

Canada Egypt Business Council NEWSLETTER

SEPTEMBER-OCTOBER 2010

ISSUE 25



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CEBC Welcome

4 Chairman's Introduction

CEBC Events

8 Transport, Lifeblood of the Egyptian Economy, the State's Future Plan

17 Canada Day

20 GAFI & CEBC sign a Memorandum of Understanding

26 CEBC Members Retreat

CEBC Savor Canada

32 Canada, the Land of Natural Wonders

CEBC Indepth

37 Transport Seeks the Right Direction for Change

CEBC Food for Thought

44 I've Learnt...

CEBC Business Tools

46 More Than Just Eating with the Right Fork!!

CEBC In Focus

50 Non-Asian Emerging Markets Outlook

CEBC Success Story

53 Interview with Mr. Mohamed Eletreby, Vice Chairman and Managing Director, Arab Investment Bank

A Spotlight on News

57 Egypt in the Spotlight

59 Canada in the Spotlight

CEBC Announcement

61 A Certificate of Appreciation

CEBC Members

63 Members' Benefits

66 Members' Birthdates

69 New Members

**Don't Miss Top 10
Effective Management Skills**



CEBC NEWSLETTER

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Shaping Our Future with PPPs

We have been hearing a lot these days about Public-Private Partnerships or (PPPs), which are agreements between government and the private sector regarding the provision of public services or infrastructure. Certainly a means relieving government of the burden of large capital expenditure, and transferring the risk of overruns to the private sector which is currently full of eminent expertise.

Through this partnership, rather than completely transferring public assets to the private sector, as with privatization, which has been widely criticized, government and business sectors can cooperate together in joint ventures, to provide services through promoting private sector investments in key infrastructure and development sectors that may assist our economy witness a remarkable recovery and further growth.

Without massive investments, the government cannot advance its policies or fulfill its strategies. Not only do we require the support of the private sector, we need business investors to stand behind the growth and development of our economy.

At CEBC we have highly supported this ambitious direction through encouraging the consideration of public-private partnerships (PPPs) in the development of transportation improvements by hosting a high profile event covered in this issue which has addressed the consequences of activating the private sector's role in Egypt's transport services.

The relationship between government and private sector has matured in the last few years, and had built a constructive consequence on our economy. However, building strong public-private partnerships is a necessary part of the equation, one that will grow in eminence as further outstanding entities feel the need to participate in building a better Egypt. Further PPPs will provide the perfect interface between business and public sector, a framework for shaping our future in cooperative and genuinely rewarding ways that our nation is anticipating.

Motaz Raslan
CEBC Chairman





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Transport, Lifeblood of the Egyptian Economy, the State's Future Plan

Coverd by: Amira El-Sahly



Eng. Motaz Raslan, Mr. Salah Diab, H.E. Eng. Alaa Fahmy, Mr. Saad Hagrass, Mr. Hamdy El Tahan.

Coinciding with the occasion of celebrating the Canada Day, the Canada Egypt Business Council, CEBC, hosted a special dinner and a panel discussion entitled “Transport, Lifeblood of the Egyptian Economy, the State’s Future Plan” at The Four Seasons Hotel, Nile Plaza.

The event was featured by H.E. Alaa Fahmy, Minister of Transport, as a keynote speaker, and attributed by a number of prominent guests and speakers including Mr. Hamdy El Tahan, Chairman of the Transport Committee, The People’s Assembly, Mr. Salah Diab, CEO, Pico Group, and moderated by Mr. Saad Hagrass, Managing Editor, Al Alam Al Youm Newspaper.

The discussions focused on the current state of the transport sector and the development strategies that have been embarked by the government of Egypt.

Ambassador Ferry de Kerckhove, Canada’s Ambassador to Egypt, started the event by highlighting the magnitude of the transport sector, which he views, as the main contributor for tremendous opportunities of bilateral cooperation between Canada and Egypt.

The Canadian ambassador moved on to explain Canada's commitment to extend cooperation and trade with North Africa and the Middle East region. He added that during 'the conference of Montreal' or 'the international economic forum of the Americas', the significance of expanding trade and investment in the region was highly underscored. He stated that the conference's recommendations concluded that Middle East markets including Egypt remarkably bear very promising opportunities for Canadian trade and investment following the China and India markets.

Mr. Motaz Raslan, then commenced his speech by welcoming the overwhelming guests in attendance and emphasized the transport sector's role in growth of the nation, explicating that the sector is considered as the lifeblood of the economy and one of the basic pillars of Egypt's economic development.

The Egyptian transport sector, he explained, is one of the most important contributors for boosting trade whether internally or externally, where the development of any country is usually linked with the quality and advancement of its transportation and infrastructure network.

Mr. Raslan further outlined that Egypt has long been a leader and a pioneer in the inauguration of its transport sector. "Egypt's Railway is the first railroad lines established in Africa and the Middle



Mr. Salah Diab, CEO, Pico Group, Eng. Motaz Raslan, H.E. Eng. Alaa Fahmy, Minister of Transport, Mr. Hamdy El Tahan, Chairman of the Transport Committee, the People's Assembly.



Eng. Samir El-Alaily, Managing Director, Investia Venture Capital, and Board Member CEBC, Eng. Motaz Raslan.

East and second in the world subsequent to England. In addition, Egypt also holds a large network of land transport, maritime and river, where the country possesses more than 52 thousand kilometers of highways and around 40 air and sea ports as well as a complex network of river transport. This is besides the major Suez Canal, which plays a vital role in international trade”, he asserted.

“A huge potential and a historical record of achievements, however”, he confessed, “the Egyptian transport sector is still suffering a number of significant challenges and has not yet reached the requisite standard that we all desire for our country”. Mr. Raslan finally acknowledged that hosting such an event comes from the Council’s commitment to keep its members and the business community updated with the state’s vision as well as the ministry’s plans and strategies in advancing the various segments of this vital sector.

“The Government of Egypt still has a long way to go to develop the transport sector in Egypt. In order to achieve this goal, the state should conduct a far-reaching transformation plan that would take several years to implement and would necessitate huge investments to renovate the sector and increase its capacity”, Raslan concluded.

Mr. Raslan then gave the floor to Mr. Saad Hagra, Managing Editor, Al Alam Al Youm Newspaper, who highlighted the urgency for further reform attempts to be pursued during the coming period, which he affirmed, will highly contribute in overcoming the challenges and obstacles impeding the development of the sector.



Ambassador Ferry de Kerckhove, Ambassador of Canada to Egypt.



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

Mr. Hagraas further outlined the need for establishing a Board of Trustees contributing a number of railway experts to develop a strategy for boosting the railway services in Egypt. The strategy's main pillars, he added, should be to restructure operations to create safer, more dynamic, responsive, and competitive rail services, while continuing to provide transport services to poor people and remote areas. He also suggested developing a plan for training potential calibers that may contribute in advancing the railway domain and removing a significant part of the obstacles hindering its expansion, which is the untrained labor force.

During his speech at the event, Mr. Hamdy El Tahan, Chairman of the Transport Committee, The People's Assembly, declared that the railway sector still faces huge problems, despite the current renovation of part of its fleet. He pointed out that railway operations became a matter of deep concern, due to several issues, in particular, acute safety issues, deteriorating quality of service, and the significant impact of the sector on the public budget.

He also added that the railway sector has been suffering from severe disregard by the state for many years despite its significance as one of the most important transportation facilities in Egypt following the Nile River. "This major sector carries 800 million passengers per year and extends for a distance of more than 9 thousand kilometers of railway bars and includes 750 tractors of more than 3 thousand passenger traffic and 12 thousand cargo vehicles operating in 908 stations in addition to employing around 71 thousand employees", he affirmed.



Eng. Ahmed Nafea, Technical Manager, Econnect, Mr. Sameh El-Mangoury, President, Econnect, Mr. Hamed Fahmy, Managing Director, Allied Corporation – Egypt, Mr. Hassan Hussein, Chairman, HH Investments Holding Limited, Colonel Aly Salem, Manager of the Protocol Department, Ministry of Interior.



Mr. Samir Samman, Managing Partner, Samman Trading and Supply Co., Mr. Abdel Hamid Helmy, Chairman and Managing Director, Pyravision for Trading and Consultancy, Mr. Omar El Derini, President & CEO, Suez Safety Outfitters, Mr. Moustafa Serry, General Manager Egypt Branch and Chief Financial Officer, Petzed Investment and Project Management Ltd., Mr. Mohamed El Agati, Chairman, El Agati Silver Company, Mr. Mohamed Said, Chairman, 3 ms cop, Mr. Saïid El Derini, General Manager and Partner, Tam Oilfield Services, Mr. Ashraf Gohar, Mr. Tamer Abubakr, Mashreq Petroleum Co.



Mr. Abdel Hamid Helmy, Mr. Omar El Derini, Mr. Moustafa Serry, Mr. Tamer Abubakr, Mr. Saïid El Derini.

Mr. El Tahan also concluded that serious endeavors should be directed towards the restructure of the sector based on policy recommendations from consultants and experts along with the state's venture in order to achieve a renovation plan that can entail costly investments to modernize transportation network in Egypt.

In his address, Mr. Salah Diab, CEO, Pico Group, identified that the renovations in railway transport should extend to all relevant utilities and not be solely limited to trains. He suggested installing new railways in Hurghada, which would be unprecedented, and emphasized the importance of developing popular means of transport, such as micro-buses, which accounts for 65 percent of transportation in Cairo and the provinces.

Mr. Diab went on to delineate China's experience in promoting the railway sector, pointing out that Egypt should start developing this important facility through activating the private sector's role in railway services. He also suggested assigning the operation of railway carriages to international companies that should work on improving the quality of the service, while still subsidizing the third degree lines as an essential mode of transport for low-income Egyptians.

H.E. Eng. Alaa Fahmy then inaugurated his keynote speech with an address that conveyed the current state of the transport sector in Egypt where he declared that the railway services have witnessed many recent improvements as the number of locomotives in use has increased from 230 to 550.



Orascom Construction Industries guests.



Dr. Hisham El Sherif, Chairman, IT Ventures, H.E. Dr. Ibrahim Fawzy, Head of the American Friendship Association, Dr. Mohamed Abdelah, Chairman of Foreign Affairs Committee, National Democratic Party, Dr. Taher Helmy, Senior Partner, Helmy, Hamza and Partners (Baker & McKenzie), Mr. Hisham Khalil, Member of The People's Assembly, Mr. Hussein Khattab, Chief Executive Officer, The Egyptian Methanex Methanol Company, Counselor Fathy Ragab.



Ms. Rasha Kamal, Executive Director, Canada Egypt Business Council, Dr. Effat El Sadat, Chairman, Sadat Group.

Minister Fahmy then attributed the country's plans in implementing a comprehensive development strategy in all the transport sectors and developing the financing means, where the service and infrastructure projects would be funded by the state's budget while other economic projects from the investment bank.

However, he added that the L.E. 8 billion earned by the government from a mobile operator license recently granted to the UAE-based Etisalat is not enough to improve the transport sector, and stressed the need for larger investments through the public private partnerships and investments. H.E. Minister Fahmy called for private sector participation in joint ventures with the government, where further improvements in infrastructure are needed.

In addition, the minister signified the importance of the newly approved law on partnership between the government and the private sector in infrastructure projects, which he affirmed, would enable to contribute more funds that may assist the sector witness a remarkable increase in investments in the coming period.

The minister also explained that a joint plan with the Ministry of Trade and Industry would aim to establish a number of inland ports in the industrial zones of Sixth of October, Tenth of Ramadan, Tanta, and Dakahlia, which he explained would be areas for gathering goods that will then be transported to seaports.

Finally, Minister Fahmy announced that a broad international conference would be held after the holy month of Ramadan in order to



Arab Investment Bank guests.



Part of the attendance.



Samcrete guests.

promote investment opportunities in the maritime transport sector in Egypt in the ports of Damietta, Port Said, El Sokhna, Alexandria, and various ports in the Red Sea. He also explained that there are significant opportunities in this sector, especially after the operation of a shipping line with Italy and the interest of five other countries to establish similar lines.

In the question and answer session that followed, Eng. Alaa Fahmy responded to questions posted by the audience regarding the government's economic development, the public private partnership upcoming projects in the transport sector, the impact of developing labor skills on the quality of the railway services, the improvement of maritime and river transportation.



Mr. Tarek El Khayat, ECHEM, Mr. Ahmed Abd Allah, ECHEM, Ms. Soha El Deriny, General Manager for Board and Media Affairs, ECHEM, Ms. Khaled El Ghazaly, Vice Chairman for Financing and Investment & Member of the Board, ECHEM, Ms. Hala Borai, Vice Chairman For Financial and Economics, ECHEM, Eng. Osama Kamal, Chairman of the Board, ECHEM, Eng. Ahmed Helmy, Vice Chairman for Planning and Projects & Member of the Board, ECHEM, Eng. Gregory McGlone, Managing Director ENPC and Middle East Vice President, ECHEM.



Mrs. Mohamed Abou Youssef, Dr. Laila El Khawaga, Member of the Shoura Council, Center for Developing Countries Studies, Ms. Mona Abdel Naser, Arabella Touristic and Urban Development Co., Ms. Hoda Masri, Associate Director and Representative UBS, Dr. Hala El Saiid, Executive Director, Egyptian Banking Institute.



Mr. Alex Shalaby, Chairman, The Egyptian Company for Mobile Services (Mobinil), Mr. Maged Abadir, Executive Director, Buildings and Civil Unit, Orascom Construction Industries, Mr. Ahmed Bahgat, Polyserve.



Dr. Mostafa Elsaid, Head of the Economic Committee, The People's Assembly, Dr. Hisham El Sherif, H.E. Dr. Ibrahim Fawzy.



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Canada Day



The 1st of July marks the important occasion of celebrating “Canada Day”. This year Canada celebrates its 143rd birthday. Commemorating this special occasion, H.E. Ambassador Ferry de Kerckhove, ambassador of Canada to Egypt held an impeccable evening at the official residence, in the presence of the heads of the biggest Canadian associations, NGOs and companies operating in Egypt. H.E. Dr. Aly Moselhy, Egypt’s minister of Social Solidarity and H.E. Dr. Ahmed Zaki Badr, Egypt’s minister of Education were among the esteemed attendees of this special evening.

Egypt and Canada have long been cordial partners through mutual channels of diplomaticities, common security welfare, bilateral trade relations, and development aid, however and in the last couple of years the Canadian-Egyptian relations have flourished immensely on many different fronts. The Canada Egypt Business Council (CEBC), since launched, was committed to foster growth in the Canadian Egyptian bilateral relations. Over the past six years, CEBC went on the road with several initiatives to bridge a communication channel between the two nations. Several trade accomplishments have been set into motion through our lucrative dialogue with Canadian government officials, policy-makers, prominent investors as well as the Canadian business community.



On this very special occasion, the Council is privileged to recognize the outstanding efforts of the Embassy of Canada in Egypt headed and orchestrated by Ambassador Ferry, and his superb staff our “Partners of Success” who have helped and supported CEBC in every possible way to achieve our goals and unlock windows of growth opportunities.

On this special occasion, most communities across Canada host organized celebrations for Canada Day, usually outdoor public events, such as parades, carnivals, festivals, barbecues, air and maritime shows, fireworks, and free musical concerts, as well as **citizenship ceremonies** for new citizens. The locus of the celebrations is the national **capital, Ottawa, Ontario**, where large concerts, presided over by the **Governor General**, are held on **Parliament Hill**, as well as other parks around the city and in **Hull, Quebec**. The **sovereign** may also be in attendance at Canada Day celebrations in Ottawa; Queen **Elizabeth II** was present in 1990, 1992, and 1997. Canadian **expatriates** organize Canada Day activities in their local area on or near the date of the holiday. For instance, since 2006, annual Canada Day celebrations have been held at **Trafalgar Square**, the location of **Canada House**, in **London, England**. Organized by the Canadian community in the UK and the **Canadian High Commission. Detroit, Michigan**, and **Windsor, Ontario**, have, since the 1950s, celebrated Dominion Day or Canada Day and the United States’ **Independence Day** with the **International Freedom Festival**. A massive fireworks display over the **Detroit River**, the strait separating the two cities, is held annually with hundreds of thousands of spectators attending. A similar event occurs at the **Friendship Festival**, a joint celebration between **Fort Erie, Ontario**, and neighboring **Buffalo, New York**, of Canada Day and Independence Day.

...Happy Birthday Canada...

CEBC Event



GAFI & CEBC sign a Memorandum of Understanding



Mr. Osama Saleh, Eng. Motaz Raslan, Ambassador Ferry de Kerckhove.



Mr. Osama Saleh, Eng. Motaz Raslan, Ambassador Ferry de Kerckhove.



Mr. Osama Saleh, Ambassador Ferry de Kerckhove.

In pursue of strengthening relations and developing reciprocal cooperation, the Canada Egypt Business Council (CEBC) and the General Authority for Investment and Free Zones (GAFI), signed a memorandum of understanding with an overview for mutual cooperation, promoting and attracting investments from Canada to Egypt. Defining to Canadian investors the promising opportunities and facilities offered by the government of Egypt, as well as assisting Egyptian companies in identifying market opportunities in the Canadian markets.



Ambassador Ferry de Kerckhove, Ambassador of Canada.



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



Mr. Osama Saleh, Chairman, General Authority for Investment & Free Zones-(GAFI).

The signing ceremony was held at the Canadian Ambassador, The Hon. Ferry de Kerckhove's residence in the presence of distinguished guests from CEBC members and government officials.

In his welcoming remarks, Eng. Motaz Raslan, Chairman, Canada Egypt Business Council stated that signing this protocol represents a continuity of the mutual cooperation between GAFI and CEBC in the pursue of strengthening the business relations and joint efforts. That is in addition to establishing a practical framework for the development of stronger relations and to set forth the procedures of cooperation, which can enhance the implementation of GAFI's and CEBC's mutual objectives. Eng. Raslan highlighted and praised the role of the Canadian Embassy in Egypt under the leadership of Amb. Ferry de Kerckhove and his efficient staff, in strengthening ties between the two countries in addition to supporting the Council's activities in every possible way.

Mr. Osama Saleh, Chairman of GAFI praised the increase of the Canadian investments in Egypt with speculation of more than 302 million US dollars, 60% attained during the past five years. The number of Canadian companies in Egypt has increased to more than 329 companies, 79% in the industrial sector and 5.8% in the tourism sector. He pointed out that Canada; having developed markets can cooperate in many industries adding high value to different sectors which include technology, telecommunications, insurance, real estate and finance. He stressed on the fact that this cooperation protocol



Mr. Mohamed Ozalp, Managing Director & CEO, Blom Bank, Mr. Omar El Sayeh, Ambassador Ferry de Kerckhove, Mr. Hisham Fahmy, Mr. Mohamed Jahangir, Country Manager, The Bank of Nova Scotia.



Mrs. Nabih Hamza, Ms. Hala El Guindy, Mr. Adel El- Doh, Director, Global Appraisal Tech, Mr. Nabih Hamza, ENJAZ Management Consulting & Outsourcing Services, Mr. Omar Farouk, Ambassador Ferry de Kerckhove.



Dr. Nabil El Bishbishy, Ms. Lamise Negm, Vice President, Citibank, Mr. Omar El Sayeh, Chairman, Barclays Bank- Egypt.

aims to coordinate efforts between the two countries, receiving Canadian delegates as well as promoting trade missions organized by Canada Egypt Business Council to Canada. He also sees that enhancing exchange of training programs, information and looking at the directions of Canadian investors thus facilitating opportunities provided by the Egyptian government in such areas to attract Canadian capitalists are all keys to successful business partnerships, and from that point the future will witness the growth of Canadian investments in Egypt as well.

Mr. Motaz Raslan, in his remarks, delved into the importance of the Canadian market to Egypt, characterizing it with the existence of significant opportunities for the Egyptian market and services. "The circumstances are very favorable for the development of bilateral relations between both countries in all fields, a privilege to enhance the prosperity of Egypt", commented Raslan.

Ambassador Ferry de Kerckhove acclaimed the role performed by the Canada Egypt Business Council in deepening the bilateral relations between Canada and Egypt, praising all the efforts exerted, adding that this protocol will definitely have a great positive impact in promoting investment between both countries as well as supporting the joint efforts of GAFI and CEBC to encourage any cooperation between Egyptian and Canadian companies.



Ms. Eman Gamal, Head of the International Cooperation Department, General Authority for Investment & Free Zones-(GAFI), Ms. Rasha Kamal, Executive Director, Canada Egypt Business Council, Ambassador Ferry de Kerckhove, Ms. Hoda Masri, Associate Director & Representative, UBS AG Representative Office.



Ambassador Ferry de Kerckhove, Dr. Wegdan Lotfi, Ahram Canadian University, Eng. Motaz Raslan.



Mr. Hassan Hussein, Mrs. Amira Al Sahly, Business Development Manager, Print Right for Advertising, Mr. Hossam El Dafrway, General Manager, Print Right for Advertising.



Dr. Effat El Sadat, Mr. Mohamed El Hawary, Managing Editor, Al Akhbar Newspaper, Mr. Mahmoud Salem, Managing Editor, Akhbar Al Youm.



Ms. Lamise Negm, Ms. Rasha Kamal, Mr. Hisham Fahmy, CEO, American Chamber of Commerce in Egypt.



Part of the Attendance.



Mr. Osama Saleh.



Ms. Loula Zaklama, President and Managing Director, Rada Research and Public Relations Co., Ms. Rasha Kamal, Dr. Amr Abdel Motaal, Abdel Motaal, Moharram and Heiza Law Firm.



Mr. Mokhtar Abou-Basha, Chairman, Maba Group, Mr. Hamed Fahmy, Managing Director, Allied Corporation – Egypt.



Eng. Motaz Raslan, Mr. John Broadbent, Commercial Counselor, Canadian Embassy.



Ms. Sherine Yacoub, Vice President, Credit Suisse Representative Office, Ms. Nevine Osman, Political & Economic Officer, Canadian Embassy.



Mr. Abdel Aziz M.El-Aguizy, Chairman, Quinsys Information Systems, Ms. Hoda Masri.



Ms. Mona Makram Ebeid, President, Association for the Advancement of Education, Ms. Mona Zaki, Chief Executive Officer, Association for the Advancement of Education.



Mr. Ahmed El Maraghy, General Manager, SAFI EGYPT, Engineering Systems and Software Co., Mr. Peter Bates, Political Counselor, Canadian Embassy.



Eng. Hamdi Zaki, Engineer, Consulting Engineer, Private Electrical Consultants, Ms. Samia Ali Kamel, Private Electrical Consultants.



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CEBC Members Retreat



CEBC's members retreat took place at Jazz Hotels and Resort at Al Ain El Sokhna. The aim of the one full day working sessions was to give the participants a clear idea about the Council's different activities, revisit the Council's mission statement, objectives and goals in a friendly ambiance. Two sessions were presented during the retreat, one discussing "The role of PR communications, and its value to any business organization" given by Ms. Loula Zaklama, Board Member of CEBC. The other focused on the "Creative Integrated Marketing Communication Tools, Where are we Now ... to where are we Heading?", presented by Mr. Galal Zaki, CEBC member and CEO of Perception Communication.

The presentations covered a wide spectrum of creative tools in the field of PR and communications defining PR and communications as the art and science of building confidence between an institution, and its target audiences (stakeholders) and the bond that binds them together. PR is the image building, the mirror of the organization, the crises defender department, management of relationship bank account and the counseling and strategic department.

With an aim to study the current status of the Council, to recommend and develop CEBC services portfolio and members profile through planning for an effective integrated marketing Communication Program using effectual tools of advertising, PR, direct marketing and sales through the structured RABOSTIC Model presented by Mr. Galal Zaki,

- **Research:** Situation Analysis
(Short, medium and long term plan)
SWOT Analysis.
- **Audience:** Primary, secondary, tertiary audiences.
- **Budget:** Findings we can raise to carry out our communication strategy.
- **Objectives:** SMART (Specific, Measurable, Appropriate, Realistic, Timely).
- **Strategy:** Which to pursue?
- **Tactics:** What to pursue?
- **Implementation:** What timelines, tasks, and responsibilities are we allocating?
- **Control:** Monitoring and Evaluation.

**“When the client moans and sighs,
Make his logo twice the size. If he
still should prove refractory, Show
a picture of his factory, Only in the
gravest cases
Should you show the clients faces”**



Ms. Loula Zaklame, President and Managing Director, Rada Research and Public Relations Co.



Mr. Galal Zaki, Chief Executive Officer, Perception Communication.



Part of the audience.



Mr. Mohamed Said, Chairman, 3 ms cop, Mr. Mohamed El Agati, Chairman, El Agati Silver Company, Eng. Motaz Raslan, Chairman, Canada Egypt Business Council, Mr. Moustafa Serry, General Manager Egypt Branch and Chief Financial Officer, Petzed Investment and Project Management Ltd., Dr. Ahmed Barrada, Professor and Doctor in Ophthalmology, International Eye Hospital.



Ms. Loula Zaklama, Ms. Rasha Kamal, Mr. Mohamed Salama, Mr. Abdel Aziz El-Aguizy, Chairman, Quinsys Information Systems, Mrs. Amira Al Sahly, Business Development Manager, Print Right for Advertising, Mr. Saïid El Derini, General Manager and Partner, Tam Oilfield Services, Ms. Nevine Osman, Political & Economic Officer, Canadian Embassy.



Ms. Maha Kamal, Ms. Lucy Gamil, Mr. Alex Shalaby, Ms. Lamise Negm, Mr. Hassan Hussein, Mr. Mamdouh Abdel Razek.



Ms. Lamise Negm, Mr. Hassan Hussein, Mr. Mamdouh Abdel Razek, Ms. Hoda Masri, Ms. Lucy Gamil.

Philanthropy & CSR

This was among the discussed topics during the retreat sessions, where philanthropy was defined as the act of donating money, goods, time, or effort to support a charitable cause, usually over an extended period of time to a defined objective. In a more fundamental sense, philanthropy may encompass any altruistic activity which is intended to promote good or improve human quality of life.

Philanthropists although such individuals are often very wealthy, people may nevertheless perform philanthropic acts without possessing great wealth. Some notable philanthropists are Rockefeller, Carnegie, and Gates.

While Corporate Social Responsibility (CSR), was defined as a concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders. Other terms used to refer to the same concept include CCSR (Corporate Environmental and Social Responsibility), Corporate Citizenship and Corporate Responsibility.

Corporate Social Responsibility (CSR) is a concept that states that organizations, especially (but not only) commercial businesses, have a duty of care to all of their stakeholders in all aspects of their operations. This duty of care is seen to go beyond their statutory obligation to comply with legislation.

CSR is closely linked with the principles of Sustainable Development which argue that enterprises should be obliged to make decisions based not only on financial/economic factors (e.g. Profits, Return On Investment, dividend payments etc.) but also on both the immediate and the long-term social, environmental and other consequences of their activities.

Sustainable Development

First popularized in the 1980s by the Brundtland Commission report, Our Common Future, which proposes that for development to be sustainable it should “meet the needs of the present without compromising the ability of future generations to meet their own needs”

Accountability

An organization can be considered as accountable when it accounts to its stakeholders regarding material issues (transparency), responds to stakeholders regarding these issues (responsiveness) on an ongoing basis, and complies with standards to which it is voluntarily committed, and with rules and regulations that it must comply with for statutory reasons (compliance)

This is NOT CSR

- Correcting Social Inequalities
- Public Relations
- Establishing Simple Stakeholder Relationships
- Simply Following Regulations

This is CSR

- Behaving Ethically
- Assuring Environmental Protection
- Addressing Stakeholder Concerns
- Being Transparent

Benefits of CSR

- Generates goodwill (license to operate)
- Strengthens corporate and brand reputation
- Builds a committed and motivated workforce
- Improves quality and customer service
- Helps attract the best talent
- Reduces costs
- Reduces risk
- Improves access to capital

Benefits of Self-Assessment for CSR

- Providing a highly structured, fact-based technique for identifying and assessing your organization’s strengths and area for improvement relevant to CSR.
- Integrate CSR into organization Policy and Strategy
- Creating a common language and conceptual framework for the way you manage and improve your organization
- Educating people in your organization on the CSR concept
- Involving people at all levels and in all units in CSR programs and actions
- Identifying and facilitating the sharing of your “good practice” within the organization
- Facilitating comparison with other organizations
- Integrating the various CSR initiatives into your normal operations
- Preparing the organization to report in a systematic and integrated way to the stakeholders

CEBC Event

After the sessions the participants then enjoyed their lunch break networking. The evening dominated a barbecue dinner.

CEBC wishes to thank all the retreat's participants from members, members of the board and speakers whom without them the whole day would not have witnessed such success and satisfaction.

P.S. Copies of the presentations and recommendations concluded are available for CEBC members upon demand.

INDUSTRIAL & PETROLEUM PROJECTS/COMPOSANTS (IPPC)

« Success always follows years of smart work »

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SAVOR CANADA

THE LAND OF NATURAL WONDERS

By: Amira El-Sahly

Canada is a country famous for its natural environment. People from all over the world visit Canada to enjoy its extraordinary range of land and waterscapes. The country boasts a wide range of natural wonders, and cultural diversity that needs to be explored.

Diversity is the definition of Canada's geography, which includes fertile plains for agriculture, vast mountain ranges, lakes, and rivers. Certainly, there are many climatic variations in this huge country, ranging from the permanently frozen icecaps in the north to the wonderful vegetation of British Columbia's west coast.

Explore Canada's Flora and Fauna

Canada is a vast country, extending from the Pacific to Atlantic Ocean and covering five time zones, accordingly you can imagine that the weather in Canada differs extensively depending on where you are as the country is not totally as freezing as most of us think. Throughout summer the country often, experiences high levels of humidity and temperatures that can even surpass 30 degree Celsius. While in winter, temperature drops to below freezing point all over most of Canada, except the southwestern coast, which enjoys a mild climate.

The North is above freezing for a few months of the year; however, most of the Canadian cities, which are within 300 km of the southern border, boast mild springs, warm summers, and enjoyable autumns.

British Columbia has a moderate climate. It seldom snows in the low-lying areas. The western slope suffers heavy amount of rain and snow. The summer is hot in the valleys between the mountain ranges.

The climate in the Canadian Prairies is cold in winters and humid hot in summers with spring showers and temperate autumn weather making it on the top growing areas of the world.

Great Lakes-St. Lawrence region experience snowy, wind chilled winter and humid long summers, which makes it one of the most populated places to live.

However, the most variable climate anywhere in the countryside is the region of Atlantic Canada. The temperatures in winter can differ due to the temporary storms. The region has heavy snowfall and mist is present in the spring and the start of summer.

Canada's Sightseeing Attractions

Canada's land is consisting of ten provinces and three territories from coast to coast, with a total area of almost 10,000,000 sq km. It is considered the second largest country in the world coupled with the world's longest coastline, all waiting to be discovered.

The country possesses more than 100 national parks and historic sites in honor of the people, places, and events that have marked the country's history. Thirty-seven national parks are stretched all through the country.

In addition, the nation enjoys an incredible mix of native flora and fauna. It comprises eight vegetation zones, most of which are dominated by forest. Some of the common tree species include Douglas fir, western red cedar, white pine and the sugar maple, one of Canada's best-known symbols. Moreover, a distinctive selection of animals is also present in Canada including the grizzly, black, brown and polar bears, beaver, buffalo, wolf, coyote, lynx, cougar, deer, elk, and moose. There are also 500 species of birds, such as the Canadian goose.



Canada's Natural Wonders



Canada is amid the largest nations on the globe. Within the country's boundaries, there are segment of three main oceans, large territory of frosty, titanic areas of diverse types of forests, extensive areas of plains and mountains, numerous breeds of wildlife and all sizes of freshwater lakes. The natural miscellany throughout the country's sceneries is seemingly eternal. With such multiplicity, Canada is extremely complex to be portrayed as a single natural county. It brides itself with the widest range of natural wonders which have shaped this beautiful country and given it extraordinary landmarks like the Rocky Mountains, the Alberta Badlands, Niagara Falls, the Bay of Fundy and more.

The Rocky Mountains are unquestionably Alberta's most well known natural attraction along with other landscapes and terrains around the province that enjoys equal stature. In fact, the United Nations has designated some of its natural wonders as World Heritage Sites.

- In recognition of its natural wonders, the United Nations has crowned Canada with a number of UNESCO Natural World Heritage Sites. Sites include:

1. Canadian Rocky Mountain Parks:

The UNESCO has significantly acknowledged the adjoining national parks of Banff and Jasper in Alberta, and Kootenay and Yoho in British Columbia, for their incredible landscapes. The mountain ranges along the Great Divide, mineral caves, glaciers, ice fields, lakes, waterfalls, and valleys.

2. Wood Buffalo National Park:

Known as the lodging to North America's largest population of wild bison, a natural nesting place of the whooping crane and the world's largest inland delta, positioned at the mouth of the Peace and Athabasca rivers.

3. Dinosaur Provincial Park:

Located at the east of Calgary, it is one of Canada's most unique National Parks where dinosaur history meets stunning scenery. This park contains some of the most important fossil discoveries ever made, in particular about 35 species of dinosaur, dating back some 75 million years. Pinnacles, serpentine spires and other sculptural land formations jut out from these Alberta badlands, creating an eerie environment unlike any other in Canada. This awesome landscape is home to some of the most extensive dinosaur fossil fields in the world boasting the remnants of at least 35 species of dinosaur that lived here 75 million years ago when the area was a lush, sub-tropical forest. Visitors can choose from bus tours, hikes, expeditions and other educational programs. In 1979, Dinosaur Provincial Park was designated a United Nations World Heritage Site.

4. Waterton Glacier International Peace Park:

Alberta's Waterton Lakes National Park was combined in 1932 with Glacier National Park in northern Montana to form the world's first International Peace Park. It is exceptionally rich in plant and mammal species as well as prairie, forest, and alpine and glacial features.

5. Gros Morne National Park, Newfoundland

Another UNESCO World Heritage Site, is Gros Morne National Park, which offers exceptional beauty by way of towering cliffs, waterfalls, coves, land points, sandy beaches, and colorful fishing villages. Hike the soft and loamy landscape and set up camp at one of the many waterside sites.

A big part of the charm of Gros Morne is the native Newfoundland people you encounter during your visit, famous for their hospitality and good cheer. Most people in the little villages are happy to let you hike through their backyards.

Canada is packed with hundreds of natural attractions. Pure Canadian wilderness and abundant nature scenery, filled with wildlife roaming about undisturbed in their own natural habitat, are perfect places to visit for explorers, adventurers, and nature lovers.





PROFESSIONAL DEVELOPMENT



CEBC Indepth

Transport Seeks the Right Direction for Change

Egypt's population is growing by some 1 to 1.5 million people per annum and is forecasted to reach 82 million by 2015. Mutually with the evolving economy, this is evidently adding more pressure on the country's transportation system where traffic is often gridlocked in the capital of the Arab world's most populous nation, Egypt. Economists state an improved network of roads, public transport is indispensable to encouraging growth, and productivity since the development of any nation is usually linked to the quality, and advancement of its transportation and infrastructure network. The state recently acknowledged that funding such projects crucially needs vast investments that require private sector's participation in carrying out the Government's plan to upgrade Egypt's transport sector and modernize the Egyptian public transportation. Yet, is the private sector willing to take the new development direction?

By: Amira El-Sahly



Congestion on Egypt's roads is becoming a pressing problem that the government's strategy now aims at upgrading and integrating all transport means in order to decrease traffic jams which are recently paralyzing most of Cairo's main streets and roads. However, the public budget does not have enough allocated fund to finance inaugurating all new roads and highways, which stands at 35 to 45 billion pounds, meaning that the private sector needs to join in carrying out such projects through public private partnerships.

Public Private Partnerships, PPPs are one of the main pillars to the Government's economic reform agenda and strategy through increasing private sector participation in public services and boosting private spending along with public spending.

A New Road for Change

Officials have earlier acknowledged that they would turn to private companies to fund more social services and infrastructure through public-private partnerships (PPP). So far, work has been mostly in wastewater plants and hospitals. However, the GoE has stepped up endeavor to procure projects in utilities and social infrastructure, and soon it seems, transport as well may join.

Egypt possesses a huge potential for the private sector investment in the freight transport sector



where the country is recently emerging as a sound dynamic public-private partnership (PPP) market in the Middle East. Encouraged by the successes of recent PPP endeavor in various infrastructure projects and the completion of the stimulus plan, the GoE is planning for providing transport allowances, for not only highways, but also ports as well. This is in addition to the expansion of the Cairo Metro, with a total value of EGP10bn (US\$1.76bn).

Moving the Distance

Egyptian economic growth has fundamentally bypassed the effects of the global recession in 2009, where the state is planning to boost its creaking transport system, by submitting more road, rail and other projects worth 10 billion Egyptian pounds for public-private partnerships.

Serious steps have been undertaken, as well, for a project to develop the Greater Cairo Ring Road involving building four lanes of service roads on both sides of the Ring Road covering almost 100 kilometers of the road, in an attempt to ease traffic congestion and ensure road safety. Eng. Alaa Fahmy recently declared that the project would initially start by an area of 30 kilometers stretching from the Autostrad Road up to the Al-Salam Tunnel as well as the Suez highway. According to the Ministry of Transport, the development operations costs within this phase are estimated to reach EGP600 million.

Moreover, the Ministry also acknowledged another highway project that would link the Shubra area of Cairo with Benha to the north, in order to lessen jamming on an existing road used by about 45,000 vehicles a day. The new 38 km (24 mile) road would be built on a build-own-transfer BOT basis, with the aim to attract foreign and Egyptian investors by granting allowances to build manage and maintain highways and other roads in return for collecting tolls. Many major roads connecting cities in Egypt already require tolls. In addition, officials also mentioned that the Transport Ministry is also considering offering a project to extend Cairo's underground metro to suburbs and satellite cities that are not currently included on the network. Cairo now has two metro lines across the capital.

In addition, the country has renovated its cab services through introducing new privately owned cab companies that began operating in Cairo, offering passengers a more pleasant ride and transparent pricing. These new cabs, which contrast with the traditional black cabs, feature late model cars, functioning meters and can even be called to come pick you up at no extra charge. The new taxi program, launched in April 2009, is a part of a government-sponsored program, aimed to get older vehicles off the streets and helps clean the air around Cairo and increases streets flow as well as facilitates getting rid of older, pollution-emitting vehicles by giving the streets a newer, more modern look.



Towards Railway Safety

Egypt's Railway is the first railroad lines established in Africa and the Middle East and second in the world subsequent to England. However, the railway sector still faces huge challenges, despite the current renovation of part of its fleet. The railway operations became a matter of deep concern, due to several issues, in particular, acute safety issues, deteriorating quality of service, and the significant impact of the sector on the public budget.

The State has implemented a major investment program in the railways since 2007. A budget of EPG9bn (\$1.7bn) over three years is being

invested with assistance from government, the World Bank and the private sector. However, the preference is to renovate the existing infrastructure and consequently tackle the imperative safety issues, before adding more facility or extending the rail network.

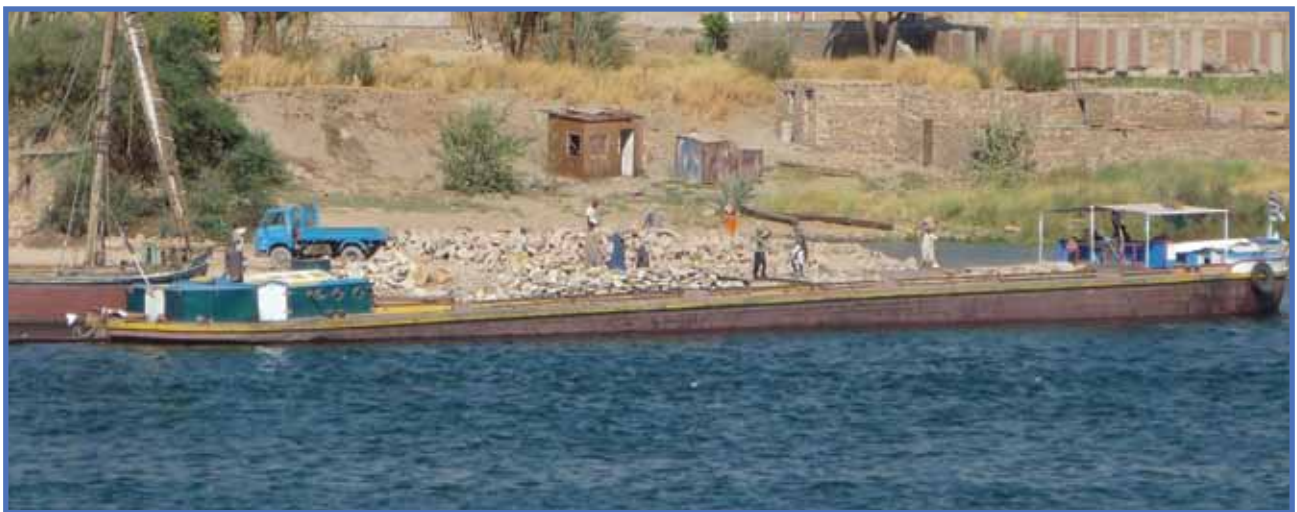
Recently a series of road, rail, and sea accidents in Egypt have provoked an opposition over the state's performance in line with transport safety and educed calls for intensifying spending on improving road infrastructure. This is besides reforming procedures to create safer, more dynamic, responsive, and competitive road and rail services, while continuing to provide transport services to poor people and remote areas.



plans to enhance rail transport, with some focus on freight. Foreign and private sector's involvement is also growing. For instance, APL launched a synchronized container rail freight service between Sokhna and Alexandria in 2009 in partnership with ENR. Such Rail cargo services offer importers and exporters with improved supply chain consistency and control. They will help international companies as well grow their business in Egypt, while helping take the country's products to potentially lucrative international markets.

Officials also declared plans for new rail lines around the Nile Delta and a 225km line running from Ismailia to El Arish (in Sinai) and Rafah (in Gaza). Investors who are in for the long haul will benefit from these investments. To gear the poor contribution of rail to freight transportation, economists suggested that new business models adopted fruitfully in other countries like India should be reviewed. Thus, the operation of certain cargo corridors and services could be privatized, with the government maintaining overall tenure and getting considerable fresh returns.

Eying the River Potentials



Subsequent to decades of abandon, the Nile is beginning a riposte as a chief traffic course in spite that not all goods can be conveyed by river, mainly due to the slow speed of barges, which are at a maximum speed of 14–16 kilometers/hour. A barge will travel from Cairo to Alexandria in three days, while a truck can make this trip in just few hours. However, while slow barges create their significance in economies of scale, they can carry large quantities of heavy goods such as petroleum, cement, steel, marble, and phosphates with much less cost than a truck.

Sailing the river has long developed into a hazardous and unbeneficial business and shipping via the Nile turned to be a trace of the past in spite that during one trip an average barge will lug as much as 30 heavy trucks. Barge running costs are also less than those of the trucks are. They consume as well nearly 45% less petroleum products and around two-thirds less fuel than trucks to transport the same amount of goods on a similar length trip. In addition, barge is expected to operate for at

least 40 years while the operation span of any heavy truck that costs about EGP800, 000 and is expected to be for around 10–15 years. This means 30 trucks cost around four times the cost of a 900-ton barge.

Another economic advantage of barges is infrastructure. Building a 1,500-kilometer road would cost around EGP3 billion, the same stretch of rail would be nearly double that, while preparing 1,500 kilometers of river for sailing costs only EGP800 million.

Recently, the Egyptian government and several private companies are preparing to invest hundreds millions of pounds in an ambitious effort to revive shipping along the Nile. Their plans aim for at least a half dozen new ports and a series of barrages. Advocates state this will help mitigate stress on Egypt's crowded highways and lower transport costs for business through giving the escort to the private sector to endow and operate its facilities. Currently, while there are private companies operating barges, there are no private ports. Economists are hoping that this would change soon, relatively due to the poor performance of state-owned enterprises. Policymakers as well first realized this and in June 2008, a Presidential Decree No. 117 allowed the operating permission for private companies to own and operate ports and barges throughout the Nile.

Two companies have jumped in to fill the void, the National River Port Management Company (NRPMC) and National River Transportation Company (NRTC), both are companies owned by the Cairo-based private equity firm Citadel Capital. NRPMC will operate ports, while NRTC will operate barges.

Building and operating ports is a capital-intensive investment. Each port may cost at least EGP250300- million. Advocates mentioned that these ports would help any importer or exporter who wants to get the benefit of end-to-end service.

Paving the Way to PPPs

The private sector is playing a progressively more significant role in the advancement of Egypt's transportation sector with Public Private Partnerships (PPP) proving to be a successful principle. Egypt enjoys a strategic location at the core of three continents with a prospective for imports and exports that has still to be fully exploited. Transport Sector is no doubt the backbone of the Egyptian economy. Our optimism and dream is to be able to connect the south to the north, the east to the west. A multi-modal network is the solution we are in quest of leading to an integrated complex that will increase exports and link production zone areas with distribution points.

TOP 10 EFFECTIVE MANAGEMENT SKILLS

Interviewing Skills

Recruitment of staff is probably one of the single biggest financial investments that any business makes. Yet many managers have never been trained in interviewing potential calibers. Take the time to ensure that you develop these skills. Interviewing with someone very experienced and competent at the start is a great way of developing your skills as you have back up and can get feedback.



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I've Learnt...

No doubt that we all get to learn many lessons while we are going on in our lives....and by the age of 31....I have learnt that;

- ◆ We all are going to the same way, but everybody is in his own road.
- ◆ I've learnt that the term "ups and downs" is a global term, whatever's up or down today will definitely change soon.
- ◆ I've learnt that AGE is not counted by a digit or two, but it's counted by the number of true feelings we share, dear friends we have, days we pass, good fellows we seek, new places we visit, smiles we give and one true love if we are ever lucky to find.
- ◆ I've learnt that a man is not just a masculine body, nor a tough voice...he's not just a support, a man is just a different human being than we are, having a heart of a child. A man is a man by his acts.
- ◆ I've learnt that NOBODY will last, but there are SOMETHINGS that will last.
- ◆ I've learnt that no matter how far you are, you'll be always remembered by your smile.

CEBC Food For Thought

- ◆ I've learnt that my friends are like a pure diamond in my jewelry box, should be always kept safe.
- ◆ I've learnt that a religious man is not who remembers God when he falls, but who never forgets God while falling.
- ◆ I've learnt that, money can buy people but not friends, bed but not comfort, house but not home, and can buy roses but not LOVE.
- ◆ I've learnt that everything is meant to be done for a reason, and that the term of "coincidence" can be developed to become the term of "fate", I believe that fate is God's will and we have to believe and accept.
- ◆ And I've learnt that, no matter you are divorced, single, healthy youngman, married, deeply in love, sick, getting old, crazy, nuts, workaholic, a mom or a dad...you'll never stop learning.

...It's not only about LEARNING.....it's also about UNDERSTANDING...

Author Unknown

TOP 10 EFFECTIVE MANAGEMENT SKILLS

Organizational Skills

The best way for managing projects, people with various levels of complexity are to use a spreadsheet or Microsoft Project. Have a column for project, team, task, deadline, state, benefit of task completed, and dependencies. This will help you get a clear whole picture, timeline for your projects, who is responsible for what, and will allow you to fill in the details. Meet with your team responsible on status periodically and fill in the details. This will allow you to know what is going on, promptly report to higher management levels and assist you rapidly identify areas that require more attention.



TOP 10 EFFECTIVE MANAGEMENT SKILLS

Use Comprehensible Communication

Communication covers writing, speaking, and listening. You must be competent in all three areas. Learn to organize your thoughts clearly. Make sure the person being asked understands what you are asking. Use short to the point phrases delineating the tasks. Use action verbs to indicate what needs to be done.



Business Etiquette and Manners

More Than Just Eating with the Right Fork!!

The Opportunity

Business etiquette is made up of significantly more important things than knowing which fork to use at lunch with a client. People may feel that if you can't be trusted not to embarrass yourself in business and social situations, you may lack the self-control necessary to be good at what you do. Etiquette is about presenting yourself with the kind of polish that shows you can be taken seriously. Etiquette is also about being comfortable around people (and making them comfortable around you!).

People are a key factor in your own and your business' success. Many potentially worthwhile and profitable alliances have been lost because of an unintentional breach of manners.

The Solution

Most behavior that is perceived as disrespectful, discourteous or abrasive is unintentional, and could have been avoided by practicing good manners or etiquette. We've always found that most negative experiences with someone were unintentional and easily repaired by keeping

an open mind and maintaining open, honest communication. Basic knowledge and practice of etiquette is a valuable advantage, because in a lot of situations, a second chance may not be possible or practical.

There are many written and unwritten rules and guidelines for etiquette, some difficult-to-navigate nuances, depending on the company, the local culture, and the requirements of the situation. Possibilities to commit a faux pas are limitless, and chances are, sooner or later, you'll make a mistake. But you can minimize them, recover quickly, and avoid causing a bad impression by being generally considerate and attentive to the concerns of others, and by adhering to the basic rules of etiquette. When in doubt, stick to the basics.

The Basics

The most important thing to remember is to be courteous and thoughtful to the people around you, regardless of the situation. Consider other people's feelings, stick to your convictions as diplomatically as possible. Address conflict as situation-related, rather than person-related. Apologize when you step on toes. You can't go too far wrong if you stick with the basics you learned in Kindergarten. (Not that those basics are easy to remember when you're in a hard-nosed business meeting!)

This sounds simplistic, but the qualities we admire most when we see them in people in leadership positions, those are the very traits we work so hard to engender in our children. If you always behave so that you would not mind your spouse, kids, or grandparents watching you, you're probably doing fine. Avoid raising your voice using harsh or derogatory

language toward anyone (present or absent), or interrupting. You may not get as much "airtime" in meetings at first, but what you do say will be much more effective because it carries the weight of credibility and respectability.

The following are guidelines and tips that we've found helpful for dealing with people in general, in work environments, and in social situations.

It's About People

Talk and visit with people. Don't differentiate by position or standing within the company. Secretaries and janitorial staff actually have tremendous power to help or hinder your career. Next time you need a document prepared or a conference room arranged for a presentation, watch how many people are involved with that process (you'll probably be surprised!) and make it a point to meet them and show your appreciation.

Make it a point to arrive ten or fifteen minutes early and visit with people that work near you. If you arrive early for a meeting, introduce yourself to the other participants. At social occasions, use the circumstances of the event itself as an icebreaker. Talk a little about yourself- your hobbies, kids, or pets; just enough to get people to open up about theirs and get to know you as a person.

Keep notes on people. There are several "contact management" software applications that are designed for salespeople, but in business, nearly everyone is a salesperson in some capacity or another. They help you create a "people database" with names, addresses, phone numbers, birthdays; whatever depth of information is appropriate for your situation.

It's a good idea to remember what you can about people; and to be thoughtful. Send cards or letters for birthdays or congratulations of promotions or other events, send flowers for engagements, weddings or in condolence for the deaths. People will remember your kindness, probably much longer than you will!

Peers and Subordinates

Impressing the boss isn't enough. A 1997 study by Manchester Partners International, says even in this tight job market, 40% of new management hires fail in their first jobs. The key reason for their failure is their inability to build good relationships with peers and subordinates.

Social rank or class is a cornerstone of social interaction in many cultures. The corporate climate in the United States is no exception. People tend to feel uneasy until they've seen an "organizational chart" or figured out who reports to whom. They feel that it is more important to show respect and practice etiquette around

superiors than around peers or subordinates. The current social and economic climate is one of rapid advancement through technology, which make it very possible (and even likely) for a pesky salesman to become an important client, or an administrative assistant to become a manager. Mergers and acquisitions add to this "class mixing," causing a former competitor to become a coworker overnight.

This can make things awkward if you treat people differently depending on their "corporate standing." If you show respect and courtesy to everyone, regardless of position or company, you avoid discomfort or damaging your chances in any unexpected turn of events.

Having a consistent demeanor improves your credibility. Even the people at the top will begin to suspect your motives if you treat VIPs with impeccable courtesy and snap at counter clerks.

To be continued...

TOP 10 EFFECTIVE MANAGEMENT SKILLS

Set Measurable, Deliverable Goals

Set achievable assessable goals. The project may last 2 years but how do you keep people motivated? Present the project in chunks. This will help people focus, and allow higher management see that you are making progress.



TOP 10 EFFECTIVE MANAGEMENT SKILLS

Motivation & Appraisal

Staff appraisal done well is a source of motivation. You are responsible for getting results through others. Keeping the team motivated, even when things are tough is essential. Simple things like saying thank you, praising and being positive can make a huge difference. Make sure that you understand your organization's process, are thoroughly prepared and conduct appraisal meetings professionally.



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Non-Asian Emerging Markets Outlook

The stock markets of Latin America, Eastern Europe, the Middle East and Africa are poised to grow for a second consecutive year

By: Dwarka Lakhan

Growth in non-Asian emerging economies - Latin America, Eastern Europe, the Middle East and Africa was expected to recover in 2010 in spite of expectations of weak U.S. consumer spending, but the strength of the recovery will vary across the different regions.

The reality is: emerging economies have displayed “remarkable resilience” in the wake of the recent global financial crisis, states the International Monetary Fund (IMF) in its October 2009 World Economic Report. As a result, the global economic watchdog upgraded its 2010 growth forecasts for the non-Asian region from those it published six months earlier.

The IMF projects that real Gross Domestic Product (GDP) of Latin America will grow by 3% in 2010, compared to a contraction of -2.7% in 2009; the Middle East by 4.2% versus 2% in 2009; Africa by 4%, up from 1.7% in 2009; and emerging Europe by 1.8%, compared to a decline of -5.2% last year.

Optimism about the strength of non-Asian emerging countries is indicative of the fact that they are no longer as dependent as they were in the past on spending growth in the U.S. “China has replaced the U.S. in trade,” says Timothy Morris, emerging markets portfolio manager with J.P. Morgan in New York. Incidentally, China is the world’s largest importer of metals and minerals which dominate the exports of many emerging markets.

“You have to look at each area individually,” says Singapore-based Mark Mobius, executive chairman of Templeton Asset Management Ltd. and lead manager for the Templeton Emerging Markets Fund and the Templeton BRIC Corporate Class.

He says that in the case of Latin America, only Mexico is tied to the U.S. but Brazil’s trade in iron ore and other minerals is with Europe and Asia; while Chile will benefit from strong demand for copper from China. In Africa, the demand for minerals will continue to recover, benefiting South Africa; Nigerian exports in oil and gas are global in nature; and Egyptian exports are more oriented toward Europe. In the same vein, Middle Eastern exports are largely in oil, reducing direct exposure to the U.S.

Bob Gorman, vice president and chief portfolio strategist with TD Waterhouse Canada Inc. in Toronto says that 41% of all Latin American exports head to the US but only 16% of Brazil’s exports and 12% of Chile’s. Comparatively, the U.S absorbs 80% of Mexico’s exports, which makes the country more vulnerable to weakness in the U.S.

The laggard among non-Asian emerging markets will be Eastern Europe which “has limited direct exposure to the U.S,” contends Gorman. He says “a lot of the countries in the region serve as low cost manufacturing hubs to Western Europe.” For instance, “70% of the GDP of the Czech Republic and 67% of Slovakia’s are based on exports of cars to Western Europe.” Gorman says the region “has been severely constrained by high debt levels” and “will be affected by the relatively slow rate of global recovery.”

Although domestic demand has picked up in non-Asian emerging economies, few countries have been able to introduce significant stimulus measures to spur growth. Among those that have is Brazil whose stimulus package amounted to 8.7% of its GDP last year, which is very substantial, says Gorman. “Increased government spending is universally true across Latin America,” he adds. Morris says Russia was equally aggressive in allocating significant sums from its reserves in trying to control currency deflation. However, the IMF contends that most emerging economies have “limited policy room” to “introduce major stimulus.

While inflationary or deflationary threats can derail the growth prospects on non-Asian markets, Morris has “no significant concern about either inflation or deflation.” Mobius, on the other hand, is “keeping a close eye on inflation and interest rates although he does not anticipate any significant changes.”

Should inflation materialize, Gorman proposes a more pronounced portfolio shift into

“inflation hedgers” such as commodities. Conversely, if deflation materializes, he will move into stocks “where you have pricing power” such as banking and mobile telephone companies. For now, “there are no major risks on the immediate horizon” in non-Asian emerging markets, says Morris. He says the fallout from real estate speculation in Dubai is still to come. He also contends that the recent Brazilian proposal to restrict foreign investment in order to control capital inflows and prevent overheating could negatively affect foreign investors.

At the end of the day, non-Asian emerging markets “will go up for a second consecutive year”.

TOP 10 EFFECTIVE MANAGEMENT SKILLS

Prioritize

Learn to prioritize in order to figure out which tasks can be done today and which ones can wait. This will help you push along the correct things. Make sure to explain what is necessary and when it is due, so people can understand the timelines. On a continuous basis, remind people of the long-terms while pushing the short-term tasks. If you procrastinate and avoid taking decisions, nothing moves forward.



TOP 10 EFFECTIVE MANAGEMENT SKILLS

Delegate Authorities

The delegation process normally starts from asking yourself if you are the right person to do the task, and then who is the right person for this task. A common trap here is thinking like «If you want anything done right, you have to do it yourself». Such thinking is a sure way to stay overloaded with the same kind of work. It is a severe limit on how far you can go and how much you can grow in your job, business. If you do not start to delegate, you are likely to end up failing as a manager.



TOP 10 EFFECTIVE MANAGEMENT SKILLS

Problem Solving Skills

You and your team may encounter problems. Others will look to you as the manager to come up with solutions. Mastering problem solving will differentiate you from the team and show your boss that you can sort things out.





“ I believe success is about striving for self fulfillment, to constantly venture for new challenges and never feel accomplished, to gain respect of your peers, subordinates and competitors.”

Mr. Mohamed Eletreby, Vice Chairman and Managing Director, Arab Investment Bank

Can you please give our readers a brief on your professional background.

I was graduated from the Faculty of Commerce, Aim Shams University, I started my career path in the financial and banking field, my first station was at the Arab African International Bank then to the Arab Solidarity Bank, moving to the Credit International D’Egypte. Then in 1983, I joined the MIBank as Group Head of operations, branches and projects development in conjunction with Lloyds TSB consultant. In 2005, I moved to the Egyptian Arab Land Bank where I was appointed as their Vice Chairman and Board Member until 2009 where I joined the Arab Investment Bank.

Why specifically the field of banking and finance?

I have always enjoyed problem solving, financial analysis and number crunching and that has positioned the faculty of commerce as the perfect fit to my skill-set. At a time when the faculty of engineering was the easy choice for anyone who scored well in “thanaweya amma” and against conventional wisdom, I decided to kick off my career in the faculty of commerce. Upon graduation, the financial sector stood out as my preferred choice given its functional (treasury, dealing, corporate, accounting, audit, retail and etc...) as well as its sector diversity such as telecom, real estate, construction, textiles and tourism.

This diversity has enriched my learning experience and ensured a wider exposure that is, in my view, unmatched by any other profession. Within the financial sector, corporate banking appealed to me the most as it requires an excellent knowledge and understanding of local and global market dynamics as well as strong problem solving and client relationship abilities.

Arab Investment Bank has witnessed a leap in its development in the past couple of months especially in the quality of the services offered such as time deposits & the saving certificates with different durations for individuals and organizations, car and real estate loans etc... Can you tell us more about the bank's new activities and strategies implemented?

When I first joined the bank, a year ago, there was a lot to be done to regain the bank its



status within the banking sector. My number one priority was to look internally and start by developing the quality of our employees to enable the bank to offer a quality service to its end customers. We hiked the training and development budget and introduced extensive programs aimed at developing the employees' skills-set and build up a spirit of loyalty and teamwork amongst them. We emphasized the importance of client interaction, encouraged employees to be more creative and encouraged them to take on new initiatives. Collectively, we were successfully able to introduce new products and services to our clients and have managed to significantly expand and diversify the bank's customer base. The new product offerings introduced include, but are not limited to, car loans, credit cards and mortgage loans, variety of saving certificates and structure funds and we implemented the bank organization structure and the business planning model.

Where do you see AIB in the coming five years?

To position the bank among the well perceived, high quality mid-sized banks, to compete aggressively with top tier players in the sector and to keep creating value to our shareholders. Fulfilling ambitions of our staff and being a positive and effective member of our community.

What was the major challenge you faced to reach where you are today?

The bank has been in a decline trend for several years, primary driven by a high level of non-performing loans that has had an adverse effect on the banks' profitability. We implemented a concise and focused action plan to tackle this issue by taking the following initiatives, one was to sell assets that are outside of the bank's core operation and expertise to realize capital gains. The second was to reach agreements with the bank's clients to settle non performing loans at terms that are favorable to the bank.

Last was to focus on improving the profitability of the bank's core operation. By aggressively implementing these measures, we successfully closed the provisions gap and transformed the bank in less than a year to a profitable operation. Our next mission is to sustain and grow this level of profitability and to position the bank to become a well respected and competitive player in the Egyptian banking sector.

What is your definition of success in life?

I believe success is about striving for self fulfillment, to constantly venture for new challenges and never feel accomplished, to gain respect of your peers, subordinates and competitors. Also to serve the sector and the country in every possible way, and to create a corporate infrastructure with multiple tiers of qualified professionals with a commitment to excel and lead in the future.

TOP 10 EFFECTIVE MANAGEMENT SKILLS

Poor Performance Management

Eventually you will have an employee who is not performing. Many managers choose to ignore the warning signals. By doing so, they are building up future problems. Deal with it early on, stating clearly the standards expected, where the employee is falling short and the improvements required. Make sure everything is written down and agreed with the employee. In complex cases, seek advice from the Human Resources Department.



TOP 10 EFFECTIVE MANAGEMENT SKILLS

Financial Management

While many managers wish that the Finance Department will take care of everything, this is not reality. As a manager, you spend lots of company money and may generate some of it. Start by thinking about how your actions and decisions impact on the finances of the business and you will be a step ahead of most.



ORASCOM TELECOM AT A GLANCE



Giving the world a voice

From 200,000 subscribers in 1998 to more than 120 million subscribers, through its parent company "Weather Investments", Orascom Telecom (OTH) established itself as a global brand and is considered today to be one of the largest and most diversified telecom operators. Operating in eleven emerging markets, the company has a population under license of approximately 512 million with an average mobile telephony penetration of approximately 50% as of June, 2010. Orascom Telecom operates GSM networks in Algeria ("OTA"), Pakistan ("Mobilink"), Egypt ("Mobinil"), Tunisia ("Tunisiana"), Bangladesh ("banglalink"), North Korea ("koryolink") and Canada ("Wind Mobile") through its indirect equity shareholding in Globalive Wireless. In addition, Orascom Telecom has an indirect equity ownership in Telecel Zimbabwe (Zimbabwe) and through its subsidiary Telecel Globe, OTH also operates in Burundi, the Central African Republic and Namibia. In 2009, the company was also awarded the management contract of one of the two Lebanese mobile telecommunications operators ("Alfa") from the government of the Republic of Lebanon.

mobinil

OTH's first operation was the Egyptian Company for Mobile Services commonly known as ("Mobinil"). Mobinil is a market leader serving over 26 million subscribers representing a market share of 40% (as of June 2010). Mobinil is one of Egypt's five largest companies on Cairo & Alexandria Stock Exchange ("CASE") in terms of market capitalization.

**ORASCOM
TELECOM
ALGERIE**

OTH witnessed success as Orascom Telecom Algeria SPA (OTA) was launched in February 2002. It grew to become the market leader in terms of both subscriber numbers as well as the quality of telecommunications services provided. OTA serves over 15 million subscribers on its network and has a 59.1% market share (as of June 2010).

**تونسiana
Tunisiana**

Orascom Telecom Tunisie ("Tunisiana") launched its services in December 2002, and serves over 5.5 million subscribers on its network with a growing market share of 52.9% (as of June 2010).



Pakistan Mobile Communications Ltd ("Mobilink") started its operations in Pakistan in 1994. In April 2001, OTH took over management control of the company. As the market leader, Mobilink serves over 32 million subscribers, representing a market share of 32.6% (as of June 2010).



In September 2004, OTH purchased 100% of Sheba Telecom (Pvt.) Limited in Bangladesh. OTH re-branded and launched its services as "Banglalink" in February 2005. Immediately after the launch, OTH started its aggressive plans to develop Banglalink into a leader in the mobile sector by rapidly expanding its GSM network to provide high quality communications services at affordable prices. Banglalink serves over 16 million subscribers with 26.9% market share (as of June 2010).



In the beginning of 2009 OTH has been awarded the management contract of Alfa, one of two Lebanese mobile telecommunications operator, owned by the Republic of Lebanon. The management contract extending for one year required OTH to increase the number of subscribers of Alfa from around 600,000 at the end of 2008 to around 1 million at the end of 2009. Having successfully achieved this, the contract was extended for a further 6-month period in February 2010.



Koryolink is the first 3G mobile network to operate in the Democratic People's Republic of Korea ("DPRK") and is established as a joint venture between OTH (75%) and Korea Posts and Telecomm Corp. (KPTC) (25%). OTH was awarded the license to establish a 3G mobile network in DPRK in January 2008 to deliver world-class voice and data communication services to the people of the DPRK. As of June 2010, Koryolink is serving approximately 185 thousand subscribers.



OTH has 65% indirect equity ownership in WIND Mobile which has officially been granted its spectrum license from Industry Canada in 2008. "WIND Mobile" commenced its operations in Canada in December 2009 becoming the first national wireless provider in over a decade in the country and offering state of the art all-IP 3G network. WIND Mobile has launched its services in Toronto, Calgary, Edmonton, Ottawa and Vancouver with over 200 retail locations nationally and has succeeded in exceeding 100,000 subscriptions by early July 2010, only two quarters after the inauguration of its services. Since launching, WIND Mobile's presence in the market has worked to drive competition by cost reduction, the introduction of more handsets and more advanced technologies.

OTH is traded on the Cairo & Alexandria Stock Exchange under the symbol (ORTE.CA, ORAT EY), and on the London Stock Exchange its GDR is traded under the symbol (ORTEq.L, OTLD LI).

Egypt in the Spotlight:

Egypt has been awarded the title of Offshoring Destination of the Year, by the European Outsourcing Association.



The award was presented at the first European Outsourcing Association Awards. The award went to Egypt, which faced international competition from rivals such as Sri Lanka, the Philippines and Columbia, thanks to the strength of Egypt's outsourcing industry in providing multilingual services. Martyn Hart, EOA chairman commented: "Egypt stood out for its multilingual capabilities and developments made to its infrastructure." Dr Hazem Abdelazim, CEO of Egypt's Information Technology Industry Development Agency (ITIDA) received the award on behalf of Egypt. H.E. Dr. Tarek Kamel, Minister of Communications and Information Technology said: "This award recognizes the outstanding progress Egypt has made in the last year as a global outsourcing destination. The country's credibility is going from strength to strength amongst European companies and has put its

mark on the map of favored global services locations. We recognize the increasing role that Egypt can play in the fast-paced global ICT industry and we are advancing steadily on the way to position the country as a hub for IT innovation and entrepreneurship." The European Outsourcing Association is a pan-European trade association; which aims to promote the success of organizations in outsourcing projects and raise awareness of the importance of best practice in outsourcing.

Egypt will launch the First Flying Taxi Project

As part of a plan to solve traffic problems in the capital and other governorates nationwide, Egypt is preparing to launch the first flying Taxi project. Smart Aviation Company recently announced that their company purchased five Turbo helicopters to be turned into flying taxis that will transfer Egyptians from Cairo to other governorates as well as the new residential communities around the capital. In addition, they added that two of the planes would serve as air ambulances so that medical evacuation will be added to the company's diverse activities. Smart Aviation Company, which is partially owned by Egypt's national carrier EgyptAir, was the first Egyptian corporate airliner to operate flights catering for businessmen and politicians and is also the first to introduce flying medical services. The company will sign a deal with the Ministry of Electricity to provide planes for cleaning electricity towers, and it is studying a project with the Ministry of Interior to introduce fire-fighting helicopters. Mr. Wael Al-Maadawy, Chairman of Smart

A Spotlight on News

Aviation Company pointed out that the flying taxi fare will be the same as other means of public transportation stating that the new flying taxi will be affordable to all people.

Egypt seeks Tenders for the First Nuclear Plant next December



Egypt plans to start an international bidding process for its first nuclear power plant in December, after choosing the Dabaa site on the Mediterranean coast, while other potential locations in Mersa Matruh, 240 km (149 miles) west of the port city of Alexandria, are being studied for future nuclear plant sites. The country signed a deal with Australia's WorleyParsons for a nuclear power consultancy last year, aiming to set up four nuclear plants by 2025, with the first to start operating in 2019. The nuclear program could add capacity of up to 4,000 megawatts (MW) by 2025. Officials say Egypt's combined oil and gas reserves will last about three decades, driving a shift to alternative energy sources including nuclear and solar. Egypt now has installed capacity of about 23,500 MW, but is straining to meet demand during an unusually hot summer, leading to intermittent power cuts across the grid. Egypt has said it aims to an additional 58,000 MW of capacity to the grid by 2027.

IT Spending in Egypt will hit US\$2.1 billion by 2014



IT spending in Egypt is set to reach US\$ 2.1 billion by 2014, making it one of the fastest growing IT economies in the world. Economists state that Egypt's IT spending will grow from US\$ 1.3 billion at a compound annual growth rate of 12 percent due to the economic recovery, higher incomes and new hardware and software upgrade cycles. Egypt has one of the most established, developed IT infrastructures in the Middle East and North Africa, and is a lucrative sector for international companies looking to expand their presence in the region. Information Technology Industry Development Agency, (ITIDA) will lead the Egyptian participation at this year's GITEX TECHNOLOGY WEEK, the region's most influential and high-profile ICT event, as companies look to build on the strong relationships between Egypt and the world's leading companies in the ICT field. The event will take place at the Dubai International Convention and Exhibition Centre (DICEC) from 17–21 October 2010. GITEX TECHNOLOGY WEEK is presented in four key disciplines: GITEX Business Solutions, GULFCOMMS, Consumer Electronics, and the GITEX Global Conferences, including the GITEX Telecoms Executive Summit and the GITEX Cloud Confex.

A Spotlight on News

Canada in the Spotlight:

Alberta observes Shield Oil Sands Lands



Alberta will consider establishing new conservation areas on oil sands lands currently leased by energy companies. The prospect of protecting privately owned land has already stirred much concern among industry, after an advisory board suggested protecting 32 percent of the Lower Athabasca area, which contains much of the province's most lucrative bitumen deposits. Though many companies believe the government would be unlikely to interfere with its primary economic engine, Mel Knight, the minister of sustainable resource development, said that he is open to protecting some areas that have already been purchased by industry. Companies own rights to 73 per cent of the land in the Lower Athabasca, the large swath of land that surrounds Fort McMurray and serves as the heart of Canada's oil sands industry. Small parts of land owned by Athabasca Oil Sands

Corp., Laricina Energy Ltd. and Connacher Oil and Gas Ltd. and others are affected. That has caused industry to raise the alarm that protecting the environment could be risky for business with worries that the government might begin taking the land.

Quebec utility bets on the Electric Cars



Hydro-Québec launches largest electric vehicle pilot project that in a few months, the town of Boucherville on Montreal's South Shore will welcome the first fleet of 50 quietly whirring compact cars in what is being billed as the largest electric vehicle pilot project in Canada. The \$4.5-million project, using Mitsubishi's all-electric i-MiEV car, is at the heart of Hydro-Québec's e-vehicle strategy. The utility views the test fleet as a key tool to gather real-world data on day-to-day use of electric vehicles. The information will be used to make crucial decisions about how to revamp the electricity grid to meet expected rising demand based on e-car use, and how best to deploy charging stations where the vehicles can plug in. Hydro-Québec sees the project as a way to get out the message that it is committed to electric vehicle (EV) transport and is a leading force among

A Spotlight on News

North American utilities ensuring it becomes a reality. Hydro-Québec studies show that they can service one million EV cars, powered by a lithium-ion battery, without having to build substantial new infrastructure. Moreover, EV cars in addition to its ecological and economical qualities, the i-MiEV test will allow the Town of Boucherville to see how electric vehicles could eventually be integrated in other automotive fleet. The four-passenger cars are to go on the market in Canada in late 2011 and are currently sold in Japan for about \$42,000.

Feds to pay AbitibiBowater \$130 million over Newfoundland Expropriation



AbitibiBowater has won \$130 million from the federal government to settle the company's claim over what it said was an illegal seizure of property by the government of Newfoundland. The forestry giant had sought \$500 million under the provisions of the NAFTA after the province expropriated some of its assets. The company's headquarters are in Montreal, but it is incorporated in Delaware, allowing it to launch a suit under NAFTA. AbitibiBowater, one of the world's largest pulp and paper companies, is in the process of restructuring after seeking bankruptcy protection. The federal

government says the \$130 million payment will be made after the restructuring is complete. In 2008, AbitibiBowater closed a Newfoundland mill, prompting the province to pass a bill expropriating the company's timber and water rights.

Chalk River Reactor Ready to Resume Isotope Production after Lengthy Hiatus



Atomic Energy of Canada Ltd. says the Ontario reactor is operating at high power and can resume making medical isotopes. The 53-year-old National Research Universal reactor at Chalk River, Ont., supplied a third of the world's isotopes used in medical imaging until AECL shut it down in May 2009. The shutdown came after scientists found a pinhole-size radioactive water leak. The Shutdown was originally supposed to be a month-long; however, it dragged on for more than a year. Doctors have been scrambling to make do with an erratic supply of medical isotopes to diagnose cancer and heart ailments.

A Certificate of Appreciation

Ms. Nevine Osman, the Senior Political and Economic Officer, Canada's Embassy to Egypt, has been awarded a special certificate of appreciation by the Government of Canada. She received this award in acknowledgement of her achievement in working for the expanding and developing the Canadian relations with Egypt as well as her dedicated 15 years of service to the Government of Canada.



The Political, Economic Relations, and Public Affairs (PERPA) Section's role is to conduct general framework for Canada's relations with Arab Republic of Egypt. It maintains a dialogue with the Egyptian government on foreign policy issues and areas of mutual concern. It advises Canadian officials of political and economic events within Egypt, as well as regional developments, which might have an impact on Canada's interests. The section coordinates the preparation of high-level visits, and works to promote cultural relations and a better understanding of Canada in Egypt.

In addition, Ms. Osman is the Embassy's Coordinator/Liaison to CEBC activities who have greatly contributed in supporting the Council's endeavours since established 7 years ago, through disseminating information and assistance that enables a more cooperative relation between the Council and the Embassy.

H.E. Ambassador Ferry de Kerckhove, Ambassador of Canada to Egypt, granted Ms. Osman the certificate in August 2010 at the Canadian Embassy.

Canada Egypt Business Council



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Egypt Air

CEBC is pleased to inform you that the 2010 agreement with Egypt Air for discounted tickets is 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.

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 Hotel Cairo**
- **Fairmont Heliopolis & Towers Cairo**
- **Fairmont Nile City Cairo**
- **Grand Hyatt Cairo**
- **Iberotel Cairo Hotel and Casino**
- **JW Marriott Cairo**
- **Le MERIDIEN Heliopolis**
- **Marriott (Taba Heights Red Sea Resort)**
- **Marriott (Hurghada Red Sea Resort)**
- **Marriott (Sharm El Sheikh Red Sea Resort)**
- **Novotel Cairo Airport**
- **Novotel Cairo El Borg**
- **Pavillon Winter Luxor**
- **Porto Sokhna Hotel**
- **Porto Marina Hotel**
- **Radisson BLU Hotel, Cairo**
- **Safir Cairo Hotel**
- **Sofitel Winter Palace (Luxor)**

Jaz Hotels and Resorts:

- **Jaz little Venice (Ein Sokhna)**
- **Iberotel Lido – Jaz Mirabel Beach (Sharm El Sheikh)**
- **Iberotel Aquamarine (Hurghada)**
- **Jaz Makadi Golf – Iberotel Saraya – Iberotel Makadi Beach (Madinat Makadi)**
- **Iberotel Lamaya – Solymar Abu Dabbab (Marsa Alam)**
- **Sea Star Taba (Taba)**
- **Iberotel Dahabeya (Dahab)**

Aramex

CEBC members are now entitled to:

10 % discount on the domestic basic rates on local shipments to be quoted on request minimum of 50 shipment

20 % discount on the domestic basic rates on local shipments to be quoted on request minimum of 100 shipment

CEBC Members' Benefits

30 % discount on the domestic basic rates on local shipments to be quoted on request minimum of 200 shipment

40 % discount on the domestic basic rates on local shipments to be quoted on request minimum of 500 shipment

50 % discount on the domestic basic rates on local shipments to be quoted on request minimum of 1000 shipment

Gold's Gym

CEBC members are now entitled to special discount on **Gold's Gym** membership at Nile Branch and Maadi Branch.

Felopateer Palace

CEBC members are now entitled to a special **15% discount** offered by *Felopateer Palace* on all collections.

Iram Jewelry

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

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

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*".

Salimos Café and Restaurant

CEBC members are now entitled to a special **20 % discount** on all "A La Carte" menus and beverages in "*Salimos Café and Restaurant*".

For further information on any of our benefits please contact:

Ms. Maha kamal

Tel.: 202 22914975

Fax.: 202 22917075

Email: maha.kamal@canadaegypt.org

CEBC Members' Birthdates

September

Ms. Manal Rostom

Al Ahlia Oil Fields
Development Co.
Director

Mr. Moussa Salah Moussa

Al Ahly Real Estate
Development Co.
Business Development
Director

Mr. Omar Abdel Nasser

International Multimodal
Transport (RAFIMAR) S.A.E
Vice President

Dr. Dina Salah

Shalakany Law Office
Partner

Mr. Hisham A. Hassan

Export Development Bank of
Egypt
Chairman

Mr. Ragui Anis Iskander

Metropole Press
Chief Executive Officer

Mr. Shady Ismail Mohamed Manzour

As-Salam for Petroleum
Services
Governmental Affairs Manager

Dr. Sarwat Sabet Bassily

Amoun Holdings Co.
Chairman

Mr. Sameh El-Mangoury

Econnect
President

Mr. Mohamed Mohsen Kamel

Engineering & Trading Group
(Entrag)
President & Managing Director

Dr. Gregory Cosgrove

Canadian International
School of Egypt
Director of Education

Eng. Nabil El Shorbagi

Five Star Flour Mills Co.
General Manager

Mr. Victor Azab

United Group
Director - Business
Development

Dr. Lobna Reda

IGI Real Estate
Managing Director

Mr. Hisham Said

Global Brands
Managing Director

Mr. Adel Sobhy

Metropole Press
Partnership & Managing
Director

October

Ms. Shahinaz Nabil Foda

Managing Director
BNP Paribas Egypt

Mr. Hassan Mostafa Shaaban

Vice Chairman
Hamza Associates

Dr. Ahmed Barrada

Professor and Doctor in
Ophthalmology
International Eye Hospital

Mr. Mohamed H. Samaha

Chairman
Medco Plast Co.

Mr. Ahmed Fouad El Watan

President
Fouad El Watan Consultant
Auditor and Accountant

CEBC Members' Birthdates

Mr. Hazem Baraka

General Manager
INTERNILE

Mr. Mostafa El Bayoumy

Managing Director & Owner
Super Vision Inc.

Dr. Mohamed Mosad Mehrem

Chairman
Mehrem Group

Mr. Mohamed Fala

Chairman
Caribbean World Resorts

Mr. Reda Genena

Vice Chairman
National Gas S.A.E.

Mr. Mamdouh Mamdouh Mostafa Abdel Razek

Owner
Mamdouh Mostafa Abdel Razek Firm

Mr. Cherine Scandar

President and CEO
Sodeco Group

Eng. Hussein Mostafa Fahmy

Managing Partner
Alkan Consult

Mr. Tarek Heggy

Chairman
Tana Petroleum

Mr. Cesare Rouchdy

Regional Director of Marketing
Four Seasons Hotel Cairo

Mr. Talaat Fawzy Gorgy

General Manager
Ginza for Construction & Real Estate Development

Mr. Safwat Mohamed Baly

Chairman and Managing Director
Misr Financial Investments Co.

Mr. Galal El Zorba

Chairman
Nile Holding

Mr. Mohamed Osman El-Domiaty

Chairman
Domiatec Group

Mr. Mohamed Wagih El Degwi

General Manager & Member of the Board of Trustees
October University for Modern Sciences and Arts

Mr. Maged Fahmy Attia

General Manager
Export Development Bank of Egypt

Eng. Hussein Nour Eldin

General Director
Nour Consult

Mr. Mohamed Ali Moussa

Chairman
International Consulting for Agency and Trade (ICAT)

Mr. Mohamed El Dib

Chairman and Managing Director
National Societe Generale Bank (NSGB)

CEBC Members' Birthdates

November

Mr. Hussein Shoukry Sarhan

General Manager
Safir Cairo Hotel

Mr. Albert Gress

General Manager
TransGlobe Petroleum Egypt, Inc.

Eng. Mohamed Abdel Monem El Sawy

Founder
El Sawy Culture Wheel

Mr. Hussein A. Rizk

General Manager
REIKA

Eng. Ishag George Ishag

Chairman
Egyptian Canadian Co. for Manufacturing Cartons

Mr. Samir Samman

Managing Partner
Samman Trading and Supply Co.

Mr. Emad El Shalakany

Senior Partner
Shalakany Law Office

Mr. Mohamed Shafik Gabr

Chairman and Managing Director
Artoc Group for Investment and Development

Ms. Hala Zaki

Vice President - Risk Management
International Company for Leasing - Incolease

Dr. Adel Danish

Chairman and CEO
Xceed

Eng. Hamdi Mohamed Zaki

Engineer
Private Electrical Consultants

Mr. Hamam Mahmoud

Deputy General Manager
Arab Engineering & Distribution Company

Mr. Ahmed Ragai El Maraghy

General Manager
SAFI EGYPT, Engineering Systems and Software Co.

Mr. Ahmed Dakrouy

CEO & Managing Director
Genco Group

Eng. Khaled Hady Tarrab

Vice President
Carlin Middle East

Dr. Sherien Galal Abd Elwahab

Chairman
Investia Venture Capital

Mr. Ragy Saad Hanna

Managing Director
Saad Hanna Sons

Mr. Elijah Sarwat Bassily

Chairman and CEO
VirgiTech Corporation

Dr. Amr Hassanein

Chairman
FinBi

Mr. Ahmed Abd El Raouf El Tayebi

Chairman of Board
Ra Sport for Import and Export

Eng. Khaled Souelim

Vice Chairman
Environmental Civil Engineering Consulting Center

Ms. Hoda Masri

Associate Director, Representative
UBS AG Representative Office

Alphabetized by company name



Mr. Alaa M. El Zohairy
Managing Director
Arab Misr Insurance Group
«AMIG»



Mr. Mohamed M. Hassan Allam
Managing Director for Real Estate
Hassan Allam Properties
(Subsidiary Hassan Allam Holding)



Mr. Mohamed Fala
Chairman
Caribbean World Resorts



Ms. Lina Mostafa Naim
Deputy Chairman
Homin for Export & Import
(S.A.E)



Eng. Ishag G. Ishag
Chairman
Egyptian Canadian Co. for
Manufacturing Cartons



Mr. Samir Wahib
Managing Director
International Projects &
Consulting Co. IPC



Mr. Talaat Fawzy
General Manager
Ginza for Construction and
Real Estate Development



Mr. Mohamed El Zohairy
Chairman & Managing
Director
Macoil Misr



Mr. Hossam R. El Gammal
Managing Director
GNSE Group



Mr. Essam Gamal Kafafi
President
Middle East Projects
Developments

CEBC New Members



Mr. Mounir Kabbani

Chairman

New Moderna



Mr. Ahmed Farid Moaaz

Country Manager

Sea Dragon Energy



Mr. Galal Zaki

Chief Executive Officer

Perception Communication



Dr. Dina Salah

Partner

Shalakany Law Office



Dr. Sherif Ezzat Abdel Aziz

Professor and Doctor

Professor Dr. Sherif Ezzat Clinic



Mr. Abdul Galil Beshar

Chairman

The Coca-Cola Bottling Co. of Egypt



Ms. Najla Hussein A. Rizk

Marketing Director

REIKA



Mr. Ayman Hossam

Managing Director

United Group



Mr. Ragy Saad Hanna

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