



# Are You Ready for Business? Business Delegation to Egypt

After being the centre of world's attention for 18 days, Egypt is now back on track and ready for business. The Royal Danish Embassy in Cairo invites you to discover vast investment opportunities in this exciting country.

With its unique location, rich history and ease of doing business, Egypt remains the business, cultural and political centre of the Middle East and North Africa. Despite the global crisis and post-revolution tussles, the economy has proven resilient and is again ready for growth. Key prerequisites being a young population of 80 million, a diversified industrial base and a prominent place (21 out of 183) in the World Bank's annual Doing Business Report (2012).

The transitional government has emphasized accelerated economic reform alongside democratic developments and improvements in the investment climate. Hence, Egypt is once more ready for business!

## Targeted Sectors

The delegation will be targeting two extraordinary sectors of growth: Energy Efficiency & Renewable Energy and Transport & Logistics. Both sectors have shown extraordinary growth and are expected to increase in the years to come:

- *Energy efficiency and renewable energy:* Environmental awareness has moved up and is no longer solely a question of implementing end-of-pipe solutions. The transitional government and prominent Egyptian officials have repeatedly stated that environ-

## Delegation in Brief

The delegation takes place April 22-26, 2012 and will start with a joint seminar in Cairo followed by one-on-one matchmaking meetings.

Danida Business Partnerships offers financial support to companies that meet the necessary requirements. Preparatory meeting, match-making and advisory services are free of charge.

## Information meeting

Companies that participate in the delegation are invited to an information meeting on April 17, 14:00-16:00 at DI, Sundkrogsvej 20, 2100, Copenhagen

mental issues are a high priority. A number of financial instruments are equally in place that allows companies to go green!

The Government is committed to reach its target of 20% energy generation from Renewables by year 2020. A bountiful of sun, wind and not least vast areas of uninhabited land creates the right preconditions. A range of attractive incentives for private investments in the sector are presently on the drawing board.

- *Logistics & Transport:* Egypt is located on a key international logistics route, with close proximity to regional and major export markets. It takes less than one week for ships leaving Egypt to reach the major ports of Europe and the Arab World. The growing export and import volumes in Egypt all bring in huge opportunities for logistics service providers

The Egyptian Logistics Market is entering a growth phase. The Government has been unleashing initiatives to make Egypt a global logistics hub and encouraging foreign investment in various sectors. The built-in (established domestic) market provides a broad customer base and variety of opportunities for logistics service providers planning to start up in Egypt. Hence, the market is expected to grown by more than 10% annually in the coming years.

### **DANIDA Business Partnerships – Combining opportunities with development**

The delegation is sponsored by Danida Business Partnerships and if your company qualifies for support, Danida Business Partnerships can cover up to 75% of one person's expenses directly related to the visit. Moreover, Danida Business Partnerships will organise briefings, visits, match-making meetings, and similar activities tailored according to the needs of your company.

### **Corporate Social Responsibility (CSR)**

Developmental initiatives including CSR are an important part of Danida Business Partnerships Program. Danida Business Partnerships stand ready to advice on CSR free of charge for participating companies.

### **How do I sign up for the delegation?**

Are you interested in signing up for the delegation or just getting to know more? Contact one of us at [DI Business Development](#):

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<a href="mailto:PEH@DI.DK">PEH@DI.DK</a>	<a href="mailto:SITO@DI.DK">SITO@DI.DK</a>	<a href="mailto:ANFL@DI.DK">ANFL@DI.DK</a>
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### **Cancellation fee**

DIBD reserves the right to charge 5.000,- DKK upon cancellation of confirmed participation

### **One Chain Logistics**

The well-established Danish company Prime Cargo enjoys a long term business partnership with its Egyptian partner, Namaa, through their Joint Venture One Chain Logistics (OCL) providing third-party logistics services to a wide range of local and international companies in Egypt.

The joint company owns a state-of-the-art 35,000 m<sup>2</sup> warehouse in Cairo, Egypt with a sophisticated warehouse management system.

The company has initiated a number of Corporate Social Responsibility activities providing logistical solutions for food meals delivery to needy people in Egypt.

## Programme Delegation 2012 (Tentative)

### Sunday 22 April: The Egyptian Business Environment

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09.00 – 09.15	Welcome - Christian Hoppe, Ambassador
09.15 – 09.45	Doing Business in Egypt – Lead Egyptian Businessman
09.45 – 10.15	Case Example (DBP Partnership) - One Chain Logistics
10.15 – 10.45	DANIDA Business Partnership - Lisbeth Jespersen, DANIDA
10.45 – 11.00	Break
11.00 – 11.45	Financing: Introduction by IFU and Example of (IFU & DBP) - ZooControl
11.45 – 12.30	Interactive discussion about Doing Business in Egypt
12.30 – 13.30	Lunch
13.30 – 15.00	Briefing of individual meetings Companies will have the opportunity to consult Embassy staff on the issues related to their individual meetings in the following days
15.00 – 17.00	Company (1-2-1) Meetings as available after the briefing
19.30 –	Dinner at the Ambassador's residence

### Monday 23 April: Individual Meetings with Egyptian Companies

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09.00 –	Company (1-2-1) Meeting
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### Tuesday 24 April: Individual Meetings with Egyptian Companies

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09.00 – 18.00	Company (1-2-1) Meeting
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### Wednesday 25 April: Individual Meetings with Egyptian Companies

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09.00 –	Company 1-2-1 Meetings
18.00 – 19.00	Company Case (to be identified) & Informal Get-together

### Thursday 26 April: Closing Session and Wrap-Up

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09.00 – 12.00	Company 1-2-1 Meetings
13.00 – 14.30	Each company present general outcome of meetings
14.30 – 16.30	Conclusion and wrap – up

**Opportunity for individual follow-up meetings with DB Partnership team  
will be offered during the week**