

Business monthly

THE JOURNAL OF THE AMERICAN
CHAMBER OF COMMERCE IN EGYPT



CATCH ME
If you can
THE FUTURE OF U.S. INFLATION AND INTEREST RATES



ALBURUJ

THE ONLY SMART VILLAGE IN EAST CAIRO.
SOON OPERATIONAL IN 2023



Real Image

Technical Data:

- Land area: **120,000 m**
- Total Built-up area: **100,000 m**
- Accessibility to retail and F&B outlets
- Surface and underground parking count: **2,500 slot**
- High speed fiber optic network powered by Etisalat Egypt
- Centralized Air Conditioning
- High speed elevators
- Alternate power source

- Standby generator in case of emergency
- Integrated building management system
- Firefighting systems
- IPCCTV and access control systems



Capital Group Properties

For inquiries  **19333**

THE
PODIUM
OFFICES

☎ 16761



DELIVERING Q1-2023
OFFICES FOR LEASE
STARTING 400 SQ.M



كايرو فستيفال سيتي
Cairo Festival City



مجموعة الفطيم العقارية
Al-Futtaim group real estate



AMR EL BAHEY
CEO

Prioritizing the Adoption of Strong Environmental, Social and Governance Measures:

“SUSTAINABLE FINANCE” A STRATEGIC PATH FOR MASHREQ BANK

It was the 2015 Paris Agreement that unfurled the banner of sustainable finance. Specifically, Article 2, paragraph 1(c) of the Paris Agreement on ‘making finance flows consistent with a pathway toward low greenhouse gas emissions and climate-resilient development’, required signatory countries to align financing flows with the main global climate change agreement.

If this directive set out the broad goal of galvanizing the financial community to work towards a climate resilient future, there are other forces at play boosting sustainable finance. By the end of 2021, 75% of global emitters, over 80 countries, had committed to achieving net-zero emissions. What this means in practice is that every economic

entity in those 80 countries will need to align its strategies, operations, and activities to less than 2°C of global warming. The role of the financial sector, from banks, fund managers, insurance companies, investors, to a wide range of supportive professional services in assisting this transformation will be crucial.

Green and sustainable finance ensure that capital flows into businesses, investments, projects and technologies that contribute to a sustainable, low-carbon world. Through their role as a conduit between businesses and finance, banks can help engage people in green and sustainable practices by leveraging their advice, analysis, action and decisions – on both an individual and institutional level.

MASHREQ BANK'S LEADERSHIP

In every country where it is present, Mashreq Bank pursues the sustainable development goals as one of its guiding strategies. The Bank recognized early on the importance of responsible products and services and their impact on achieving sustainable and inclusive economic development.

To engrave and institutionalize its commitment to environmental protection, social responsibility and strong governance, Mashreq Bank has also launched an ESG Policy Framework.

"Achieving sustainability is a key priority for us in the coming period. We are nearing completion of core themes, sustainability framework and ESG strategy. As a bank founded on the principles of social responsibility, integrity, and transparency, we are focused on promoting environmental stewardship, corporate governance, employee welfare and improving communities where we operate," explains Amr El Bahey, Chief Executive Officer at Mashreq Egypt.

Mashreq Bank works regionally and internationally to apply environmental measures and sustainable development standards in line with the economic and sustainable development goals of the country in which it is located and strives to have an impact in the communities where it operates. Across its operations, clear Sustainable Performance Indicators (SPIs) and an overall strategy exist for its sustainability initiatives plotted for the next 3 to 5 years.

In the UAE, Mashreq worked hard to make sure socially responsible and charitable initiatives were aligned with the objectives of the Vision 2021, as well as the country's Sustainable Development Goals.

Regular reports on sustainability and initiatives in compliance with international standards, allowed Mashreq to shed light on the bank's ESG activities while improving investor transparency and inspiring other organizations to do the same. Adding to that, Mashreq expanded its efforts to sponsoring several summits and networking events with the aim of supporting intensive green efforts in the Middle East. In recognition of all these efforts, Mashreq received two prestigious Decarbonization and Climate Action (DACA) awards at the Arab Green Summit.

As the broader aims of sustainable finance go beyond the risks of climate change, it must be stated that we cannot successfully address the climate emergency without addressing economic and social sustainability as well as providing shared prosperity for present and future generations.

COP27 & The Egyptian Initiatives

The impact of natural disasters and the challenges of climate change on the financial sector is of interest to regulatory authorities around the world. In the Arab countries, monetary and financial authorities play a pivotal role in promoting green and sustainable financing by taking into account environmental risks when formulating goals and making financial decisions.

In Egypt, there is no doubt that the banking sector, under the leadership and guidance of the Central Bank of Egypt, is playing a pivotal role in the MENA region. With Egypt hosting COP27 next November in Sharm El-Sheikh, the Federation of Egyptian Banks announced the establishment of the Sustainable Finance Committee, chaired by Dr. Dalia Abdel Kader.

The committee includes leading figures from all sectors of banking, including risk and credit departments, corporate finance, SME financing, financial inclusion, investment, and banking services, as well as marketing and communications.

Its aim is to coordinate and support the efforts of the Egyptian banking sector to inform and raise awareness of both global trends and regulatory developments that require a shift towards sustainable financing, as much as towards achieving compatibility versus profitability, addressing societal and environmental realities, and supporting Egypt's Vision 2030.

The committee's objectives include supporting and enabling banking institutions to engage in three vital areas: first, managing environmental and community risk and climate change; second, offering banking products to finance new sectors in several areas that maximize profitability while achieving alignment with the 2019/2023 Medium Term Sustainable Development Plan; and, thirdly, qualifying banks to measure carbon and ecological footprints.

With international development institutions insisting on sustainability criteria as a prerequisite for obtaining funds with distinctive returns, sustainable finance is becoming necessary to drive sustainable economic development. And thus, the virtuous circle of sustainable finance is closed. What began with the Paris Agreement in 2015, was boosted by national Net Zero commitments, driven by demand for advice and services by clients is now being rewarded by new business opportunities for banks. Both the environment and the sector applaud.

Arab Bank... Best Bank in the Middle East 2022



for the 7th consecutive year



arabbank.com



البنك العربي
ARAB BANK



Success is a journey

HUBLOT

533-304-105



FELOPATEER
PALACE

HUBLOT BOUTIQUE
CITYSTARS MALL

T.: +2 012 2210 8642
WWW.FELOPATEERPALACE.COM
FELOPATEER@FELOPATEERPALACE.COM

hublot.com • f • t • i

RICHARD
ORLINSKI

CLASSIC FUSION ORLINSKI

Titanium case set with diamonds.
Self-winding movement.



Ahmed El Shazly
Egypt/Sudan Country Manager

Can you give us an overview of the company's operations in Egypt?

At Pfizer, all our work is fundamentally underlined by our mission to deliver breakthroughs that change patients' lives. That dictates all our work globally, including in Egypt, where for the past 60 years, we have been working with healthcare professionals, communities, and government to that end.

Simultaneously, as a global company, Pfizer is shifting from a diversified company with a consumer health portfolio and comprehensive portfolio of legacy brands to a more science-focused biopharmaceutical powerhouse. As part of that transformation, one of our core priorities is promoting innovation across our full range of therapeutic areas – oncology, vaccines, rare diseases, internal medicine, inflammation & immunology, and hospital products which is well represented locally. This innovation, with the passion of our +500 employees in Egypt, are evident in the way we deliver our business and the new assets and breakthroughs we are bringing to market.

We are also working hand in hand with the Egyptian government and exploring potential areas of partnerships that comply with Egypt's 2030 vision and UN SDG 3 "Good health and well-being". That is why we take it upon ourselves to partake

in various initiatives and programs, to provide high-quality innovative medicines, and improve health conditions through prevention and early intervention. Additionally, we work on transferring knowledge and sharing global experiences on a local level by identifying the needs of the Egyptian market and cooperating with local authorities and healthcare institutions.

You are Pfizer Egypt's new Country Manager. Could you tell us more about yourself?

I am thrilled to move to this role and be appointed as Pfizer Egypt Country Manager. I started my career as a medical rep in Pfizer Egypt since 2001, and since then, I've been fortunate enough to gather a wealth of experience leading functions and commercial roles and live in different cultures and markets across regions like the Middle East and Asia Pacific including Japan, Thailand, Hong Kong, and Gulf. Living and experiencing these vast and diverse regions fundamentally shaped who I am personally and professionally. It allowed me to gain valuable insights into our organizational culture and strategy and gave me a real sense of how our business operates and placed me in great stead for what was to be the next significant move of my career. It is a time of incredible opportunities for Egypt with the implementation of Vision 2030 and the impending transformation of Egypt

healthcare. I am excited about what Pfizer can bring to this landscape, along with the rest of our industry.

Can you give me an overview of your strategy and expansion plans for Pfizer in the coming period?

As mentioned, Pfizer is shifting its core focus from a commercial powerhouse to a first-in-class scientific powerhouse. As we develop innovative treatments, particularly therapies and vaccines, we strive to impact societies positively.

The Egyptian market is a pivotal market to Pfizer, with a population of 100 million citizens. Pfizer is proud to support the local efforts to provide the most exemplary healthcare system, help medical facilities reduce expenses, and serve the most vulnerable patients.

That is why, for the last years we focused on three main pillars: Enhancing patient journey, access to innovation, and providing meaningful CSR.

Pfizer's plans in Egypt are in line with the company's global priorities and Egypt vision 2030, where Pfizer focuses on patient-centric approach to enhance equitable access to innovative medicine, early detections, preventative coverage together with investing in human capital in Egypt through initiatives with the government.

Our plans were outlined in several Memoranda of Understanding & reflected through multiple initiatives with GoE. With our plans we aim to enhance patient journey through upgrading the medical services, accelerating digital Transformation, raising awareness, and supporting data generation and scientific evidence-based decision making. This will help us fulfill Pfizer long standing commitment towards patients and mission to re-imagine the new healthcare system to change more patients' lives.

Can you give me an overview of Pfizer Egypt's plans to work with the government?

Being one of the world's leading innovative pharmaceutical companies, Pfizer works with the government to provide access to affordable healthcare services. We believe that a healthy population is the most important factor to Egypt's economic growth.

To achieve this, we must align our efforts with

the Egyptian government to promote prevention measures and protect the Egyptian society from possible medical issues. For example, we have recently signed a memorandum of understanding with the Ministry of Health and Population to localize the manufacture and transfer of modern technology for the pneumococcal vaccine.

We have also collaborated with the Egyptian Drug Authority in its latest initiative "معاً نحو دواء آمن", to train many pharmacists across Egypt, over the span of 4 months, ensuring safe medication provision to Egyptian patients. We also collaborated with the General Authority for Health Care (GAHC) in launching the Decision Support Unit (DSU) Program to digitize all health services provided by the GAHC to the beneficiaries of the new comprehensive health insurance system, as well improving cooperation between the public and private sector.

We also tend to give back to the community we operate in through strategic partnerships in order to build employees' capabilities and develop their skills, while also raise awareness on various diseases, different treatments, and provide advanced preventive solutions. For example, we have collaborated with the General Authority for HealthCare to raise awareness on anti-microbial resistance.

How effective is Pfizer's culture in achieving a diversified work environment and enhancing productivity?

At Pfizer, we have diversified and inclusive work environment that acknowledges and rewards both performance and leadership, empowering all employees to bring their best selves to work for the benefit of our patients. Having said that, Pfizer was recognized as a "Top Employer" for three years in a row. Moreover, in 2021, the Universum Talent Research Survey also gave Pfizer Egypt an ideal employer rating of 22.50%, up from 15.98% in 2020, reflecting the company's ongoing internal developments efforts in various areas.

In addition, we strongly believe in leading the sector through the provision of productivity and innovation. This is why Pfizer Egypt was honored by BT100 as one of the most innovative and patient-centric companies in the Egyptian Market, as well as being named as one of the "Top 10 Pharmaceutical Companies in Egypt" by the Amwal Al Ghad Magazine.

10 Editor's Note
12 Viewpoint

Cover Design:
Nessim N. Hanna



American Impact

20 Are we there yet?
What does the future hold for low and middle income countries amid U.S. inflation and interest rate forecasts?



Cover Story

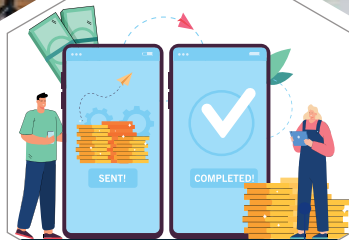
24 Farming grows green

The pros and cons of lowering harmful emissions from the agricultural sector.

Special Topics

40 Made in Egypt: Spirulina

Promoting innovation at the university level is vital to ensure a flow of new ideas.



In Depth

16 Tomorrow's properties, today

A PricewaterhouseCoopers report shows the future of the real estate sector.

At a Glance

36 COP27 Egypt's first updated ndc - mitigation & adaptation targets

Market Watch

38 Change agent

The Newsroom

14 In Brief

A round-up of the latest local news.

The Chamber

44 Events

45 Announcements

Media Lite

48 An irreverent glance at the press



White Collar

32 The Z files

As Gen Z enter the workplace, managers need to understand their motives and priorities.



Al Ahram
Beverages Company
Since 1897



Al Ahram Beverages invest in PET Recycling In partnership with **DORNA**

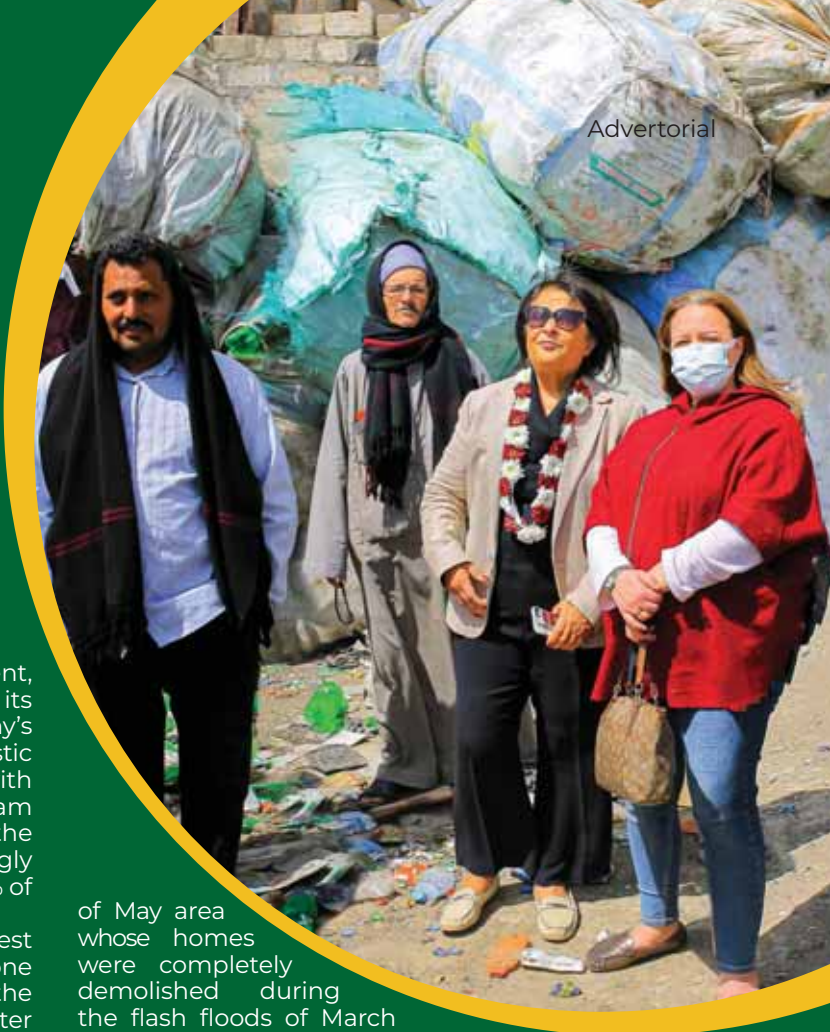
Under the auspices of the Ministry of Environment, Al Ahram Beverages Company is announcing its partnership with “DORNA” to achieve the company’s sustainability target of recycling 25% of its plastic PET production by the end of 2022 by working with informal waste recyclers in targeted areas. Al Ahram Beverages Company is investing EGP 5m for the current year to achieve this target. It will accordingly increase investments yearly to reach recycling 100% of its PET production by the end of 2025.

Al Ahram Beverages Company (ABC) is the oldest operating beverage company in Egypt and one of the leading companies in sustainability in the country under its global strategy “Brewing A Better World.” In 2021, ABC initiated and signed the ‘Plastic Pact’ with the Ministry of Environment to confirm its sustainability and responsibility commitments towards the environment and society and invested EGP 5m in “DORNA” to support the recycling system and the whole informal value chain to reach 25% of its plastic PET by the end of 2022.

The current year is the first step in the ABC and “DORNA” partnership to slope up until reaching 100% in 2025, then continuing the company’s first financial investment towards its plastic neutrality in Egypt.

“DORNA” is a reverse credit system designed by CID Consulting that serves as the first socially inclusive model for Extended Producer Responsibility (EPR) in Egypt. It is a scalable and sustainable industry-wide solution for plastic neutrality that engages with informal waste recyclers to increase their current recycling and recovery rates of PET plastic while simultaneously improving their livelihood on more than one front. DORNA achieves this by providing monthly financial incentives to actors along the informal PET value chain based on the quantities collected. Once amounts are collected and all transactions between value chain actors have been documented, verified, and approved, DORNA disburses the incentives to e-wallets set up for all informal waste recyclers onboarded on the system.

Al Ahram Beverages Managing Director, Mr. Nikolay Mladenov, says, “Any market leader should also act as a responsible business model. In line with our global strategy and local priorities, we must direct all our attention to saving our environment and setting measures to mitigate future damage; one of the major challenges we all face is plastic waste. Partnering with DORNA is an important milestone for Ahram Beverages on the right path to solving the PET problem in Egypt. In addition to the environmental impact, DORNA enables Ahram Beverages to enhance the lives of more than 600 recycling workers in the 15th



Advertorial

of May area whose homes were completely demolished during the flash floods of March 2020.”

Co-Founder of CID Consulting, Dr. Laila Iskandar, emphasized that “Al Ahram Beverage’s partnership with DORNA is a strong demonstration of the company’s commitment to EPR. It is a policy that was explicitly referred to in Law No. 202 by the Ministry of Environment, as well as driving collective climate action and a circular economy by engaging in partnerships between private, public, and informal sectors to reduce plastic waste in Egypt. In compliance with EPR, DORNA’s reverse credit system is designed for the concrete track and verifiable and credible documentation, and it covers the waste management costs for its partners’ packaging. That allows more plastic materials to be recycled in a scalable way while simultaneously benefitting communities, businesses, and the government. On the environmental front, it benefits cities by reducing plastic litter in our streets and saves our waterways from plastic leaking into rivers, canals, seas, and oceans.”

Planning is the dream, but the execution is transforming this dream into reality, achieving measurable results. The ABC and “DORNA” partnership is a real example of the Plastic Waste Management and recycling solution. That system is a model applied across Egypt’s governorates, with the participation of private companies coming together to achieve EPR and support the government in achieving the goals and targets of its national sustainability strategies.

Last but not least, ABC and “DORNA” are actively getting ready for participation in COP27, ensuring continuous presence in all sustainable eco-friendly activities and initiatives. ABC will be present in COP27 through its integrated Sustainability Agenda with a spotlight on DORNA and other areas of focus such as sustainable agriculture, water balancing, local sourcing, community support, and women empowerment.

MISSING CONNECTIONS

As COP27 draws closer -- at the time of writing this, it is under three months away -- many ideas are emerging, and agreements are signed that promise clean and eco-friendly projects will come online before 2030. However, that might not be enough to fuel Egypt's eco-friendly transformation.

In August, the government signed seven MoUs to start building "green" hydrogen production complexes in Ain Sokhna. The first one should be completed by 2026. The next step should be to focus on establishing or promoting projects that use cleanly-produced hydrogen as well as new infrastructure investments to transport that clean fuel.

The government is also focusing on using natural gas in as many applications as possible, touting it as a sustainable eco-fuel. There is a national program where car owners with vehicles above 20 years old could replace them with locally made natural gas-powered automobiles. The key to sustaining that strategy is to find new natural gas fields to increase production to meet the rising demand locally and abroad (Mainly in Europe).

Meanwhile, ideas such as making agriculture sustainable (see cover story) and why construction must be eco-friendly (See July issue) are all vital to Egypt Vision 2030. The government has yet to announce to the public any mega national projects or strategies to promote the environmental transformation of said sectors.

Looking ahead, the country will face new uncertainty as COP27 outcomes will play a crucial role in Egypt's green future. Suppose wealthy influential nations saw the need to clamp down quickly on heavily polluting industries, such as cement or steel. In that case, local producers might have to further accelerate their green investments to stay in business.

It could go the other way. The conflict between Russia and Ukraine is disrupting fuel supplies worldwide, causing many countries to consider reopening environmentally damaging coal-powered stations to keep their citizens warm in winter until the crisis is resolved.

That means Egypt's request for technical assistance and funds to fuel its green economic transformation could take a back seat until wealthy nations find their balance.

TAMER HAFEZ
Managing Editor

Director of Publications & Research

Khaled F. Sewelam

Managing Editor

Tamer Hafez

Contributing Editor

Kate Durham

Consulting Editor

Bertil G. Peterson

Writers

Nada Naguib

Nour El Tigani

Digital Editor

Ola Noureldin

Creative Manager

Nessim N. Hanna

Senior Graphic Designer

Marina Emad

Graphic Designers

Karim Safwat

Monica Mokhles

Photographers

Karim el Sharnouby

Said Abdelmessih

Production Supervisor

Hany Elias

Market Watch Analyst

Amr Hussein Elalfy

Chamber News Contacts

Lina Ayman, Azza Sherif

Susanne Winkler

Director of Business Development

Amany Kassem

Senior Business Development Specialists

Menna Mohie ElDin

Michael Magdy

Business Development Coordinators

Mariam Tarek

Nourhan El Araby

U.S. address: 2101 L Street, NW Suite 800 • Washington, D.C. 20037

Please forward your comments or suggestions to the Egypt editorial office:

Business Monthly



American Chamber of Commerce in Egypt

33 Soliman Abaza Street, Dokki 12311 • Cairo • Egypt

Tel: (20-2) 3338-1050 • Fax: (20-2) 3338-0850

E-mail: publications@amcham.org.eg

www.amcham.org.eg/bmonthly

@BusinessMonthlyEg  @BusinessMonthly  @BusinessMonthly

Sign or stamp any document electronically in a secure, easy and authorized way on behalf of yourself or your company with



Call 15966 to know more
& subscribe to the service



Powered By:





PERSEVERING UNDER PRESSURE

While the Cabinet reshuffle fell short of expectations, the resignation of the Central Bank of Egypt (CBE) governor and the subsequent appointment of Hassan Abdullah as acting governor was well received by the country at large, raising hopes for a new approach to the current economic crisis.

Since then, the government has taken several actions that started marginally improving the financial situation, yet so far, nothing of major consequence has happened. The International Monetary Fund (IMF) deal is dragging on, and rumor has it that a deal will be final in October. Why October? No one has given clues.

The EGP is gradually devaluing almost on a daily basis, yet with no dollars available in the market such valuation seems fictitious. It suggests, however, that the CBE is gradually and incrementally closing the gap between the current rate and the expected rate that is needed to close the current account once a float is implemented. But this is pure speculation. When there is no transparency and certainty, it makes for a more speculative market.

The fact remains, based on reports from the CBE and other financial institutions, that our foreign reserves and National Bank foreign accounts are negative. The S&P Global Purchase Managers' Index (PMI) for Egypt is still in contraction mode, but it is marginally better than the previous months. August's annual inflation rate was 15.5% and it will likely continue to rise with further devaluation of the pound.

All of this will push the cost of living up even further, to

the dissatisfaction of every segment of our population. It would not be surprising to see additional Cabinet reshuffles if the situation doesn't improve.

On another note, we are waiting for the final draft of the government's plan to divest state-owned enterprises (SOE), which is supposed to be announced this month. Meanwhile, the national dialogue forum is finally grouping experts in the economic arena, assembling committees for monetary policy, investment, trade and industry, state budget, and state-owned enterprises. Hopefully they can build a consensus about the way forward.

It will take time, concerted efforts and serious initiatives to pull the country out of this precarious, self-inflicted situation. We need to start by tightening the belt on government expenditures. In particular, we should halt spending on megaprojects, which are siphoning the country's finances and foreign reserves with only limited short-term returns to show for it. We also need to secure the IMF deal, and move forward with the aggressive SOE divestiture plan.

Despite the current gloomy conditions, I believe the worst is behind us. The months to come will be a testing ground as we try to pull the country out of this economic rut. This is a situation that Egypt does not deserve, but given the right policies and tools we can cruise safely out of it.

TAREK TAWFIK
President, AmCham Egypt



TUDOR

#BORN TODARE

What is it that drives someone to greatness? To take on the unknown, venture into the unseen and dare all? This is the spirit that gave birth to TUDOR, a spirit carried forward by every woman and man who wears this watch. Without it, there is no story, no legend and no victory. This is the spirit that drives **David Beckham** every single day. This is the spirit embodied by every TUDOR Watch. Some are born to follow. Others are born to dare.



BLACK BAY PRO

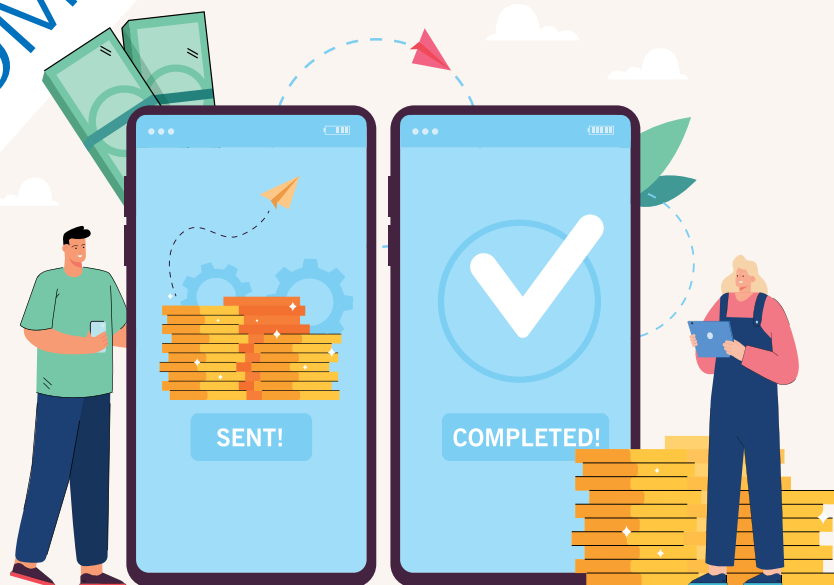
533-304-105



FELOPATEER
PALACE

CITYSTARS MALL HELIOPOLIS - T. 24802299, 01282708899
JW MARRIOTT, MIRAGE CITY - T. 24111444, 01271119272
WWW.FELOPATEERPALACE.COM - FELOPATEER@FELOPATEERPALACE.COM

THE NEWSROOM



RECORD-HIGH REMITTANCES ... FOR NOW

Recent figures from the Central Bank (CBE) show remittances hit another record high during the fiscal year 2021/2022, reaching \$31.9 billion. That is a 1.6% increase over the last fiscal year.

According to the CBE, those foreign currency inflows came mostly from Egyptian expats in the GCC countries. Enterprise said those nations saw oil export revenue boom along with international oil prices.

Another reason for the increase in remittances is high interest rates on certificates of deposits from state-owned banks. In March, government

banks offered 18% interest on one-year CDs. However, given the economic fallout from the war in Ukraine, those remittances might drop until the end of the current fiscal year as Europe faces the threat of a recession and inflation hits GCC economies.

A more worrying sign is that GCC countries might clamp down on expats in favor of creating more jobs for citizens as non-oil activity slows. In mid-August, Kuwait announced it would revoke expats' residency permits if they remained outside the country longer than six months.

MERGERS, ACQUISITIONS ON THE RISE

Saudi Arabia's sovereign wealth fund announced the acquisition of minority stakes in four Egyptian state-owned companies listed on EGX for a total of \$1.3 billion. The companies are Abu Qir Fertilizers and Chemical Industries, Misr Fertilizers Production Co., Alexandria Container and Cargo Handling, and payments firm E-Finance for Financial and Digital Investments.

As of August, Saudi Arabia's investments in Egypt reached \$32 billion via 6,800-plus companies. That includes 14 investment agreements signed in June worth \$7.7 billion.

Egypt has had a bumper M&A year. In August, a report from Ernst & Young said Egyptian companies signed 65 deals worth \$3.2 billion in the first half of 2022. After the U.A.E, Egypt had the

second most deals in the MENA region by value and number.

That is more than triple the number of M&A deals signed during the first half of 2021. The EY report cited "favorable government initiatives, including special licenses for foreign investors," as the main drivers for the increase.

Abu Dhabi Sovereign Wealth Fund accounted for \$1.8 billion of those deals, purchasing several EGX-listed companies.

Gulf Cooperation Council countries should remain a significant driver of M&A deals in Egypt, as surging oil prices and the peg to an appreciating dollar mean deals will become more financially feasible.

ALL ABOARD: EGYPT EYES YACHT TOURISM

Prime Minister Mostafa Madbouly issued new regulations relating to the handling of yacht docking in government-owned and private ports.

Those regulations cover permits to enter and exit Egypt, the services they would receive from government agencies, and dock fees.

The law will apply to 23 marinas and berths in Egypt. The country also has the North Coast's 500-berth Porto Marina Resort, which accommodates 1,400 yachts and is the first international yacht marina in eastern North Africa.

There is also Hurghada Marina, which can accommodate 188 yachts. Egypt is also home to Taba Heights Marina, which accepts up to 50 vessels, providing them with maintenance services. In addition, there are El Gouna's Abu Tig Marina and Sharm El Sheikh's Marina Naama.

The aim is to entice high-net-worth individuals traveling the Mediterranean to visit Egypt. Former tourism minister Khaled El Enany said last year that those individuals' daily spending is nearly twice that of the average tourist.



EGYPT GETS RUSSIAN WHEAT

The General Authority for Supply Commodities (GASC) has announced the purchase of 240,000 tons of wheat from Russia. Deliveries are expected in September, October, and November.

The purchase price of \$368 per ton is 8% less than the wheat shipment that arrived in July. According to Trading Economics, a data-curation

platform, wheat prices declined 37.4% from May 17 to Aug. 25. However, \$368 per ton is still 10% above the government's forecast for the fiscal year 2022/2023.

Meanwhile, Ukraine started exporting wheat after agreeing with Russia in July to allow shipments from the port of Odesa.

WORTH FOLLOWING

EGYPT MAY ISSUE YUAN-DENOMINATED DEBT

Finance Minister Mohamed Maait told Enterprise that he is looking to issue yuan-denominated bonds (aka panda bonds) in China. Enterprise says Maait is still "searching for bookrunners and has not yet signed final agreements with investment banks."

The issuance would align with the government's strategy to diversify its debt-financing portfolio. It raised \$500 million from a yen-denominated five-year bond issuance in March.

A significant advantage of issuing non-dollar bonds is that yields are much lower. For example, the yen-denominated bond yield was 0.85% compared to 2.33% for the dollar bond at the time of issuance.

However, Maait told Enterprise there would be no additional international bond issuances after the panda bond if it goes through. "We haven't presented any international bond offering plans to the Cabinet since the start of FY 2021-2022 while we wait for an improvement of conditions in global financial markets," he said.



TOMORROW'S PROPERTIES, TODAY

An April report from PricewaterhouseCoopers highlights how the pandemic, climate change, and natural disasters could redefine the real estate sector.

by Tamer Hafez

Ambitious plans are afoot in Egypt as the government expedites real estate construction in new cities to increase the country's livable area from 7% in 2015 to 14% in 2030. "Our current [project pipeline] will make 12% of Egypt's land livable," Khaled Abbas, deputy minister of the Housing, Utilities and Urban Development Ministry, told AmCham in December.

Beyond 2030, Abbas said, the government plans to build 37 new cities by 2052. "Our population grows by 2.6 million a year. By 2052, we will be between 150 million and 180 million," he stressed.

New construction will need to cater to the different lifestyles and routines of a post-pandemic world. And while many in Egypt have returned to their pre-COVID-19 life, the PricewaterhouseCoopers (PwC) report stresses the importance of having homes ready for possible future pandemics and lockdowns. "History tells us that [COVID-19] will not be the last pandemic," said World Health Organization Chief Tedros Adhanom Ghebreyesus in December 2020.

Additionally, builders should take into account the effects of climate change. "The increasing frequency of natural disasters ... is raising the alarm for greater action," said the PricewaterhouseCoopers (PwC) report titled "Emerging Trends in Real Estate 2022." "The preference is [to adapt] newer properties until owners can better understand the cost of retrofitting properties."

COVID aftermath

Throughout the turbulent past two and a half years, the residential, retail and office real estate sectors had to adjust their business models. "It would be vastly overstating the situation to say the property market pivoted without skipping a beat," said the PwC report. "Nearly every property sector was forced into urgent changes."

Food and beverage establishments shut down dine-in facilities, focusing on expanding online operations and home delivery. Shopping and retail outlets did the same. Businesses reviewed their need for physical office space to accommodate all employees and extra capacity for



new hires, as working at home proved successful, if challenging. Meanwhile, residential units took on the added role of being offices, as more employees chose to work at home, the PwC report said.

Egypt and many other countries are returning to pre-pandemic life, quickly making some trends obsolete, as others seem likely to remain. "The property sector ultimately ended up looking much like it did before the pandemic ... [but] the simplicity of that conclusion masks some genuine and fundamental shifts," the report said.

A PwC survey cited in the report found that 55% of respondents said they would not return to pre-pandemic activity, while 16% were unsure. The report noted employees with the option to work remotely are more likely to continue to do so most of the time. "Having tested the flexibility and convenience of working from home, workers will not be eager to relinquish those benefits," the document said.

That ultimately could result in many leaving crowded cities. "Freed of the requirement to come into the office every day, many households are willing to live farther from downtown office nodes," said the PwC report.

That should encourage the relocation of Egypt's big-city dwellers to new metropolises and suburbs under construction, including New Alamein City and Mostakbal City. That could be a boon for the government's plans to double Egypt's livable area.

Home, sweet home

One of the most prominent trends is the need for more flexibility and convenience in homes. The report noted that "by forcing people to work and live differently, the pandemic revealed a hitherto unknown reservoir of flexibility in how property sectors could function -- and how people will use properties in the future."

Having the option to choose where and when to work and shop made more people reassess their work/life balance, prioritize convenience and choose the best way to remain productive. Spending more time at home became increasingly important as online shopping resulted in more deliveries, requiring someone present to receive them. "Homes suddenly became the center of all activities in both people's personal and professional lives." It is as if "2030 arrived early."

To meet those needs, residential real estate developers need to offer dedicated spaces within each unit for work, exercise, entertainment and study. "These multiple uses often conflict with one another -- and put a lot more demands on the humble residence."

Bigger kitchens could be another primary requirement for those buying a new property as "people began to prepare almost all their meals at home" during lockdowns.

Homes with gardens also could become a preferred option for buyers, as families saw the benefits of having a private outdoor green space during lockdowns. Garden Pals, an internet platform, said global online sales

of gardening tools have doubled since the pandemic. "The pandemic created 18.3 million new gardeners, most of whom are millennials," according to Garden Pals.

Accommodating all those needs in existing residences may not be essential in the short term as "families just made do, carving out spaces as they could," said the PwC report. However, an increasing number of new home buyers might want such facilities.

The PwC report noted this trend could create new demand for property in less expensive areas, allowing buyers to purchase bigger properties. "With lower costs in these more distant locations, buyers can afford homes that can better accommodate all the new functional demand in the post-COVID ... world."

Online world

The lockdowns since 2020 made people more comfortable with online shopping and home delivery. During the height of COVID-19, it was the safest way to buy goods. The PwC report said this trend pushed more retailers to invest in e-commerce platforms to compete with the likes of Amazon. "Major retail chains scaled up their online divisions while small retailers established delivery services or turned to third-party platforms for transactions or delivery."

That fast transition could start an eventual decline in demand for more brick-and-mortar space. Meanwhile, the increased difficulty of importing goods and inflation will reduce consumers' disposable incomes. Retail landlords are "generally showing flexibility during negotiations to maintain their occupancy rates and footfall," said Jones Lang LaSalle Inc.'s second-quarter real estate report on Cairo. "Other strategies owners employ to prop up earnings include revenue sharing, attracting strong brands and expansion of [food and beverage] offerings."

Accordingly, commercial real estate developers should focus on increasing outdoor areas, especially if they involve restaurants and cafes, said the PwC report.

To keep renters and maintain foot traffic, "malls need to keep changing," noted the report, adding, "Temporary outdoor dining will become a permanent feature." Additionally, commercial properties should include ample pickup areas for customers who buy online. "Retail stores, as configured today, aren't great for fulfillment," the PwC report noted. "The retail sector may never be the same."

Meanwhile, mixed-use malls and business parks will likely see a noticeable drop in demand for large areas as more employees continue to work remotely. "Under almost any conceivable scenario, firms will be leasing less space in the future," the PwC report said. "New hires and added space required for social distancing are unlikely to fill the resulting vacancies."

The hardest hit will be top-tier office spaces that charge a premium for amenities and location. "Offices in pricey central business districts are likely to experience

greater hits to demand than suburban counterparts," said the report.

However, businesses should still have "enough space for remote workers to collaborate in person, at least occasionally." Office developers must redesign facilities to meet that demand to remain relevant for their clients.

Retail developers also should revisit their financial agreements with renters to accommodate the increasing popularity of temporary use of facilities versus permanent use per-pandemic.

Climate dimension

Aside from the aesthetic and functional requirements, another factor that could attract future tenants and environmentally conscious investors is a project's environmental credentials. "A growing consensus sees the property sector as bearing much of the responsibility for climate change -- and uniquely positioned to institute improvements to ... mitigate impacts and increase resilience to environmental risks," according to the report.

However, few developers focus on integrating the climate dimension in their projects. "Despite broad industry participation in environmental accreditation programs and ... climate mitigation initiatives," said the report, "evidence of investors incorporating future climate risks into underwriting has been difficult to quantify."

The PwC report says the situation could change soon, as climate change is already having an impact. A case in point is shoreline erosion along Egypt's Mediterranean coast and flooding of others due to unexpected downpours.

Addressing such risks in new developments is urgent and increasingly essential for international investors. According to a ULI and Heitman LLC January report titled "Climate Risk and Real Estate," natural disasters more than doubled from 1980 to 2016. "Market-level climate risk will drive future investment decisions," the PwC report said. That is because current government promises and efforts to stave off climate risk are insufficient to protect those in high climate-risk areas.

One effective way to ensure a project's climate resilience is to get certified by an international organization. The PwC report mentions the Global Real Estate Sustainability Benchmark, the U.N.'s Sustainable Development Goals, and the Task Force on Climate-related Financial Disclosures.

Environmental, social, and governance (ESG) reporting is an ideal global platform to showcase a company's efforts to environmentally conscious investors and buyers. "Some larger real estate companies are assessing the climate risk of their portfolios using climate-risk analytics consultants," noted the report. "They are starting to work this risk into their investment decisions mainly by discontinuing the cash flow ... of assets they see as being exposed to greater long-term climate risks."

The PwC report said many developers do not adopt those standards because "investors tend to have short memories, with climate-related events typically having little long-term impact on value." Some published research from think tanks and lobbying groups take the shortsighted view that "value impacts on commercial real estate from major storms are temporary."

The PwC report stresses the best way to ensure climate adoption among real estate developers is to write compliance into law, mainly ESG reporting. Egypt plans to impose it on listed real estate companies next year.

ESG reporting will be easily visible and have an immediate impact. It will reveal the truth behind each developer's efforts to build climate-resilient property. "Because the industry anticipates additional regulations in the future, with potentially high compliance costs or fees for noncompliance, the financial risks of not addressing [those regulations] will only increase," noted a January report from the ULI Greenprint Center for Building Performance, a global alliance of real estate owners, investors and other stakeholders. [n](#)





Are We There Yet?

The U.S. Federal Reserve has been aggressively raising interest rates, significantly affecting monetary policies in low and middle-income countries. How long could this cycle last?

by Tamer Hafez



The United States is the world's biggest economy and issuer of the global reserve currency, so decisions by its Federal Reserve (Fed) are watched closely around the world. Egypt and other countries that depend on foreign currency inflows move their own interest rates in tandem with the Fed, enticing dollar holders with high interest on local currency and dollar deposits.

Since 2009, the United States had kept interest rates at 0.25% most of the time, allowing emerging nations space to adjust their interest rates to spur local economies. The near-zero rate in America also helped low and middle-income countries attract foreign investors hunting for quick high returns, aka hot money. Helping to keep U.S. interest rates low was the fact that inflation stayed within the Fed's 2% target.

However, the pandemic, logistics bottlenecks and economic fallout from the war in Ukraine has caused U.S. inflation to nearly quadruple, according to government data. That forced the Fed to raise interest rates from 0.25% to the current 2.5%.

Egypt's Central Bank raised its rate from 8.25% to 11.25% in conjunction with the Fed's hikes. However, it stopped after May, despite continued increases by the Fed. Bloomberg said in a June article that increasing rates further in Egypt could cause a recession. The Monetary Policy Committee (MPC) explained its position in a statement: "[We] treat the developments stemming from the Russo-Ukrainian conflict to be among the exogenous shocks that are outside the scope of monetary policy." The MPC added the government would "temporarily tolerate" inflation above 9%.

That puts the pound under added pressure for further devaluations as more dollars move to the United States to take advantage of the narrowing gap between Egyptian and U.S. rates. The local currency already has lost nearly 22% of its value this year, and any reprieve would likely depend on U.S. inflation quickly receding.

Inflation in the U.S.A.

Throughout last year, the Treasury Department and Fed were reluctant to raise interest rates, seeing inflation as temporary due to "short-term pressures that should soon ease," according to a Deloitte report published in March.

However, by year's end, Deloitte noted, the United States recognized that economic conditions invited a revised stance: raising interest rates aggressively. Those hikes would start in 2022, according to a statement from the Fed's Open Market Committee in December 2021.

The Fed strategy has been to raise interest rates at every opportunity in 2022 "without tipping the economy into recession," reported Alexandre Tanzi of Bloomberg in August.

However, despite raising rates nearly tenfold, inflation remains high. According to U.S. government data, inflation dropped from its 40-year high of 9.1% in June to 8.5% in July, but that is still far above the Fed's 2% target.

Part of the robust demand for goods amid rising prices came from the three stimulus checks individuals and families received in 2020 and 2021 during the pandemic. They put a total of \$3,200 in each citizen's pocket, plus a total of \$2,500 for each "eligible child". In August, news surfaced that California residents could be eligible for a \$400 check as "gas relief," as pump prices had jumped 60% since the start of 2022.

Also in August, President Joe Biden signed the Inflation Reduction Act into law as an additional measure to reduce inflation. Its focus is to "lower prescription drug costs, health care costs, and energy costs," noted a White House fact sheet about the new law.

Possible scenarios

Deloitte's March report said the United States faces four inflation scenarios "based on current trends and uncertainties."



The best case is the "blue skies" scenario under which Deloitte says inflation "reverts to recent historical norms (about 2%)." That would require supply chain disruptions to "settle" and "consumer demand for services vs. goods [to] rebalance." Additionally, unemployment rates decrease as the "pandemic ebbs," and the Fed responds with "gradual interest rate increases."

That scenario would mean more U.S. companies taking on long-term debt and expanding their capacity. There also might be a rise in mergers and acquisitions to capitalize on GDP growth.

But the "blue skies" scenario could become a "downdraft" scenario where economic recovery happens "faster than expected" and supply chain disruptions get resolved as stimulus checks run out and consumer demand weakens. The current 2.5% interest rate would be enough to encourage consumers to save, and inflation would dip below 1%.

As a result, the Fed would need to cut interest rates quickly to stimulate the economy and prevent recession. It also would start buying bonds to increase their yield.

At the other end of the spectrum, the "sun showers" scenario would see the Fed unable to bring inflation down to its 2% target. "Inflation settles at 3% [to] 4% through 2024, as supply chain disruptions persist and the labor supply remains somewhat constrained," said Deloitte's report. That likely would result in selective growth across industries and companies,

with services continuing to suffer low demand as manufacturers report rising sales.

That also could result in "moderate" interest rate hikes to accommodate "weakness in the labor market."

The worst-case scenario, "stormy weather," would see inflation continue between 8% and 9% "as rising prices become embedded in worker expectations and a 'wage-price spiral' takes off," said Deloitte's report. Current problems, including supply chain disruptions, high inflation and declining demand, could make the Fed "sharply raise interest rates ... triggering a recession in 2023."

On the ground

According to a Federal Reserve Bank of New York survey published in August, U.S. consumers have seemingly brushed aside worries that inflation is

long-term. It found that inflation should drop to 6.2% next year, further declining to 3.2% in three years, while the five-year projection would see inflation return to the Fed's target range at 2.3%.

The University of Michigan's monthly Consumer Sentiment Index in July showed more optimism, as survey participants said inflation in the next year would ease to 5.2%, down from the June survey's 5.3% forecast. "That is the lowest one-year price increase expectation since February," reported Reuters in July.





However, the inflation expectation over five years is higher than the New York Fed's survey at 2.9%.

Those positive outlooks are the result of U.S. petrol prices already dropping from an all-time high of \$4.09 to the gallon on June 9 to \$2.92 on Aug. 24. More importantly, "consumers now expect gasoline prices to rise by just 1.5% over the coming year," reported Tanzi of Bloomberg. That compares with a 60% jump the previous year. "There was also a sharp drop in expectations for food-price inflation."

Tanzi said the jump in average rent prices would likely be below 10% "for the first time since January," citing the New York Fed's full report. Supporting that projection is an August survey by Fannie Mae, a government-owned real estate mortgage financier, where respondents expected rents to rise 7.6% in the coming period.

Meanwhile, home prices are expected to go up 3.5%, "the lowest protected gain since November 2020," said the Detroit Regional Chamber in August. The IMF expects "higher mortgage rates will reduce housing prices, which have grown since the pandemic," wrote Andrew Hodge is an economist in the IMF's Western Hemisphere Department, in July.

Despite the price moderation, demand is not likely to recover, according to the New York Fed. It forecasts household spending will stand at 6.9% compared to a high of 9% in March, just before the Russia-Ukraine war.

Hodge paints a dimmer picture. "We expect [the Fed's] policy actions will slow the growth in consumer spending to around zero by early next year, easing the strain on supply chains," he wrote on the IMF website. That would lead to unemployment rising to "about 5% by the end of 2023, which decreases wages."

Nevertheless, Tanzi believes the positive sentiment around inflation projections is good news, as it means that consumption won't remain low permanently. Those "findings may ease the Fed's concern about ever-rising prices getting baked-in to household behavior."

That was evident in July, when Reuters reported that Fed Fund Futures, a financial tool that derives its value from the anticipated interbank rate, shows inflation should "peak" by January. That was "earlier than the February reading."

Preston Caldwell, head of the investment firm U.S. Economics for Morningstar, wrote in August the Fed might actually "overshoot its goal, with inflation

averaging 1.4% [between] 2023 [and] 2026. Price pressures [would] swing from inflationary to deflationary by 2023." Caldwell explained that would be the result of the "unwinding of price spikes caused by supply constraints in durables, energy and other areas."

Interest over GDP

Hodge is wary of the Fed's inability to control inflation fast enough and the possibility that China might escalate its conflict with Taiwan or lock down cities due to a COVID-19 resurgence or variant. "The longer inflation stays high, the bigger the risk that expectations move up, which then feeds back into wages and prices," he said. That would invariably lead to higher interest rates for longer, raising the likelihood of a recession, where GDP contracts in two successive quarters.

Despite the recession risk, Michelle Bowman, a member of the Fed Board of Governors, told CNBC in August the Fed should continue to raise interest rates well into 2023. "My view is that similarly sized increases should be on the table until we see inflation declining in a consistent, meaningful and lasting way," she said. "I have seen few, if any, concrete indications that support this expectation, and I will need to see unambiguous evidence of this decline before I incorporate an easing of inflation pressures into my outlook."

San Francisco Fed President Mary Daly shared Bowman's view after the U.S. Bureau of Labor Statistics reported payroll growth of 5.2%. The increases in interest rates are "far from done," she told the Detroit Chamber of Commerce in August.

PIMCO's North American economist Tiffany Wilding published a July note suggesting interest rates should rise regardless of inflation rates. Monetary policy in the United States is still "accommodative," she said, increasing the money supply to boost the economy. "That is increasingly out of sync with economic fundamentals, including the elevated level of inflation."

That means that low and middle-income countries, such as Egypt, should have a strategy to accommodate a prolonged period of higher-than-usual interest rates. "The only time we will see cuts to policy rates is if inflation declines dramatically," Dan Belton, fixed income strategist at BMO Capital Markets, told Reuters in July. "From 9.1% [in July] in the [annual] CPI rate to the Fed inflation target of 2%, there is a long way to go." [n](#)

FARMING GROWS GREEN

Agriculture is a significant contributor to Egypt's economy and employment. However, existing farming technologies increase harmful emissions, making it unsustainable in the long term. Environmentalists stress the importance of eco-friendly cultivation as the only way forward. Yet, governments must tread carefully.

by **Tamer Hafez**



Rising food prices amid food security warnings have "triggered a global crisis that will drive millions more into extreme poverty, magnifying hunger and malnutrition while threatening to erase hard-won gains in development," said a World Bank update in July.

As of July, the Agriculture Price Index was 19% higher than it was in January 2021, noted a World Bank paper. "Information from between March and June 2022 shows high inflation in almost all low- and middle-income countries," said the paper, adding that "93.8% of low-income countries, 89.1% of lower-middle-income countries and 89% of upper-middle-income countries have seen inflation levels above 5%."

To dampen the effects of rising prices, Egypt and many other low- and middle-income countries have announced plans to increase cultivated lands and agriculture output. During a May briefing, President Abdel Fattah el-Sisi inaugurated the "Egypt's Future Project," a 1.5 million-acre agriculture initiative along the Cairo-Dabaa highway. He stressed it should be completed by the end of next year. It follows the New Delta Project, a project announced in March 2021 involving 1 million feddans in the Delta region to be completed in two years.

Those projects will use the latest sustainability technologies to prevent a drop in crop yields due to climate change. "Egypt's agriculture sector weathered the recent COVID-19 pandemic and economic slowdown relatively well, [outperforming the] services and industry sectors," noted a report from the International Food Policy Research Institute (IFPRI), titled: Climate-Resilience and Investments For Egypt's Agriculture Sector published in

September 2021. "But agriculture is unlikely to do as well under climate change."

The transition to sustainable agriculture could prove tricky. It's not just about making crops more resilient to climate change, but also about cutting greenhouse gasses causing climate change in the first place. If the transition is not managed and supported correctly, it could threaten farmers' livelihoods and national food security. Mass protests by farmers erupted in the EU over plans to shift to sustainable farming. Meanwhile, the bankruptcy of Sri Lanka three years after announcing its transition to eco-friendly agriculture showcased the potential risks of such a move.

Vital sector

According to a USAID paper published in April 2022, farming accounts for 11.3% of Egypt's GDP and 28% of employment. It is essential to Upper Egypt's economy, where 55% of residents work in agriculture.

Agriculture also is a primary source of foreign currency. In December, Assistant Minister of Agriculture for Land Reclamation Mohamed El-Qersh told Egypt Today that agricultural exports are "nearly one-fifth of Egypt's exports and positively affect half the Egyptian population."

The IFPRI report describes Egypt's agriculture sector as "vibrant ... chiefly due to large investments in irrigation systems along the Nile." It added the country also has "one of the world's largest agricultural research and development ... systems and supports modern farm mechanization in commercial agriculture."

During the past three decades, Egypt's focus shifted from strategic crops and commodities to more export-oriented produce. As a result, the country is the

world's largest wheat importer. It also relies heavily on imported maize, corn, soybeans, feed and fodder.

On the other hand, Egypt is the world's largest exporter of oranges. It also is a major exporter of other citrus fruits, potatoes, strawberries, tomatoes and onions. Overall, it exports 350 agriculture products to more than 150 countries, according to the Ministry of Agriculture data.

According to the World Data Atlas, Egypt is a net importer of agricultural produce with a "food trade" deficit of 19.8%. The U.S. Department of Agriculture says the country imports more than half of agricultural product needs.

Accordingly, the government has been working to increase agriculture self-sufficiency. The Ministry of Planning and Economic Development (MPED) allocated EGP 73.9 billion (\$3.9 billion) to the agriculture sector for fiscal year 2021/2022 compared to EGP 43 billion a year earlier. That has allowed the "agricultural GDP" growth rate to reach 11% in FY 2021/2022, noted MPED.

El-Qersh said one "axis" of the ministry's strategy is increasing cultivated areas, including reclaiming 4 million arable feddans to add to the current 9 million. The second aims to increase self-sufficiency by "maximizing the use of the land and water ... to increase productivity," El-Qersh told Daily News Egypt.

Climate impact

External factors may slow the

ministry's strategy, however. The IFPRI report said unpredictable weather patterns would hurt the yield per acre: "Climate change affects crop productivity globally; in Egypt, large adverse impacts are expected for the country's agriculture and food systems."

The report said rising temperatures will have a "direct impact" on agriculture output: "By 2050, mean daily maximum temperatures for agricultural areas are predicted to increase by 3.1 degrees Celsius and minimum temperatures by 3.4 degrees over recent levels."

That will come with less rainfall, further increasing reliance on the Nile, underground water and desalination. "Annual rainfall is projected to decline by as much as 15 millimeters; this is substantial, given that annual rainfall levels average only 42 millimeters in the country's agricultural areas," noted the IFPRI report. "At the same time, potential evapotranspiration from crops, an indicator of irrigation water demand, is expected to increase by ... 21%."

That would result in an average decline of 10% in yield per acre, the "result of heat stress, water stress and increased salinity," said the IFPRI report.

Invariably that would lead to higher food prices. That might be good for fruit and vegetable growers, but the report noted that most Egyptian farmers are net food buyers and "poorer farmers particularly will suffer."

The document estimated the cost of growing maize could rise 23% by 2050



and 19% for rice. "Prices of oil crops, root and tuber crops, and poultry are all projected to increase significantly," noted IFPRI, "substantially affecting the food security of poor Egyptians."

That will put the country in a critical position. "Higher prices ... will reduce Egypt's food import demand, as well as dampening demand for its exports of high-value commodities, such as fruits and vegetables," the IFPRI report said. "These tighter food markets will make it more difficult for Egypt to rely on food imports to augment domestic supplies."

Another factor that will hurt Egypt's agriculture output in the long term is old cultivation methods that waste water. "Agriculture is the predominant user of freshwater resources in Egypt, with an estimated consumption level of 62 billion cubic meters annually," noted the IFPRI report. That is nearly 82% of the total supply. "With an increasing population, growing investment in industry, and increasing water loss to evaporation, reduced availability will be a growing threat to the country's agriculture economy."

Expansion complications

Even if Egypt increases its arable lands faster than the rate of decline in food yields per acre and secures enough water to support that expansion, the fact remains that agriculture hurts the environment. That ultimately causes more climate instability, reduces yields, exacerbates food insecurity and boosts prices.

A blog post in October on EIT Food, an EU-supported food innovation platform, noted, "Agriculture, forestry and other types of land use are currently

responsible for almost a quarter of global greenhouse gas emissions." That mainly comes from replacing forests with farmland, emissions from livestock waste, and the use of chemical fertilizers.

EIT Food's blog said converting forests to farmland, overfarming, overcultivation, and overgrazing degrade the soil. That damages the soil's ecosystem and makes arable land less able to keep carbon dioxide away from the atmosphere, hold natural nutrients and prevent erosion.

Farming techniques and technologies are "the primary driver of biodiversity loss," added the blog. According to a U.N. Environmental Program press release in February 2021, agriculture is the main threat to 86% of species at risk of extinction. The World Bank estimated farming practices account for 70% of all freshwater use globally as of May 2020.

Green farming

An important way to navigate those grim prospects is to shift from conventional techniques and technologies to sustainable, eco-friendly cultivation methods. The Food and Agriculture Organization of the United Nations (FAO) says that for agriculture to be sustainable, it "must meet the needs of present and future generations while ensuring profitability, environmental health, and social and economic equity."

To make that transition, the IFPRI report, which focuses on Egypt, says investment in agriculture R&D will be critical. The key to mitigating the impact of climate change will be to create more resilient crops, said the report, noting that Egypt needs to develop new and improved seeds with traits focused on adapting to climate change. It also requires "soil fertility management practices, improved irrigation management, and enhanced crop protection from pests and diseases."

"These technologies [work] best when applied in tandem," said the IFPRI report. However, it noted that "investments in climate-resilient seed technologies provide the largest returns, followed by investments in soil fertility, crop protection, and irrigation."

That could be a fresh opportunity to attract FDI to Egypt. "Sustainable agriculture innovation is diverse and is attracting large investments," EIT Food said.

For example, the EIT Food report pointed out that employing robotic devices to monitor crops facilitates the use of "satellite data and AI" to minimize financial losses and waste, and preserve resources. "The goal is to help manage trade-offs and understand how decisions we make today are going to affect the future, especially in dynamic systems like agriculture," said Ilay England, co-founder and CEO of Trellis, a tech company offering AI-based solutions to agriculture companies. He was speaking to Food Fight, a podcast, in March.

The European Commission also highlights the importance of regenerative practices and nature-based farming, defined as "Solutions ... inspired and supported by nature, which are cost-effective and simultaneously provide environmental, social and economic benefits and help build resilience."

These include minimizing soil disturbance and exposure to chemicals while maximizing biodiversity above and below the soil by using natural fertilizers. EIT Food recommends keeping fertile ground "covered with crops as long as possible [and] adapting to the local environment."

The third way to ensure sustainable farming is "training and education," noted the EIT Food report. That includes everyone affected by agriculture, from farmers to consumers.

Training should encourage "farmers to test new technologies," explained the EIT Food report. The most effective way is to protect farmers from potential losses if their tests fail to yield the expected results. "Validating new products and services for agriculture in real conditions can sometimes be challenging. Farmers might be hesitant [because] of potential losses due to climate and market situations."

One way to increase the likelihood of success is to link training initiatives with farmers who already use similar technologies. A case in point is EIT Food's Regenerative Agriculture Revolution (RAR) program, which offers farmers in the south and east of Europe training in the latest technologies and methods. The program also puts willing farmers on a "three-year regenerative agriculture transition program, guided by EIT Food's regenerative agronomists."

RAR also connects farmers with startups via the Test Farms program. "Startups can validate the functionality or the market acceptance of their solution, and farmers can gain access to the newest innovations that can improve their ... work and market agriculture that is more sustainable and efficient," said the report.

Transparent and traceable systems are essential to encourage farmers to switch to sustainable farming.





"Customers [want] to see firsthand what farmers are doing to transition to more sustainable practices," said the EIT Food 2020 Trust Report. That applies more to large farms, which the report said must be more transparent than smaller farmers.

However, too much transparency and labeling could backfire. "People feel confused and not helped by the current proliferation of labels," said the 2020 Trust Report. Labeling must be simple enough to "enable consumers to compare products and make informed choices based on the environmental impact each product has."

The last factor is "cross-sector collaboration," said the EIT Food blog. That would "ensure we are all able to transition to sustainable agriculture ... accelerating [that] transition." Conference of the Parties events and the U.N. Food Systems Summit are ideal global platforms to align the international transition, said the blog.

Social barriers

The radical transformation from conventional to more sustainable farming methods faces several challenges. The U.S. loses "hundreds of millions of tons of agricultural soil to erosion annually, a rate [estimated] to be 100 times that of natural soil replenishment," said the US Department of Agriculture (USDA). Yet few are taking up sustainable farming.

Stefan Gailans of Practical Farmers of Iowa, an organization that helps farmers shift to sustainable agriculture, said that while "some farmers can't farm sustainably, others chose not to. Cultural norms keep some U.S. farmers from changing their ways." As a result, those who make the transition don't advertise or promote it.

Other farmers, particularly small ones, may find that transition too complicated and costly with little guidance on how to make the switch. There are no one-size-fits-all solutions. "How we apply regenerative agriculture in one region will be different than how we apply it in another," Jennifer O'Connor, author of an October 2020 report on barriers to regenerative agriculture in the U.S., told Science Line, a specialized portal, in April 2021.

The reason customized solutions are essential at this stage is that sustainable agriculture is a relatively new field. "We still need to tune these techniques," Claire Kremen, a conservation biologist and agroecologist at the University of British Columbia in Canada, told Science Line in April 2021. "We need to make sure that whatever suite of techniques is used by a farmer works for that particular cropping system in that particular region."

Forcing sustainability

The other way to ensure farmers switch to sustainable farming is through regulations. The Netherlands government in July announced plans and laws to halve nitrogen oxide emissions from farming nationwide and slash it by 75% in protected nature reserves by 2030.

Holland's ultimate target is to reduce emissions by 70% to 95% by 2050, reported Euronews. "We have to emit so much less nitrogen and, unfortunately, the agricultural sector emits a lot," Christianne van der Wal, minister for Nature and Nitrogen Policy, told the media when unveiling those targets. "They have done an awful lot to emit less, but that is not enough. It still needs to be reduced a lot more."

The government focus is lower manure from Holland's thriving livestock, which "produces an unusual excess of animal feces," reported Time magazine in July.

The expedited 2030 time frame reflects the government's urgency in dealing with the nation's future. "It's necessary to improve ... nature, for our health, for clean air, water, soil and agriculture," Rudi Buis of the Dutch Ministry of Agriculture, told the BBC in July. "If we want some economic activity in the future, we also have to improve our nature."

However, that could be a significant burden for Dutch farmers. According to government estimates, 11,200 farms (nearly 30% of the total) couldn't comply with those targets and, therefore, must shut down. Meanwhile, 17,600 farmers would have to significantly reduce their operations to remain within the state's new thresholds.

"The simple reason why it's so difficult to step back from chemical fertilizers, pesticides and other agrochemicals is they enable stable and quick mass production of food," reported Chad de Guzman, an editorial fellow at Time magazine, in a July article. The problem is magnified by the drop in food supply worldwide. "With some 193 million people [facing] acute food insecurity, according to the World Food Programme, fast and easy access to food grain cannot be overemphasized," he added.

By the end of June, protesters in the city of Apeldoorn attempted to free jailed farmer activists, forcing the mayor to declare a state of emergency. Nearly a week later, police used tear gas to break up a protest that blocked roads to prevent trucks from reaching supermarkets. On one highway, the traffic jam was nearly 2 kilometers (1.2 miles) long, reported NOS, a local news portal.

Farmers in Germany and Poland also voiced displeasure with their governments' plans to switch to sustainable agriculture, complaining about the high cost of the eco-friendly farming methods.

Fast transition

A rapid shift to sustainable farming could have dire fiscal and monetary repercussions in low and middle-income countries. In 2019, Sri Lanka President Gotabaya Rajapaksa "issued a blanket order to ban all imports of agrochemicals" to meet his earlier promise to transition quickly.

That left nearly 2 million Sri Lankan farmers (27% according to government data) scrambling, reported de Guzman. Meanwhile, the government failed to import enough natural fertilizer and didn't subsidize farmers to cover the extra cost. The dire results were most evident in rice yields, which





dropped 30%, according to government data. That was enough for the country to become a rice importer for the first time. Tea yields fell 18%, "crimping" export revenues, reported de Guzman.

Those grim statistics are mainly due to the inability of existing sustainable agriculture methods and technologies to be scaled up like conventional farming approaches.

In response to protests, the president eased import restrictions on agrochemicals in November but did not restore subsidies. Prime Minister Ranil Wickremesinghe announced in July his country was "bankrupt" after initial negotiations with the IMF failed. "We are now participating in the negotiations as a bankrupt country," he told parliament.

There were several reasons for Sri Lanka's dire situation. One was the significant drop in tourism revenue due to COVID-19 lockdowns. The other was Rajapaksa cutting taxes to stimulate the economy, which led to less revenue. Yet, de Guzman said the national transition to sustainable agriculture in 2019 instigated Sri Lanka's bankruptcy. "The economic turmoil that has brought the ... nation to this point was precipitated by its disastrous shift to organic farming," he wrote. That poses "new questions about the viability of sustainable agriculture."

Rock, hard place

Governments, including Egypt's, face tough choices, little guidance or experience regarding best practices, and mounting pressure to switch to sustainable farming. "Industrial agriculture is widely understood to be unsustainable and a source of environmental degradation," said de Guzman. The FAO says pesticide use per unit of soil increased 75% between 1990 and 2016.

Accordingly, Egypt must have solid political support when implementing the switch to sustainable agriculture in the short term. Otherwise, the country could face pushback similar to Holland's when the transformation to sustainable farming becomes inescapable. "For years, the [Dutch] government has failed to act on scientific data," Natasja Oerlemans, head of food and agriculture at WWF Netherlands, told the BBC in July. That has "meant drastic measures are now needed to tackle the issue."

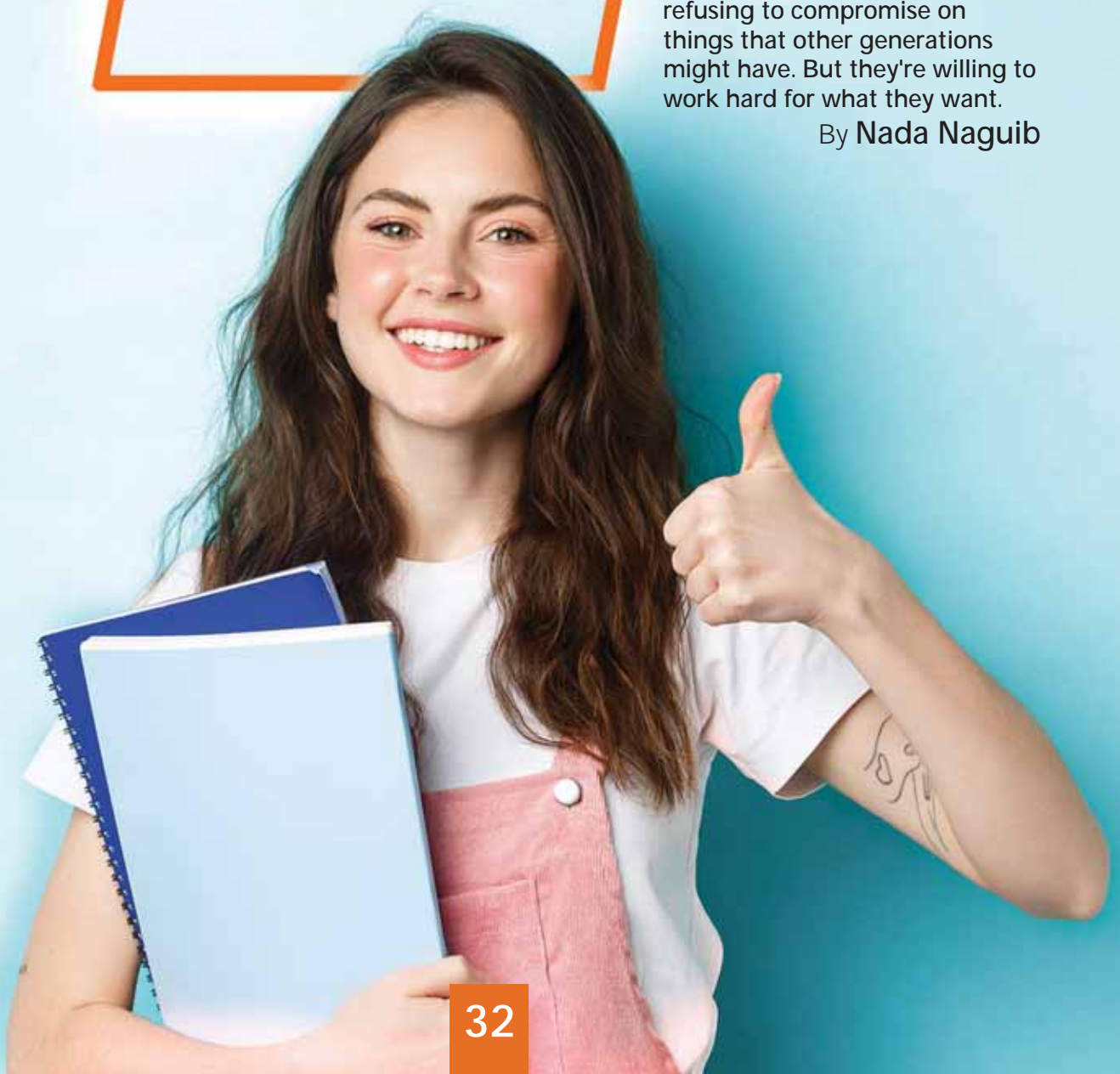
For Caroline van der Plas, leader of the Dutch Farmer-Citizen Movement, finding the right balance in the short term will likely be political, not economic or legislative. "The government has to start talking to the farmers, not just talking but listening and really hearing them, or things will get worse," she told the BBC in July.

The failure to protect livelihoods while moving toward sustainable agriculture could lead farmers to abandon their land when it becomes too difficult to grow crops. "When the farmers are gone, they are not going to come back," said van der Plas during Dutch parliamentary debates. Long term, that could cause the Egyptian government's plans to reduce dependency on imported food to fail. **n**

THE Z FILES

As members of Generation Z enter the workforce, they're refusing to compromise on things that other generations might have. But they're willing to work hard for what they want.

By Nada Naguib



Hiring trends have been changing in the past few years. The pandemic and great resignation, admin liberation, and career reevaluation are some of the factors, said Engy Mahmoud, HR operations and digital transformation senior lead of Vodafone Egypt. However, these trends may shift because managers have begun hiring the next generation of employees.

Generation Z, born between 1997 and 2012, have been trickling into the job market when economic conditions have been less than favorable, and they have specific expectations for what they want from employers. Gen Z members base their demands on the effects of the pandemic and lessons learned from Millennials (born from 1981-1996) and Generation X (1965-1980), as several writers and researchers note. "Having observed older workers experience burnout, time poverty and economic insecurity at the grindstone, they're demanding more from workplaces," wrote the BBC's Ali Francis. Gen Zers ask for better pay, more paid time off and the ability to work remotely and they expect to see employers demonstrate social responsibility.

While they've been called "lazy, entitled or self-obsessed," according to Katie Bishop of the BBC, Francis said they "are willing to work hard for the right employer." For example, 58% of Gen Zers said they are willing to work nights and weekends for higher pay, according to research out of Concordia University in Minnesota. Gen Z members "want it all," wrote Francis, and they don't feel the need to compromise.

Meet Gen Z

One of the main priorities for Gen Z is more money, according to a 2022 survey by U.S. job site CareerBuilder that found that about 62% of Gen Zers seek a high salary. That also rings true for Egyptian Gen Zers. Samer Basta, an Egyptian-American currently working as a software developer for Gensler, a space planning software company, says he moved to the United States for a better salary. He describes compensation in Egypt as "incomparable" to the U.S. Basta thinks he can save three times more than he could living with his family in Egypt.

Work-life balance is important to Gen Zers, though they don't feel like they can give up one priority for another. "I can't choose between salary and work-life balance," says Amina Magdy, a social media manager. "Having a good salary is important to be able to have that work-life balance." Basta agrees, adding that compromises are only possible to a slight degree. For example, if he had to pick between job A with a decent work-life balance and a fantastic salary and job B with a better work-life balance but a significantly worse salary, he'd choose job A.

Gen Zers looking for work-life balance received a boost from the rise of remote work due to the pandemic. Mayar Rahmy, a marketing specialist for Saudi-based company Arabian Expo, works remotely from Cairo. She says that

work-life balance and remote work are essential to her at this point in her career to develop her skills and "have the freedom to explore and understand [her] strengths and weaknesses." Rahmy disputes that remote work involves slacking or laziness, saying "it helps [her] work more efficiently." As a marketer, she says, choosing her surroundings is an advantage: "If I feel a task requires creativity, I might go work outdoors. If it's a task where I need to focus, I might choose to stay at home."

Rahmy also considers compensation and work-life balance. If she were living in Saudi Arabia, her income would be considered low; by Egyptian standards, it's good. The salaries Rahmy saw when interviewing for jobs in Egypt were never enough. There were no guarantees of bonuses, adding it was inevitable she would have to work additional hours for no pay. "I've never been offered a salary that made me feel, 'You know what? All this is worth it,'" Rahmy says.

The demand for higher salaries is based, at least partly, on inflation and rising prices as much as potential job loss due to global economic instability. Magdy says it is essential "to even be able to live properly." That is true internationally; 46% of Gen Z respondents to a 2021 Deloitte survey felt stressed about their financial circumstances. While older generations also faced financial stressors early in their careers, they are even worse for today's generation, argued Kim Hollingdale, a visiting assistant professor of psychology at California's Pepperdine University. "The cost of living keeps going up faster than our salaries," she said.

For a good cause

Generation Z also seems to be driven by personal values and social movements. "Say what you will about the way many 'Zoomers' choose to express their politics online, they are willing to back it up in their choices when it comes to the job market," wrote Ashley Stahl of Forbes magazine.

For Basta, that is what sold him on the offer from his current company instead of JPMorgan's higher-paying job. He says the company had projects in the pipeline that would "have a [positive] impact on the community" and that if the projects were scrapped, it would "for sure" affect his long-term decision to stay with the company. "I think then I would do the thing people typically do, where I would stay to get a year or two of experience then look for a better opportunity," he says.

His stance is part of a larger trend shaping the tech field, according to Emma Goldberg of the New York Times. The world has "soured" on big tech companies and the perception they "are crumbling." "For job seekers who can afford to be choosy, there is a growing sentiment that the most lucrative positions aren't worth the ethical quandaries," she wrote.

The workplace environment also is a driver, as Gen Zers prioritize diversity and inclusion policies. For

example, Magdy feels that for her, "it's very important that girls in the office get empowered and get promoted." For Gen Zers, Stahl says, it is essential "their workplaces reflect not only their values, but also the diversity amongst their peers."

While environmental policies seem to be important to Gen Zers, according to data out of the United States and the UK, according to Christine Ro of the BBC, in Egypt,

they don't seem much of a priority. Magdy knows she should care about such policies but says that "while it would be nice, it's not the end of the world" if her company doesn't have environmental policies. Likewise, Rahmy says she barely sees any effort toward environmentalism from companies in Egypt. Even with companies that claim to be sustainable, she says, "it feels like it's just a logo."



Burnout vs. wellbeing

For the right employer, though, Gen Zers are willing to work hard. So much so that they're already burned out, according to Andrea Yu of the BBC. A 2021 survey by jobs website Indeed found that 58% of Gen Z workers reported feeling job burnout. Hollingdale cites the "worst collection of stressors" compared to other generations,



"from a lack of power at work to financial instability, the normalization of the hustle culture and an inability to unwind." She added that while all generations struggle, Gen Z has the least amount of "workplace capital," the ability to turn down tasks and set boundaries.

When Magdy wakes up in the morning, the first task is to reply to emails. She doesn't have 9-5 office hours per se, so the work day ends when the job is finished. Some days Magdy cannot turn off her laptop until about 11 p.m. On weekends, she goes out with her iPad, "just in case [she] needs to write something longer than [what a cell phone could]." She describes being in a state of constant burnout. "When the environment is consistently [demanding], you're working 24/7, and it's very dynamic hard work, you burn out, and then you just stay burned out," she says.

However, burnout can also present as "pockets," says Basta, saying his burnout comes and goes with the ebb and flow of the workload. However, having to adapt his schedule to his insomnia, a sleep disorder, was a particular stressor for him. His solution was to bring it up with his employer. "When I brought up my sleep problems, everyone was super okay with experimenting by shifting the morning meeting to an end-of-day meeting to accommodate," he says. That went a long way in alleviating the burnout and displayed the "mutual respect and empathy" that Basta values in the workplace.

An adaptation to work also meant that Rahmy, who suffers from attention deficit hyperactivity disorder (ADHD), could work better. People with ADHD "have to be stimulated all the time; I cannot work in the same spot for hours," she says, "For me, the hybrid workstyle is perfect."

Respect for mental health and wellbeing could mean a lot to the newest generation to enter the workforce. "If business leaders want to actively help Millennials and Gen Zs thrive at work, they need to prioritize mental health and embed a workplace culture where stigma does not exist," said Emma Codd, the Deloitte global inclusion leader.

Employers could then see just how much Gen Z can bring to the table. For example, they are highly proficient in technology. In a survey by Business Time magazine, 66% of respondents said technology makes them feel like anything is possible, and 76% believe their online experiences will help them reach their goals. They also show very high collaborative skills and are always eager to learn new things, according to the survey.

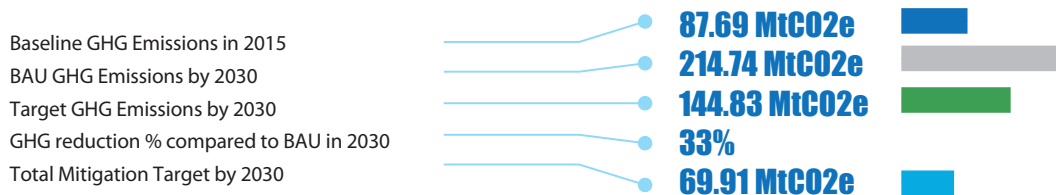
Gen Z is not afraid of asking "tough questions" about status-quo workstyles, said Beth Kennedy, who runs a marketing agency in New York. Accordingly, "workplaces are being forced to have broader discussions and make shifts when they don't have good answers." Mark C. Perna of Forbes argued that changes implemented to satisfy younger workers could help every other generation. "If we meet the needs of the youngest working generation," he wrote, "we'll most likely satisfy the rest of the workforce, too." [n](#)

COP27 EGYPT'S FIRST UPDATED NDC - MITIGATION & ADAPTATION TARGETS



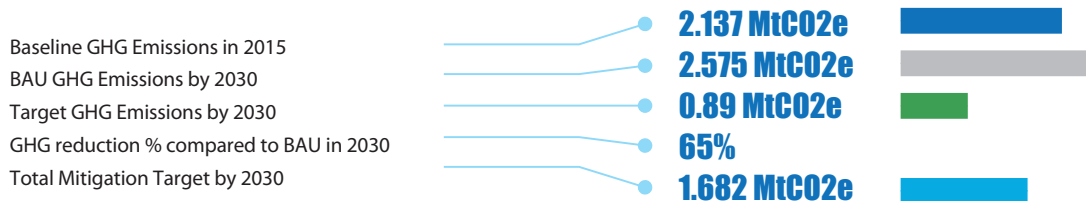
Paris Agreement has set a main goal to limit the increase in global surface temperature to 1.5° Celsius (above pre-industrial levels) by the end of the century, in which it requires each of the joined 192 countries (plus the European Union) to submit every five years an updated national climate action plan - known as Nationally Determined Contribution (NDC). Egypt recently submitted an updated NDC to the one released in 2015 that includes, for the first time, quantitative emission reduction targets by 2030 in three key sectors, namely electricity, oil & gas, and transport. Additionally, the document includes the progress in several key sectors since 2015 as well as the planned government adaptation and mitigation initiatives along with the conditional finance required till 2030.

Electricity Generation, Transmission, and Distribution



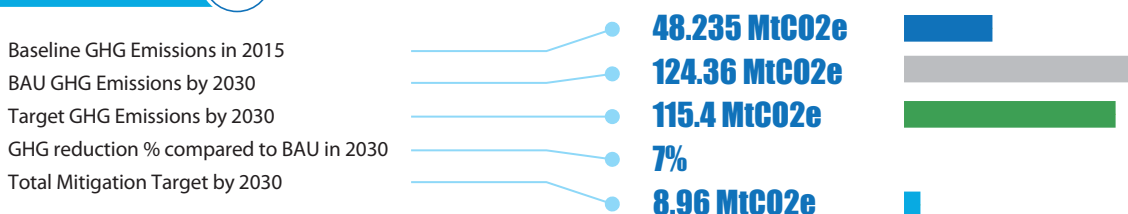
- Additional renewable energy (RE) capacities to reach the electric power contribution target of **42%** by 2035.
- Improve and upgrade the transmission and distribution networks including Extra High voltage substations, control centers, and smart grids.
- Activation of the role of electricity distribution companies.
- Maintenance, upgrade, and replacement programs for obsolete power plants.

Oil and Gas Associated Gases Subsector



- 17** implemented projects and additional **36** projects planned up to 2030 to recover and utilize associated gases generated from crude oil fields to produce LPG, natural gas, and condensates.
- The natural gas pipelines are planned to increase from **86 villages** to **180 villages** by 2030 serving **476,000 residents** under the Decent Life Initiative 'Hayah Karima'.
- The government aims to reduce **5%** of the petroleum companies' energy consumption.
- It is planned to produce medium-density wood panels (MDF) in Idku city at a design capacity of **205** thousand cubic meters annually from **250** thousand tons of rice straw.
- Two planned programs to reduce plastic waste and increase the production of green petrochemicals:
 - Manufacture of **75,000** tons of biodegradable plastic bags annually
 - Converting plastic waste into oil to produce **30,000** tons of polyethylene
- Production of alternative green fuels:
 - Extraction of **350,000** tons of algae oil annually to produce biofuels
 - Generation of **100,000** tons of bioethanol annually

Transport



Main Mass Transit Projects

National Road Project
 Aims to develop new roads of 7,000 km and upgrade 10,000 km of current road infrastructure while utilizing modern asphalt recycling technologies

Electric Light Rail Transit (LRT)
 At the length of 103 km running through 19 stations

Expansion of Cairo Metro Network
 Stage 3 of line 3 (17.7 km), line 4 (42 km), line 5 (25 km), and line 6 (35 km)

Bus Rapid Transit (BRT) systems
 Provide efficient routes to public buses in addition to transforming them to operate on lower carbon intensive fuels such as natural gas

High-Speed Electric Rail
 Includes three lines connecting 60 cities at a total length of about 2,000 kms

Cairo Monorail Project
 New Administrative Capital monorail at the length of 56.5 km (22 stations) and 6th of October monorail at the length of 42 km (12 stations)

Green Civil Aviation Sector
 Introducing 2% biofuels to airplanes, converting passenger buses and other vehicles to operate on cleaner fuels, and installing PV in airports

Industry

- Low carbon roadmap for the Egyptian cement industry including alternative fuels partial substitution, lowering the clinker content in cement by up to **80%**, while decreasing the average specific energy consumption from **3,710** to **3,540** MJ/ton cement.
- Decrease in the average specific thermal energy consumption by **10%** for three energy intensive industries (iron and steel, fertilizers, and ceramic tiles industries).
- Replacing feedstock with **green hydrogen** to produce green ammonia and transition towards low carbon nitrogen fertilizer production.
- Promotion of **eco-industrial parks**.

Buildings and Urban Cities

Installation of rooftop PV panels for electricity generation, **5,300** solar water heaters, and expand the use of LED lighting in residential sector by 2030.

It is planned to develop **16,960** residential units according to green building standards by 2030.

Increasing green spaces and sustainable parks in new cities that are irrigated with treated wastewater to act as carbon sinks.

Expanding on energy efficiency labels and specifications for appliances program and eliminating non-energy efficient equipment.

Tourism

Promoting the use of renewable energy and solar water heating for domestic uses and swimming pools in touristic hotels, resorts, and solar water desalination.



Implementing LED lighting replacements, improved building envelope, employing efficient heating, ventilation, and air conditioning (HVAC) systems, and efficient water pumping.



Waste Management

It is planned to construct **215** water treatment facilities and sewage plants under three phases by 2030.

Upgrade the solid waste management infrastructure to improve collection efficiency from **55%** to **95%** by year 2025 through establishing fixed and mobile transfer stations, Mechanical and Biological Treatment (MBT) plants, and closure of uncontrolled dumpsites to be replaced with sanitary landfills.

Increase waste-to-energy contribution in solid waste management by up to **20%** of collected waste by 2026 through utilizing waste as an alternative fuel in cement sector, waste to biofuels, and generating electric power through incineration, pyrolysis, and other modern technologies.

Financial Support

Description	Conditional Finance Required*
Mitigation Programs	USD 196 bn
Adaptation Programs	USD 50 bn
Total	USD 246 bn

*The financial resources required to implement the updated NDC up to 2030 is estimated at a minimum of USD 246 bn. The financial estimates are derived from the required upfront capital expenditures, capacity building and technology transfer, and the human resources needed for implementation.



Dcode EFC, TRACK3 Consulting, and SHIFTERRA Consultancy have formed a consortium that brings what is required to effectively support companies in having an impactful participation in the upcoming COP27 and beyond. Guided by national and international experience in green growth, climate change, business environment, private sector and the understanding of COP organization and dynamics, we will jump-start companies' process to take part in the COP27, through introducing and supporting activities prior to COP, during and after.



Market Watch

Stock Analysis

Change agent

For a change, the EGX 30 and EGX 70 EWI ended the period from July 15 to Aug. 15 on positive notes. Not only was it a positive note, but an outstanding one with both indices posting double-digit returns. The former was up 13.1%, and the latter was up 25.8%. On a year-to-date basis, the EGX 70 EWI was down 3.2% but still outperformed the EGX 30, down 17%. It looks like the market has found a bottom, with advances outnumbering declines by a ratio of nine to one. The EGX 30 bottomed out on July 6, when it hit a 6-year low of 8,599.05. Two days earlier, the EGX 70 EWI hit a two-year low of 1,655.58.

The ultimate change agent for this recovery was unclear. However, one can list a few factors that may have led to the market's strong performance over the past period. First, interest by GCC sovereign wealth

funds suggested Egyptian stocks were very cheap for those investing for the long haul and set a floor for the stocks they acquired. Second, replacing the head of the market's watchdog sent a calming message to individual investors. Third, a gradual depreciation of the Egyptian pound by 1-2 % over the past month meant stocks became even cheaper in U.S. dollar terms.

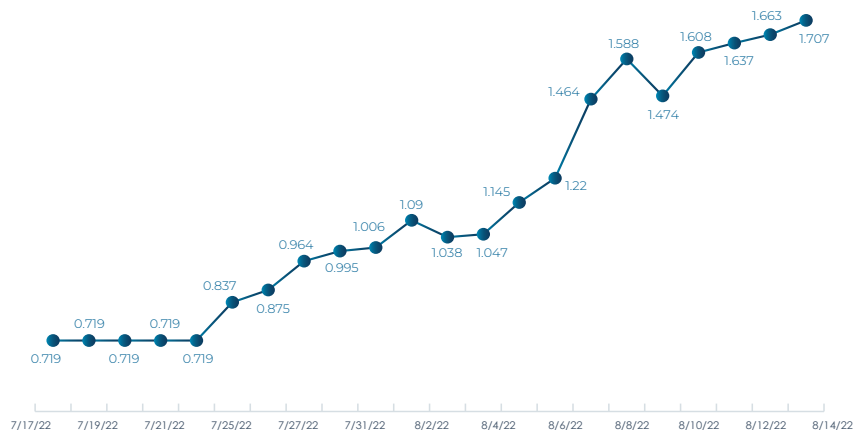
Elsewhere, the market witnessed two key trends: certain listed companies declaring and executing share buyback programs and interest by strategic or financial investors.

On the one hand, Elsewedy Electric (SWDY, up 19.2%), among other companies, continued to buy back shares given their depressed stock prices. On the other hand, PACHIN (PACH, up 14.6%) received acquisition offers from Saybad Industrial Invest-

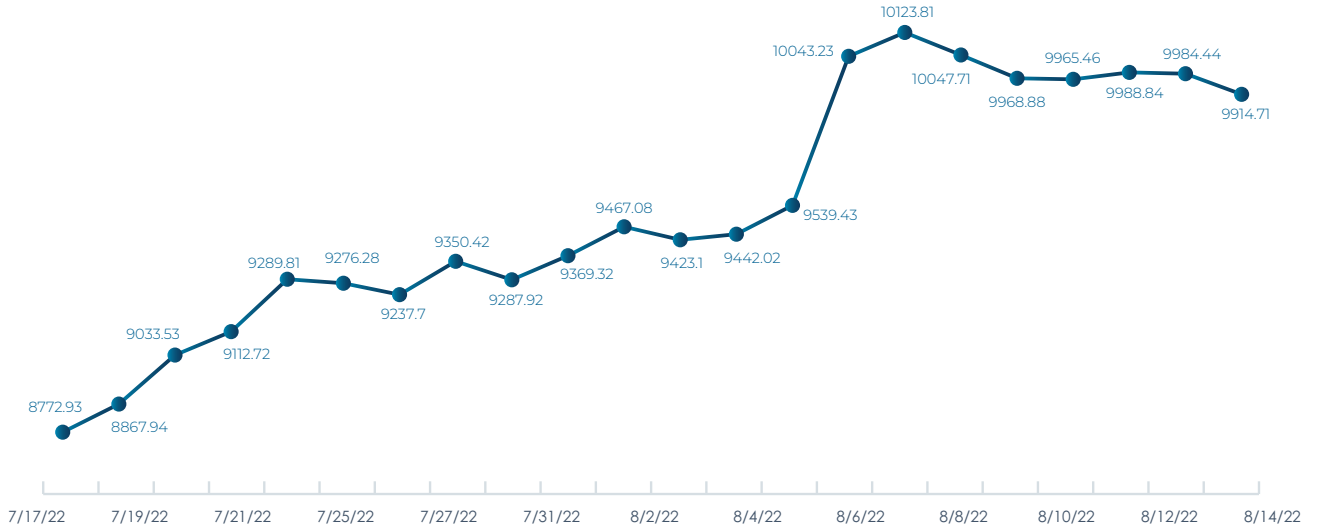
ment and Sipes. Meanwhile, Madinet Nasr Housing & Development's (MNHD, up 7.4%) board claimed the offer made by SODIC (OCDI, up 8%) does not properly value the company. But an offer to acquire as much as 90% of Beltone Financial Holding (BTFH, up 31.5%) went through, with U.A.E.-based Chimera Investment eventually ending up with a 56% stake in the company. Only Orascom Financial Holding (OFH, up 13.4%) accepted Chimera's EGP 1.485-a-share bid. Later, BTFH's stock rose in anticipation of the new owners adding value to the company down the road. Also, U.A.E.-based ADNOC Distribution acquired a 50% stake in TotalEnergies Marketing Egypt, leaving B Investments Holding (BINV, up 6%) with the options of tagging along or making an offer under the same conditions.

ODIN Investments (ODIN)

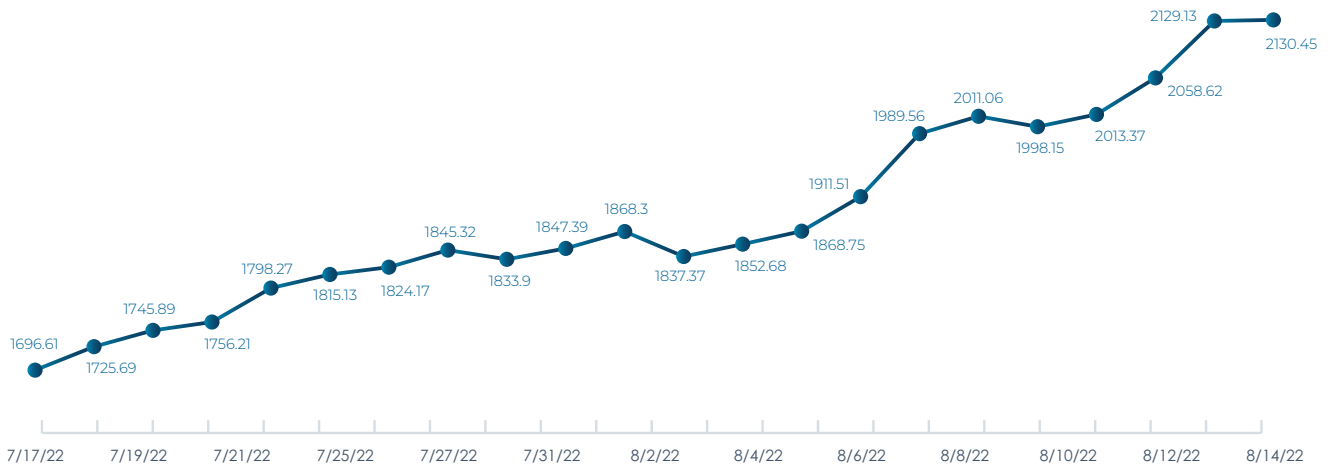
ODIN Investments (ODIN) is up 29% year-to-date after jumping more than 137% from July 15 to Aug. 15. After the demerger that took place in the second half of 2021, demerged unit ODIN Investment & Development (ODID) focused on the real estate, industrial, commercial and tourism sectors. Meanwhile, ODIN focused on capital markets operations, ranging from portfolio and fund management to venture capital. Having changed its fiscal year to end on June 30, ODIN last reported a net loss of EGP 3.7 million for six months versus EGP 1 million for all of 2021.



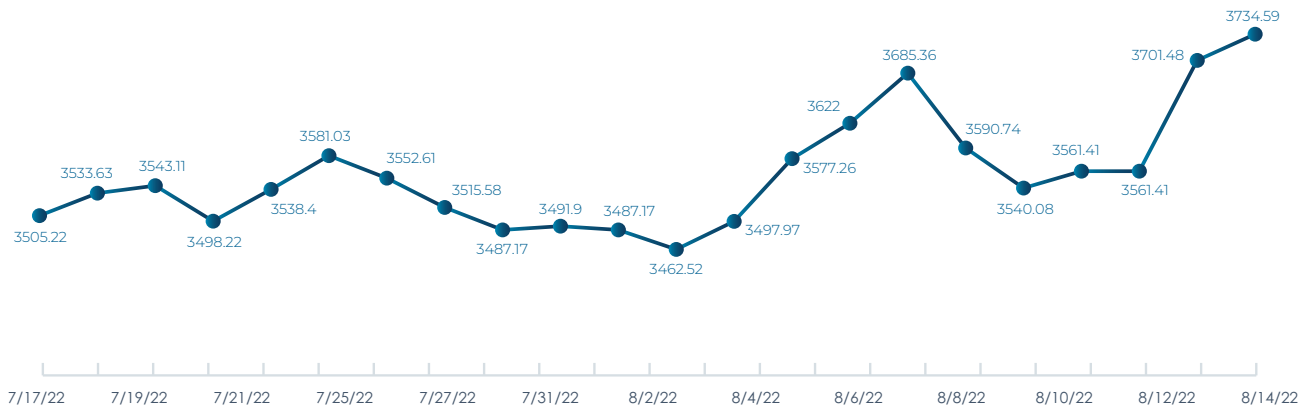
EGX 30



EGX 70



Tamayuz



Tamayuz index is an all-new weighted index, launched on June 23rd. It comprises companies with high free cash flows from operations. EGX stresses that this is not an endorsement of those stocks.



MADE IN EGYPT: SPIRULINA

Promoting innovation at the university level is vital to ensure a flow of new ideas, potentially creating a new market for Egyptian producers locally and abroad.

By **Fatema Fouad**

Developing sustainable, eco-friendly methods to process raw materials abundantly available in Egypt, but little used locally, might be an economic boon. The processed raw material could be exported to new markets, something the Egyptian government has been working on since the war in Ukraine amid ongoing supply chain bottlenecks. In the long term, local industries might find new uses for those raw materials.

A case in point is the sustainable production of spirulina, freshwater microalgae high in antioxidants used as a nutritional supplement. Local companies hardly use it, and those that do import it. Imtenan Group, a food and health supplements company based in Cairo, is one of a few selling packaged powdered spirulina.

Globally, spirulina is a niche market with growth potential, one that is the target of a team of undergraduates at

Zewail City for Science and Technology (ZCST) researching ways to process algae using solar energy. "We decided on that project because it has a growing international market and offers a direct application of our studies and skills into a very young industry in Egypt with a promising worldwide market," says team leader Mohamed Fouad.

Spirulina's world

Spirulina is an alga that uses photosynthesis to absorb carbon dioxide and release oxygen. This blue and green microalgae is considered a superfood that strengthens the immune system. It contains some of the widest varieties and highest concentrations of vitamins B6 (also present in chickpeas and tuna), K (avocados), and E (almonds and peanuts). "Spirulina supplements can help lower levels of total cholesterol, low-density lipoprotein

(LDL) cholesterol, and triglycerides significantly," according to Angela Haupt, a writer and editor at Forbes Health, in June.

Spirulina is mainly used to supplement diets to make them healthier without additional calories. According to Food Matters, a specialized portal, spirulina as a dietary supplement contains 65% to 71% complete protein. Meat, for example, is only 22% protein. Additionally, spirulina has 147% more protein than chicken per 100 grams.

NASA has been researching spirulina for dietary purposes since the 1980s and commonly uses it as a food supplement for astronauts. In 2016, NASA said 1 kilogram of spirulina is nutritionally equal to 1,000 kilograms of vegetables.

It also is more sustainable to produce compared to animal-based protein. According to Energybits, an energy drinks company that uses spirulina in its shakes, the algae uses 2% of the water required for the same amount of beef protein.

It also has a very high potential for development, especially as a small-scale crop for nutritional enhancement, added income, and environmental credentials said a June 2021 research published by the European Algae Biomass Association (EABA) and the market intelligence agency Meticulous Research. Spirulina is an ideal ingredient for manufacturing medical products, skin moisturizers, and its antioxidants can help combat cancer.

Spirulina can also be used as cattle fodder. A research paper by the Journal of Animal Physiology and Animal Nutrition and Animal Feed," published in 2012, associated it with "improvements in animal growth, fertility, aesthetics and nutritional product quality."

A significant advantage of spirulina is it can be easily stored as powder or dried flakes. The only requirement is to be kept in a dry, cool place. Most spirulina processors store it in powder form. "The spirulina powder segment is estimated to account for the largest share of the overall spirulina market in 2021," said Meticulous and EABA research.

Coming to Egypt

Given spirulina's limited uses in Egypt, Fouad, the team leader developing the sustainable spirulina processing method, hopes to meet international standards for export. "Spirulina production in Egypt is not of high food grade, so spirulina sellers like Imtenan import it," he said.

Producing spirulina requires the collection of the algae cells from nature and transported to a lab, placed in a nutritious medium. That allows the cells to divide once every day. The process takes four to 10 days for the collected spirulina to be harvested. However, the right amount of spirulina must be gathered not to spoil the entire batch. "We take a part of the cells from the system. Too many would hinder perfect conditions for growth", explains Lisa-Marie Dormayer, who works at the Austrian

company Ecoduna, told Food Unfolded, a specialized portal. Nutrients and water are added to replace the removed cells, nutrients and water are added.

According to Fouad, the equipment his team is developing will meet international standards for cultivating and producing spirulina. That would significantly reduce dependence on imports, and with additional support, investments, and up-scaling production, exporting spirulina might be possible.

Their project's primary focus is developing a method that uses "renewable energy to produce spirulina, promoting sustainability, and establishing a new business model," said Fouad.

Eco-friendly production is the core of Fouad's project. "This solar-assisted equipment produces more output in less time than traditional manual methods," says Fouad. This method saves about 2,500 kilowatt hours per month in drying, nearly 40% of the electricity typically used.

However, such benefits would diminish with increasing production. "Conventional large-scale spirulina production [facilities] use spray drying because it is faster," said Fouad. "However, it is much more energy intensive than the technique we are adopting."

One of the main issues is the team's dependence on conventional components. "We use photovoltaic panels that convert light energy into electricity," Fouad says. "That differs from the solar thermal air panels we designed to supply dryer thermal energy."

However, Fouad must consider the project's financial feasibility. Using locally manufactured panels that efficiently use solar energy allows the team to cut costs and increase profit while maintaining a healthy environment for spirulina.

Other challenges relate to the nature of spirulina. It is fragile, as it can lose protein content in each step of the production process.

Additionally, scheduling during production is essential. Spirulina has a short shelf life and must be dried almost immediately after cultivating. Then it can be processed "into the commercially available forms of powder, pellet, flake and capsule in order to prolong its shelf life from several hours to about one year," noted a December research paper published by the South China University of Technology.

According to Fouad, production challenges include proper insulation, solar variations, and temperature control. "The main challenge in equipment design is to be able to achieve ideal design conditions," he said.

Lab to product

Fouad and his team are seeking outside funding to complete the project. "Regarding the drying and separation phases, we are still at the prototyping stage," he says. "We need financial support to kick-start [production] and test the different designs we did to reach the best possible design for optimizing output."

That support might come from government initiatives. "The government is keen on developing the innovative capabilities of youth within a framework of localizing the SDGs," Minister of Planning and Economic Development Hala El-Said told representatives of government universities and students in April. "The government is keen to benefit from suggestions in the fields of social empowerment of women, environmentally friendly projects and supporting the health system."

Focusing that support on scientific innovations could impact society far beyond financial gains. "Science underpins improvements in human welfare through technologies it develops for health, food production, engineering, and communication," said a 2010 World Bank report.

Profitable business?

Making money from spirulina production in Egypt in the short term means it must be sold abroad. According to Allied Market Research, "the global spirulina market was valued at \$393.6 million in 2019." Like many other products, however, spirulina sales slowed in 2020 and 2021 amid global lockdowns and disruptions in logistics and transportation.

"The effects of the COVID-19 pandemic on this market were felt in China starting in 2020, as the country is one of the world's largest producers and consumers of spirulina," said the June 2021 research by Meticulous and EABA. "In China, factory closures, spirulina processing facilities operating at reduced capacities, and restrictions on importing and exporting spirulina biomass strongly impacted the spirulina market."

Experts see the market recovering quickly as global market demand has shifted to more healthy products to strengthen the immune system amid new COVID-19 sub-variants. "COVID-19 has fostered the growth of the spirulina market attributed to the need for nutritional attention and vitamins as a potential remedy against the COVID-19 virus," said an April 2021 report by Allied Market Research.

The Spirulina Market Research Report 2022 estimated the global spirulina market at \$337 million in 2021 and \$362 million in 2022. It is projected to reach \$525 million by 2027. Meticulous and EABA forecast that in terms of volume, the spirulina market should grow by 14% annually from 2021 to 2028 to reach 73,150 tons by 2028.

Meanwhile, PR Newswire said, "Demand for microalgae in the food and beverage sector will total \$132.5 million by 2031."

Those projections could be conservative. With increasingly volatile weather resulting in flash floods, droughts, and heat waves that can destroy crops, finding innovative, sustainable ways to produce nutritious food is vital. "The world will need to rethink its approach to food as the planet warms and the population grows toward an expected 9.7 billion people in 2050," noted The Economist in 2018. n





Chamber News

BOARD OF GOVERNORS

PRESIDENT

Tarek Tawfik, Cairo Poultry Group

EXECUTIVE VICE PRESIDENT

David Chi, Apache Egypt Companies

EXECUTIVE VICE PRESIDENT

Tarek Mohanna, MHR & Partners in Association with White & Case

VICE PRESIDENT, MEMBERSHIP

Soha Ali, J.P. Morgan Chase Bank

VICE PRESIDENT, PROGRAMS

Amr Allam, H.A. CONSTRUCTION (H.A.C.)

VICE PRESIDENT, LEGAL AFFAIRS

Gamal About Ali, Hassouna & About Ali Law Offices

TREASURER

Hatem El Ezzawy – PICO Group

MEMBERS OF THE BOARD

Ahmed Issa, Commercial International Bank (CIB)

Sarah El Battouty, EConsult

Sherif El Kholy, ACTIS

Hoda Mansour, SAP

Riad Armanious, EVA Pharma

PAST PRESIDENT

Sherif Kamel, The American University in Cairo

ADVISOR TO THE BOARD

Hisham A. Fahmy

CHIEF EXECUTIVE OFFICER

Sylvia Menassa

AmCham Committee Leadership
for August 2022 to June 2023
have yet to be announced



Memorandum of Understanding



28 Jun

Agreement standardizes safety in oil and gas

American Chamber of Commerce in Egypt; Alaa El Batal, EGPC CEO; Waleed Lotfy, Petrojet chairman and managing director; and Nadir Imanov, BP vice president.

AmCham Egypt, Bechtel, BP, Petrojet, and EGPC signed an agreement to formalize the standardization of safety work practices across Egypt's oil and gas sector. The deal will use Bechtel's Practical Hazard School model. Tarek El Molla, minister of petroleum and mining, attended the signing along with officials from signatory companies.

According to the agreement, Bechtel, BP, and Petrojet will establish the first Hazard School in the Ain Sokhna and Suez region, operated by EGPC. The plan is to replicate the model across Egypt, particularly in Alexandria and the Western Dessert.

Karim El-Dessouky, Bechtel's vice president and general manager, presented the initiative and plan. Attending were David Chi, executive vice president of the

The program will ensure a minimum safety standard aligned with the latest International HSE Standards. The school will serve projects in various stages, including construction, commissioning, and operations. The school will also train, educate, and upskill surrounding community residents.

Customs and Taxation



28 Jun

ETA officials tout tax reforms

"Any tax ecosystem comprises three interdependent sides, like a triangle," said Fayez Fathallah El Dabany, head of the Central Administration of Large & Medium Funders Centers & Joint Stock Tax Office at the Egyptian Tax Authority (ETA). Those three pillars are taxpayers, tax laws, and tax administration. "How the government administers its taxes is the most important of the three," El Dabany told a June 28 meeting of the Customs and Taxation Committee.

The new law focuses on the shortcomings of the 2016 tax law. That included adding new types of industrial and investment zones that the government authorized after publishing the old law and expanding some of the 2016 law's provisions to include services and products.

He stressed how the government prioritizes digitizing and simplifying every part of the tax administration process. He highlighted the introduction of tax receipts, which help identify the informal economy, evaders, and dummy corporations.

El Zayat pointed to modifications that simplify temporary registration with the ETA. "This is particularly beneficial to companies and individuals who execute a predetermined number of transactions," he said. "In the cases of individuals, we require only their ID numbers."

Ashraf El Zayat, head of the ETA's Large Tax Payer Center, highlighted critical reforms, including Law 3 for 2022. "Our aim with this law was to remove any conflict or risk that we saw or believe could happen between the ETA and taxpayers," he said.

Another vital reform, according to El Zayat, was improving the tax reimbursement application procedure and how ETA processes such requests to return excess payments to taxpayers.

Lastly, El Dabany pointed out some taxpayers don't utilize all the provisions in the law, such as consulting with the ETA during the feasibility study stage. "Our recommendations are binding, even if the project is still on paper," he said.



NEW MEMBERS



CONSTRUCTION ENGINEERING SERVICES

ASGC- Egypt
Moustafa Kazamel
General Manager

Membership
Type:
**Associate
Resident**

Address: Mivida Compound Business
Park, Plot 33, Building A2, Floor 2,
Street 90, P.O. Box 11835, 5th
Settlement, New Cairo
Tel: (20-12) 2888-8850/43/34
Website: www.asgcgroup.com



FINANCIAL SECTOR

The Egyptian Credit Bureau I-Score
Mohamed Kafafi
Chairman and Managing Director

Membership
Type:
**Associate
Resident**

Address: 5 Street 26, Smart Village,
6th of October, Giza
Tel: (20-2) 3531-0700/68
Website: www.i-score.com.eg



FINANCIAL SECTOR

Agricultural Bank of Egypt
Alaa Farouk
Chairman

Membership
Type:
**Associate
Resident**

Address: 1 Nady El Seid Square,
Dokki
Tel: (20-2) 3332-7212/022
Website: www.abe.com.eg

For any change to contact information,
please contact the Membership Services
Department at the Chamber's office

Tel: (20-2) 3333-6900, ext. 0016

Fax: (20-2) 3336-1050

E-mail: membership@amcham.org.eg



NEW REPLACEMENTS IN MEMBER COMPANIES

Vishal Sharma

IMEA Market Head, Ecolab

Dina Samir Faltas

Scientific and Regulatory Affairs Manager, Al Ahram Bever-
ages Co., SAE

Ali Nevzat Karaman

Managing Director - Egypt and Levant, Philip Morris Misr,
LLC

Mohamed Farouk Hafeez

Chairman, Professional Development Foundation (PDF)

Marwa Maher

Managing Director, Concord International Investments

Category: General
Sector: Chemicals Products

Category: Affiliate
Sector: Food & Beverages

Category: General
Sector: Food & Beverages

Category: Not-for-Profit
Sector: Human Resources

Category: Affiliate
Sector: Investment

Change in Member Category

Karim Atalla Wahba

President, Interconsult

Category: General
Sector: Consultancy



NEW AFFILIATE MEMBERS

Automotive

Tamer Kotb

Group Chief Operating Officer, Abou Ghaly Motors

Petroleum

Omar Kashif

Business Development Manager, Halliburton

Amr Azzam

Senior Country Manager, Halliburton

Service Providers

Ahmed Aboueleneen

Regional Sales Manager, FedEx Express Egypt LLC



EXCLUSIVE OFFERS

About Ghaly Motors



Abou Ghaly Motors Group (AGM) has the pleasure to extend its exclusive benefits to AmCham members on various products as follows:

Automotive:

Test drives, priority on delivery, periodic promotions & special offers on the following brands: Jeep, Mercedes, Chrysler, Dodge & Ram, Alfa Romeo, Subaru. Competitive price on trade-in deals.

Fast-lane "quick and priority service" on AGM Brands.

Accessories voucher worth EGP 2,000 when purchasing Subaru, Jeep, Chrysler, KTM and Alfa Romeo.

Vehicle Services:

3.5% discount on insurance; 5% discount on spare parts; 10% discount on labor work, free of charge in case of accident on towing to AGM service center; 20% discount on vehicle detailing and polishing; and 20% discount on rental during services.

Transportation:

10% discount on short-term car rentals from SIXT.

London Cab: 10% discount and 20% discount on second leg for airport shuttle. 5% discount on Limozenak.

Discounts will be granted for AmCham members upon presenting their AmCham 2022 membership card

For more information, please contact: Noha Abdelgahny

Tel: (20-2) 2477-2219 Ext. 378; Mobile: (20-12) 7971-2708;

Call Center: 19570; for London Cab reservation: 19670

Email: noha.abdelghany@aboughalymotors.com

Please visit AmCham Cyberlink on <http://www.amcham.org/egy/cyberlink> for more information on AmCham benefits

This offer is valid until December 31, 2022

Baron Hotels & Resorts



Baron Hotels & Resorts has the pleasure to offer a 15% Discount on Online Accommodation Rates, to AmCham members.

The offer is applicable on Baron Palace Sahl Hasheesh, Baron Resort Sharm El Sheikh, Baron Palms Sharm El Sheikh and Baron Cairo.

Discounts will be granted for AmCham members upon presenting their AmCham 2022 membership card

For more information, please contact:

For the reservations in Baron Palace Sahl Hasheesh and Baron Resort Sharm El Sheikh): Emad Fathy

Tel: (20-2) 2241-9206/207 Ext: 225/ 286/ 117; 2414-0929; 2290-1836

For the reservations in Baron Hotel Heliopolis, Cairo:

Abdalla Hussein

Tel: (20-2) 2291-5757

Emails: reservation@baronhotels.com; reservation@baron-sharm.com; reservation@baronpalacesahlhasheesh.com; reservation@baroncairo.com

Please visit AmCham Cyberlink on <http://www.amcham.org/egy/cyberlink> for more information on AmCham benefits

This offer is valid until December 31, 2022



Cairo Marriott Hotel



Is pleased to extend its offer of 15% discount on the best available room rates and a 15% discount on Food and Beverages at all Cairo Marriott outlets

(This offer does not require having a room at the hotel)

- 25% discount on laundry during your stay
- Rate is for Bed and Buffet Breakfast at Omar's Cafe, subject to availability and prior reservation, valid at any day of the week.
- Rate is subject service charge and taxes.
- Offer is valid for the members only and has to be reserved through and used by the member for a maximum of two rooms per stay.
- Members can only accompany their spouse and children during their stay.
- This discount is not applicable for more than 5 pax

Discounts will be granted for AmCham members upon presenting their AmCham 2022 membership card

For more information, please contact: Mai Moenes
Phone: (202) 27394647 Ext. 8808
Mobile: (20-12) 0434-0648
Email: mai.moenes@marriotthotels.com

Please visit AmCham Cyberlink on <http://www.amcham.org.eg/cyberlink> for more information on AmCham benefits

This offer is valid until December 31, 2022

CONRAD CAIRO HOTEL



Is pleased to extend its offer of 10% discount on room rates, 50% discount on car parking in addition to 20% discount on Food & Beverages in the below restaurants:

- Solana's unique Friday Brunch
- Kamala, Asian Bar and Dining Restaurant
- Oak Grill
- Jayda Nile Terrace, on Thursday & Friday
- Stage One Bar & Lounge on Weekends

* Discount is not applicable on public holidays, special occasions, Christmas and New Year's Eve

* Discount is not applicable on alcoholic beverages

Discounts will be granted for AmCham members upon presenting their AmCham 2022 membership card

For more information, please contact:

Karim Nagy
Telephone: (20-2) 2580-8481 Reservation: 202 2580-8888
Email: dining.conradcairo@conradhotels.com

Please visit AmCham Cyberlink on <http://www.amcham.org.eg/cyberlink> for more information on AmCham benefits

This offer is valid until December 31, 2022

DHL Express



DHL Express is proud to offer all AmCham members an exclusive 30% discount on DHL published rates for outbound international shipping services, and a 15% discount on shipping cost with DHL MENA eShop (To be used with AmCham Promo Code from AmCham Cyberlink).

N.B:

- The discount is not available for domestic shipping.
- The discount is not to be used in conjunction with other promotions from DHL.
- Pick up service is now available.

Discounts will be granted for AmCham members upon presenting their AmCham 2022 membership card

For further information about the nearest DHL location visit our website <http://www.dhlegypt.com/en.html> or call DHL hotline 16345

Please visit AmCham Cyberlink on <http://www.amcham.org.eg/cyberlink> for more information on AmCham benefits

This offer is valid until December 31, 2022

United Sons Moving Services



United Sons is pleased to offer AmCham members the following exclusive benefits:

- 15% Discount on any local move within Cairo city limits (up to a 50 km radius)
- 10% Discount on any local move within Egypt
- 5% Discount on any international move
- Priority booking for member companies' requests
- No overtime charge for services provided after working hours
- Free storage at our warehouse for all international moves

Discounts will be granted for AmCham members upon presenting their AmCham 2022 membership card

For more information, please contact: Samer Elhamy
Tel: (20-2) 2754-4974/ 94/ Mobile: (20-10) 6210-1998
Emails: info@unitedsons.org

Please visit AmCham Cyberlink on <http://www.amcham.org.eg/cyberlink> for more information on AmCham benefits

This offer is valid until December 31, 2022



A Glance At The Press

The middle class

"And how did you go extinct?"

August 4, Al-Masry Al-Youm



Media Lite collates a selection of some the most entertaining offbeat and lighthearted news items published in the local press. All opinions and allegations belong solely to the original source publications and no attempt has been made to ascertain their veracity.

Mugamma: from most hated to most luxurious

Known as the country's "most hated building," the Mugamma may soon become a welcoming luxury hotel.

The Sovereign Fund of Egypt (SFE) signed a partnership agreement with U.S.-Emirati international consortium CairoHouse on Aug. 9 to turn the infamous Tahrir Square Complex Building, commonly known as Mugamma El-Tahrir, into a luxury hotel.

The consortium includes U.S. investment and development groups, Dubai-based Global Ventures, Oxford Capital, and the UAE's Al Otaiba Investment and CairoHouse. The contract is worth \$200 million and involves the Egyptian Ministry of Planning.

The contract would see SFE grant the consortium the right to "repurpose" the administrative building that has been the symbol of government bureaucracy since it was built in 1951.

Global Ventures Group founder Randall Langer said the hotel should be completed by 2024. Lebanese-owned Consolidated Contractors Co. will be the general contractor for the project.

"We are honored to cooperate with the Sovereign Fund of Egypt to develop the Tahrir Complex as one of the distinctive landmarks in the world and one of the Egyptian architectural treasures," Langer told Al-Ahram. "We are also proud of our contract with this distinguished group of companies that will ensure the success of development operations for this iconic building."

The hotel should have more than 450 luxury rooms and apartments. It will also feature several restaurants and venues for meetings and events. In addition, a "pyramidal shape" will be built at the front of the complex as a symbol of Cairo's visual identity showcasing the heritage of the past and contemporary innovation.

Tahrir Square, located at the heart of Cairo, is already home to the Nile-Ritz Carlton and St. Regis hotels.

Egyptian Streets, Aug. 11

'Moon Knight' may a second season

Director Mohamed Diab's daughter Haya announced in a TikTok video that the second "Moon Knight" season would be shot in Cairo.

The video features Diab and actor Oscar Isaac on a Nile Boat, where Haya asked, "Will there be a season 2 of 'Moon Knight?'" and Isaac answered, "Why else will we be in Cairo?"

The series ended its six-episode run with the surprise appearance of the first Egyptian superhero in the Marvel world, Layla El-Faouly, known as the Scarlet Scarab. Egyptian-Palestinian actress May Calamawy plays El-Faouly.

The first Marvel superhero with curly locks, the Scarlet Scarab was deemed a win for the representation of natural hair. "Since my daughter was four, she wanted to straighten her hair," Diab wrote on Facebook. "She never saw someone who looked like her in the media. Today this changes with LAYLA, the first Egyptian superhero. Proud to be a part of it!"

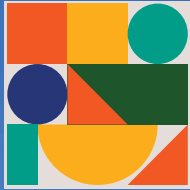
The hugely popular first Marvel series by an Arab or Egyptian director cost \$160 million and was filmed in Hungary. It premiered in Los Angeles in March.

It starred Isaac, Ethan Hawke, and Calamawy and was written by Jeremy Slater and directed by Diab. Saba Mubarak was a guest star in the last episode of the series, voicing the character Ammit.

Several acclaimed Egyptian artists also contributed to the series. They include musician Hisham Nazih for the soundtrack, film editor Ahmed Hafez for editing, and costume designer Reem al-Adl. In addition, Egyptian rising star Ahmed Dash played the role of a thug from Harrow's followers in the third episode.

The song "El Melouk" by Enaba and Double Zuksh played during the second episode's credits, while Egyptian icon Sanah's "Sa'at Sa'at (Sometimes, Sometimes)" with the fifth-episode credits.

Egypt Today, Aug. 7



GOLDEN GATE

GOLDEN GATE OFFERS YOU A WIDE VARIETY OF SUSTAINABLE OFFICES



FROM CUTTING-EDGE SERVICED
OFFICE SPACES TO FULLY-INTEGRATED
STAND ALONE BUILDINGS

STARTING FROM

70
SQM

UP TO

7 YEARS
INSTALLMENT

10% DOWN
PAYMENT

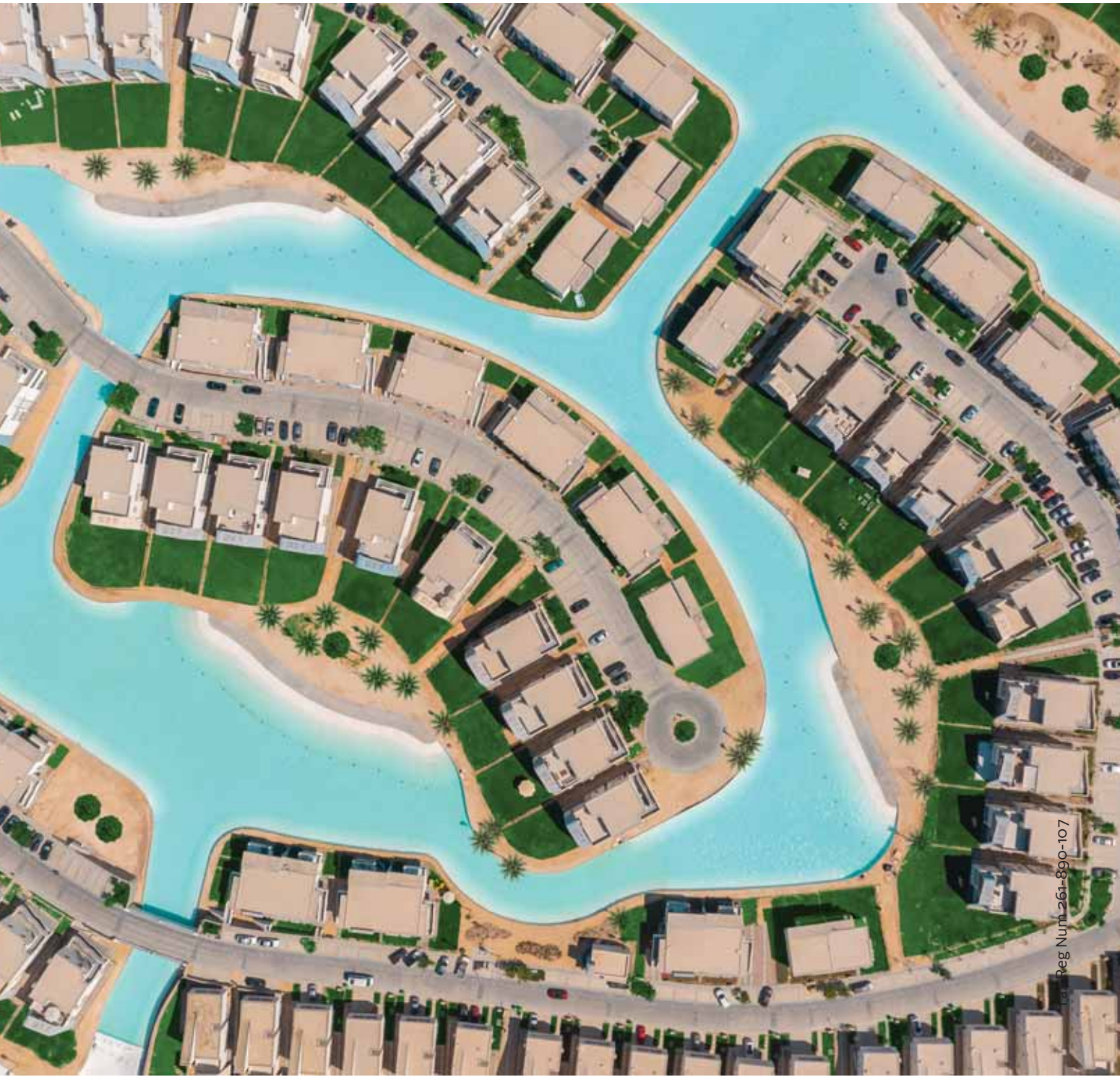


DIRECTLY ON
SOUTH 90th ROAD
- IN FRONT OF
AUC

CALL NOW
15799
www.rocc.com.eg

 **ROCC**
REDCON FOR OFFICES &
COMMERCIAL CENTERS
قرار وزاري رقم 9 بتاريخ 9
البطاقة المصرية، 04616980

Fouka bay



Reg Num 261-890-107