

# THE EPBA NEWSLETTER

## Currency exchange

Currency Unit	EGP per Unit
EUR	10.15
USD	7.00
PLN	2.14

## In brief

### EBRD lends Egypt's Juhayna \$73 mn for expansion



The company will use the money to finance an expansion of its dairy and juice factories, produce new products and upgrade its distribution network.

Egypt's Juhayna Food Industries, one of the country's largest dairy product and juice makers, has secured a LE500 million (\$73 million) loan from the European Bank for Reconstruction and Development (EBRD), it said on Tuesday.

The company will use the money to finance an expansion of its dairy and juice factories, to produce new products and to upgrade its distribution network, it said in a statement.



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## December 2013

### Poland and Egypt are seeking for bilateral investments

The trade volume between Egypt and Poland increased by 8.6 percent during the last six months, Egypt's Minister of Trade and Industry Fakhri Abdul Nour said in a recent meeting with Piotr Puchta, the Polish Ambassador to Cairo.

Abdul Nour said that the trade exchange between Egypt and the European country should increase during the transition period, which according to the ambassador of Poland his country supports.

Inter-trade between any two countries requires exchanging experience in industry, establishing bilateral projects as well as boosting the tourism sector, Abdul Nour said during the meeting.

Tourism represents 11.3 percent of the gross domestic product (GDP) in Egypt.

Abdul Nour noted that Egypt and Poland can establish bilateral tourism projects that can transform Egypt as a tourist hub.

Egypt was considered an important hub by Europe, African countries and the Middle East, Ambassador Puchta said.

Puchta invited Egyptian businessmen to attend a national conference in Poland in a bid to discuss further investment cooperation.

<http://en.aswatmasriya.com/news/>



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## Did you know that?

Nearly 35% of the 60 million Poles live abroad and large Polish speaking communities can be found in the US, Canada, UK, Germany, Australia, Brazil and Argentina.

The name "Poland" originates from the name of the tribe "Polanie" which means "people living in open fields"

It has been invaded or has fought for freedom in insurrections 43 times from 1600 to 1945.

Poles are well educated. 90% of Poland's youths complete at least secondary education and 50% have an academic degree.

It adopted the first constitution of its type in Europe and the second ever in the world after that of the United States on 3 May 1791 and was in effect for only 14 months and 3 weeks. It was referred to as "the last will and testament of the expiring Country" and of Polish sovereignty before Poland entered into 123 years of partition.

Poles drink some 92 litres of beer a year and according to the oldest document recalling beer in Poland, 'The Polish Chronicle' by Thetmar from Merseburg, beer already appeared during the reign of Polish King Bolesław I the Brave (992-1025)

It boasts 17 Nobel prize winners, including four Peace Prizes and five in Literature.

## Healthy food

**Poland enjoys pole position in terms of modern business services in Central and Eastern Europe. More than 400 business service centers with foreign capital are already in operation across the country, with a combined work force of 110,000.**

The country is increasingly seen as an attractive destination for companies in the modern business services sector. Such services have become something of a Polish specialty and the country's modern business services sector continued to grow unabated last year.

In recent years, employment in the sector in Poland has increased at an average rate of about 20 percent annually and has been the most stable among all Central and Eastern European countries, according to the Association of Business Service Leaders in Poland (ABSL), an organization that brings together companies from the Shared Service Centers, Business Process Outsourcing, Information Technology Outsourcing and Research and Development sectors.

The dynamic development of the business services sector in Poland is illustrated by the number of newly established centers across the country. In 2004, Poland was home to 96 service centers operated by foreign companies; today there are more than 400 such centers. According to a report by ABSL on Poland's modern business services sector in 2013, last year saw a record in terms of the number of new projects, with a total of 56 centers established. More than 60 percent of the centers which were established in 2012 are projects by foreign companies that are newcomers to Poland's business services market and did not operate any centers here before. The most recognizable international companies that have invested in Poland over the past year or so include Samsung, Bayer, Qatar Airways, Brown Brothers Harriman, Goldman Sachs, Euroclear and Metsä Group.

Poland accounts for 3.4 percent of all global outsourcing/offshoring jobs, ranking first in CEE, second in Europe as a whole and sixth worldwide, according to fDi Markets, a cross-border investment monitor from the Financial Times. Poland is also third, after China and India, on the Hackett Group's ranking of destinations for global service centers. Moreover, in

## Egyptian start-ups

In early 2013, Khaled Maher got laid off from his job at Orascom Telecom and decided to team up with two other newly redundant former colleagues to chase his dream of starting a telecommunications consulting firm. But they soon hit an obstacle: where to set up shop. "We found that to have a decent place to work was very expensive," Maher explains. As entrepreneurs still trying to establish themselves, they couldn't commit to the high overhead cost of a steep office rent without first establishing a customer base. On the other hand, they couldn't build a clientele without a respectable place to do business, and the quarters they could afford were dingy and rundown. Maher says: "You couldn't meet a customer there."

Sensing they weren't the only would-be entrepreneurs facing such a dilemma, Maher and his colleagues opened a space called Businessyard in Dokki's tony Messeha Square. Here, freelancers, telecommuters and new business pioneers have access to desks, meeting rooms, copy and printing services as well as spaces to relax, play and brainstorm or socialize with like-minded professionals. With gleaming parquet floors and a Silicon Valley-inspired palette of acid green and cobalt blue, the space is slick enough to impress potential clients, while a variety of packages, ranging from evening only drop-ins to a full-time, month-long subscription for LE 2,000, cost far less than renting a private office with comparable facilities.

More importantly, Maher hopes that the space will provide start-ups and creative professionals with a place to collaborate and be inspired by other motivated, talented people. "The idea is this is not just a place to work but also a community," he says. With a grand opening planned for the near future, Businessyard is the latest of about eight such shared work environments in Cairo, part of a global phenomenon of "coworking spaces" designed to provide small companies and solo workers with the flexibility of working at home, the human interaction of an office and a more focused and comfortable work environment than a café.

Amcham, Dec.2013



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# Polish Egyptian Cooperation



## Egyptian Ministry to bring Polish tourists back

**Poland becomes the 23rd country to ease travel warnings on Egypt after a meeting this week between the Egyptian minister of tourism and the Polish ambassador to Egypt.**

Polish authorities decided to ease warnings against travel to Egypt on Thursday, following a meeting between the Egyptian minister of tourism and the Polish ambassador to Egypt.

According to the Egyptian Tourism Ministry, Polish tourists made up the 6th largest group of visitors to Egypt in 2013. In 2012, official tourism figures suggest that nearly 470,000 Polish tourists were in Egypt, up from only 380,000 in 2011.

Egyptian Minister of Tourism Hesham Zazou headed a delegation to Warsaw on Thursday to participate in the Polish tourism exposition TT WARSAW.

Recent months have seen other countries easing their travel restrictions for nationals traveling to Egypt as well. 22 countries have lifted their travel bans on Egypt this fall.

<http://english.ahram.org.eg/News/87814.aspx>

## Machinery and steel industry in Poland

The machinery sector in Poland in recent years has been developing very dynamically. In the period from 2003 to 2007 it scored a double-digit annual growth. In 2009 the value of the sector was already PLN 22.3 billion. In 2010 and the coming years the pace should, according to the forecast, stabilise at the level of approx. 9% annually. From among the 7 500 enterprises operating in the machinery industry, most of them operated in the Mazowieckie, Śląskie and Wielkopolskie Voivodships. About 80% of them can be considered micro-businesses, where employment does not exceed 10 employees.

Polish steel industry is gaining its momentum as the country is becoming a number one destination in Europe for a production of white goods. Electrolux, Indesit, Fagor or BSH are a few examples of well known brands operating in Poland. Also automotive industry propelled by hot selling small city cars which are manufactured in big numbers in Poland is contributing to the growth of the metal sector. Construction sector which is a major beneficiary of huge infrastructural programmes is also not lagging behind in fueling the demand for steel products. This is particularly true in a view of new roads, bridges and sport stadiums which are built across the country.

LOCATION OF THE MACHINERY SECTOR IN POLAND  
Largest producers of machines and appliances in Poland:



Selected foreign investments in the machinery sector in Poland:



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## Special Economic Zones in Poland

Business is booming in Poland's 14 special economic zones (SEZ) after the government decided in July to extend their life span by six years until 2026.

According to the Polish Information and Foreign Investment Agency (PAIIZ), a government agency tasked with facilitating foreign direct investment, total investment in the zones this year will come to an estimated zł.4.2 billion, judging by declarations made by companies in the first three quarters. The figure is over zł.1 billion higher than at the same time last year.

The number of new jobs that companies are planning to create in the zones this year has increased sharply to 5,200, from 3,300 last year.

## EU grants Egypt

The EU grant – in cooperation with the German government – is part of the Participatory Development Programme in Urban Areas (PDP).

The European Union (EU) recently approved a grant to Egypt totaling 277 million euros ( \$380 million) for development projects on public services.

Moran said that the EU grant—in cooperation with the German government—is part of the Participatory Development Programme in Urban Areas (PDP). It has allocated 20 million euros, part of which is included in the aforementioned EU aid to Egypt, to improve five informal areas in Greater Cairo over five years.



## The Trade Mission to Poland 2014

We have pleasure to invite you to participate in our annual trade mission to Poland which will be held in Warsaw from 12th till 16th of May 2013.

As usual, the mission will include:

- Matchmaking process
- B2B meetings
- Reception
- Visit at Polish Chamber of Commerce and the Employers of Poland premises;

The detailed agenda and pre-mission application will be emailed to you soon.



### New members

We have pleasure to announce that two new members have joined the EPBA. Welcome once again.

**Mr. Maged Thomas**

**Thomas Co.**



## New Membership categories at the EPBA

### Corporate

Upon the decision of Board Members, we are introducing 4 kinds of EPBA membership in 2014 :

### Individual

Multinational and Polish companies with branches, agents, or representative offices in Egypt, Egyptian companies who have significant business relationships with Poland- **4000 LE**

### Affiliate

**(as it is now)** Egyptian and Polish individuals that have significant business or positional relationships with Poland or Egypt respectively- **2000 LE**

### International

individual staff members of companies, which are already members of EPBA- **1000 LE**



**Mr. Mahmoud Nabil**

**Egyptian Group for  
Projects**



**Departure of  
H.E. Ambassador  
Piotr Puchta**



The Ambassador of Poland in Egypt, H.E. Piotr Puchta left Cairo on 14th of December after 4 years duty in Polish Embassy in Cairo.

**POLAND**

## Upcoming Events

**POLAGRA-PREMIERY: 30.01 - 02.02.2014**

Agricultural equipment

Poznan

<http://www.polagra-premiery.pl/en/>

**SALMED : 10.02-12.02.2014**

Poland's largest trade fair of medical equipment, will once again gather together leaders of the medical market.

Poznan

[http://www.salmed.pl/en/salmed\\_2010/about\\_the\\_fair/](http://www.salmed.pl/en/salmed_2010/about_the_fair/)

**Home Décor: 18-21.02.2014.**

Poznan

<http://www.homedecor.pl/en/>

**MEBLE POLSKA: 18-21.02.2014.**

The biggest furniture fair in Poland

Poznań

<http://meble.mtp.pl/en/>



*Dear Members,*

*If you have any ideas or suggestions for EPBA activities, please feel free to contact us:*

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