicine, Cairo University.

Trade Mission's Success Stories and Treaties

A number of business deals and agreements were signed during the mission. The presence of different officials from the Government of Egypt, banks, public and private sector representatives, Egyptian business entrepreneurs and experts indicated the significance of the Egyptian counterparts in building a strong partnership with the Canadians, as well as ensuring credibility. Such effect has already materialized in a number of new investments opportunities that followed the mission in medical, vaccines, and educational-related fields. A number of potential agreements and MOU were signed during the mission. These agreements include the development of joint teaching programs, establishment



of mutual funds for research, joint collaboration among researchers, and possibility of establishing a network channel between Egyptian universities and McGill University. In addition, a couple of MOUs were also signed between Mubarak City for Science and Technology and the Canadian Montreal Technopark, as well as the Ministry of Higher Education and State of Scientific Research and the Centennial College. It is also worth noting that the Government of Egypt has signed another MOU between the Ministry of Higher Education and State for Scientific Research and The University of British Columbia, which is one of the leading universities in the world. Moreover, the potential joint collaboration between GAFI and the Association of Risk Capital is considered among the main accomplishment of the mission, especially that the head of the Association expressed his willingness to have the annual international conference of the Association in 2009 held in Cairo.

Certainly, the CEBC Trade Missions' role, over the past four years, in identifying the prospects for mutual investment opportunities and bridging the gap between Canada and Egypt has had a positive impact on enhancing the flourishing trade and investment relations between the two nations, which has been respectfully recognized by both the Canadian and Egyptian counterparts.





محمد الهواري

١٩٨٤
 ١٩٨٥
 ١٩٨٦
 ١٩٨٧
 ١٩٨٨
 ١٩٨٩
 ١٩٩٠
 ١٩٩١
 ١٩٩٢
 ١٩٩٣
 ١٩٩٤
 ١٩٩٥
 ١٩٩٦
 ١٩٩٧
 ١٩٩٨
 ١٩٩٩
 ٢٠٠٠
 ٢٠٠١
 ٢٠٠٢
 ٢٠٠٣
 ٢٠٠٤
 ٢٠٠٥
 ٢٠٠٦
 ٢٠٠٧
 ٢٠٠٨
 ٢٠٠٩
 ٢٠١٠
 ٢٠١١
 ٢٠١٢
 ٢٠١٣
 ٢٠١٤
 ٢٠١٥
 ٢٠١٦
 ٢٠١٧
 ٢٠١٨
 ٢٠١٩
 ٢٠٢٠
 ٢٠٢١
 ٢٠٢٢
 ٢٠٢٣
 ٢٠٢٤
 ٢٠٢٥
 ٢٠٢٦
 ٢٠٢٧
 ٢٠٢٨
 ٢٠٢٩
 ٢٠٣٠

[illegible]

تقرير لرئيس الوزراء من مجلس الاعمال المصري الكندي عن نتائج مباحثاته في كندا

نحت لجنة العلاقات الخارجية بالبرلمان الكندي إادة تقدير لمجلس الأعمال المصري الكندي تقديرا بمرور دبروه في تفعيل العلاقات بين مصر وكندا مختلف المستويات الاقتصادية والسياسية

— — — — —

مؤتمران للترويج الاستراتيجي مصر ونقل التجربة الكلية المعيرة في التعليم الجامعي

[illegible]

البوابة الكندية تفتح طريق مصر لدخول سوق ناتجه المحلي

الاجمالي 11.4 تريليون دولار ■ 1.2 مليون دولار.. حجم التجارة
البيئية بين كندا وأمريكا.. كل دقيقة 1 ■ السياسة تخطف
الأضواء من الاقتصاد في اجتماع رجال الأعمال 1 ■ غراب يفتح
خاذه الذهب الصلبة للكذب:

[illegible]

التي تأسست في عام ١٩٩٠، وهي منظمة غير ربحية، تهدف إلى تعزيز الديمقراطية والتنمية الاقتصادية في مصر. وهي تعمل على دعم الحركات الشعبية والمبادرات المجتمعية، وتقدم برامج تدريبية للشباب، وتعمل على تحسين الشفافية والمساءلة في القطاع العام. وهي عضو في شبكة من المنظمات غير الربحية في مصر، وتعمل على تعزيز الديمقراطية والتنمية الاقتصادية في مصر.

مہمان محمد عثمان:

الإمكانيات مع جميع دول العالم

[illegible]

مؤتمر الجمعية الوطنية في القاهرة، 1952، وهو الذي أعلن فيه قيام الجمهورية العربية السورية. في الصورة: الرئيس السوري الراحل هادي شاذلي.

[illegible]

مستز رسلان:
مطلوب إجلاء لـ ٦٠ المتابعة
واستمرار التسليم

...and will have also ...

Egypt's State Feedback on CEBC Outstanding Role

The CEBC stupendous purpose in establishing direct means of communications between Egypt's governments ministers and officials on one hand and the Canadian counterparts, Egyptian and Canadian business leaders and investors as well as other NGOs and civil society communities was highly recognized and appreciated by the Government of Egypt GOE.

This was always portrayed in state's impulsive reply to any recommendations made by the CEBC Chairman or committees in matters that can reinforce the recent economic reform taking place in Egypt. This is in addition to the number of appreciation and thanking letters addressed to CEBC by various ministries and government authorities for their dedicated contributions.





Ministry of International Cooperation
The Minister

December 1st, 2008

It is with pleasure that I address the readership of this important booklet focusing on the role of the Canada -Egypt Business Council (CEBC) in strengthening the economic and investment relations between the two countries. Since its foundation in 2002 the CEBC has been successful in promoting the interests of the two nations. It also succeeded, through its regular missions to Canada, to act as a facilitator on behalf of the business communities in both Canada & Egypt as well as, raising the awareness of the Canadian public of the continuous process of economic and political reforms taking place in Egypt.

It was indeed a privilege for me to head, along with my colleague the Minister of Planning, Dr. Osman Mohamed Osman, the CEBC second mission to Canada in 2006. This mission focused on human resource development, transfer of technology as well as enhancing international cooperation with Canada in its broader context, while the mission of 2007 focused on communication and information technology and was headed by the Minister of Communication and Information Technology, Dr. Tarek Kamel. The mission of 2008 focused on higher and technical education and was headed by the Minister of Higher Education and State for Scientific Research, H.E. Dr. Hany Helal. As a matter of fact the diversity of the general themes of the missions is an indication of the wide scope of potential fields of cooperation between Egypt and Canada that can be enhanced. Sustainability is a key characteristic of CEBC missions. It is reflected in the continuous efforts for the enhancement of trade and investment relationships and in following up on the implementation of the issues raised in previous missions.

Also building sustained bridges between the outstanding Egyptian community in Canada and their mother land, was a key element of the visit. My keenness to hold meetings with the Egyptian community in Canada during the visit, arose from a strong belief in the important



United Nations Development Programme

برنامج الأمم المتحدة الإنمائي



Egypt

10 December 2008

Dear Mr. Raslan,

Launch of the GIM Report

I would like to express my thanks for your help and excellent support with the organization of the GIM launch, which was a great success. I am happy to inform you that the feedback from the participants was very positive.

Special thanks should go to Ms. Rasha Kamal and her team for the outstanding organization and hard work before and during the event.

Once again, thank you and please pass on our thanks to all your team.

I would like to take this opportunity to wish you Happy Eid, Merry Christmas and A Happy New Year.

Yours Sincerely,


Mounir Tabet
Country Director

Mr. Motaz Raslan
Chairman
Canada Egypt Business Council



Ministry of International Cooperation
The Minister

role they can assume in promoting Egyptian causes in Canada. Such a unique initiative mainly aimed at creating a win-win situation for both the Egyptian government and the Egyptian community in Canada.

Finally I would like to extend my appreciation to CEBC members for their valuable and serious efforts in conveying a positive message to the Canadian business community about the ongoing economic reform in Egypt and that our beloved country is open to business.

Sincerely yours,
Fayza Aboulnaga

Minister of International Cooperation

ص.ب. ٩٨٢ - القاهرة - ج.ع. ش.ق. ١١٥٩٩ - (٢٠٢) ٥٧٨٤٨٤٠ - فاكس (٢٠٢) ٥٧٨٤٨٤١
P.O. Box 982, Post Code: 11599, Cairo, Egypt. Tel: (202) 5784840-6 Fax: (202) 5784841
Address: 1191 Corniche El Nil, World Trade Center Bld. Boulac - Cairo, Internet: fo.egy@undp.org

Canadians' Officials Feedback on CEBC Outstanding Role

A Certificate of Recognition from the House of Commons of Canada to CEBC

The CEBC has executed distinctive activities and exceptional rectal in the exchange of Business Trade Missions between Canada and Egypt for building strategic alliance between the two great nations.

During the 2007 Trade Mission, The House of Common of Canada has granted Canada Egypt Business Council "CEBC" a certificate of recognition, in appreciation to the outstanding achievements performed by the council in promoting and enhancing the bilateral relations between Canada and Egypt at political, economic, cultural and social fronts.

Dr. Bernard Party, MP Vice-Chair- Standing Committee Foreign Affairs and International Development at The House of Commons of Canada has granted Mr. Motaz Raslan this certificate at a dinner party in honor of Dr. Tarek Kamel Egypt's Minister of Telecommunications during his visit to Ottawa.



Business Community's Feedback on CEBC's Outstanding Role

Over the years, CEBC has gained global credibility and reliability, as a chief source of information and a communication medium on behalf of the business communities in both Egypt and Canada. This was done through working in joint efforts with other governmental organizations, NGOs, public and across the boarder authorities for enhancing Canadian investments in Egypt through discovering solutions to eliminate bottlenecks in administrative and institutional areas faced by Canadian companies investing in Egypt.



Date: July 15, 2008

Attn: :Eng. Motaz Raskar,
Chairman
Canada Egypt Business Council

Dear Motaz,

I wish to express my appreciation to the role CEBC is playing in enhancing the relationship between Canada and Egypt.

Although I was unfortunate not to join your team during the recent trade mission to Canada, I have received great feedbacks from the team members and their Canadian counterparts alike.

The presence of CEBC has helped the Egyptian business community in establishing contacts and build relationships with the Canadian business community in an effective and professional manner.

I wish to congratulate you on a job well done.

Yours Sincerely,


Dr. Hany Elharkawi
President

Flower, Sector no. 6, Zahraa El Maadi, Cairo, Egypt
754 5499 Fax: (+202) 2754 8198

مركز الصداقة التجاري - القنصلية المصرية - القاهرة - مصر
754 5499 فاكس: (+202) 2754 8198

The Egyptian Methanex Methanol Co. SAE
17 Port Said Street, Maadi El-Sarayt
Cairo, Egypt
Phone: +202 - 23594511 / 23594513
Fax: +202 - 23590061



الشركة المصرية لإنتاج الميثانول
17 شارع بورسعيد، مادي السرايت
القاهرة، جمهورية مصر العربية
هاتف: +202 - 23594511 / 23594513
فاكس: +202 - 23590061

8 July 2008

Canada Egypt Business Council
82 El Merghany Street, 6th Floor
Heliopolis - Cairo, Egypt

Dear Mr. Raskar:

By this letter I would like to recognize the outstanding efforts of the Canada Egypt Business Council under your leadership in the arena of strengthening the relationships between the businessmen in Egypt and their counterparts in Canada. The very high profile of your personal relationships has successfully enabled you to arrange for several successful meetings for businessmen from both countries with government ministers and senior executives during the last few years. These meetings were very useful for our business community as it enabled us to directly interact with the government decision-makers in both countries, explain business issues and reach resolutions in an effective manner.

On the other hand, the annual business trips you have been arranging for the business community in Egypt and the accompanying key ministers to each delegation have proven to be very successful in introducing business people in Egypt to their counterpart in Canada and explaining to the Canadian government and business entrepreneurs the new business environment in Egypt and Egypt's success in implementing the economic reform program. These delegations have certainly contributed to increasing the Canadian foreign direct investment in Egypt.

I wish you a continuing success on top of this important council. Methanex and EMethanex appreciate so much the work you are doing to support businessmen in both countries and are looking forward to fruitful cooperation with the Council to accomplish its ultimate objectives for Egypt and Canada.

Very truly yours,

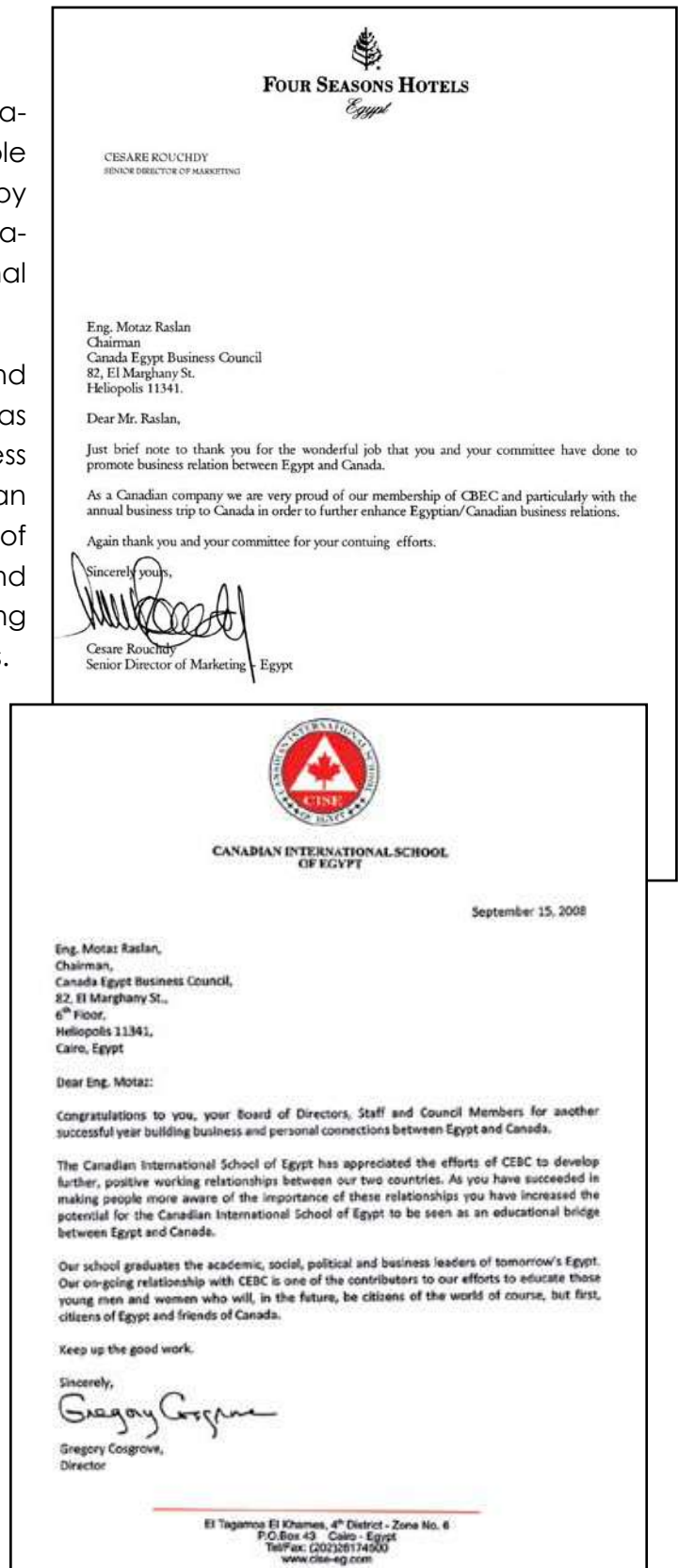

Hussein Khattab
Chief Executive Officer

HK:bc

ECHO OF CEBC ACHIEVEMENTS

As a pioneering organization in promoting Canada-Egypt alliance, CEBC has also played a vital role in encouraging and facilitating business lobby and networking through mobilizing the Canada-Egypt partnership with a drive to activate regional investment involvement in Egypt.

The CEBC's outstanding performance and dedicated endeavors in achieving this goal was highly recognized by many high-ranked business leaders whether on the domestic or the Canadian front. This was articulated in a number of letters of appreciation addressing the CEBC's Chairman and co-founder Motaz Raslan from a number of leading Canadian investors and prominent organizations.





Canadian Representation in Egypt

The official Canadian representation in Egypt is materialized in 'The Embassy of Canada in Egypt' located in Cairo. Canada and Egypt established embassies in their respective capitals in 1954. Since that time, Egyptian-Canadian relations have bare positive conduct and dimensions on political, trade and investment fronts.

The Embassy encompasses four different sections including:

• The Political Economic and Public Affairs Section (PERPA)

The Political, Economic Relations, and Public Affairs (PERPA) Section's role is to conduct a general framework for Canada's relations with Egypt.

The functions of PERPA are:

- Official communications and interactions between the Government of Canada and the Government of Egypt.
- Scrutinizing political and economic proceedings inside Egypt, as well as regional developments that are of Canadian interests.
- Arranging visits by Canadian ministers and officials to Egypt.
- Promoting the Canadian image and a better understanding of Canada in Egypt.
- Liaising with Canadian community groups.
- Helping to promote cultural relations.

The PERPA Section is also the contact point that disseminates information and conducts programs on a variety of topics and media enquiries to the Embassy.

- **The Canadian Trade Commissioner Service Section**

The role of this section is to endorse Canada's economic welfare in Egypt as well as sustain support for Canadian companies who have selected Egypt as an investment market for their products, services, or technologies. In addition, offers trade promotion assistance to both Canadian exporters and Egyptian importers through a variety of programs and services by identifying potential business partners, obtaining valuable market intelligence, as well as providing a key contact search for qualified Egyptian contacts and partners. The Commercial section also provides supporting services for Egyptian companies by finding Canadian solutions for their business requirements through matching their needs with the adequate sources of Canadian products and services.

- **The Consular Affairs Section**

The Consular Section of the Canadian Embassy in Cairo provides a wide range of services to Canadian citizens traveling to or residing in Egypt.

- **Immigration and Visa Section**

The Visa Section of the Embassy of Canada in Cairo, provides visa services to Egyptian and Sudanese nationals, and Palestinians residents in Gaza. The Visa section services include handling visa, permit or immigration applications, or queries as well as applying for permanent resident card in Canada.



EGYPT'S STRATEGIC ALLIANCES



The busy skylines of Cairo and Alexandria indicate that Egypt is in the midst of a major economic expansion. Cairo is beginning to embrace its dual role as a hub for Middle Eastern and European business destinations. As investment continues to pour into Egypt, Cairo as the capital of Egypt, witnesses a new breakthrough and a comprehensive development of the rules, criteria and incentives for investment. This leap in Egypt's business climate has induced many business investors recently in Egypt by choosing Cairo for establishing their regional cooperate headquarters. However, more concentration is given recently to Alexandria as the second capital of Egypt. Alexandria is distinguished by its strategic location as an important business venue in the region, incorporating Egypt's largest port and various business investments and development projects. In fact, 40% of the Egyptian industry is located in Alexandria.

Many foreign countries have highly recognized the significance of Alexandria besides Cairo as a major export market and a vital site for their investments. This was indicated in the presence

of their representation units in Alexandria. One of these strategic countries is the U.S. that has established the American Center Alexandria (ACA), aiming for providing a full range of services including trade assistance services for enhancing U.S. exports in the area, and many other trade and investment related activities through their Information Resource Center existing in Alexandria. This is in addition to the public affairs support that serves the interests of U.S. citizens residing, visiting, and investing in the district. Likewise, England has also established the British Consulate-General in Alexandria for supporting a large number of British companies who undertake business with Northern Egypt and assist in promoting trade and investment with the UK. Moreover, many EU countries' representations and honorary consuls are currently available in Alexandria for offering assistance and guidance to their investors to approach the local market in the northern Egyptian region. These countries include Italy, Germany, as well as many others, though their exports to Egypt have not reached the Canadian leap in its exports figures to Egypt that was transacted recently.



WHAT CAN CEBC DO?



The CEBC, as well, has prudently discovered the importance of Alexandria, and consequently organised, and hosted a high profile conference in Alexandria in June 2008 with keynote speakers H.E. Ambassador Philip MacKinnon, Canada's Former Ambassador to Egypt and Egypt's Minister of State for Administrative Development, H.E. Dr. Ahmed Darwish. The Governor of Alexandria as well as a various number of investment and industrial entrepreneurs and business figures, attended the conference that was held to promote Canadian investments and exports in the region, besides nurturing community participation in fostering the business and investment streams in Egypt.

CEBC since was found, strived to further flourish Canadian-Egyptian ties on every front, by structuring deliberate coalition with both the Egyptian as well as Canadian government representatives and business organizations. The CEBC's Chairman, Motaz Raslan has recognized connection networks with both Egyptian Government ministers, officials as well as Canadian high profile policy-makers, through which Canadian business executives in Egypt and Egyptian business executives with Canadian interests have expressed mutual communication, discussed and practiced subjects of common interests that were difficult to conquer through official contacts with governmental sectors.

CEBC has established its across the boarder standing as a capable and reliable partner, materialized in the spontaneous assistance received by CEBC from the government of Egypt GOE as well as the Canadian counterparts in any subjects concerning enhancing the Canadian-Egyptian relations, in addition to supporting a better investment climate for Canadian business investments projects taking place in Egypt. This is due to the Council's significant role and persistent support to the business communities in Egypt as well as Canadians interested to live and invest in Egypt, helping them to understand one another, communicate openly, in addition to achieving the right access and support to realize flourishing mutual interests.

However, there is a lot of work and obligations CEBC is willing to endure for promoting more prosperity and cooperation between both countries through offering direct support to the Canadian officials in Egypt. In addition through the council's chairman credible, high-profile connection network with all the Egyptian top level policy-makers and government officials, CEBC can further facilitate direct informal contact with the Egyptian authorities, which is in many cases more fruitful than official requests in matters related to Canadian citizens, working, inhabiting, investing or even interested in investing in Cairo or Alexandria.





CANADA EGYPT BUSINESS COUNCIL
ADDRESS: 82, MERGHANY STREET, 6TH FLOOR, HELIOPOLIS 11341, CAIRO, EGYPT
TEL: 2291-3675 / 2291-4975
FAX: 2291-7075
E-MAIL: CEBC@CANADAEGYPT.ORG
WEBSITE: WWW.CANADAEGYPT.ORG

Written and Edited by: Amira El Sahly (Print Right Adv.)
Design and Printing by: Print Right Adv.