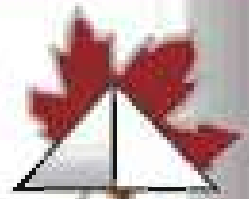


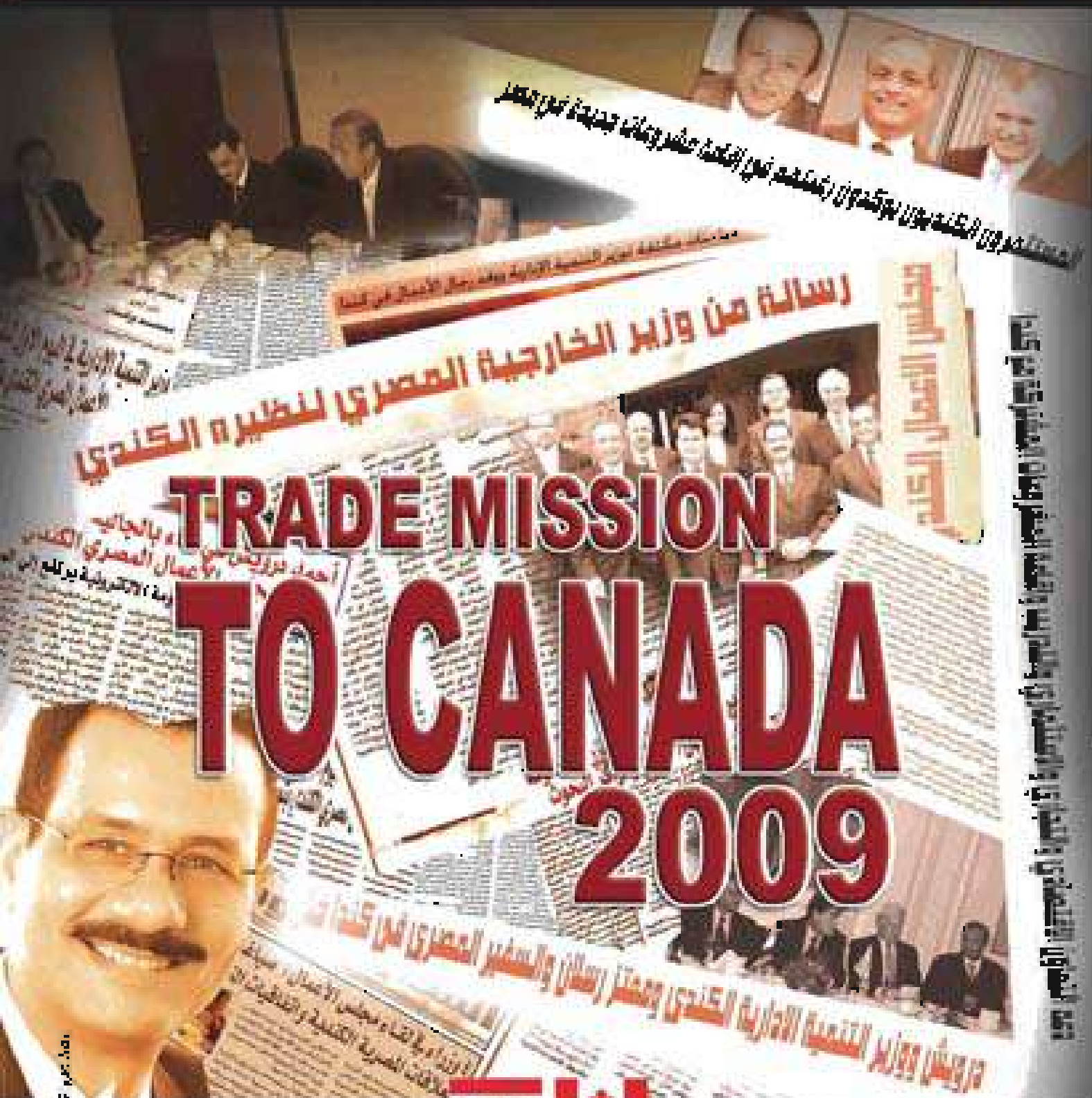
Canada Egypt Business Council NEWSLETTER

OCTOBER - NOVEMBER 2009

ISSUE 22



C.E.B.C.





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CEBC NEWSLETTER

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Uniting in Challenging Times

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

By the time, you have this issue in hand, 2009 will be nearly gone. It is a year that will be regarded by many business leaders and investors across the globe, as a leading factor for altering the business and economic notions and principles that had always been taken for granted. The impact of the global economic turndowns is re-drawing the map, with new economic realities emerging. Nations today, regardless of their politics, recognize the necessity of creating an environment for businesses to flourish, to secure a competitive position in the global market. Many local experts agree that as the global crisis plays itself out, yet still hard times lie ahead. Challenging times demand high levels of regional as well as global cooperation and communication to push forward.

As business leaders, the CEBC trade mission traveled to Canada this year to go on the road with several initiatives, to meet the Canadian policy makers and investors, on their home ground. Our traditional annual visits to Canada serve to address important issues and foster better understanding of each other's economic and political circumstances. The delegation that was headed by H.E. Minister Ahmed Darwish, Minister of State for Administrative Development met with the Canadian administration, members of the House of Commons, policy-makers and the business community to update them on how the Egyptian economy faced the global crisis with minimal losses and a growth rate exceeding 4.2 percent. This is for expanding the outreach and direct focus towards deepening our rapport with the Canadian counterparts, and above all creating a consistent Egyptian presence in Canada's market place.

The turnout was excellent, as was the response. Meanwhile, we have plenty of investment proposals and opportunities to study. I would like to thank everyone who participated to turn this trade mission into fruitful achievements; our dear friends in Canada, CEBC staff, our devoted members and above all the genuine support and sustainability provided by the government of Egypt (GOE) to bridge the communications and nurture the Egyptian-Canadian relations.

Regional as well as international unity and a balanced course of economic and political reform is currently an essence. As, while we are structuring a competent economic gear, we can foster joint respect and impose the function of bilateral investment in uniting nations. This will curtail the path to Egypt's economic welfare, and transform a challenging, uncertain time into an arousing and productive way to go.

Motaz Raslan
CEBC Chairman



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"The Growing Role of Women in the Society"

Covered by: Amira El-Sahly



The Canada Egypt Business Council, CEBC and the National Council for Women co-hosted a special event and a panel discussion in Alexandria at the Artistic Creativity Center, incorporating various eminent businesswomen, key government officials, as well as a number of distinguished guests, discussing the topic "The Growing Role of Women in the Society".

The one-day event debated on the remarkable improvements observed in the empowerment of women in all arenas and their key role in the development of the Egyptian economy.

Mr. Moatz Raslan, Chairman, Canada Egypt Business Council, delivered his opening remarks by outlining the significant role played by women in advancing societies, elaborating that

notable traits have been acquired by Egyptian women as a result of their increased access to education and employment. "Today, young generations of women have boundless aspirations and contest with their male peers in all areas of education and at all levels. There is a significant increase in the number of women occupying high managerial posts, and other decision-making positions during the past ten years, such as the posts of university presidents, judges, cabinet ministers, deputy ministers and chairs of city councils", said Mr. Raslan.

He went on to explain that the contribution of women to the economy is an important indicator of society's progress and a propelling force in economic and social development. He added that in view of the experience of other countries, we could not forget that the United Kingdom ever-greatest Prime Minister since the industrial revolution was Mrs. Margaret Thatcher, besides, Mrs. Indira Gandhi, one of the best-known women of the 20th century and a great former Prime Minister of India.

Mr. Raslan also affirmed that since the government of Egypt (GOE) started adopting economic reform strategies, high developmental impacts on all political and economic fronts were conquered. These developments are the fruits of successful proceedings taken by the State to provide the appropriate environment for promoting the woman's role in the public life. Moreover, we cannot ignore the government's role in adopting policies leading to boosting the woman's status economically and socially as well as encouraging her to participate in various political domains as well as allocating a number of places for women in the Egyptian Parliament.

Conversely, he added that although Egyptian women have played a pivotal part in boosting economic and social development, yet their role still faces major challenges, having some suggestions claiming that women's role should merely be at home taking care of their families regardless of their active participation in the society.



Finally, Mr. Raslan stressed on the fact that comprehensive development can never be materialized in our country without the positive participation of the woman, as she is considered half of the society and the more the relationship between the two halves is of mutual interest, the more prosperity and progress will be conquered. "Both parties are in the same boat and the lack of cooperation and any marginalization for women's role in the public, economic, and business fronts will lead to a loss for all stakeholders and in this case only the future generations will pay the price", concluded Mr. Raslan.

Mr. Raslan then introduced and welcomed H.E. Ambassador Ferry de Kerckhove, Canada's Ambassador to Egypt who started his speech by explaining the significance of promoting the equal participation of women besides men. He delved into the subject of



Eng. Motaz Raslan, H.E. Dr. Aly Moselhy, H.E. Gen. Adel Labib, Dr. Farkhonda Hassan.

gender empowerment and equality stating that it fundamentally relies on cooperation between all institutions and bodies of the state as well as the civil society. “The policies of woman empowerment should be based on confirming the principle of cooperation and participation between the government and the civil society in implementing and assessing these policies”, noted the Canadian Ambassador.

H.E. Ambassador de Kerckove finally discussed his perspective on the role of the State, explaining that it should aim for protecting and endorsing women's rights that are founded in the 'Global Gender Gap Report', issued by the World Economic Forum (WEF). He added that equality between women and men should be subjected to changes in order to undercut those pressures and stigmas that prevent women from utilizing both their natural entrepreneurial

capacities, and the potential instilled in them through increased investment in education.

General Adel Labib, Governor of Alexandria, then took the podium highlighting the critical responsibility of the civil society as a key partner in endorsing total support to all efforts made by the State for the advancement of women's role in our society, and enhancing their capacities for effective participation in all political, economic, social, and cultural spheres. “I believe that the advancement of women is one of the main pillars for Society's progress and advancement”, added General Labib.

He further emphasized the role of the National Council of Women (NCW) in supporting women's economic and social status and ensuring their effective participation in all areas of growth that were difficult to reach in the past. The Alexandria Governor finally noted that, great efforts were exerted

by the Council to politically empower women, where a center for political qualification was established, aiming at training woman to share in political activities.

General Labib was followed by Dr. Farkhonda Hassan, Secretary General, The National Council for Women who explicated the Council's value as a national scheme to empower women and enhance their status. She went on to outline that the serious efforts undertaken over the years, have contributed to the achievements Egyptian women have realized and have supported the successes that confirmed women's competence and worth in all areas and in all positions of responsibility. "This was done through urging continuous development of the legislative framework and the laws that support women's rights. The Council has always taken the initiative to create new tribunes and movements that would provide women with wider opportunities and more horizons for progress by building alliances with our development partners in the Government, the private sector,



Eng. Motaz Raslan, Ambassador Ferry de Kerckhove, Dr. Farkhonda Hassan, Dr. Hend Hanafy, President, Alexandria University, H.E. Dr. Aly Moselhy.



Eng. Nadia Abdou, Ms. Hoda Aboud, Eng. Motaz Raslan, Dr. Farkhonda Hassan, H.E. Dr. Aly Moselhy, H.E. Gen. Adel Labib, Ms. Rim Siam, Mr. Mokhtar Abou-Basha, Chairman, Maba Group.

and civil society as well bridging cooperation and join efforts with women's institutions and organizations at the regional and international levels.", added Dr. Farkhonda.

The Secretary General went on to clarify that despite all the achievements, Egyptian women have conquered, yet they still do not fulfill all their dreams and aspirations. She added that women in Egypt and many other developing countries continue to struggle to promote their access to decision-making and

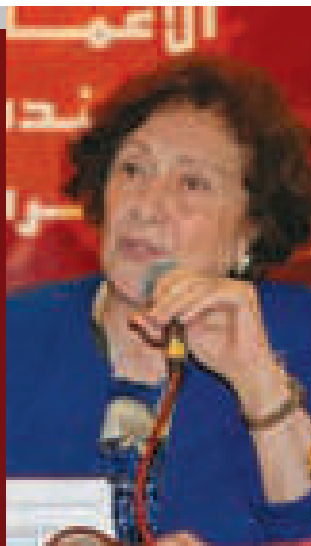
political participation in a manner, which permits them to exercise real leadership with all that entails in terms of responsibility, and to participate in the outlining of policies to achieve change in the desired direction.

Moreover, she noted that the Council is totally engaged with line ministries, in developing national plans and establishing a standing mechanism to ensure gender mainstreaming. This is in addition to developing gender-sensitive indicators to monitor the benefits that women draw from the implementation of these plans.

Dr. Farkhonda stressed on the importance of underpinning the sense of integrity and creditability among civil, private, and public sector that can further enhance Egyptian development attempts. “The Council will continue to adopt a methodology of integration and participation as a mechanism to transform the position of women in our social structure from one of recipient of aid and support to one of effectiveness and leadership. This will be achieved by focusing on the quality of education, training and awareness-raising programs to create new leaders who believe in voluntary action and participate in public affairs through the various organizations of civil society, whether associations, syndicates or political parties”, Dr. Farkhonda said.



Ms. Rim Siam, Chair of the Women Committee, Canada Egypt Business Council.



Dr. Farkhonda Hassan, Secretary General, The National Council for Women.



Ambassador Ferry de Kerckhove, Ambassador of Canada.



Eng. Nadia Abdou, National Council for Women in Alexandria.



Eng. Motaz Raslan, H.E. Dr. Aly Moselhy, H.E. Gen. Adel Labib, Dr. Farkhonda Hassan.



Eng. Motaz Raslan, H.E. Dr. Aly Moselhy.

The final keynote speaker of the event, H.E. Dr. Aly Moselhy, Egypt's Minister of Social Solidarity started his speech by delving into the impact of various projects implemented by the ministry aiming at raising the woman's social and cultural level.

He went on to outline that the policies of woman empowerment are based on confirming the principle of cooperation and participation between the government and the civil society in laying down, implementing and assessing these policies. He added that the role played by women was not only their right but also an inevitable duty.

The minister also affirmed the importance of spreading cultural awareness with an outlook that can develop public vision as well as enrich dialogue and disseminate public knowledge. "The role of the civil society should be to reinforce and underscore the achievement of social justice or what is known as 'just and balanced development'. International experiences and expertise point to the fact that women are usually supportive to the integration of social justice in



development plans and policies and are most concerned with the needs of various social groups", added Dr. Moselhy.

Moreover, the Minister noted that media as well could be considered as a basic tool in forming social and political thought through interaction within the community and reflecting the different ideas and opinions. In fact, it can shape and influence public awareness and conquer the needed balance between the two halves of our society. "This integral cooperation in line with the constructive participation of the civil society can lead to the advancement of our country, which can never occur without the active contribution of the lively half of our community, women", concluded the Minister.

A question and answer session followed the minister's speech covering major issues including women elections in the Egyptian Parliament, "Democracy versus National Duty", spread of political education in schools as well as women rights in rural areas.



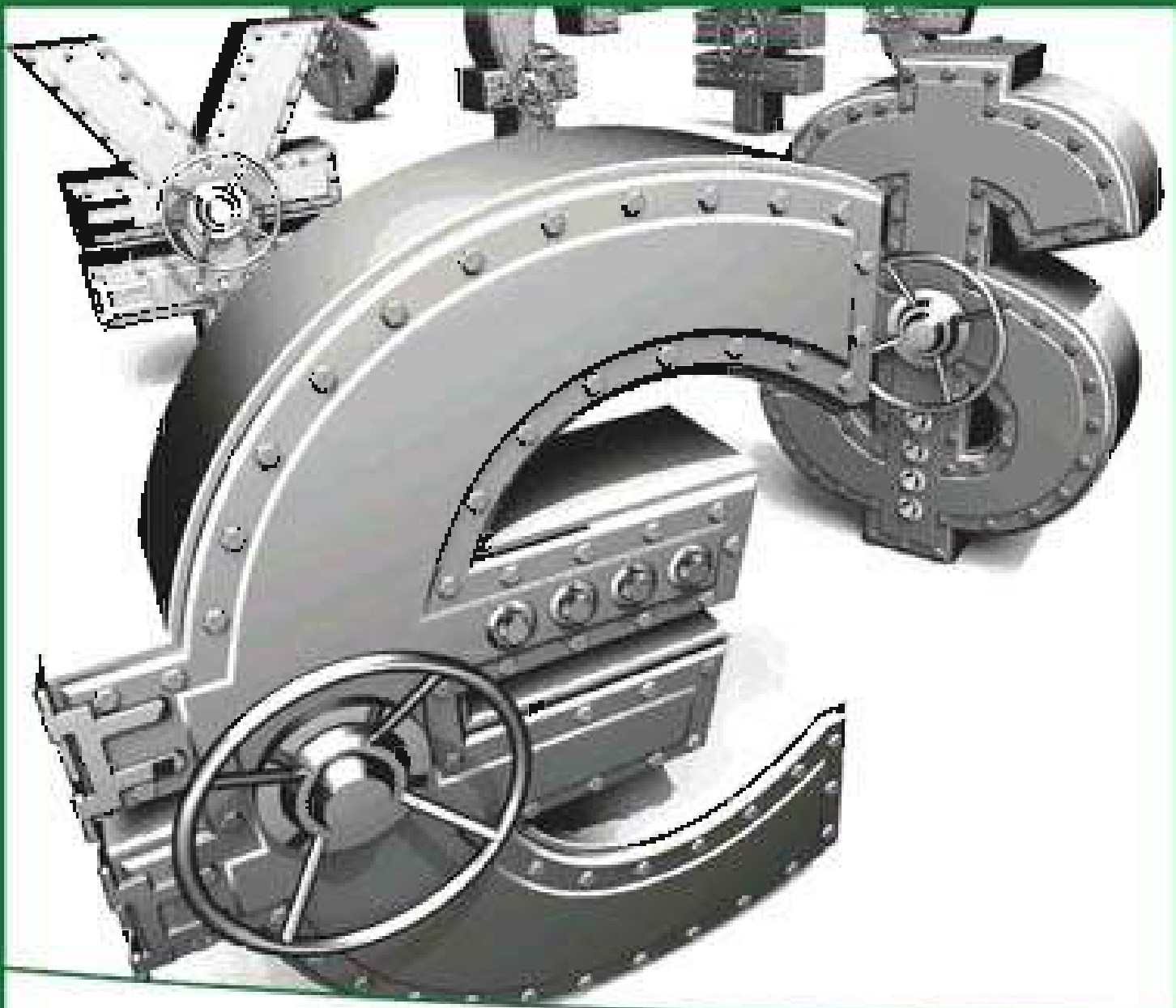
Eng. Motaz Raslan, Dr. Farkhonda Hassan, H.E. Dr. Aly Moselhy, H.E. Gen. Adel Labib.



Eng. Motaz Raslan, H.E. Dr. Aly Moselhy, Dr. Farkhonda Hassan, Ambassador Ferry de Kerckhove.



Ambassador Ferry de Kerckhove, Eng. Motaz Raslan, H.E. Dr. Aly Moselhy, Dr. Farkhonda Hassan.



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Egypt and the World; between the Economic and Health Crises

Covered by: **Amira El-Sahly**

The Canada Egypt Business Council hosted a special event in the Four Seasons Hotel featuring Egypt's Minister of Health Dr. Hatem El-Gabaly who discussed the topic, "Egypt and the World; between the Economic and Health Crises".



The event started by discussing the confusion that occurred in the health sector earlier this year especially with the global prevalence of the swine flu.

Addressing more than 250 CEBC members, prominent ministers, and distinguished guests, the CEBC Chairman, Mr. Motaz Raslan took the podium to discuss the probable impact of the current health outbreak on the global economy. He also pointed out that while global economies were fighting for recovery, another predicament rose on the surface, which is the massive spread of the swine flu virus in more than 74 countries around the world including Egypt, leading to a threat of becoming a global epidemic. "This is besides the spread of the plague on the western borders of the country", Mr. Raslan said.

He also added that if such a pandemic grew further, it would have a devastating force on the public health especially after the World Health Organization lifted the degree of preparedness to deal with the threat of the H1N1 virus from the fifth to the sixth place.

Mr. Raslan went on explaining the hammering impacts of this virus on global economies, based on recent estimates from the World Bank that forecasts the swine flu to cost the global economies more than three trillion U.S. dollars.

He also argued that while the Ministry of Health is responsible for the treatment of these diseases, many of the other ministries in the government are directly involved in their prevention.

Mr. Raslan finally delved into the action of other ministries in an attempt to provide an adequate healthy environment for the public. "What is needed is the removal of local poultry farms and pigs from the center of population and that the Environment and the Irrigation Ministries stop the licensing for industrial and tourism facilities that contaminate the River Nile. This is besides the powerful role, played by the media in producing new programs to raise the awareness of the citizens in addition to the introduction of health education in school curricula. Thus, these



Eng. Motaz Raslan, Chairman, Canada Egypt Business Council.



Ambassador Ferry de Kerckhove.

joint-efforts may contribute to the provision of a new meaning to the saying that prevention is better than cure", concluded Mr. Raslan.

Mr. Raslan then gave the floor to Amb. Ferry de Kerckhove, Canada's Ambassador to Egypt, who commenced his remarks by commending the medical profession for providing remarkable quality assistance compared to similar developing countries. The Canadian Ambassador ended his speech by stressing his confidence in Egypt's health sector and giving his credit to Egypt's

Ministry of Health for their transparent efforts in dealing with the current health crises.

Following the introduction, Dr. Hatem El-Gabaly started his presentation by sharing his diagnosis of the country's healthcare system, and outlining the development Egypt has concurred in key health indicators, where Egypt has lately achieved many realizations, marked in higher life expectancy, lower general mortality, decreasing infant and maternal mortality and the increase in the level of public health services in general.

"In 1960, Egypt had 186 infant mortalities per 1,000 live births and child mortality was 104 per 1,000 live births. Today, these rates have gone down to 28 children in addition to the maternal



Mr. Abdel Latif El Menawy , Head of the Egyptian News Sector, Eng. Motaz Raslan, H.E. Dr. Hatem El Gabaly, Dr. Ahmed Barrada, Professor in Ophthalmology, International Eye Hospital & Head of the CEBC Health Committee.

mortality rate which has dropped recently to 55 mothers per every 100,000” added the minister.

However, the minister argued that despite these improvements, the health care system in Egypt is still overwhelmed by several obstacles. He further pointed out that these obstacles include the lack of a universal quality health insurance coverage; deprived admission to health care, unequal distribution of health services between the rural and urban areas, besides the insufficient financing on the public owned health care.

The minister also noted that most of the citizens evade the public health system due to their shortness of confidence in the public health units. “More than 62% of the population pays for health services out of their own pocket but unfortunately the low-income people are paying more than the rich ones,” he said. “According to current studies the low-income class is burdened by around 30% of their income for receiving medical care compared to only 4% consumed from the income of the better classes.”

Dr. El Gabaly delved into the endeavors of the government of Egypt (GOE) including a number of initiatives that were applied by the Ministry of Health to produce consequences that can be remarkably noticed by the public within the recent phase. One of these attempts is the introduction of generic drugs besides the genuine ones. As based on recent figures, generic drugs constitute around 30% of total drugs and medicines available, leading to providing affordable options for the patients. In addition, he added that the expenditure on the prenatal care has increased from 66% in the nineties to 94% recently.

A major challenge facing health development in Egypt, added Dr. El-Gabaly is the separation of responsibility for health services as well as medical education coupled with outdated curricula and indifferent quality of training. Consequently, the Minister noted, structural reforms are also undertaken to provide a better and more complimentary health care organizations with better-educated and trained

physicians, nurses and pharmacists, as well as allied personnel. “The Ministry has succeeded to build 1300 health care units in 3 years and is planning to reach 2500 unit by 2010 with a budget of EGP 1 billion and 5 hundred million. Our goal is to improve quality and repair the health sector in Egypt through implementing an Egyptian Health Sector Reform Program (HSRP) that was pioneered in Suez as a successful model to be replicated in other governorates”, the minister pointed out.



Eng. Motaz Raslan, H.E. Dr. Hatem El Gabaly.



Mr. Abdel Latif El Menawy, Eng. Motaz Raslan, H.E. Dr. Hatem El Gabaly, Dr. Ahmed Barrada.

He went on explaining that one billion pounds out of the assets sold by the state were earmarked to carry out a comprehensive strategy to develop ambulance service in Egypt. Dr. Hatem El-Gabaly revealed that the service would be equipped with 1,800 new ambulances by the year 2010 and that recent service provides an equipped ambulance for every 33,000 citizens, which is not far from international criteria of providing one ambulance per every 25,000 citizens.

Moving to the impact of an ongoing epidemiological transition with the emergence of non-communicable and risk behavior-related diseases, the minister stated that swine flu is one of the major recent contributors to the disease burden, however the ministry's strategic goal is not only to eliminate the flu, but also to contain the situation by active monitoring within the state as well as outside the borders. Besides, examining the severity of the disease, that he finds less severe than the bird flu or even the seasonal flu where death rates only represents four in every 1000 disease carriers.

Boosting investment is another priority according to the minister, where opportunities outside the box are greatly promoted by the Government of Egypt. "One of the main concerns is the public-private partnerships and private financing initiatives; this is in addition to access, financing, provision and system stewardship", added Dr. El-Gabaly.

Following his presentation, the Minister of Health answered questions raised from the floor on subjects including preventative health policies, the current state of swine flu control, the public confidence in public health virus, the quality of service in urban and rural areas and the over exaggeration of the state in dealing with epidemics in Egypt.



Bidding farewell to Mr. Christopher Hull, Former Counselor Political, Embassy of Canada in Egypt, Eng. Motaz Raslan.

From left to right:



Eng. Motaz Raslan, Ambassador Ferry de Kerckhove.



Ms. Rasha Kamal, Executive Director, Canada Egypt Business Council.



Mr. Abdel Latif El Menawy.



H.E. Dr. Hatem El Gabaly, Amb. Ferry de Kerckhove, H.E. Dr. Abdel Aziz Hegazy, President, Dr. A.M. Hegazy & Co.



H.E. Dr. Hatem El Gabaly, Minister of Health, Ambassador Ferry de Kerckhove, Ambassador of Canada.



Eng. Motaz Raslan, Chairman, Canada Egypt Business Council, H.E. Dr. Ibrahim Fawzy, Head of the American Friendship Association, Mr. Hisham Hassan, Chairman, Export Development Bank of Egypt.

From left to right:



Ms. Mayan Raslan, Vice President, Speedotrans, Mr. Hussein Lotfy, Mr. Hussein Khattab, Dr. Madiha Khattab, Mr. Omar El Sayeh, Chairman, Barclays Bank Egypt.



Dr. Wafik Mekawy, Orthopedics Surgeon.



Mr. Hussein Lotfy, Managing Partner and President, Speedotrans, Mr. Hussein Khattab, CEO, The Egyptian Methanex Methanol Co., Dr. Madiha Khattab.




Medmark guests.




Ambassador Mahmoud El Saeed, Dr. Ali Awni, Head of QIZ Unit, Ministry of Trade & Industry, Amb. Mohamed Shaker, Vice Chairman Egyptian Council for Foreign Affairs, Amb. Ismail Khayrat, Chairman, Egypt State Information Service - SIS, Amb. Nehad Abdel Latif, Secretary General of the Permanent Secretariat for Implementation of the Egyptian European Partnership Agreement, Ministry of Foreign Affairs, Dr. Sherif El-Gabaly, Chairman, Abu Zabaal Fertilizers and Chemicals Company.



Part of the attendance.



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Canada's 10 Provinces

Alberta

It is a Canadian province located in western Canada. The capital city of Alberta is Edmonton. It is the fourth largest province after Quebec, Ontario, and British Columbia. Edmonton is the most northerly major city in Canada, and serves as a gateway and hub for resource development in northern Canada. Alberta's other major city, Calgary, is located approximately 280 kilometers south of Edmonton, surrounded by extensive ranching country. Almost 75% of the province's population lives in the Calgary. Most of the northern half of the province is boreal forest, while the Rocky Mountains along the southwestern boundary are largely forested. The southern quarter of the province is prairie. The central aspen parkland region extending in a broad arc between the prairies and the forests contains the most fertile soil in the province and most of the population. Much of the unfrosted part of Alberta is given over either to grain or to dairy farming, with mixed farming more common in the north and centre, while ranching and irrigated agriculture predominate in the south.



Family & Child in the Muslim Community Versus Contemporary Challenges

Covered by: Amira El-Sahly

The Canada Egypt Business Council, CEBC hosted a special event featuring guest speakers H.E. Moushira Khattab, Egypt's Minister of State for Family and Population and Sheikh Ali Gomaa, The Grand Moufti of Egypt, discussing the topic of "Family & Child in the Muslim Community versus Contemporary Challenges".

Mr. Motaz Raslan, Chairman of CEBC delivered his opening remarks by outlining the general condition of family and child in Egypt, highlighting that the state is suffering from various obstacles for attaining development and prosperity in the political, economic and security spheres. He further added that the Egyptian society, especially in rural areas, is suffering from major tribulations as female genital mutilation, early marriage of girls, employment of children, as well as the physical and psychological abuse of children.

He then discussed the phenomena of 'the street children' stating that it should be addressed as an issue of national security. "This can be done by striving to support and protect the rights of Egypt's children and preserving their rights without exception", said Mr. Raslan. He then added that we should not ignore the major problem of population explosion, which represents a major challenge and obstacle to development. He reviewed the national rate of growth in population, mentioning that Egypt's population might reach a figure of 93 million by 2020 with an annual birth rate of 1.9 million people.

"Family is the cornerstone of any abundant society", he added, pointing out that the reinforcement of women's roles in society; the study and resolution of problems confronting children; the improvement of family performance in society, the





monitoring of education; and the establishment of a healthy environment for children would be the only rescue package out of such development barriers.

He finally concluded that the propagation of science and information, besides the upholding of religious values are the only path that should be followed, adding that Egypt is determined to face the challenge by stimulating economic growth, rather than hindering it through investment in children that might provide the highest economic returns ever.

Mr. Raslan then gave the floor to H.E. Moushira Khattab, who started her speech by explaining that the goal of the Ministry is to establish strategies as well as operational work plans related to family empowerment and well-being, introducing a new vision of human development in Egypt by working in coordination with other government ministries across different sectors as education, health, and labor as well as various stakeholders, including government entities and NGOs.

The Minister further underscored that the wellbeing of children is directly linked to family wellbeing. “Children comprise a large proportion of Egypt's population and our aim is to create a new socio-cultural environment that focuses on the role of the family as the main bastion of safety for children which enables them to be productive collaborators in the society”. She explained that any negligence in the family's role would definitely lead to the spread of a number of impediments that may hinder social and economic development.

Moving on discussing these impediments, Minister Khattab agrees that poverty, family breakdown, child abuse and neglect, seem to be the leading causes for the problem. Many Egyptian families who are economically marginalized have become seriously dysfunctional, placing their children in circumstances that lead them to leave their homes trying to survive in the unprotected and hazardous street milieu. These circumstances have included child abuse by the family, and exploitation of the child as a wage earner, by abusive employers, resulting in the plight of 'street children' where the recently adopted amendments to the child law were primarily motivated by the plight of street children. “We now have a legal framework that ensures their full enjoyment of rights, integral effort is also



Sheikh Ali Gomaa, the Grand Mufti of Egypt., Eng. Motaz Raslan, H.E. Moushira Khattab.

needed among civil society organizations that have greater accessibility to these marginalized children,” she explained.

She further explicated that the problem of population explosion as well as the inequality in the geographical distribution of the population, together with low population characteristics might lead to children exposure to real or constant threat of violence from hostile-abusive community members.

“The starting point is the education of women, because knowledge is the key to their emancipation,” she said. “We also believe that just legislation is the umbrella for safeguarding the progress of women and the family as a whole.”

Optimistically, Minister Khatab added, “Currently we are concentrating on modern legislations as well as many successful initiatives which address the needs of modern times, and give women the status they deserve. We have great pilot projects, as “Girls Education Initiative” that were able to

reach the poorest of the poor, but pilot projects are not enough. We must ensure equal access to services without discrimination and this is our challenge”.

She also argued that the proper understanding of religion is essential in the decision of birth planning where Islam has always urged parents to provide good care of their children and ensure their peace and security. “Family Planning is a socio-economic cultural decision that is totally dependant on the literacy of the family and especially women”, said the Minister.

The minister finally stated that the government of Egypt is formulating legislations criminalizing harmful practices against female children, such as female genital mutilation and early marriage, in addition to inserting a new section on social and psychological measures for the protection of children at risk and their families; strengthening penalties on parents who abandon their children or relinquish their responsibilities; prohibiting all forms of violence against children; prohibiting

child labor below statutory minimum age, and ensuring the enrolment of illegal child workers in schools.

Sheikh Ali Gomaa, Egypt's Grand Moufti then took the podium explaining that Islam views childhood with hope and aspiration, as children are the nucleus of a healthy society. "Islam guarantees the child's right to survival, even if he is still a fetus in his mother's womb," said the Grand Mofti. "Islamic Shariah was pioneering in providing a faith and ethics-based set of precepts to guarantee sincerity in implementation. It attends to childhood with care long ago.

Islam also stipulates taking care of children; and ensuring the maintenance of their physical and moral rights and prohibits the violation of any of these rights. At the early era of Islam, the Islamic community was an integral one, constructed on strong beliefs of sponsorship of orphans and care for the elderly and there were no need for the society organizations to perform such role, as every member of that strong community was doing his/her role."

Moreover, he added that Islam perceived the family as the essential unit of community, encouraging a balanced, healthy society, pointing



Eng. Motaz Raslan.



Sheikh Ali Gomaa, Eng. Motaz Raslan, H.E. Moushira Khattab.

out to the fact that birth planning relies on the cultural inheritance of the society rather than religion. However, he noted that in many illiterate and rural communities in our society parents finds their children a way of income earning, even if they are employed in hard and dangerous labor, which is prohibited by Islam as explained by Shariah, that inflicting harm is forbidden, asserting that Islam provides children with a protective environment.

Moreover, the Grand Mofti added when addressing the issue

of circumcising women, or the female genital mutilation from an Islamic perspective, that such practice is 'un-Islamic inherited practice', he also urged all Muslims to stop practicing this habit, according to Islam's teachings which prohibit inflicting harm on any human being.

The floor was then opened to questions raised from the audience covering topics such as religion versus the legislative opinion, the expenditure on human capacity in rural areas, as well as child labor as a gross violation of the rights of the child to education.

From left to right:



Ambassador Ferry de Kerckhove, Ambassador of Canada, Eng. Motaz Raslan, Chairman, Canada Egypt Business Council, H.E. Dr. Ali El Saeidi.



Mr. Peter Bates, Political Counselor, Canadian Embassy in Egypt, Ms. Nevine Osman, Political & Economic Officer, Canadian Embassy in Egypt, Mr. Mostafa El Halwagy, Director, Corporate Projects, Americana.



Ms. Hoda Aboud, Public Relation Manager & Art Supervisor, Alexandria Opera House, Ms. Rasha Kamal, Executive Director, Canada Egypt Business Council, Mr. John Broadbent, Commercial Counselor, Canadian Embassy in Egypt.



Ambassador Ferry de Kerckhove, H.E. Dr. Ali El Saeidi, Mr. Hussein Khattab.



Mr. Galal Abdel Dayem, Dr. Hegazi Fahmy, Mr. Mohamed Eletreby, Vice Chairman and Managing Director, Arab Investment Bank.



Ms. Nouny Badrawi, Ms. Shahira Magdy Zeid, Vice Chairman, MZ Investment Company, Ms. Eman El Derini.

From left to right:



Ms. Hanaa El Hilaly, Director General International Cooperation Group, Social Fund for Development, Dr. Wegdan Lotfi, Dr. Hala El Saiid, Executive Director, Egyptian Banking Institute, Ms. Ninet Samman, Ms. Mushira El Agaty

H.E. Moushira Khattab, Minister of State for Family and Population, Mr. Hussein Khattab, CEO, The Egyptian Methanex Methanol Co., Ambassador Ferry de Kerckhove.



Part of the attendance.

Minister Cannon Completes Successful Visit to Egypt

The Honourable Lawrence Cannon, Minister of Foreign Affairs, completed a visit to Egypt where he took part in comprehensive talks with Egypt's Foreign Minister Ahmed Aboul Gheit on bilateral, regional and multilateral issues. Minister Cannon also met with Egyptian Prime Minister Dr. Ahmed Nazif.

During their meeting, ministers Cannon and Aboul Gheit committed to pursuing further discussion on enhanced cooperation in a number of areas, including regional and multilateral issues such as combating piracy, and maintaining security and peacekeeping efforts, both in the field and as part of the United Nations agenda. Minister Cannon expressed his hope to receive Minister Aboul Gheit in Canada in the near future to continue the dialogue.



The Honorable Lawrence Cannon, Minister of Foreign Affairs of Canada.

“These meetings reaffirmed the importance of Canada's multi-dimensional relationship with Egypt, and our support for its key role in helping to bring about long-term peace in the Middle East,” said Minister Cannon.

Minister Cannon also met with members of the Canada Egypt Business Council on a roundtable discussion headed by Minister Rachid M. Rachid, minister of Trade & Industry, H.E. Fayza Aboulnaga, minister of International Cooperation and H.E. Dr. Ahmed Darwish, minister of Administrative Development where he expressed appreciation for Egypt's efforts to open its economy during these tough economic times, and explored opportunities to enhance two-way trade and investment.

“We are pleased to see some significant Canadian commercial success stories between Canada and Egypt. Egypt is Canada's fifth-largest market in North Africa and the Middle East, with exports exceeding \$600 million,” said Minister Cannon. “Canada looks forward to increased trade and investment with Egypt, especially in priority sectors such as agriculture, information and communication technologies, and service industries.”

The Minister's trip to Egypt immediately followed his participation at the Friends of Democratic Pakistan meeting in Istanbul, Turkey.



H.E. Fayza Abounaga, H.E. Rachid Mohamed Rachid, H.E. Dr. Ahmed Darwish.



Mr. John Broadbent, The Honorable Lawrence Cannon, Ms. Colleen Swords, Assistant Deputy Minister Europe, Middle East & Maghreb and Chief Political Economic Officer.

From left to right:



Eng. Motaz Raslan, H.E. Fayza Aboulnaga, H.E. Rachid Mohamed Rachid, H.E. Dr. Ahmed Darwish, Dr. Moustafa El Fekki, Chairman of the Foreign Affairs Committee, The Egyptian People's Assembly.



Ms. Amani Essawi, Minister's Assistant for International Relations, Ministry of State for Administrative Development, Mr. Joseph Tadros, Trade Commissioner, Embassy of Canada in Egypt, Mr. Paul Terrien, Minister's Chief of Staff, Mr. John Broadbent, Commercial Counselor, Embassy of Canada in Egypt, The Honorable Lawrence Cannon.



Mr. John Broadbent, The Honorable Lawrence Cannon, Ms. Colleen Swords, Mr. Michael Grant, Director, Middle East Division, Mr. Peter Bates, Political Counselor, Embassy of Canada in Egypt.



Part of the attendance.

From left to right:



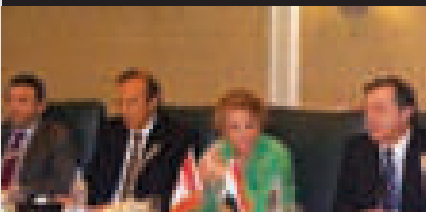
Mr. Assem Ragab, Eng. Motaz Raslan, H.E. Fayza Abounnaga, H.E. Rachid Mohamed Rachid, H.E. Dr. Ahmed Darwish, Dr. Moustafa El Fekki.



Eng. Motaz Raslan, H.E. Fayza Abounnaga.



Ms. Nevine Osman, Political & Economic Officer, Embassy of Canada in Egypt, Ambassador Mahmoud El Saeed, Dr. Sherif El Gabaly, Chairman, Abu Zabaal Fertilizers and Chemicals Company, Mr. Mohamed Farid Khamis, Chairman, Oriental Weavers, Dr. Abd El Moneim Saïid, Chairman, Al Ahram Newspaper.



Mr. Assem Ragab, Eng. Motaz Raslan, H.E. Fayza Abounnaga, H.E. Rachid Mohamed Rachid.



Mr. Assem Ragab, Dr. Abd El Moneim Saiid, H.E. Dr. Ahmed Darwish, H.E. Rachid Mohamed Rachid, The Honorable Lawrence Cannon, H.E. Fayza Aboulnaga, Dr. Moustafa El Fekki, Dr. Mohamed Abdelah, Chairman of Foreign Affairs Committee, National Democratic Party, Mr. Saiid El Derini, General Manager and Partner, Tam Oilfield Services, Eng. Motaz Raslan, Ambassador Mahmoud El Saeed.

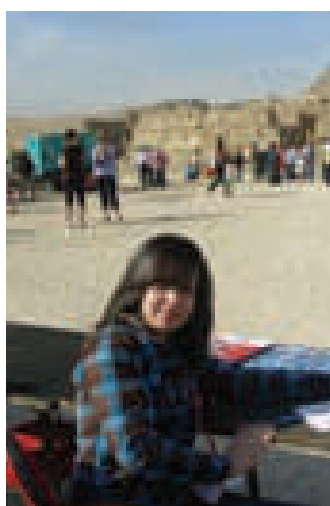


Eng. Motaz Raslan, Chairman, Canada Egypt Business Council, H.E. Fayza Aboulnaga, Minister of International Cooperation, H.E. Rachid Mohamed Rachid, Minister of Trade & Industry, H.E. Dr. Ahmed Darwish, Minister of State for Administrative Development.

Seven Thousand Participants at the Terry Fox Run at the Pyramids to Fight Cancer

The sound and light show at the Sphinx in Giza Square has received on the morning of Saturday, November 14, around seven thousand participants in a charity race organized by the Embassy of Canada in collaboration with the Children's Cancer Hospital 57357 sponsored by Al-Ahram Canadian University, where 30 students attended the race, the Supreme Council of Antiquities and the Egyptian Company for Sound and Light and the Canada Egypt Business Council. The collected money went to the hospital 57357. His Excellency Ferry de Kerckhove Ambassador of Canada has opened the event in the presence of Egyptian star Simon, and Mr. Hossam Essam, Dr. Sherif Abul Naga, Ola Madkour from the Children's Cancer Hospital. The race was under the name Terry Fox, a Canadian who toured the provinces of Canada to raise funds for cancer treatment and died at the age of 22 after running for 143 days, and following his passing in 1981, the Canadians adopted Terry's mission and continued raising fund to fight cancer. In 2008, over two million people in 28 countries participated in the Terry Fox Run.

The route took the participants from the Sphinx, past the world famous Great Pyramids to a scenic panorama overlooking the Giza plateau.



SAVOUR CANADA

CANADA, THE BEST GLOBAL INVESTMENT DESTINATION

By: Amira El-Sahly



Whether you are an entrepreneur interested in global expansion or an investor in search for stable and predictable investment opportunities, Canada is definitely your choice of excellence.

With a steady, prosperous, and secure economy, as well as the soundest global banking systems, according to the International Monetary Fund (IMF), Canada's development forecasts are matchless in the G8. Owing to its competitive corporate taxes to investments in infrastructure and Research and Development (R&D) and the skillful labor force, Canada stands as a vast investment destination, capable of surmounting the global financial downturns.

Canada is one of the world's wealthiest countries, boasting a high per-capita income, as well as being a member of the Organization for Economic Co-operation and Development (OECD) and the G8. Being one of the world's top ten trading nations, Canada as well possesses a diversified market, which although was ranked lower than the U.S. on the Heritage Foundation's index of economic freedom, yet it still incorporates a higher status than most western European markets and economies. This is besides reaching a rank of a quarter of 69 out of the 2000 corporations in the 2008 Forbes Global 2000 compilation of the world's largest companies, standing as the fifth nation globally.

Discover Canada's Potentials

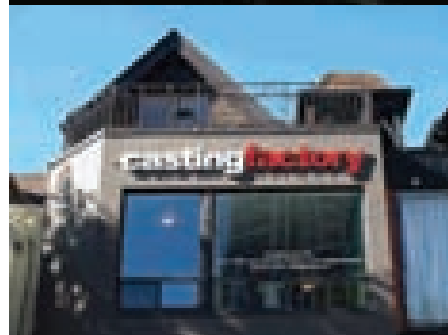
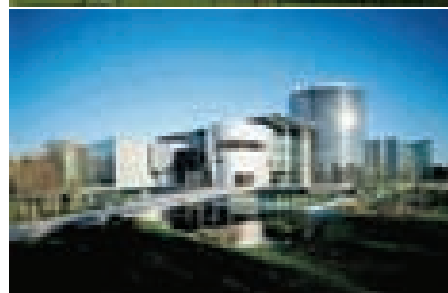
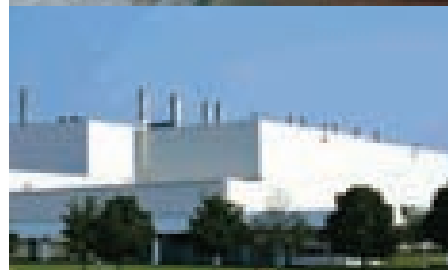
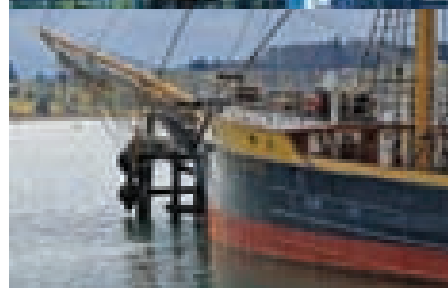
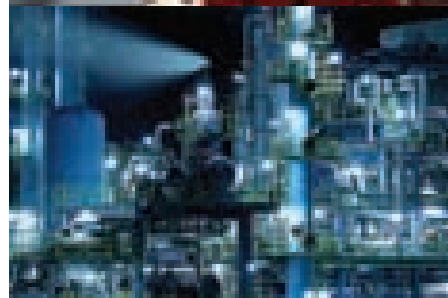
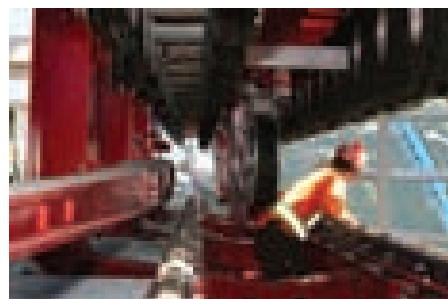
Canada's economic performance plays a crucial role in elevating the status of its domestic currency that is riding an upward escalator since few years. In 2009, Canada's national unemployment figures reached 7.77 percent and the Provincial unemployment rates vary from a low of 3.6 percent in Alberta to a high of 14.6 percent in Newfoundland and Labrador, knowing the fact that more than 330,000 jobs had been created in the previous year. A Growth in GDP was also running at more than 3 percent.

Its strategic geographic stances are a further key advantage. As neighbor, associate, and ally to the United States marketplace, reaping hundreds of billions of dollars in annual trade across the border. This is besides being a key feature of the North American Free Trade Agreement (NAFTA) with the United States, and Mexico that have created the most successful free-trade destination in the world and included access to a flourishing marketplace of more than 440 million consumers.

Moreover, Canada exports huge amounts of high quality commodities accounting for 35 percent of its exports where the Canadian dollar is globally viewed as a "commodity-based currency".

Expand your Horizons

Canada's economic potency lies in the diversity and strength of its natural resource industries that provide the globe with ore, oil and gas, lumber, and other commodities.



During previous years, the growth of the manufacturing, mining, and service sectors has transformed the nation from a largely rural economy to a more industrialized and urban society. Similar to other top developed nations, the Canadian economy is dominated by the service industry, which employs about three quarters of Canadians.

Since 2000, significant growth in terms of FDI has occurred in the mining, oil, gas extraction industry, and the utilities industry. Canada is one of the few developed nations that are net exporters of energy. Atlantic Canada has vast offshore deposits of natural gas, and large oil and gas resources are centered in Alberta. The immense Athabasca Oil Sands give Canada the world's second-largest oil reserves, behind Saudi Arabia. In Quebec, British Columbia, Newfoundland & Labrador, New Brunswick, Ontario, Manitoba, and Yukon, hydroelectricity is a cheap and clean source of renewable energy. This is in addition to more FDI attempts towards industries such as manufacturing, mining and oil and gas extraction and the management of companies and enterprises.

Canada's fast rising high-tech information and communications technology (ICT), biotechnology, advanced manufacturing, nanotechnology aeronautics, electronics, pharmaceuticals, agri-food have earned a profound global stances. Combining this knowledge base with thoroughly modern transportation, delivery and telecommunication infrastructures, and easy access to global supply networks, make Canada a matchless business and investment area.

Canada is one of the world's most important suppliers of agricultural products as well, with the Canadian Prairies being one of the most important suppliers of wheat, canola, and other grains.

It is also worth mentioning that Canada is the largest producer of zinc and uranium, and is an important global producer of many other natural resources, such as gold, nickel, aluminum, and lead. Canada also has a sizable manufacturing sector centered in southern Ontario and Quebec, with automobiles and aeronautics representing particularly important industries.

Canada has always been keen to create an investment encouraging environment. Canada incorporates all what investors are looking for as over the years, it had developed a highly business-friendly environment, best demonstrated by our commitment to reduce taxes and increase investments in R&D, and its solid commitment to minimizing red tape for businesses. In fact, Canada's business climate was ranked the first in the G-8 and third out of 82 countries in the Economist Intelligence Unit's global business rankings for the forecast period (2009-13), up from fourth and still first in the G-8 out of the full 82 countries from the historical period (2004-2008). This is in addition to the country's global recognition for its serious attempts to endorse Foreign Direct Investment (FDI) as well as Canadian Direct Investment Abroad (CDIA) including:



- In a recent quality-of-life ranking of 215 world cities by Mercer Human Resources Consulting, five Canadian cities were ranked among the top 25. Canada has the best overall quality of life among the G-8.
- Canada has the lowest cost of living among the G-8.
- Canada leads the G-8 in terms of the safest place to live and conduct business with the most fairly administered judicial system.
- As measured by the Environmental Performance Index (EPI), Canada ranks second in the G-8 and eighth in a 133-country study in terms of effectively reducing environmental stresses on human health and promoting ecosystem vitality and sound natural resource management.
- According to Moody's Financial Strength ratings, Canadian banks rank first among the G8 in terms of their basic credit merit.
- Canada has been the only G8 country consecutively surplus budgets in recent years.
- Canada's oil reserves, totaling 180 billion barrels, are second in the world, placing Canada ahead of Iraq, Iran and behind Saudi Arabia.
- Canada is the third largest producer of global natural gas and is ranked the ninth in the production of crude oil.
- Canada ranked ahead of Japan and far out front of the Germany, U.K., and France in the ICT sector. Source: World Competitive Yearbook, 2006
- Canada leads the G8 in broadband or high-speed Internet use.

Blending Cultures



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



CEBC Indepth

CANADA & EGYPT

TOWARDS A BRIGTHER COOPERATION



For more than 50 years, the multidisciplinary relations between Canada and Egypt have been based on solid economic, trade, investment, cultural as well as political ground. Egypt is a key Arab partner to Canada that has always been keen on cooperating with this great G8 Country. It is a great opportunity for all investors, traders, and business organizations to unleash the Canadian potentials and benefit more from the close trade ties by discovering the bilateral opportunities of cooperation for the mutual welfare of our great nation, Egypt.

By: Amira El-Sahly

The Canadian-Egyptian bilateral relationship has long been characterized by a mutual respectful and beneficial partnership, and is founded on a common interest in peace, stability, and security. Egypt and Canada have established embassies in their respective capitals in 1954, since that time, Canada has enjoyed positive relations with Egypt as a key partner that played an important role in resolving the Arab-Israeli conflict.

Canada has gained eminence in Egypt since its influential participation in the 1956 Suez Crisis. Canadian Forces have actively joined the UN peacekeeping forces in Sinai and are currently serving as peacekeepers in the multinational forces and observers there.

Canada a Homeland for Egyptians

Canada is currently the home country for a large Egyptian Diaspora, Canada incorporates around 250,000 to 300,000 Egyptian-Canadians who play a significant role not just in cultural and political fronts, yet in extending Canadian-Egyptian commercial ties, as well. The Egyptian-Canadian community is highly eminent inhabiting mainly Greater Toronto, Southern Ontario, Montreal, Ottawa, as well as Vancouver, Calgary, where many of them occupy senior positions in academic, scientific research, as well as trade and investments fields.

The Bilateral Ties Forge Ahead

During the past few years, the bilateral trade relations have prospered with numeral key Canadian firms powerfully engaged in the Egyptian market. This is beside the dynamic participation of the Canadian government organizations including the Canadian International Development Agency (CIDA), the Canadian Trade Commissioner Service (InfoExport), the Export Development Corporation (EDC) that are munificently providing sustaining support and aid to the Egyptian economy. In fact, Egypt is the second largest recipient of CIDA's assistance.

CEBC In Depth

The Canadian International Development Agency (CIDA) actively exists in Egypt, where it cooperates with the government of Egypt (GOE) and other local partners and NGOs in boasting human rights, advancing the concept of democracy and pluralism. This is through reinforcing gender equality, institutional capacity building, and environmental sustainability, by developing various sectors, especially fields of education, small and medium enterprises (SMEs) as employment generators, freedom of expression and association, as well as healthcare with an emphasis on women's development, besides sustaining child's rights and augmenting early childhood education.

The Significance of Both Economies

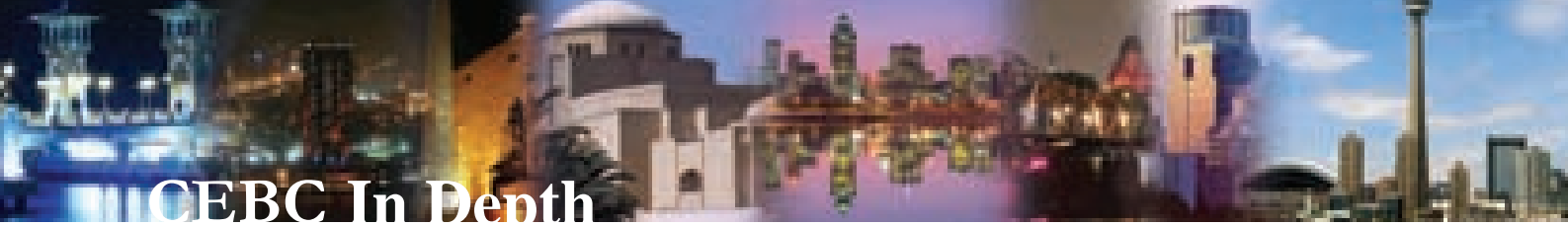
Following a decade of implementing economic reform policies, Egypt has succeeded in setting up an emerging, market-based economy, enhancing trade and investment climate as well as modernizing its industry to upgrade and maintain its economic affluence in order to cope with the current global challenges.

The mutual business relations are strengthened by the stability of both economies. Both countries have been recently recognized as among the few countries with no considerable concern about bank solvency. Canada is the only developed country that did not have to set aside any government funding to assist the financial sector to confront to the current global financial crisis.

From Aid to Trade

From the business perspective, trade and investment between the two countries is evidently on the upswing. The mutual transactions and joint ventures are not only mounting, yet becoming extra diverse, moving ahead of the usual trade of goods and projects to accomplish an additional altitude of collaboration.





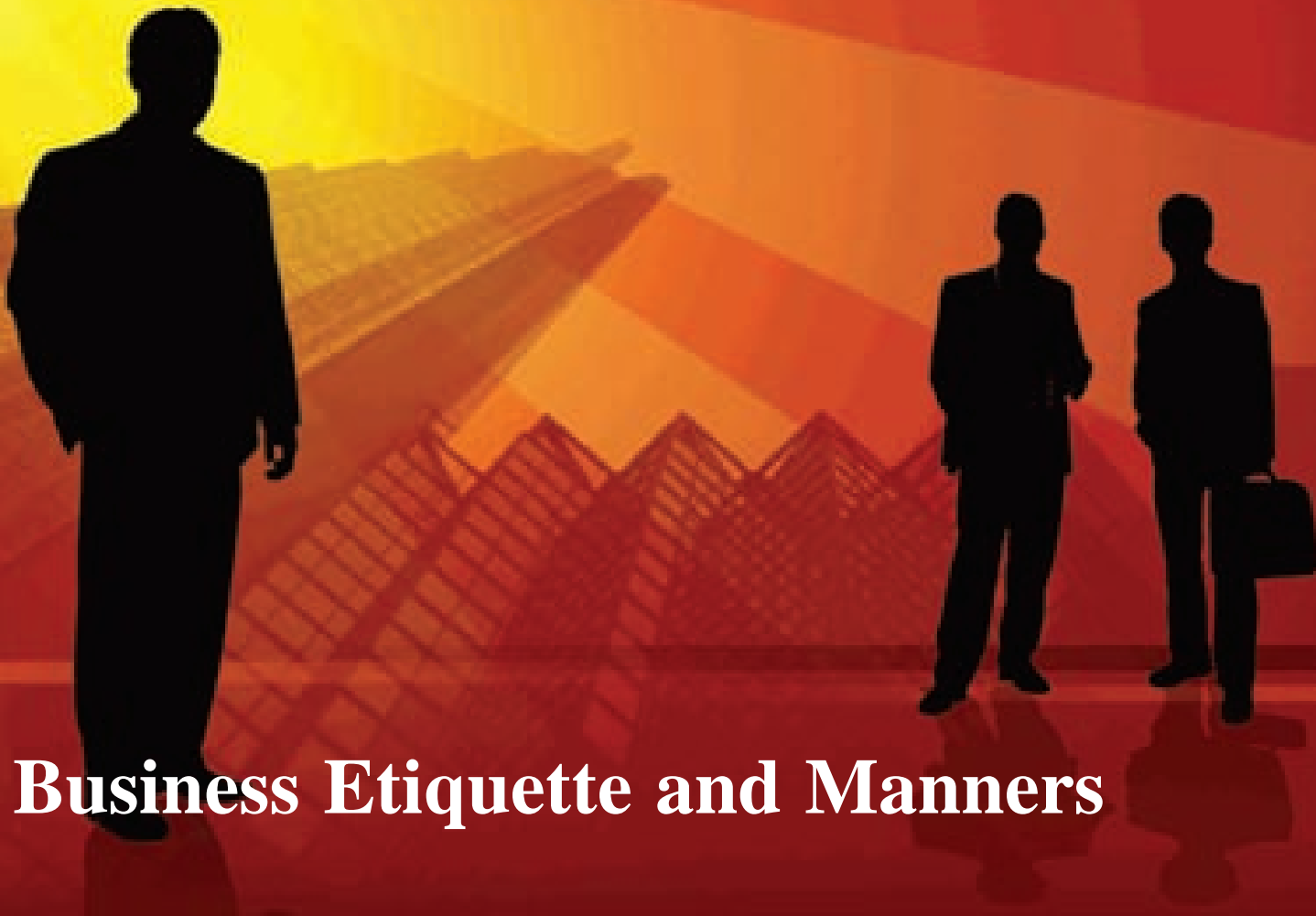
CEBC In Depth

The relationship is not limited to this issue; however, it continues to expand into innovative arenas of interest, including trade negotiations, memorandum of understanding (MOUs), research and education services, La Francophonie as well as technology and cultural exchanges.

Egypt has recognized that Canada is a basis of principal technologies and expertise in several sectors. Bilateral business prospects exist along a wide range of sectors that match Canadian capabilities, particularly in information and communication technologies, agriculture, oil and gas, construction, environmental applications, tourism, automotive and aerospace. Additionally, the power sector in Egypt is recently opening up to regional and Canadian investors as well. With significant economic expansion currently present in the Egyptian economy, along with a soaring gross domestic product (GDP), maintained by a growing population of more than 82 million, Egypt is fast becoming the ideal springboard market for Canadian investors. In fact, Egypt is currently ranked 46th globally and fifth 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. Canadian exported goods to Egypt have reached an unprecedented level in 2008 of \$633,165,546, an increase of 80% over 2007, while the Canadian imports from Egypt have reached a figure of \$138,916,589. The major Canadian exports to Egypt consist of wheat, paper, machinery, iron ore, aircraft, mineral fuel and oil, vegetables, wood pulp, iron and steel, and electrical machinery. Canada's main imports from Egypt include fertilizers, mineral fuels and oil, electrical machinery, textile floor covering (carpets), iron and steel, inorganic chemicals, knitted and woven apparel.

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, Fairmont 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.

From the Egyptian side, Orascom Telecom has freshly executed a major investment deal in Canada for the establishment of a mobile telephone GSM network, which will operate in every province of Canada apart from Quebec. The new firm will undertake an investment of around Cdn \$2 Billion, which represents the first step in the significant Egyptian investment in Canada.



Business Etiquette and Manners

Test Your Etiquette Intelligence... Etiquette Essentials for Success at Work

1. In the business arena

- a)** Only men should stand for handshaking and all introductions.
- b)** Only women should stand for handshaking and all introductions.
- c)** It is not necessary for men or women to stand for handshaking or introductions.
- d)** Both men and women should stand for handshaking and all introductions.

2. In the business arena, it is necessary for a man

- a)** To pull a chair out for a woman.
- b)** To stand when a woman leaves the table.
- c)** To pay for a woman's meal.
- d)** All of the above.
- e)** None of the above.

3. For easy reading, one's name badge should be worn

- a) On the left shoulder.
- b) On the right shoulder.
- c) On the left hip.
- d) Around one's neck.

4. The best way to meet people at a business or social function is to

- a) Head for the bar or the buffet immediately upon arrival.
- b) Introduce yourself to two people who are standing close and talking softly.
- c) Look confident, stand in the center of the room, and wait for someone interesting to approach you.
- d) Introduce yourself to a person standing alone or to large groups.
- e) Stick close to only those you know very well and forget about the rest.

5. If you receive an e-mail from an unknown source and realize it should be handled by someone else, you

- a) Forward it immediately.
- b) Forward it with a note explaining why you are sending it.
- c) Consider it spam, delete it, and forget about it.
- d) Print it out and leave it sitting on the copy machine in the hope that someone else will take care of it.

6. If an angry customer calls to complain, you should

- a) Put the person on hold as quickly as possible and blow off some steam in the restroom.

b) Tell the caller that he has the wrong number and hang up in self-defense.

c) Stay calm, listen to the caller's complaint, and quickly attempt to help or get help for him.

d) Quickly put the caller in his place by yelling back. After all, no one has the right to talk to you that way.

7. If you have to introduce two people and you can't remember one person's name, you recover by saying

- a) "Do you know one another?"
- b) "I can't remember your name. Will you introduce yourself?"
- c) Nothing and hoping they will introduce themselves.
- d) "It's been one of those days. Please tell me your name again."
- e) Nothing and doing nothing. After all, you don't want to embarrass yourself or others.

8. When making a proper business introduction you

- a) Wing it.
- b) Introduce a client to the president of your company.
- c) Introduce the president of your company to a client.
- d) Don't do anything. It is their responsibility to introduce themselves to one another.

ANSWERS:

- 1. D 5. B
- 2. E 6. C
- 3. B 7. D
- 4. D 8. C



TRADE MISSION TO CANADA 2009

Canada & Egypt

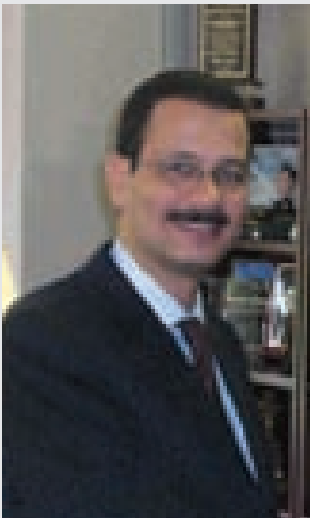
Harvesting the Trade Fruits

Trade Mission to Canada
(27 September – 2 October 2009)

Covered by: Amira El-Sahly

In an annual tradition dating back five years ago, the Canada Egypt Business Council, CEBC held its annual Trade Mission to Canada from September 28 until October 2 to highlight the Egyptian Canadian trade and economic ties, and to lobby

Council (CEBC), representing distinguished business figures from various sectors as agriculture, scientific research, finance, and banking sector, telecommunications, tourism, industry, services , besides a number of eminent journalists.



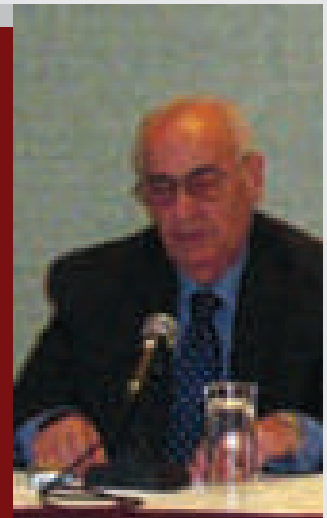
H.E. Dr. Ahmed Darwish



Amb. Shamel Nasser



Eng. Motaz Raslan



Dr. Adel Beltagy

on behalf of the government of Egypt (GOE) and Egypt's business community by presenting their viewpoints to the Canadian policy makers and think tanks. This is besides, promoting Egypt as an investment destination as well as a significant trade partner to Canada.

H.E. Dr. Ahmed Darwish, Minister of State for Administrative Development, has headed the mission delegates this year in addition to Mr. Motaz Raslan, Chairman, Canada Egypt Business Council and Dr. Adel El Beltagy, Advisor to the Minister of Agriculture for Research and Development, besides, more than 34 delegates representing different segments of the public as well as the private sectors including a number of prominent members of the Canada Egypt Business

Moreover, several top government officials have joined the mission on behalf of diverse institutions and ministries including Ministry of Agriculture and Land Reclamation, Ministry of State for Administrative Development, Ministry of Internal Cooperation, Ministry of Foreign Affairs, as well as other highly ranked government institutes and research centers including the Agriculture Research Center as well as the National Management Institute.

After five succeeding annual visits, the Council have started to harvest the fruits of solid endeavours, whether on the Canadian or the Egyptian fronts. This was materialized in the outstanding outcomes of the mission as well as the genuine support and sustainability provided by the government



Dinner hosted by the Egyptian Ambassador in Canada



Meeting & Presentation at Montreal International



Meeting at the Institute of Public Administration of Canada

of Egypt (GOE) and the Canadian administration to CEBC's attempts in nurturing the Egyptian-Canadian relations.

The Main Topic

The theme this year, 'Harvesting the Trade Fruits', symbolizes the objective of deepening business relations that is bearing fruits already within the context of the globalizing economies in order to facilitate shaping Canadian foreign trade policy towards Egypt.

Accordingly, the mission held more than 40 high profile conventions aiming at building a reliable partnership between Canada and Egypt, knowing the fact that Canada is one

of the G8 countries and major global economies and an advanced country in many areas, notably the hi-technology, education, information technology (IT), oil and gas, industry, in addition to the massive agricultural technology.

However, despite the significance of that developed country, the bilateral Egyptian-Canadian economic and trade relations is not at the request level and still have a plenty of room for further cooperation, especially that Canada encompasses a large prominent Egyptian Diaspora spread in various Canadian cities including a number of university presidents and deans of colleges as well as many scientists and experts in diverse fields



Meeting at the MaRs Discovery Center



Meeting at the Office of Ombudsman, Government of Ontario



CEBC Delegates Briefing

including nuclear engineering, medicine, and trade. Besides, knowing the fact that Canadian investments in Egypt have only reached two billion dollars and trade between the two countries reached a round figure of 600 million dollars.

A Teamwork Spirit

One of the strongest outcomes of the Trade Mission is the sense of teamwork that was constructed due to delegates' awareness of the magnitude of the role they play in their mission to Canada as representatives of the Egypt's private sector. The potency of the Trade Mission comes not just from the ability

of its delegates to lobby on behalf of the Egyptian private sector, but also from the strong interpersonal contacts, they developed during their visit.

The message the delegates conveyed to the Canadian officials was that Egypt could present large business prospects for Canadian companies, either as an investment destination or as a trade partner, demonstrating Egypt's achievements as an emerging, developing, market based, literal and privately led economy. Accordingly, many Canadian investors have shown real interest in doing business with Egypt and having it as the hub of their African and Middle Eastern transactions.



Delegation Members

Egyptian Government Officials and Representatives

- H.E. Dr. Ahmed Darwish, Minister of State for Administrative Development
- Mr. Motaz Raslan, Chairman, Canada Egypt Business Council
- Dr. Adel El Beltagy, Advisor to the Minister of Agriculture for Research & Development, Ministry of Agriculture and Land Reclamation
- Eng. Ashraf Fawzy, Executive Director of National Management Institute (NMI), Ministry of State for Administrative Development
- Ms. Amani K. Essawi, Minister's Assistant for International Relations, Ministry of State for Administrative Development
- Ms. Hoda Salem, Director General of Cooperation with Canada, Ministry of International Cooperation
- Mr. Sherif Ismail, First Secretary for the North American Department, Ministry of Foreign Affairs
- Mr. John Broadbent, Counselor Commercial Embassy of Canada in Egypt

CEBC Members

- Mr. Ahmed Fouad El Watan, President, Fouad El Watan Consultant Auditor and Accountant
- Mr. Ashraf El Attar, President, Egyptian German Air Treatment Co. (EGAT)
- Mr. Emad Hamdy, Director of Business Development, Sharm Dream Holding Company for Touristic Investment S.A.E
- Mr. Gamal El Sayed El Asy, Chairman, High Dam Cruises
- Ms. Hoda Masri, Associate Director/ Representative, UBS AG Cairo Representative Office

- Mr. Hamada Abou Elenein, Chairman, Sharm Dream Holding Company for Touristic Investment S.A.E.
- Ms. Lamise Aly Negm, Vice President, Citibank
- Mr. Mahfouz Nasralla, Chairman, Prima Elios for Electrical Industries
- Amb. Mahmoud El Saeed, Former Ambassador of Egypt to Canada
- Mr. Mokhtar Abou-Basha, Chairman, Maba Group
- Mr. Mohamed El Saiid Aly El Goweily, Assistant Manager, National Bank of Egypt
- Mr. Nabil Walid Kamhawi, Chairman, Delta Rasmala Securities
- Mr. Nagy Albert, President, Stars Group
- Mr. Samir Samman, Managing Partner, Samman Trading and Supply Co.
- Mr. Saiid El Derini, General Manager and Partner, Tam Oilfield Services
- Mr. Tarek Mohamed Salah El Din Youssef, Deputy General Manager Investment Study Department, National Bank of Egypt

Media Representative and Journalists

- Mr. Mohamed Abdel Rahman El Hawary, Managing Editor, Al Akhbar Newspaper
- Mr. Mohamed Radwan, Managing Editor, Al Masry Al Yom Newspaper
- Mr. Mahmoud Salem, Managing Editor, Al Akhbar Newspaper
- Ms. Naglaa Zikry, Editor-in-Chief, Al Ahram Newspaper

CEBC Staff

- Ms. Rasha Kamal , Executive Director, Canada Egypt Business Council
- Ms. Mariana Malak , Office Manager to the Chairman, Canada Egypt Business Council

The Trade Mission Agenda:



Meeting with the Hon. Peter Miliken, Speaker of the House of Commons

Throughout six working days, the CEBC Trade Mission delegates have conducted several fruitful conventions including one-to-one contacts, roundtable discussions, group meetings, conferences and evening receptions with key Canadian government officials, parliamentarians, think tanks, business community, and Canadians of Egyptian origins whether in Toronto, Ottawa, and Montreal. This is in addition to a number of preparations for bilateral accords and quality discussions with major financial institutions, banks, and Canadian investment firms.

The meetings covered three levels:

1. Official and Political Meetings: focusing on structuring cooperation with key Canadian counterparts in areas of administrative development, agriculture, dual trade policy, joint parliamentary efforts, developing the e-government initiative in Egypt, discussing issues of social security networking, citizens identifications, MGS and Management Board Secretariat.

The Meetings included:

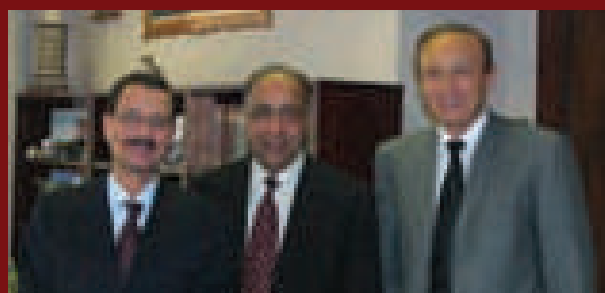
- Senior Counsel, Laura Pettigrew, Office of the Ombudsman, Government of Ontario
- The Honorable Bob Stark, Deputy Minister & CEO, Service Ontario, including a tour to of Service Ontario flagship site to see e-government in action
- The Honorable Harinder Takhar, Minister of Government Services, Government of Ontario
- Senior officials at the Treasury Board of Canada Secretariat, outlining an Overview of Treasury Board, Federal Accountability Act (anti-corruption), and Management Accountability Framework)
- Dr. David M. Malone, President of International Research Center (IDRC)
- Mr. Claude Carriere, Foreign and Defense Policy Advisor, the Prime Minister's Office
- Dr. Bernard Patry, MP Vice Chair, Foreign Affairs Committee



Meeting at the Parliament



H.E. Dr. Ahmed Darwish, Minister of State for Administrative Development, Dr. Bernard Patry, MP Vice Chair, Foreign Affairs Committee, Hon. Bob Rae, M.P. for Toronto Centre, House of Commons, Eng. Motaz Raslan, Chairman, Canada Egypt Business Council



Dr. Ahmed Darwish, Minister of State for Administrative Development, Hon. Harinder Takhar, Minister of Government Services, Government of Ontario, Eng. Motaz Raslan, Chairman, Canada Egypt Business Council

- The Honorable Peter Miliken, Speaker of the House of Commons
- Mr. Rod Raphael, Senior Director General, Planning and Reporting, Service Canada
- Mr. Peter Simeoni, Assistant Deputy Minister for Integrity Services
- A dinner at the residence of the Egyptian Ambassador, Shamel Nasser on the honor of Dr. Ahmed Darwish and including a meeting with CIDA Officials
- Mrs. Sylvie Grondin, Deputy Minister, Quebec Minister of Governmental Services
- Meeting with representatives of the Ontario Ministry of Agriculture, Food and Rural

Affairs (OMAFRA) including:

- Ms. Rena Hubers, Food Safety and Environment Division
- Andrea Martin, Manager, Food Policy Unit
- Bobby Seeber, Senior Policy Advisor (trade Policy) Strategic Policy Branch
- Dr. Yvon Martel, Director-General, International Cooperation, Agriculture and Agri-Food Canada
- Ms. Liseanne Forand, Associate Deputy Director, Agriculture, and Agri-Food Canada
- Mrs. Raymonde St-Germain, Quebec Citizen Protector

2. Meetings with the Egyptian Community in Toronto and Montreal: The CEBC has organized two events and evening receptions with the profound Egyptian community in Canada including:

- Egyptian Community Event in Montreal
- Egyptian Community Event in Ontario

Various significant subjects have been raised during the events, discussing recommendations and proposals on future bilateral cooperation between Canada and Egypt in line with the presence of a large reputable Egyptian community in Canada. Fields of scientific research, administrative development besides, introducing modern management systems in Egypt's institutions and making use of Egyptian experts living in Canada were a top priority in such conventions.

3. Business Oriented Meetings: including one-to-one business meetings that symbolize vital significance for ensuring the sustainability of the enduring trade transactions as well as the examination of innovative business prospects. Numerous areas of interest have been presented with key business leaders in Canada as well as bankers, financial specialists, and top experts.

In addition, various business visits, roundtable discussions and forums were held with key government officials as well as private agencies and institutions in Canada including:

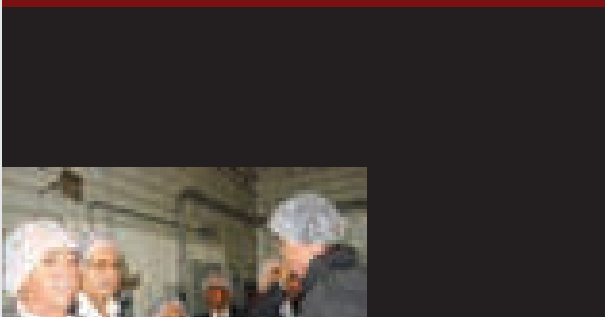
- Export Bank of Canada (EDC)
- Ambassador Thomas Marr; Director Commercial Relations with the Middle East, Gulf, and Maghreb
- Mr. Daniel Gagne, Director, Asia Pacific, Africa & Middle East, Quebec Ministry of Economic Development, Innovation and Trade



Mr. Nagy Albert, President, Stars Group and representatives of the Bank of Montreal



Meeting with the Egyptian Community in Montreal



Presentation at Holland Marsh Research Center



Presentation at Alma Aquaculture Research Station



Meeting at York University



Presentation on Capital Markets by Bank of Montreal

- Scotia Bank
- Mr. Riadh Ben Aïssa, Executive Vice-President, SNC-Lavalin Group Inc
- Mr. Halim Gabra, Business Development, North America, Xceed
- Mr. Renaud Caron, Senior Vice President, CGI
- Bank of Montreal, BMO
- Capital Markets
- The Canada-Arab Business Council, CABC

Besides, a number of significant meetings, tours and field trips have been executed with major Canadian universities and institutions in Montreal and Ottawa including discussions with:

- Dr. Mamdouh Shoukri, President, York University
- Meetings at Canada School of Public Services including:

Ms. Ruth Dantzer, President and CEO

Ms. Colleen Rossiter, Manager, International Partnerships

Mr. Gordon Owen, Director General

- Meetings at Ontario Agricultural College, University of Guelph attended by:

Rene Van Acker, Chair, Plant Agriculture Department

Rich Moccia, Associate Vice-President, (Research), Agri-Food & Partnerships, Office of Research

Ms. Ruth Dantzer, President and CEO, Canada School of Public Service

Ms. Colleen Rossiter, Manager, International Partnerships, and Gordon Owen, Director General

Mr. Dave Smardon, President, BioEnterprise Corporation, Guelph

Mr. Richard D. Moccia, Professor and Director, Aquaculture Centre and Alma Aquaculture Station Manager

- MaRs Discovery Center
- A tour at 'Holland Marsh muck Crops Research Station' and field trip at Tour of Holland Marsh area, including the Drainage Pumping Station including various deliberate discussions with:

Shawn Janse, Station Manager

Dr. Mary Ruth McDonald on the research programs

Kevin Vander Kooi, Research Technician

Meeting with the Drainage Superintendent

- The Central Experimental Farm & Eastern Cereal & Oilseed Research Center

Overview of Findings



H.E. Dr. Ahmed Darwish, Minister of State for Administrative Development, Dr. Bernard Patry, MP Vice Chair, Foreign Affairs Committee, Hon. Bob Rae, M.P. for Toronto Centre, House of Commons, Eng. Motaz Raslan, Chairman, Canada Egypt Business Council

The mission outcomes were rather gratifying and rewarding in all fronts viewing the fact that the predetermined objectives were mostly conquered successfully, whether on the political, domestic, developmental, and scientific as well as investment fronts.

On the Domestic Front,

One of the prime objectives that dominates the annual trade Missions agenda is to bridge communication channels with approximately 350 thousand Egyptians inhabiting Canada and representing various distinguished community that are holding many senior positions, among which is the President of York University in Toronto, Dr. Mamdouh Shoukri as well as other 15 Faculty deans of Canadian universities in addition to various highly ranked scientists and experts working in research and development as well as nuclear energy, banking and information technology (IT).

The delegation main aim was to underscore the tribulations of Egyptian emigrants in Canada, which were discussed in preceding missions. Accordingly, CEBC has organized two well-attended conferences with the Egyptian community in Canada, the first was held in Toronto and the other in Montreal, addressing problems of Egyptian migrants in Canada including obtaining national ID card as well as passport issuing. This was through opening a channel for communication between the delegates, key Egyptian government officials, and the eminent Canadian Egyptian community. During the events, Minister Darwish has encountered the positive development in Egypt in various fields, especially political and economic reform.



On the Official and Political Fronts,

Contrasting to preceding missions, CEBC delegates noted that the Canadian officials were less concerned with Egypt's political reforms than they have been during previous visits. While some parliamentarians raised the issue, the majority appeared satisfied asserting that Egypt is a close ally of Canada, and confided delegates that Egypt is still viewed as a reliable mutual partner.

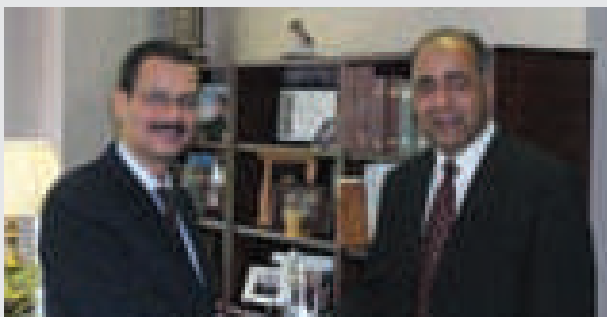
Delegates have asserted that the top officials in Canada have shown great interest in the development of relations with Egypt in various fields whether political, economic, trade and investment or parliamentary fronts due to Egypt's pivotal role in issues of peace, and security of the region. They also praised President Mubarak's efforts in maintaining peace in the Middle East and commended his vital role of establishing security in the region as well as internationally.

The delegates' discussions with the various Canadian Parliamentarians and senior officials confirmed the identity of views between the two countries, which moves towards increasing bilateral cooperation and coordinating the status of the two countries in international forums, particularly in the G8 countries and Group of 77.

On the Academic, Research and Development Fronts,

The meetings that were held in Toronto with the University of York, Schulich School of Business, Glendon School of Public Policy and International Affairs were among the successful conventions of the trade mission. Potential agreement has been discussed for boosting the number of Egyptian missions and scholarships to Canada in the postgraduate studies as well as discussing the establishment of a system of cooperative scientific research. This is in addition to studying the possibilities of establishing joint ventures between major Canadian Institutions and the Egyptian Universities.

Another main achievement of these meetings was the negotiation of partnership agreements between the National Institute of Management in Egypt and the Institute of Public Administration of Canada and the Canada School of Public Service and Schulich School of Business. This is in support of providing courses, that the Canadian Institutes hold its intellectual property right, through working on the localization and transfer of content to correspond with the culture in Egypt and the Arab countries, besides the establishment of training programs for Egyptian and Arab citizens.



Dr. Ahmed Darwish, Minister of State for Administrative Development, Hon. Harinder Takhar, Minister of Government Services, Government of Ontario



Dr. Bernard Patry, MP Vice Chair, Foreign Affairs Committee, Eng. Motaz Raslan, Chairman, Canada Egypt Business Council



Fish Breeding at Aquaculture Research Station



Alma Aquaculture Research Station



Presentation at Alma Aquaculture Center



Presentation at the Central Experimental Farm

On the Agricultural Front,

Dr. Adel El Beltagy, Advisor to Egypt's Minister of Agriculture, has reviewed the opportunities for agricultural investment in Egypt, both in joint research, production of seeds, the preservation of agricultural products, agricultural industrialization, as well as the Desert Research.

A major goal that dominated the meetings was the possibilities for joint investments in the fields of science and agricultural research especially as the Egyptian Agriculture needs to move forward to adapt to the requirements of global markets. This is besides benefiting from Canadian experience in agriculture, biotechnology, food legislation, as well as production of fish and poultry, in addition to cooperating in issues related to manufacturing of agricultural goods along with conducting dual agricultural research units. These recommendations and preparations for agreements were discussed during meetings

with Ontario Ministry of Agriculture Food and Rural Affairs (OMAFRA), Dr. Yvon Martel, Director-General, International Cooperation, Agriculture and Agri-Food Canada, as well as Ms. Liseanne Forand, Associate Deputy Director, Agriculture and Agri-Food Canada.

Furthermore, during the agriculture officials and delegates round field trip at the Ontario Agriculture College, University of Guelph explanations were presented on ways to utilize technological development in the field of greenhouse for crops besides the conversion of agricultural waste products into components beneficial to society.

More to the point, delegates have held a very productive visit to the Alma Aquaculture Research Station (AARS) for studying the use of technology in aquaculture production; fish Production Research Program, through over viewing the station's various educational



Dr. Ahmed Darwish, Minister of State for Admin. Dev., Eng. Motaz Raslan, Chairman, Canada Egypt Business Council and representatives of Bank of Montreal

and training programs whether for graduate, undergraduate, college, and high-school level.

On the Economic, Trade and Investment Fronts,

Many further prospects have been discussed with the delegation members in an attempt to nurture the bilateral trade and commercial relation between Egypt and Canada. The delegates identified that 58 percent of Canada's trade is with USA, noting that the trade volume between Egypt and Canada exceeded 600 million dollars, with a 100 percent boost over five years.

However, they noted that such trade volume does not commensurate with the significance of Canada as one of the leading trade economies and stressed that, Canada entered the circle of interests of Egypt's Administration as well as the private sector.

Accordingly, a number of successful meetings have been held by the mission's delegates with officials of Bank of Montreal (BMO), Scotia Bank, Capital Markets, and a number of financial and major investment institutions. This was through a business forum and roundtable discussion hosted by BMO and the Canada Arab Business Council to examine opportunities for joint investment and boosting trade and bilateral cooperation. Mr. Richard Mann, General Manager Canadian-Arab Business Council, debated on the importance of trade and investment opportunities in Egypt and the vitality of the Egyptian economy that has increased trade during the global financial crisis, while decreased in other European countries and the U.S.

The delegates explained that the reactivation of trade is not only based on insurance and



Dinner hosted by the Egyptian Ambassador in Ottawa



Dr. Adel El Beltagy, Advisor to the Minister of Agriculture for Research & Dev., Amb. Suzan Gamil, Consul General of Egypt in Canada, Dr. Ahmed Darwish, Minister of State for Administrative Development, Eng. Motaz Raslan, Chairman, Canada Egypt Business Council

finance, but on a more effective environment and a business structure capable of meeting the requirements of the market especially when given the advantage of the potential of the e-commerce and advanced technologies in the field of communications and information technology.

Accordingly, several Canadian institutions and organizations have expressed their interest in investing in Egypt, including Bank of Canada 'Nova Scotia', which has opened three branches in Egypt as well as an affiliated company cooperating with Xceed in Egypt. This is in addition to various Canadian companies who wish to expand their business boundaries to Egypt knowing the fact that five major Canadian business organizations are visiting Egypt within the two coming months to explore potential investment sectors in the Egyptian market.

Delegates have also delved into the Government of Egypt (GEO) interest in supporting medium, small, and micro enterprises, stating that they represent more than 90 percent of the Egyptian private companies. Minister Darwish as well declared that Egypt's Ministry of Finance had announced 50 projects in the public sector and infrastructure available for foreign direct investment (FDI).

Moving to the tourism enhancement domain, the Tourism Ministry representatives have also discussed future possibilities for further enhancing the exchange of tourists between the two nations viewing the fact that Egypt boost very spectacular tourist destinations that should be more endorsed for Canadian tourists to visit.

In addition, delegates made it a priority addressing the huge gap between perception and fact, where they emphasized in promoting Egypt as a modern, civilized country with a huge network of infrastructure and extensive facilities, over and beyond its 7000 years of civilizations.

The Canadian staffers and business leaders reiterated that such trade missions and in-person meetings were particularly supportive in raising their knowledge about issues recently unfolding in the country. They also explained that the prospect to meet senior officials and Egyptian decision-makers along with key effective business leaders in this trade mission provide them firsthand insights that they cannot get from simply reading academic articles or compiled reports.

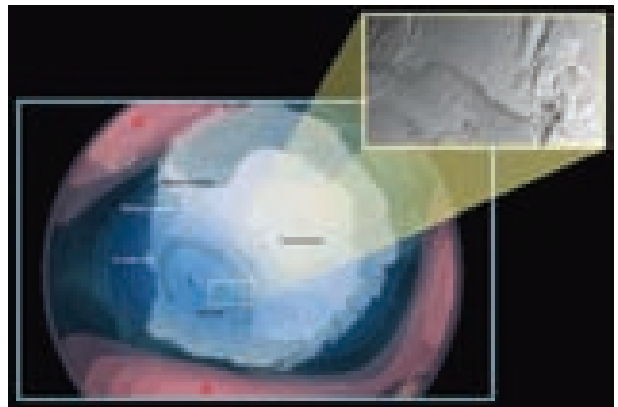
Egypt in the Spotlight:

Mubarak: FOCAC important for joint investments



President Hosni Mubarak called for more China-Africa cooperation to realize sustainable development that serves the interests of both the African and Chinese nations. During the Forum on China-Africa Cooperation (FOCAC) fourth Ministerial Meeting in Sharm el-Sheikh, President Mubarak stated that China and Africa are required to uphold sustained rapports and discussions in an attempt to preserve the wellbeing of their citizens at international forums and gatherings. He further stressed the importance of uniting Chinese and African efforts to establish the notion of democracy in global relations, avoid dual standards at the political and economic levels and confront attempts that marginalizes Africa and the developing world in international decision-making mechanisms.

Egypt urges international communities to take strict measures for facing climate change



During the inaugural session of the 21st meeting of Montreal Protocol's Parties (MOP-21), Minister Maged George, Egypt's Minister of Environment addressed Egypt's commitment to protect the ozone layer, stating that Egypt has been one of the first Arab and African countries to pay due attention to climate change. During the past decade, Egypt has undertaken several steps that would boost international cooperation in that field. "These steps included signing of the UN Framework Convention on Climate Change in 1994 and the Kyoto Protocol in 2005", he said. The Minister also added that Egypt will also take part in negotiations on reaching an agreement to face climate change that will be held in Copenhagen in December 2009. He further urged the developed countries to adopt more strict measures that go in line with their declarations to deal with the ozone depletion phenomenon.

A Spotlight on News

UNEP Offers Mrs. Mubarak a Certificate of Merit



The United Nations Environment Program (UNEP) offered Mrs. Suzanne Mubarak, Egypt's first lady, a certificate of merit during the introductory session of the 21st meeting of Montreal Protocol's Parties (MOP-21) in appreciation of her domestic as well as across the borders efforts in environment protection. Mrs. Mubarak has initiated numerous projects to advance the conditions of environment in Egypt and elevate the standards of income of Egyptian citizens. She also sponsored a project to plant one million trees in Nasr City and Heliopolis, Northern Cairo and another project to renovate 100 schools and increase green areas. Minister Maged George, Egypt's Minister of Environment has received the certificate on her behalf.

Canada's 10 Provinces

Nova Scotia

It is a province located on Canada's southeastern coast. It is the most populous province in Atlantic Canada. Its capital, Halifax, is a major economic centre of the region. Nova Scotia is the second-smallest province in Canada. Its population of 939,531 makes it the fourth-least-populous province of the country, though second most densely populated. Nova Scotia's economy is a diversified, resource-based economy incorporating industries including fishing, mining, forestry, and agriculture, besides tourism, , film, music, and finance.



Canada in the Spotlight:

McGill, Simon Fraser keep Maclean's top university rankings



For the fifth-year consecutively McGill University has pinched the top place in this year's Maclean's magazine university ranking. The Montreal school took the number one level in the medical doctoral category of the rankings, and the University of Toronto ranked second, as its same rank of last year. Queen's University, however, fell from second place in 2008, when it tied with Toronto, to third place. Institutions in the medical doctoral category have medical schools and a variety of PhD programs, and generally receive higher research grants than other schools. The University of British Columbia and the University of Alberta maintained their 2008 rankings of fourth and fifth. Simon Fraser University in

A Spotlight on News

Burnaby, B.C., was ranked first in the comprehensive category for the second year in a row. The University of Victoria was ranked second. Schools placed in the comprehensive category by Maclean's provide professional degrees and a wide range of undergraduate and graduate programs, and conduct a significant amount of research.

Canada has no Plans for Troops to Stay in Afghanistan after 2011



The Canadian military has no plans for troops to stay in Afghanistan later than the summer of 2011, regardless of recent suggestions that soldiers could take part in training or support roles. Chief of the Defense Staff General Walter Natynczyk declared that he has not made any recommendations to the government about a new role for the Canadian military and, until he is told otherwise, he is strictly following the parliamentary motion that outlines a troop pullout by July 1, 2011. The Canadian military however acknowledged that there is more than enough time to detail plans for a follow-on mission in Afghanistan for the Canadian Forces even if they end their combat mission. In the meantime,

courses have been issued to commanders to begin planning to pull equipment from Kandahar. The first gear to be returned to Canada would be non-essential items but that would later be expanded to include everything from tanks to trucks.

Canada is Negotiating Copyright Laws



Canadian officials are taking part in negotiations for a privileged copyright agreement that could witness families banned from the Internet for a one year if somebody is supposed of prohibited downloads. Under the worldwide rules of the Anti-Counterfeiting Trade Agreement (ACTA), internet service providers such as Bell and Rogers in Canada would be required to become copyright police and filter out pirated material from their networks, hand over the identities of customers believed to be infringing copyrights and restrict the use of identity-blocking software. ACTA would employ a three-strike policy. People believed to be regularly downloading copy-protected material, such as movie and music files, could have their Internet connection detached for up to 12 months and forced to pay a fine.

Gathered by: Amira El-Sahly



CEBC had the pleasure to interview our dear member Ms. Lamise Aly Negm, Vice President of Citibank...

Ms. Negm, we usually start by giving our readers a brief on the prominent & professional background.

I started my career in banking back in 1980 as a summer trainee at the Bank of Credit & Commerce International (BCCI). I got trained in various departments within the bank branches, as operations, TD, retail banking, then I was officially hired after graduation. In December 1993, I joined Citibank, where I started in the Operations department, then Customer Service Unit. Later I was moved to Cash Management to support the customers of the mentioned unit, then got promoted as Sales Head Cash Management, then moved to be the Head of Citi-Service (corporate customer service). At a later stage, I worked as Government Relations Officer, mainly to act as a facilitator and expeditor for relations between Citi and the different government entities, such as the Central Bank of Egypt, the different ministries and other regulators. I also took over the role of Citi Communications Officer to highlight Citi's presence in Egypt, and market its different products.

Has your father H.E. Aly Negm, Former Governor of the Central Bank, influenced your decision to join the financial arena?

My father never imposed or influenced neither my decisions nor my brother's and sisters to join a specific field. We were very close to him, and seeing his great passion to this field encouraged us automatically to follow the same career, where he was my main advisor and teacher and taught me loyalty, perseverance, honesty, dedication and mostly to love my job.

It was not just that, but the way he used to deal with people around him influenced me enormously, as he never ignored whoever sought his advice, on the contrary he always respected people, gave them his full attention, and always met people with a welcoming smile.

What was the major challenge you faced ever since you joined Citibank?

In Citi you face challenges everyday!!...from my own point of view, it is not the challenge but rather how you handle and deal with the situation. I take things in a simple manner and always look for the bright side of life. The word impossible does not exist in my dictionary. I believe that for every problem, there should always be a solution and every problem teaches me a lesson.

As far as the global financial system is concerned, from your point of view, what needs to change?

In terms of the current regulatory system, I believe nothing needs to be changed there is a very firm grasp of the market and the global situation. On the other hand, the service recipient, which is the public, needs to be aware of the financial benefits and offerings. Having a banking mentality is key for the cycle to move on.

And where do you see Egypt's financial position in line with the global financial crisis?

The CBE has played a substantial role through its strong grip as a regulator. This will protect Egypt and will help it to proceed with minimal damage from such crisis. The Egyptian Government is highly committed to the country's growth, we are expected to maintain over 4% growth in spite of the challenges, this places Egypt on top of the emerging markets that are sailing well through the crisis. The Government is planning to invest heavily in infrastructure projects and through the stimulus package that is being injected in the market, this will help the economy remain vibrant and contain the damage. There is no doubt

there will be some challenges at many fronts, but there are ongoing programs that are being designed to capitalize on the opportunity that may be offered to Egypt through such global crisis. There has also been a revolution in the banking sector, today we are more international than ever, relying more on the latest technologies and well adapted standards of the world.

What is your top piece of advice for small-business owners who are worried about their ability to continue financing their company in this environment?

Commitment is the keyword for success. The ability to tolerate challenges and overcome obstacles, paves the way to success. There are important basics to build a solid business and financial base, of which is a precise and pragmatic business plan, solid internal system in place, key performance indicators, a concise market pulse and research, and always rely on qualified financial partners. Using credit wisely is a key. Any slight mistake will affect the company as a whole. Small business-owners have to have a long term view and continuously enhance their capabilities according to the market needs.

Once a banker has extended a small-business loan, what are some of the red flags that he is watching for, especially in a recession like this when so many small businesses are hurting?

When a bank extends a loan to a small business company, the following should be carefully watched:

CASH FLOWS allowing Interest + principal repayments and company's strategy to face the slowdown in business.

The Citi-Foundation supports programs that help improve communities around the world and the work of the Citi Foundation's non-profit partners is extremely important to the development of local communities. Can you tell us more about that?

Citi Foundation is a large team of Citigroup based in the United States. They work hard to enhance communities in each and every country where Citi is present. Education is one of our main concerns, where we work hard to improve an individual's skills starting from his/her childhood to youth and prepare them for their professional career. As an example, in Egypt we are in close relationship with Injaz Foundation. We have a group of volunteers who give vocational training for the youth as a preparation to their professional careers. Another example is with the American University in Cairo where we are supporting the

How does Citi support in creating bridges between Canadian and Egyptian economies?

Citi is a global financial institution that provides a fertile ground for bringing global opportunities locally and vice versa. We are keen on facilitating the process of business, and investments and enhancing the relationship between Egypt and the entire world. Egypt is also an attractive market for investments. There is an abundance of business opportunities and it is Citi's role to support Egypt in promoting Canadian Investors.

It has been spread around that you are one of the most vibrant characters a person can ever meet with, would you like to comment on that?

A former Citibanker once commented that I never change, and always carry a big smile on my face

“If it was not for the love and care shown by everyone around me, I would not have been where I am. I am fully supported by my family, husband, my children and the team with whom I am working.”

education fees for the top poor students who have been in governmental schools in Egypt thus providing them with an opportunity where they can get good education and capitalize on their strengths and inspire them for more. For Citi, the engagement of employees / family is the core of our belief. We have an Annual Community Day where all Citi employees around the world gather to contribute and pay back to communities in each one's country.

even if I am encountering some problems. I work with enthusiasm, I love what I am doing and try to do it in the best possible way, regardless how big or small the task is. I also believe in putting character into my work, taking ownership for any issue, in being a quick killer who acts immediately and give credit where credit belongs. With every person and situation, there is a lesson to be learned. Citi is a school and a family where we perform to the best of one another in order to bring the institution to the front line.

How do you keep the balance being Ms. Negm the banking veteran with lots of challenges to face all day long and Lamise the mother and housewife?

I have the full support of my husband and children, and without that, I would not have been able to perform at this level. My children are very independent, I have worked very hard to raise them independent, empowering them to live and take up challenges, whether children of my own family, my friends', subordinates or even colleagues. If it was not for the love and care shown by everyone around me, I would not have been where I am. I am fully supported by my family, husband, my children and the team with whom I am working.

Are you an optimist by nature?

Oh yes... I am an optimist, I always deal with patience, I work very hard to achieve my goals, and always look at the bright side of life even during hard times.

What is your definition of success in life?

Perseverance, patience, loyalty, punctuality, never regret but learn from the experience, motivation and dedication, and most of all to trust in God. My father and my mother brought me up in this environment and nurtured all this in me, it brought my father endless success and here it is filling my life with lots of blessings too.

Canada's 10 Provinces

British Columbia

It is the westernmost of Canada's provinces and is known for its natural beauty. The capital of British Columbia is Victoria, the 15th largest metropolitan region in Canada. The largest city is Vancouver, the third-largest metropolitan area in Canada and the second largest in the Pacific Northwest. British Columbia's land area is 944,735 square kilometers out of which are 27000 kilometers coastline that includes deep, mountainous and around six thousand islands, most of which are uninhabited. Seventy-five percent of the province is mountainous, more than 1,000 meters above sea level, sixty percent is forested, and only about five percent is arable. The Coast Mountains and the Inside Passage's many inlets provide some of British Columbia's renowned and spectacular scenery, which forms the backdrop and context for a growing outdoor adventure and ecotourism industry.



Canada's 10 Provinces

Saskatchewan

It is a prairie province in Canada, which has an area of 588,276.09 square kilometers and a population of 1,023,810, mostly living in the southern half of the province. Saskatchewan has the distinction of being the only Canadian province for which no borders correspond to physical geographic features. Saskatchewan as well is also one of only two provinces that is land-locked, the other one being Alberta. Mining is a major industry in the province, with Saskatchewan being the world's largest exporter of potash and uranium. In the northern part of the province, forestry is also a significant industry. This is besides oil and natural gas production that are very important components of Saskatchewan's economy.



Egypt Air

CEBC is pleased to inform you that the 2009 agreement with Egypt Air for discounted tickets is now offered to CEBC members, their spouses & children.

Also members who wish to receive the **Egypt Air Plus Mileage Card** are welcome to contact Ms. Maha Kamal from CEBC.

- **Ask for your special discounted rates offered by Egypt Air, during the months of November and December 2009**

Commercial Int'l Bank (CIB)

The Commercial International Bank – Women Banking is honored to offer the members of the CEBC and their spouses the exclusive “**Heya**” credit card with privileged access to CIB’s Women Banking. The card is designed to bring extra financial flexibility and exclusive privileges.

Women Banking offer the following benefits for its members:

1. International golden Master Card “**Heya**” with a limit starting from EGP 25000.
 - 55 Days grace period upon purchasing.
 - 5 % minimum monthly payment.
 - 1.85% monthly interests on the unpaid amount.
2. Special VIP lounges in different located branches to fulfill all your financial transactions.
3. Medium size business finance.
4. Access to global best practices, finance, information and markets.
5. Discounts up to 30% in around 1000 prestigious stores.
6. Women banking agenda covering full year trainings, seminars, privileged trips, exhibitions and events.
7. Special networking events to exchange ideas, benefits & business.
8. Great offers and promotions.
9. Wide range of CIB products and services.

Exclusive to CEBC Members!!

NO BILLS – DOCUMENTATIONS – VERIFICATIONS are required. CEBC members will apply by providing only:

1. Copy of the national ID.
2. Personal photos.
3. Letter from CEBC

To arrange the collection of your documents at your convenience, please call **Mr. Taha EL Wakeel** on 002-010-371-5023 or 002-02-24565369.

For further queries please contact **Ms. Gihan Sarwat**, Thawra Branch Manager on 002-02-24565347.

Special Room Rates

CEBC is now contracted for special room rates with:

- **Cairo Marriott Hotel El Zamalek**
- **Concorde El Salam Hotels & Resort**
- **Dusit Thani Lakeview Cairo**
- **Fairmont Heliopolis Cairo**
- **Fairmont Towers Heliopolis Cairo**
- **Grand Hyatt Cairo**
- **Hurghada Marriott Red Sea Resort Hotel**
- **Iberotel Cairo Hotel and Casino**
- **Le MERIDIEN Heliopolis**
- **Maritim Jolie Ville Luxor Island Resort**
- **The Nile Hotel Cairo.**
- **Radisson BLU Hotel, Alexandria**
- **Renaissance Golden View Beach Resort (Sharm El- Sheikh)**
- **Safir Hotel Cairo**
- **STEIGNBRGER Nile Palace Luxor**
- **Sonesta Beach Resort Taba.**
- **Sofitel El Gezira Cairo Hotel**

Sofitel Buddha Bar & Vendome Restaurants

CEBC members are entitled to a special **15% discount** at the "*Buddha Bar Restaurant*" and the fine dining "*Vendome French Restaurant*" at Sofitel El Gezira Cairo Hotel.

This benefit expires in December 2009.

Rossini Restaurant

CEBC members are now entitled to a special **10% discount** on all "A La Carte" menus and beverages in all "*Rossini's Outlets, Restaurants*".

This benefit expires in December 2009

Iram Jewelry

CEBC members are now entitled to a special **40 % discount** offered by *Iram Jewelry* on all collections.

Iram Jewelry also offers ...*Exclusively to our Members...* free invitations to all Iram events & Exhibitions.

This benefit expires in December 2009.

For further information on any of our benefits please contact:

From CEBC: Ms. Maha kamal

Tel.: 202 22914975

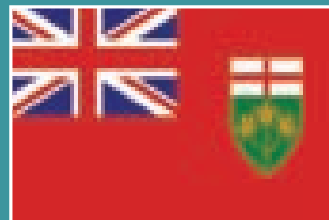
Fax.: 202 22917075

Email: maha.kamal@canadaegypt.org

Canada's 10 Provinces

Ontario

Ontario is a province located in east-central Canada. It is the largest in population, and second largest in total area, after Quebec. It is often broken into two regions, Northern Ontario, and Southern Ontario. The great majority of population and arable land is located in the South, which contrasts with its relatively small land area in comparison to the North. The capital of Ontario is Toronto, Canada's most populous city and metropolitan area. Ottawa, the capital of Canada, is located in Ontario as well. The total population of the city is 13,150,000 citizens. It is Canada's leading manufacturing province accounting for 52% of the total national manufacturing shipments.



CEBC Members' Birthdates

December

Mr. Hisham I. Khalil

Managing Director

Export Gateway Online

Ms. Loula Zaklama

President and Managing Director

Rada Research and Public Relations Co.

Mr. Mahmoud Abdel Latif

Chairman

Bank of Alexandria

Eng. Motaz Raslan

Chairman

Raslan Group

Mr. Marc Lambert

Regional Managing Director

Egypt Yellow Pages LTD

Mr. Karim Atalla

Director and Board Member

Interconsult

Mr. Hafez Kamel El Ghandour

Executive General Manager

National Bank of Egypt

Mr. Mohamed Adel Nour

Managing Partner

Nour Law Office

Eng. Ali Ibrahim El-Haddad

Chairman

Egyptian Agro-Service Center

Mr. Nabil Karam Tadros

Managing Director

Sigma for Int'l Supplies

Mr. Ahmed F. Hamouda

HR Partner

Ernst and Young

Mr. Nagui Badie Erian

Managing Director and CEO

Nile Exploration Group

Mr. Ashraf Mahmoud

General Manager and Board Member

Al Ahly for Development and Investment

Dr. Taher Samir Helmy

Senior Partner

Helmy, Hamza and Partners (Baker & McKenzie)

Mr. Hisham Zeineldein

Export and Import Manager

Zeineldein and Co.

Mr. Mohamed Jahangir

Country Manager

The Bank of Nova Scotia

Dr. Karim Hafez

Head of Practice

Hafez-an arbitration practice

Canada's 10 Provinces

Manitoba

It is a prairie province in Canada with an area of 649,950 square kilometers having agriculture dominating its economy. Manitoba has a population of 1,213,815, more than half of which is located within the Winnipeg Capital Region, which is considered Canada's eighth-largest Metropolitan Area, and has Canada's seventh-largest municipality. There is a significant Franco-Manitobain population within Winnipeg, but the largest ethnic group is English. There is also a growing aboriginal population.



CEBC Members' Birthdates

Mr. Omar A. Alseesi

Managing Director and CEO

Egyptian Gulf Bank

Dr. Talaat Ibrahim Rihan

Vice President

October 6 University

Mr. Mohamed Magdi Hussein Rasikh

Chairman

National Gas S.A.E.

Mr. Ashraf Iskander

CEO

AA Technologies

Mr. Mohamed Ashraf Gohar

Chief Operating Officer

Egypt Kuwait Holding Company

Mr. Omar El Sayeh

Chairman

Barclays Bank- Egypt
SAE

Mr. Fath El- Sebaie Mansour

Chairman

Housing and Development Bank

Canada's 10 Provinces

Prince Edward Island

It is a Canadian province consisting of an island of the same name, as well as other islands. The maritime province is the smallest in the nation in both land area and population, excluding the territories. The island has a few other names; "Garden of the Gulf" referring to the pastoral scenery and massive agricultural areas throughout the province; and 'Birthplace of Confederation', referring to the Charlottetown Conference in 1864. The island's landscape is pastoral; rolling hills, woods, reddish white sand beaches, ocean coves, and the famous red soil have given Prince Edward Island a reputation as a province of outstanding natural beauty.



Canada's 10 Provinces

Newfoundland and Labrador

It is a Canadian province located on the country's Atlantic coast in northeastern North America. It comprises two main parts, the island of Newfoundland on the country's eastern coast, and Labrador on the mainland to the northwest of the island. The province's population is estimated to be 508,925, having around 94% of the province's population resides on the Island of Newfoundland, including its associated smaller islands. The Island of Newfoundland has its own dialects of the English, French, and previously of the Irish language. The English dialect in Labrador shares much with that of Newfoundland. The province economy practices a number of industries including mining, logging, fishery, and forest-based industries, sawmill, and paper mills.



CEBC Members' Birthdates

January

Ms. Amal Mohamed Abdel Aziz

Deputy Project Manager
A.B.B

Ms. Hosna Mohamed Rachid

Chairperson
Unilever Mashreq

Mr. Ahmed Rostom

Chairman
Al Ahlia Oil Fields Development Co.

Dr. Ahmed Attia Mohamed Seida

President
October 6 University

Mr. Ahmed Abou Sharkh

Owner
Canadian Egyptian Company for Clothes

Ms. Dalia Islam Shalaby

Vice Chairman
Imperial Travel Center Group - ITC

Dr. Effat El Sadat

Chairman
Sadat Group

Mr. Khaled M. Osama Moh. El Sadek

Managing Director
Arab Dairy Product Co.

Ms. Yosr Hamza

Chairman
Professional Conference Services International, PCSI

Dr. Samir El-Naggar

Chairman
Daltex Corporation

Mr. Ahmed Mohamed El-Khadem

Chairman and CEO
Port Ghalib Resort Company

Eng. Hassan Abd El Reheim

Chairman
Wisers Consulting Engineers

Mr. Ashraf El Gamal

President and Managing Director
Pyramid Oilfield Supply Co. (POSCO)

Mr. Mokhtar Abou-Basha

Chairman
Maba Group

Mr. Hassan Amin Kabbani

CEO
The Egyptian Company for Mobile Services (Mobinil)

Mr. Mahfouz Matta Nasralla

Chairman
Prima Elios for Electrical Industries S.A.E.

Eng. Mohamed El Tawil

Chairman
Triangle Trading and Engineering

Eng. Tarek El Hemaily

Chairman and CEO
Telecom and Technology Company "TeleTech

Mr. Abdel Aziz M.El-Aguizy

Chairman
Speed Send

Mr. Ashraf Zaki

President and CEO
CIT

CEBC Members' Birthdates

Mr. Ahmed Gamal Kafafi

Mr. Mahmoud Sherif Abdel Baki

Chairman

Globe Telecom Company S.A.E

Mr. Amr Amin El Sawaf

Managing Director

Promotrade

Canada Egypt Business Council



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Canada's 10 Provinces

Quebec

It is a province in east-central Canada. It is the only Canadian province with a predominantly French speaking and the only province that its official language is French. Quebec is Canada's largest province by area and is the second most populous province, after Ontario. Most inhabitants live in urban areas near the Saint Lawrence River between Montreal and Quebec City, the capital. English speaking communities and institutions are concentrated in the west of the island of Montreal but are also significantly present in the Outaouais, the Eastern Townships, and Gaspé'8e regions. The province boasts substantial natural resources that represent the core of its economy; however, sectors of knowledge economy as aerospace, IT, biotechnology and the pharmaceutical industry led Quebec to become the second most economically influential province.



CEBC New Members

Alphabetized by company name



Ms. Amal M. Abdel Aziz
Deputy Project Manager
A.B.B



Mr. Atef El Barkouky
CEO
Barkouky Investment Group
(BIG)



Ms. Manal Rostom
Director
Al Ahlia Oil Fields
Development Co.



Mr. Tarek Gomaa
General Manager
Egypt Gold
(IRAM Jewelry)



Mr. Khaled Beshir
Executive Manager
Bank Audi SAE



Dr. Ehab Faltaous
President
Felopateer Palace



Mr. Omar El Sayeh
Chairman
Barclays Bank- Egypt
SAE



Ms. Noha Nabil
Owner
Medical Phoenix International



**Eng. El Mootaz
El Barkouky**
Chairman
Barkouky Investment
Group (BIG)



Mr. Tarek M. Salah El Din
Deputy General Manager
Investment Study Department
National Bank of Egypt

CEBC New Members

Alphabetized by company name



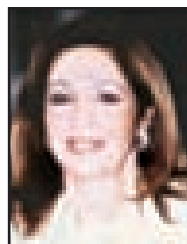
Mr. Mohamed ElGoweily
Assistant Manager
National Bank of Egypt



Mr. Nagy Albear
President
Stars Group



Eng. Hesham A. Fattah
Managing Director
Orascom Training and Technology.



Ms. Hosna Rachid
Chairperson
Unilever Mashreq



Mr. Hamada Abou El Enein
Chairman
Sharm Dream Holding Company for Touristic Investment S.A.E



Mr. Elijah Sarwat Bassily
Chairman and CEO
Virgitech Corpoation



Mr. Emad Hamdy
Director of Business Development
Sharm Dream Holding Company for Touristic Investment S.A.E.

Canada's 10 Provinces

New Brunswick

It is one of Canada's three Maritime Provinces and is the only constitutionally bilingual province in the confederation. The provincial capital is Fredericton. The provincial population includes majority of English speaking inhabitants, but there is also a large Francophone minority (32%), chiefly of Acadian origin. Its economy differs from other Maritime neighbors as it is more based on the province's river systems. Agriculture is found mostly in the upper Saint John River valley, with lesser amounts of farmland in the southeast of the province. Three major urban centers as well are in the southern third of the province.



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