

Geography and location

Standing as a formidable gate to Africa, Asia and an extension of Europe, Egypt is home to the world's most significant navigational arteries. The pivotal location made Egypt tie East to West through the Suez Canal which encompasses about %12 of global trade. Nonetheless, signing more than 6 strategic regional and global treaties made Egypt a prime center for international trade as well as a strategic realm for global investment.



Economic Reforms

An intensive and a thorough strategy has been embraced by the government aiming to increase productivity, dilute obstacles facing investment and trade, improve governance and reduce the role of state in the economy.

Key Reform areas include

- Facilitation – Funding and Project registration Time required for registration of foreign representation offices have shifted to 72 hours instead of 40 days in a one stop visit.
- Adoption – of Competition and Free Market policies Easier issuance of imports and exports certificates for most activities.
- Enablement – of Industrial land allocation and acquisition Process Business cost reduction through reduction of the value of LOGs required to acquire industrial lands.
- Enforcement – of Transparency and Integrity among state owned enterprises Through more enforced laws and procedures against Corruption and misconduct

Reaping Economic Gains



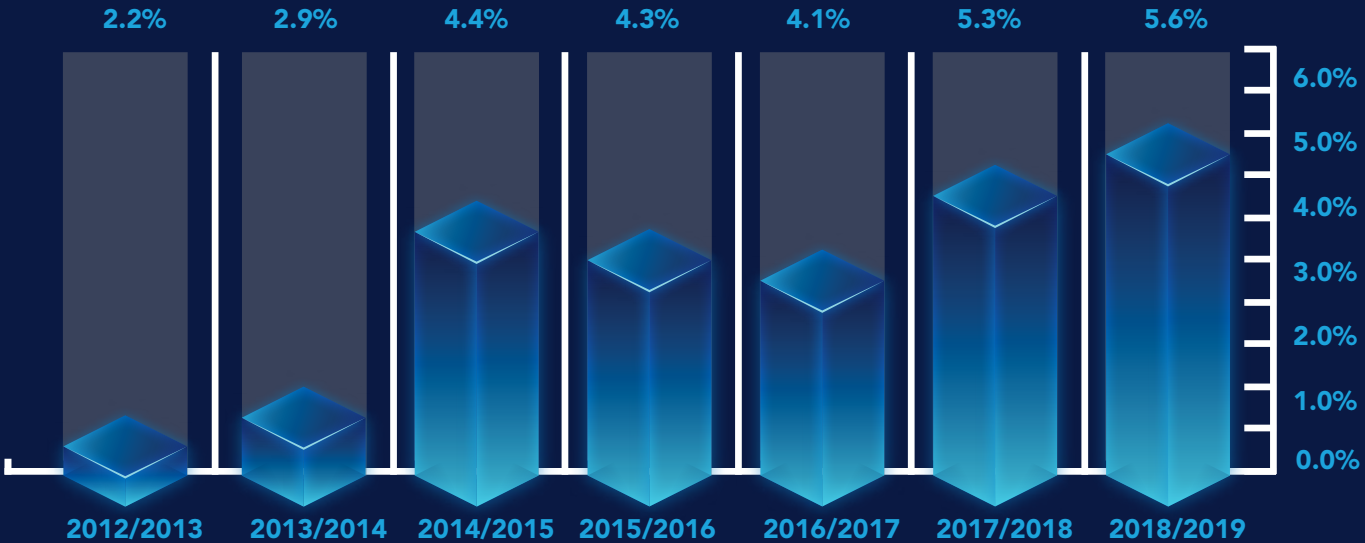
Egypt is now reaping the rewards of transformative economic reform programs with a constant pursuit to promote inclusive growth, create more job opportunities for the country's growing man power and rising youth, and to strengthen social spending. The efforts have achieved considerable macroeconomic stabilization, growth recovery and a business climate now more appealing for investments.

Expectations and Predictions

Industry experts predict that both macroeconomic stability and market confidence have been largely restored, growth has resumed and fiscal accounts improved tremendously.

- The public debt ratio is projected to fall for the first time in a decade.
- Egypt is expected to be among the top 10 fastest developing economies in the coming decade.
- Egypt is prospected to be one of the top 10 economies by 2030. (Standard chartered Bank)

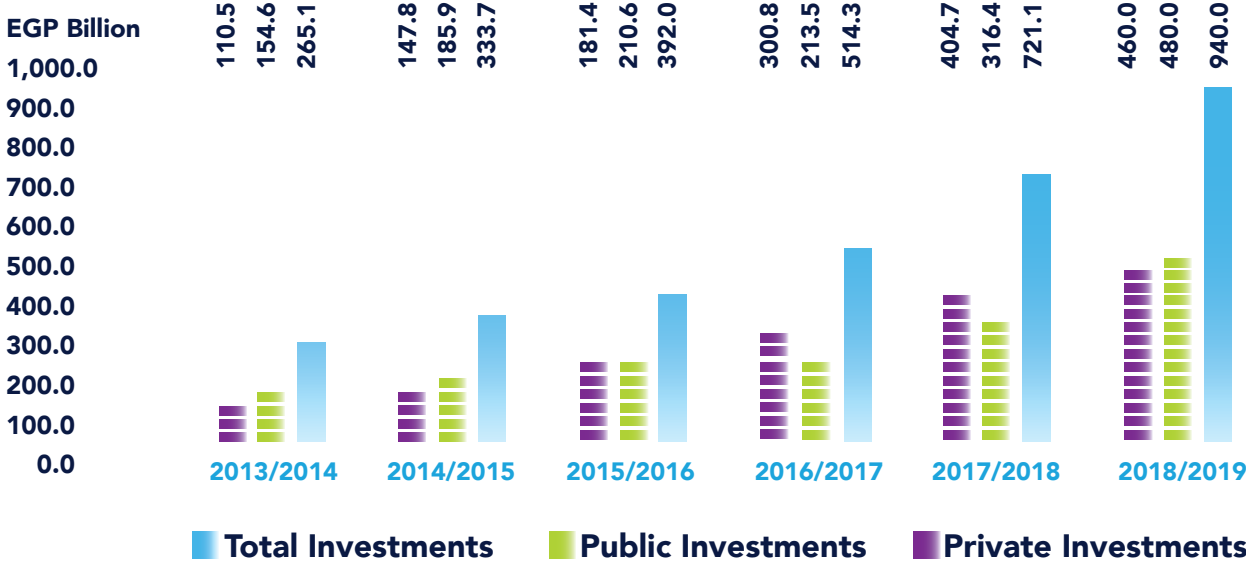
GDP Growth 2019-2012



GDP growth have jumped up to 5.6% in 2018/2019; unemployment has plunged down to 7.5% Q2 2019 and the current account deficit has shrunk down to 2.6% of GDP for 2017/2018. Reserves have almost tripled reaching up to USD 45 billion in August 2019. With measures taken by Central Bank of Egypt committing the exchange rate flexibility to ensuring an Egyptian pound now more reflective of economic fundamentals, international reserves now more stable and a macro economy now more resilient to external shocks.

Source: Ministry of Planning

Total, Public and Private Implemented Investments



Private investments witnessed a rise of %51.7 during FY19/2018 reaching EGP 480 billion compared to EGP 316.4 billion during FY17/2016. The total implemented investments also increased during the FY19/2018 by %30.3 EGP 940 billion compared to EGP 721.1 billion during FY18/2017.

10 Facts Why invest in Egypt

- * **Geographic Accessibility:** Key global market in Europe, Middle East, Africa and the Indian Subcontinent are all readily accessible from Egypt. Egypt is a closer point to European and North American markets than major exported including India, China and Philippines. Additionally, located on key international logistics routes.
- * **New Investment Law:** A new law has been issued incorporating tax and customs advantages and facilitating investment climate.
- * **Trade Agreements:** Egypt signed multiple agreements with major trade blocks including New Qiz agreement, EU EFTA, Africa's COMES, MENA and Gulf GAFTA.
- * **Labor Pool:** The largest in the region for about 28 million people. Egypt has long owned the reputation of a regional exporter of educated, skilled labor providing a large skilled and competitively priced workforce
- * **Road Network:** Creating largest network upgrade introducing over 6000KMs of new roads with investments exceeding 2.5billion in USD.
- * **Railway and Roads:** A well-established network of roads and railways is actively serving Egypt with 108,784Kms of roads, 9,570 km of railway network of and 20 airports.
- * **Consumer Pool:** As the most populated country in the region of around 101.5 million people, Egypt is a significantly important consumer pool for dozens of global brands and thus a sharp expansion of retail sales in the past years have been achieved as a result.
- * **Suez Canal:** A historic yet still a strategic port linking between the East and the West. Vessels transiting through it make significant savings in distance, time and operating costs. Maritime transport is the cheapest means of transport with more than %80 of worlds trade volume transported via waterways.
- * **Natural Resources and Energy Supply:** With sustainable accessibility of natural resources and energy supply, Egypt provides competitive prices of electricity, water and gas thus can provide uninterrupted services of essential resources.
- * **Power generation:** Egypt has commenced operation of 3 largest power generation facilities with capacities reaching up to 14.8 GW providing a great surplus in electricity.
- * **Commercial Ports:** Over 15 commercial ports serve Egypt's exporters and importers. An expanding airport network serves both passenger and cargo traffic. Current Air cargo airport has 3 terminals.
- * **Telecommunication:** Egypt boasts a world class infrastructure base with 4 independent cellular phone networks having %100 of the land covered. Wireline broadband is readily available in all urban centers.



About Us



El Sewedy Industrial Development

- At El Sewedy Industrial Development, we pride ourselves by building fully fledged sustainable industrial cities capitalizing on our vast experience in manufacturing. Our integrated Industrial city's portfolio provides outstanding infrastructure and holistic manufacturing amenities necessary for our investors. With 5 operational industrial cities and 7 new cities under development in Egypt and Africa, we assure you are always offered the blend between creative ideas and innovative state of the art industrial facilities.



After launching several successful industrial clusters such as Pyramids Industrial Parks and maintain our vision to serve the industrial sector at large by availing an average of 15 million square meters of industrial lands to be turned into fully equipped gated industrial communities across various locations

El Sewedy Electric

- Elsewedy Electric in 1938 started with a clear vision to position Elsewedy Electric for successful growth, inspired by innovation, determination and spirit of hardworking staff, empowered and liberated by a strong enterprise system. Since our start, we made the decision of never sacrificing integrity for growth & this same motto did not change till today. Our heritage, as a leading electrical manufacturer runs deep. What began as Elsewedy Cables for more than 30 years ago has transformed into Elsewedy Electric a global diversified company with around 15,000 employees and 22 production facilities. We are one of the top



engineering & infrastructure companies in Middle East & Africa operating across five segments to leverage the synergies between similar activities hence improving efficiency as well as improve the focus on growing each segment.

The five segments are:

1. Wires & Cables: Wires, Cables, Winding Wires, Special Cables, Cable Accessories, OHTL & OPGW
2. Electrical Products: Transformers, Insulators & Fiber Glass
3. Engineering & Contracting: for Power Generation, Transmission and Distribution projects, Civil Construction, Public Work & Water treatment
4. Smart Infrastructure: Energy Management Solution, Communication Networks, Data Center Solutions & Government Solutions
5. Infrastructure Investments: Industrial & Logistical Development, Energy Investment & Utilities Management.

We remain dedicated to penetrate new markets with a vision of providing the best products and services to our clients and shareholders and create a good working environment for our employees. That's performance with purpose. That's what every business owner should strive for.



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