



US Corners Initiative kicks off at APEX



CeBit: Seizing the Chance of a Leading Business Event for the Digital World



Egyptian Delegation to the Poultry Show in Atlanta



Egyptian Delegation to the NAB Punching in Hundreds of Business Opportunities



U.S. Commercial Service

US Corners Initiative Kicks Off At APEX

On March 2, 2008 CS Egypt commenced the U.S. Corners Initiative with the help of local show organizers to gather U.S. companies in a premium location to attract more visitors and hence promote their sales. Commercial Counselor Amer Kayani pioneered this initiative by inaugurating the "The Arab African Packing, Paper & Printing Exhibition - APEX." at the Cairo International Conferences Center. After cutting the ribbon, SCO Kayani met with U.S. companies' representatives, and offered CS package of services. This show is a first in a series of 30 U.S. Corners at exhibitions representing a cross section of major industries.

CONGRATULATIONS EMPLOYEE OF THE MONTH!



Senior Commercial Specialist Hend El Sineity was nominated as the employee of the month in recognition for her efforts in assisting an American company with clearing their shipment that has been on hold for a long time.

DISCOVER AMERICA COMMITTEE ON THE MOVE



On January 29, CS Egypt hosted the pre-launch meeting of the Discover America Committee in Egypt. Senior Managers from major tourism companies and international airlines as well as American hotel chains were represented at the meeting. The meeting focused on discussing the mission and objectives of the committee in general and the formulation of the steering committee. The official launch of the Committee will take place on the first week of April during the Discover America garden Reception hosted by H.E. Ambassador Ricciardone.

SEIZING THE CHANCE OF A LEADING BUSINESS EVENT FOR THE DIGITAL WORLD

On March 5, CS Egypt led a 29-member Egyptian delegation to the CeBit Hannover show, the world's largest international trade fair showcasing digital IT and telecommunications solutions for home and work environments. CS Egypt worked closely with the ICT Team and CS Germany to organize show-time appointments for the delegation members. This was the largest-ever CS Egypt organized trade delegation to CeBit.

EGYPTIAN DELEGATION INTRODUCED TO NEW DEVELOPMENTS IN POULTRY INDUSTRY

On January 22-25, CS Egypt Commercial Specialists led a delegation to the International Poultry Expo. The 32-member strong Egyptian delegation held meetings with U.S. exhibitors and were introduced to new developments in the poultry industry. Several successful agreements will simmer soon!

FROM BROADCASTING TO BROADER-CASTING: CS EGYPT DELEGATION TO NAB 2008 MARKS AN EMBARK INTO THE WORLD OF DIGITAL MEDIA INDUSTRY HI-TECH!

Uniting the creative process, and harnessing the promise of state-of-the-art concepts and equipment to power the future of content creation, management and delivery, the NAB show 2008 will smash in April 11-17, at Las Vegas convention center. CS Egypt is leading a delegation of 20 representatives from ten key players in the Egyptian digital media industry to pursue business matchmaking while spinning off a field visit to one of the Las Vegas graphic studios for real time exposure.