

## German-Arab Circle

on Tuesday the 16<sup>th</sup> of May 2023

### Startup Haus

EBA was represented in this event by Dr. Mohamed Youssef, Executive Director of and Mrs. Dalia Youssef, Division Director of International Relations & Membership Affairs of EBA.

- Organized by the JCI (Junior Chamber International - WJ Esslingen) and sponsored by the German Embassy in Cairo, the high-profile event was led by Mr. Jan Noether, CEO of the German Arab Chamber of Industry and Commerce (GACIC), alongside Mr. Alexis Below, Head of Economic Department at the German Embassy Cairo.
- The event took place as part of the activities of a German delegation from ecosystem key players in the agriculture, pharmaceutical, technology, and automotive sectors, fostering a rich dialogue on extending collaborations for promoting a healthy investment environment across the European and MENA regions.
  - **Marc Strobel, President of JCI Esslingen**
    - started the event with a presentation on the organization's activities in fostering collaboration and networking opportunities for junior business professionals worldwide.
  - **Maha Sadek, Business Development Manager of AHK Egypt**
    - gave an overview of the opportunities and services offered to business owners through the chamber's network. And enpact's Country Director in Egypt, Rawan Bassam, introduced the audience to enpact's activities along with highlighting the role of Startup Haus Cairo in empowering entrepreneurs in North Africa.
  - **Dr. Mohamed Youssef**
    - gave a brief about EBA and presentation about EBA's activities in driving economic cooperation across the MENA region.
  - **Members from the Egyptian Junior Business Association EJB represented by Suzan Saleh** also gave a brief about her association and a presentation about their activities

The event served as a catalyst for pushing forward the entrepreneurship ecosystem and building partnerships between the German and Egyptian business communities.