

Digital Meeting with Singapore Business Federation
Thursday 3rd of February 2022

EBA has held a meeting with Mrs. Stella Ng Manager for Africa, Europe, Middle East, Central & South Asia in Singapore Business Federation, Mr. from the Singaporean trade ministry and Mr. Kenny Tan and Mrs. Dalia Youssef the Division Director of International and Membership Affairs, the following workplan was discussed during the meeting:

I. Roundtable sessions (1-1.5hr session targeting at sectoral information presentation about Egypt to 5-10 Singapore companies per session)

1. **Logistics**, focused on Suez Canal Economic Zone initiatives – tentative March (For Dalia to scope down on key initiatives SCZONE is focusing on, so SBF may invite relevant companies)
2. **Food Import / Export**, month/date TBC (Targeting at 2 sessions, inviting Egyptian food importers and food exporters to meet with relevant Singapore companies)
3. **ICT, month/date TBC**
Scope down on more details pertaining to which types of ICT which may be of interest / synergised with key Egypt government initiative, so SBF may invite relevant companies. Possibilities mentioned to be explored will be on agriculture technology on reduction of water usage, and also deepening of AI initiatives that Singapore companies are working with Egyptian counterparts on

II. Pre-outbound Mission Webinar, 2months pre trip (1-1.5hr session keynote addresses, and presentations about Egypt, with focus on investing in Egypt as a springboard to Africa)

III. Outbound Mission, during the 4th Quarter of 2022 – (tentative depending on travel restrictions)

1. COP 27 will take place from 7-18 November 2022, and probably December may be a better period.
2. SBF could look into recruitment of Singapore companies in the sector of green economy as well.