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ALEB's Market Outlook Encourages Exporting to the U.S.

This year, the Agricultural-led Export Businesses (ALEB) Project's Market Outlook Conference (October 20-22) focused on helping Egyptian food processing exporters recognize the enormous opportunities and potential in exporting to the U.S. market. In the year 2000, only 12 of ALEB's food processing clients exported to the U.S. now 71 are exporting to the U.S. Egypt is currently the third largest exporter of tropical juice and strawberry jam and the largest exporter of NESOJ jams to the US. ALEB capitalized on this potential by providing 250 food processors with a structured and in-depth macro and micro-level look at the U.S. processed food retail market.

ALEB's first day provided participants with an overview of the US market including trade flows and market opportunities; potential market segments (such as ethnic markets); consumer behavior; and distribution channels' logistics management. The second day examined specific market segments that present a high po-



Mr. Elias Barakat receives his award on improved food varieties from Dr. Kenneth Ellis, USAID/Egypt Mission Director (R) and Mr. Peter Thatcher, ALEB's COP (L).

tential for Egyptian exports such as the specialty food markets. The final day centered on the supply side regulatory issues and requisites that permit entrance and survival in the US market such as FDA labeling and packaging regulations, branding and market packaging requirements.

Continued on page 5

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RRSA Launches USAID/Egypt's new Economic Growth Website www.usaideconomic.org.eg

On October 19th, in collaboration with the USAID's Economic Growth Program (SO 16), the Results Reporting Support Activity (RRSA) launched USAID/Egypt's new SO 16 website: www.usaideconomic.org.eg in a workshop held at USAID/ Egypt head office.

The website represents the first phase of the new USAID monitoring, evaluation and reporting Management Information System (MIS). The workshop presented SO 16 USAID and Partner management participants with an over-

view of the website's main features, results, publications and search utilities highlighting its user-friendliness. Participants were also able to learn and discuss RRSA's proposal for the MIS second phase's suggested features.

An Advisory Committee comprising of representatives from USAID, SO 16 Partners and RRSA meet on a regular basis to manage the content and presentation feedback and identify effective ways to develop the website.

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Gulf Food Show, Dubai
February 23-26



AERI New Project to Increase Rural Incomes and Jobs

USAID/Egypt \$57.3 million long-awaited Agricultural Exports and Rural Incomes (AERI) Project is in operation with the award of three grant and cooperative agreement activities (horticulture, livestock and institutional linkages) in late September 2003.

Designated to increase rural incomes and on-farm and agri-business jobs, AERI will strengthen the competitiveness of Egypt's agriculture by supporting smallholders in Upper Egypt to increase their horticultural exports and livestock production through expanding access to knowledge, technology, and markets. AERI's four-year end of project results include: creating 40,000 new jobs; improving 30,000 small and medium farmer association's production and post-harvest techniques; developing sustainable legacy farmer association to provide quality fee-based services to their members; and increasing the production and productivity of dairy and livestock products by at least 50 percent.

AERI is comprised of four interlinking activities. These are namely: Technical Support to Agricultural-Based Trade Associations; Support to Smallholder Horticultural and Livestock Producers and their Organizations; and the International Linkages component.

AERI's design is characterized by the concern to ensure the sustainability of AERI activities during and beyond the end of the project. The project's four interlinking activities provide across-the-board support to all industry stakeholders including small holder farmer NGOs; agricultural-based trade associations; the agricultural research community and teaching institutions including universities and technical schools; food processors; and, agriculture exporters and growers. AERI's focus on capacity building of trade associations ensures sustainability of the sector.

CARE/Egypt was awarded the grant for smallholder horticulture producers and farmer NGOs. ACDI/VOCA was awarded the grant for smallholder livestock and dairy producers and organizations and the Midwest University Consortium for International Activities (MUCIA) was awarded the cooperative agreement for institutional linkages. Through these

grants and agreement, technical assistance, training and technology transfer will be provided to smallholders through farmer associations. In addition, technical assistance and training will be provided to the research and teaching communities to enable them to become more responsive to the needs of the private sector. Linkages with producers wholesalers, processors and exporters will be strengthened and maintained.

The Ministry of Agriculture and Land Reclamation (MALR) is the principal GOE partner for the full life of the project. An Advisory Committee comprised of one-third GOE agriculture officials and two-thirds private sector representatives, was established in June by Ministerial Decree to provide technical guidance to AERI. A contract to support trade associations and to manage a grant program for smallholder groups will be awarded sometime early next year.

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ExpoLink Start-Ups Program Begins

The Egyptian Exporters' Association (ExpoLink) Start-Ups Program designed to help small manufacturers and producers with little or no export experience become successful exporters has commenced.

ExpoLink contracted MARTEC, a reputable contracting agency to carry out the necessary needs and technical intervention assessment for the program. In an orientation event held in October, Dr. Sabry El Shabrawy, AUC professor and owner of MARTEC presented the Program's objectives

and agenda to 20 of its exporter beneficiaries.

ExpoLink, the current supervisor of the Program, is exerting tremendous efforts in creating awareness among small and medium size businesses and start-ups to promote the program through seminars and direct

marketing. ExpoLink is subsidizing the program's fees, cutting it down from LE, 60,000 to LE, 15,000 and will subcontract qualified consultants to follow-up assistance. For better results, ExpoLink will follow a client focus approach in delivering technical assistance to each of the businesses separately.

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■ Using Market Information in Decision Making

Dec 17-18

■ Process Management

December 21-23



AgLink Produces Technical Manual for Livestock Farmers

If you are beginning a livestock project, get a copy of the Agribusiness Linkages for Egypt's (AgLink) new technical manual for livestock: *the Technical Applied Manual for Livestock Growers - (Dairy and Beef)*.

Released in December, the manual sums up seven years of AgLink's technical assistance to the livestock sector by providing guidelines to livestock business start-ups on how to establish a successful business. The manual also provides existing AgLink farm clients with a quick and consolidated reference to AgLink's wealth of consultants' know-how on dairy and beef farm management, animal health and nutrition and feasibility study design and development (including marketing basics).

More than 2000 Arabic language copies of the manual will be distributed to AgLink's commercial clients, livestock extension agents, governmental stakeholders, livestock business associations and other interested groups.

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ICT Program Awards Grant to Ain Shams University

In September, the Information Communication Technology (ICT) Program awarded the Ain Shams University Faculty of Audiology a grant worth an estimated LE 225,000 to develop the first localized Arabic-language multimedia software package to assist children with Central Auditory Processing Disorder (CAPD) with the remediation process. This ambitious project is designed to improve the effectiveness and speed of recovery by standardizing the quality of service among physicians, therapists, and educators, while allowing children to use the software at home or doctors' offices.

A pioneer in CAPD research, the Ain Shams University Audiology Unit will produce three multimedia software packages (with tones and other non-verbal stimuli) to be used in the remediation of children with CAPD. The packages will be in Arabic and tailored to the cultural context--a feature lacking in international brands. Following development, the products will be available at reproduction cost for licensed physicians and therapists throughout Egypt. Through this project, the Audiology Unit also seeks to facilitate research to improve knowledge of remediation protocols and create a patient database system for collecting, recording, tracking, and analysis of patient information and progress.

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AmCham Launches Online Registration and Payment Systems

The Business Information Center (BIC) continues to endorse AmCham's upgraded website with new useful features to serve Egypt's business community. Reflecting on AmCham/Egypt's commitment to keeping up-to-date with the latest technologies, BIC has developed a new, cutting-edge system for online registration/payment. AmCham members can register and pay *Online* to attending any event they receive email invitations to. AmCham's new system helps its management and staff track events' registration and generates detailed reports about the event attendance at any point in time.

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Dr. El Baz Participates in the Camp David 25th Anniversary Using AmCham's Video Conference

On September 17, AmCham was honored to host Dr. Osama El-Baz, Senior Political Advisor to President Hosni Mubarak, to attend the 25th anniversary of the Egyptian-Israeli Camp David agreement conference through AmCham videoconferencing facilities. The conference was attended by former President Carter, members of the US-Egyptian and Israeli delegations to Camp David.



Dr. El Baz speaks to Carter at the conference

IMC Assists in Developing the Tanning SME Sector

The European Union-funded Industrial Modernization Center (IMC), the Ministry of Industry and Technological Development (MITD) and the Chamber of Leather Tanning (CLT) will sign a Memorandum of Understanding for the relocation of the predominantly small and micro-enterprise leather tanning cluster to Badr city (from Magra el Eion). The current project is part of an integrated program planned by the IMC and CLT to build the first modern industrial cluster in Badr City. Currently, the development of the leather tanning sector is at a halt due to space limitations, poor environmental conditions and many other factors. Establishing a 'modern' cluster to improve working conditions and enhance this industry's image is a leading strategic step for the modernization and restructuring of a vital sector and lies at the core of the IMC's scope.

In this context, the IMC will support the Chamber of Leather Tanning in carrying out the relocation of the tanning sector through setting transparent and fair criteria (technical, financial, legal and administrative) for the relocation. The IMC will co-formulate and follow-up the Implementation Unit for the project; establish a modern database for performance and progress of the tanning sector based on relevant, clear and accurate performance indicators; design financial and technical support schemes; and disseminate information among stakeholders.

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Want to Know How to Compute and Interpret Economic Data? Consult DATA

The USAID-funded Data Analysis and Transmission Activity (DATA) conducted a three-week training workshop (August 16- September 3, 2003) on new methods for computing and interpreting vital economic indicators that measures economic growth, unemployment, inflation, price change, and analysis of various economic variables. Forty executive and management-level trainees from CAPMAS, Ministry of Foreign Trade, and Ministry of Planning participated in the workshop.

During the course of the workshop, Dr. Salim Kublawi, Senior Economist from the US Census Bureau trained participants on the latest internationally adopted methods for measuring and interpreting national income and regional accounts; economic diversification; competitiveness; productivity; projections of economic indicators; the business cycle and its stages; and poverty.

Participants also learned how to make a trend; regression and correlation analysis. According to H.E. Ehab Elwi, CAPMAS President, the workshops provided a valuable tool and in-

Participants at DATA's workshop



puts to the upcoming 2006 Census. As of August 1, 2003, the DATA training program offered 82 individual

courses and trained 586 individuals, contributing to the availability, accessibility and quality of economic data.

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CTA Training Tackles Money Laundering Crimes

On May 22 2002, the Egyptian Parliament passed the Anti-Money Laundering Law (Law No. 80/2002) in response to the 1998 United National Convention against Illicit Traffic in Narcotic Drugs and Psychotropic Substance. Training the Government of Egypt (GOE) personnel, including tax auditors-one of the detection forces for money laundry crimes with tax fraud - is critical to effective implementation.

In this context, in collaboration with the Development Training II (DT2) Project, the USAID-funded (Bearing Point Consulting) Corporate Tax Activity (CTA) at the Ministry of Finance (MOF) hosted an International Banking and Money Laundering Training Program on October 12-16th.

In a cash economy such as Egypt's, most money does not flow

through banks. This training was designed to train tax auditors and anti-evasion investigators to recognize signs of money laundering and interpret cash flow information in both the Egyptian and international financial environment.

To foster better relations between the MOF Income Tax Department and their counterparts in the Ministry of Interior and Justice, repre-

sentatives of each of these Ministries participated in the training program.

Four trainers from the Financial Fraud Institute at the Federal Law Enforcement Training Center, Glynco, Georgia, and USA conducted the training and tailored the curriculum to suit the needs of civil aspects of money laundering and tax fraud.

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The Agribusiness Linkages for Egypt (AgLink)

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Training on Gender for Livestock Extension Agents in Alexandria, Mansoura and Minya.

Dec 3- Jan 4



ATR Concludes: Egypt is WTO Compliant

The USAID-funded Assistance for Trade Reform Activity (ATR) presented findings of their assessment titled: Assessment of Egypt's compliance with the WTO Technical Barriers for Trade (TBT) agreement on September 4, 2003. A significant number of representatives from the Government of Egypt (GOE), USAID, the business community and research institutes attended ATR's event.

The two-hour presentation gave an overview of TBT agreement, Egypt's obligations under the TBT agreement and the main features of the legislative and regulatory framework governing Egypt's technical regulations and standards regime. ATR's Senior Economist Dr. Sahar Tohamy gave a structured illustration of Egypt's status in terms of complying with its four objectives (requirements) under the TBT: National treatment requirement; harmonization; notification and transparency. Dr. Tohamy elaborated that Egypt appears to be generally compliant to TBT's

four main objectives whereas more efforts are currently being exerted for more compliance with regards to harmonization and transparency objectives. With regards to national treatment for instance, Judging from reviews of various laws and Ministerial Decrees, foreign importers arriving in Egypt don't face more restrictive requirements that the ones their Egyptian counterparts face which comply with the national treatment requirement. With regards to harmonizing its technical regulations with international standards, Egypt does not appear to be fully compliant.

More efforts are being exerted in that area such as EOS issuing a new technical regulation for food and agriculture goods that comply with COMDEX which will eventually bring Egypt to be fully compliant with the TBT harmonizing requirement.

The Assessment was conducted by members of the Foreign Trade Policies Sector (FTPS), at the Ministry of Foreign Trade (MOFT), the Egyptian Organization for Standardization and Quality Control (EOS) at the Ministry of Industry (MOI) and supported by ATR.

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ALEB's Market Outlook Encourages Exporting to the U.S.

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The Market Outlook Conference was held in cooperation with the Egyptian Exporters' Association ExpoLink, the Horticultural Export Improvement Association (HEIA), the Food Commodity Council (FCC) and Allied Cooperation.

MCTC-One Stop Tax and Customs Shop

September 14th marked the official opening of Egypt's Model Customs and Tax Center (MCTC). With the technical support of USAID-funded Corporate Tax Activity (CTA), the Ministry of Finance established this "one-stop shop" to coordinate the work of the three revenue collecting departments- Income, Sales and Customs--and reduce the cumbersome process of custom clearance for imported goods.

Initially, about 185 large corporate taxpayers who are currently using the services of all three tax departments will be able to use this service under one roof.

The MCTC is equipped with modern technology and streamlined procedures for more efficient tax collection and better service to taxpayers.

The Center streamlined the clearance of goods through customs by providing "pre-arrival" customs clearance on site as well as expedited refunds of taxes and duties to eligible parties. To further expand customer services on tax filing, work is already underway to introduce e-filing and electronic payments of tax for MCTC customers.

According to Khaled Swelam, Director, the American Chamber of Commerce's Business Studies and Analysis, (BSAC), the Center is coordinating with Chamber Committees to promote the MCTC and advise their 1000 members to use its facilities in recognition of its viable service.

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■ **Error:** Kindly note that there was an unintentional error in EgLink's September issue in the article concerning BIC upgraded AmCham's website. AmCham's website receives 200,000 successful hits and NOT 50,000.

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Strategic Planning for Livestock Extension Agents in
Alexandria, Mansour and Minya
Dec 3- Jan 4



CLDP Discusses Egypt's Telecommunications Legal and Regulatory Advancements

On October 7-8, 2003, the United States Department of Commerce Commercial Law Development Program (CLDP) in cooperation with the Ministry of Information Technology (MCIT) and the National Telecommunications Regulatory Authority (NTRA) sponsored a two-day conference entitled: Telecommunications Conference: Advancements in Egypt's legal and Regulatory Framework.

The conference primarily focused on Egypt's new telecommunication laws and regulations, as well as its legal and regulatory commitments under the World Trade Organization (WTO) telecommunications agreements. It further presented lessons learned on ways to handle competition in the telecommunications market. More than 150 representatives of the MCIT, NTRA, private telecommunications companies and individuals from the Egyptian legal community participated in CLDP's event.

A discussion on the first day was dominated by the extent to which Egypt has complied with the WTO Basic Telecommunications (BTA) and Information Technology Agreements (ITA) (signed in 2003 and 2002). Discussed at length, were articles of the Egyptian Telecommunications Law No. 10/2003

(which represents a step forward in Egypt's commitment to BTA). Participants also learned about NTRA's plans for implementing Law No. 10 and the different mechanisms and processes for private sector access to the NTRA. Case studies illustrating best practices and lessons learned from different countries' implementation of the WTO agreements concluded the first day of events. Discussions on the second day centered on presenting lessons learned from the U.S. experience in dealing with competition issues in the telecommunications sector, and the different mechanisms that it used to detect, prevent, remedy and enforce anti-competitive behavior. Discussions also focused on how to promote rapid growth and increase of wireless communication in Egypt.

A distinguished array of prominent American and Egyptian experts presented at the conference. Those included H.E David Welch, US Ambassador to Egypt who gave the conference's welcoming remarks, Kathleen Abernathy, Commissioner of the U.S. Federal Communications Commission; Mr. George Dragnich, Deputy US Coordinator, International Communication and Information Policy of the U.S. Department of State ;Ms. Mona Zul-Fukar, Member of the Egypt-US Business Council; Dr. Tarek Kamel, Senior advisor to H.E. Minister of Communication and Information Technology; Eng. Alaa Fahmy, Executive President of NTRA; Jannette Hasan, Managing Attorney/Advisor for Egypt, CLDP; Robert Primosch, Partner, Wilkinson Barker Knauer, LLP; and Jennifer Manner, Office of Commissioner Abernathy, FCC.

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ECES Analyzes WTO Retaliation Rule

The WTO authorization for members to raise tariffs against other members in retaliation of free-trade violations has been viewed repeatedly by many developing nations including Egypt as an unfair rule that undermines the essence of WTO's principle of free trade. Finding effective ways of dealing with the issue of retaliation was the objective of the Egyptian Center for Economic Studies' (ECES) distinguished lecture by Dr. Robert Z. Lawrence, Harvard University: Crimes and Punishment: an Analysis of Retaliation under the WTO.

Held on September 2, 2003, just a few days before the WTO Cancun Conference, the lecture focused on the reasons for retaliation, how it is implemented, while presenting a proposal that could deal with the system's current flaws. Dr. Lawrence's proposal focused on contingent liberalization commitments (CLCs), which suggest that prior commitments



Dr. Lawrence at the event

made by countries would specifically indicate the sectors in which other countries can retaliate against. More than 35 notable figures attended ECES lecture including: Ahmed El Dersh, Former Minister of Planning and International Cooperation; and Mohamed Taymour, Chairman of Egyptian Financial Group and ECES board member.

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Heimtextil- Frankfurt
January 14-18



CARE/AgReform Seeks Better Future for Small Farmers

In the next few lines, Ali Waly, a small farmer from Fayoum's Samman village who has been receiving technical and marketing assistance from the USAID-funded Care/AgReform Project since 1996 tells his story of how CARE/AgReform has helped small farmers raise their incomes, plant new varieties and export quality produce. Aly, now, a founding member of his village farmer NGO has helped 47 of his neighbors export green beans for the first time. He is also helping other fellow-association members to export crops to Japan in the coming few months.

■ Aly Waly speaks out...

My name is Aly El-Sayed Waly, an Egyptian farmer from Fayoum's Samman village living in houses built of clay to stand witness of the prevailing chronic poverty. Like many others in my village, I had the eagerness to improve my well-being and raise my income with the only way I knew how--cultivate crops and new varieties, increase my harvest improve my quality, and sell more of the produce. I, like many, however did not have the skills or knowledge to accomplish that dream. CARE/AgReform helped.

■ CARE/AgReform contacts Aly...

One day a man came to our village, introduced himself as a field officer from CARE/AgReform Egypt. Through meeting with our community of small holders, the man asked about our problems and listened to us tentatively. He presented the Project's (AgReform) ideas and participatory philosophy and promised a better future. Following several meetings, we were asked to select a representative group, willing to learn and to transfer knowledge to other farmers. The criteria set for selection fitted me and I was among the selected group.

■ Aly and group sell more...

Our minds were set to improve the quality and volume of tomatoes--our prime crop. CARE/AgReform took us to a number of field visits such as the National Research Center and other more advanced growers and farms. Through these visits we were introduced to new varieties that were more productive, resistance to pests and more suitable for our soil and weather conditions. Filled with hope and enthusiasm, we planted a new variety and applied all technical recommendations.

The yields were far higher and production increased by 66% over the previous season. For the first time we sold 100% of the yield instead of 75% in previous seasons as CARE/AgReform introduced us to different marketing channels, (outside the tight circle of nearest markets and traders that we traditionally dealt with) and marketing concepts and tactics. We focus now on surveying



The US Ambassador to Egypt, David Welch; Fayoum Governor, Saad Nassar, with a group of Samaan Village Farmers.

market needs before producing. We also learned that selling as a group gives us more leverage in the bargaining process vis vis the buyers.

Due to increased incomes, some were able to pay back debts while others renovated parts of their ailing houses and provided their children with better educational opportunities.

■ The farmer NGO exports...

When some concerns emerged as to what is next?, CARE/AgReform and we decided to form a farmer-based NGO that would group us together, support us technically and financially, and extend needed services to the whole village. CARE/AgReform helped us found and register the *Community, and Farmer Household Development Association of Samman* NGO. CARE/Agreform trained us on communication, negotiation, leadership, marketing, contracts & contracting, proposal writing skills necessary to carry out our NGO mission and goals. The NGO brought us closer as a community and changed our concepts as we are becoming more organized and demand driven. As an NGO, we are able to think clearer of viable-cost-effective solutions, reach out, communicate and contract different sources of technical information.

Earlier this year, the NGO's marketing committee, which I am a member of, was able to go

Continued on page 8

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Salon Du Meuble Exhibition-Paris
January 8-12, 2004



USAID Labor Law Training Program Produces Implementation Guide

USAID Labor Law Training Program Produces Implementation Guide. In line with its scope of supporting the reform activities of the Government of Egypt (GOE), the USAID-funded Technical Assistance for Policy Reform activity (TAPR) organized three consecutive training workshops for the different managerial levels within the Ministry of Manpower and Migration (MOMM) on the definition and implementation of the new labor law (no. 12/2003/April) between June 6 and August 28. A matrix/guide summarizing the law's articles, and their respective violations and penalties was devised by workshop participants and is planned to be distributed to 3000 labor inspectors later-on this year.

MOMM found the training program comprehensive, well organized and useful due to the underlying audience-tailored approach behind each of the three training workshops. In addition, MOMM considers that aside from defining the value added and new aspects of the law, each of the workshops focused on aspects most relevant to the authority and area of responsibility of each of the three target audience categories--top and middle management and implementers.

The first workshop held on June 6 sketched the broad lines of the law to top management (Governorates' Undersecretaries and General Directors) participants elaborating on different ways by which articles of the law can be used in strategizing implementation policies. With its participatory approach, second workshop (August 10-14) participants (MOMM middle management staff including labor inspector supervisors) devised a matrix summarizing articles of the law and their re-

spective, violations and penalties. The matrix/guide serves as a concise quick reference to facilitate the implementation process. The third workshop's (August 24-28) forty-seven implementer participants including labor and industrial safety inspectors discussed, reviewed and endorsed the matrix. After authentication and approval from top management, in collaboration with USAID and TAPR, the MOMM is planning to distribute the matrix for 3000 labor inspectors.

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CARE/AgReform Seeks Better Future for Small Farmers

Continued from page 2

through very hard negotiations with an exporting company. We helped 47 small farmers export their produce of green beans to Italy. For the first time in the recent history of our village, we exported 33 tons of green beans to Italy: 30 through an Egyptian export company and three by the association through the Egyptian Agricultural Exchange. We sorted, graded and packed the 3 tons ourselves. We are currently helping others to export other crops to Japan in the next few months.

The number of our general assembly is increasing every day, and our tasks and responsibilities are also increasing and we look forward to serving our community of 11 thousand farmers.

CARE/AgReform in few lines...

In 2002, the USAID-Funded CARE/AgReform Project (1996-2002) capitalized on its success to raising incomes of marginal-small farm households in Upper Egypt by designing a new AgReform Extension Program aiming to ensure that small and medium farmers successfully compete in the agriculture export market in Europe and the Gulf States. Since 2002, building on the fact that participating small farmers had developed a strong appreciation of the benefits of working in groups, AgReform's extension Program has been dedicated to assisting in the capacity building of 24 farmer-based NGOs with selected members drawn from successful beneficiaries from the previous program. Since 2002, to date, AgReform/CARE helped establish 24 farmer NGOs in the economically deprived Upper Egyptian governorates of Qena, Fayoum and Sohag; trained 1338 board members on 19 capacity-building topics, and 46 were trained on the use of computer applications (MSWord, Excel, PowerPoint, and accessing the Internet); 470 participating farmers have reached export markets with their production of 12 different crops, including cantaloupe, cumin, garlic, and green beans.

VISIT

www.usaideconomic.org.eg



www.usaideconomic.org.eg

www.usaideconomic.org.eg documents activities, services, results and impact of USAID/Egypt's Economic Growth Program. The Program comprises 30 activities located throughout Egypt dedicated to improving the trade and investment opportunities for both Egyptians and international investors.

■ CREDITS

EG Link is published by Development Associates' USAID-funded Results Reporting Support Activity (RRSA)
Editorial Board: RRSA Team
Editor: Dalia Bayoumi
Design and Printing: Muhammad Gomaa, Studio/Noon-color separation
Contributions by: USAID SO 16 Activities, USAID, RRSA

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Transition

Comings

Ayman Ismail is now Technical Advisor to AgReform Marketing Component.

Zoheir El Shandweily is AgReform's new Acting Project Manager. El Shandweily brings 15 years of grassroots and project management experience to the Project.

In September, **Tom Herlehy** became the new Chief of Party for the new USAID-funded/CARE grant under the Agricultural Exports and Rural Incomes (AERI) Project. CARE has designed its portion of the AERI Project as "EL-SHAMS"-Enhanced Livelihood from Smallholder Horticultural Activities Managed Sustainability. Tom Herlehy brings an extensive background in association management experience to EL SHAMS having previously served for many years as ALEB's Trade Association Services (TAS) Director.

In August, **Iman Fathy El Toukhy** joined the Results Reporting Support Activity (RRSA) as its Monitoring and Research Associate. Iman has more than 13 years experience in socio-economic, human resource and marketing research and analysis. Previous posts include free-lance consulting for the USAID-funded Technical Assistance for Policy Reform Activity and Manager of the Research Department at the Middle East Advisory Group (MEAG).

In September, **Rawia Atef Mokhtar** also joined RRSA as its Monitoring and Research Associate. A specialized economist by practice and education, Mokhtar developed and co-published a number of significant pieces of economic research during her employment with the USAID funded Egyptian Center for Economic Studies (ECES), DEPRA, JICA, UNDP and Allied Cooperation.

In October, **Herb Williamson** joined the Agriculture-led Export Businesses (ALEB) as their new Trade Assistance Services' (TAS) Director. Williamson brings more than 14 years of experience Management and Public Awareness/ Relations experience to ALEB after having served as the Chief of Party for the USAID-funded Global Technology Network Project (GTN) and Public Awareness Officer for USAID-funded Information and Communication Technology Project (ICT).

Samir Sedky has been appointed by CARE as the EL-SHAMS Deputy Chief of Project. Sedky brings extensive and deep experience working with Upper Egyptian farmers and their association from his work on both Agreform and SAFE projects.

Goings

At the end of September, **Sherif Saada**, the Agribusiness Linkages for Egypt's (AgLink) Administration Assistant in Minya Left to start his new job as Training Coordinator at the Hilton Hurghada.

In November, **James Norris**, Chief of Party for the Technical Assistance for Policy Reform (TAPR) Activity departed for the US. **Yomna Mustafa** will serve as TAPR Program Director. Mustafa served as the Project Specialist since 2000.

Letter to the editor

Dear RRSA:

Thumbs up for the long-awaited "first born" of EG Link; we found it an impressive issue in terms of its content, design, layout and color scheme. We appreciate RRSA's good work. Congratulations!

Regards,

Sherif Mowafy,

Contract Manager- ExpoLink.

Feedback:

EgLink would like to thank USAID, Partners and readers for the valuable feedback on EgLink's first issue. We welcome your feedback on the second issue and hope it looks presentable and reads useful. *EgLink's Editor*

RRSA Team

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USAID/EG Studies in Progress...

RRSA Assess the Impact of USAID's CIP

Since its inception in 1986, USAID's Commodity Import Program (CIP) has provided Egyptian businesses with an average of USD 200 million every year to finance the importation of equipment and goods in the agricultural, construction, environmental, health, industrial, services, tourism, and transportation sectors. In order to assess CIP's overall impact on Egyptian importers, American exporters and partner banks over the past seven years, the Results Reporting Support Activity (RRSA) in concert with Allied Corporation began conducting an impact assessment of the Program in September 2003.

RRSA's assessment examines CIP's impact on Egyptian importers' employment, production, and business growth over the past seven years. The assessment will study the effect of CIP's financing on the commercial banking sector and firms importing into Upper Egypt. It will track CIP's impact on Egyptian-United States trade linkages and examine assumptions about CIP's influence on foreign exchange rates and other economic indicators.

The impact assessment is based on findings of a three-part survey with all major beneficiaries of the Program. The field surveys and interviews are scheduled for completion in December with the final report submitted to USAID in February of 2004.

The CIP has provided USD 3.3 billion dollars since 1986 and is scheduled for another five years until 2008 with a ceiling authorization of USD 4.3 billion. Currently CIP is assisting 250 Egyptian businesses. The last mid-term evaluation of the CIP was conducted in 1994.

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Other Studies Available and in Progress

Out...

4 **The Construction Sector in Egypt:** Development and Competitiveness—November 2003. AmCham's Business Studies and Analysis (BSAC).
Contact: www.amcham.org.eg.

4 **Textile Sector Status Review Update**—November 2003. AmCham's BSAC.
Contact: www.amcham.org.eg.

4 **IT Sector Study Annual Update**-- November 2003. Amcham's BSAC.
Contact: www.amcham.org.eg.

4 **Client Satisfaction Review 2003 Report**--November 2003. RRSA. The report measures the impact of services provided in 2002 to business firms, associations and small holders five USAID-funded activities. Contact: www.usaideconomic.org.eg

4 **Competitiveness in Egypt**--December 2003. The Egyptian Center for Economic Studies (ECES). The study builds on ECES assessment of Egypt's investment environment friendliness, and findings of a survey carried out for the World Economic Forum.
Contact: www.eces.org.eg

In Progress...

4 **Socioeconomic Impact Study** – Starting in December 2003, out in October 2004. RRSA

4 **Effectiveness of TA for Policy Reform**- Starting in December 2003 and out in February. RRSA.

4 **Client Satisfaction Review 2004**- Starting in December 2003-November 2004. RRSA

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Sector Policy and Privatization Portfolio

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Competitiveness and Agriculture Development Portfolio

Note: Newentries in bold red.

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