



CS Egypt Continues To Promote Medical Standards



Railway Infrastructure Opportunities In 2009



Second International Franchise Expo



CS Egypt Launches "Doing Business With America" Seminars



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## U.S. Commercial Service

### Railway Infrastructure Opportunities In 2009

On December 2, CS Egypt organized major project briefing on opportunities in the Railways Infrastructure sector for U.S. companies at the AmCham. Representatives from more than 50 American companies attended the briefing. The briefing focused on Egypt National Railways Restructuring Project (ENRRP) encompassing new rail lines in Cairo-10<sup>th</sup> of Ramadan City, Alexandria-Borg El Arab, Cairo-6<sup>th</sup> of October City, as well as Station Commercialization in Alexandria (Misr Station), Sidi Gaber, Tanta, Ramses, Giza, Luxor, and Aswan.

### CS Egypt Continues To Promote Medical Standards

On December 3-4, CS Egypt in collaboration with U.S. Pharmacopeia and PhRMA, organized the second Annual Scientific meeting in Cairo. The Ambassador opened the conference which presented medicine standards topics of interest to industry scientists engaged in the manufacture, quality assurance and quality control of pharmaceutical and biotechnology products. This conference gave the Egyptian Ministry of Health a first-hand look at the U.S. system of standardization in medicines.

### Second International Franchise Expo

CS Egypt is organizing the second International Franchise Expo that will take place in Cairo on April 7 and 8. The Franchise Expo has two main objectives. First, to support the expansion of the franchise industry to effectively contribute to sustainable economic growth in Africa and the Middle East. Second, to introduce American franchisors and Master licensees to significant opportunities to expand their businesses in the booming African and Middle Eastern markets.

### CS Egypt Continues To Promote "Study USA" Initiative

CS Egypt hosted a Community College Catalog show in Cairo for approximately 700 students attended the fair. CS Egypt also counseled more than 400 graduate and undergraduate students at the Academia Global Education Fair about study opportunities in the United States. CS Egypt continued its education blitz during the International study week Nov 21 – 25 during which CS Egypt held a seminar on graduate studies in the U.S. More than 150 students attended the session.

### CS Egypt Launches A Series Of "Doing Business With America" Seminars

CS Egypt joined hands with Tenth of Ramadan and Sixth of October Investors' Associations to organize two "Doing Business with America" seminars on October 16, and November 25, 2008 respectively. Ambassador Scobey delivered the keynote speech to an audience of more than 75 business people at each event followed by a presentation on doing business with US and the US business visa procedures.

## CS EGYPT PARTICIPATES IN AVEX AIRSHOW 2008

CS Egypt represented the U.S. Embassy at the Egyptian Ministry of Civil Aviation's 3rd International Air Show and Exposition AVEX. CS Egypt advocated on behalf of the U.S. aviation industry with Government of Egypt officials and met with the press. AVEX 2008 was attended by the elite Egyptian businesses associated with the aviation sector and many international companies including Boeing, Beachcraft, Cessna, and Gulfstream.

## US-EGYPT IT FORUM ON THE MOVE

November, 2008, CS Egypt hosted the third meeting of the U.S.-Egypt IT (USE-IT) forum. Ms. Meredith Baker, Acting Assistant Secretary for Communications and Information. Ms. Baker briefed the attendees on the U.S. initiative of converting TV sets from analog to digital and other ICT related topics.

## USTDA GRANT AGREEMENT WITH EGYPT AIR

CS Egypt supported the visit of Di Landau, President of Global Resources, Inc. and a senior ICT contractor for the U.S. Trade and Development Agency. Ms. Landau met with EgyptAir Maintenance and Engineering (M&E) to expand a project scope for a USTDA-supported Technical Assistance study. The project focuses on modernizing EgyptAir M&E's business operations and processes, including the supporting ICT infrastructure for EgyptAir M&E, a globalizing Egyptian enterprise.

## US EGYPT TRADE FINANCE CONFERENCE

November 2008, CS Egypt co-organized the Egypt-US Trade Finance Conference with the American Chamber of Commerce in Egypt and Export Import Bank. The conference attracted more than 300 participants. Minister Youssef Botros Ghali, Minister of Finance was the keynote speaker in the opening remarks. Representatives from EXIM, OPIC, and USTDA also participated in the conference.

## AMERICAN PRODUCTS FESTIVAL IN ALEXANDRIA

CS Egypt organized its second American Product's Festival at Zahran Supermarket in Smouha, Alexandria during November. As a result of this festival, Zahran U.S. products were displayed in prime shelf space locations in their markets. The aim of this festival was to increase consumer awareness of U.S. products and help increase sales.

## KEEP AN EYE ON CS EGYPT TRADE DELEGATIONS

CS Egypt is leading a 60 members' delegation to the International Poultry Exposition in Atlanta, Georgia, January 28-30, 2009 ([www.internationalpoultryexposition.com](http://www.internationalpoultryexposition.com)). The International Poultry Expo is the networking hub of the world for the poultry industry. Every segment of the poultry and egg industry is represented: feed milling, live production, hatchery, processing, further processing, packaging, commercial egg, marketing, and all support activities. For more information please contact: [Cherine.Maher@mail.doc.gov](mailto:Cherine.Maher@mail.doc.gov)

CS Egypt will also be leading another 30 member business delegation to the National Association of Broadcasters (NAB) Show, in Las Vegas, April 20-23 2009 ([www.nabsshow.com](http://www.nabsshow.com)) and a 20 member delegation to the InfoComm show in June 13-19, 2009 Orlando, Florida ([www.infocommshow.org](http://www.infocommshow.org)), the biggest media industry events for audio, video, and film technology. For more information please contact: [Hend.El.sineity@mail.doc.gov](mailto:Hend.El.sineity@mail.doc.gov)