

Canada Egypt Business Council NEWSLETTER



OCT-NOV 2012
ISSUE 30



**Tourism in Egypt.....
Where to?**



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While the Constitution is still being drafted, and struggle between the presidency and the judiciary is ongoing, we are, thus, brought to a stage where all that is preoccupying us, as businessmen and entrepreneurs concerned with Egypt, is rebuilding the country. From this sense of responsibility, which CEBC and its members share, we have themed this month's events and this newsletter's issue on tourism as a pillar of Egypt's economy.

Blessed with one third of the world's monuments, captivating beaches and rich culture, tourism has and will always be pivotal to the economic development of Egypt. Despite revenue rates plummeting due to the deteriorating security situation last year, it is picking up again and will hopefully exceed its former rates, in light of the improved business environment. The Canada Egypt Business Council has, therefore, decided to feature tourism at the beginning of this new season of building. CEBC worked to put on its podium key players in the tourism industry to address the council's members and to give them a first hand relay on the future of tourism and the factors affecting it.

Thankfully, the current government has reassured the tourism industry that it is on its priority list and is taking steps towards recovering the industry. The slightly improved security situation is also contributing to this effect. Countries are starting to encourage their citizens to go to Egypt. The cup is more than half full and the coming period should prove it.

Another pressing issue, which we feature in this newsletter, is the Constituent Assembly dilemma.

The process of drafting the constitution and the controversy around it put the future of the state on the line.

With an alarming draft, that deliberately ignores women's rights, freedoms and human rights, the situation is very worrying. The process is jeopardizing the returns of the 25 January revolution to say the least. We are however confident in the new democracy and know that the people who now know their rights will keep Egypt's leaders on the right track.

قُبَيْلا أو أرض تبنيها .. في جولف سيتي تلاقِيها



جولف سيتي العبور

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او ادفع ٢٥٪ واستلم قطعة ارض تبنيها

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- مساحات المباني للفيلات تبدأ من ٤٨٠ م^٢
- ومساحات الأرض تبدأ من ٩٢٠ م^٢
- قطع الأراضي الفضاء تبدأ من ١١٩٤ م^٢

تسهيلات في السداد حتى ٢٠ عاماً للفيلات
وحتى ٥ سنوات للأراضي الفضاء
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Egypt's Second Republic...The Challenges Ahead



Dr. Lamis Gaber, Eng. Motaz Raslan, Dr. Ragai Attia, Dr. Nabil Hilmy

The Canada Egypt Business Council (CEBC) hosted a special event and panel discussion featuring prominent lawyer and former Chief of Lawyers, Dr. Ragai Attia, and the distinguished writer, Dr. Lamis Gaber the discussion was moderated by Dr. Nabil Hilmy of Hilmy Law Firm. The discussions revolved around the new phase Egypt is going through and what seems like an alarming hegemony of one power over the political scene and especially over writing the nation's constitution; a subject that is becoming increasingly contentious.

The event is part of a series of events addressing economic and political issues pertaining to Egypt after the revolution. Around 200 notable attendees were present at the event from ministers, ambassadors, CEBC members and guests,

CEBC EVENT



Dr. Lamis Gaber

among whom was Amre Moussa, former General Secretary of the League of Arab States and President of the newly-established Conference Party, Counselor Yehia El Gamal, former Deputy Prime Minister and Dr. Ibrahim Fawzy, Dr. Mostafa El Said, Dr. Osama Heikal, Ambassador Moshira Khattab, Dr. Ali Moselhy and Counselor Adly Hussein. Also present was Counselor Tarek El Mahdy, Governor of the New Valley.



Counc. Ragai Attia

CEBC Chairman, Mr. Motaz Raslan, delivered the opening remarks for the discussion describing the current period and its astounding nature as the most significant in Egypt's modern history and that it is in fact shaping the path towards the second republic. Raslan sees that despite reaching a degree of stability, political turmoil is ongoing and new opposition coalitions are forming, especially now that the military has exited the political scene. He added that some are optimistic about the new leadership, while others fear what is dubbed the "Brotherhoodization" of the state and slowness in confronting some of the pressing issues.



Dr. Nabil Hilmy

After a short introduction by Dr. Nabil Hilmy, Counselor Ragai assumed the floor. Counselor Attia has a celebrated career which started in Military Courts



Eng. Motaz Raslan

CEBC EVENT



flourished in law and bore fruit in the form of publications on Islamic thought. He litigated some of the most historical cases in modern times, namely the Takfeer and Hijra case, former president Anwar El Sadat's assassination among others. Attia is also a former member of the Shura Council (Egypt's upper representative house) by appointment and a former member of Islamic Research Complex. He has published many books on Islam among other topics.

Attia started by describing the current period by gravely dangerous. He lamented the lack of leadership in the Egyptian revolution, which was inherent in its spontaneous nature. As a result, Attia said, the youth who started the revolution were crowded out of the scene by other political factions, the most prominent of which are the Muslim Brotherhood and Salafis. The foremost challenge facing the new republic is the absence of a constitutional state, Attia warned.

Attia spelt out what he considered breaches of the constitutional state. He criticized the annulled elections law, which was formed in favor of party candidates as a result of pressure from the Muslim Brotherhood.



H.E. Dr. Osman Mohamed Osman, H.E. Dr. Ahmed Zaki Badr, Eng. Motaz Raslan

He said that there was a great deal of vagueness concerning the issuance and amendment of this law. He moved on to criticize the Muslim Brotherhood's vicious attacks on the Supreme Constitutional Court (SCC) for ruling the elections law unconstitutional and dissolving the People's Assembly. Attia said that while the Supplementary Constitutional Declaration was not entirely favorable, articles regarding the Constituent Assembly (CA), which gave SCAF and the SCC a check over the process, were particularly essential. "Therefore, the declaration's annulment jeopardized Egypt's new constitution", he said.

The new CA is also legally flawed, Attia said (the first was disbanded by a court order). He elaborated on the legal reasons that necessitate its dissolution, explaining that at the moment the assembly has only 79 legitimate members, 70% of which are members of the Muslim Brotherhood or its political arm the Freedom and Justice Party.

The renowned lawyer went into more detail and criticized the article in the draft constitution addressing gender equality. He denounced stating numerous fields

CEBC EVENT

numerous fields where equality between men and women should be upheld, while adding “in a way that does not contradict with the rulings/ordinances of Islamic Sharia” to make all the former stipulations subject to varying interpretations of Sharia, as ‘rulings’ in Sharia are variable, as opposed to the more moderate and less controversial ‘principles’ of Sharia.

Attia concluded his word stressing on the importance of the rule of law on the ruler before the ruled. “The greatest challenge to Egypt is that the constitutionality of the state is in danger and that the developments on the scene forewarn of a persistence to dominate and overrule all the values of a constitutional state,” he concluded.

Dr. Lamis Gaber assumed the floor and gave a word before the discussion began, she is a prominent writer, married to the super star Yehia El Fakharany, among her famous works is the Arabic series, King Farouk, which was produced in 2007. She sees that the muslim Brotherhood propaganda should not be at the expense of the taxpayer, as she criticized their domination of state-owned media. She said that we moved from a regime where one man was ruling the country to another doing the same. Gaber concluded her word calling upon intellectuals to stand up for the truth and speak up against the hegemony of the Muslim Brotherhood.

Prominent thinker and celebrated professor Saad Eddin Ibrahim made a comment and said that the time he spent as a political prisoner, side by side with different Islamic political prisoners, taught him about the Muslim Brotherhood. Ibrahim suggested that an alternative constitution be drafted by civil powers and be presented for referendum, so that people have a choice. Ibrahim implored the audience to rally around that and said that if this were not successful, civil disobedience would be the remaining resort.

Former Economy Minister Mostafa El Said agreed with some of what the speakers said, but blamed the other powers on the scene for dispersing their power.

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Dr. Lamis Gaber, Eng. Motaz Raslan

He called for them to unite to achieve true democracy, “a democracy that does not exclude the Muslim Brotherhood, the challenge is ours to establish true democracy through the ballot box, and the principles of democracy”, said El Said.



Ms. Rasha Kamal

Many powers have expressed their deep concern with the draft articles the CA is producing. Several factions and parties’ representatives have performed a mass walkout of the assembly in objection to Islamist domination, and other major powers are currently considering withdrawing. El Azhar is trying to mediate between the different powers on the assembly, and president Mohamed Morsi has promised to guarantee that the CA is representative of all Egyptians. Also looming in the horizon is the prospect of its dissolution by an administrative court order that is expected on October 2nd. Whether the CA, which maybe producing what the latest resigning member called, “the worst constitution yet”, will continue the task assigned to it and become a key shaper of the second republic is something the coming few weeks will reveal.

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Ms. Rasha Kamal, Eng. Samir El-Alaily, Mr. Hany Tawfik



Ms. Gihan Shehata, Ms. Iman El Derini, Mrs. Fathallah Fawzy, Ms. Sherin Fahmy



H.E. Dr. Mostafa Elsaid



H.E. Counselor Adly Hussein



H.E. Amre Moussa, H.E. General Tarek Mahdy

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Dr. Mansour El Gammal, Mr. Hussein Fahmy, Dr. Saad Eldin Ibrahim, H.E. Dr. Aly Al- Moselhy, H.E. Dr. El Yehia El Gamal



Part of the attendance



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CEBC EVENT

Tourism in Egypt: Between the Religious Current and Economic Reality



Eng. Motaz Raslan, H.E. Hisham Zaazou, Mr. Ilhamy El Zayat

The Canada Egypt Business Council (CEBC) hosted a special event and panel discussion featuring H.E. Hisham Zaazou, Egyptian Minister of Tourism and Mr. Elhamy El Zayat, Chairman of the Egypt Tourism Federation. The discussion revolved around concerns regarding the tourism sector, which is a pivot of Egyptian economy, in light of the rise of Islamists to power. Governmental ministers, distinguished ambassadors, prominent CEBC members and guests attended the event.

CEBC Chairman, Mr. Motaz Raslan, delivered the opening remarks for the discussion. Raslan paved the way for the discussion by commending on Egypt's unrivaled heritage and nature, which placed it on top of every traveler's list. However, he sees that lately tourism in Egypt is not at the level.



H.E. Hisham Zaazou



Mr. Elhamy El Zayat



Eng. Motaz Raslan

He spoke of the challenges the sector faced in the past, starting with acts of terrorism in the nineteen nineties and ending with the repercussions of 25 January revolution. He described these repercussions as not only related to the security vacuum that followed the revolution, but also to the rise of Islamists to power in Egypt. Raslan criticized alarming statements made by some Salafi scholars or politicians calling for Halal beaches and other notions, which he said will cause confusion in the tourism market. Raslan added that there has not been the necessary reassurance from the ruling party to counter such calls. He concluded asserting the importance of tourism, especially at a time when its revenues are crucial for the long path of development the nation is embarking on.

Raslan then left the floor to Minister Zaazou to address the audience. Minister Zaazou has a long and celebrated career in the Ministry of Tourism. He assumed the position of the First Assistant to the former Tourism Minister in 2007 until he was assigned the tourism portfolio in August of this year.

He sees that the challenges the tourism sector is facing today are not at all similar to challenges previously faced. The Minister stated that roughly 15 million tourists visited Egypt in 2010, generating revenues amounting to around 12.5 billion USD, which went down dramatically in 2011, which saw only 32% of the tourism in 2010. Zaazou also pinpointed the fact that as many countries changed their travel advisories to Egypt and warned their citizens of traveling to Egypt, the situation naturally spiraled downward, however the minister finds that the situation started to improve as of the second half of 2012 and that the ministry's goal is to double the number of tourists who visited Egypt in 2010 by 2020.

The Minister emphasized the importance of tourism to the Egyptian economy, saying that it is the most direct form of investment that has the ability to immediately invigorate the economy. He also sees that the legitimacy of the segmental protests that take place on a regular basis in Egypt are hindering the economy and not giving it the necessary space to “catch its breath” and get back on track.

The Minister said that transportation limitations cap the expansion of tourism in Egypt, “the ministry's strategic targets are realistic and in line with the capacity of the infrastructure in Egypt”. The Minister then elaborated on the ministry's efforts to revamp transportation from various countries around the world to several touristic destinations in Egypt; Cairo, Sharm El Sheikh, Taba, Luxor and Aswan. The Minister also highlighted efforts to attract tourists and affirmed that the ministry is collaborating with the Ministry for Antiquities Affairs to rehabilitate the Pyramids area and will hold an event to inaugurate much more tourist friendly Pyramids area within 45 days. “Our aim at the moment is to send out positive messages to the world about Egypt,” the Minister said. He added that the world defines conditions in Egypt through the unrelated incidents of violence that take place.



Dr. Atef Abd El Latif, Eng. Adel Aziz Matar, H.E. Hisham Zaazou, Mr. Ibrahim Mohamed

With regards to concerns about restrictions on tourism from the Islamist political leadership, the minister said that since the current cabinet came into place, there has been serious support to the tourism portfolio. He added that he believes that the current political leadership has shown profound interest in tourism and this is because they realize that the livelihood of many Egyptians depends on this sector. The Minister added that 4 million Egyptians work in tourism, adding that the coming period of time will witness an increase in leisure tourism and that the ministry's long-term plan is to cater to that. He added that suggestions to develop other touristic products that cater to the Islamic and Arab worlds are welcome, but not at the expense of existing mainstream tourism.

Raslan then asked Mr. Elhamy El Zayat, tourism expert, Chairman of the Egypt Tourism Federation and President of Emeco for Tourism and Hotels, whether one should further invest in tourism or wait until the political future of the country is clearer. In answer to that, El Zayat said that at the moment the infrastructure cannot accommodate more tourists, thus the need is

not to build more rooms, but to work on the infrastructure and on facilities serving the existing rooms. He said that he too believes there is openness among most political factions when it comes to tourism. He said that his Federation approached different political powers and all of the previous presidential candidates and advocated the pivotal role tourism plays in Egypt's economy. In answer to the same question, Minister Zaazou affirmed that investors should go ahead and invest in tourism, adding that the ambience of concern and hesitation is not a characteristic of tourism, but of all sectors in Egypt at the moment, "We need to turn the page and start building," the Minister said.

Attendees asked questions on the future plans of the ministry, their concerns with the Islamist current. Some of the attendees shared their views on how to improve tourism further.

The discussion was a robust one that disseminated optimism among attendees who are key stakeholders in the tourism industry. While their concerns are legitimate, being cautiously optimistic about the future is the better place to be for Egyptian investors who have Egypt's welfare at heart. On the other hand, pragmatism shown by the ruling party and the presidency and their openness to business are reasonable grounds for taking prudent steps forward.



H.E. Mohamed El Orabi, Eng. Motaz Raslan



H.E. Hisham Zaazou, Ms. Loula Zaklama, Mr. Mohsen Zaklama, Mr. Ramzi Zaklama



Ms. Hala Azmy, Ms. Rasha Kamal, Mr. Hani El Kolaly



Ms. Mayan Raslan, Ms. Magda Barssoum, Ms. Nour Elzeny

Quote

When people really listen to each other in a quiet, fascinated attention, the creative fountain inside each of us begins to spring and cast up new thoughts and unexpected wisdom. "Brenda Ueland"

Quote

Regardless of how bad or wrong I perceive something, I still have an opportunity to look for the good in the midst of my bad experience. "John Morton"



Ms. Hoda Elmazriky



Mr. Galal Zaki



H.E. Dr. Mostafa Elsaid, Dr. Ali El Samman, Mrs. Ali El Samman



Mr. Saiid El Derini, Mr. Samir Samman, Mr. Abdel Hamid Helmy, Mr. Omar El Derini, Mr. Nabil Kamhawi



Ms. Paula Saad, Amb. Raouf Saad, Mr. Mohamed Abdel Qader, Mr. Ezzat Saad



Eng. Omar El Sheikh, Dr. Mona Makram Ebeid, H.E. Dr. Mostafa Elsaïd



Mr. Ezzat Saad, H.E. Amb. David Drake, H.E. Ibrahim Fawzy



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TRAVELLERS
Egypt



Dr. Atef Abd El Latif **Chairman, Travellers Egypt Group**

Success Story

CEBC team had the privilege of knowing the success story of one of its prominent members, Dr. Atef Abd El Latif, Chairman, Travellers Egypt, a leading company in the sector of tourism. “Travellers Egypt” was the first establishment in the group since 1989 and its operations are conducted through its network of branches in Cairo, Sharm El Sheikh and Luxor. The Company provides various programs and visits to all monumental, historical and religious places in Egypt, it also provides tailor made programs that fit the demands of its customers besides other services such as air ticketing for most of international airlines, transportation and limousine services.

Q: Dr. Atef, Travellers Egypt is one of the leading companies in the field of tourism and transportation, can you brief our readers about the company’s activities

Travellers Egypt is recognized as a leader in the field of hosting groups that visit Egypt mostly from Europe and North America. We successfully organize hundreds of cultural, historic and religious programs for groups every year. The Travellers Group owns and operates Morgan Land Village, an eco-friendly resort at the Mount Sinai and the historic St. Catherine’s Monastery which have a great significance to all religions.

We have led many campaigns for conservation of the historic sites as

well as the Bedouin culture and the environment. Travellers Egypt Owns “Queen Sharm Resorts” at the Red Sea.

We are planning a grand opening sometime by the end of 2012 to a new Resort at Marsa Alam in addition to developing a site for a future Mediterranean resort at Marsa Matrouh.

Travellers Egypt also owns and operates a large fleet of luxury coaches, vans and limousines to serve its guests in style, comfort and safety, as well as the highly rated Sea Horse Restaurant on the Nile bank of Maadi.

As you might see Travellers Egypt supports more than 1500 jobs and is a major contributor to the local economy.

Q: When did you personally feel passion for this sector, and what were the major challenges you faced since you joined it?

Three decades ago, I was inspired by the grandeur and the great historic significance of the Mount Sinai & St. Catherine’s area and was amazed by how only few tourists visit the site and this was due to the lack of adequate hosting facilities. This was the spark that led me to developing the “Morgan Land Village”. This vision lead to significant expansion and diversification of the business. I remained motivated to build the business by providing excellent service and top value to the thousands of guests, tourists & vacationers hosted by Travellers Egypt every year.

As most businesses, I encountered and dealt with many challenges and setbacks including the sensitivity of some clients to the slightest signs of instability, or global economic downturns, scarcity of capital, however, the key to success was to maintain focus on the positive aspects of our business and to establish strategic partnerships with major travel marketing companies in North America and Europe, along with hiring, motivating and rewarding top performing employees.



Q: No one can deny the downturn the sector is facing, together with the challenges that arose since the January 25th revolution, from what you are witnessing, what are the strategies for survival?

At this time the major challenge facing Travellers Egypt, and other hosting companies, is the reluctance of many tour companies and group leaders to plan and book trips to Egypt. We have seen a drastic drop in the number of tourists and vacationers since the start of the “Arab Spring”. This is in spite of the glowing reports of the individuals and groups that have recently visited Egypt. I think the drop in tourism is due to the denationalization of the media and also the new perception of the Middle East as unstable and unsafe region.

As Travel Industry larders, we recognize the extreme importance of our sector to the overall economic wellbeing of Egypt. We need to work hard and creatively to enhance the image of safe travel, touring and vacationing in Egypt.

Q: Media reform is obviously a key to reform in other sectors, since you are acquainted with media where would you like to see movement?

The Media has been, traditionally, a great asset in reaching our prospect clients especially in North America and Europe. However, lately inaccurate information and misleading coverage in some media channels have unfortunately, resulted in many cancellations of trips to Egypt. On the national level, I am taking the initiative to produce a quality TV Program called “Musaferon” (Travellers) to educate and update the viewing public on the cultural and economic benefits of travel and tourism in Egypt. We must work closely with the local and international media outlets to present an accurate and positive picture of Egypt.





Q: On a personal level, how do you stay motivated in what is nowadays a less than a supportive environment?

By nature I am an optimist, I remain bullish on the great potential of travel and tourism in Egypt. In recent history we have witnessed many ups and downs in the industry. This has been influenced by the geo-political conditions in the Middle East and also the global economic downturns and recessions. It is my belief that those who endure the hardship come out at the other end even better and stronger.

As Egypt goes through such tough times, I am committed to continue working with Travellers Egypt

strategic partners and clients, as well as to pushing forward the development of new resorts at Marsa Alam and Marsa Matrouh. I am confident that our future guests will see the great value of Egypt's history and culture, the warmth of her people and the delightful and affordable vacation sites. I remain optimistic that tourism will rebound to its past levels and even grow to new record highs.



what ?

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Know Before You Go

Canada is a country as various in ethnicities as it is massive in size. Multiculturalism is an esteemed quality of Canada, and is reflected in the many distinguishing areas around the country. This multiculturalism is well remarkable in the great acceptance of differing languages. Canadians are adapted to speak with people whose first language is not English. The City of Toronto, for example, circulates many materials in more than 70 languages.

French and English are the two main languages and are most commonly spoken in Canada, although there are also multitudes of languages spoken by native peoples and communities of immigrants from diverse origins. Francophone (French-speaking) Canadians are very enduring with visitors' poor French proficiency; however, it is much better to attempt to speak French. Moreover, most bilingual people will switch to the language in which you seem to masterpiece, particularly if they feel respected.

The infusion of traditions from a wide variety of ethnic communities combined with a neighborly attitude makes Canada a vibrant place to go.

General courtesy, as experienced everywhere globally, is largely valued in Canada as well. Gracious requests for help or attention usually means that you will be well treated in the same manner. Smiles, endurance and a pleasant behavior are treasured anywhere you go and visitors usually remark on Canadians' courtesy. Canadians are by nature more reserved and quieter than their American neighbors, but no less caring or cooperative.

Do not hesitate to ask for directions or help in situations, as Canadians are more than willing to give assistance.

Canada is not cold all year round; you can golf year-round in Victoria and it may shock visitors that Southwestern Ontario is on the same latitude as Northern California. The weather in Alberta and the Rocky Mountains can be cold, with snow, even in the summer, but it can also be 30°C.

Weather, geography and language can vary tremendously from one place in Canada to another and distinguishing each province or area as idiosyncratic, will be much esteemed, especially in Quebec, where French is the main language. Therefore when traveling in Canada, it can help to learn a little Canadian natural features. There are ten provinces, which are more or less similar to states; and three territories.



The capital of Canada is Ottawa, not Toronto, as travelers may believe.

Prominent for its physical splendor, Canada has a vast and widely varied terrain. From the beaches of the west coast to the breathtaking Rocky Mountains, to bustling metropolitan cities or quiet provincial towns with warm people, there is something to offer almost to every visitor. For the mountain adventurer, the peaks of the Rockies offer many opportunities for skiing, hiking, cycling and climbing. Those who want a relaxing stay along the beach can find a sunny spot along the Pacific coast or at one of the many large lakes across the country.



Travelers looking for world-class cities can visit Montreal, Toronto or Vancouver, and those with a taste for the small town life can visit any number of villages in the Maritime provinces or in Quebec where you may even sample some freshly tapped maple syrup!

Its northern climate makes Canada most favorable in summer, unless you intend to partake in winter activities such as skiing or snowshoeing. Summer tourist season runs between May and September or October for most locations, but there are many activities to enjoy in the spring and fall as well.



Canadian Public Deeds

Travelers' etiquette usually means perceiving and esteeming the variations in countries and civilizations, and showing respect and acceptance to those variations. Canada is no exception. From the east coast, to the west coast, to remote communities, and big cities, there is a world of difference in the various local customs and cultures.

Canadian Business Customs and Etiquette:

A pleasant friendly behavior is usually essential when dealing with Canadian businesspeople. During business meetings, a handshake is used upon greetings





or introductions. Men usually wait for women to offer their hand before shaking. Direct but not extreme eye contact can be adequate. The usual distance between two people should be two feet. Francophones usually are not as reticent as Anglophones.

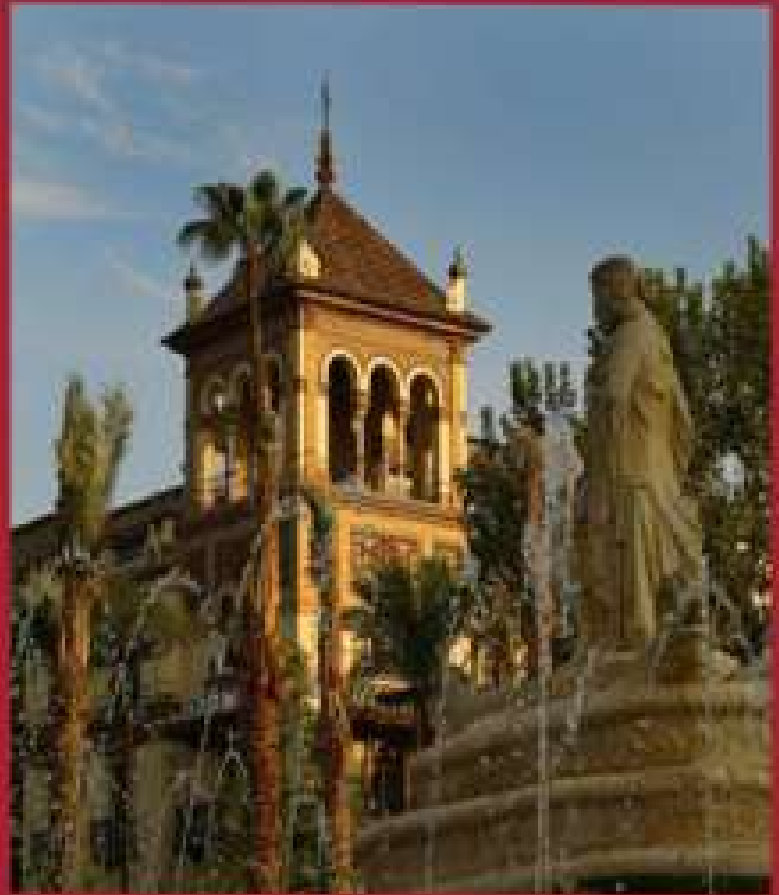
Canada is a very liberal society, experiencing maximum social tolerance. In public, emotion is kept under command. Most Canadians try to be discreet when dealing with other people. Moreover, usually, they try to evade arguing or causing scenes in public.

It is considered discourteous for people to speak in a foreign language in the existence of others who do not comprehend what is being said. If you are in a group where everyone speaks and understands that language, speaking it in public within that group is acceptable.



Moving on Canada's Road

Unlike many parts of the world, pedestrians will patiently wait at intersection crossings until they receive a green light even if there is no threatening traffic. Mass “jay walking” is generally not found. On expressways, the left lane is generally used for passing or faster vehicles. Slower vehicles, even if they are above the speed limit, are expected to move over. Drivers in the right lane are also expected to shift one lane to the left if there is a car entering the expressway on the right.



Visiting Canadian Homes

You will be expected to take off your shoes as soon as you enter most Canadian homes. If you are uncertain about it or uncomfortable, simply ask your host if you should take your shoes off. This is a bit of a hangover from the long Canadian winters, but is practiced all year. In most Canadian families, at meals you are expected to request items and not to just reach and grab it. If you are invited to a Canadian home for dinner, it is normal to bring a small gift or contribution to the evening. Flowers, a bottle of wine, and a box of chocolates are typical gifts.





عصير بقطع الفاكهة الطبيعية



بتحب الفاكهة.. هتحب كابي

CEBC In FOCUS

Egypt has been known throughout its history as a destination for tourists and travelers. Besides its unique religious and cultural monuments, Egypt enjoys a geographical location and a great climate all year-round, along with its smooth vast coastlines and beaches with its unique treasures of coral reefs, providing the country with advantages of a competitive edge.

Egypt may capture the popular imagination for its Pharaonic history and monuments; however its beach tourism makes up for the majority of the industry's revenues.

Tourism is one of the most important sectors in the Egyptian economy and the source of income for approximately 20 percent of the labor force in the country. The fears of possible changes in Egypt's policies under the new Islamist leadership have caused a certain amount of panic in the country's tourism industry and set the scene for all sorts of problems.

Also the political instability and poor law and order problems that followed the January 25 revolution have caused a decline in the number of tourists in the past 18 months. The non-ending turmoil led to the collapse of many travel companies.

According to the 2011 report of the International Tourism Organization, Egypt has left the club of the 20 top tourism countries, which it had joined in 2010

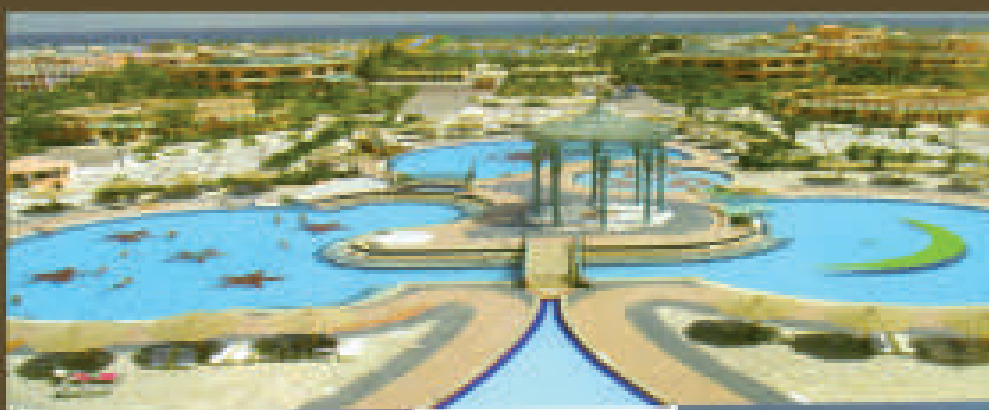
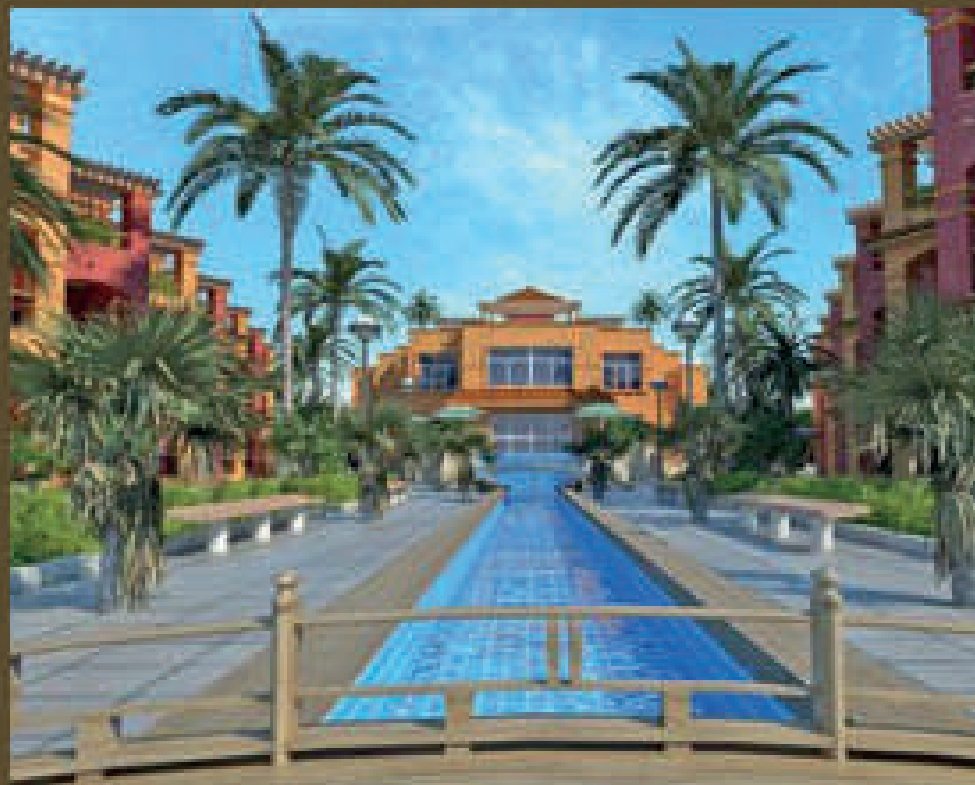


receiving 14.1 million tourists in 2010. The report pointed out that in the one year of turmoil, Egypt fell from 18th place to the 26th.

Tourism Minister Hisham Zaazou cited strong recent occupancy rates at hotels. “About 8.8 million tourists visited Egypt in the first nine months of this year and revenue was 6.9 billion”, he said at an industry event. “What I’m targeting is 11.5 million to 12 million tourists by the end of December 2012. For sure over 11 million,” Zaazou said.

He said numbers should return to 2010 levels by the end of 2013 depending on the security situation.

The government has a long-term plan to draw 30 million tourists by 2020, generating industry revenue of \$25 billion.



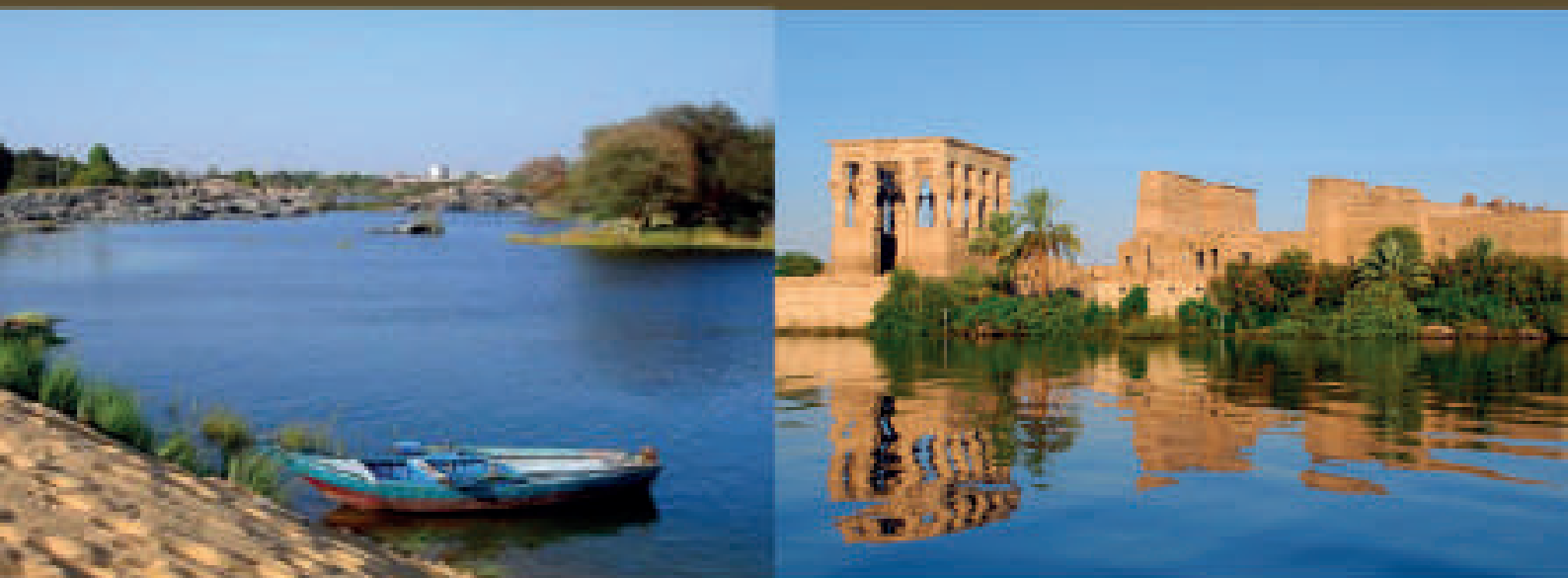
Zaazou said that while the government may introduce options for tourists wanting to adhere to Islamic sharia law, that would not change what Egypt offers tourists elsewhere.

“Our desire to introduce additional products that would suit certain Arab and Islamic market segments ... will not happen at the cost of our segments ... will not happen at the cost of our mainstream business,” he said

Zaazou said he would look into a possible tax break for investors in the tourism sector and present a study to the government. The study may propose tax breaks of up to 10 years for developers who build hotels within a specific period.

He said he was also looking into restoring air routes that closed when governments issued warnings on travel to Egypt.

With a drying up of investments in the country that has been rocked by political turmoil for 18 continual months, foreign currency reserves plummeting 60 percent and unemployment soaring to its highest levels along with inflation; tourists may just be the country’s biggest savior.





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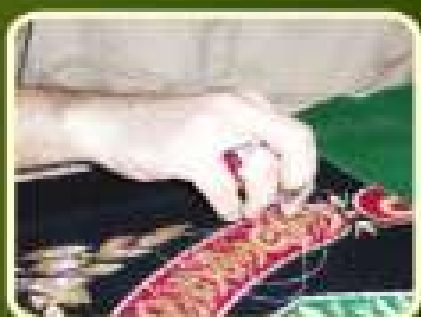
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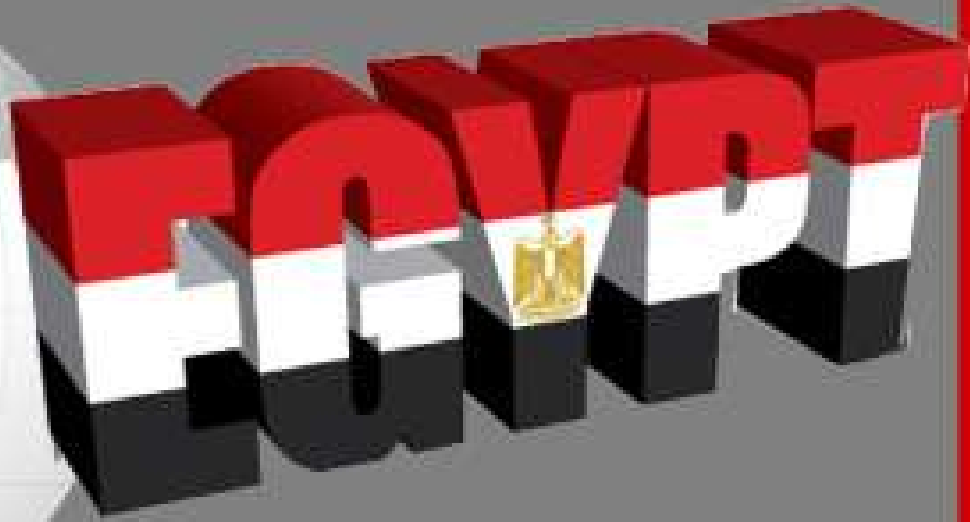
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Egypt in the spotlight

Egypt sees revenue in Suez Canal Project

President Morsi's administration is reviving and expanding a series of projects initiated in the late 1990s under former President Mubarak to turn the banks of the Suez Canal into a world trading and industrial centre, hoping it will earn billions of dollars and address a growing unemployment crisis.

The plan aims to transform the corridor along the 100-mile length of the canal from an area of mostly flat, empty desert into a major world economic zone.

The waterway, the main thoroughfare for the transport of cargo between Asia and Europe, is a vital source of revenue for Egypt. But Egyptian planners believe a lack of vision and poor administration have prevented the country from maximizing its location at the crossroads of two continents, something they wish to address by expanding transit facilities and slashing red tape for investors.



Egypt resolved row with Dubai's DAMAC: Minister



Egypt has settled a row with a Dubai-based developer over a land contract reached when Mubarak was in power, a minister said, a deal that could help remove uncertainties that have depressed interest in the once-booming property market.

The Egyptian government said last year it was seeking to settle disputes over the price of land and other issues with about 20 foreign and local investors, in a bid to avoid costly arbitration and rebuild confidence in Egypt.



“We have at last reached an agreement with (Dubai-based) DAMAC, a final settlement (was) approved by the board of the new urban communities authority ... two days ago,” said Investment Minister Osama Saleh, speaking at a conference in Cairo.

DAMAC had said last year it had filed an international arbitration case against Egypt over a land row and the conviction of its chairman and owner, Hussain Sajwani. Sajwani was convicted along with former Egyptian tourism minister Garanah in May 2011. The court concluded that Garanah assisted Sajwani in earning \$41 million in illegal profits, causing damage to public welfare.



Sajwani was convicted in absentia, handed a five-year prison term and ordered to return land to the Egyptian government. He was also fined LE242 million (\$40.3m).

Beach tourism unaffected in Islamist-led Egypt – minister

Egyptian beach tourism is here to stay, the tourism minister in the Islamist-led administration said last month, saying any Islamic investment in the sector would complement but not replace resorts that are part of an industry vital to Egypt.

Tourism Minister Hisham Zaazou is tasked with reviving an industry that accounted for 10 percent of economic activity before an uprising toppled Hosni Mubarak 19 months ago, sending both investors and tourists packing.

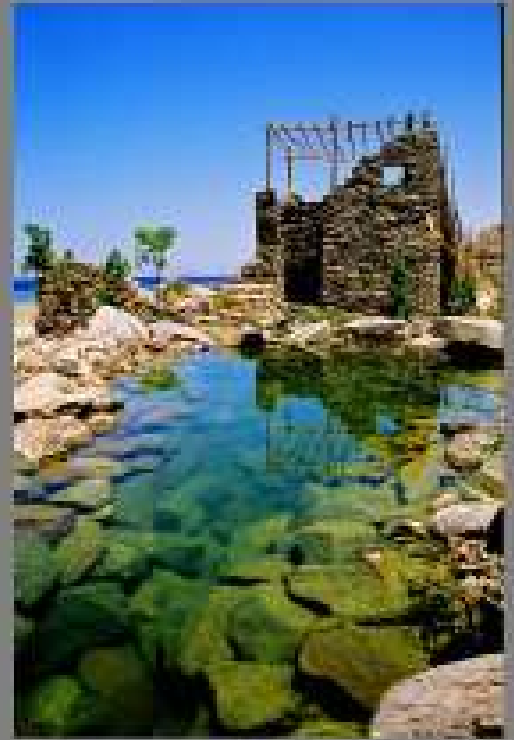
Questions have swirled around the future of the industry, as Islamist groups outlawed under Mubarak moved to the heart of public life, culminating in the Muslim Brotherhood's victory in the Egyptian presidential election earlier this year.



Brotherhood officials have typically sidestepped questions on the future of beach resorts that include Sharm el-Sheikh on the Red Sea, often dismissing the topic as marginal and saying there are more important things to worry about.

Asked about the future of such resorts, Zaazou -- a senior tourism ministry official before taking his new post in the cabinet appointed in August - gave an unequivocal answer.

“It will not be changed. Nothing will affect beach tourism. We are building on, increasing even, the capacities and the services rendered for our clients coming to our beaches,” he told Reuters.





Canada in the spotlight

Canadian immigration minister visits Ireland to recruit workers

Citizenship, Immigration and Multiculturalism Minister Jason Kenney arrived in Ireland for an official visit to promote Canada as a destination for international talent.

“The Government of Canada is committed to building an immigration system that actively recruits talent rather than passively processing all applications that we receive,” said Kenney.



He will visit Dublin’s Working Abroad Expo recruitment fair, where he will promote Canada’s strong economy and encourage talent from Ireland to apply for jobs to work in Canada.

The Construction Sector Council forecasts that Canada will need an estimated 319,000 new construction workers between 2012 and 2020 as resource projects peak and retirements continue to rise across the country.

The forecast estimates a need for 100,000 jobs due to expansion demands in the mining, oil and gas, electricity and transportation sectors.

The Government of Canada is building a fast and flexible economic immigration system whose primary focus is on meeting Canada’s labour market needs.

The government is exploring with provinces, territories and employers approaches to developing a pool of skilled workers who could be selected to immigrate to Canada and who are ready to begin employment here.

“This is the next frontier in Canadian immigration: looking at opportunities to attract the best talent and going out there and getting it,” said Kenney.

During his trip, Kenney will also discuss opportunities for young people from Ireland to work in Canada as part of the International Experience Canada program.



Raising awareness of Canadian achievements in science and technology

Science and Technology Week in Canada took place from Oct. 12 to 21, it is usually a great opportunity to raise awareness of the importance of science and technology and celebrate Canada's role as a leader in innovation. As posted at science.gc.ca, a recent assessment of the state of science and technology in Canada by an 18-member national and international expert panel has found Canadian science and technology is healthy and growing in both output and impact.



Furthermore, over the past five years, real improvements have occurred in the magnitude and quality of Canadian science and technology.

The panel found the following key findings:

- The six research fields in which Canada excels are: clinical medicine, historical studies, information and communication technologies (ICT), physics and astronomy, psychology and cognitive sciences, and visual and performing arts.
- Canadian science and technology is healthy and growing in both output and impact. With less than 0.5 per cent of the world's population, Canada produces 4.1 per cent of the world's research papers and nearly five per cent of the world's most frequently cited papers.
- In a survey of over 5,000 leading international scientists, Canada's scientific research enterprise was ranked fourth highest in the world, after the United States, United Kingdom, and Germany.
- Canada is part of a network of international science and technology collaboration that includes the most scientifically advanced countries in the world. Canada is also attracting high-quality researchers from abroad, such that over the past decade there has been a net
- Ontario, Quebec, British Columbia and Alberta are the powerhouses of Canadian science and technology, together accounting for 97 per cent of total Canadian output in terms of research papers. These provinces also have the best performance in patent-related measures and the highest per capita numbers of doctoral students, accounting for more than 90 per cent of doctoral graduates in Canada in 2009.



- Several fields of specialization were identified in other provinces, such as: agriculture, fisheries, and forestry in Prince Edward Island and Manitoba; historical studies in New Brunswick; biology in Saskatchewan; as well as earth and environmental sciences in Newfoundland and Labrador and Nova Scotia.



Minister of State Bernier Highlights Northern Tourism Experience

The Honorable Maxime Bernier, Minister of State (Small Business and Tourism), toured Arctic Kingdom Polar Expeditions, a member of the Canadian Tourism Commission's (CTC) Signature Experiences Collection (SEC), and underscored the importance of the tourism sector to Canada's economy.



“The Government of Canada is working to position Canada's tourism sector to take advantage of international growth opportunities and create jobs in Canada,” said Minister of State Bernier. “The inclusion of Northern small and medium-sized tourism businesses in the Signature Experiences Collection raises their profile in international markets and helps the local economy in the long term.”



Minister of State Bernier Highlights Northern Tourism Experience During Polar Expedition

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The SEC is one of several initiatives under the Federal Tourism Strategy (FTS). The CTC developed the program to promote Canadian tourism businesses that exemplify the Canadian travel experience. The program encourages Canadian tourism operators to evolve and offer more innovative products and experiences, which contribute to increasing Canada's economic competitiveness. There are fifteen SEC members from the territories, including four from Nunavut.





ENJOY LIFE

A boat docked in a tiny Mexican village. An American tourist, Tony, complimented the Mexican fisherman on the quality of his fish and asked how long it took him to catch them. 'Not very long,' answered the fisherman.

'Then why didn't you stay out longer and catch more?' asked Tony. The fisherman explained that his small catch was sufficient to meet his needs and those of his family.

Tony inquired, 'But what do you do with the rest of your time?'

'I sleep late, fish a little, play with my children, and take a siesta with my wife.

Tony inquired, 'But what do you do with the rest of your time?'

'I sleep late, fish a little, play with my children, and take a siesta with my wife. In the evenings I go into the village to see my friends, dance a little, play the guitar, and sing a few songs. I have a full life.'

Tony interrupted rather rudely, 'I have a Business Studies degree and I can help you. You should start by fishing longer every day. You can sell the extra fish you catch. With the revenue, you can buy a bigger boat, catch even more fish.'

With the extra money you will soon be able to buy a second one and a third one and so on until you have an entire fleet of trawlers. Instead of selling your fish to a middleman, you can negotiate directly with the processing plants and maybe even open your own plant. You can then leave this little village and move to Cancun, Acapulco, Los Angeles, or even New York City. From there you can direct your huge enterprise.'

'How long would that take?' wondered the Mexican fisherman. 'Twenty, perhaps twenty-five years,' replied Tony condescendingly. 'And after that?' the fisherman asked.

'After that you'll be able to retire, live in a tiny village near the sea, sleep late, fish a little, play with your grandchildren, take a siesta with your wife, and spend your evenings in the village, dancing, playing the guitar, and singing with your friends!!.



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CEBC In Depth



U.S. Companies Doing Business in Canada

Canada is a critical market for US companies with the US selling three times more goods to Canada than to China. Because of the proximity and size of the market, many US companies look to Canada when expanding internationally. However, companies doing business in Canada have both corporate tax and employee personal tax withholding and reporting considerations. This article provides an overview of key corporate and individual tax considerations for US companies doing business in Canada.

Corporate Tax Withholding and Reporting Obligations If a US company has employees performing services in Canada, it may be seen to be carrying on business in Canada. This result does not require a physical plant or office location, but can occur simply by soliciting orders or offering services for sale through an agent or employee. If a Company is deemed to be carrying on business in Canada, there will be corporate tax reporting requirements and potentially Canadian taxation.

Where filing requirements are not met, significant penalties may result even where no tax is owed to Canada. Registration, collection and reporting requirements may also be necessary in many circumstances for Canadian Goods and Services Tax (GST) and Harmonized Sales Tax (HST). A US company rendering services in Canada is subject to a 15% tax withholding on their invoices under Regulation 105 of The Income Tax Act (and an additional 9% under Quebec tax law if services are rendered in Quebec).

The Canadian customer is required to withhold and remit the tax to the Canada Revenue Agency (CRA) as well as file Form T4A-NR to report this tax withholding. The withholding is not a final tax but rather a tax installment against a potential tax liability in Canada. Under the Canada-US Tax Treaty, a US corporation carrying on business in Canada is only subject to taxation on income earned in Canada through a fixed place of business or permanent establishment (PE in Canada). Even if a US Company providing services in Canada does not have a factual PE, the Fifth Protocol of the Canada-US tax treaty expands the definition of PE to provide the possibility of a “deemed” permanent establishment in Canada.

A deemed PE would occur in a case where services are provided in Canada for an aggregate of 183 days or more in any twelve-month period beginning or ending in the year with respect to the same or connected project for customers who are either residents of Canada or



who maintain a permanent establishment in Canada and the services are provided in respect of that permanent establishment.

Individual Tax Withholding and Reporting Obligations

A US company will have payroll withholding and reporting obligations for both Canadian resident and non-resident employees, in relation to employment exercised in Canada, even if it does not have a deemed or actual PE in Canada. There is potential for significant penalties and interest charges if the company is not compliant with the tax withholding requirements. However, if applied and approved by the Canada Revenue Agency in advance, a Regulation 102 waiver may be obtained for employees resident in the US that will ultimately be exempt from Canadian tax under the Canada-US tax treaty. This waiver would eliminate the need to withhold and remit payroll taxes in respect of their employment in Canada.

A Regulation 102 waiver can only be obtained if the Canadian source remuneration is less than \$10,000 or the employee is present in Canada in any 12 month period beginning or ending in the fiscal year for less than 183 days and the remuneration is not paid by or on behalf of a person who is a



resident of Canada and is not borne by a PE in Canada. In order to qualify for a Regulation 102 waiver, the non-resident Corporation must first obtain a Regulation 105 waiver to prove it does not have a PE in Canada.

Canadian social security requirements (Canada Pension Plan and Employment Insurance) would need to be re-viewed. If the criteria are met re-viewed. If the criteria are met for exemption from Canada Pension Plan contributions for an employee, a Certificate of Coverage would need to be applied for with the IRS. The Employment Insurance rules would need to be reviewed to determine if the employee and Company are exempt from contributions.

Canada does have a Voluntary Disclosure Program (VDP) that allows for the relief from penalties and interest for both corporations and individuals that have been non-compliant in the past. If the voluntary been non-compliant in the past. If the voluntary disclosure is accepted, the taxpayer is still required to pay the taxes owing plus interest. However, penalties would be waived if the VDP criteria are met and the Canada Revenue Agency accepts the VDP.

This article is meant to provide a brief summary of the withholding and reporting requirements in Canada for US companies doing business in Canada. A thorough analysis should be done by companies either contemplating doing business in Canada or already doing business in Canada.



The Constituent Assembly Dilemma

Egypt's secular forces have criticized two different drafts of Egypt's long-awaited constitution, both of which were unveiled within the last weeks.



The two drafts also prompted angry reactions from Egypt's Supreme Constitutional Court (SCC). In a Tuesday statement, the SCC claimed that the draft constitution stripped the court of its independence and put it at the mercy of the presidency. The SCC went on to state that its powers should be defined in a separate chapter of the constitution, not under that devoted to the judiciary as a whole. "This is necessary to guarantee that the court isn't part of any authority; that it remains completely independent and that its rulings are binding on all state authorities," the SCC stated.

The Egyptian National Movement (ENM), led by prominent constitutional law professor Ibrahim Darwish, also condemned the drafts, arguing that "they maintain most of the draconian powers granted to the president by the 1971 constitution." In a statement, the ENM added: "The draft strips women of their rights on grounds that these rights should not violate the rules of Islamic Law."

The movement went on to state that the draft "also challenges media freedoms and represents an assault against judicial independence." The ENM added that Egypt did not require two houses of parliament, "because this represents a waste of money and effort," going on to assert that political parties for workers and farmers should be established "before their representatives relinquish the right to occupy 50 per cent of the seats in parliament."

Some Salafist forces, meanwhile, also launched scathing attacks against the draft constitution. The “Assala Party” and the Salafist Front both declared that they would “strongly object to any constitution that fails to clearly state that the rules of Islamic Law should represent the major source of legislation in Egypt.”



In response, Constituent Assembly Chairman Hossam El-Ghiryani insisted that the drafts “are not final; they will be left to national dialogue.” He added: “It was necessary to unveil them now because the public has a right to know about them rather than being kept in the dark or merely learning about them from the media.”

The current Constituent Assembly faces the same criticism from liberal and leftist observers as its dissolved predecessor, namely that it is dominated by Islamist parties and is not representative of the country’s social and political diversity.

Other judicial bodies have voiced their objection to certain articles of the new constitution. The administrative prosecution demanded to be named a judiciary power with a clear jurisdiction in the constitution, a demand met after a meeting between Constituent Assembly head, Hossam El-Gheriany, and representatives of the Administrative Prosecution Club (ACP). The same meeting also involved representatives from the state litigation authority chancellors’ club, who withdrew due to differences with the Constituent Assembly about their role in the draft constitution.

Cairo Administrative Court said that it will give its final verdict on the constitutionality of Egypt's constitution-drafting body on 23 October.



“The constituent assembly has a landmark opportunity to lay the groundwork for respecting human rights in tomorrow’s Egypt,” said Nadim Houry, deputy director of the Middle East and North Africa division at Human Rights Watch (HRW).

“But its current draft fails to meet that standard because of vague language or limitations that destroy the essence of many rights.”

While the draft upholds some civil, political, social and economic rights, “other key provisions are inconsistent with international human rights standards and would pose a serious threat to the future of human rights in Egypt,” the New York-based rights group said in a statement.

It said Article 5 of the draft failed to ban torture, Article 36 threatened equality between men and women, while Article 9 -- still under negotiation -- “would amount to a serious threat to freedom of speech and religion.”

Ghariani has said that the constitution was expected to be ready by November, after which it will be put to a national referendum.

But rights groups and secular political activists say they fear the Islamists, who dominate the constituent assembly, will use their grassroots influence and organizational skills to push for a yes vote.



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Eng. Ishag George Ishag
Chairman
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Mr. Samir Samman
Managing Partner
Samman Trading and Supply
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Mr. Emad El Shalakany
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Dr. Adel Danish
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Mr. Ihab Gohar
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Eng. Hamdi Mohamed Zaki
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November 10

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Mahmoud
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Chairman
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December 30

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Professor and Doctor
Professor Dr. Sherif Ezzat Clinic

December 14



Ms. Loula Zaklama, member of the board of CEBC was invited by the French Business Confederation and the French Entrepreneurs as a Guest of Honor to participate as a key speaker at the MEDEF Summer University conference that was held in Paris.

The theme of the conference was “To Integrate”. It revolved around the understanding and the absorption of the new economic, social, human, technological and geopolitical settings.

Both Mr. Frederick De Klerk, President of the Republic of South Africa and Nobel Peace Prize winner for peace, and Mrs. Loula Zaklama, President of RadaResearch and Public Relations, delivered the opening speech of the plenary session titled “The presence of the authority controlling too much or not”. The session was broadcasted across many political and economic international TV programs.

In her speech, Mrs. Zaklama highlighted the making of dictators, the importance of communications and the future of leadership. She also



stressed on the role of the media in raising awareness of the officials in dealing with social problems and how the lack of communications reflected on the public behavior and instigated the youths revolutions in the Arab world.

The conference was attended by several dignitaries, including Mr. Pierre Moscovici, the French Minister of Economics, Ms. Diane d'Orsay, the famous writer and historian, Mr. Pascal Lamy, the President of the World Trade Organization, Mr. Dominique Renee, professor at the University of Political Science and Economics, Mr. Dimitrs Tstassirajus, Vice President IFC, and was moderated by the famous moderator Mr. Gerard Leclerc, President of the National French Assembly LCP.

Alphabetized by company name

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President
Al Kharafi Group



Mr. Ashraf Amin Sadek

President
Ashraf Sadek Associates



Ms. Mohga Morcos

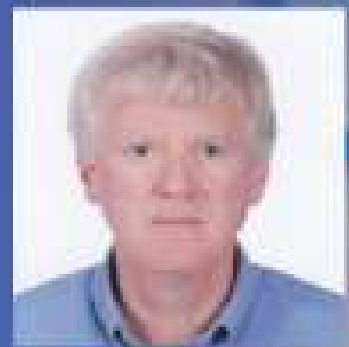
Ashraf Sadek Associates



Mr. Bradley W. Boyd

Vice President & Integration

The Egyptian Methanex Methanol Company



Dr. Adel A. Mostafa

Chairman

The Drug Holding Company(Holdlpharma)



Mr. Sherif Bakir

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2. Personal photos.
3. Letter from CEBC

To arrange the collection of your documents at your convenience, please call Mr. Taha El Wakeel on 002-0100-371-5023 or 002-02-2456 5369.

Canadian International School of Egypt

CEBC members are entitled to a special discount on the pre-admittance assessment fee.



Egypt Air

CEBC members (their spouses & children) are offered discounted tickets on all classes.

Members who wish to receive the Egypt Air Plus Mileage Card are welcome to contact Ms. Amira Talaat from CEBC.



Mobinil

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

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



Minart Furniture

CEBC members are entitled to a special **15% discount** when purchasing at “Minart” showroom for fine furniture.

Restaurants:

Rossini Restaurant

CEBC members are entitled to **15% discount** on all “A La Carte” menus and beverages in all “Rossini’s Outlets, Restaurants”.

Address: 66, Omar Ibn El-Khatib St., Heliopolis.



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

Invite you to enjoy a **10% reduction** on all the tasty a la carte food & beverages and also on the total bill of any outside catering.

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



Cocoon Restaurant & Cafe

CEBC members are entitled to a special **Promotion** from Cocoon Restaurant & Café.

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



Hotels:

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



Aswan

- ☐ Iberotel Aswan
- ☐ Iberotel Aswan
- ☐ Luxor

Madenet Makadi

- ☐ Iberotel Makadi Beach
- ☐ Iberotel Makadi Oasis &

Family

- ☐ Iberotel Makadi Saraya
- ☐ Jaz Makadi Star & Spa
- ☐ Jaz Makadi Golf
- ☐ Solymar Club Makadi
- ☐ Solymar Makadi Sun

Marsa Alam

- ☐ Iberotel Lamaya
- ☐ Iberotel Coraya
- ☐ Iberotel Samaya
- ☐ Solymar Solaya
- ☐ Solymar Dar Elmadina
- ☐ Solymar Abou Dabab

North Coast

- ☐ Porto Marina

Oasis

- ☐ Solymar Pioneers
- ☐ Solymar Mut Inn

Safaga

- ☐ Solymar Paradise Beach
- ☐ Kempinski Soma Bay

Sokhna

- ☐ CANCUN
- ☐ Jaz Little Venice
- ☐ Porto Sokhna

Sharm ElSheikh

- ☐ Club Fanara
- ☐ Iberotel Palace
- ☐ Iberotel Lido
- ☐ Iberotel Il Mercato
- ☐ Jaz Mirabel Park
- ☐ Jaz Mirabel Beach
- ☐ Jaz Mirabel Club
- ☐ Jaz Belvedere
- ☐ Sol Y Mar Shams Suites
- ☐ Sol Y Mar Sharks Bay
- ☐ Sol Y Mar Riva World

Taba

- ☐ Solymar Sea Star Taba
- ☐ Sonesta Beach Resort

Nile Cruises

- ☐ Sonesta St. George Nile Cruise

For more details, please visit www.canadaegypt.org/benefits.aspx or contact:

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Blending Cultures



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

