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CEBC NEWSLETTER

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Keeping in Touch

Labor productivity is fundamental to economic growth, as modelled formally in the literature on endogenous growth. Indeed, with global capital markets and rapid transmission of technology, it can be argued that human capital is more significant than ever as a determinant of national economic performance and individual well-being. Egypt boasts around 82 million inhabitants than can be fairly turned to a fortune of human wealth through Education.

Our great novelist and writer Dr. Taha Hussien once said, “Education is like the water we drink and the air we breathe”. But, what kind of education, certainly not the education that is blocking the mindset of our new generations with memorizing only fearing exams. However, our nation is in a significant need for an education system that can generate knowledge and personality attributes enabling workforce produce economic and social value, similar to highly advanced education systems, based on technology evolution currently evolving in most developed nations.

While this evolution has taken many names, there is no doubt that it’s a techno-economic model, communicated by a set of new information and communication technologies. Nevertheless, as the global economy faces its complex and comprehensive confronts, Information and Communications Technologies play a crucial role as the base for a sustainable

economic revival through better enhancing the human resources skills.

At CEBC, we sincerely realize the significance of the ICT sector in developing our economy. Accordingly, boosting more investments in the sector and strengthening the Canadian-Egyptian partnership was our main aim, during our recent trade mission to Canada, covered in this issue, seeking to exchange potential opportunities in the fruitful domain of ICT, that Canada’s experts’ masterpiece.

Certainly, efforts to improve Egypt’s education system through introducing and utilizing technology have resulted in some progress in recent years, but despite the implementation of substantial reform, there is more to be done. In order to continue to get Egypt on the track of development that similar countries in the region are trying to reach, technology based education must be a nonstop and multifaceted process. This can only be done by keeping in touch and updated with new advanced global trends in technology education and ICT sector as a whole. One of the needed goals of technology education is to promote technological literacy among our new generations. To achieve this goal, technology education must prepare students to understand, control, and use technology. Students need to learn how to adapt to technological change and how to deal with forces that influence their lives and potentially control their future or otherwise will be left out of the new global loop.

Motaz Raslan
CEBC Chairman



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Reception in Honor of the Secretary General of the League of Arab States



H.E. Amre Moussa, Secretary General, League of Arab States.

In pursuit of strengthening relations and developing reciprocal cooperation between Canada and the Arab world, the League of Arab States together with the Embassy of Canada in Egypt, held a roundtable discussion at the premises of the League of Arab States. The idea of the event is discussing and searching new channels for further deepening and developing the fruitful cooperation and understanding between the Arab World and Canada. At first glance Canada and the Arab world would appear to be separated by significant geographical, linguistic and cultural differences, when in recent years they have been drawn into closer cooperation by human links forged by travelers and immigrants and by the economic links fostered by growing trade and investment. On this special occasion, the Canada Egypt Business Council (CEBC) had the pleasure of holding a special reception in honor of this inspiring visit, welcoming H.E. Amre Moussa, Secretary General of the League of Arab States (LAS), The Honorable Bob Rae, Member of the Canadian Parliament and former Premier of Ontario, H.E. Amb. Ferry de Kerckhove, Ambassador of Canada to Egypt, in addition to a group of eminent speakers and guests among which:

- Dr. Mamdouh Shoukri, President and Vice-Chancellor of York University, Canada.
- Mr. Haroon Siddiqui, Editorial Page Editor Emeritus and Columnist, The Toronto Star.

CEBC Event

- Professor Janice Stein, Director of Munk School of Global Affairs, University of Toronto.
- Mr. Scott Proudfoot, Sudan Desk, Canadian Department of Foreign Affairs.
- Professor Patrice Brodeur, Holder of the Canada Research Chair Islam, Pluralism and Globalization, Faculty of Theology and the Science of Religions, University of Montreal.
- Dr. Ali Tarabay, Professor of Political Science and Deputy President for Academic Affairs of the Lebanese International University (LIU).
- Dr. Abdul-Monem Al-Mashat, Professor of Political Science at the Faculty of Economics and Political Science, Cairo University – Egypt.
- Dr. Kadry Hefny, Emeritus Professor of Political Psychology at the Institute of Higher Studies, Ain Shams University – Egypt.
- Dr. Hossam Nassar, First Under Secretary for Foreign Cultural Relations, Ministry of Culture – Egypt.
- Dr. Gouda Abdel Khalek, Professor of Economics, Faculty of Economics and Political Science, Cairo University – Egypt.
- Dr. Abla Abdel-Latif, Professor of Economics, The American University in Cairo – Egypt.



Mr. Saïid El Derini, General Manager and Partner, Tam Oilfield Services, Mr. Nasser Madkour, Chairman, Altameer for Real Estate Management, Mr. Achille Sekaly, President, Polymers for Industry, Mr. Nabil Hilmy, Chairman, Hilmy Law Firm, Eng. Motaz Raslan, Ms. Nevine Osman, Mr. Magdy Nassar, Mrs. Nasser Madkour.

CEBC Event



In his welcoming remarks, Eng. Motaz Raslan, Chairman, Canada Egypt Business Council stated that this visit represents a continuity of the mutual cooperation between Canada and Egypt specifically and the Arab World in general in the pursue of strengthening the business relations and joint efforts. “It inspires me and gives me great pleasure to hold this reception to welcome not only Egyptians visiting from Canada but also eminent Canadians and Arab veterans coming together, to discuss relations between the Arab World and Canada, believing that there is enormous untapped potential for further development of Canadian/Arab relations for the benefit of us all”, commented Raslan.

Eng. Raslan also highlighted and praised the role played by 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. He also shed the light on the role of the Canada Egypt Business Council and its main aim to foster the development of relations between Canada and Egypt and to support its members in their pursuit of opportunities for bilateral relations, attempting to find ways to increase bilateral trade. “Our goal has always been to promote a solid Canadian-Egyptian relationship based on our countries’ mutual strategic interests in a secure, peaceful Middle East”, said Raslan.

H.E. Amre Moussa, gave his welcoming remarks and acclaimed the role performed by the Canada Egypt Business Council in deepening the bilateral relations between Canada and Egypt. He also praised the discussions held at the premises of the League of Arab States stating that these discussions and functions aiming at sharing all points of views and clarifying any misconceptions are the elements of setting a foundation for the exploration of new avenues for further development of the relationships between countries.

CEBC Event



Dr. Hala El Saiid, Executive Director, Egyptian Banking Institute, H.E. Amre Moussa, Ms. Randa Fouad, President, Arab Media Forum for Environment & Development AMFED.



Dr. Hossam Nassar, First UnderSecretary for Foreign Cultural Relations, Ministry of Culture, Counselor Moustafa El Bahabety, Ministry of Justice, Eng. Mounir Sabet, Chairman & Managing Director, Egyptian Aviation Services.



Mr. Frank Naboulsi, Vice President & General Manager, Fairmont Nile City, Ms. Lamise Negm, Vice President, Citibank, Eng. Amr Aboualam, Ms. Rasha Kamal, Mr. Alex Shalaby.



Mr. Richard Kazan, First Secretary, Canadian Embassy, Mr. Mohamed Jahangir, Country Manager, The Bank of Nova Scotia.



Ambassador Ferry de Kerckhove, Ms. Louise Cote, Mr. Mamdouh Shoukri, President and Vice Chancellor, York University.



Mr. Peter Bates, Political Counselor, Canadian Embassy, Dr. Sherif Wissa, Dar El Handasah.



Ms. Nivine M. Khaled, Professeur - Department de francais, Universite d'Alexandrie, Ms. Rasha Kamal, Ms. Samia Ali Kamel, Private Electrical Consultants.



Eng. Motaz Raslan, Mrs. Aly Wahby, Mr. Aly Wahby.



Dr. Walid Auf, General Manager, MEDMARK, Dr. Sherif Wissa.



Ambassador Mahmoud El Saeed, Eng. Motaz Raslan, H.E. Amre Moussa, Dr. Hala El Saiid, Ms. Randa Fouad, Mr. Emad Taymour.



Eng. Adel Aziz Riad, Consultant Engineer, Ms. Mayan Raslan, Vice President, Speedo Trans Co., Eng. Motaz Raslan, Ms. Nelly Fam, Nelly Law Firm Office.



Mrs. Mamdouh Shoukri, Mr. Mamdouh Shoukri, Eng. Motaz Raslan.



Professor Patrice Brodeur, Holder of the Canada Research Chair Islam, Pluralism and Globalization, University of Montreal, Ms. Louise Cote, Ambassador Ferry de Kerckhove.



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Dr. Moustafa El Fekki, Ambassador Mohamed Farag El Doukkali, Ambassador of Morocco to Egypt, Mr. Walid Abushakra, Chairman & Super Intendent, American International School in Cairo, Eng. Motaz Raslan.



Ms. Mariana Malak, Mr. Thaer Mukbel, Foreign Affairs Advisor, The Canadian Parliament, The Hon Bob Rae, Member of The Canadian Parliament and former Premier of Ontario-Canada, Dr. Hisham El Sherif, Chairman, IT Ventures, Ms. Nevine Osman, Senior Political & Economic Officer, Canadian Embassy in Egypt.



Mr. Hossam Siddiqui, Editorial Page Editor Emeritus and Columnist, The Toronto Star, Mr. Alex Shalaby.



Dr. Ahmed Barrada, Professor and Doctor in Ophthalmology, International Eye Hospital, Mrs. Ahmed Barrada.



Amb. and Mrs. Nabil Fahmy.



Ambassador Nabil Fahmy, Eng. Motaz Raslan.



Ms. Loula Zaklama, President and Managing Director, Rada Research and Public Relations Co., Ambassador Mohamed Elorabi, Assistant Minister of Foreign Affairs for International Economic Relations.



Ms. Rasha Kamal, Executive Director, Canada Egypt Business Council, Ms. Mireille Nessim, Executive Director, The Future Foundation.



Mr. Saiid El Derini, Mr. Moustafa Serry, General Manager Egypt Branch and CFO, Petzed Investment and Project Management Ltd., Mr. Emad El Din Taymour, President, Ament, Mr. Marwan Hammad.



Part of the Attendance.



Canada Egypt Business Council Staff.

The Current State of Education in Egypt, Between Development and Challenges Ahead

Coverd by: Amira El Sahly



H.E. Dr. Ahmed Zaki Badr, Minister of Education.

The Canada Egypt Business Council, CEBC hosted a special dinner and a panel discussion featuring H.E. Dr. Ahmed Zaki Badr, Egypt's Minister of Education as a keynote speaker in addition to Dr. Hossam Badrawi, Chair, Education Committee, The National Democratic Party, Dr. Hisham El Sherif, Member of the Supreme Council for Planning and Development moderated by Dr. Ahmed Sameh Farid, Dean of the Faculty of Medicine, Kasr Al-Aini.

Over 250 attendees from prominent ministers, ambassadors, and distinguished CEBC members and guests attended the event including H.E. Dr. Hany Helal, Minister of Higher Education and State for Scientific Research, H.E. Dr. Safwat El-Nahas, President of the Central, Agency for Organization and Management, Dr. Farkhonda Hassan, Secretary General, National Council for Women, H.E. Dr. Mostafa El Saiid, Former Minister of Economy, Minister and H.E. Dr. Ibrahim Fawzy, Former Minister of Industry and other eminent guests.

The event entitled "The Current State of Education in Egypt, Between Development, and Challenges Ahead", was prompted by the recent state of education in Egypt and the progress plans that have been tackled by the government of Egypt (GEO) to enhance that vital sector versus the growing demand for quality education services.

CEBC Event

The CEBC Chairman, Mr. Motaz Raslan, delivered his opening remarks by briefly discussing the general state of education in Egypt. Mr. Raslan stressed on the sector's influence over human development, spotting on the fact that education is the most important pillar to human development, as well as a significant measure to determine the degree of progress and development of societies. He added that the council has always been committed to address the challenges facing different stages of education specially the pre-university education.

He went on explaining that education is one of the major controversial issues in the Egyptian society, where the education system suffers a real crisis to the extent that the events of schools have turned to be a core subject in the newspapers. Mr. Raslan spoke about the widely spread negative phenomena as an evident of the weak level of education and of graduates, as well as the problems of tuition and external books in addition to aggressive behavior of students, noting that several actions need to take place in order to rectify the problem. He added that this phenomenon of modern Egyptian society requires a pause to return to Egyptian Education stature.

Raslan then highlighted the Ministry of Education's role in developing the level of education in Egypt, through endorsing schools that are more effective, providing distinguished teachers at a high level of professionalism, expertise and technological education. "All these elements, he added, are indispensable to improving the education system in Egypt and most importantly of all is to replace the method of conservation and indoctrination, which is



Ambassador Ferry de Kerckhove, Ambassador of Canada to Egypt.



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

currently present in our curriculum of education to advanced curricula based on the development of the thinking process, applications and analysis."

Praising the Minister's background, Mr. Raslan briefly delineated the Minister's professional career path; revealing his success and dedication ever since he held his Ph.D. in Computer Engineering and Automatic Control in 1986. He further added that H.E. Dr. Badr is as well a member in the Encyclopedia of distinguished intellectuals at Cambridge University, besides his previous teachings at many universities whether Egyptian, Arab or French ones.



Dr. Hisham El Sherif, Eng. Motaz Raslan, H.E. Dr. Ahmed Zaki Badr, Dr. Hossam Badrawi, Dr. Ahmed Sameh Farid.

Mr. Raslan then gave the floor to H.E. Ambassador Ferry de Kerckhove, Canada's Ambassador to Egypt, who delivered his speech by commending the Minister's commitment towards revolutionizing the Egyptian education system and restructuring its sectors which he views as a main contributor for boosting Egypt's development. He concluded by paying tribute to the First Lady's 100-schools project, where he believes that such movements can transform Egypt's current Education system. "These reform attempts can advance Egypt's education system to meet with the needed requisite levels and help build a high-quality education system in the future", asserted the Canadian Ambassador.

H.E. Dr. Ahmed Zaki Badr, then started his keynote speech by underpinning the supportive measures taken by the ministry of education in

order to develop the current education system in Egypt to meet with the international levels. He further declared that the ministry is currently preparing developed indicators to measure the level of education in Egypt, and its position on global levels, pointing out that these indicators will be evaluating several educational elements, including absenteeism across all levels of education. He also stressed that these indicators come within the measures taken by the ministry to determine the comprehensiveness of the education curricula, the most important problems, the strengths, and weaknesses.

With regards to the future of education in Egypt, Dr. Badr touched upon several points. For instance he pointed out that among the measures tackled by the ministry is the process of standardized tests, a test conducted for students in specific age, usually fourth grade and

CEBC Event



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

Dr. Hisham El Sherif, Eng. Motaz Raslan, H.E.
Dr. Ahmed Zaki Badr, Dr. Hossam Badrawi,
Dr. Ahmed Sameh Farid.



second preparatory, then repeated the year to follow to determine the degree of scientific progress, weaknesses and improvements. “This will have a major impact, he added, in bringing about positive improvements in the performance rates of all students.”

Moving on the subject of current challenges facing the Education system, Dr. Ahmed Zaki Badr, admitted the existence of some problems and weaknesses in some aspects of the educational process, stressing the need to recognize this, in order to start a real development program. He further mentioned that 250 thousand teachers were trained during the last summer on the new curricula and the use of technology in the process of Education. In addition, he added that within the Ministry’s plan to develop the system of education is the curriculum review in collaboration with specialists and scientists, including Dr. Farouk El-Baz, Dr. Hisham El Sherif as well as the Arabic Language Academy.”

The minister finally added that more than 90% of the schools’ incidents that have been published in newspapers were not correct, and that all investigations proved to be incorrect, however, he acknowledged the existence of certain events and said this was a product of the society.

Dr. Hossam Badrawi, Chair, Education Committee, at the National Democratic Party, mentioned that the education budget in Egypt does not comply with the policy of education, where 83% of which goes to wages and salaries. He further revealed that the volume of expenditure on tuition is estimated at 17 billion pounds, adding that we can take advantage of these funds in the development of the educational process when parents’ credibility in education is reached, to place a portion of these funds in the development of the sector.

CEBC Event

Dr. Badrawi then gave the floor to Dr. Hisham El Sherif, Member of the Supreme Council for Planning and Development, who criticized in his speech the status of education in Egypt. He added that Egypt is ranked within the last ten countries in the world for six consecutive years in terms of the quality of its education system, affirming the existence of a large gap between the level of Egypt's educational system and other countries of the region. Dr. El Sherif finally stressed on the need for further developments in education through restructuring the map of technical education and trade along with the establishments of new schools that can absorb our growing population.

Dr. Ahmed Sameh Farid, Dean of the Faculty of Medicine, Cairo University, also echoed Dr. El Sherif remarks regarding the development of education in Egypt, stressing as well on the need to find a quick solution for the crisis of private lessons to take advantage of the \$17 billion pounds that are spent on private lessons. He finally pointed out that the Egyptian society would not thrive without an improvement in the quality of schools and instruction.

The Minister of Education together with the panelists proceeded to answer a lot of questions raised from the floor on a number of topics touching on updating and modifying test questions in the examinations system, IGCSE, international schools in Egypt, increasing the number of available nurseries, and investing in infrastructure to help build new schools and improve the quality of instruction, especially in remote areas.



Mrs. Louise Cote, Ambassador Ferry de Kerckhove.



Dr. Hisham El Sherif, H.E. Dr. Hany Helal, Minister of Higher Education.



Ms. Rasha Kamal, Executive Director, Canada Egypt Business Council, Dr. Hossam Badrawi.

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Dr. Farkhonda Hassan, Secretary General, The National Council for Women, Dr. Nawal El Degwi, Head of Board of Trustees, Sixth of October University for Modern Sciences and Arts.



Ms. Nevine Osman, Senior Political & Economic Officer, Canadian Embassy, Dr. Hossam Badrawi, Mr. Saïid El Derini, General Manager and Partner, Tam Oilfield Services, Mr. Marwan Hammad.



Ambassador Ferry de Kerckhove, Dr. Mostafa Elsaïd, Head of the Economic Committee, The People's Assembly, Mr. Galal El Zorba, Chairman, Nile Holding, Mrs. Louise Cote, H.E. Dr. Hany Helal.



Dr. Farkhonda Hassan, Dr. Safwat El Nahas, President, The Central Agency for Organization & Administration, Dr. Effat El Sadat, Chairman, Sadat Group, H.E. Dr. Ibrahim Fawzy, Head of the American Friendship Association, Mr. Mohamed El Masry, Chairman, Port Said Chamber.



Ambassador Nehad Abdel Latif, Secretary General of the Permanent Secretariat for Implementation of the Egyptian European Partnership Agreement, Ministry of Foreign Affairs, Mr. Maged El Menshway, Chairman and CEO, Manapharma, Mr. Mohamed Abdel Razek, Mr. Hussein Khattab, CEO, The Egyptian Methanex Methanol Company, Mr. Ahmed Farag, CEO, Customs Authority, Dr. Ahmed El Sherbini, Deputy to the Minister of Communications & IT for International Cooperation, Mr. Walid Abushakra, Chairman & Super Intendent, American International School in Cairo, Mr. Tammam Abushakra.



Dr. Farkhonda Hassan, Dr. Effat El Sadat, H.E. Dr. Ibrahim Fawzy, Mr. Mohamed El Masry.



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Mr. Mohamed El Agati, Chairman, El Agati Silver Company, Mr. Marwan Hammad, Dr. Mohamed Taymour, Chairman, Pharos Holding for Financial Investments, Mr. Samir Samman, Managing Partner, Samman Trading and Supply Co.



Travellers guests.



Ms. Nevine Hamza, Dr. Hala El Saiid, Executive Director, Egyptian Banking Institute, Dr. Wegdan Lotfi, Aham Canadian University, Ms. Ninette Samman, Ms. Randa Fouad, President, Arab Media Forum for Environment & Development AMFED, Ms. Suzy El Zorba.



Ambassador Ismail Khayrat, Chairman, Egypt State Information Service, Mrs. Ali El Samman, Dr. Ali El Samman, President of the Dialogue Committee & Islamic Relations, The Supreme Council for Islamic Affairs, Ambassador El Hussein Abdelwahab, Assistant Foreign Minister for the Americas, Mr. Mohamed Ashraf Gohar, Kuwait Holding Company, Amb. Amin Meleika, Mr. John Broadbent, Commercial Counselor, Canadian Embassy, Ambassador Mohamed Elorabi, Assistant Minister of Foreign Affairs for International Economic Relations, Mr. Ahmed Fathallah, Assistant Minister for European Affairs, Ministry of Foreign Affairs.



Canadian International School of Egypt guests.



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Climate Change

Is a change in the statistical distribution of weather over periods of time that range from decades to millions of years. It can be a change in the average weather or a change in the distribution of weather events and may be limited to a specific region, or may occur across the whole Earth. Climate change usually refers to changes in modern climate more generally known as global warming.

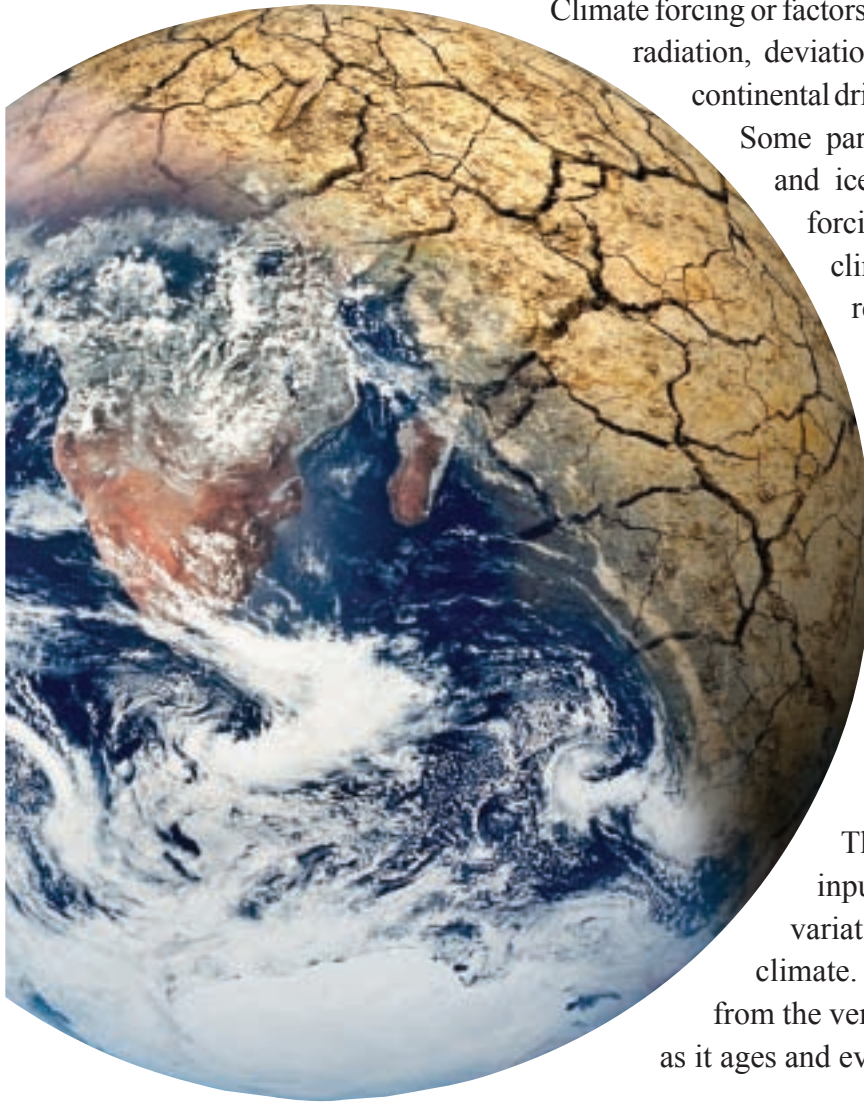
Climate forcing or factors that can shape climate include variations in solar radiation, deviations in the Earth's orbit, mountain-building and continental drift, and changes in greenhouse gas concentrations.

Some parts of the climate system, such as the oceans and ice caps, respond slowly in reaction to climate forcing because of their large mass. Therefore, the climate system can take centuries or longer to fully respond to new external forcing. The position of the continents determines the geometry of the oceans and therefore influences patterns of ocean circulation. The locations of the seas are important in controlling the transfer of heat and moisture across the globe, and therefore, in determining the global climate. Over millions of years, the motion of tectonic plates reconfigures global land and ocean areas and generates topography. This can affect both global and local patterns of climate and the atmosphere.

The sun is the predominant source for energy input to the Earth. Both long and short-term variations in solar intensity are known to affect global climate. The cyclical nature of the sun's energy differs from the very slow change that is happening within the sun as it ages and evolves.

Variations in Earth's orbit lead to changes in the seasonal distribution of sunlight reaching the Earth's surface and how it is distributed across the globe. The three types of orbital variations are variations in Earth's eccentricity, changes in the tilt angle of Earth's axis of rotation, and precession of Earth's axis.

Volcanic eruptions, geysers, and hot springs, are examples of volcanic processes which release gases and/or particulates into the atmosphere. Volcanoes are also part of the extended carbon cycle. By time they release carbon dioxide from the Earth's crust and mantle, counteracting the uptake by sedimentary rocks and other geological carbon dioxide sinks. However, it is estimated that human activities generate more than 130 times the amount of carbon dioxide emitted by volcanoes.



The ocean is a fundamental part of the climate system. On longer time scales, alterations to ocean processes such as thermohaline circulation play a key role in redistributing heat by carrying out a very slow and extremely deep movement of water, and the long-term redistribution of heat in the world's oceans.

Of most concern in these anthropogenic factors is the increase in carbon dioxide levels due to emissions from fossil fuel combustion, followed by aerosols and cement manufacture. Other factors, including land use, ozone depletion, animal agriculture and deforestation, are also of concern in the roles they play. Various hypotheses for human-induced climate change have been argued for many years. Presently the scientific consensus on climate change is that human activity is very likely the cause for the rapid increase in global average temperatures over the past several decades. Consequently, the debate has largely shifted onto ways to reduce further human impact and to find ways to adapt to change that has already occurred.

As the home of one of the oldest civilizations on the planet, Egypt's concern about global climate change and its consequences on sustainable development comes as no surprise. Scientific evidence and climatic records have sharpened the focus on the relationship between the concentrations of greenhouse gases (GHG) in the atmosphere and the rise in global temperatures.

While not a major contributor to the world's total GHG emissions, Egypt recognizes its own vulnerability to climate change in vital areas threatening the sustainability of its natural and socioeconomic systems.

The rise in sea level threatens Egypt's long coastal stretch on the Mediterranean and the Red Sea with potential damages to, not only the tourism industry, a major contributor to the Gross Domestic Product (GDP), but also to



the entire ecosystem. Predicted socioeconomic implications due to human migration, land loss, and soil salinity cause significant concerns. With 95 percent of Egypt's fresh water needs supplied from the Nile River, the country's vulnerability increases with any changes in rainfall patterns throughout the Nile Basin. Climatic changes will also impact agricultural productivity and fisheries, thus influencing the country's food supply.

Egypt is facing these challenges responsibly and taking proactive measures to protect its future generations from serious threats that will increase in the absence of actions taken today. A signatory to the 1995 United Nations Framework Convention on Climate Change (UNFCCC), Egypt has prepared a National Action Plan on Climate Change to coordinate its efforts to face this serious and important challenge, to maintain its sustainable economic development, and to provide a safe environment for its future generations.

SAVOR CANADA

CANADA

A LAND

OF

BLACK

GOLD!

By: Amira El Sahly

T There is a global oil reserve controversy going on recently. Not in Saudi Arabia, Kuwait, or any other Gulf country, however it is in Canada!

Canada has a highly sophisticated energy industry, besides being an importer and exporter of oil and refined products, where the nation is the seventh largest oil producing country in the world.

Petroleum is a major industry to the economy of North America. Canada is the only significant oil producer in the Organization for Economic Co-operation and Development, 'OECD', to have an increase in oil production in recent years. Production in the other major OECD producers, (the United States, United Kingdom, Norway and Mexico), have been declining, as has conventional oil production in Canada. However, total crude oil production in Canada was projected to increase by an average of 8.6 percent per year from 2008 to 2011 because of new non-conventional oil projects.

Canada is a net exporter of oil, with 2008 net exports of 1.0 million bbl/day. Nearly all of the countries exports flow to the United States, and it is consistently the top supplier of U.S. oil imports. Canada

had 178 billion barrels of proven oil reserves as of January 2009, second only to Saudi Arabia. The bulk of these reserves (over 95 percent) are oil sands deposits in Alberta. Daily, over 100 new wells are spud in the province of Alberta alone. Canada holds the world's second-largest oil reserves, taking into account Alberta's oil sands previously considered too expensive to develop. The future prefigures finds that are even more significant and greater cross-border.

Canada, a Bundle of Natural Resources

Over the last decade, natural resource wealth accounted for between 12 and 19 percent of Canada's total wealth. These resources fall into three categories: energy, mineral, and timber resources, where energy resources rely on natural gas, crude oil, crude bitumen (oil sands) and coal.

In oil sands alone, Canada has as much oil as Saudi Arabia. However, despite the drop last year, Canada's oil production has steadily risen over the past decade, as new oil sands and offshore projects have come on-stream to replace aging, mature fields. Overall, there are high expectations that oil sands production will increase even further in coming years to offset the decline in Canada's conventional crude oil production.



The EIA 'International Energy Outlook', has reported recently that Canada's proven oil reserves raised to 180 billion bbls from 4.9 billion bbls, thanks to inclusion of the oil sands, also known as tar sands, now considered recoverable with existing technology and market conditions. Oil sands reserves are currently estimated by government regulators to be economically producible at current prices using current technology, despite arguments about the difference in quality of those reserves from the Saudi reserves in terms of cost and ability to bring.



CEBC Savor Canada

Over 95 percent of these reserves are in the oil sands deposits in the province of Alberta. Alberta contains nearly all of Canada's oil sands and much of its conventional oil reserves. The balance is concentrated in several other provinces and territories. Saskatchewan and offshore areas of Newfoundland in particular have substantial oil production and reserves. Alberta has 39 percent of Canada's remaining conventional oil reserves, offshore Newfoundland 28 percent and Saskatchewan 27 percent, but if oil sands are included, Alberta's share is over 98 percent. In addition, recent private sector estimates have shown an additional 175 billion barrels of oil, to be recovered from resources known to exist in Western Canada since the 19th Century.



The latest estimates put Canada ahead of Iraq. Analysts estimate that Saudi Arabia's recoverable oil reserves at 264 billion bbls, while projects Canadian oil sands to produce 2.2 million barrels a day by 2025 compared with the current level of about 700,000 b/d, which already represents more than fourth of total Canadian output of 3.1 million b/d.

Canadian Industry Sees More Oil Sands Potential

Canada's oil sands producers have attracted increasing attention from foreign oil companies, especially Asian companies seeking to satisfy growing demand in their countries and secure equity oil stakes. In 2006, state-run Korea National Oil Corporation (KNOC) purchased the BlackGold bitumen deposit from Newmont for \$250 million; BlackGold contains an estimated 250 million barrels of crude oil, and KNOC brings 35,000 bbl/d of production on-stream at the site during 2010. In 2005, China's Sinopec, through its Canadian subsidiary, purchased a 40 percent stake in Northern Lights, an oil sands project currently under development by Total; in 2009, Sinopec purchased an additional 10 percent stake in the project.

In addition during 2007, the Chinese National Petroleum company (CNPC) won exploration rights for a 260-acre tract in Alberta. The China National Offshore Oil Corporation (CNOOC) holds a stake in MEG Energy, which operates the Christina Lake project.

Canada has a privatized oil sector that has witnessed consolidation in recent years. Large oil producers in the country include Imperial Oil, EnCana, Talisman Energy, Suncor, EOG Resources, Husky Energy, and Apache Canada. Much of the regulation of the oil industry occurs at the provincial level. In 2009, Suncor and Petro-Canada announced that they would merge, creating the largest oil producer in the country, as well as one of the largest producers of natural gas.

Current oil sands projects are economically feasible at crude oil prices of \$18-\$20 a barrel, though the quality of oil produced can differ according to whether production comes from reserves that require drilling assisted by steam-injection pressure or from simple mining. The Canadian Association of Petroleum Producers estimates current projects will raise Alberta oil sands production to 1 million b/d recently, and continuing development will raise it further to 1.8 million b/d by end of 2011.

The Sector's Development Challenges

There are clearly many of the challenges that may hamper the sector's development goals. Among which are complications from the additional carbon dioxide emissions rising from production and processing of the tarry substance. As despite Canada's ratification of the Kyoto Protocol limiting carbon dioxide emissions, the industry expects the international agreement to add only 25 to 30 cents a barrel to development costs through 2012.

Oil sands development, which relies heavily on natural gas, could benefit from development and pipeline transport of large Arctic gas reserves in Alaska's North Slope and Canada's Mackenzie Delta, which under current proposals could be on-stream by 2011.



CEBC Savor Canada

Analysts estimate that a price of \$30 to \$40 per barrel is required to make new oil sands production profitable. In recent years, prices have greatly exceeded those levels and the Alberta government expects \$116 billion worth of new oil sands projects to be undertaken between 2008 and 2017. However, the biggest constraint on oil sands development is a serious labor and housing shortage in Alberta as a whole and the oil sands center of Fort McMurray in particular.

Another obstacle is Canada's capacity to rapidly increase its export pipelines. However, surging crude oil prices sparked a jump in applications for oil pipelines in recent years and new pipelines were planned to carry Canadian oil as far south as U.S. refineries on the Gulf of Mexico.

Alberta Energy and Utilities Board (AEUB), now known as the Energy Resources Conservation Board (ERCB) has previously decided an accounting of 174 billion barrels (28×10^9 m³) of the Alberta oil sands deposits. Although now widely accepted, this addition was controversial at the time because oil sands contain an extremely heavy form of crude oil known as bitumen, which will not flow toward a well under reservoir conditions. Instead, it must be mined, heated, or diluted with solvents to allow it to be produced, and must be upgraded to lighter oil to be usable by refineries to what is called "tar sands".

A Promising Future in the Skylines

While cautious about the new reserve estimates, oil sands may be "a good contrarian investment" at a time most energy investors are focused on natural gas. It is a good potential source of hydrocarbons as well.

In addition, in recent years, technological breakthroughs have overcome the economical and technical difficulties of producing the oil sands, and Alberta's petroleum production was heavily from oil sands rather than conventional oil fields. The recent estimates report that by 2017 oil sands production will make up 88 percent of Alberta's predicted oil production of 3.4 million barrels per day (540,000 m³/d).

The Canadian Association of Petroleum Producers (CAPP) continues to forecast significant growth in Canadian crude oil production over the next 15 years, driven largely by oil sands. "CAPP's 2010 Crude Oil Forecast reaffirms the trend of continued long term production growth in Canada. While the economic downturn in 2009 saw many projects deferred, a stabilizing investment climate, more robust commodity prices, and market demand for Canadian crude have provided the foundation for several projects to return to active development, where many other promising projects appear in the future skylines.





CEBC Indepth

Education in Egypt, a Hard Lesson to Learn

Many nations are making efforts to address human resource development challenges and any existing mismatch between the skills and technical knowledge of their educated graduates along with the needs of their labor market, where highly developed nations regard education as the chief pillar for their advancement. In Egypt, the story is a bit different, where education became the main burden on the Egyptian state and public shoulders all together.

By: Amira El Sahly



CEBC Indepth

While Egypt has the largest overall education system in the Middle East and North Africa (MENA) that has grown rapidly since the early 1990s, yet still the sector faces many challenges to be able to meet with recent international levels of Education, though, the Government of Egypt (GOE) has accorded even greater priority in improving the education system. According to the Human Development Index (HDI), Egypt is ranked 123 in the HDI and 7 in the lowest 10 HDI countries in the Middle East and Northern Africa, in 2009.

With the help of World Bank and other multilateral organizations, Egypt aims to increase access in early childhood care and education and the inclusion of ICT at all levels of education, especially at the tertiary level. The Ministry of education is also tackling with a number of issues; trying to move from a highly centralized system to offering more autonomy to individual institutions, thereby increasing accountability. The human resource management in the education also needs to be repaired and teachers should be hired on merit with salaries attached to the performance and qualifications.



Human Development, a Long Road of Challenges

Despite the Ministry of Education's effort to ensure access to all school age children, however, some groups remain outside the school system, including children that have dropped out of mainstream schools, in addition others that have never been enrolled because of either extreme poverty or complete lack of access to education.

Since 1992, the Ministry of Education and other partners have been providing a number of initiatives to reach this hard goal. The Community schools, the one-classroom schools, and the small schools all fall in this category. The National Council for Childhood and Motherhood (NCCM), together with other government agencies, have been working since the year 2000 to provide education for girls and street children. These efforts resulted in the establishment of the Girls' Friendly Schools, Schools for Street Children, or Children in Difficult Circumstances.

All these endeavors have together created a type of education referred to as Community Based Education (CBE). The CBE has proven to be successful and attractive in all respects, where it provides quality education to those under-served, dropouts, and street children, including girls and boys, hence eliminating a major source of illiteracy in the population. In addition, this type of education employs individuals with only a secondary school diploma as class facilitators. Community schools have proven convenient and more attractive to particular communities and students at remote rural areas with no mainstream schools, extremely poor families who depend on children to support the family. This type of school is the only opportunity for children who dropped out of basic education and grew older than regular school age limits to return to education, and is considered the only chance for marginalized populations like street children, who do not fit into the system due to their special circumstances.

Moreover, the 1993 First Lady's initiative for Girls Education triggered several initiatives that followed the same course of development in CBE, featuring a high level of community participation, international interest, innovation, and impact on the individuals and their communities. Four forms of this scheme of education are currently in operation including, the One Classroom Schools, the Community Schools as well as Small Schools, the Girls' Friendly Schools, and Friendly Schools for Children in Difficult Circumstances. The existing efforts serve only 20% of the actual needs, as there are an estimated 400,000 children whose needs have not been yet met. Substantial efforts are needed to address this gap, particularly in girls' education, which is one of the development imperative goals.

The Needed Turning Point

Albert Einstein once said, «It's a miracle that curiosity survives formal education», that kind of curiosity that made Isaac Newton wonder what forces were engaged in recreation instead of merely picking up and eating the apple that fell on his head. Within that, the large dilemma of our modern education system named curiosity is found. Curiosity is considered a strange notion in our education system, where students are not encouraged to speak their minds or think independently, but memorize, memorize and memorize.

In spite of the great progress that has been achieved in terms of reducing the gender gap, some problems remain ahead. Specifically, ensuring equal access and retention is no longer enough to solve the gender issue, which is also about changing the outlook of the people and therefore has to do with curriculum and teaching practices. The past and present successes and achievements of CBE are good grounds for promoting and activating more community participation into particularly financing the future efforts to enable these children acquire their right in quality education.

Moving to improving quality of the primary level, educators suggest that it requires a pattern transfer in the social perspective of the educational process at this level. As education at this level should never be considered just a tool to assist pupils in mastering reading, writing, and math skills. Relatively, it should be perceived as a system intended to enable pupils to acquire values, attitudes, behaviors, and skills that assist them in forming their present perspectives and future orientations.

The education system's general problems among the public is not adding or subtracting an academic year of our primary years, indeed, the argument over the primary years is nothing compared to the conflict over the test that determines almost every pupil's educational destiny, which is the horror in any Egyptian house called «Thanaweya Amma». Before 1994, students took one long exam during their third secondary year to decide their fate in university. Consequently, at this time each year, every Egyptian household declared its own state of emergency, with private tutors abusing their powers and making a fortune out of parents' misery. In June 1994, though, a new system was introduced whereby the examinations were divided over two years instead of one, with more opportunities for students to improve their grades. As we all agree, it did not really work out. Private tutors doubled their fees, students received dual quantities of fear, and grade inflation set in, with more students scoring

averages above 100 percent, driving universities, in turn, to raise their admission cutoffs. The State took action against grade inflation in 1997, but 13 years later, thanaweya amma is still the talk of the town.

Dr. Ahmed Zaki Badr, Minister of education since appointed last January, has promised to put students and parents out of their murk as he declared that he would repair the thanaweya amma system, where he has proposed returning to the one-year thanaweya amma, instead. Dr. Badr, has also promised students that the exams won't be based on memorizing, but on creativity and analytical skills, which are two exact facilities our education system repel and thoroughly hummer.

Instructors point out that not only the obsolete educational techniques that have contributed to the deterioration of education; yet it is also the shortage of qualified teachers. As whether a public or private school, all have become equal under the 'Law of Private Tutors' that has put very heavy burdens over the shoulder of every Egyptian parent. Throughout the years, the ministry has affirmed confrontation to private lessons and shockingly lost each battle. Low pay has always been a common objection among the teaching staff, and calls for a serious reconsideration of their salaries and social status have been repeated throughout the last years.

Students and parents do not really seem getting value for their money or benefit from what they learn. After all, each year public and private university release thousands of students with almost none of the practical skills the market needs. One would think that technical graduates would have a better chance in a country that speaks all the time about industrial and technological development. However, technical education will only flourish, when the society stops regarding it as inferior to university education. Only by investing in vocational education, we will achieve the country's patronizing industrial development and job creation goals.





It is Time to Learn the Hard Lesson

The Egyptian economy should be intensively shifting to a technology-based and digital economy, which is based on the power of knowledge and intellectual innovations that are built through advanced education system and higher levels of literacy.

Accordingly, the Ministry of Education in Egypt should start learning the hard lesson in order to effectively reform the education system in Egypt, and promote equity to serve as an innovative model in the region, through providing high quality education for all as a basic human right. In addition, preparing all children and youth for a healthy citizenship in a knowledge-based society, is another indispensable goal for human development in Egypt. This may be achieved through adopting a decentralized educational system that enhances community participation, good governance, and effective management at all school levels as well as at all administrative levels to move with our human wealth to a new level of fortune that can luminously shine our future with the power of knowledge.

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Sixth



Trade Mission to Canada 2010

(Toronto, Ottawa & Montreal)

Sixth Trade Mission to Canada



At the Canadian Parliament

*I*n an annual tradition dating back five years ago, the Canada Egypt Business Council, CEBC held its sixth annual Trade Mission to Canada from September 26 until October 1, 2010, to highlight the Egyptian Canadian trade and economic ties.

The official/trade mission to Canada this year came as part of the MCIT international relations approach to identify forms of cooperation with significant partners in the fields of technology advancement, innovation and entrepreneurship. This mission highlighting the sector of ICT is MCIT's second trade mission to Canada with CEBC after their first visit in 2007. This year, Dr. Hoda Baraka, First Deputy to the Minister of Communications and Information Technology, has headed the mission delegates in addition to Mr. Motaz Raslan, Chairman, Canada Egypt Business Council.

The ICT sector, has proven Egypt to be a major GDP pillar, a success that is even more sharpened by successful mutual cooperation with leading countries in the field of ICT. The visit to Canada came in line with the Egyptian ICT approach, especially that both parties are spearheading towards an era of innovation and entrepreneurship.

A delegation comprising distinguished CEBC members and government officials traveled to Toronto, Ottawa, and Montreal to lobby on behalf of the government of Egypt (GOE) and Egypt's business community by presenting their viewpoints to the Canadian policy makers and think tanks. This is besides, promoting Egypt as an investment destination as well as a significant trade partner to Canada.

(Toronto, Ottawa & Montreal)



Dr. Hoda Baraka at a site Tour in an IT lab

The mission aimed at proposing to the Canadian counterparts to start engaging in discussing areas of mutual interest and suggest the way forward to leverage successful achievements. In addition, the mission aimed at coming up with some forms of business development cooperation at both ends. Innovation and entrepreneurship were major themes of the mission on the business and academic levels.

The mission has incorporated more than 40 delegates representing different segments of the public as well as the private sectors with a special focus on the IT sector, in addition to a number of prominent members of the Canada Egypt Business Council (CEBC), representing various sectors such as cyber security, finance & banking and industry services besides a number of eminent journalists.

Moreover, several top government officials have joined the mission on behalf of diverse ministries including the Ministry of Foreign Affairs, The General Authority for Investment and Free Zone (GAFI) and the Information Technology Industry Development Agency (ITIDA).

This year's mission included some 30 high-profile meetings as well as well-attended events hosted by CEBC to facilitate the rapport with Canadian key officials, policymakers, think tanks, and business leaders.

Sixth Trade Mission to *canada*

Since last year, the Council had started to harvest the fruits of solid endeavours, whether on the Canadian or the Egyptian fronts. This was materialized in the outstanding outcomes of the mission as well as the genuine support and sustainability provided by the government of Egypt (GOE) as well as the Canadian administration to CEBC's tireless attempts in nurturing the Egyptian-Canadian relations.

Accordingly, the mission held a number of high profile conventions aiming at building a reliable partnership between Canada and Egypt, knowing the fact that Canada is one of the G8 countries and major global economies and an advanced country, notably in the hi-technology, information technology (IT) sector.

The message the delegates conveyed to the Canadian officials was that Egypt could present large business prospects for Canadian companies in the field of communications and IT. Another major issue that dominated the meetings with the Canadian policy-makers was the stability of Egypt's economy as well as the success of its political reform policies.

Roundtable with Canadian ICT Firms & Venture Capital Companies



(Toronto, Ottawa & Montreal)

Delegation Members

- Dr. Hoda Baraka, First Deputy to the Minister of Communications and Information Technology
- Mr. Motaz Raslan, Chairman, Canada Egypt Business Council

ITIDA Representatives

- Mr. Amr Kamel, Chairman, Global Technologies
- Mr. Essam El Kalza, CEO, United OFOQ
- Ms. Gihan Samir, Managing Director and Board Member, IT Synergy
- Mr. Hani El Kolaly, Manager, Organizations Support Department (FDI & Egyptian Org. Support) ITIDA
- Mr. Hossam Megahed, Board Member, IT Industry Development Authority
- Dr. Khaled Ismail, President and Founder, SySDSsoft
- Eng. Magdy Sharawy, CEO, Softlock
- Mr. Samer Naguib, Vice President for Marketing and business development, OMS
- Eng. Tarek Assaad, Managing Partner, Idevelopers and Technology Development Fund
- Mr. Wael Nawara, CEO, Horizon Interactive Studios

MCIT Representatives

- Ms. Samah Aziz, Deputy Director for European and Foreign Affairs Egypt
- Ms. Mariam Fayez, Deputy Director of the Media Relations Department

Ministry of Foreign Affairs Representative

- Ms. Marwa Sayed Ali, Third Secretary.

GAFI Representative

- Mr. Tamer Moustafa, Promotion Department Head.

Canadian Embassy Representative

- Mr. Joseph Tadros, Trade Commissioner

CEBC Members

- Mr. Alex Shalaby, Chairman, Mobinil
- Mr. Amr Aboualam, Chief Executive Officer & Board Member, Smart Villages Company
- Mr. Hafez Hamdy, Head of Commercial, Vodafone International Services
- Mr. Hassan Hussein, Chairman, HH Investments Holding Ltd
- Ms. Hoda Masri, Associate Director, Representative, UBS AG Representative Office
- Ms. Lamise Negm, Vice President, Citibank
- Mr. Mahfouz Nasralla, Chairman, Prima Elios for Electrical Industries
- Mr. Mohamed El Agati, Chairman, El Agati Silver Company
- Dr. Mohamed Reda, Chairman, ITEC IT Export Community of Egypt
- Dr. Nabil Hilmy, Senior Partner & Owner, Hilmy Law Firm
- Mr. Rawy Iskander, President, ValueGEM e/m-Commerce Solutions Canada
- Mr. Saiid El Derini, General Manager and Partner, Tam Oilfield Services
- Mr. Sherif El Kammash, Managing Director, IST Egypt

Media Representative and Journalists

- Mr. Mahmoud Salem, Managing Editor, Akhbar El-yom. Newspaper
- Mr. Mohamed El Hawary, Managing Editor, Al Akhbar Newspaper
- Mr. Mohamed Radwan, Managing Editor, Al-Masry Al-Youm. Newspaper
- Ms. Naglaa Zikri, Executive General Manager and Head of the Economic Section, Al Ahram Newspaper

CEBC Staff

- Ms. Rasha Kamal, Executive Director
- Ms. Mariana Malak, Office Manager to the Chairman

Sixth Trade Mission to Canada



Roundtable Discussion

The Trade Mission Agenda

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

The meetings covered three levels

1. Official and Political Meetings

Senior officials headed by Dr. Hoda Baraka, participated in the meetings, in addition to representatives from the Egyptian Embassy in Ottawa and the Canadian Embassy in Cairo. H.E. Ambassador Wael Aboulmagd, Ambassador of Egypt to Canada participated in official meetings in Ottawa.

The meetings were successful in positioning the Egyptian ICT sector in front of the Canadian government counterparts. In addition, both sides elaborated on their current focus on innovation and entrepreneurship among other priorities. The Canadian side shared its recent strategy documents in related areas.

The Egyptian delegation had the chance to suggest to its Canadian counterparts to commence dialogue and suggest leverage points and complementarities for the advancement of selected area of expertise. As a start, the Egyptian delegation is focusing on “Cybersecurity”, “innovation and entrepreneurship”, “broadband” and “child online safety”. These are areas for exchange of information, capacity building in addition to harmonisation of policies.

(Toronto, Ottawa & Montreal)

The Meetings included

- Meeting with Mr. Tony Rockingham, Assistant Deputy Minister of Research and Innovation.
- Meeting with The Hon. Gar Knutson, Former Secretary of State for International Trade for Canada.
- Meeting with Gordon Venner, Assistant Deputy Minister for the Middle East, Department of Foreign Affairs & International Trade for Canada.
- Meeting with Mr. Peter MacArther, Director General for Global Business Opportunities.
- Meeting with Mr. Beiot Prefontaine, Director of ICT sector.
- Meeting with Mr. Paul Day, Vice -President of Information Technology Team in EDC
- Meeting with Mr. Simon Kennedy, Senior Associate Deputy Minister Information Technologies and Telecommunications
- Meeting with Ms. Helen McDonald, Assistant Deputy Minister Spectrum, Information Technologies and Telecommunications
- Meeting with Ms. Genevieve Tanguay Assistant Deputy Minister for Research, Innovation and Technology
- Robert W. Gordon, Special Advisor, Cyber Security, National Cyber security Directorate
- Meeting with Mr. Mario Monette, President and CEO, Technoparc Montreal
- Meeting with Dr. Bernard Patry, MP Vice Chair, Foreign Affairs Committee



Delegates at Wind Mobile Canada

Sixth Trade Mission to *canada*



Meeting with the Deputy Minister for the Middle East, Department of Foreign Affairs & International Trade

2. Meetings with the Egyptian Community in Toronto and Montreal

The CEBC has organized two events and evening receptions sponsored by the MCIT and Orascom Telecom with the Egyptian community in Canada including:

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

Various significant subjects have been raised during the events, discussing recommendations and proposals on future bilateral cooperation between Canada and Egypt in line with the presence of a large reputable Egyptian community in Canada.



Delegates at the Canadian Parliament

3. Business Oriented Meetings

Including one-to-one business meetings that symbolize vital significance for ensuring the sustainability of the enduring trade transactions as well as the examination of innovative business prospects. Numerous areas of interest have been presented with key Canadian business leaders in telecommunications as well as bankers, financial specialists as well as e-health. Meetings included:

- ◆ Meeting and site tour at 'Wind' Mobile (partnered with Orascom Telecom)
- ◆ Roundtable with Canadian ICT Firms & Venture Capital companies
- ◆ Presentation at BLG Canada which is the largest legal firm in Canada and is actively seeking both legal and financial business in the MENA region
- ◆ Meeting with Ilse Treurnicht CEO and senior executives of MaRS which is a public organization created to better connect the worlds of science, business and government. A public-private partnership to help create global enterprises that would contribute to Canada's economic and social development
- ◆ Meeting and Roundtable with Janet Ecker, CEO (former Minister of Finance of Ontario) and senior members of Toronto Financial Services Alliance (TFSA)
- ◆ Meeting with Dr. Robert Bell, President and CEO, University Health Network
- ◆ Meeting, presentation and site tour at Christie Digital
- ◆ Roundtable with Dr. Arthur Carty, Director, Institute of Nanotechnology (former Science and Technology Advisor to the Prime Minister) and senior research directors at University of Waterloo
- ◆ Meeting at the Communications Research Center, KANATA
- ◆ Visit to the University of Ottawa
- ◆ Visit to Waterloo Institute of Nano Technology
- ◆ Visit to McGill University
- ◆ Visit to Institute de la Recherche Scientifique (INRS)
- ◆ Visit to Ecole Polytechnique De Montreal
- ◆ Visit to Ericsson Canada
- ◆ Roundtable discussion with Montreal International
- ◆ Visit to Techno-Parc de Montreal
- ◆ Meeting at the École de Technologie Supérieure (ÉTS)

Sixth Trade Mission to *canada*



Roundtable at Christie

The range of visits and meetings was very much diversified in terms of nature of entities, although the focus was similar in many cases. It was beneficial to meet representatives of umbrella organizations such as MaRS, EDC and Montreal International. These organizations have work strands that are similar to the Egyptian IT Industry Development Agency (ITIDA) and the recently announced Technology Innovation and Entrepreneurship Center (TIEC). A similarity that encouraged the Egyptian delegation to offer space for EDC at Smart Village in Sixth of October Governorate, in addition to proposing to host interested trade missions in ICT.

Commercialization of Research was among the topics prioritized for discussion, in addition to the enabling environment government and business could create for technology transfer.

Academic meetings were also very useful in completing the picture of how Canada establishes links between government, business and academia to encourage research at one hand and work on its commercialization on the other such as the UHN in Toronto and the University of Waterloo, the University of Ottawa, the INRS, the Ecole Polytechnique de Montreal, the McGill University and the Ecole de Technologies Superieure (ETS).

Cloud computing, green technology, broadband applications and Cyber-security were among areas identified from the Egyptian side for mutual cooperation. Possible cooperation with Nile University and the National Telecommunications Institute is foreseen.

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

(Toronto, Ottawa & Montreal)



Eng. Motaz Raslan & Dr. Hoda Baraka



Mr. Ahmed Lebidy, Amb. Suzan Gamil, Dr. Hoda Baraka, Eng. Motaz Raslan



Eng. Motaz Raslan, Amb. Wael Aboulmagd, Dr. Hoda Baraka, Dr. Bernard Patry



Dr. Hoda Baraka, Eng. Motaz Raslan, Eng. Alex Shalaby

Sixth Trade Mission to Canada



Mr. Joe Tadros, Mr. Ahmed Lebidy, Amb. Wael Aboulmagd, Mr. Hani El Kolaly, Eng. Hossam Megahed



Mr. Hassan Hussein, Mr. Tarek Asaad, Ms. Mariana Malak, Mr. Hafez Hamdy



Meeting with ITIDA Representatives



Mr. Joe Tadros, Mrs. Magda Shalaby, Mr. Alex Shalaby, Mr. Mahfouz Nasralla



Amb. Wael Aboulmagd & Dr. Hoda Baraka



Meeting with the Director General for Global Business Opportunities and the Director of ICT sector

(Toronto, Ottawa & Montreal)



Meeting at Wind Mobile Canada



Site tour at christie



Meeting at Wind Mobile Canada

At the Egyptian Ambassador's Residence



Roundtable with Janet Ecker, CEO (former Minister of Finance of Ontario)



Meeting at the University of McGill



Ms. Hoda Masri, Dr. Nabil Hilmy

Sixth Trade Mission to Canada



Meeting with Mr. Tony Rockingham, Assistant Deputy Minister of Research and Innovation



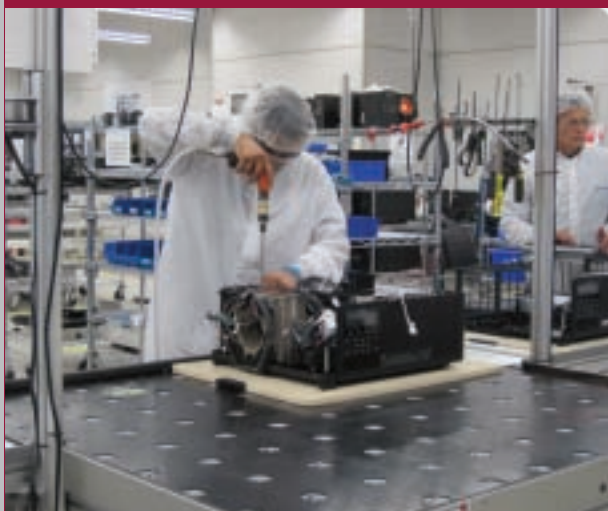
Meeting at MaRS Discovery Center



Roundtable with members of Toronto Financial Services Alliance (TFSA)



Group Picture at Christie Digital



Christie Digital Labs



Meeting at BLG

(Toronto, Ottawa & Montreal)



Christie Labs



Roundtable at the University of Waterloo



Roundtable at Wind



Meeting with the Egyptian Community



Presentation at Christie Digital



Presentation at BLG

Sixth Trade Mission to canada



Site Tour at Christie Digital



Eng. Motaz Raslan, Mr. Saiid El Derini, Amb. Wael Aboulmagd, Mr. M.El Agati & Dr. Bernard Patry



Presentation at Christie



Dr. Khaled Ismail, Dr. Hoda Baraka, Eng. Motaz Raslan, Mr. Hani El Kolaly



Roundtable at Export Development Canada



Reception at the Egyptian Ambassador's Residence

(Toronto, Ottawa & Montreal)



2010

Burnt Toast...

When I was a little girl, my mom liked to make breakfast food for dinner every now and then. And I remember one night in particular when she had made breakfast after a long, hard day at work. On that evening so long ago, my mom placed a plate of eggs, sausage, and extremely burned toast in front of my daddy. I remember watching & waiting to see if anyone else noticed!. Yet all my daddy did was reach for his toast, smile at my mom, and ask me how my day at school had been. I don't remember what I told him that night, but I do remember watching him smear butter and jelly on that toast and eat every single bite of it!

I went to kiss daddy good night and I asked him if he really liked his toast burned. He wrapped me in his arms and said, "Honey, your mother put in a hard day at work today and she's really tired.. And besides-a little burnt toast never hurt anyone!.....You know, life is full of imperfect things and imperfect people. I'm not perfect & neither is anyone else".

What I've learned over the years is that learning to accept each other's faults and choosing to celebrate each other's differences is one of the most important keys to creating a healthy, growing, and lasting community and relationship. We all make mistakes, we all need help from someone else sometime or another. Take the good, the bad, the ugly parts of your life and lay them before God, He

CEBC Food For Thought

is the only one who will be able to give you a relationship where burnt toast isn't a deal-breaker!. We could extend this to any relationship in fact, as understanding is the base of any relationship, be it a husband-wife, parent-child or friendship!!

THE MOST EFFECTIVE STEPS FOR A SUCCESSFUL ENTREPRENEUR

Being Organized

A key factor to success is to learn to organize your time, which will positively allow you to convey a professional image throughout your career. Since success or failure in business is usually more caused by the mental attitude rather than mental capacities, as you start your business, establish your credibility by showing that you are in control. Making a good first impression on the individuals who will play a role in the success of your business is smart planning as well.



THE MOST EFFECTIVE STEPS FOR A SUCCESSFUL ENTREPRENEUR

Be Unique

You have to make it clear to everybody what you are doing and why you are doing it. You should avoid mistakes as much as possible. As an entrepreneur, you should be considered a "unique" individual. If you can clarify this to yourself, you will feel a surge of energy that can positively attract prospective clients. Everything you do then is like a magnet that attracts energy.



THE MOST EFFECTIVE STEPS FOR A SUCCESSFUL ENTREPRENEUR

Establish your Market

The next thing that you have to do in order to earn great profits is to establish your market. You should have an exact target for your products or services. You have to study the qualities of your customers so that you can make your own product or service stand out from your competitors. You should make use of every marketing material that you have to articulate a significant message to your customers. You have to communicate with them honestly and authentically. Everything you do should be rooted in truthfulness and reliability. By doing this, you will attract more clients.





Canadian Foreign Property Reporting and How to Sleep Better at Night-Voluntary Disclosure Process...

By: Mohammad Ahmad

THERE IS AN OLD SAYING THAT “WHAT YOU DON’T KNOW WON’T HURT YOU.

However, this saying doesn’t apply when you’re talking about foreign property reporting requirements under the tax rules. In this case, it definitely pays to make sure you are compliant otherwise you are exposing yourself to a number of potential penalties not to mention that you’ll sleep better at night!

Recently, a number of tax agencies have stepped up their efforts to collect information about their taxpayer’s foreign property or financial holdings. The most vivid example is the U.S. crackdown on offshore tax evasion and an IRS investigation of Swiss bank UBS which resulted in a \$780-million fine for the bank. The U.S. efforts have also resulted in criminal investigations and jail time for violators. European and other countries have also gotten into the act as it results in increased tax revenue in a time of need.

Under the U.S. rules, a U.S. person is required to file a Report of Foreign Bank and Financial Accounts (“FBAR” or Form TD F 9022.1-) if they have a financial interest in or signature authority over financial accounts in a foreign country where the aggregate value exceeds \$10,000. The potential penalty for an inadvertent failure to file is \$10,000 and a willful failure could cost as much as \$100,000 and even result in jail time.

Since 1998, Canadian tax residents have been required to disclose ownership of foreign property if they had a total cost amount of more than C\$100,000 at any time during the tax year. The specific question is on page two of the annual T1 Canadian tax return. If the answer is yes, then you are required to file Form T1135-Foreign Income Verification Statement.

This form is due to be filed by the due date of your tax return (generally April 30th of the year following the particular tax year). Please note that if you e-file, you still have to mail in a hard copy of your Form T1135 separately. The penalty for not filing this form (if required) by the due date is a fine of \$25 per day to a maximum of \$2,500 for each tax year. If you fail to answer the foreign property question honestly, there are other potential implications (including jail time) however this would generally be for situations where there is an intention to evade tax by hiding foreign assets.

Although the penalty for late filing of the T1135 has been in place since 1998, the Canada Revenue Agency has just recently stepped up their efforts to pursue non-compliance. This is consistent with their advance warnings that they will scrutinize foreign tax issues more closely. We have noticed that the CRA now automatically assesses the penalty for a late filed Form T1135. There is a computer generated letter which is mailed out assessing the maximum penalty.

If you have already been assessed this penalty, there may be grounds to submit a claim under the tax fairness provisions depending on your particular circumstances. If you have not yet filed and your return will be late, then you should consider whether you qualify for the formal voluntary disclosure process to mitigate the penalty.

So what exactly is “foreign property” that is required to be reported on Form T1135? Generally, the definition is fairly expansive as outlined in the instructions to the form (see www.cra-arc.gc.ca/E/pbg/tf/t1135/t113507-e.pdf). Some common examples include cash, stocks, bonds, mutual funds, loans or any real property (land or building) not in Canada.

Lets look at some other examples to provide more clarity. If you own a bank account in the U.S. then that is definitely a foreign property so you need to file T1135 if the cost amount is more than C\$100,000. Remember that the C\$100,000 amount is on an aggregate basis and not for each foreign property. So if you have a foreign bank account with C\$50,000 and other foreign property with a cost of C\$60,000 then you need to file Form T1135.

If you recently moved to Canada and still own a home outside of Canada, then the foreign home will be foreign property for purposes of Form T1135 if not maintained exclusively for personal use (i.e. if it is rented out). The cost base of the home is the fair market value at the time you moved to Canada.

If you own mutual funds through a Canadian mutual fund provider (such as Sun Life, ManuLife, Investors Group or a Canadian financial institution) you are not considered to own foreign property, even if the mutual fund invests entirely in foreign stocks.

The biggest area of concern is if you own stocks of foreign corporations (through a broker or an internet ac-count). Stocks of foreign corporations are considered to be foreign property for purposes of Form T1135 and you may be required to file this form if you invested more than C\$100,000.

How do you come clean if you now realize you were required to file Form T1135 for a prior year? The best option for submitting a late Form T1135 is through CRA's formal Voluntary Disclosure Program (VDP). Unfortunately, just mailing in the required form with a remorseful apology doesn't work with the CRA. The VDP is a formal process which gives taxpayers the opportunity to come forward to correct inaccurate information or to disclose previously unreported information without penalties or fear of prosecution. The submission can be made either on a no-names basis or with full in-formation so you'll need to consider the better strategy for your situation. The VDP process is not a do-it-yourself project and it is highly recommended that you seek professional advice.

A valid disclosure must meet the following four conditions:

- the disclosure must be voluntary (i.e. you have not been formally asked by the CRA to complete the form)
- the disclosure must be complete
- there must be an application of a potential penalty
- the disclosure must generally include information that is more than one year overdue

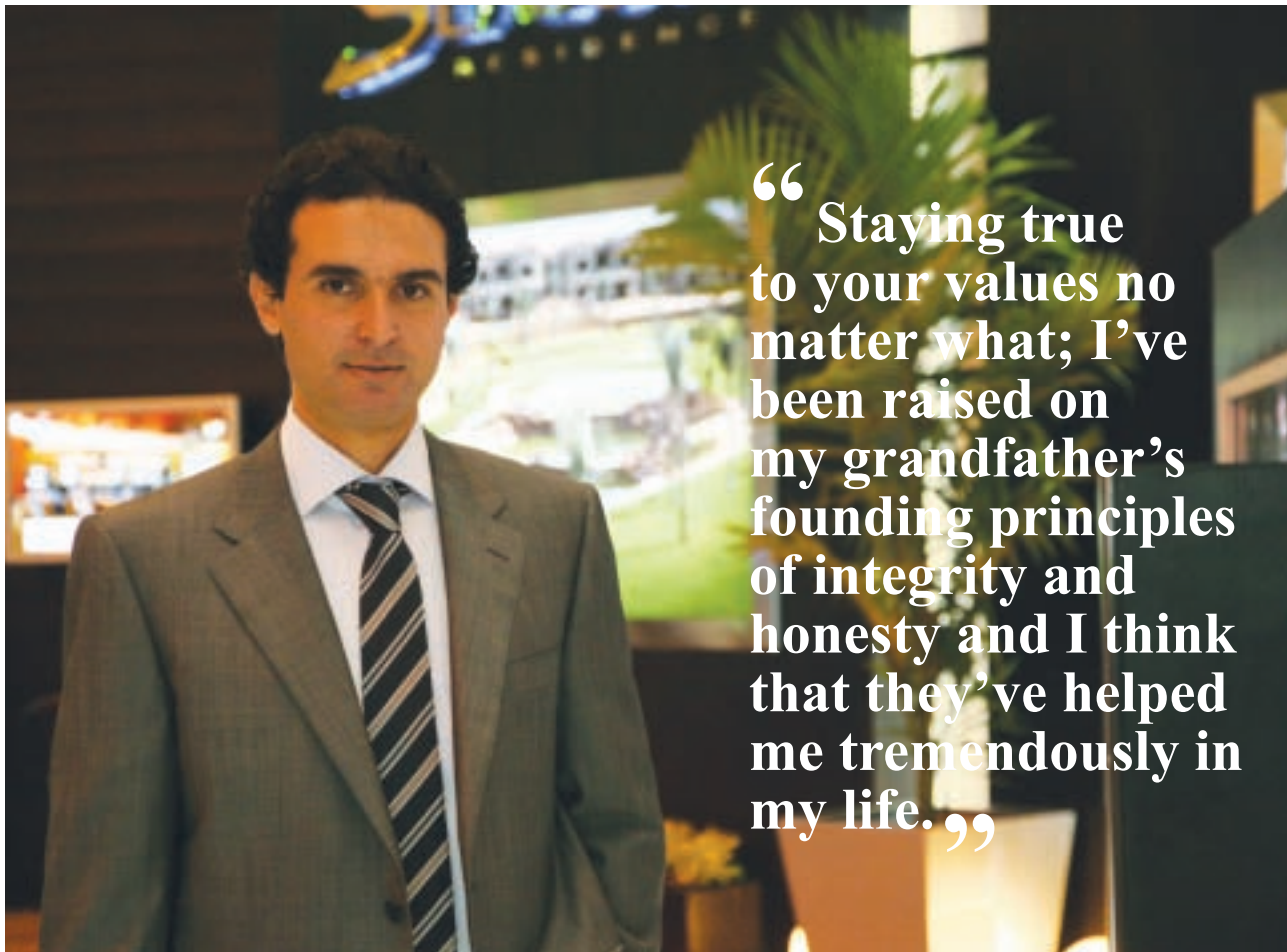
Also, the disclosure must be in writing and should be sent to the tax services office that has jurisdiction over the area where the taxpayer resides.

THE MOST EFFECTIVE STEPS FOR A SUCCESSFUL ENTREPRENEUR

Abiding to Ethical Standard

The ethical standard of business is that there should not be cheating, fraud, and commercial bribery in business. An entrepreneur who uses unethical practices will soon find himself without customers. A good executive has the social, moral, and religious responsibility to follow the ethical standard of business to earn legitimate profit and stay long in the market.





“ Staying true to your values no matter what; I’ve been raised on my grandfather’s founding principles of integrity and honesty and I think that they’ve helped me tremendously in my life.”

Mr. Mohamed Medhat Hassan Allam

Managing Director for Real Estate

Hassan Allam Properties (Subsidiary Hassan Allam Holding)

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

I have always worked in property development. My career started when I was in college, and used to visit Ain-Sokhna with my friends camping in the desert. We’d pitch our tents on the roadside and enjoy the beautiful natural surroundings, wondering: “Why couldn’t there be houses developed here.” Today, that early dream has become a reality: We have gone from these early beginnings of camping out on the beach in Sokhna and dreaming, to a leading real estate business (one of Egypt’s largest) with millions of square meters of prime real estate, already developed, and many more in the pipeline.

Hassan Allam Properties today owns a portfolio of luxury holiday homes in El Sokhna, Sharm el Sheikh and a brand new project, soon to launch in Sahel. We have also created several luxury urban developments in prime locations in Cairo.



CEBC Success Story

What is the significance to you of working in a family business that was set up by your grandfather Hassan Allam?

Hassan Allam, our founder, has passed onto us a very strong name, synonymous with credibility, reliability and ethics. Though he founded the business more than 80 years ago, these values continue to remain at the heart of our organization and are an integral part of our brand. I suppose, this allowed us to enter a new sector in which we have no track record and to be taken seriously – we come with a long heritage, and brand, behind us.

What was Hassan Allam Properties' very first real estate project?

The Little Venice Golf Resort in Ain el Sokhna was our very first real estate project, launched in 2000. At that time, the family was keen to diversify on its core construction brand and real estate seemed the natural growth area for a longstanding contractor. We entered the real estate market, confident in our track record as a builder of some of Egypt's most important buildings and infrastructure today. We knew we would be able to deliver first class units, built to the very highest standards of the industry. The past decade has proved us right: to date, we have delivered more than 30,000 luxury units, with a further 5,000 luxury units are coming soon.

Hassan Allam Holding is a leading Egyptian construction and properties business that owns several subsidiary entities, tell us more about those entities.

Hassan Allam Holding (HAH) is a leading Egyptian construction and properties business that owns two subsidiary entities: Hassan Allam Construction and Hassan Allam Properties, as well as vibrant subsidiaries in Algeria and Saudi Arabia. The company ranks among Egypt's largest and best-known companies, employing more than 11,000 individuals at home and throughout the region.

What new projects are coming up from Hassan Allam Properties?

Hot on the heels of the successful launch of our million square meter development in Sharm el Sheikh. Baia Bianca (where Phase I is now sold out) we are about to pioneer a second signature project, in Sahel. This beach side community on Egypt's popular North Coast will provide a fantastic leisure experience, with lots of surprises in store. So, watch out for it!....In the city, we're also continuing to expand on our product range. Hassan Allam Properties has traditionally served A Class buyers



because of our exceptionally high quality of construction. However, we recognize that there are huge opportunities in other segments, and we're adapting our high value proposition to cater to other segments of buyers such as the upper middle class sector.With this sector, as with any other sector we've penetrated, it's our strong name and strong record that will guarantee us the credibility that will help to get us started.

From your point of view, what is the real estate sector's biggest challenge?

The biggest challenge faced by the sector today is the availability of high quality construction capacity. We are uniquely positioned in the market, and ahead of our peers, in that, within our group, we have a powerful, and famous construction, arm to draw on. So, in addition to our vast internal resources of development expertise, our affiliation with our sister company, Hassan Allam Construction also puts us in a strong position.

Any sort of cooperation with Canada?

Who knows?...but in the short term, Hassan Allam Properties is actively looking to penetrate the Arab region, and we have several things in the pipeline.

Your definition of success in life is?

Staying true to your values no matter what; I've been raised on my grandfather's founding principles of integrity and honesty and I think that they've helped me tremendously in my life.

THE ART OF LIVING WELL



HASSAN ALLAM
— PROPERTIES —

Hassan Allam Properties (HAP) offers you a perfectly balanced living experience. Our wide range of luxury residential and holiday communities, in prime locations throughout Egypt, allow you to choose a home ideally suited to your family's unique life style.

For more information call 19172

www.allamsons.com

Egypt in the Spotlight:

Experts to probe Egypt's shark attacks



A team of top shark experts from the US was heading to determine what is behind the unusual series of shark attacks that have cleared Red Sea beaches of swimmers. Shark attacks at Egypt's Red Sea resorts, famed for their reef diving, are rare. The attacks on snorkelers and swimmers at Sharm el-Sheikh, on the southern tip of the Sinai Peninsula, are believed to involve two oceanic white-tip sharks, which normally do not get close to beaches.

Kuwait Energy sells 20% of Burg El Arab concession in Egypt to East West Petroleum



Kuwait Energy Company, one of the fastest growing independent oil and gas exploration and production companies in the Middle East, announced it has sold a 20% participation interest from its contractor's share in the Burg El Arab concession in Egypt to Calgary-based oil and gas company East West Petroleum Corporation. Kuwait Energy Company will remain the operator of the Burg El Arab concession with a 55% interest from the contractor's share in addition to the operatorship. Gharib Oil Fields, partner in Burg El Arab, will retain its 25% participation interest. The Burg El Arab concession is situated in the prolific Western Desert area of Egypt. The transaction is subject to customary regulatory approvals, including the endorsement of the Egyptian Government.

A Spotlight on News

Arab States Research and Education Network to be launched in Cairo

ASREN is established as a legal entity under the auspices of the League of Arab States and the UN GAID to help secure sustainable e-Infrastructures across the Arab world. Dr. Abu-Ghazaleh, Chair of the Global Alliance for ICT and Development of the United Nations (UN GAID) announced the launch of ASREN on March 31, 2010 at the 3rd EU-MED Event held in Brussels, Belgium. The announcement marked a major step towards sustaining ICT infrastructures for research and education in the Mediterranean region for e-Science across Arab nations. ASREN will also adopt GAID's mission for the advancement of the United Nations Millennium Development Goals (MDGs) by using ICT solutions. It is expected that ASREN will act as the Arab regional network for the ICT solutions matrix for the advancement of MDGs under the honorary leadership of the UN Secretary General. Building on EUMEDCONNECT2, the high-capacity Internet network for research and education in the Mediterranean which is co-funded by the European Commission, ASREN sets out to widen its geographical footprint by connecting other Arab national research and education networks (NRENs) in addition to the current seven EUMEDCONNECT2 member countries: Algeria, Egypt, Jordan, Morocco, Palestine, Syria and Tunisia.

Israel Chemicals to buy Egyptian natgas from EMG



Fertilizer and specialty chemical maker Israel Chemicals (ICL) agreed to buy natural gas from East Mediterranean Gas (EMG) until 2030 in a deal worth between \$370 million and \$460 million. This is in addition to an agreement signed in 2008 with U.S.-Israeli consortium Yam The-tis to buy 2 billion cubic meters of natural gas through 2015. The company, the world's sixth-largest producer of potash, will buy 0.2 bcm of gas a year from EMG for a power plant it intends to build in the southern Israeli town of Sodom. It has an option to buy an additional 0.53 bcm, which is not included in its current estimate of the value of the deal. ICL said since it switched over to natural gas last year there had been a substantial improvement in emissions from its plants and the move is part of its strategy to comply with stringent environmental standards. EMG, which sells Egyptian gas to Israel, is owned by Egyptian businessman Hus-sain Salem, Egypt Natural Gas Co, Thailand's PTT, Israel's Merhav Group, Ampal-American Israel Corp and American businessman Sam Zell.

A Spotlight on News

Canada in the Spotlight:

Canada would honor climate deal



Prime Minister Stephen Harper says Canada would support a binding international agreement to reduce greenhouse gases. Harper spoke in Nova Scotia as delegates at a climate-change conference in Cancun, Mexico. Harper, whose government is often criticized for its stance on greenhouse-gas emissions, said Canada would honor the pact if such an agreement was reached. He also called for an effort to push countries not interested in reducing emissions back to the table.

2011 to be the year of the tablet



With the BlackBerry maker Research In Motion (RIM) launching the PlayBook early next year, the tablet is set to become the next big device in the new year. With the roaring success of Apple's iPad, which has sold in millions since its launch last April, the BlackBerry maker Research In Motion (RIM) has joined major players in the electronics industry to rush into the market with their versions of the tablet. In 2011, consumers will have multiple choices, from Apple's iPad, to Samsung's Galaxy Tab, Dell's Streak, Hewlett Packard's Slate 500, and Toshiba's Folio 100 to Android tablets.

THE MOST EFFECTIVE STEPS FOR A SUCCESSFUL ENTREPRENEUR

Be ready for Grave decisions and Change

Change is the only constant thing in this world. You have to adjust your business ideas according to these changes. Try to see if the products or services you offer are still in demand. A good entrepreneur should have an eye on the past performance of his business and its capacity to produce for the future demand of his products. If he has the necessary foresight to plan its operations for a period ahead, the business will be a success and the entrepreneur earns profit.



A Spotlight on News

U.S. tax cuts good for Canada



A deal to extend U.S. tax cuts should be positive for Canada, though the simulative effect of cuts for the highest earners is “questionable,” Canadian Finance Minister Jim Flaherty declared. “I believe tax reductions create stimulus but the higher one goes up the income ladder”. Flaherty said that low-income earners are more likely to spend tax savings than wealthy ones. However, he accreted that the impact would probably help boost U.S. growth, which is good news for Canada. “We realize our economy won’t have substantial recovery without recovery in the United States,” he concluded.

Titanic becoming fast food for bacteria

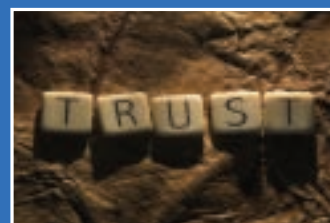


The wreckage of the Titanic on the ocean floor will soon disappear as newly discovered bacteria, according to Canadian researchers, are fast eating it up. The Titanic, which was the largest passenger ship at the time, sank on its maiden journey from England to New York April 14, 1912, after hitting an iceberg in mid-Atlantic. Of the 2223 passengers on board, only 706 survived. Henrietta Mann, a Canadian civil engineering professor at Dalhousie University, says the new bacterial species are eating away the wreckage so fast that soon the Titanic will be reduced to a “rust stain” on the ocean bottom. Eventually there will be nothing left but a rust stain. The Titanic’s final resting was discovered by a joint American-French expedition in 1985, almost 73 years after its sinking. The wreck is located 3.8 kilometers below the ocean surface and some 530 kilometers southeast of Newfoundland, Canada.

THE MOST EFFECTIVE STEPS FOR A SUCCESSFUL ENTREPRENEUR

Trust your Capabilities

Some entrepreneurs fail because of doubt and fear. They hesitate to take some risks involved in the business. They doubt their abilities and skills. This is a barrier that should be knocked down, otherwise; clients will go away from you. Planning will help you identify your strengths and decide how to handle any challenges. By looking at the big picture, you can pinpoint gaps that need to be taken care of before your business activity gets fully underway.



CEBC Members' News

It gives CEBC an immense pleasure to congratulate two of its members of the board on their well-deserved success in the 2010 People's Assembly elections and they are:

Dr. Ahmed Sameh Farid

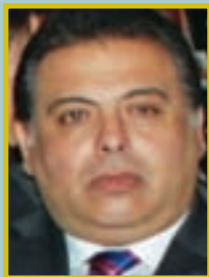
Dean of the Faculty of Medicine, Cairo University



Dr. Effat El Sadat,
Chairman, Sadat Group



CEBC has the pleasure to congratulate **Mr. Maged Menshawy**, Chairman & CEO, Manapharma and member of the board, Canada Egypt Business Council, for being appointed Chairman of the Egyptian Lebanese Businessmen Association.



CEBC's Chairman, board of directors, members and staff would like to congratulate **Ambassador Amin Meleika** for being appointed the Consul General of Egypt in Montreal.

THE MOST EFFECTIVE STEPS FOR A SUCCESSFUL ENTREPRENEUR

Set up a System

You have to set up the right system for your business so that you can also have time away from work and be able to generate new ideas for other business ventures. You must have a system for your business operations, marketing, and offerings. Some entrepreneurs live only for their business. They often forget about achieving the proper balance between personal and business life. You have to establish specific strategies so that you can enjoy your success in all aspects of your life.





CEBC Members' Benefits

Egypt Air

CEBC is pleased to inform you that the 2011 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

CEBC Members' Benefits

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:

Fairmont Heliopolis and Towers

Jaz Hotels and Resorts:

- Jaz little Venice (Ein Sokhna)
- Iberotel Lido – Jaz Mirabel Beach – Iberotel El Mercato (Sharm El Sheikh)
- Iberotel Aquamarine – Solymar Ivory Suites (Hurghada)
- Jaz Makadi Golf – Iberotel Saraya – Iberotel Makadi Beach (Madinat Makadi)
- Iberotel Lamaya – Solymar Abu Dabbab – Iberotel Coraya (Marsa Alam)
- Sea Star Taba (Taba)
- Iberotel Dahabeya (Dahab)
- Iberotel (Aswan)
- Iberotel Borg El Arab (North Cost)
- Iberotel (Luxor)

Porto Marina Hotel

Porto Sokhna Hotel

For further information on any of our benefits please contact:

Ms. Maha kamal

Tel.: 202 22914975

Fax.: 202 22917075

Email: maha.kamal@canadaegypt.org

THE MOST EFFECTIVE STEPS FOR A SUCCESSFUL ENTREPRENEUR

Technical Skill

An entrepreneur should have sufficient technical skill for understanding, carrying out and completing a particular job, which he has undertaken to perform. He should have specialized knowledge in that field so that the processes and methods involved are efficiently carried out.



CEBC Members' Birthdates

<p>January</p>	<p>Ms. Amal Abdel Aziz A.B.B Deputy Project Manager</p>	<p>Ms. Hosna Rachid Unilever Mashreq Chairperson</p>
<p>Mr. Moheb Hanna International Cargo Services ICS General Manager</p>	<p>Mr. Abdel Salam El Anwar HSBC Bank Egypt S.A.E Chairman and CEO</p>	<p>Ms. Noha Barakat HSBC Bank Egypt S.A.E Deputy General Manager, Investment Banking</p>
<p>Mr. Mohamed Eletreby Arab Investment Bank Vice Chairman and Managing Director</p>	<p>Mr. Ahmed Rostom Al Ahlia Oil Fields Development Co. Chairman</p>	<p>Ms. Dalia Islam Shalaby Imperial Travel Center Group - ITC Vice Chairman</p>
<p>Dr. Effat El Sadat Sadat Group Chairman</p>	<p>Ms. Gazbeya El Wassimy Professional Conference Services International, PCSI General Manager</p>	<p>Dr. Ayman El Mandouh Efadco Petroleum Services Chairman</p>
<p>Ms. Yousr Hamza Professional Conference Services International, PCSI Chairman</p>	<p>Mr. Magdy Moris Habib Anasia-Egypt For Trading S.A.E. Managing Director</p>	<p>Eng. Hassan Abd El Reheim Wisers Consulting Engineers Chairman</p>
<p>Dr. Samir El-Naggar Daltex Corporation Chairman</p>	<p>Mr. Ashraf El Gamal Pyramid Oilfield Supply Co. (POSCO) President and Managing Director</p>	<p>Mr. Hassan Kabbani The Egyptian Company for Mobile Services (Mobinil) CEO</p>
<p>Mr. Mokhtar Abou-Basha Maba Group Chairman</p>	<p>Mr. Mahfouz Nasralla Prima Elios for Electrical Industries S.A.E. Chairman</p>	<p>Eng. Tarek El Hemaily Telecom and Technology Company "TeleTech" Chairman and CEO</p>
<p>Eng. Mohamed El Tawil Triangle Trading and Engineering Chairman</p>	<p>Mr. Sherif Victor EBKOT for Development and Tourism Co. S.A.E CEO</p>	<p>Mr. Hossam El Gammal GNSE Group Managing Director</p>

CEBC Members' Birthdates

<p>Mr. Abdel Aziz El-Aguizy Quinsys Information Systems Chairman</p>	<p>Mr. Ashraf Ayoub Construction Treatment & Up Grade Center (CTU) Owner</p>	<p>Mr. Ahmed Kafafi Middle East Projects Developments CEO</p>
<p>Mr. Tamer Erian Nile Exploration Group Assistant Executive Officer</p>	<p>Mr. Amr Amin El Sawaf Promotrade Managing Director</p>	
<p>February</p>	<p>Mr. Osama El Nomany Catec CEO</p>	<p>Mr. Hamada Abou El Enein Sharm Dream Holding Company for Touristic Investment S.A.E. Chairman & CEO</p>
<p>Eng. Saleh El-Hadidi El-Hadidi Companies Group "HACO" President</p>	<p>Mr. Mohamed Abdel Latif Felix Maritime Agency General Manager</p>	<p>Dr. Khaled El Shalakany Shalakany Law Office Senior and Managing Partner of Branch Office in Dubai</p>
<p>Mr. Mohamed Rostom Al Ahlia Oil Fields Development Co. Executive Director</p>	<p>Ms. Hala Abdel Azeem Al Tomouh Society Chairman</p>	<p>Dr. Mohamed Tolba Delta Software Chief Executive Officer</p>
<p>Mr. Ahmed Moaz Sea Dragon Energy Country Manager</p>	<p>Mr. Ahmed Imam Raya Contact Center CEO-Call Center Line of Business</p>	<p>Dr. Sherif El-Gabaly Abu Zabaal Fertilizers and Chemicals Company Chairman</p>
<p>Dr. Nawal El Degwi Six of October University for Modern Sciences and Arts Head of Board of Trustees</p>	<p>Mr. Essam Al Kalza United Ofoq Chief Executive Officer</p>	<p>Mr. Yehia Ezzeldin International Company for Leasing - Incolase Managing Director</p>
<p>Ms. Inas Gameh Arab Investment Bank General Manager - Retail & Marketing Dept.</p>	<p>Dr. Khaled Derbala Acme-Saico Integrated Engineering Systems Head of IT & Communication Manager</p>	<p>Ms. Alia El-Kaissouni Al Ahly Real Estate Development Co. Public Relations Manager</p>

CEBC Members' Birthdates

<p>Mr. Sherin Fouad Habib CFT International General Manager</p>	<p>Ms. Nevine Taher HSBC Bank Egypt S.A.E Senior General Manager PFS and Branches</p>	<p>Mr. Richard (Ric) Matkowski Petzed Investment and Project Management Ltd. Chief Operating Officer</p>
<p>Mr. Ahmed El Saadawi Vodafone International Services Business Development Senior Manager</p>		
<p>March</p>	<p>Mr. Mohamed Embaby Al Fotouh Engineering Co. Chairman</p>	<p>Mr. Maged Mokhtar Sanatech President</p>
<p>Ms. Rasha Ezz Eldin Orascom Telecom Holding Public Relations Manager</p>	<p>Mr. Alex Shalaby The Egyptian Company for Mobile Services (Mobinil) Chairman</p>	<p>Ms. Amal El Tobgy Allied Investments and Trading (AIT) Senior Associate</p>
<p>Mr. Islam El Ghazouly El Ghazouly Law Firm Legal Manager</p>	<p>Mr. Joseph Mishriky DHL Global Forwarding Regional Director North Africa and Country Manager Egypt</p>	<p>Dr. Amr Abdel Motaal Abdel Motaal, Moharram and Heiza Law Firm Attorney at Law and Senior Managing Partner</p>
<p>Mr. Mohamed El Hamamsy Megacom Chairman</p>	<p>Ms. Mayan Raslan Speedo Trans Co. Vice President</p>	<p>Eng. Mohamed Abboud Inotek Systems President & Chief Executive Officer</p>
<p>Eng. Karim Sami Saad Samcrete Engineers & Contractors Chairman</p>	<p>Ms. Aliaa Soliman Allied Investments and Trading (AIT) Partner and Principal Consultant</p>	<p>Mr. Alaa El-Zohairy Arb Misr Insurance Group "AMIG" Managing Director</p>
<p>Dr. Magdi Hassan Drug Holding Co. (Holdipharma) Chairman and Managing Director</p>		



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E - mail: travellersgroup@tedata.net.eg

CEBC New Members

Alphabetized by company name



Dr. Khaled Derbala
Head of IT &
Communication Manager
ACME-Saico Integrated
Engineering Systems



Mr. Amir Medhat Wissa
General Manager
Bishara Textile & Garment
Manufacturing



Mr. Khaled Hassan
Chief Executive Officer
Alam Rakamy



Mr. Hossam Eldin Ads
Chairman
Crystal Mind



Mr. Waleed El Bahtimy
Vice President & CEO
Alexandria Martime
Services "Alexmar"



Mr. Tarek Mostafa Yassin
Vice President
Crystal Mind



Mr. Ayman Wagdy
Vice President, Business
Development
Americana Group



Dr. Mohamed Tolba
Chief Executive Officer
Delta Software



Mr. Hamam Mahmoud
Deputy General Manager
Arab Engineering &
Distribution Company



Mr. Rawy Iskander
Managing Partner
Eduglobe Capital

CEBC New Members

Alphabetized by company name



Dr. Ayman El Mandouh
Chairman
Efadco Petroleum Services



Ms. Ghada Talaat
Managing Director Africa
Region
Lloyds British



Eng. Mohamed El Sawy
Founder
El Sawy Culture Wheel



Mr. Ragui Anis Iskander
Chief Executive Officer
Metropole Press



Mr. Mohamed Abdel Latif
General Manager
Felix Maritime Agency



Mr. Adel Sobhy
Partnership & Managing
Director
Metropole Press



Eng. Mohamed Abboud
President & Chief Executive
Officer
Inotek Systems



Eng. Hussein Nour Eldin
General Director
Nour Consult



Eng. Mohamed El Sherif
Consultant Engineering
International Office of
Engineering Consultants



Eng. Maged Abadir
Executive Director
Orascom Construction
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An Egyptair airplane is shown in flight, flying from the bottom right towards the top left of the frame. The plane is white with blue and green accents, including the Egyptair logo on the tail. It is flying over a cityscape, with the Statue of Liberty visible in the background. The sky is blue with some clouds.

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Enter the competition by sending an SMS to **3033** for a chance to win two trips for two couples to New York with accommodation in 5 stars hotel for 6 days in addition to daily & weekly prizes.

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- Competition is only valid for **Mobinil Business customers**

The Statue of Liberty is shown in profile, facing right. She is wearing her iconic green patina and holding a torch in her right hand. The background shows a cityscape with many skyscrapers under a clear sky.

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