



# TRADE MISSION TO CANADA 2010



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

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**Message from**  
**H.E. Dr. Tarek Kamel**  
Minister of Communications and  
Information Technology in Egypt

After its inception in 1999, The Egyptian Ministry of Communications and Information Technology (MCIT) launched a National Plan for Communications and Information Technology, establishing projects and initiatives, including the Egyptian Information Society Initiative (EISI), geared to supporting and empowering public-private partnerships to develop and expand telecommunications infrastructure; provide ICT access to all citizens; develop meaningful content; establish a large pool of trained IT professionals to create and innovate; build a policy framework and support infrastructure to foster the growth of a powerful and competitive ICT industry; and leverage ICT to empower development in health, education, government, commerce, culture and other areas.

The ICT sector in Egypt is a success story and a role model for deregulation, privatization, and public private partnership with sustained annual growth exceeding 20%.

Egypt is a country with young, skilled, talented engineers and scientists are in a great position to embrace innovation as a vehicle for the development of its economy, and the well-being of its society.

The Ministry of Communications and Information Technology (MCIT) early in this decade took the initiative to invest in a Technology Incubation Program (TIP) that promotes innovation in the ICT sector. TIP mandate is to promote and empower entrepreneurship through incubating innovative and commercially promising startups. Egypt was once again among the top-10 global reformers and top regional reformer this year. The country moved up to 106 from 116 among 183 economies worldwide in the overall ease of doing business ranking

In this context, MCIT is targeting now to “Stimulate Innovation-Based Economy” where we established an Innovation & Entrepreneurship Center (IEC). The center will strategize, facilitate, incent, and promote innovation, entrepreneurship, and the creation of intellectual property in ICT and its applications in Egypt.

In June 2007, I had the privilege to lead an official delegation from MCIT to Canada to explore possible cooperation in areas of mutual interest. This year, I am delighted to delegate a high level official and business delegation headed by Dr. Hoda Baraka my First Deputy aiming at identifying forms of cooperation in the fields of technology advancement, innovation and entrepreneurship, where we can build upon in the near future.

*Tarek Kamel*



**Word from the CEBC  
Chairman**

## **Collaborate with a Digital Leader**

When we look around, we can see that the world is in the core of a general-purpose technologies evolution. Although this evolution has taken many names, there is no doubt that it is a technological evolution, or a new techno-economic model, conveyed by a set of new information and communication technologies (ICT). However, as the global economy faces its complex and comprehensive challenges, Information and Communications Technologies (ICT) play a vital role as the foundation for a sustainable economic recovery.

The constant ICT progress, pooled with the force of globalization, has provoked the optimism and doubts of countries at all levels of development, to leapfrog to the new economy, or be left out of the loop.

The Government of Egypt recognizes the significance of ICT sector as a critical component of the national economy. Egypt's ICT sector has shown strong growth over the past years, fuelled by the expansion of its ICT industry, which grew by 14.6 percent.

In addition, Egypt strengthened its position as one of the world's fastest growing outsourcing destinations through a number of international MoUs, and investments in the country's ICT infrastructure and education.

There are many information technology and telecom investment opportunities in Egypt. The most important opportunities lie in the core backbone, public data and internet services, wireless local loop networks, and mobile networks.

In Canada, the story is not different since the country prides itself for gaining recognition as an effective peer in the international ICT community. Canada is at the forefront of innovative wireless technologies and applications where Canadian companies are among world leaders in WiFi, WiMAX and mesh networks, ultra-wideband, radio frequency identification, and software-defined radio. Canada's ICT companies have developed a global reputation, as well, for cost-effectiveness and the highest quality in products and services. In addition, Canada's wealth of talent has generated outstanding business software in a variety of industries and vertical markets.

At CEBC, we sincerely realize the significance of the ICT sector in developing our economy and work hard to boost more investments in the sector through strengthening and deepening the Canadian-Egyptian partnership during our annual trade missions to Canada, seeking to communicate Egypt's business perspective and exchange potential opportunities for fruitful cooperation.

Collaborate with a Digital Leader is our mission's theme for this year, our delegation is pledged to have

a fortune for ICT experts, consultants, and business leaders keen to discuss and explore new channels of cooperation between Egypt and Canada in the significant domain of ICT.

The development of the ICT domain holds much value and significance to a number of stakeholders. ICT companies are proving to be part of an ecosystem that fosters the development of local talent, commercial and economic success. To keep the momentum of growth, it will be vital to expand our regional cooperation and build stronger relations with global digital leaders like Canada where opportunities for networking and building discerning partnerships with industry professionals potentially exist.

*Motaz Raslan*



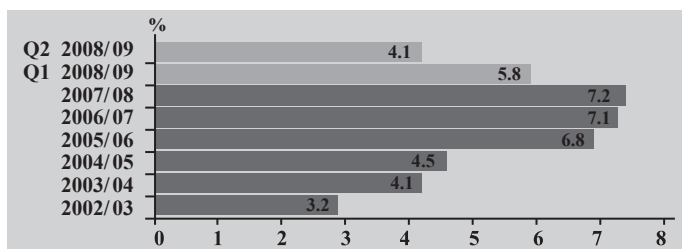
## Egypt, your Gateway to Regional Investment

Inhabiting the northeast corner of the African continent, Egypt is bisected by the highly fertile Nile valley, where most economic activity occurs. Egypt is considered the cultural and economic center of the Arab world. Though other Arab countries are becoming more competitive, Egypt is still considered the most significant regional economy, with a population of 81 million citizens creating the largest consumer market of the Middle East.

The most populous Arab country is also a major power player in the Euro-Mediterranean zone, and a member of several African organizations. This is besides being one of the key regional allies of the United States as well as Canada that has recently experienced a flourished economic and trade relations with Egypt.

## Development Challenges

In recent years, Egypt's pace of economic reform has highly developed. Egypt's economic liberalization program and wide ranging reforms moves, including improvements of the banking regulation, business environment, widening of the tax base, cuts to income tax rates and customs duties, have extremely paid off.



Although growth rates have decelerated last year in line with the global recession, however, a recovery

is currently in progress globally including Egypt as well, where growth is expected to reach 5.5 to 5.8 percent in the fiscal year 2010-2011.

The impact of high inflation has dampened consumer activity. Government expenditure has picked up some of the slack in domestic demand. In order to increase revenues and lower spending the government is looking at taxation and cuts to basic subsidies besides boosting FDI in Egypt. In addition, key export earners and sources of capital inflows including tourism, Suez Canal receipts, and FDI are slightly recovering.

## **Government Priorities**

The Government of Egypt (GOE) is undertaking a bundle of amendments towards reforming and improving business and investment climate in Egypt. The government strategy is strongly committed to dismantling bureaucratic obstacles, reforming investment regulations, and liberalizing business. Towards the realization of its strategy, the GOE undertook a series of reform attempts regarding its policies as well as its institutional frameworks to pave the way for an improved investment climate and a more developed business environment in Egypt.

The pressing need for investment and trade development is now fully recognised by the government and steps are being undertaken to improve conditions, since authorities highly recognise the significance of promoting export, as an engine for economic and social development.

An export strategy is prepared and is regularly updated by working hard to push forward FDI in Egypt through:

- Improving the business climate and promoting a supportive environment through eliminating unnecessary constraints for private sector development
- Ensuring participation in global and regional markets through meeting international standards of cost and quality
- Reducing the role of state owned enterprises in the manufacture and distribution of private goods and services
- Strengthening partnership between private and public sectors by building Public Private Partnerships PPPs or Joint-Ventures between the state and the private sector
- Creating an environment that nurtures SMEs through better access to markets, resources and infrastructure

## **Invest in Egypt's Free Zones**

Given their many advantages, especially that they are directly in contact with the outside world, Free Zones in Egypt contribute to increasing both exports and national income. Investments in Egypt Free Zones are rather rewarding than gratifying, given their numerous privileges and incentives including:

- Free choice of investment activity
- Zero restrictions on nationality of capital
- Free choice of legal format whether individual project, partnership, joint stock, branch of foreign company, ...etc
- Capital assets are exempted from customs duties and all import procedures: all equipment, supplies, machinery, and necessary means of transport, except passenger cars
- Imports and exports are exempted from customs duties, sales taxes, other tariffs

- Free zone projects and dividends earned are not subjected to taxes and duties throughout the lifetime of the project
- Domestic components are exempted from customs duties.

## **Types of Free Zones:**

- **Public Free Zones**
- **Private Free Zones**

### **Public Free Zones**

In Egypt, there are nine Public Free Zones managed by a board of directors, in addition to an administrative body, which provides technical, economic, and legal counsel and offers facilities for project establishment and license issuance.

These Free Zones are provided with basic infrastructure and utilities and are located in Nasr City; Alexandria; Port Said; Suez; Ismailia; Damietta; The 6th of October City; Keft and Shebin El Kom.

### **Private Free Zones**

In July 2007, the government of Egypt passed a new decree that allows private-sector investors to establish, develop, promote, and manage investment zones dedicated to specific industries and services.

Private Free Zones are created by virtue of decrees issued by the General Authority for Investment and Free Zones (GAFI). Their location should comply with its economic surroundings e.g. being close to raw material sources or being established in a place appropriate with the nature of its activity.

Projects could turn into a Private Free Zone when they are already in operation or are committed to exporting no less than 50 percent of their output.

## **Egypt's Economic Overview**

Steady reform measures that Egypt has taken since 2004 have resulted in progress towards greater economic freedom. However, continuing the solid record of development requires deeper reforms in order to sustain the country's long-term economic growth.

Trade freedom has improved significantly due to large reductions in the average tariff rate. Competitive tax rates are in place, and public finance management has become more efficient.

In the financial sector, the state's presence has been gradually phased out, and restructuring is highly observed. In addition, Egypt's entrepreneurial environment has been enhanced by regulatory reforms.

## **Business Environment**

The government has established a "one-stop shop" for business investment and revamped regulation. Starting a business takes an average of seven days, compared to the world average of 35 days. Egypt's weighted average tariff rate was 8 percent in 2008. Customs administration is improving as well. Inflation has been high, averaging 11 percent between 2009 and 2010. The government controls prices for some basic foods, energy (including fuel), transport, and medicine and subsidizes basic food items, sugar, pharmaceuticals, and public transportation.

## **Investment Needs**

All investment projects must be reviewed to gain legal status and qualify for incentives. Foreigners may own up to 100 percent of a project, but approval is easier

for joint ventures with domestic partners, and certain sectors remain restricted. Reforms are increasing regulatory transparency and reducing bureaucracy. There are no restrictions on repatriating capital.

## **Financial Sector**

The government has moved gradually from direct intervention to indirect control of monetary aggregates through measures as bond issues. Full private-sector ownership, including foreign ownership, is allowed in banking and insurance. Capital markets are developing, and the stock exchange has been expanding as a key source of financing.

## **Egypt's Regional Trade Agreements**

Utilizing its strategic location, Egypt is a regional hub where global companies can take advantage of a range of preferential trade agreements offering tariff reductions and enabling rules of origin that are otherwise unavailable to foreign investors. Most remarkably, Egypt has privileged access to Europe, Arab countries, and Sub-Saharan Africa as well as many other countries.

Egypt is a major player to the following regional agreements: Agadir Declaration; The General Agreement on Trade in Services (GATS); COMESA Agreement; European Union-Egypt Association Agreement; GAFTA; Egypt-Turkey Free Trade Agreement; TIFA; Pan Arab Free Trade Area (PAFTA); QIZ Protocol signed with Israel. This is besides numerous free and preferential trade agreements with individual Arab countries including Jordan, Lebanon, Libya, Syria, and Tunisia.

Moreover, the country has also signed a number of trade accords with China as well as Russia.

- **The Egypt-EU Partnership**

Egypt and the EU signed a treaty called the Association Agreement in 2001 that came into force in 2004, also referred to as the Partnership Agreement, which establishes a free trade area over a 12-year transitional period by 2016.

- **The GAFTA Agreement**

Egypt entered the Greater Arab Free Trade Area (GAFTA) trading bloc in 1998. As of 2005, all 18 GAFTA countries exempted all customs duties and charges between the Arab countries.

GAFTA countries are currently engaged in negotiations to liberalize services and investments (with the exception of Sudan and Yemen).

- **The COMESA Agreement**

The Common Market for Eastern and Southern Africa (COMESA) agreement was signed in 1994; currently there are 19 active member states. Egypt became a COMESA member in 1998. All commodities are exempted between member countries with a minimum local value-added of 45%.

## **Canada and Egypt Win-Win Formula**

Canada has long been a major global actor by being a significant member in organizations like OECD, NATO, G8 and G20 forums, as well as the British Commonwealth and La Francophonie Organization, which only reveals its place as a chief bilateral partner whether regionally, or internationally. Egypt, as well holds a major political and cultural status in the Arab world as well as being the home to the Arab League headquarters, strategic connection between the Middle East and Africa and the dwelling of the Suez Canal.

## Egypt's Economic Fact Sheet:

**GDP (purchasing power parity):**

\$469.8 billion (2009 est.)

**GDP (official exchange rate):**

\$188 billion (2009 est.)

**GDP - real growth rate:**

4.7% (2009 est.)

**GDP - per capita (PPP):**

\$6000 (2009 est.)

**GDP - composition by sector:**

Agriculture: 13.7%

Industry: 37.6%

Services: 48.7% (2009 est.)

**Labor force:**

25.4 million (2009 est.)

**Labor force - by occupation:**

Agriculture: 32%

Industry: 17%

Services: 51% (2001 est.)

**Unemployment Rate:**

9.4% (2009 est.)

**Investment (gross fixed):**

14.7% of GDP (2009 est.)

**Inflation Rate (consumer prices):**

11.8% (2009 est.)



## **Egyptian Canadian Trade and Economic Relations**

Canada and Egypt boast a forceful, interrelated commercial and investment relationship. Significant two-way investment exists with Canadian direct investment valued in the billions in the Egyptian chemicals sector. Canadian exports to Egypt in 2009 have reached \$639.4 million, which represents the third highest total of Canada's exports to the Middle East and North Africa region.

Exports in 2009 increased more than three times compared to 1999. Top export products in 2009 included; iron and steel, railway equipment, vegetables, machinery.

Imports from Egypt in 2009 were totaled to be \$114 million. The top products were fertilizers, textile floor coverings, fuel and oil, and woven apparel.

In addition, Canada continually strives to maintain and strengthen its valued relationship with Egypt, a historical and key partner bilaterally, regionally, and internationally.

The two countries work to maintain and strengthen their valued relationship given their prominent role and place in the international arena.

### **Key Potential Bilateral Trade and Investment Sector:**

Key growth sectors of interest to Canadian companies in trade and investment include:

- Agriculture
- Food and Beverages
- Information Communication Technology

- Education
- Oil and Gas
- Mining, and Service Industries
- Capital Projects

## **Canada, a leading Digital Partner**

Canada is the best hub in the G8 to do business; since most of the global eminent multinational enterprises are investing in Canadian ICT expertise. Canada's boasts around 30,000 information and communications technology firms that contribute over than \$140 billion in revenues annually. The nation's universal status is predominantly powerful in wireless and security technologies, digital media, software and computer services, as well as e-health.

Canada's CANARIE Inc. is an advanced, high-speed backbone network that provides research infrastructure, linking 80 universities and 50 colleges, over 2000 schools, 60 hospitals, 40 research centers, 40 government departments, 10 cultural institutions, and more than 40 countries. Approximately 20,000 researchers in the Government of Canada and 35,000 faculties at Canadian universities are active users.

Major distinguished firms including IBM, Ericsson, Electronic Arts, Ubisoft, SAP, EDS, Microsoft, Motorola, Nokia, Intuit, Convergys and many others are either operating in Canada or working closely with Canadian associates through direct investment, partnerships, strategic alliances and joint ventures, subcontracting, and R&D collaborations.

Canada is at the forefront of innovative wireless technologies and applications. Canadian companies are among world leaders in WiFi, WiMAX and mesh networks, ultra-wideband and radio frequency

identification, and software-defined radio. Canada is home to a quarter of North America's fastest-growing wireless companies (Deloitte Technology Fast 50). The country's core strengths in wireless technologies and services are complemented by the presence of R&D units set up by giants such as Nokia, Ericsson and Alcatel-Lucent. These companies join Canada's homegrown technology stars, including Research In Motion (RIM), Nortel Networks and Sierra Wireless, all are global leaders in their market segments.

In addition, it is worth mentioning that the major Egyptian telecommunication firm, Orascom Telecom has 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, and the entire project will entail an investment of approximately Cdn \$ 2 Billion.

## **ICT, a Major Potential Sector in Egypt**

Since the late 1990s, the GOE has set the development of the telecommunications sector as a key priority. Egypt's CIT sector is one of the fastest growing information and communications markets in the world since the nation is a host to 1530 CIT companies, both foreign and local, providing 40,000 jobs.

In 1999, the Egyptian government launched an integrated strategy to develop the CIT sector. The program, called the "Egyptian Information Society Initiative", focuses on e-Readiness, e-Business, e-Learning, e-Health, e-Government, and e-Heritage.

The Egyptian government is committed to providing a hospitable legal environment for attracting CIT investments through the revision of laws and regulations and by enactment of the Communication

Organization Law and Law Number 15, 2004 authorizing and organizing “the Digital Signature.”

The countries telephone System underwent extensive upgrading during 1990s; principal centers at Alexandria, Cairo, Al Mansurah, Ismailia, Suez, and Tanta are connected by coaxial cable and microwave radio relay.

Domestic lines boast the largest fixed-line system in the region; as of 2010 there were three mobile-cellular networks with a total of more than 55 million subscribers divided according to the following:

- Telephones Main Lines In-Use: 9.5 million (2009 est.)
- Cellular Phones In-Use: 55.35 million (2010)

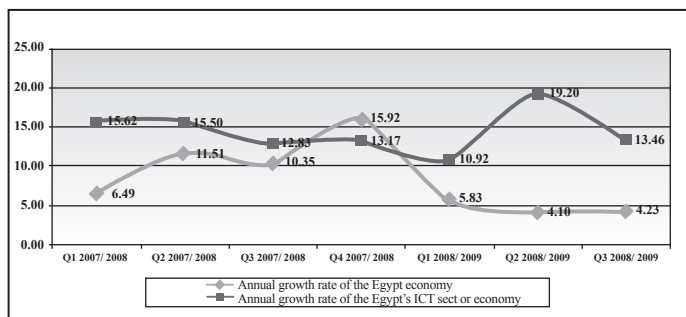
The Egyptian government launched a “Free Internet” initiative in 2002 which led to a dramatic increase in the number of Internet users.

The Ministry of Communications and Information Technology, MCIT has endorsed an R&D program by forming virtual centers of excellence consisting of academia, local industry, multinational companies active in Egypt, start up companies, and the Egyptian expatriate community in Europe and North America. The center focuses on Data Mining, Wireless Technology, Convergence, and Electronic Design.

## **ICT Sector is the engine of Egypt Economic Growth**

Egypt’s overall economy expanded by 4.7 percent in the previous fiscal year, fuelled by the expansion of its information and communications technology industry, which grew by 13.6 percent. In the past year, Egypt

has strengthened its position as one of the world's fastest growing outsourcing destinations through a number of international MoUs and investment in the country's ICT infrastructure and education.



Huge growth in the ICT sector has occurred over the past years, despite the globally challenging financial climate. More than 10 multinational companies have expanded or outsourced their business to Egypt in the past 12 months where the state is totally committed to support the development of the industry through investment in infrastructure and education.

Over the past decade, the state has dedicated serious attempts in delivering on major infrastructure, bandwidth, educational and telecommunications projects to attract more companies looking to establish major global service delivery centers in the region.

Growth prominence starting 2009 and further indicates the nation's position as one of the global fastest growing ICT economies.

Achieving an annual growth of 19.2 percent in 2009, the ICT sector emerged as one of the fastest-growing sectors in the economy.

The MCIT continues to develop the nation's ICT infrastructure, attract foreign investment, and promote

Egypt as an outsourcing centre in the global market. A number of multinational ICT companies use Egypt as a base for regional operations, including Hewlett Packard, Oracle, and Siemens. The public-private partnership (PPP) model has proved instrumental to growth.

One successful PPP is Smart Village Cairo, a 3m-sq-metre IT park housing a number of global ICT firms. Egypt's internet penetration reached 18.4% in 2009, representing 14.04m users. Internet costs have also dropped due to the government's endeavors with internet service providers. Arabic content online is being promoted via the government's e-content program, while e-government has been instituted in many state departments.

## **Benchmarks of the ICT Industry in Egypt**

- Egypt is ranked number 6 among emerging countries in IT Services

At-Kearney 2009

- Egypt was once again among the top 10 global reformers, the third time in 4 years and top regional reformer this year.

Doing Business 2009

- Cairo is in the 7th position amongst the top 50 emerging global outsourcing cities

Global Services-Tholons Study, October 2008

- Only Egypt has strong similarities with India and China and is by far the Middle Eastern Country currently best positioned to take advantage of the boom in outsourcing

Yankee Group Report, July 2008

## Egyptian Government Officials and Representatives



**Dr. Hoda Baraka**

First Deputy to the Minister of  
Communications and Information  
Technology

Dr. Hoda Baraka is the First Deputy to the Minister of Communications and Information Technology. Earlier, she was appointed as the Senior Advisor to the Minister for IT infrastructure Sector, Ministry of Communications and Information Technology.

Dr. Hoda has twenty five years of extensive experience as consultant in the field of information technology for public and private sector. She has been an active member in the field of Information Technology, particularly in information systems analysis, design, automation, project management, planning, scheduling, reporting, and team organization in different governmental sectors since 1983. Her consulting achievements include: policy development, infrastructure development, ICT for community development, Sustainable development, Human Resource Development, Capacity Building & Training.

Dr. Baraka is a participant in many national projects in both private and government sectors. She also has achievements in formulating Public Private Partnerships (PPP), establishing protocols and business linkages among various stakeholders,

supervising national ICT projects in the fields of: education, e-government, e-content, national databases, and geographical information systems.

Dr. Baraka is the Director of the Egyptian Education Initiative (EEI) which was launched at the World Economic Forum (WEF) in May 2006 under the auspices of Egypt's First Lady Ms. Suzanne Mubarak with the aim of improving the quality of education using ICT tools.

Dr. Baraka is also the Project Director of the Egypt ICT Trust Fund, a mechanism created between the Ministry of Communications and Information Technology and the United Nations Development Program to promote the usage of ICT in development. She has now supervised six successful projects under the trust fund, namely the Schools, ICT for literacy Eradication, Mobile ICT Unit, Community Knowledge Generation e-Library, Community Development Portal projects, and SMEs Development through ICT.

Dr. Baraka is also a Professor at the Faculty of Engineering, Cairo University. In this capacity, she has made many presentations at national and international conferences regarding information technology, networking, database design and software engineering.





**Prof. Ahmed M. El-Sherbini**

Deputy to the Minister of  
Communications and Information  
Technology

Dr. El-Sherbini was graduated from the faculty of Engineering, Cairo university, department of electrical engineering with honor degree, he holds M.Sc. in Communication Engineering in Research Studies at the Ecole Nationale Supérieure des Telecommunications (ENST), Paris, France and holds a Ph.D. in Electrical and Communication Engineering, from Case Western University, USA.

Dr. Sherbini has held several senior positions among which; the Vice Chairman of the Arab Organization for Information & Communication Technology (Arab league), Vice Chairman of TDAG (Telecommunication Development Advisory Group), International Telecommunication Union, Board Member of the National Telecommunications Regulatory Authority, Director of the National Telecommunication Institute at the Ministry of Communications and Information Technology and Former Cultural Counselor and Director of the Educational Bureau, at the Egyptian Embassy in Canada. Dr. Sherbini was awarded the appreciation award and armor from the Faculty of Engineering, from Cairo University in 2002 as well as the appreciation award and armor from the Egyptian Communication Engineers Scientific Society in 2009.

The Egyptian State Award in Engineering Science in 1987 and the Patent Right from the United States in 1986 and listed in the “National Encyclopedia of the Outstanding Personalities” State Information Service in 1992. He was awarded the First Degree Medal of Excellence awarded from the President of Egypt in 1995. He supervised more than 30 Ph.D. and M.Sc. thesis in the field of Communications, Networks and Information Technology. He also Published more than 90 scientific research papers in periodicals and international, regional and local conferences in addition to editing and co-authoring 16 books in Communications and Information Technology fields. Dr. Sherbini is a Board Member of the International Academy for Engineering and Mass Media Science as well as being a Board Member of the Egyptian Communication Engineers Scientific Society and a Founding Member of the Egyptian Internet Society. Currently Dr. Sherbini is the Deputy to the Minister of Communications and Information Technology.

**Mr. Atef Helmy**

Member of the Board of Directors,  
ITIDA & CIT

Atef Helmy is currently an active member to the Board of Directors of the Information Technology Industry Development Agency (ITIDA), a Board Member of the Chamber of Information Technology and Communication (CIT) and a Business Consultants to some major firms in Egypt and the Gulf. Also, he is a board Member in a number of ICT Associations and IT&CS colleges. Mr. Helmy has 30 years of solid experience in Information Technology and Business including 24 years managing two of the top 100 Fortune multinationals in the EMEA region. He has participated in more than 100 international conferences and review meetings and workshops in the USA and Europe.

Mr. Helmy started Oracle Egypt subsidiary in 1996, where he achieved outstanding success by growing the operation and the business significantly. In 2005, Mr. Helmy played a pivotal role in launching one of the largest global support centers for Oracle Corporation to serve Oracle customers worldwide. This has led to Oracle Egypt being positioned as one of the most successful and largest multinational IT companies in the region.

Prior to his role at Oracle, Mr. Helmy worked for NCR/AT&T for 14 years (from 1982 to 1996) where he has held several sales, marketing and managerial positions. From 1992 until 1996, he held the position of managing director NCR/AT&T, Dubai where he managed to lead the organization to a tremendous growth in terms of revenue, profit margin and customer and employee satisfaction.

His background also includes software engineering at several international companies. Mr. Helmy holds a Master Degree in Computer Science from Ein Shams University, and B.Sc. Electrical Engineering with Honor.

### Capital Appreciation:

The huge inward investment in new projects practically guarantees the continuation of strong capital appreciation for many years to come. Egypt is growing both in tourist numbers and economically and as the popularity of the area continues to increase and the potential for investors

is realized, this will have an upward impact on prices, so the best time to buy property in Egypt is now.





**Mr. Hossam Megahed**  
Board Member of ITIDA

Mr. Megahed is a board member of ITIDA (IT Industry Development Authority) & board member of Chamber of CIT at the Federation of Egyptian Industries. He is also a member at AmCham Egypt and its ICT committee, a co-founder and board member of the Internet Society of Egypt (ISE).

He holds a B.Sc. in Telecommunications, Faculty of Engineering, Cairo University 1985, with an experience for the last 24 years in the fields of IT, Mobile Commerce, Telecommunications, Business Information Services, Electronic Commerce, and Internet business in several multinational organizations.

During this period, he joined Alcatel team in Egypt installing Egypt's first public data network (Egypt Net) operated by Telecom Egypt. He also joined GE Information services 'GEIS' as Team-Leader for Egypt's operations. Later he joined AmCham Egypt as Business Information Center Manager, then in December, 1997, he founded MNS. As the CEO & President of MNS, he has built strong strategic alliances with key industry players like Microsoft, Cisco, Fenestrae and Wicom that

ensured maintaining a continuous edge with the latest technological advances in today's world. He is also keeping strong and positive relation with various related governmental organizations. Lately, he assumed the CEO responsibility of IPMagix as a spin-off from MNS working in the IP-telephony applications in ME & USA.

In 2006, he co-founded; Flat World Corp., An US-Egyptian company working in the Engineering BPO/ KPO field.

## Huge Growth in Tourism:

Tourism is becoming Egypt's most lucrative industry and according to the UN tourism organization, tourism increased by 20% during 2007. The industry is growing at an impressive rate and the country's millions of visitors per year are undoubtedly the catalyst for the



property market. The country is attracting rapidly increasing numbers not only from Europe but also from Russia, Asia, and the Middle East markets with tremendous potential for future growth. Tourism figures are expected to reach 14 million by 2010/2011.

**Mariam Fayeze**

Deputy Director of the Media  
Relations Department  
Ministry of Communications and  
Information Technology

Mariam Fayeze serves in Egypt's Ministry of Communications and Information Technology as the Deputy Director of the Media Relations Department. Since 2000, Ms. Fayeze spearheaded the introduction of modern media relations activities in MCIT.

She teaches (part-time professor) at the American University in Cairo, Department of Journalism and Mass Communications and has been an active volunteer in AFS Egypt, a nonprofit organization that promotes international/intercultural exchanges, and currently serves on its Board of Directors. Till recent she was a member of the Cairo Chapter of the National Council of Women.

Ms. Fayeze holds an LLM in intellectual property rights from the University of Turin, Italy and the WIPO Worldwide Academy; and a BA in journalism and mass communications from the American University in Cairo.

**Ms. Samah Aziz**

Deputy Director for European and  
Foreign Affairs Egypt  
Ministry of Communications and  
Information Technology in Egypt  
International Relations Division

Samah Aziz serves as Deputy to the Director of the International Relations Division at Egypt's Ministry of Communications and Information Technology (MCIT).

Ms. Aziz has built up a career of Project and Programme Management since 1995. Her experience is within different frameworks, ranging from Non Governmental Organizations to different Governmental offices. In addition, it is focused on different domains ranging from integrated development to policy issues related to various themes including CIT both in Egypt and other Arab Countries.

In addition to experience, Ms. Aziz got a post graduate, post experience Cambridge Professional Diploma in project management.





**Dr. Abdelhamid El-Zoheiry**

Coordinator of European Cooperation  
and of the Research Development  
and Innovation, RDI (EU-funded  
Programme)  
Ministry of Higher Education and  
Scientific Research

Dr. Abdelhamid El-Zoheiry was graduated from the Medical School, Cairo University in 1985. He was appointed in the department of Otorhinolaryngology (Ear Nose & Throat Diseases) at Cairo University Hospitals, obtaining a Master degree in 1989 then a Doctorate degree in 1994. He then pursued a career in professional education obtaining a Master Degree in Health Professions Education from Maastricht University, Netherlands and established the Learning Resource Center (LRC) at Cairo University Faculty of Medicine. Since 2004 he holds the title of Professor and the Director of the Learning Resource Center at Cairo University School of Medicine.

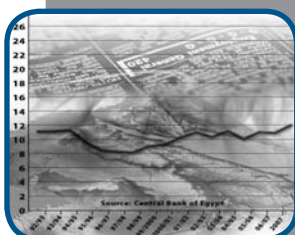
In the past ten years, Dr. Zoheiry acquired extensive experience in international cooperation between Egyptian and foreign Higher Education and Research institutions, including development of partnerships with academic EU institutions and conduction of joint research and educational projects. During this period he has established a track record in managing and coordinating numerous collaborative educational and research projects and related activities. He is currently the Coordinator of European Cooperation and of Research Development and Innovation, RDI

(EU-funded Programme) at the Ministry of Higher Education and Scientific Research. In addition, he is the Ministry's representative in the Monitoring Committee for the Euro-Mediterranean Cooperation in Research and Technological Development.

Dr. Zoheiry also moderates the Medical Sector Committee at the Supreme Council of Egyptian Universities. He is an active member in several international societies and organizations; The Network Towards Unity for Health, Association for Medical Education in Europe and the International Society for Professional Innovation Management.

## Stable Economic and Political Climate:

The reforms and tax incentives have provided a stable and political climate that has kicked off the property investment market. Most importantly, low cost of living, a skilled workforce and low build costs have helped to keep property prices affordable.





**Ms. Marwa Sayed Ali**

Third Secretary

Ministry of Foreign Affairs

Ms. Marwa started her diplomatic career in January 2004, and served in two departments, the African Department (2004-2005) and the Department of the Americas (2008-2010).

She got graduated from the Faculty of Economic & Political Science in 2001, French section, Cairo University with a major in Political Science, and completed her masters in Political Sociology in 2003. Her thesis dealt with gender issues in the context of the global social and legal environment in the Arab countries, from a socio-political perspective. She joined the Ministry of Foreign Affairs in 2004 as a Diplomatic Attachée, and was promoted in 2007 to Third Secretary.

**Mr. Tamer Mostafa**

Promotion Department Head  
General Authority For Investment &  
Free Zone (GAFI)

Mr. Mostafa was graduated from the faculty of Economics and Political Sciences, Cairo university, with a B.Sc. in economics.

He has held several senior positions among which are Commercial Attaché at the Egyptian Trade Representation at the ministry of Trade, also served as the Attaché at the Cabinet of the Assistant Minister for the Americas where he coordinated for the four subcommittees of the Gore-Mubarak initiative with several responsibilities. He also served as Economic Officer dealing with Egyptian-American economic relationship. From 2001 to 2005 he served as the Political and Economic Officer at the Egyptian Embassy in Washington and from 2005 to March 2008 he held the post of the International Relations Consultant for the minister of Trade and Industry of Egypt, with different tasks among which; the organization and scheduling of the minister's foreign travel plans, articulating trip's objectives and introducing new initiatives aiming at promoting specific projects to foreign investors and suggesting solutions to obstacles facing bilateral trade and current investments in Egypt.

This is in addition to coordinating with various business councils on ways to promote Egypt's trade and industry relations. Mr. Mostafa is an advisory board member of the "Egypt our Life" private sector environmental support initiative. Currently he is the Head of the Promotion Department at the General Authority for Investment (GAFI), in addition to being the Managing Director of Renewable Energy Services "RES", as well as the Project Manager for "CLIPGEN", a leading US consortium bidding for the 250MW wind farm of Gulf of Suez.

## No Capital Gains Tax:

The combination of sustainable high capital appreciation and zero capital gains tax has been one of the factors attracting well-informed foreign investors to Egypt and is a clear indication of the government's dedication to facilitating investment in the country. In addition, there

is no inheritance tax in Egypt, making property purchases even more attractive.





**Mr. Joseph Tadros**

Trade Commissioner

Canadian Embassy in Egypt

Mr. Joseph is the Senior Commercial Officer/Trade Commissioner, Canadian Embassy Egypt. He has a BSc in Architecture and a Master in International Business Administration. He is currently enrolled for the Certified International Trade Professional Diploma.

He has eight years of experience in design and construction supervision of commercial, residential buildings and airports. He has joined the Trade Commissioner Service in 1984, as responsible for business development and international trade. He covers the Oil and gas, Mining, Aerospace Telecommunication and Information Technologies, Environment and Defence sectors.

He has contributed to enhancing the bilateral trade between Egypt and Canada and achieved several success stories that led to receiving the Minister of Commerce and International Trade Citation for exceptional services in 2000 and the Deputy Minister for Foreign Affairs and International Trade's award for outstanding performance in 2008.

## CEBC Members



### **Motaz Wasel Raslan**

Chairman, CEBC Arab Company for Water Treatment & Bottling, Chemicals & Metals International Co., South Sinai Coast for Investment & Touristic Development, Nour for Touristic Investment General Manager, Raslan for Entertainment Projects and Raslan Real Estate

Mr. Raslan is an eminent business leader and a civil engineer who stands at the helm of a group of prominent companies spanning myriad business sectors, in which their activities include various construction, investment, infra-structure, rehabilitation and decoration, tourism, resorts, hotels, air services, chemical fertilizers, metal planting, entertainment, supply and trade of scrap steel as well as water treatment and bottling. This is in addition to being the current chairman of Canada Egypt Business Council, CEBC.

**Mr. Ahmed EL Saadawi**

Business Development Senior  
Manager

Vodafone International Services

Ahmed EL Saadawi leads the business development function of Vodafone International Services aiming to position VIS as a Global Services provider for outsourced/off shored IT and Business processes services. ELSaadawi is responsible for setting the marketing strategy and go-to-market plans to drive VIS growth into new markets and industries beyond VF operators.

ELSaadawi was appointed in 2008 as the Head of Business Improvement team to introduce Six Sigma and lean methodologies to analyze different Vodafone Egypt's businesses and launch improvement programs and integrate them into daily operations.

ELSaadawi has over 18 years of experience in leading roles in the areas of technology, strategic business development & improvement over several businesses and industries.

ELSaadawi holds a MSC with honors from University of Louisville/USA and an MBA from IESE Business School/Spain specializing in Marketing and International Business.



**Alex Shalaby**

Chairman

The Egyptian Company for Mobile  
Services (Mobinil)

On September 1, 2008 Alex Shalaby was appointed Chairman of the Egyptian Company for Mobile Services (Mobinil) by Board consensus; prior to that he was its President and CEO since 2005. This step came because of Shalaby's remarkable achievements at Mobinil over the preceding three years where the company witnessed continued market share leadership, tripled its subscriber base from six to 19 million, doubled the revenues, and increased net profits by 30%.

Shalaby came to Mobinil from Washington, DC where he was AT&T Director for Public Affairs, serving as the company's link to lawmakers on Capitol Hill and lobbying the executive branch of the U.S. government. He helped in achieving more liberalization of the telecoms sector internationally for the emerging nations of the Middle East, Africa, and Eastern Europe through the relevant bi-lateral and multi-lateral agencies.

In 1966 Shalaby graduated with a Bachelors of Science degree in Electrical Engineering from the University of Alexandria and earned a Masters of Science degree in Electrical Engineering and Computer Science from San Jose State University in California.



Global Technologies was established as a shareholding company in 2005, with the aim of providing Web Development, Internet Marketing, Business Consulting and Training services both locally and internationally. To empower this vision, Global Technologies joined the Canadian based WSI Franchise Network as one of only ten Global Production Partners servicing its network of more than 1,500 consultants located in more than 80 countries.

Based on our early success and capitalizing on our extensive network of consultants, skilled technical staff, innovative designers, talented pool of professionals, and a resourceful management team, Global Technologies applies a client-focused and hands-on approach to managing and affecting changes in our customers businesses.



**Amr M. Aboualam**

CEO & Board Member  
Smart Villages Co.

Eng. Amr M. Aboualam started to work in the fields of Internet, Telecommunication and Information Technology industries since 1993. He is the founder and Co-Founder of several successful companies working in the Internet, Telecom and IT sectors.

Eng. Aboualam is currently the Chief Executive Officer and Board member of Smart Villages Company. Smart Villages Company S.A.E. was founded in 2001 as a Public Private Partnership Company to develop and manage a branded chain of Technology and Business Parks on the local and regional levels; Eng. Aboualam was among the founders. Smart Village Egypt, the Prime CIT Technology Cluster and Financial Business Park in Egypt hosts more than 30,000 professionals working in Multinational and Local CIT Companies, Financial Institutions and Banks, as well as Governmental Authorities, and, R&D labs on 3 Million square meters in the west of Cairo.

Eng. Aboualam is an active member of several professional, private, and, governmental industry workgroups. He's an Elected Board member at the Egyptian Junior Business Association and the Head of the Business Environment steering committee.



**Mr. Ehab Omran**

Operations Director  
ITS GBS

Ehab Omran is the Operations Director of ITS GBS, a software services company part of the ITS Group, specialized in banking and finance, telecommunications and higher education solutions. With over 26 years of extensive experience in the field of Information Technology, Mr. Omran has held various technical and management positions in different organizations such as Kuwait Computer Services (KCS), National Computer Centre in Kuwait, Oracle Financial Services in Canada and International Turnkey Systems (ITS).

Mr. Omran has been managing the operations at ITS GBS Egypt since July 2000, contributing to the growth of the company from 30 employees, to a world-class software services company, that is CMMI level 5 accredited with over 1000 software specialists on board. ITS GBS currently provides software services for more than 200 major clients in the Middle East, Africa, South West Asia, the Caribbean region and the United States of America.

As an active member of the IT community in Egypt, Mr. Omran is a member of the board of trustees of the Software Engineering Competency Center (SECC), the steering committee of the Information Technology Academia Collaboration (ITAC), the board of directors of the Information Technology Export Committee (ITEC) and the CIT Faculty Council of Ain Shams University.

Mr. Omran graduated in 1980 from Cairo University - Business Administration and Accountancy, followed by attaining enormous specialized IT and management education in Kuwait, UK and USA. Mr. Omran has an MBA from the American University in London and currently perusing his PhD at the same university.



**Mr. Essam El Kalza**

CEO

United OFOQ

United OFOQ is a fast growing software organization emerged with an objective to become one of the most promising high quality providers of software solutions and services in the Middle East IT market.

United OFOQ started operating in 1997 to serve a niche market segment in software development. In 2001 it has become one of the most successful software houses in the Middle East Market, achieving record growth associated with successful penetration of this very unique market.

United OFOQ is dedicated to providing its customers with leading edge business solutions for various industry segments, satisfying their precise needs, and meeting their goals.

United OFOQ is gaining a leader's stance, by investing in development and exploring the most effective infrastructure improvements in areas of interest for potential growth.

United OFOQ's current workforce consists of highly skilled professionals in the areas of consultation, analysis, development, and translation. The structure of United OFOQ is made of a highly integrated and a

**Gihan Samir**

Managing Director and Board Member  
IT Synergy

Gihan Samir is Managing Director and Board Member of IT Synergy since July 2007. She manages a team of young, talented specialists that use their skills to provide highly innovative IT Solutions aimed to improve quality of life: Green IT solutions, meshed networks of wireless sensors, open source hardware and software developments are among them, just to mention a few.

Gihan Samir has an extensive experience in Project Management and Business Administration with solid understanding and experience with private and public sector. She has high analytical skills, possessing an outstanding attitude at directing and motivating team members. Ability to lead and direct developmental efforts to meet and exceed project expectations.



**Mr. Hafez Hamdy**

Head of Commercial

Vodafone International Services

Hafez is a seasoned sales & marketing executive with expertise in Outsourcing and Off-shoring. As Head of VIS Commercial, Hafez is leading the growth of Vodafone International Services beyond Vodafone operators, establishing VIS as a Global Services Provider with a market footprint covering North America, Europe, the Middle East, and Australasia.

Through his career, Hafez held many leading roles in a number of local and multinational companies including ITWorx, Protech, and Procter & Gamble, helping create sales and marketing departments, sales channels, partner networks, solution offerings, and new markets.

Hafez holds a BSC in Computer Science from the American University in Cairo, where he also got his MBA specializing in Marketing and International Business.



**Mr. Hani El Kolaly**

Manager

Organizations Support Department

(FDI &amp; Egyptian Org. Support)

ITIDA

Mr. Kolaly has MSc in Economics of Power Generation & Transmission, Cairo University, BSc in Electrical Engineering from Cairo University. He has 30 years experience with business associations, private sector, universities, as well as development projects in areas of Marketing & Business Development, Management Consultancy & Training, Association Management & Policy Advocacy. He has established the Organization Support Department that he is managing, within ITIDA. The Department is supporting both Foreign Direct Investment (FDIS) & Civil Egyptian Organizations (EOS):

- FDIS Department is committed to enhance the presence of foreign & joint venture investments in the ICT sector in Egypt besides working on broadening existing investors' scope & eliminating obstacles that would hinder investors' expansion & act as a One Stop Shop for Services provided by FDI Services Department.
- EOS Department was established as a PPP, part of the developed national ICT strategy; creating mutual cooperation between ITIDA & NGO's representing the ICT industry. It's managing the financial incentives offered by ITIDA to the NGOs in the areas of institutional development, activities such as market research, local & international marketing & awareness campaigns, training & certification.



**Mr. Hassan Hussein**

Chairman

HH Investments Holding Limited

HHIH, an Investment Banking Boutique engaged in M&A, Corporate Finance and Financial Engineering. With 30 years senior level experience in Commercial & Investment Banking. On the Commercial Banking side worked as Chairman of United Bank of Egypt, Vice Chairman of Egypt Arab Real Estate Bank, CEO of Al Ahli Bank of Qatar.

On the Investment Banking side he served as a Chairman & Managing Director of TIIA Underwriting mainly engaged in Corporate Finance Advice, M&A and Privatization with The World Bank, USAID, EC, Canadian AID and major Multinationals. Served as Deputy Chief Executive of USAID-Bechtel Privatization Project in Cairo. Has substantial experience in shares, bonds and funds trading and investments.

He has been elected twice as the Secretary General of the Board of the ECMA and was elected twice as the Chairman of the Privatization Committee at ECMA, was elected as member of the board, Canada Egypt Business Council, Chairman of the Banking, Finance and Insurance Committee at AmCham Egypt.

**Ms. Hoda Masri**

Associate Director, Representative  
UBS AG Cairo Representative Office

Hoda Masri is a Financial Planner and holds the R.F.P. and CFP designations from Canada. She started her career in the Canadian Financial Services industry in 1981 and succeeded in holding increasingly responsible management positions. Hoda came back to Egypt in 2004 with a mandate to launch new financial products in the Egyptian market. At the end of that mandate she joined UBS as Associate Director in 2007.

UBS is one of the world's leading Private Banks and Wealth Management firms, a Global Investment Banking and a leading Asset Manager. The market leader in Swiss retail and commercial banking, UBS is present in all major financial centers worldwide and employs in excess of 60,000 people.

**Khaled Bichara**

Group Chief Executive Officer  
Orascom Telecom Holding

Mr. Khaled Bichara is currently the Group Chief Executive Officer of Orascom Telecom Holding S.A.E as well as the Chief Executive Officer of Weather Investments S.P.A. He sits on the board of Orascom Telecom Holding (OTH), WIND Italy, and various telecom and IT companies

Mr. Bichara was appointed Chief Operating Officer of OTH in April 2009. Previously, Mr. Bichara headed the fixed line and portal business unit at Wind Telecomunicazioni S.P.A from 2005 until he was promoted to Chief Operating Officer of the company in April 2005. At Wind, he played a key role in restructuring the company's organization, which led to the successful turnaround of Wind from a continuously loss making company to one of the best performing mobile, fixed line and broadband integrated operators in Europe within three years. Prior to joining Wind, he was the cofounder, Chairman and CEO of LINKdotNET «LDN», the largest private Internet Service Provider «ISP» in the Middle East.

Mr. Bichara earned his Bachelor of Science degree from the American University in Cairo where he is a member of the Advisory Board for the Computer Science and Engineering Department.



**Ms. Lamise Aly Negm**

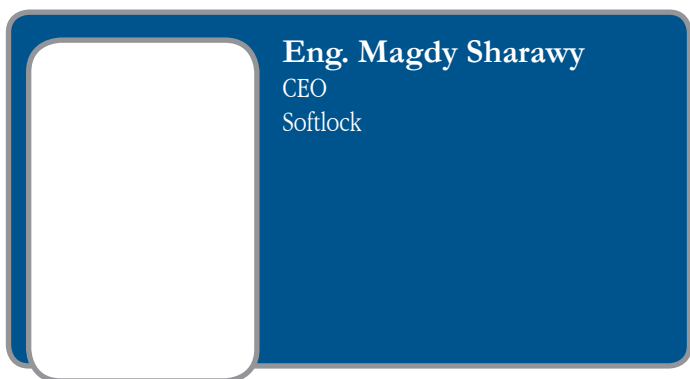
Vice President

Citibank

Citibank's presence in Egypt dates back to 1955 when it opened the first branch of a U.S. bank in the Middle East. Following the nationalizations of the late 50's and 60's, Citibank re-introduced itself in the market in 1975, through its branch in Cairo, with a license to operate in foreign currency. In 1993, Citibank Egypt received its license to operate in local currency, a major milestone, which allowed for the gradual development of a full-blown Corporate and Investment Banking business that caters to corporate customers and financial institutions, providing the full range of Global Transaction Services, Corporate Finance, and Treasury.

In 1999 Citibank Egypt celebrated the launch of its Consumer Banking business in Egypt. Few countries have witnessed such stunning growth seen by the Global Consumer Group in Egypt, which is now managing a full-service retail franchise. Balanced and aggressive growth has enabled diversification into Credit Cards, Personal Loans, Auto Loans, Banking, Investments and Payrolls.

Consumer business is poised to grow significantly with the planned branch expansion which will increase accessibility of quality banking products and services for the Egyptian market.



Softlock is the world's leading progressive, innovative, expanding national and international company in the field of digital security. Our aim is to gain customer satisfaction, on time and every time. We are established since 1997 to create quality security and to keep the value for what's important in your life.

Our high quality service and excellent benefits and the ability of being reliable and responsible put us as a leader on the top of digital security companies.

Softlock provides unique products and solutions, which cover many security areas fulfilling customers need in different market sectors. We provide a set of products and solutions covering the following areas: software protection, data encryption, security hardware, digital signature, secure identification and authentication, secure online distribution of digital Contents.

Softlock supports different market sectors like; governmental institutes, organizations, banks, software development companies, multimedia software and game producers, media and eBooks publishers and individual users.

Softlock value comes from the continuous research, the integrated products, the realistic implementations, and the successful support since 1997.

Softlock is recognized in the local market as the only owner and provider of digital security services.

Softlock is uniquely identified in the global market by the integrated products and the research based development.

## Government Initiatives and Tax Incentives:

With the installation of the 2004 Egyptian cabinet, the Government of Egypt began a reform which simplified and reduced tariffs and taxes, improved the transparency of the national budget, revived privatizations of public enterprises and implemented economic legislation designed to foster private sector driven economic growth and improve Egypt's competitiveness.





**Mr. Mahfouz Matta  
Nasralla**

Chairman

Prima Elios for Electrical Industries

Mr. Nasrallah is the Chairman of:

**Arab Press Company (APCO)** since 1962, the company's activity is commercial printers specialized in long governmental print orders, e.g. Ministries of Health, Education, Transport, Agriculture and Public Banks.

He has founded also two other companies which are **Prima Elios for Electrical Industries**, manufacturers of electrical wiring accessories/devices (for domestic use) under Italian license e.g. switch socket-outlets, lamp-holders, ballasts, plugs, connectors, etc. Elios Spa, Carlo Bezzi, Arditi and Perry Electric are amongst our European partners and **Prima Plast Egypt** since 1999, Plastic Recyclers and Manufacturers of plastic transport pallets and sheets used in various sectors such as the construction, agriculture, and transport sectors.

Unilever, Coca-Cola, Cadbury, GlaxoSmithKline, Carrefour and Danone are amongst our highly esteemed clientele.

Mr. Mahfouz is also Partner in **Carlton Taylor Graphics** since 1987





**Mr. Mohamed El Agati**  
Chairman  
El Agati Silver Company

Established in 1898, El Agati Silver Co. has been known for its design innovation and service excellence.

We offer a range of products in both silver plated. We also tailor make special designs at customer request to ensure ultimate customer satisfaction. We have in-house workshops in all braches for polishing and plating to ensure our service quality.

With a multinational customer base, we continuously create new products to meet growing and diversified tastes.

We always look forward to updating our designs and serving our customers.

**Dr. Mohamed Reda**

Chairman

ITEC IT Export Community of Egypt

ITEC is a non-government and non-profit based organization established in Cairo, Egypt. It was founded in 2008 by Dr. Mohamed Reda. ITEC's key objective is to enhance and develop collaboration between Egyptian and multinational companies in the ICT sector. In addition to ITEC's provided Core objective, ITEC pursues communal objectives such as reducing unemployment, improving social standards and the development of environmental awareness. ITEC launched a business collaboration model which positions Egypt as a potential hub and gateway for the Mediterranean region and Africa in Business Process Outsourcing (BPO). ITEC promotes business alliances between Egyptian and international players. It endorses their entering into third markets, through utilizing the state-of-the-art technology, different services and skilled work force available in Egypt. ITEC allows international companies to benefit from Egypt's relations with Arab, Gulf and African markets. In addition, they can make use of Egypt's free-trade agreements with neighboring countries, which will facilitate business commencement in new regions.

**Dr. Nabil A. Hilmy**

Senior Partner & Owner  
Hilmy Law Firm, Egypt.

Dr. Hilmy was graduated from the Faculty of Law, Ein Shams University, Cairo (LL.B. 1967, Ph.D. 1977). He is a Professor of International Law and Former Dean of the Faculty of Law Zagazig University (Egypt). Former Vice President and Legal Advisor of United Arab Shipping Company 1991-1995 (Kuwait). Visiting Professor at Illinois University (USA), visiting Scholar at Columbia University (USA) and Scandinavian Institute for African Studies, Uppsala, (Sweden).

He established Hilmy Law Firm in 1989, the Firm was the Egyptian member of the international Law Group. «GLOBALAW»

Dr. Hilmy is a Member of the Egyptian Bar Association, International Bar Association, Former Chairman of Legal Affairs Committee of AmCham, Member of the Board of Directors of Canada Egypt Business Council (CEBC).

Dr. Hilmy is an Elected Member of the Egyptian National Council of Human Rights, the Secretary General of Human Rights Association in Egypt.



**Mr. Rawy Iskander**  
President  
ValueGEM e/m-Commerce  
Solutions Canada

Mr. Iskander is the President of ValueGEM e/m-Commerce Solutions Canada.

ValueGEM specializes in providing effective e-commerce and m-commerce consulting services such as strategic assessments, benchmarking and competitive analysis site audits and customer research, E/M commerce roadmap development, Multi-channel and multi-country strategy. Change management (includes organizational design, training, communication planning) business process improvement.

Rawy has held a number of high-profile positions with multinational telecommunication companies in Egypt, North Africa and Middle East. His last position prior to founding ValueGEM Inc. in August 2010 was Vice President Ericsson North Africa from 2007 to 2010. Rawy holds a Masters degree in Electrical Engineering from Egypt and an MBA from France.



**Mr. Saïd El Derini**  
General Manager and Partner  
Tam Oilfield Services

Exclusive representative of major worldwide manufacturers in the oil/gas and refinery industries, and a provider of technical services.

The company operates out of a privately owned duty free zone warehouse in America, Alexandria.

## Investment Value:

Egypt has experienced economic growth in the last few years and while economies may be slowing down or stabilizing in other parts of the world, Egypt in contrast is currently experiencing a huge growth phase. Sound Government policies and a solid infrastructure are making Egypt the next property and tourism hotspot. With high capital returns from 20-25% per annum in key locations, the investment climate in Egypt is excellent.



**Mr. Samer Naguib**

VP for Marketing and Business  
Development  
OMS

Samer Naguib holds B.Sc. in Computer Science, from Sadat Academy for Management Science in 1995, as well as an MBA degree with a minor in Marketing from the Arab Academy for Science and Technology in 2006. Serving OMS now as Vice President for Marketing and Business Development.

He started his career in 1995 as a software engineer in a software company developing business applications & ERP solutions. Samer joined OMS in 2001 as the first employee with software engineering background carrying a vision of establishing a new business line for OMS.

Through a successful track record of strategic local and regional engagements, Samer fast leveraged his combined experience in technical and business field to help OMS in achieving increased growth rates in software development and business productivity solutions arena. Samer has built a team of 40 technical resources who are contributing in generating a remarkable portion of OMS revenue.

He successfully guided several projects including UAE Prime Minister Office Performance Management system; Egyptian E-government services projects, Vodafone's Customer Care Knowledge Base Portal, Egyptian Ministry of Health Performance Management System, and Banque Misr Corporate Credit process automation.

Samer is currently responsible for overseeing OMS business development across different regions and countries, administering the definition of OMS products & services portfolio, managing, putting the strategy of attracting new, potential customers, building vendor alliances, and monitoring presales activities.



**Mr. Sherif El Kammash**

Senior VP  
IST Egypt

As the Senior VP of IST operations in North Africa and Levant countries, Sherif El Kammash fundamental business leadership helped IST in:

- Adding new markets in Jordan, Libya, Qatar, Nigeria and Sudan.
- Presenting new dimensions, which lead IST to move from a system integrator to operations.
- Partnering with two Call Center Operations: Ecco and Etisal.
- Establishing BOT project with the Qatari Government.
- And hence obtained best contact center in the Middle East in 2009.

Sherif El Kammash has worked with leading companies like: Egos Egypt, ACS Group KSA, computek Egypt, Alpha Group, MBS KSA before joining IST.

With a commercial degree, Sherif obtained his MBA from the Arab Academy of Science.





**Mr. Wael Nawara**  
CEO  
Horizon Interactive Studios

Wael Nawara has over 20 years of distinguished business experience. He has a multi-disciplinary background in engineering, business, marketing and content development. Graduated as an engineer with Honors, Wael started his career in the Far East and Middle East working for Schlumberger. Wael then came back to Egypt and earned a Graduate Management Diploma from the AUC, then went to Britain where he earned a Masters in International Marketing from the University of Strathclyde where he received two prizes for highest academic performance, the Bank of Scotland and Bashrun Abiola Prizes in Marketing, 1991. Wael Nawara is a serial entrepreneur and chairman of two successful companies, Horizon Development and Horizon Interactive Studios. Wael also co-founded a number of business and community initiatives including Egyptian Junior Business Association (EJB) and e-Learning and Business Solutions Union (eLABs) where he currently serves as a Board Member. Wael led HORIZON Interactive Studios into becoming one of the most innovative content-developers in the region, pioneering a style of learning-through playing.

HORIZON also pioneered e-remediation and e-training of children with learning disabilities through innovative games in a joint-research project with the Audiology Department, Faculty of Medicine, Ain Shams University. As a result, Wael and Horizon teams received several awards from international and local bodies in recognition for excellence and innovation in content-development, including First Prize, Suzanne Mubarak Awards, Best Software for Children for 3 consecutive years, in 1999, 2000 and 2001; DIT PC Magazine Software of the Year 2000; ITIDA Prize for Excellence in Content, 2006.

## Media Representatives



### **Ms. Naglaa Zikry**

Executive General Manager and Head  
of the Economic Section  
Al Ahram Newspaper

Ms. Zikry is an accomplished financial journalist and analyst.

Ms. Zikry holds degrees in Mass Communication and Political Economy from Cairo University.

She supervised the prestigious Saudi Financial Tribune Office in Cairo for seven years before joining Al Ahram as Vice Editor-in-Chief and Editor-in-Chief of the daily's economic section.

Ms. Zikry writes a weekly column on finance and banking issues, covering the hot topics in different sectors such as monetary markets, the stock exchange and the banking.

Ms. Zikry regularly accompanies international trade missions to the U.S., Canada, Europe, Middle East and Asia.



**Mr. Mohamed Abdel  
Rahman El Hawary**

Managing Editor  
Al Akhbar Newspaper

Mr. Mohamed El Hawary holds a degree in Mass Communication from Cairo University, and a Diploma in Mass Communication from Illinois University USA, he also gained a Mass Communication course certificate from UNESCO.

Mr. El Hawary joined El Akhbar Newspaper in 1973 and has held various positions. He also managed the Oman Daily Newspaper for seven years as their Editor- in-Chief (Sultanate of Oman).



**Mr. Mahmoud Salem**

Managing Editor  
Akhbar El Youm Newspaper

Mr. Mahmoud Salem holds a degree in Mass Communications from the Cairo University. After his graduation he directly joined Akhbar El Youm Newspaper where he held various senior positions. Mr. Salem is currently the Managing Editor of Akhbar El Youm Newspaper as well as the head of the Economic Section.



**Mr. Mohamed Radwan**

Managing Editor  
Al Masry Al Yom Newspaper

Mr. Mohamed Radwan holds a degree in Mass Communication from Cairo University.

He has joined different newspapers such as: Al Akhbar Newspaper, Cairopost and Al Maraa Al Yom.

Currently Mr. Mohamed Radwan is the Managing Editor of Al Masry Al Yom Newspaper.

## CEBC Staff Members



**Ms. Rasha Kamal**

Executive Director  
Canada Egypt Business Council



**Mariana Malak**

Office Manager to the Chairman  
Canada Egypt Business Council



***Giving the world a voice***

**'A voice that sounds is a voice that's heard'**



*One day...I want to reach the Moon*



*One day... I want to be President*



*One day...I want to win the Nobel Prize*



*In every culture, every race and every country someone has something to communicate.*

*The need of self-expressing is the most valuable human right. Emotions, opinions and dreams are being transmitted freely over our network everyday.*

**'A voice that sounds is a voice that's heard'**

Mobilink ( Pakistan ) - Banglalink ( Bangladesh ) - Orascom Telecom Algérie ( Algeria )  
Mobinil ( Egypt ) - Tunisiana ( Tunisia ) - Telecelglobe ( Central African Republic . Burundi .  
Zimbabwe . Namibia ) - Koryolink ( North Korea ) - Wind Mobile ( Canada ) - Alfa ( Lebanon )

[www.orascomtelecom.com](http://www.orascomtelecom.com)

In Appreciation of ITIDA's Support  
and Endorsement to this Trade Mission





## Our Canadian Partners



CANADA-ARAB BUSINESS COUNCIL  
CONSEIL DE COMMERCE CANADO-ARABE  
المجلس التجاري الكندي العربي

**C and R Mann  
International**

## CEBC Partners of Success



## A Very Special Thanks

To all those whose hard work and  
dedication made this trade mission  
possible

### In Canada

Ambassador Wael Aboulmagd  
Ambassador of Egypt to Canada

Ambassador Suzan Gamil  
Consul General of Egypt in Montreal

Counsellor Ahmed Talaat Ellibedy  
Director of the Commercial Office,  
The Embassy of the Arab Republic of Egypt in Canada

Dr. Bernard Patry, M.P.  
Vice Chair, Foreign Affairs Committee

Mr. Thaer Mukbel  
Foreign Affairs Advisor  
House of Commons, Parliament of Canada

Mr. W.A. (Al) Hinton  
Area Director-Middle East, International Trade Branch,  
Ministry of Economic Development

Mr. Richard Mann  
President C and R Mann International

## In Egypt

- Ministry of Communications & IT
- ITIDA
- Ministry of Higher Education & Scientific Research
- Ministry of Foreign Affairs
- Ministry of International Cooperation
- Embassy of Canada in Egypt

Ambassador Ferry de Kerckhove  
Ambassador of Canada to Egypt

Mr. John Broadbent  
Counsellor (Commercial)

Mr. Joseph Tadros  
Trade Commissioner

- General Authority for Investment & Free Zones-(GAFI)
- Orascom Construction Holding

## USEFUL WEBSITE LINKS AND RESOURCES

### Egyptian Government

A simple to use, trilingual system, provides many facilities to assist performing library activities.

*<http://www.alis.idsc.gov.eg>*

The official source of providing all the State's agencies, authorities, universities, research centers and international organizations with data, statistics and reports.

*<http://www.alis.idsc.gov.eg>*

Provides information about Egyptian healthcare organizations and professionals.

*<http://www.health.egnet.net>*

Supports the establishment of Egypt's Information Highway. Within this project, several pilot networks are being launched: Egypt's TourismNet, Egypt's CultureNet, Egypt's HealthNet, Egypt's GovernoratesNet.

*<http://www.highway.idsc.gov.eg>*

The public information organ of the government of the Arab Republic of Egypt.

*<http://www.sis.gov.eg/En/Default.htm>*

Encourage and support socio-economic development in Egypt.

*<http://www.highway.idsc.gov.eg/govern>*

A specialized center dedicated to providing information and decision support services.

*<http://www.idsc.gov.eg>*

Provides information on the role and functions of the People's Assembly, the Egyptian Constitution, and voting system in Egypt.

*<http://www.assembly.gov.eg>*



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