



# CORPORATE NEWSLETTER

JANUARY-JUNE

**2021**



**CIPR**  
MEMBER



Since early last year, the world has seen wave after wave of the Covid-19 virus. First and foremost, I extend my sincerest sympathies to all those who have contracted the virus. The Covid-19 pandemic has undoubtedly forced us into a new reality - one that imposed new challenges on all of us, our families, our country, and the entire world. But it is such uncertainty that opens up our eyes to what we already have and guides us as we learn to be more grateful for the most valuable thing we have – family. During this tough time, we have learned that happy little moments are more important than we ever imagined and that, even in the toughest times, we can always rely on our families – whether the one to which we are linked to by blood or the great family that is the CC Plus team.

Since the beginning of CC Plus, we knew that the success story we intended to write would never be easy, nor can we promise it shall be smoother along the way. But, today, at CC Plus, we are celebrating as we reap what we sowed 15 years ago.

Resilience has been key in navigating through strong wind and high sea. The Covid-19 pandemic flooded the world. But with determination, perseverance, and an enlightened conscious mind, many companies and sectors, the foremost of which is the Egyptian state, were able to stand tall and overcome the crisis. Better yet, despite the challenging environment; the Egyptian state was able to achieve many successes thanks to the bold economic reform it initiated over the past years.

CC Plus has been delivering sustainable profit growth while building a solid business foundation amidst a challenging operating environment. One of the most important achievements of CC Plus during those years was to provide a new model for how public relations should be and what role it can serve in bringing about actual change in society. Public Relations is not just about organizing conferences and seminars, but rather a tool to showcase companies’ visions as they inch closer to materializing the Sustainable Development Goals and Egypt’s Vision 2030. To this end, we have

facilitated partnerships between the state and the private sector and curated special events that contributed to presenting a rebranded positive image of Egypt to the world.

I am particularly proud of being part of the team that founded Narrative Summit – the renowned event that brings together Egyptian and foreign experts as an initiative aimed at creating a new Egyptian identity and changing the old mental image of the Egyptian state, while helping the community achieve 17 sustainable development goals on Egypt 2030 Agenda.

Narrative Summit was the first international forum for nation branding. Since its inception, it has been a platform for experts, officials, policymakers, and entrepreneurs to present their visions, proposals, ideas, and innovations and discuss the most important achievements of the Egyptian state. In essence, it is a call for optimism and confidence in the future amid the current changes in Egypt and the world.

Narrative Summit was an example of resilience and agility. The once annual forum quickly adapted to the new normal and pivoted to present itself in a new shape. The Narrative Summit – Reshaping Norms online series has been broadcasted on digital media platforms. Each episode features officials or experts as they engage in eye-opening discussions about current trends, future innovation, or celebrated heritage. The digital transformation of the society that made it possible to reach more people using digital media and the expansion of the user base raise our ability to reach different segments of Egyptians wherever they are. The episodes broadcasted over three seasons achieved wide follow-up and have been viewed nearly 3 million times. The summit succeeded in illuminating the way ahead for us, light up the successes and achievements of Egypt and shed light on the young people and innovators who were able to add and contribute to building their country.

Narrative Summit has become an effective partner in achieving the Egyptian visions of development through coordinating partnerships and links between different parties inside and outside Egypt, while also becoming an effective window with an ideal view on the latest developments in Egypt in light of the rational and ambitious management of the Egyptian state under the leadership of President Abdel Fattah El-Sisi..

**Hala Wahba**  
CEO, CC Plus



### **In March 2020**

**Narrative Summit** launched the latest season of its flagship online forum Narrative Summit - Reshaping Norms. The online forum highlights discussions and opinions of experts and specialists on various issues, building on the success of the 2020 seasons, which had received great

follow-up on social media, hitting 11 million followers, 4.5 million views, and 3.5 million interactions.

**With the onset of the Covid-19 pandemic**, Narrative Summit took a bold decision of moving to the cloud through Reshaping Norms. The new format of the annual conference has since developed into becoming a platform for experts and officials to talk and discuss the impact of the Covid-19 crisis in creating a new reality and a different future in Egypt and the world, as well as tackling some of the most important issues of interest to the Egyptian citizen.

**Media experts, Lamia Kamel, founder of Narrative Summit, said:** “The new version of Narrative Summit - Reshaping Norms focuses on the concept of adaptation and the importance of optimism in the coming period. The new forum will serve as a call for optimism, as it deals with adapting to the new reality and finding ways of coexisting with the pandemic.”

**She added:** “We must realize that the world is changing and we are facing a different reality in daily life. There is no way back to the pre-pandemic normal. So, we must think in a more positive and optimistic way, and, instead of being angered by the jobs, industries, and companies that will come to an end or vanish, we should highlight the other opportunities in various sectors that are arising.”

**“Narrative Summit** will address changing the narrative of these topics, with the participation of a number of ministers and government officials. Together with private sector players and entrepreneurs, they will present some positive experiences in the Egyptian state to open new channels of communication and raise the awareness of the public with the ongoing development, especially among young people.

The forum will also emphasize a positive outlook for the future, with a focus on several sectors, including manufacturing, tourism, culture, and sports, amongst many others



**After five successful seasons and hitting 11 million followers**

**New Narrative Summit - Reshaping Norms season highlights the role of arts in telling the story of the Egyptian cultural heritage and identity**

**Handmade carpets are unique pieces of art, each reflecting authenticity, culture, and identity of Egypt**

**Mohamed El Kahhal**

**Carpet industry expresses the lives of people, artists preserve the cultural heritage of Egypt: HEND ELKahhal**

**We believe in the cultural diplomacy of Egypt, Forever Is Now is a message of hope from Egypt to the world: Nadine Abdel Ghaffar**

The first episode of Narrative Summit – Reshaping Norms 2021 is now live, after five successful online seasons in 2020

The first episode of Narrative Summit - Reshaping Norms explores how different forms of arts carry stories from the Egyptian cultural heritage and mirror the Egyptian national identity. In this episode, Egyptian young handicrafts

entrepreneurs, sponsors of arts, tourism promoters reflect on their experience in adding a contemporary touch to the originality of the past, including Mohamed El Kahhal,

partner and head of production at El Kahhal Carpets, HEND EL KAHHAL, partner and head of the sales at El Kahhal Carpets, and Nadine Abdel Ghaffar, founder of Art D’Egypte.

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[To Watch Click Here](#)



**Narrative Summit explores the cinema and TV industry amid a new reality in an optimism-inflicting season**

**Cinematography has developed dramatically in the last 15 years: Ahmad Al Morsy**

**Cinema recovery is imminent as moviegoers hungry await: Tariq Al-Ganainy**

Narrative Summit delved into the world of cinema and TV in its latest Reshaping Norms episode titled

“The Film Industry and the Egyptian Identity”. Cinematographer Ahmad Al Morsy and Producer Tariq

Al-Ganainy, founder and CEO of TVISION Media Production, share their thoughts on the latest

developments in the industry scene, including the entry of digital on-demand platforms, the future of cinema and television in the new reality, and the impact the covid-19 crisis had on the industry.

[To Watch Click Here](#)



**In an episode titled “integration between sports and investment”**

**Narrative Summit speakers discuss the future of sports tourism in Egypt and encouraging sports investment and entrepreneurship Encouraging the private sector to invest in sports promotes integrating sports into the lifestyle of Egyptians: Amr El-Sonbaty**

**The Entrepreneurs Competition was launched to support youth and encourage innovation and creativity: Amr Mansi**

A new episode of Narrative Summit - Reshaping Norms 2021 was released on social media platforms, in

which experts and specialists discussed the integration between sports and investment. Amr El-Sonbaty,

Member of Parliament and Chairman of the Heliopolis Sports Club, founder and partner of Smash

Academy, and Amr Mansi, CEO of I-Events and founder of El Gouna Squash Festival, also shared their

ideas on the future of sports tourism in Egypt and how international tournaments held in Egypt could

help achieve state goals of sustainable development.

[To Watch Click Here](#)



## CRÉDIT AGRICOLE EGYPT ROLLS OUT EGYPT'S FIRST ENVIRONMENT-FRIENDLY CONTACTLESS PAYMENT CARDS IN COOPERATION WITH G&D



**Crédit Agricole** Egypt in cooperation with G&D have announced the launch the first eco-friendly contactless payment cards in Egypt. This comes as part of the bank's strategy based on sustainability and innovation and confirms its social responsibility and contribution to the global efforts to mitigate the effects of climate change by exploiting the latest green technologies and products. It is also part of G&D's approach for the ongoing development and upgrade of its

cards range to produce unique designs and distinctive safety features For the first time in the Egyptian market, the new cards are made of plant-based polylactic acid (PLA). This gives the cards an edge over traditional plastic cards in terms of preserving the environment. The new cards are certified by international bodies and do not result in any harmful waste at any stage of its life cycle, from manufacturing through use or even when disposed of.



## DHL EXPRESS EGYPT DELIVERS COVID-19 VACCINE



**DHL Express Egypt** announced their collaboration with U.P.A on delivering the first shipment of Sputnik vaccine to Egypt.

**The shipment** arrived at Cairo on June 23rd. DHL Express Egypt, as a leading logistics company, has the cooling and transport capacities needed to transport vaccines as they have been pioneers in Vaccine transport worldwide.





## DHL EXPRESS RECOGNIZED AS TOP EMPLOYER 2021 IN EGYPT IN THE MIDDLE EAST



**DHL Express** was recognized by the Top Employers Institute as Top Employer for 2021 in Egypt and the Middle East. The certification attests to DHL's achievement in implementing HR best practices, focused on fostering a positive work environment and encouraging its employees' personal and professional development. This is the sixth time for DHL to be recognized as Top Employer in Egypt and the seventh time in the Middle East.

**Ahmed El Fangary**, General Manager of DHL Express Egypt, said: "DHL focuses heavily on achieving the best global HR practices, which makes it always ranked among the best workplaces. Our continuous presence in the Top Employers Institute classification helps us see where we excelled and reveal the areas we need to be improving."



## DHL EXPRESS DELIVERS HAPPINESS TO CHILDREN WITH CANCER



**On World Cancer Day**, February 4th, DHL Express Egypt delivered a package of happiness to the Children’s Cancer Hospital 57357. The package delivered by DHL Express Egypt was sent by its Paper of Hope initiative.

**DHL’s** Paper of Hope initiative was the brainchild of DHL Express Egypt employees who participated in the company’s Got Heart global competition to present new ideas to help the community. Under this initiative, DHL

collects all its used papers and cartons from its offices and warehouses and sends them to be upcycled into usable products. The proceeds from selling these products are used by DHL Express Egypt to help charitable organizations.

**On this occasion**, a team from DHL Express Egypt delivered wigs for the girls who lost their hair due to cancer treatments along with backpacks to the children at the hospital.





## SIGNIFY INTRODUCES NEW UV-C LIGHTING PORTFOLIO TO MEET THE GROWING DEMAND FOR DISINFECTION



**Signify** (Euronext: LIGHT), the world leader in lighting, is increasing its [UV-C lighting](#) production capacity and expanding its UV-C product portfolio. The company is leveraging more than 35 years of expertise in UV-C lighting to address the growing global need for the disinfection of air, surfaces and objects.

**Mohamed Abo El-Azayem**, General Manager of Signify Egypt and North East Africa, said: “Signify, as a leader in modern lighting, seeks to cement its position as a strategic partner for the state to achieve sustainable development, by working to provide the latest lighting systems and

solutions to the Egyptian market, Egypt is a major hub for the company’s business in the North and East Africa region. We have increased the volume of local manufacturing for all Signify products in Egypt raised the proportion of the local component used in many of our products. A new number of specialized lighting products and systems have also been introduced, by increasing capacity and broadening the UV-C portfolio, Signify is helping keep people safe in a world that is adjusting to a new normal. This is crucial as it comes at a time when organizations are seeking ways to continue operations and provide service in a safe environment.

**ERICSSON**

## **ERICSSON MOBILITY REPORT: MORE THAN HALF A BILLION 5G SUBSCRIPTIONS BY THE END OF 2021**



**Ericsson** (NASDAQ: ERIC) projects that 5G mobile subscriptions will exceed 580 million by the end of 2021, driven by an estimated one million new 5G mobile subscriptions every day.

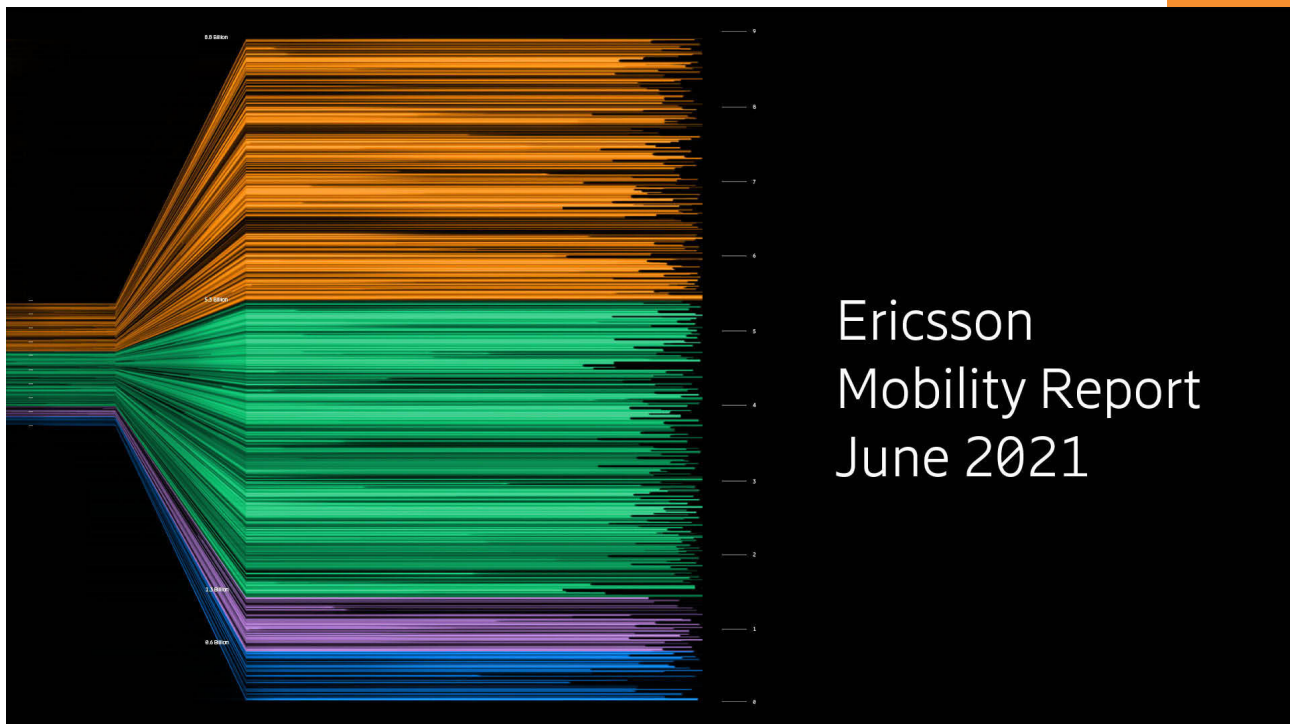
The forecast, which features in the [twentieth edition of the Ericsson Mobility Report](#), enhances the expectation that 5G will become the fastest adopted mobile generation. About 3.5 billion 5G subscriptions and 60 percent 5G population coverage are forecast by the end of 2026.

However, the pace of adoption varies widely by region. Europe is off to a slower start and has

continued to fall far behind China, the U.S., Korea, Japan and the Gulf Cooperation Council (GCC) markets in the pace of 5G deployments.

5G is expected to surpass a billion subscriptions two years ahead of the 4G LTE timeline for the same milestone. More than 300 5G smartphone models have already been announced or launched commercially.

This commercial 5G momentum is expected to continue in coming years, spurred by the enhanced role of connectivity as a key component of post-COVID-19 economic recovery.

**ERICSSON****ERICSSON CONSUMERLAB: PANDEMIC-DRIVEN ONLINE ADOPTION  
HABITS TO BE FUTURE NORM**

**The move** to handling essential elements of everyday life online, prompted by the Global Covid-19 pandemic, will remain a fundamental reality for people around the world long after the pandemic has passed, a comprehensive new consumer report by Ericsson (NASDAQ: ERIC) predicts.

Called [The Future Urban Reality](#), the Ericsson ConsumerLab report is Ericsson's largest consumer study to date. It reveals key insights about what consumers believe will happen beyond the pandemic to the year 2025.

**Representing** the equivalent opinions of 2.3 billion consumers across 31 markets worldwide, the report predicts that consumers will not only continue to manage routine activities - such as remote work, e-learning, e-health and online grocery shopping - online but will also add an average of 2.5 new services. The report predicts that consumers will instead prioritize their leisure time to travel more, practice mindful living and spend time with friends and family.

# بهية

مؤسسة بهية للاكتشاف المبكر  
وعلاج سرطان الثدي

## “UNDER THE SLOGAN “EVERY POUND FOR BAHEYA BAHEYA FUNNELS ALL RESOURCES TO BUILDING SHEIKH ZAYED HOSPITAL

### DR. MAYA MORSI AND ACTRESS NELLY KARIM PARTAKE IN BAHEYA CAMPAIGN TO SUPPORT EGYPTIAN WOMEN



A number of public figures and artists participated in the Baheya Foundation for Early Detection & Treatment of Breast Cancer campaign this year. Under the slogan, “Every Pound for Baheya “ the campaign aims to funnel all financial resources for the new Baheya Hospital being built in Sheikh Zayed.

Amongst the public figures who participated in the campaign are Dr. Maya Morsi, President of the National Council for Women, who changed her Facebook profile picture to include the campaign frame, and actress, Nelly Karim, the ambassador of Baheya Hospital, who shot video in which she conveyed the Baheya message and called on Egyptians to support the foundation to help the women of Egypt. Many other celebrities and public figures supported this

campaign, including actor Sherif Mounir, Ingy El Mokadem, Hamada Helal, Sherif Madkour, Salma Abu Deif, Rola Kharsa, Doaa Amer , Abeer El Sheikh, Eman abdel baky and others.

**Mrs. Laila Salem**, a member of the Board of Trustees of the Baheya Foundation and Baheya’s granddaughter, said: “This year we decided to raise the slogan “Every pound for Baheya” by refunneling all our resources and donations to building the new Baheya Hospital in Sheikh Zayed. This year’s advertising campaign was very simple, as all the resources were redirected so that we can materialize our plan to eliminate waiting lists by establishing the Baheya Sheikh Zayed as soon as possible. We dream of an Egypt free of breast cancer.”

# بهية

مؤسسة بهية للاكتشاف المبكر  
وعلاج سرطان الثدي

## SOCIAL SOLIDARITY MINISTER NEVINE EL-KABBAG VISITS THE NEW BAHEYA HOSPITAL CONSTRUCTION SITE IN SHEIKH ZAYED AND ALLOCATED EGP 25 MN TO BAHEYA FOUNDATION



**Ms. Nevine El-Kabbag**, Minister of Social Solidarity, visited the construction site of the new Baheya Foundation Hospital for early detection and treatment of breast cancer in Sheikh Zayed.

**The minister** met with the Board of Directors of the Baheya Foundation and was briefed about the foundation work, its future plans, and the hospital establishment stages.

During her visit, **El-kabbag** earmarked EGP 25 mn to the Baheya Foundation to support the establishment of the new hospital in Sheikh Zayed. The new hospital due to open in 2023 will receive 500,000 women per year.





**IBNSINA PHARMA CONTRIBUTES TO THE EGYPTIAN INITIATIVE FOR THE RECONSTRUCTION OF GAZA WITH THE TAHYA MISR FUND**



# شكراً

لمشاركتك في المبادرة المصرية لإعادة إعمار غزة



أو حساب البنك: ٠٣٧٠٣٧ - إعادة إعمار غزة

أو الموقع الإلكتروني: [tahyamisrfund.org](http://tahyamisrfund.org)

شارك معنا على



**Tahya Misr** Fund thanks Ibnsina Pharma for taking part in building the bridge of goodness from Egypt to Palestine and participating in the Egyptian Initiative of the reconstruction of Gaza.





## IBNSINA PHARMA SIGNS AN AGREEMENT WITH THE GENERAL AUTHORITY FOR HEALTHCARE



**The General Authority for Healthcare (GAH)** signed a cooperation agreement with Ibnsina Pharma for the beneficiaries of the new Universal Healthcare Insurance.

**The GAH** was represented by its CEO, Amir Al-Talwani, while Mohsen Mahgoub, CEO of Ibn Sina Pharma, represented the company. The agreement was signed at GAH headquarters in Nasr City.

The agreement provides for cooperation in digitizing the healthcare services and the medical supply system for stores and facilities, in addition to supporting the launch of remote medical consultations apps. In addition, under the agreement, the two parties will collaborate to continue

improving the quality of the healthcare services performance in line with GAH objectives and the new Universal Health Insurance project.

Mohsen Mahgoub, Ibn Sina Pharma CEO, expressed his pleasure in cementing the company's role as a key partner in the Egyptian healthcare sector and taking the initiative to support the Universal Health Insurance system. Launched by President Abdel Fattah El-Sisi in 2019, the new healthcare scheme will provide a decent world-class medical service to all Egyptians in line with the strategic goals of Egypt's Vision 2030 regarding healthcare and the digital transformation of its services.



**WITHIN THE FRAMEWORK OF ITS STRATEGIC VISION HASSAN ALLAM WINS THE CONTRACT TO PROVIDE AND OPERATE SERVICES AND FACILITIES AT THE GRAND EGYPTIAN MUSEUM**



**Hassan Allam Holding** announced that a Consortium between “Hassan Allam Construction” and “MAB” of the United Arab Emirates and other global leaders from France, UK, and other countries in tourism promotion, cultural programming, and business management, marketing and quality control, has been awarded the contract to provide and operate services and facilities at the Grand Egyptian Museum (GEM) in cooperation with the Ministry of Tourism and Antiquities. Poised to be among the world’s leading cultural and touristic landmarks, the GEM highlights the Egyptian Government’s framework and commitment to support its tourism industry. Hassan Allam Holding is proud to be selected as the partner of choice, helping deliver the country’s vision.

**Hassan Allam, CEO** of Hassan Allam Holding, said: “It is an unparalleled honor to have been selected to provide and operate services and facilities at what will be one of the most important museums in the world. Egypt’s rich history and attractions already offer visitors a diverse experience. The GEM builds on this, elevating Egypt to a commanding place on the global tourism map. We recognize the unique privilege that has been bestowed on us in playing such a central role in the Grand Egyptian Museum and are excited to start work towards the Government’s strategy of developing sustainable museums and attractions.



## ON THE OCCASION OF THE OPENING OF THE NATIONAL MUSEUM OF EGYPTIAN CIVILIZATION AND THE ROYAL MUMMIES PARADE

Hassan Allam Holding congratulates all Egyptians on this international event and is proud of its role in building the National Museum of Egyptian Civilization



**All eyes turned** to Egypt's as it moves the royal mummies from the Tahrir Egyptian Museum to the Museum of Egyptian Civilization in a historic golden parade announcing the opening of the Museum of Egyptian Civilization. On this occasion, Hassan Allam Holding, a leading construction and engineering group headquartered in Cairo, Egypt, serving regional and global clients in the Middle East and Africa, extends sincere congratulations to the great Egyptian people. Hassan Allam Holding is proud to have built and constructed the Museum of Egyptian Civilization in Fustat, to which the royal mummies were transported in a historical procession.

**Eng. Hassan Allam, CEO of Hassan Allam Holding,** said: "Hassan Allam Holding is proud to be a part of this historical and global event, as the company undertook the construction of the Museum of Egyptian Civilization in Fustat. The museum shall become one of the most important national and cultural mega projects in the world, being one of the largest archaeological museums globally and the first to be entirely dedicated to displaying artifacts of one of the richest and greatest civilizations in the world. This museum is part of the long and extended partnership between Hassan Allam Holding and the Egyptian state in many national and strategic projects."

# EMAAR

## EMAAR MISR LAYS THE FOUNDATION STONE FOR BELLE VIE PROJECT IN NEW SHEIKH ZAYED CITY



**Emaar Misr**, the largest developer of the most prestigious residential communities in Egypt, celebrated laying the foundation stone and launching the first phase of the Belle Vie development in New Sheikh Zayed City, in the presence of Mr. Mohamed Ali Alabbar, founder of Emaar Properties.

With an area of 500 feddans, Belle Vie is Emaar Misr's second project in West Cairo

after Cairo Gate project. Belle Vie by Emaar was carefully designed to ensure a unique life experience that lives up to its French name Belle Vie or beautiful life. A 1400-meter-long green valley will cut across the project, which will envelop a sandy beach lake surrounded by green areas. It will also feature a multi-activity social and sports club, an open area for services, along with shops and restaurants, and an educational institution.

# EMAAR

## EMAAR MISR BREAKS GROUND AT ADDRESS BEACH RESORT MARASSI AND VIDA MARINA HOTEL



**Emaar Misr**, the largest developer of the most prestigious residential communities in Egypt, today laid the foundation stone for its two new hotels, Address Beach Resort Marassi and Vida Marina Hotel in Marassi Sidi Abdel Rahman. The two luxury properties, which include the first Vida Hotels + Resorts branch outside the UAE. The ceremony was attended by Mr. Mohamed Alabbar, Founder of Emaar;

**Engineer Hassan Allam, CEO of Hassan Allam Holding Group**; and Osama Bishai,

CEO and Managing Director of Orascom Construction.

The two hotels are the first of nine hotels that Emaar Group is set to build at Marassi Sidi Abdel Rahman. The hotels are developed in line with the Egyptian government's strategy to develop the North Coast area, which in recent years, has witnessed a boom in investment and urbanization. This necessitates the provision of distinguished hotels that accommodate the occupancy throughout the year.

# EMAAR

## EMAAR MISR DELIVERS THE SECOND PHASE OF BEYOUT AL KHEIR IN LUXOR, ASSIUT, BENI SUEF, AND SHARQIYA



**Emaar Misr** celebrated the delivery of the second phase of the Beyout Al Kheir Project to deserving families in the village of Al Gharirah, Isna, in Luxor in presence of Luxor Governorate Assistant Secretary Dr. Emad Aboul Azayem representing Governor Mr. Mostafa Alhem and Mr. Khaled Omran, head of Misr El Kheir Foundation in Luxor along with several representatives and officials from both the governorate and the foundation. Beyout Al Kheir Project is funded by Emaar Misr under the auspices of the Ministry of Social Solidarity and in cooperation with Misr El-Kheir Foundation.

As part of **Emaar Misr's** social responsibility, the second phase of Beyout Al Kheir Project targets building 431 housing units in Luxor and Sharqiya, renovating two orphanages in Beni

Suef and Assiut, and create sustainable income-generating projects in the targeted governorates.



## **ELECTRONIC HARASSMENT IS NO LESS IMPACTFUL THAN PHYSICAL HARASSMENT AND CAUSES THE SAME PSYCHOLOGICAL DAMAGE: HUSSAM NABIL**

An American statistic showed that one in 4 women is exposed to sexual harassment



**In the context** of following up on the Egyptian affairs, the therapist and founder of [Naya Clinics](#) Hussam Nabil spoke about harassment and violence against women, commenting on the speech of Maya Morsi, head of the National Council for Women, at Narrative Summit - Reshaping Norms. In her speech, Dr. Morsi addressed the issues of electronic harassment, revealing that the council had received over 66,000 complaints of electronic harassment during the period of the pandemic alone. the Council is launching awareness-

raising programs on social media platforms, introducing the Cybercrime Law.

Minister of State of Immigration and Egyptian Expatriates Affairs Nabila Makram had congratulated the expert and Egyptian therapist and entrepreneur Hussam Nabil for having trademarked a new method of psychological treatment called Positive Existential Therapy. The new approach blends the traditional method of existential therapy with positive psychology.

# METITO



## METITO AWARDED EUR 42M WASTEWATER TREATMENT PLANTS PROJECT IN JORDAN AND ANNOUNCED AS THE WATER COMPANY OF THE YEAR- DISTINCTION AWARD WINNER AT THE GLOBAL WATER AWARDS



**Metito**, the leading global provider of water and alternative energy management solutions, is awarded the project to rehabilitate Irbid and Wadi Al Arab northern wastewater treatment plants in Jordan – a contract worth EUR 42 mn with a capacity of more than 10 million m<sup>3</sup>/year by the Jordanian Ministry of Water and Irrigation following a competitive tender.

In a related context **Metito** has been announced the winner of the Global Water

Awards -"Water Company of the Year - Distinction Award" for 2021, organized by Global Water Intelligence (GWI). Metito accepted the award during an online virtual ceremony organized by GWI to honour the winners of the prestigious award. The award recognizes excellence across the entire international water industry within seven categories and rewards those initiatives in the water, wastewater, and desalination sectors that are moving the industry forward.



**METITO**

## **METITO COMPLETES THE PRELIMINARY HANDOVER OF THE PORT SAID SEAWATER DESALINATION PLANT**



**Metito**, the leading global provider of water and alternative energy management solutions, announced the handover of the 150,000 cubic meters/day seawater desalination plant in East Port Said to serve nearly one million citizens. The plant was developed by a consortium of Metito and Orascom at a total cost of US\$ 130 mn.

**The Port Said Seawater** Desalination Plant is built on an area of 79,000 square meters, including an area designated for future expansions. The project site was

carefully selected to be in proximity to East Port Said City, which is slated to be the top beneficiary of the water produced. Metito has been keen to protect the environment and take sustainability into account, so the project was designed to consume the least amount of energy per cubic meter of produced water, which will positively affect the economics of operation and reduce the carbon footprint of the project by employing advanced methods to recover energy from wastewater (i.e., highly saline concentrated water).



**SCHNEIDER ELECTRIC AND AIN SHAMS FACULTY OF ENGINEERING SIGN MOU TO TEACH THE IEC COURSE**



**Schneider Electric**, the leader in the digital transformation of energy management and automation, and Ain Shams University signed a memorandum of understanding to provide financial and technical support and laboratory equipment needed to teach the IEC60364 course within the Energy Engineering credit hours course at Ain Shams University’s Faculty of Engineering. Schneider Electric will also equip a student laboratory for designing networks, smart buildings, and renewable energy. The memorandum was signed in the presence of Hany Shaltout, Solutions Development Vice President for Schneider Electric North East Africa and Levant, and Dr. Walid El-

Khattam, Director of the Center of Excellence for Energy in the Faculty of Engineering at Ain Shams University.

The Center of Excellence for Energy at Ain Shams Engineering, established by the Massachusetts Institute of Technology (MIT) in cooperation with the Ministry of Higher Education and Scientific Research with funding from the United States Agency for International Development (USAID), aims to support education, research, scientific and entrepreneurship in the field of energy to overcome the challenges facing students in the fields of science, engineering, and social sciences.





## IN THE PRESENCE OF THE GOVERNOR OF SOUTH SINAI AND IN IMPLEMENTATION OF THE MOU WITH THE MINISTRY OF SOCIAL SOLIDARITY

Schneider Electric inaugurates solar-powered wells in Wadi Silva, South Sinai



**Major General Khaled Fouda**, Governor of South Sinai, inaugurated Schneider Electric's solar-powered water well pumping project. The new solar panels would generate 35 kW of power to pump water from 7 wells. Schneider Electric, the leader in the digital transformation of energy management and automation, also installed new drip irrigation network extending over 1.2 km to serve agriculture in Wadi Silva, Ras Sudr, South Sinai.

Using **Schneider Electric's** Water of the Sun technology, the new solar-powered pumps replace the old diesel water pumping system used in seven wells, thus providing sustainable and environmentally friendly solutions for the

residents of Wadi Silva Village. The project also entailed extending a drip irrigation network 1.2 km and a 6x30 sqm greenhouse. This allows the residents of the village to increase the cultivated area from 6 to 100 feddans using clean water.





## BRITISH SAFETY COUNCIL AWARDS SCHNEIDER ELECTRIC EGYPT DISTRIBUTION CENTRE AN INTERNATIONAL SAFETY AWARD



**The British Safety Council** has revealed that Schneider Electric Egypt, the leader in the digital transformation of energy management and automation, was amongst the winners of the International Safety Awards 2021. The awards recognise Schneider Electric true dedication to keeping its workers and workplaces healthy and safe in 2020.

**Schneider Electric Egypt** was awarded a Merit amongst 147 organizations of all sizes and from different sectors. The British Safety Council has been preparing an annual list of winners over 63 years to celebrate improving health and safety standards around the world. Schneider Electric Egypt's inclusion in 2020 reflects its efforts to protect workers in its factories from the risks of injury and health problems and ensuring their mental wellbeing.

## FOUNDER AND CEO OF VEZEETA: DIGITIZATION OF HEALTH SERVICES SUPPORTS COMPREHENSIVE INSURANCE PROJECT



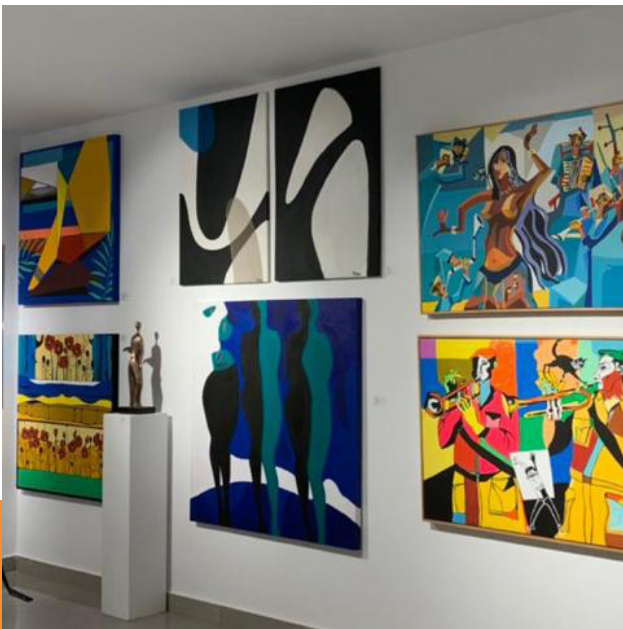
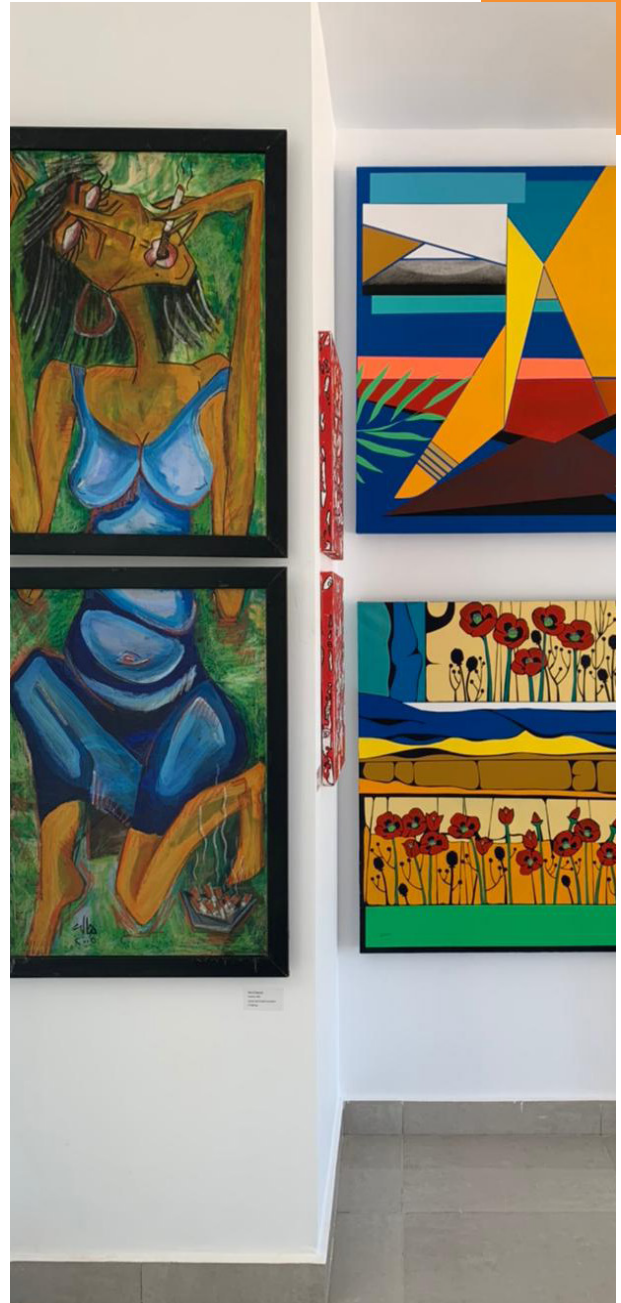
**By the conference**, organized by day of GAHAR in cooperation with the General Authority for health insurance under the title “With success partners for better health.” Prospects for cooperation to develop the Health Services Department and join the comprehensive health insurance system” in Ismailia governorate, within the framework of completing the system activation in the rest of the governorates of the first phase and introducing the role of both bodies and technical support services offered to health service providers in the governorate.

Amir Barsoum, founder, and CEO of Vezeeta, said that the comprehensive health insurance project under the auspices of President Abdel Fattah al-Sisi is a radical change in the content of the health system, and contributes to providing integrated health care to all Egyptians through medical services of the highest quality, and is one of the objectives of Egypt’s Vision 2030, Adding that the digitization of health services contributes to keeping pace with and supporting this national project in Egypt; So that the Egyptian citizen gets the highest quality of healthcare providers through advanced digital solutions.



ART D'ÉGYPTÉ

**“ALMAZA BAY EXHIBITION”**



**Art meets** nature this summer, EX by Art D'Égypte Announces the Opening of Almaza Bay Exhibition. Art D'Égypte collaboration and Almaza Bay are collaborating this year to bring a unique artistic vibe next to the shore in B03, Beach Town, Almaza Bay, throughout the summer season until 22nd August 2021 through Almaza Day Exhibition.



ART D'ÉGYPTÉ

## NADINE ABDEL GHAFFAR RECEIVES THE KNIGHT ORDER OF ARTS AND LITERATURE FROM FRANCE



**Art d'Égypte's** powerhouse founder, Nadine Abdelghaffar, has been knighted Chevalier de L'Ordre des Arts et des Letters by the French Ambassador to Egypt Stéphane Romatet. Abdelghaffar became the youngest Egyptian to be knighted by the French Government in recognition for her vast contributions to the contemporary arts and cultures scene of Egypt.

The ceremony was attended by Dr. Khaled Al-Anani, Minister of Tourism and Antiquities as well as public figures, ambassadors, and ministers at the embassy headquarters in Giza.



CAIRO  
PHOTO  
WEEK  
DOWNTOWN CAIRO '18

**PHOTOPIA TO HOLD THE SECOND EDITION OF CAIRO PHOTO WEEK  
IN PRESENCE OF AMBASSADORS AND THE PARTICIPATION OF 140  
PHOTOGRAPHERS FROM AROUND THE WORLD**



**11<sup>th</sup> of March 2021**, Cairo – With the aim of supporting the photography community, Photopia, the photographers' hub is set to open the second edition of Cairo Photo Week this month. Over 140 photographers from around the world will

come together for a series of exhibitions, workshops, and panel discussions over 10 days from 11 to 20 March 2021. A number of ambassadors are also due to visit the exhibition, including both the American and British ambassadors in Cairo.





## 3 IN 4 EGYPT SMALL BUSINESSES OPTIMISTIC ABOUT RECOVERY, AS REVEALED IN NEW VISA SMALL BUSINESS RECOVERY STUDY



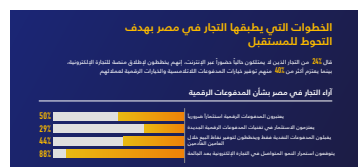
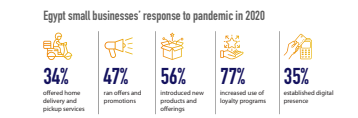
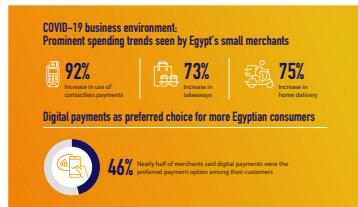
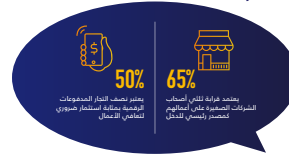
**3 in 4 (72%)** of small businesses in Egypt are optimistic about their business recovery following rapid digital adoption during pandemic

**DID YOU KNOW?**



**أكثر من 3 من بين 4 (72%)** من شركات صغيرة في جمهورية مصر العربية من تفاؤلا حول تعافي الأعمال مع الانتعاش السريع إلى المنهجيات الرقمية أثناء تفشي جائحة كوفيد-19

**هل تعلم؟**



**Three out** of four small businesses in Egypt say they feel optimistic about business recovery in 2021, according to a new study by Visa (NYSE: V), the world leader in digital payments. Half of Egyptian merchants surveyed (50%) believe their investment in digital payments will play an important role in their business recovery.

The '2021 Small Business Recovery' study surveyed small and medium

businesses (SMBs) in Egypt, UAE, KSA and Pakistan to understand how they have evolved the way they do business to manage the impact of the coronavirus on their bottom line. The study also revealed the key spending trends that merchants believe define the COVID-19 business environment - these include increased use of contactless payments (92% of merchants), takeaways (73%) and home delivery (75%).



**UNDER THE PATRONAGE OF THE PRIME MINISTER AND IN  
COOPERATION WITH THE ITALIAN EMBASSY AND THE ITALIAN  
CULTURAL INSTITUTE**

Al-Bayt Magazine collaborates with the Italian Fuorisalone to launch the Cairo  
Milano design platform

The platform paves the way for Egyptian creators to present their works  
alongside international brands



**Cairo, April 8** - Under the auspices of the Presidency of the Council of Ministers, Al-Bayt Magazine, published by Al-Ahram Foundation, launched its new digital platform, Cairo Milano Design, in cooperation with Italian Fuorisalone. The new platform aims to keep pace with the great boom in the fields of creativity, design, and industry, and

## MAJIDA EL ROUMI AND MAESTRO NADER AL-ABBASI IN A UNIQUE PERFORMANCE AT QUBBA PALACE ON APRIL 2<sup>nd</sup>



**Cairo, February 23, 2021-** The famous Lebanese star Majida El Roumi will be the first to take the Qubba Palace stage on April 2nd, accompanied by the Egyptian Maestro Nader al-Abbasi and the Union Philharmonic Orchestra.

**AFTER A SUCCESSFUL DEBUT IN DUBAI ABDEL HALIM HAFEZ RETURNS TO STAGE IN A HOLOGRAM PERFORMANCE**



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Cairo, May 29, 2021 - **E-Andaleeb el-Asmar** is set to take the stage once again in a hologram concert held at Mall of Arabia.

The new concert will see the collaboration of MBC and RMC to leverage on the successful debut of Abdel Halim Hafez hologram performance in Dubai. Abdel Halim will once again appear in a series of concerts in several Arab countries where fans can enjoy his most remarkable tunes and unique stage appearance in a once-in-a-lifetime experience powered by modern technology.



**IN THE PRESENCE OF ASWAN GOVERNOR, UNIVERSITY HOSPITAL DIRECTOR, AND ASWAN UNIVERSITY PRESIDENT**

**THE EGYPTIAN CURE BANK INAUGURATES ICU AT ASWAN UNIVERSITY HOSPITAL**



**Cairo on February 10, 2021** - Major General Ashraf Attia, Governor of Aswan, inaugurated the intensive care unit at Aswan University Hospital, which was fully equipped by the Egyptian Cure Bank.

The ceremony was attended by the University Hospital Director, Ashraf Moabed, Aswan University President Ahmed Ghalab, and the Egyptian Cure Bank CEO Moez Shohdy.

**The cooperation** between the Egyptian Cure Bank with Aswan University Hospital comes within the framework of the bank's plan to equip and support intensive care departments in government and university hospitals within the most vulnerable governorates, especially Upper Egypt, with the aim of providing the best medical care for patients.

