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Egypt and Japan: A historical partnership focuses on the future

One-hundred and fifty-five years ago, the second Japanese mission to Europe, the Ikeda Mission, visited Egypt on the way to France. This first contact between Egypt and Japan has developed into a partnership focused on commerce, academia and culture. “Egypt’s population of almost 100 million is at the crossroads of three continents,” explained Japanese Ambassador to Egypt H.E. Masaki Noke. “Strategically positioned between the Middle East, Europe and Africa, the country is an important partner for Japan in terms of ensuring security across the region and as an economic partner.”

Getting down to business
Following political, social and economic challenges in recent years, today, Egypt is on the right track. “The dedicated efforts of the Egyptian government to reorganize the business and investment environment and update the business legal framework and tax system in Egypt is well known,” said Eng. Ibrahim El-Araby, chairman of the Egypt-Japan Business Council (EJBC). “Since 1999, the EJBC has adopted the structure of a



December 29, 1863: The Second Japanese Embassy to Europe (The Ikeda Mission) was sent by the Tokugawa shogunate and headed by Ikeda Nagaoki. On the way to France, the mission visited Egypt, where members of the mission were photographed at the Sphinx by Antonio Beato.

public-private partnership to work together on promoting cooperation between Egypt and Japan in all sectors of the economy, including trade, industry and services, and we encourage Japanese investment, as well as social and culture relations.” Japan’s contribution to the Egyptian economy is increasing, noted Takashi Tsunemi, managing director of the Japan External Trade Organization office in Cairo.

“Japan appreciates Egypt’s current investment climate and many Japanese executives are doing business in the country. Excellent products and technologies from Japan are being used to facilitate economic growth in Egypt,” Tsunemi said. The Japan International Cooperation Agency (JICA) is committed to Egypt and has provided grant aid for the Cairo Opera House (which celebrated its 30 anniversary

last year), the Suez Canal Peace Bridge and many other projects. “Technology and knowledge transfers are becoming increasingly important as we strengthen our bilateral ties,” said JICA Egypt Office Senior Representative Mizuki Matsuzaki. “Through our official development assistance efforts, the Egyptian economy is moving in the right direction and the country is becoming more attractive to foreign investors as a place to do business.”

Education for the nation
Egypt and Japan are working hand in hand in the academic field.



Masaki Noke, Ambassador of Japan to Egypt

“The impact quality education has on a society is of paramount importance to a country’s development,” said Noke. “Egypt and Japan are working closely together on educational partnerships such as the Egypt-Japan Education Partnership, which encompasses early childhood, basic, technical and higher education.”

From ancient Egypt to 2019
The three largest and best-preserved pyramids at Giza include the Great Pyramid built for the pharaoh Khufu. Near the site, JICA is financing the construction of one of the world’s largest museums: the Grand Egyptian Museum (GEM). Designed to exhibit more than 50,000 artifacts, including all of King Tut’s treasures, even the golden mask, GEM is scheduled to open in 2020. “With a civilization dating back 7,000 years, Egypt is an exciting country,” concluded Noke. “The relationship between our two countries will continue to develop as we look to the future.” ♦
www.eg.emb-japan.go.jp
www.jica.go.jp
www.jetro.go.jp/en/
www.jebc.org

A national university founded on an Egyptian — Japanese partnership

The advancements taking place in Egypt’s education sector will have a direct impact on the country’s future.

Supported by the Japan International Cooperation Agency, Egypt’s flagship research university, the Egypt-Japan University of Science and Technology (E-JUST), represents the close partnership between Egypt and Japan. Celebrating 10 years this year, E-JUST is an academic benchmark for Egypt and African countries. “We intend to become a well-recognized university in the Middle East, Africa and Europe and also play



Professor Ahmed El-Gohary, President of E-JUST

a role in Japan-Africa relations,” said professor Ahmed El-Gohary, E-JUST president.

Close to Borg El-Arab International Airport, E-JUST is located in the heart of Egypt’s industrial region. “We promote closer links between industry and education, as productivity, efficiency, science and technology will play important roles in Egypt’s future,” said El-Gohary. “By working in partnership with our Japanese friends, we want to add value to Egypt’s efforts to become a knowledge-based economy. We look forward to the future and the strengthening of dialogue between Japan and the Arab world.” ♦
www.ejust.edu.eg

Supporting Japanese companies in Egypt

Successful businesses require the best legal representation. With 11 offices across Europe, the Middle East and North Africa, Amereller is recognized as a leading legal services firm. Amereller covers the entire spectrum of business law and has over 60 lawyers dedicated to assisting clients. Established almost 20 years ago, Mena Associates, in association with Amereller, is the firm’s Cairo office. It represents



Ingy Rasekh, Managing Partner of Mena Associates

some of the largest local private businesses, international banks, government agencies and leading multinationals. As Egypt and Japan continue to work closely together, cross border transactions between Japan and Egypt are increasing and more joint ventures, partnerships and mergers are being announced. In association with Amereller, Mena Associates has extensive experience in all aspects of business law and knows the local

environment to successfully negotiate joint ventures, mergers and acquisitions. “We have a multilingual office in Cairo and can fully support our international clients,” said Ingy Rasekh, managing partner, Egypt. “We work very closely with various Japanese companies to support their activities in Egypt.” Rasekh is confident that

the Egypt-Japan relationship will continue to thrive and intends to work more closely with Japanese companies in Egypt and the region. “Our Dubai office has a dedicated ‘Japan Desk’ with Japanese nationals and native speakers with whom we work very closely. We look forward to continuing to serve our Japanese clients.” ♦
www.amereller.com

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OKAZ: A safe environment for investors

First recorded in 500 B.C. and lasting until 760 A.D., OKAZ was the most famous market on the Arabian Peninsula. OKAZ began every year when pilgrims arrived in Mecca and provided a safe environment for trading. OKAZ symbolized challenge, commitment to excellence, prudence, trust and honor. Since 1984, under the OKAZ name, the OKAZ Group has been recognized as a reliable financial firm. OKAZ is expanding its diversified local and international client base by maintaining long-lasting relationships, offering top-quality services and providing prudent investment advice. “Our strategy is to continuously build on our



Amani Hamed, Chairperson of OKAZ

achievements while widening the array of services we provide to clients,” said Amani Hamed, OKAZ chairperson. “We cherish the values that the old market stood for and will continue to provide our clients with a safe environment for their

investments and offer attractive investment opportunities.” ♦
www.okazinvest.com



Celebrating 80 years of continuous commitment to Egypt

As a leading Japanese information and communications technology (ICT) company, Fujitsu Ltd. has played an important role in the development of the Egyptian economy. Working with key industry players, Fujitsu Egypt offers a full portfolio of ICT products and services including data center, system integration, network and security solutions. Operating in Egypt since 1939, Fujitsu Egypt has worked in partnership with customers in government as well as large, small and medium-sized enterprises either directly or through its partner network. “As the oldest ICT company in Egypt, we have continuously contributed to the

We see Egypt as an ‘eager-market’ and new customers are increasingly keen to work with us.”

AYMAN ABD EL-RAHMAN
Managing Director
Fujitsu Egypt

creation of a networked society and have built on our reputation as a trusted and valued player,” said Ayman Abd El-Rahman, managing director, Fujitsu Egypt. “We are in a position to deliver both hardware and integration solutions to our customers across the country and remain true to our belief that delivering qual-

ity service and support are the foundations of our success,” El-Rahman said. As the Egyptian economy continues to move in the right direction, Fujitsu Egypt is committed to supporting the development of the country’s ICT sector. “We are proud of our role in the country’s ongoing infrastructure and technology projects,” said El-Rahman. “We partnered with the Central Agency for Public Mobilization and Statistics for the first digital Census in Egypt in 2017. With Egypt’s growing population and the creation of newly established cities; we are seeing an increase in demand for our solutions,” said El-Rahman. From joint venture projects to the strengthening

of cultural ties, Egypt and Japan remain strong partners today. Egypt’s business community recognizes the Fujitsu name as a quality brand and an important long-term contributor to the Egyptian economy. “We see Egypt as an ‘eager-market’ and new customers are increasingly keen to work with us,” concluded El-Rahman. “We will continue to meet our targets and we look forward to contributing to the future of this great country.” ♦
www.fujitsu.com



Toyota Tsusho Corp. — a strong partner for Egypt

Toyota Tsusho Corporation (TTC) has contributed to Egyptian society since 1922 when Tomen established a cotton trading business in Egypt. By expanding into power and infrastructure, oil and gas, automotive and commodity trading, while also investing in projects such as the Alexandria National Iron and Steel Company in 1982, TTC has gained the trust of the Egyptian business community. TTC’s initiative ‘With Africa, For Africa’ incorporates mobility, life, community, resources and environmental projects. Today, the TTC Cairo Representative Office is strengthening its commitment to the Egyptian market with a focus on power generation. While Egypt currently relies on thermal power plants for the majority of its power needs,



Tokuji Koyama, General Manager of TTC Cairo Representative Office

demand for more renewable energy solutions is increasing. “We won the first-ever wind power IPP (independent power producer) project in Egypt,” said Tokuji Koyama, general manager, TTC Cairo Representative Office. “The \$400 million Ras Ghareb

Wind Energy project will improve the country’s ‘energy mix.’” Located on the Gulf of El Zayt, the site boasts excellent year-round wind conditions. Through a consortium, TTC will build, own and operate the 262.5 MW wind power plant. In December this year, TTC will

begin to sell generated electricity under a 20-year contract. “We construct power plants in a timely manner and offer the most advanced technologies,” said Koyama. “We have established strong political and business relationships in Egypt and have seen the Egypt-Japan relationship become more robust over the years.” As the chairing company for Japan-Egypt Business Council, TTC is continuing to contribute to the thriving business relationship between Egypt and Japan. “Egypt’s economic growth is incredible,” concluded Koyama. “Exports are increasing, security is getting better and Egyptians are friendly and welcoming toward foreigners. As we look to the future, we will build on our reputation as a strong partner for Egypt.” ♦
www.toyota-tsusho.com/english

El-Araby: Contributing to the Egypt-Japan relationship

El-Araby is one of the most significant industrial and commercial corporations in Egypt and the Middle East. By partnering with prominent Japanese brands, El-Araby exemplifies the strength of the Egypt-Japan relationship and is a pillar of the Egypt-Japan partnership. Egypt’s growing middle class and increasing consumer spending is driving the economy. El-Araby distributes electronics and consumer durable goods such as refrigerators, washing machines, home freezers, water heaters, cookers, air conditioners and air purifiers in Egypt, Africa and the Middle East. Some of the world’s largest Japanese and in-



Ibrahim El-Araby, Vice President of Elaraby Group

ternational brands have forged relationships with El-Araby. Toshiba Corp. has been El-Araby’s main commercial partner since 1974. In 2003 the group partnered

with Sharp Corp. and today El-Araby works with Seiko Watch Corp., Sony Corp., NEC Corp. and Hitachi Ltd. In the field of electronics and consumer durable goods, El-Araby aims to become one of the world’s major international companies by focusing on manufacturing excellence. The group’s two industrial complexes cover 386,000 square metres. The Benha complex, established in 1982, includes three factories and one subsidized manufacturing plant. The larger Quesna complex includes nine factories and three subsidized manufacturing plants. Today, El-Araby sells over 400 different prod-

ucts in 22 countries. The group’s distribution and service network consists of over 2,800 sales centers and more than 180 after-sales service locations. By expanding its distributor network and maintenance and after-sale service centres, El-Araby intends to better serve its customers. Moving forward, El-Araby intends to play a more prominent role in Egyptian society through its education initiatives, while reaching out to key markets across the region and contributing to the Egypt-Japan relationship. ♦
www.elarabygroup.com/en/

