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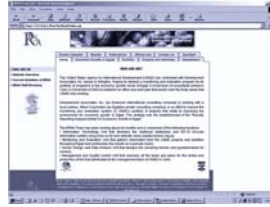
Economic Growth (SO 16) Website On-Line in October

The USAID-funded Results Reporting Support Activity (RRSA) is launching the public level of access of RRSA *Economic Growth (SO-16 Online) website: www.usaideconomic.org.eg* in October 2003. An information dissemination and outreach cyber tool, SO-16 Online's public level of access will post information and results of the USAID's Economic Growth Program (SO-16) projects and activities to the general public. SO-16 On-line public level of access represents the first phase in an evolving SO-16 Monitoring and Evaluation (M&E) Management Information System (MIS), which encompasses two other levels of ac-

cess launched at later stages and restricted to USAID and SO-16 projects/activities management staff.

The public level of access will disseminate timely consolidated information about all USAID-funded SO-16 activities to public web-users. Users will gain access to SO-16 activities' objectives, results, services, beneficiaries, performance periods, investments, key contact personnel and profiles of USAID implementing agencies and different Government of Egypt (GOE) counterparts.

RRSA SO 16 On-line Home Page



Users will also be able to access and run advanced searches on SO-16 publications through a comprehensive on-line publications directory, with downloadable PDF files of SO-16 most recent studies, technical reports, research papers and newsletters. Also available to users is a links bank with website-links to economic growth related activities and data-source institutions such as *IDSC, Currency Converters*, business directories, donor-funded economic development programs in Egypt, related GOE institutions, business journals, SO-16 activity, USAID and US embassy and other USAID-funded activities websites.

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Does Agriculture Policy Reform Work? APRP's Book and CD Respond

Does Agriculture Policy Reform Work? The Impact on Egypt's Agriculture, 1996-2002 is the title of the USAID-funded Agricultural Policy Reform Program's (APRP) book out in September 2003. In collaboration with USAID, APRP's Monitoring Verification and Evaluation (MVE) contractor Abt Associates published this book and a corre-

sponding CD to offer answers to whether Agriculture Policy Reform works by exploring APRP's impact on policy reform in Egypt's agricultural sector.

Through a series of research paper-contributions by APRP and independent agricultural economists such as John W. Mellor,

APRP's CD book soon on SO-16-online website

and John E. Lamb, the book and CD detail APRP's impact on key commodity sub-sectors (cotton, rice, wheat, horticulture, fertilizer, and water), farm level income and small and micro-enterprise employment creation and irrigation water supply management in Egypt. The book and CD also

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MARK YOUR CALENDER

The Agricultural Led Export Businesses (ALEB)
12 El Dokki St., Dokki (Giza) Tel: (2-02)338-1445
Fax: (2-02) 748-0729 Website:www.aleb.org

- Basics of Finance September 14-16
- Advanced Export Practices for Food Processors September 17-18

Douglas Anderson, Director of Business Development and Marketing Information Services
Email:danderson@aleb.org
Note: events on September 17-18, 22-24 held in ALEB Office
Event on September 8-10 held at AmidEast premises



HEIA-SAMGA Cooperation Protocol to Increase Egyptian Mango Exports

The Cooperation Protocol between the Horticultural Export Improvement Association (HEIA) and the South African Mango Growers Association (SAMGA) was signed on June 2nd in Cairo. The signed Protocol Agreement is aimed at strengthening the competitiveness of Egyptian mangoes in concert with the export market windows of both South Africa and Egypt. Both quality and productivity of commercial growing will be improved in Egypt in order to compliment the export markets that South Africa has already developed.

Over the next three years, SAMGA consultants will provide direct technical assistance to Egyptian mango nurseries in improving varieties, cultural techniques, planting methods, nutrient requirements, integrated pest management and post-harvest technology. The SAMGA consultants will provide detailed quality and production guidelines and will follow-up with impact evaluation reports for each nursery on an annual basis.

As Mohamed Said El Nounou of the HEIA Mango Council Deputy explains:

"As a beneficiary of the HEIA-

SAMGA Protocol, I expect my mango exports to significantly increase at the end of the protocol's three years, since SAMGA will provide me with direct technical know-how, realistic annual production targets, written reports and CDs of appropriate production practice techniques best suited for my farm. SAMGA consultants will also provide me with follow-up reports detailing guidelines for developing my varieties and research reports to improve these varieties. In return, I will only pay 25 percent of the technical assistance cost.

According to Sherif Hegazy, Mango Council Chairman, HEIA decided to cooperate with South Africa since the export seasons are different in both countries. Thus, Egyptian mangoes can be exported to the same markets South Africans deal with and complement their export windows. El Nounou elaborates:

"The choice came about as the South African export mangos are a different variety from the Indian mangoes and reach the European markets in April before the summer season. Egyptian mangos produced in August



Protocol Signing Event, June 2, 2003. From L to R: Sherif Hegazy, HEIA Mango Council Director; Richard Elphick, SAMGA Chairman; Ayman Korra, HEIA Chairman at the time; Happy Mahlangu, South African Ambassador to Cairo

are of a similar variety to those of South Africa. If exported at the same quality and exact variety, Egyptian mango exports can provide an all year-round variety continuum with the South African mangos for European consumers. South Africa was also selected as their advanced technology is best suited for Egyptian soil and production conditions."

By signing this Protocol, HEIA also aims at forming research units similar to those in SAMGA to work for mango improvement through cooperation between the private sector, as represented by HEIA, and the scientific research centers of the Ministry of Agriculture and Land Reclamation (MALR). HEIA's new research centers are expected to be geared towards serving mango exporters exclusively. SAMGA will provide the optimal

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BIC Releases an Upgraded AmCham Website to Serve the Business Community

In June 2003, the USAID-funded Business Information Center (BIC) of the American Chamber of Commerce (AmCham) successfully developed and released a new dynamic version of the existing AmCham/Egypt website: (www.amcham.org.eg). AmCham's new website capitalizes on the depth of Egypt-U.S.

TAS is one of the websites most successful features with 260 subscribers

information available at the Chamber, making it an e-access point for trade and economic issues between the two countries. It integrates AmCham's various products and services such as AmCham's video conference facilities, web-development, business matchmaking and Tender Alert Service (TAS).

With more than 260 subscribers from different sectors, the Tender Alert Service of the new AmCham is considered one of its most successful features. The service notifies subscribers about upcoming tenders and projects, categorized by business sector. To add value to the service,

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MARK YOUR CALENDER

- Quality Customer Care
- Using Market Information in Decision Making
- Pricing and Profit Management
- Market Outlook Conference

September 22-24:
October 8-9

October 22-23

October 20-22

Douglas Anderson, Director of Business Development and Marketing Information Services (ALEB)
Email: danderson@aleb.org
Note: Event on September 22-24 held in Career Development Consultation Academy (CDC) Premises



Raja Increases its Export Share from 25% to 75% with ExpoLink's Assistance

Raja is an Egyptian medium-size shareholder ready-made garment company employing 200 workers. *Raja* was founded in 1997 and exported only 100 units of ready-made garments amounting to 25 percent of their production. Currently, with three-years of the USAID-funded- Egyptian Exporters Association-ExpoLink's technical assistance, *Raja*'s export-share has increased to reach 75 percent of its production. *Raja* is currently a supplier to a number of reputable international companies and brands in Europe.

Since October 2000, per *Raja*'s request, ExpoLink provided the company with a consultant, Ms. Judith Riedel, a well established garment engineer with vast experience in the European Union (EU) and Egyptian markets. Over her two technical visits that lasted three months each, Ms. Riedel provided *Raja* with on-the-job training on how to establish and operate a full function

sampling operation unit. Ms. Riedel also trained the management in how to measure, evaluate and develop production-line workers' efficiency and productivity; and improve capacity utilization through improved operations efficiency. ExpoLink subsidized 50 percent of the total cost for Ms. Riedel's short-term visits. Ms. Riedel's technical assistance helped *Raja* in successfully meeting their clients' needs and in turn, increasing their export share from 25 to

Riedel showing one of the workers how to handle the finishing process, which requires refined skill.



75 percent of their total production in only three years.

Ms. Riedel's assistance came about as a result of a request noted in ExpoLink's quarterly client request sent out to its members and clients. ExpoLink was able to identify and propose the consultant to *Raja*. The company had expressed the need to establish a full function sampling unit, as its CEO succeeded in establishing contact with a large international buyer. *Raja*'s CEO realized that improving the company's production techniques, reducing waste and improving quality is of vital necessity to meet expanded clients' needs and in turn draw more international buyers. For these reasons, he requested assistance from ExpoLink.

The company is currently implementing advanced production techniques and has a great potential for further developments and enhancements to the production processes and facilities.

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RRSA Commercial Law Roundtable Proposes Improving the Laws' Regulatory and Enforcement Regime

On July 9, 2003, in collaboration with USAID/Egypt Economic Growth Program management, the Results Reporting Support Activity (RRSA) held a roundtable meeting to review the legal and regulatory regimes of Egypt's business laws at the Cairo Marriott hotel. Roundtable discussions focused on identifying key challenges of and possible interventions to Egypt's commercial law text, legal and regulatory regimes and enforcement.

The event paralleled and complemented RRSA commercial law study that identified deficiencies in business-related laws and detailed possible recommendations to commercial law reform in Egypt.

Twenty-three participants attended RRSA roundtable discussions including government legislators, university faculty, commercial law academics, legal commercial

councilors and advocates, and representatives from Egypt's business community.

Participants recognized the pressing need for a viable commercial and economic law system that encourages investment and responds realistically to the business community's needs.

Roundtable participants proposed interventions that included:

training and systematic reform initiatives working towards the availability of experienced and specialized legal judges with enough commerce, investment and trade expertise to handle local and international commercial disputes; an interdisciplinary law drafting committees comprising all appropriate stakeholders and a need for an optimal mechanism to simplify and shorten the lengthy legislation procedure to conserve time, and resources. Participants concluded that USAID can offer US best practices on know-how and mechanisms to legislating process and promulgation of laws.

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The Agricultural Led Export Businesses (ALEB)
12 El Dokki St., Dokki (Giza) Tel: (2-02)338-1445
Fax: (2-02) 748-0729 Website:www.aleb.org

- HACCP Concepts and Implementation
- HACCP Verification and Validation

September 23-25

October 12-13
October 15-16

- Dr. Thomas Butterworth Technical Services (TS) Director
Email:tbutterworth@aleb.org (ALEB)

Note: events on October 12-13 held at Aleb Office and October 15-16 held in Alexandria



ALEB's Trade Association Services (TAS) Facilitates EgSAE Progress

With firm belief that the Egyptian Society of Association Executives (EgSAE) has potential to become the legacy institution for the Trade Association Services (TAS) of the USAID-funded Agriculture-Led Export Businesses Activity (ALEB), TAS recruited Edward L. Potter, former Director of the Global Resource Center at the American Society of Association Executives (ASAE) to assist in EgSAE capacity building during its formative stage.

Upon agreement with EgSAE founders, through intensive two-weeks of group and one-one one meetings in April and May, Potter explored the rational for establishing EgSAE and identified the most pertinent skills for a sound founding board. Following the

meetings, Potter facilitated five Strategic Planning (SP) sessions, in which he helped EgSAE founding board agree upon and adopt EgSAE's vision, mission, four management and service goals. Potter detailed the critical next steps for EgSAE efficient internal management in a written report at the end of his visit.

Both ALEB's TAS and EgSAE are designated to deliver technical assistance, training and other services to business and trade associations for strengthening their membership service capacity. Moreover, TAS and EgSAE strive to upgrade trade and business association image in Egypt in order to attract young skilled people into a career of association manage-

ment. ALEB's TAS envision an EgSAE that serves trade and business associations, as well as the mainstream clients of the NGO Service Center - that is, the executives of Community Development Organizations (CDOs) and Non-Governmental Organizations (NGOs).

EgSAE founders include an array of association development experts. Among those are: Hani el Kolaly, the former Executive Director of the USAID-funded Horticultural Export Improvement Association (HEIA) and Manal Khalil, Chairman of the Egyptian Globalization Association (EGA). EgSAE's special advisor is Hisham A. Fahmy, Executive Director of the American Chamber of Commerce (AmCham) in Egypt.

EgSAE Legacy for ALEB's TAS

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Horticulture Exporters Raise Incomes with the Opening of HEIA's RPT at Cairo International Airport

Egyptian horticultural exporters and farmers expect to generate increased revenues in the coming years with the official opening of the Refrigerated Perishable Terminal (RPT) at Cairo Airport on July 13, 2003. Established by the USAID-funded Horticulture Export Improvement Association (HEIA), with the support of the Egyptian government and USAID, the 24,000 square meter cooling facility expects to reduce the spoilage factor, which claimed between 36 and 40 percent of Egypt's air-transported fresh produce in previous years. It enables Egyptian exporters to maintain an uninterrupted cold chain throughout the exporting process.

On July 13, Egyptian Prime Minister Atef Ebeid officially opened the RPT in a ceremony attended by Youssef Boutros Ghali,

Egyptian Minister of Foreign Trade; Ahmed Shafik, Minister of Civil Aviation; Medhat Hassani, Minister of Finance; and key U.S. Officials including Gordon Gray, Charg d'Affaires.

The Government of Egypt (GOE) helped HEIA by funding the RPT construction with a LE 12 million loan. The Export Development Fund granted HEIA with LE three-million to complete the project. USAID/Egypt funded the preliminary studies and architectural designs.

According to a televised interview with HEIA's Chairman (at the time of the opening), Ayman Korra, HEIA's vital role in planning for the cooling facility dates back to the year 2000. Since then, HEIA conducted feasibility studies, and sent the perishable



Ayman Korra, HEIA Chairman at the time (M) addressing H.E. Atef Ebeid, Egypt's Prime Minister (R) and Egyptian Minister of Foreign Trade Youssef Boutros Ghali (L) during the opening.

terminal committee members to missions abroad for touring similar terminals and learning the latest techniques.

The new cooling facility has the capacity to store 180 tons of perishable horticultural goods including fruits, vegetables and cut-flowers. It includes five storing areas occupying 1, 660 square meters in width and 4.6 meters in

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The Information Communication Technology Center Project (ICT)
53 El Manial St., Tel: 532-5330 Website: www.ict-eg.net

■ Software Engineering Certification Center (SECC)

September 21

■ The ICT website: www.ict-eg.net Or Hanan Nicolas, Aktham Ezzat, SECC. Tel: 53921(22) Fax: 5392134



RRSA Food Processing Employment Multiplier Study Underway

In July, the USAID-funded Results Reporting Support Activity (RRSA) team, in collaboration with Egyptian and American consultants, the Ministry of Agriculture and Land Reclamation (MALR) and the USAID CAD Division initiated a study to estimate employment and income multipliers and multiplier effects on horticultural commodity and dairy/meat processing sectors. When completed, the study analysis will estimate the change in direct employment and income for each Egyptian pound of additional food processing revenue. The study will employ IMPLAN modeling tool using the input-output tables of Egyptian economy produced by the Ministry of Planning with the technical assistance of the USAID-funded Data Access and Transmission Activity (DATA). It will compliment the agribusiness employment multiplier study that the USAID-funded Agricultural Policy Reform Program (APRP) completed in 2002. In estimating the employment and income multipliers, the study takes into consideration the backward-linked crop and livestock production sectors as well as forward-linked infrastructure of transportation, trade, finance and other services required in moving processed food from the place of production to intermediate and final markets. Dr. Wilbur Maki, a lead economist from the University of Minnesota will be working with Dr. Med Chottepanda, RRSA Deputy Chief of Party, Dr. Mamadou Sidibe, RRSA Evaluation and Assessment Team Leader; and Egyptian colleagues in undertaking this study.

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The ICT Program Inaugurates the TLO

To assist in promoting trade opportunities between the US and Egyptian IT companies, the USAID-funded General Dynamics-led Information and Communication Technology Program (ICT) helped organize and co-hosted an inauguration event for the Trade Liaison Office (TLO) in Chantilly, Virginia, on June 25, 2003. Established by General Dynamics for the Egyptian Ministry of Information and Communication Technology (MCIT), the TLO will be, among other things, a database service facility with a website, aiming to provide the US market with a central point of access for information on Egypt's rapidly growing ICT industry. According to the ICT Program, the TLO inauguration event involved a "ribbon-cutting" ceremony, followed by a roundtable discussion hosted by H.E. Dr. Ahmed Nazif, Egypt's Minister of Communications and Information Technology. Other notable participants included Mr. William Lightfoot, Vice President of International Systems, General Dynamics; Dr. Tarek Kamel, Senior Advisor, MCIT; Ms. Zeinab Zaky, MCIT Business Development Manager; and Renato Labadan, Chief of Party, ICT Program. The TLO's extensive database of Egyptian companies is designed to provide the US IT sector with necessary information to make educated business decisions about Egypt's IT industry, such as company profiles and contact information. The TLO legal and regulatory database will offer users details on conducting trade with and investing in the Egyptian market and updates on the most current tenders in Egypt. The TLO website also offers "question and answer" interface to promptly respond to any questions on investment or trade in the Egyptian ICT industry. The TLO website is currently under construction.

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HEIA Invites SAMGA to Help Improve Mango Nurseries

In line with the Cooperation Protocol between the Horticulture Export Improvement Association (HEIA) and the South African Mango Growers Association (SAMGA), HEIA hosted SAMGA consultant Chris Welgemoed to provide technical consulting to 21 HEIA farm members on methods to improve mango nurseries in Egypt. For two-weeks, Welgemoed toured 21 members' farms and presented his recommendations in a workshop held at the end of the visit on May 15 at the Royal Nile Tower hotel. The three-hour workshop encompassed a number of recommendations for improving mango nursery establishment, practices, grafting techniques, rootstock breeding, and rootstock usage and variety evaluation. Noteworthy recommendations to best practices included developing D.N.A. fingerprints of all rootstocks used in Egypt to identify similarity with the mother plant. Using rootstocks similar to mango mother plants such as peach and saber proved successful in South Africa and may result to improve mango nursery planting techniques in Egypt. Welgemoed also emphasized the importance of proper selection and planning of the nursery site. He discussed thoroughly the detrimental effect of the excessive use of chemicals. During the event, Welgemoed commanded HEIA on its role.

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DATA Launches New National Accounting System of the MOP

The USAID-funded Data Access and Transmission Activity (DATA), in collaboration with the Ministry of Planning (MOP) and the Central Agency for Public Mobilization and Statistics (CAPMAS) launched the Ministry's new system of national accounts, and announced the monthly and quarterly dissemination of economic indicators at a conference on April 21, 2003 at the Royal Nile hotel. The launch comes in line with DATA's efforts to strengthen the institutional capacity of the Government of Egypt (GOE) in producing accurate and timely national income and product accounts. More than 200 participants including notable USAID and government officials, private sector representatives, economists, and academics learned about the benefits of the new system of national accounts in Egypt, its implementation process, the statistical policy standards and the future of statistical activities in Egypt during this one-day event. DATA's conference also presented and described monthly and quarterly indices, their estimation methodology, the total production index, the

composite indicators and annual Gross Domestic Product (GDP) divided in quarters. The future work of the MOP and the accomplishments of the Government's National Accounts Unit were also discussed. Conference participants received a packet of documents including a report on national account data of all sectors for the year 1999/2000, a time series of aggregate GDP Gross covering the period between 1995/96-1999/2000, a quarterly bulletin containing monthly manufacturing, and total production figures. Key note speakers of the event included H.E. David Welch, Ambassador of the United States to Egypt; General Ahab Elwi, President of CAPMAS; Dr. Glenn Rogers, USAID's Cognizant Technical Officer (CTO) of the DATA Project; Frank Szumilo, DATA Project's Chief of Party (COP); and Safaa Ewida, Director General of the National Accounts Unit.

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SO 16 M&E Review to Strengthen SO 16 M&E Systems

In line with its Monitoring and Evaluation (M&E) scope, the USAID-funded Results Reporting Support Activity (RRSA) reviewed the M&E systems currently utilized by USAID and its USAID-funded Economic Growth Program Activities (SO16 Partners) and provided recommendations for enhancing existing M&E systems in a study conducted in April 2003. The study entitled: *An Inventory and Assessment of SO16 Implementing Partners' Monitoring and Evaluation Systems* aims to form the basis upon which modified and comprehensive M&E systems can be designed for all activities under SO -16. The study provided a comprehensive inventory of Partner M&E functions, analyzed linkages to performance reporting, reviewed the strengths and weaknesses of the M&E systems in place, and provided recommendations for enhancing existing M&E activities. The study concluded that important lessons can be derived from several Partners' innovative M&E approaches and best practices. USAID and Partners' collaboration to capitalize on lessons learned and brainstorm to develop solutions to shared difficulties is essential. USAID and Partner activities have expended considerable efforts, monitoring and evaluating programs involved in economic growth activities. Significant progress has been made and M&E systems in many programs have become more sophisticated, comprehensive, and reliable. M&E challenges faced by some of the Partner activities include defining appropriate indicators, measuring qualitative progress, and acquiring accurate and timely data.

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HEIA-SAMGA Cooperation Protocol to Increase Egyptian

Mango Exports

methodology on how the research centers can best serve custom-tailored production and technical challenges.

Starting in June of 2006, following its technology transfer assistance, SAMGA will help in the capacity building of HEIA's Mango Council.

On June 2, HEIA Chairman (at the time), Ayman Korra and SAMGA Chairman Richard Elphick signed the protocol at the Royal Nile Tower Hotel, with several distinguished guests attending. Those included: the South African Ambassador, USAID Senior Officials, the Chief of Party of the Eu-

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ropean Union (EU)-funded Multi Sectors Support Program (MSSP) along with HEIA's Board of Directors, Mango Council Chairman Sherif Hegazy, Deputy Chairman Mohamed Said Nounou and Council members. Also in attendance were Egypt Air's top officials.

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Does Agriculture Policy Reform Work? APRP's Book and CD Respond

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illustrate the set of methods available to assess the impact of APRP on Egypt's agricultural sector. A large number of copies of the book and CD will be distributed to key officials in the Ministry of Agriculture and Land Reclamation (MALR), other GOE officials, national, international and private universities and agriculture research centers in September 2003.

APRP's book begins with an introduction to the policy reform program and the book's contents. This is followed by a section on APRP's analytical methods for assessing reform impact and research chapters on the impact of APRP in various sub-sectors such as cotton, fertilizer, water, horticulture, wheat and rice. The book also includes a cross-cutting impact study section on the impact of APRP on agricultural information systems, farm level income, and public and private sector roles in the food and fiber system. The book then moves on to discuss in-depth macro and micro level sector theoretical/analytical models. The papers by Glenn Rogers (Agricultural Economist) on the socio-economic impacts of agricultural policy reform in Egypt; and by the former IFPRI Director General and current Abt Associates Vice-President, John W. Mellor, on the impact of agricultural growth on employment in

Egypt with its three-sector model of analysis serve as best practices.

The book contains chapters that summarize APRP's MVE Unit end-of-project findings presented at the three-day MVE Impact Assessment Conference in June 2002. It contains a set of series of impact assessment papers by the long-term APRP/MVE Unit technical assistance team (Gary Ender, John Holtzman, Morsy Ali Fawzy, Adel Mostafa), numerous short-term consultants including John Mellor, Chandrashekhar Ranade, John Lamb, Noubia Gri-bi, Sarah Gavian, Roger Poulin, Abla Abdel-Latif, John Keith, Derek Brinkerhoff, Rollo Ehrich, Abdel Hamid Yusef Saad, Abdel Rahim Ismail, and Mamadou Sidibe, as well as USAID collaborators such as Glenn Rogers.

The CD contains everything in the book, as well as copies of all the MVE Unit's monitoring re-



APRP's CD cover page

ports, impact assessment papers, and special studies, in addition to English and Arabic summaries of the major reports and Impact Assessment Conference presentations.

RRSA plans to post APRP's CD and book on its SO16-Online website:

www.usaideconomic.org.eg to be launched in October 2003. Copies of the book and CD will also be available at Abt Associates website: www.abtassoc.com

APRP in few lines...

The USAID-funded Agriculture Policy Reform Program (APRP) was a second-generation policy reform program, implemented from October 1996 to June 2003. APRP followed the initial reforms made under the Agricultural Production and Credit Project (APCP, 1987-1996). APRP's services were geared towards developing and implementing policy reform recommendations to the Government of Egypt (GOE), in support of private-sector enterprise in agriculture and agribusiness. The Program's technical assistance divisions assisted the GOE at identifying policy barriers to private enterprises, creating a liberalized and competitive agricultural marketing system, improving the efficiency of water and land use, increasing rural employment and income in the agricultural sector and targeting food subsidies to the poor to enhance food security.

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■ RRSA Economic Growth Website Launch

October 9

■ Rania Kassem, IT Researcher Email: rkassem@da-rrsa.org



Horticulture Exporters to Raise Incomes with the Opening of HEIA's RPT at Cairo International Airport

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length. It maintains temperature ranging from two to six degree-centigrade.

According to a terminal management Memorandum of Understanding (MOU) signed by HEIA, the Ministries of Foreign Trade and Civil Aviation, the Airport and Egypt Air Holding Companies on June 22, 2003, Egypt-Air Holding Company will manage and operate the RPT during its first phase.

A committee headed by the Minister of Foreign Trade and comprised of the MOU signatories will be in charge of on-going evaluation and follow-up of the RPT operations and setting ser-

vice rates for export products. In cooperation with the committee, HEIA set the prices of cooling services to be LE 280 per export ton and LE 500 for imports. The price includes security checks, handling and cold storage. HEIA contracted Lufthansa Cargo AG experts to set up the Terminal's operational manual, issue the management supervision contract and train the Terminal's staff.

The new facility is open to use by all exporters and will benefit growers within a 200-km radius of Cairo, including Fayoum and the reclaimed farmlands on

Refrigerated Perishable Terminal at Cairo Airport.

the Alexandria and Ismailia desert roads.

Currently, the Terminal is operating on trial basis. It is expected to be officially operational in September 2003.



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BIC Releases an Upgraded AmCham Website to Serve the Business Community

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Frequently Asked Questions (FAQs), advanced search options, e-mail alerts and archive facilities are included. The service's user-friendly and advanced search options allow users to search by free text, date and valid tenders only. Since its launch in the year 2000, 22,000 tenders were listed. In 2002, the BIC offered free access to listings in the Information Technology & Telecommunications sector (ICT) to all AmCham Egypt website visitors. Today, the tender alert services free subscribers exceed 2,600 businesses. IT industry leaders such as *Microsoft, Oracle, Xerox, Vodafone, IBM, Giza Systems* and *MobiNil* sponsored TAS's IT sector.

Before the upgrade, AmCham website's business matchmaking free service (www.amcham.org.eg/bmm) allowed users to browse and submit business opportunities such as: offers to buy

or sell products, requests for trade partners or investors, and notices of import/export opportunities. Starting May 2003, with BIC new enhanced system, users can receive new business opportunities related to their sector of interest by email. BIC plans to market the service to exporters, importers and businessmen in Egypt, USA and Europe.

Other website features include *Poll of the Month*, which enables users to vote on the hottest economic and political issues. In addition, the website offers access to AmCham's information and economic publications and outreach packages such as an archive of all *Business Monthly* magazine; Egypt's bulletin and promotional videos including the - *Ready For Your Business video encouraging investment in Egypt*, (that won the Silver Statuette public relations Telly award).

BIC website's video conferencing cuts time and travel

To cut travel expenses and save time, BIC also provides video-conferencing facilities at the AmCham premises in Cairo and Alexandria. The service is used frequently by AmCham member companies, multinational firms and diplomatic missions to conduct international business-planning meetings, job interviews, distance learning session and more remote consultations. Demand for videoconferencing service is continuously growing.

BIC is also offering website development for Egyptian businesses to increase their business opportunities and to become more competitive in the global market place. A special 25 percent discount is offered for NGOs.

AmCham's upgraded website is an attractive channel for advert placement with 50,000 successful requests per month from an audience of high-quality business-oriented viewers.

Contact: Dina El Ebiary, AmCham BIC Information Specialist. Tel: (+2-02)338-1050 Fax: (+2-02) 338-1060 Email: debiary@amcham.org.eg Website: www.amcham.org.eg

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MARK YOUR CALENDER

The Horticulture Export Improvement Association (HEIA)
22 Syria St., Mohandiseen, Giza Tel: (2-02) 338-1050 Fax : (2-02) 338-1940 Website: www.heia.org

- Mango trip to South Africa
- Strawberry trip to North Spain

October 18-30
October 15-27

- Nada Tantawy, Publications Manager Email: publications@heia.org



On August 4, 2003, **Dr. Kenneth C. Ellis** was appointed as U.S. Agency for International Development (USAID) Mission Director to Egypt by USAID's Asia Near East Bureau. Dr. Ellis brings 25 years of experience as a Foreign Service Officer, with an emphasis in agriculture and rural development, to USAID's Mission in Egypt. Prior to his appointment in Egypt, Dr. Ellis served as USAID's Mission Director in Colombia and El Salvador. Dr. Ellis also served as Director of Central American Affairs in the Latin American Bureau in Washington, D.C.



Dr. Ellis,
USAID/
Egypt
Mission
Director

On July 1, 2003, **Dr. Mary C. Ott** was appointed as USAID Deputy Mission Director. Dr. Mary C. Ott carries more than 20 years of experience in agricultural and private sector development. Dr. Ott previous posts include serving as the Deputy Director of USAID Program in Bangladesh and being the Director of Economic Programs at USAID/El Salvador and USAID/Panama. Dr. Ott also served as Chief Economist in USAID's Bureau for Latin America and the Caribbean; and an Economist for USAID Programs in Latin America and the Caribbean.

John Morgan was appointed as the new Program and Impact Assessment Officer for USAID's Economic Growth Program (SO-16) in August 2003. Mr. Morgan will serve as the EG Budget Officer. He will manage the process of tracking and reporting on program impact, and will serve as the primary EG representative for multi-SO team activities. He worked with USAID as an Energy Officer in Pakistan (1985-9) and later as the Project Development Office Director for Central and Eastern Europe.

Mr. Renato "Jun" Labadan is the new Chief of Party (COP) for the General Dynamics-led, USAID-funded Information and Communication Technology Program (ICT). Mr. Labadan, who assumed management of the ICT Program in May 2003, brings an extensive background in USAID-funded project management, having served most recently as the Deputy Chief of Party (DCOP) for the USAID-funded Capital Markets Development (CMD) Project.

Wael Shinnawy became the Executive Director of the USAID-funded Horticulture Export Improvement Association (HEIA) starting July 1, 2003. Shinnawy's management, planning, monitoring and evaluation expertise will add great value to HEIA's development. Shinnawy's experience includes posts in the EZZ group Exxon Mobil. Shinnawy's replaces Eng. **Hani El Kolaly**, HEIA former Executive Director.

At the end of may 2003, **Islam Naiem Khalifa** joined the Agriculture-led Export Businesses (ALEB) project as a Trade Association Services Institutional Advisor. Khalifa is a certified Dale Carnegie Trainer.

RRSA's Customer Satisfaction Review 2003 in Progress

The pathway to competitiveness and economic growth in Egypt emphasizes the emergence of a strong private sector, capable of expanding its export opportunities and creating new investments. Over the past decade, USAID/Egypt through its Economic Growth (SO16)-funded Activities have provided a package of technical, marketing, business and export development services to Egypt's business community for enhancing and strengthening its competitiveness. Assessing the quality and impact of these services is conducive to improving their quality, and hence creating a better environment for trade and investment.

In this context, between July and August 2003, the USAID-funded Results Reporting and Support Activity (RRSA) conducted its first annual Client Satisfaction Survey (CSR) to measure the content, quality, and impact of services provided in 2002 to business firms, associations and rural households on employment, income and exports.

Due to be completed in October 2003, the CSR serves as a use-

”
CSR assess
SO-16 impact

ful monitoring, evaluation and management tool measuring the extent to which USAID-SO 16 clients have benefited from the services they have received. CSR tests the pulse of the private sector to better understand their needs and upgrade its services.

Starting in July 2003, and over the span of two months, 12 surveyors conducted one-on-one impact assessment interviews with approximately 447 busi-

nesses, associations and rural household clients of five USAID-funded activities in eight governorates: Cairo, Giza, Alexandria, Fayoum, Dakkahliya, Qena, Sohag and Minya. Quantitative as well as qualitative assessments of the quality and impact of the services received will be analyzed and the findings will be aggregated in the final report to be released the end of October.

The household and business surveys adopted a random sampling strategy that accounted for the geographical dispersion of SO 16 clients. Clients were randomly selected from the total pool by stratification of beneficiary type.

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Editorial Board: RRSA Team
Editor: Dalia Bayoumi
Design and Printing: Muhammad Gomaa, Studio/Horus-color separation
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RRSA

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Letter from RRSA's Chief of Party



I would like to welcome you to our first EgLink newsletter that disseminates information among USAID Economic Growth Program Partners (SO-16) and others interested in Egypt's economic development. USAID-funded Economic Growth Program Partner Activities (SO 16) are designated towards strengthening the environment for trade & investment in Egypt. We, at the Results Reporting Support Activity (RRSA), are pleased to be able to launch both the EgLink bi-monthly newsletter and our USAID Economic Growth (SO 16 Online) website in the following months.

Our hope is that EgLink will be a forum for disseminating timely information related to SO 16 Partner Activity results, key issues and events that are impacting upon our own professional lives within Egypt. The RRSA team has been working for more than six months in designing our databases and website so that you will be able to access current events and achievements from the portfolio of projects. During the coming few months, you will be able to access SO-16 On-Line information using links on the new website: www.usaideconomic.org.eg

In the coming issues, you will be able to read about new developments within the group of SO-16 Partners as new projects and strategies come on board. We will keep you informed about these developments and feature articles on activities that are having a positive impact on the development of Egypt's private sector growth and employment generation.

Your feedback is most welcome in making this EgLink newsletter useful to our readers. Letters to the Editor (Dalia Bayoumi) will be printed in the next issue. We hope that a dialog among all our Partners will enhance our ability to have an influence in achieving a higher degree of success.

With best regards,

Hank Schumacher, Chief of Party
Development Associates, Inc. Results Reporting Support Activity (RRSA)

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