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AERI's Dairy and Livestock Activity Opens Regional Offices in Fayoum and Sohag

In March 2004 key representatives from USAID/Egypt joined the Fayoum and Sohag Governors Dr. Saad Nassar and Mr. Mamdouh Kedwany in officially opening regional offices in the upper Egyptian governorates of Fayoum and Sohag for the Agricultural Exports and Rural Incomes (AERI) Project's Dairy and Livestock Activity. AERI's two regional offices are operated by ACDI/VOCA, the contractor for the Dairy and Livestock activity. The offices will provide smallholder and farmer groups with technical assistance to improve their business approach to livestock-rearing and generate jobs for the community.

The Fayoum office was opened on March 15, 2004 with the participation of USAID/Egypt Deputy Director Mary C. Ott and AERI's Dairy and Livestock Activity team. The Sohag Office was opened on March 24 with the participation of Tarek Shata, USAID Competitiveness and Agriculture Development (CAD) Project Management Specialist, and the AERI Dairy and Livestock team, including Steve McCarthy, Hussein Raafat, Dr. Hugo Alvaraze and the Sohag team.



From Right to Left: Steve McCarthy, Mary Ott, and Saad Nassar inaugurating the Fayoum Office opening event.

Over the next four years, ACDI/VOCA will help smallholder and farmer groups in the six Upper Egypt governorates of Giza, Fayoum, Beni-Suef, Minya, Assuit and Sohag to increase rural incomes, productive assets, and on-and off-farm agribusiness employment. The ACDI / VOCA team will bring to AERI's Dairy and Livestock Activity the best practices developed under their previously implemented USAID-funded AgLink project, which initially worked with large commercial dairy producers and processors to increase their production and quality.

ACDI/VOCA's field office teams will apply a market-driven participatory approach through a range of technical and business development activities organized around smallholder producers, value-adding processors, and private and

public sector service providers. The program will also serve as a policy dialogue link for smallholder groups to discuss issues with the Ministry of Agriculture and Land Reform (MALR) and other policy making bodies. To ensure sustainability, the project will emphasize strengthening rural financial services and crosscutting issues such as gender equity, family nutrition and health, environmental considerations, and civil society.

AERI's Dairy and Livestock Activity's field offices have also started to conduct needs assessment and situation analysis surveys that will help in planning for and delivering high quality services and technical assistance. The field offices are currently conducting a survey to identify the existing capacity of dairy processors with regard to employment and technical

abilities. The offices are also conducting a survey to analyze the existing situation for livestock markets infrastructure, working capacity, and live animals marketing mechanisms. Another survey is being conducted to gather all the information related to the project on the district level.

In the last week of April, the AERI Dairy and Livestock Activity conducted a veterinarian campaign in Minya to assist smallholders with livestock illness diagnosis, medical treatments, and better management of animal wealth. The campaign was held in collaboration with the Animal Reproduction Research Institute and covered five villages.

The Dairy and Livestock Activity is one of a number of activities currently operating under USAID/Egypt's five-year AERI Project.

EL SHAMS Ain Sokhna Workshop Links Partners to Realize AERI's Vision

The Agricultural Exports and Rural Income (AERI), and the Enhanced Livelihood from Small Holders Horticultural Activities Managed Sustainability (EL-SHAMS) program organized a three-day planning workshop in Ain Sokhna for all AERI partners and operating programs. Held on March 9-11, 2004, the workshop finalized an integrated nine-month work plan for all EL-SHAMS partners and defined ways by which AERI's three operating programs will work together to realize AERI's vision.

EL-SHAMS' workshop discussed a variety of topics including a review and an evaluation of the CARE/AgReform project, an overview of the AERI project, the role of EL-SHAMS partners, means of attracting private investment to Upper Egypt, and proposed baseline surveys and monitoring and evaluation tools. Workshop participants also conferred on key steps for building sustainability after the termination of the project.

The workshop was held in collaboration with USAID/Egypt Competitiveness and Agricultural Development Division (CAD) and AERI's operating programs: the Midwest University Consortium International Activities Institutional Linkage Activity (MUCIA) and ACIDI/VOCA's Dairy and Livestock Activity. It was also held in coordination with EL-SHAMS partners: the Environment Quality International (EQI), the Nile Valley Group (NVG), the University of California at Davis, and the ACIDI/VOCA.

EL-SHAMS also organized two regional workshops in Luxor (April 14)



Steve Mc Carthy, Dairy and Live Stock Activity, Gary Robbins, USAID/CAD and Hisham El Shafieay, EL SHAMS at the workshop.

and in Assiut (April 21). The workshops, attended by key governorate councilors, introduced EL-SHAMS on the regional level and promoted cooperation between the different stakeholders, including governmental or non-governmental public and private entities. The workshops also looked at identifying investment opportunities in Upper Egypt. EL-SHAMS plans to hold another workshop in Beni Suef on May 12th.

EL-SHAMS is run by CARE/Egypt International and is designed to increase on- and off-

farm jobs and rural income in Upper Egypt for small and medium size growers of horticultural products. EL-SHAMS is one of a number of programs currently operating under USAID/Egypt's four-year AERI project. Funded by USAID/Egypt, this \$57 million represents a collaborative effort between USAID, the Egyptian private sector, nongovernmental organizations, and the Ministry of Agriculture & Land Reclamation to raise profits for small farmers and thus increase rural employment and prosperity.

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Expolink Hopes to Raise Furniture Exports in Furnex

The Egyptian Exporter Association's (EEA) ExpoLink project is co-organizing Furnex, Egypt's first international furniture and furnishing trade fair, on June 3-6, 2004 at Cairo's International Conference Hall.

ExpoLink is preparing and partially sponsoring more than 100 Egyptian furniture and furnishing companies to exhibit their new products, styles and concepts at Furnex. More than 500 international buyers from Europe, the US, and the Middle East are expected to attend the event, which will allow them to view a wide array of Egyptian products, including antique reproduction, hotel, kitchen, contemporary, metal, office and outdoor furniture.

ExpoLink is currently preparing exhibitors for the event by identifying potential buyers and markets for the



Furnex: International Furniture and Furnishing Trade Fair Cairo, Egypt

selected furniture categories. ExpoLink has also held preparatory meetings for the exhibitors to discuss the agenda and the logistics of the event. Anticipating Furnex, ExpoLink held a market outlook conference on the furniture market in the USA on April 29, 2004. An International consultant gave a detailed presentation on the size of the American market, product style, specifications, standards, structure, trends, buying behavior, key buyers, and entry barriers to more than 100 Egyptian manufacturers. Key representatives from USAID and the donor community were also in attendance.

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ECES Discuss Rationale Behind Modifying Investment Law No. 8/1997

On March 3, 2004, the Egyptian Center for Economic Studies (ECES) hosted a roundtable discussion on the rationale behind modifying Investment Law No. 8/1997. ECES' roundtable focused on the extent to which the draft law meets its intended objectives. Participants in this discussion included Mohamed Al-Ghamrawi Dawood, Head of the General Authority for Investment and Free Zones; Said Al-Alfi, Member of the Egyptian Parliament; Samiha Fawzy, ECES Deputy Director and Lead Economist; and Mounir Abdel Nour, Member of the Egyptian Parliament. ECES Chairman Taher Helmy moderated the discussion.

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HEIA and MUCIA's MOU Seek to Increase Small Farmers' Exports

On March 3, 2004, the USAID-funded Horticultural Export Improvement Association (HEIA) signed a Memorandum of Understanding (MOU) with the Midwest Universities Consortium International Activities (MUCIA), the implementing agency for the Agriculture Export and Rural Incomes (AERI) Project's Institutional Linkages Activity. The MOU is to effectuate cooperation between HEIA and MUCIA to leverage the effectiveness of HEIA's marketing training and study tour programs. The cooperative step supports AERI's objective of increasing upper Egyptian small and medium farmer exports by upgrading marketing training services to Europe. This agreement falls within HEIA's capacity as a sector-driven association with significant experience and expertise in providing training and consulting services for growers, post-harvest handlers and exporters, as well as a commitment to expand technical assistance to Upper Egypt. HEIA's Chairman Bahey El Din El Baroudy, Executive Director Wael EL-Shinnawy, and Dr. Mohamed Samy, MUCIA's Project Coordinator, inked the MOU.

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USAID PfCE Presents Management Development and Educational Services and Achievements at AmCham

On March 16, 2004 the USAID-funded Partners for a Competitive Egypt (PfCE) project gave two presentations on the services and achievements of two of their current programs designated to elevate the competitiveness of Egypt's workforce and private sector. The first of the programs, the Management Development Initiative (MDI), aims at strengthening the ability of small and medium-sized enterprises to compete in the global economy through market responsive management training. The second, an educational technology

program, assists classroom teachers in acquiring the tools and techniques necessary to educate a new generation of computer literate students. PfCE's presentation was held at the American Chamber of Commerce in Egypt's (AmCham) premises and the speakers were invited by AmCham's International Donor Programs and the Human Resources committees. Copies of both presentations are available at <http://www.amcham.org.eg/operation/Committees/Committees0304/hr/brief.asp#5>

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ATR Seminar Educate Policy Makers on Food Safety Risk Assessment

On April 7-8, 2004 the Assistance for Trade Reform Project (ATR) and the US Department of Agriculture Office of Agricultural Affairs held a two-day seminar on food safety risk assessment for senior policy and decision makers. The seminar brought together a wide variety of stakeholders in the food inspection system to increase mutual understanding of the risks facing Egypt in the area. The seminar focused on the main contaminants in meats imported into Egypt and the steps that can be taken to apply risk-based food testing programs to protect consumers and facilitate trade. Through group exercises, the seminar generated options for Egypt to strengthen its risk-based chemical residue and microbiological national programs.

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ICT Program Website is now available in Arabic

The USAID-funded Information and Communication Technology (ICT) program launched the Arabic version of its website: http://www.gd-ns-ict.com/Auto_arabic/index.html on March 2, 2004 to increase the outreach of program's services and activities. The ICT program website was recently redesigned to provide a more focused access point to information on all project-related activities, such as grants, pilot projects, and training. It better caters to program stakeholders and industry participants, and is more user-friendly and content driven. All ICT program information including activities, services, resources, partners, events, and contacts are included in the Arabic website. The Arabic website may be accessed from the main ICT program website at www.gd-ns-ict.com

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ALEB Helps Raise Egyptian Olive Oil Exports

Since it began operations in 1999, the USAID-funded Agriculture-Led Export Businesses (ALEB) project has exerted tremendous efforts to improving the global competitiveness of the Egyptian food processing industry through a diverse package of technical and marketing services. The olive oil industry has benefited from these services. While the sector is still in its infancy, ALEB believes it carries a high export potential for Egypt. Egyptian olive oil exports rose from 765 metric tons in 2001 to 2,117 metric tons in 2002 and to an estimated 3,500 metric tons worth \$7.35 million in 2003. Olive oil exporters assisted directly by ALEB report that their exports have increased by 80 percent and their profits by 20 percent respectively.

ALEB is assisting its client companies obtain financing from banks, improve packaging and labeling of products, develop and implement quality management systems, improve marketing materials, conduct market research, implement or enhance Hazard Analysis and Critical Control Point (HACCP) programs, and improve marketing skills and methods. ALEB is also assisting exporters to attend international trade fairs where they succeeded in securing export contracts.

WADI FOOD, one of ALEB's olive oil exporting clients speaks to ALEB's assistance in raising its export share. Currently, WADI FOOD is a recognizable name in the olive oil business both domestically and abroad. Three years ago, however, this WADI Holding Group Company was not fully prepared for exporting their olive oil. With a little help from ALEB, they now export 50% of their prod-



ucts and this year they are tripling their output and shooting for a 70% export share. The company now exports to Libya, Ethiopia, Sudan, the Gulf State, Germany, England, France and the USA. According to Diaa Ghaly, WADI Holding Group Executive Officer, and Khalil Nasrallah, Executive Manager of WADI Food Industries, ALEB helped tremendously in this effort.

ALEB's technical and marketing assistance to WADI FOOD began with its inception in 1999. ALEB's main aim was to help prepare the global competitiveness of the company. ALEB provided the company with technical training in quality assurance, human resource development, marketing, branding and strategic alliance. Partially as a result of ALEB's technical assistance, the company succeeded in acclaiming a good quality brand name. WADI FOOD's olive oil was awarded the fourth best extra

virgin olive oil prize at SIO 2000 at Fira De Rues, Spain in 2000. It was a finalist at the 2001 and 2002 international competition for extra virgin olive oil for the Mario Solinas Quality Award in France and Spain.

Ghaly explains ALEB's major contribution resides in their expertise in providing trade leads, organizing educational study tours and identifying target international market segments. Nasrallah affirms Ghaly's point by stating that:

"ALEB played a major role in providing exposure to WADI FOOD by sponsoring us both as exhibitors and visitors to International Food Exhibitions and Trade Fairs including ANUGA, Fancy Food exhibition and SIAL. ALEB helped a lot in providing the right exposure and in improving the company's image in the European Market."

Nasrallah elaborates that partially as a result of ALEB's as-

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ICT Program-Sponsored Delegations Participate in Jordan Meetings for Telecom Regulators and IT Associations

In March, the USAID-funded Information and Communication Technology (ICT) program sponsored the participation of Egyptian delegations in two events held in Jordan. Two senior staff from Egypt's National Telecommunications Regulatory Authority (NTRA) participated in the Annual Meeting of the Arab Telecommunications Regulators Network (ATRN) and the related professional development workshop held March 21-25, while two board members of the newly created Egyptian Information, Technology, Electronics, and Software Alliance (EITESAL) participated in the Arab Regional Alliance of IT Associations (ARAITA) Conference held March 23-25.

The ATRN meeting, sponsored by Jordan's Telecommunications Regulatory Commission (TRC), formally ratified the creation of the Network as a support organization for telecom regulators from the 17 member countries in the Arab region. The related "Capacity Building for Telecom Regulators" Workshop, co-sponsored by the TRC and USAID-Jordan, focused on several key policy areas that must be addressed in order to effectively regulate

the telecom market. The member country delegates heard presentations by US experts and professionals from several US government agencies and participated in panel discussions on topics such as interconnection, universal service, conflict resolution, enforcement, and ethics.

The ARAITA conference, hosted by the World Information Technology and Services Alliance (WITSA), pro-

duced a unified vision, mission statement, and a series of strategic objectives. The conference also resulted in a MOU signed by Egypt, Morocco, Palestine, Jordan, Syria, and Lebanon agreeing on areas of cooperation and collaboration, including participation in trade shows and events, building a database of each association's members, developing an ARAITA website, and sharing relevant policy and regulatory information.

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sistance, between the year 2001 and 2003, the company witnessed an increase in total revenue of 40 percent. Olive oil exports contributed about 40 percent of the total revenue during this period.

From Nasrallah's perspective one of ALEB's major areas of assistance is on-the-job technical training which ALEB provided to the factory's workers. A good example of such training occurred two months ago when ALEB asked a technical expert to conduct an on-the-job training to staff in the heat process of the packed products for four days. Nasrallah witnessed improvement in the staff performance as a result.

EL Salheya is another of ALEB's olive oil exporting clients that speaks of their successful experience with ALEB. El Salheya's olive oil exports witnessed a tremendous increase of almost 135% from 1999-2003, partially as a result of ALEB's assistance. El Salheya now exports extra virgin olive oil to the United States, Italy, Greece, Morocco, United Kingdom, Kuwait, and UAE. According to Mustafa Hashem, El Salheya's General

Manager, ALEB helped develop the company's capacity and quality. Hashem explains:

"I was introduced to ALEB in 1999. Since then, ALEB has helped us develop our export potential and provided us with significant services including human resource development, product design, labeling, packaging, marketing training; conducting marketing plans, feasibility studies, arranging for exhibitions, using marketing information system, identifying target markets, and deciding on pricing strategies. ALEB even directed our attention to the way the customers perceive the products giving us the right exposure especially to the US and the Gulf markets."

Hashem also noted the significant impact of participating in 40 of ALEB's human resource, finance and technical production training workshops since 1999. He reported that participating in these workshops helped increase the staff performance, morale and productivity.

Hashem elaborates that when he started the company it had a very limited customer database. ALEB helped in increas-



ing the customer's database through assisting them in developing the company's website: www.elsalheya.com and sponsoring their participation in international trade fair exhibitions such as the fancy food show and ANUGA.

According to Hashem, a significant contribution of ALEB to the olive oil industry is its assistance in establishing the Egyptian Olive Oil Council. The council helped olive oil producers and exporters to agree to a common pricing strategy in dealing with the international market. ALEB's marketing information system was the foundation of that strategy.



"...the real success story in this sector is the recognition of the quality and growing capacity of the Egyptian olive oil industry by Italy - a country which enjoys tremendous world brand acceptance. Italy buys superior, extra virgin olive oil in bulk from North African countries, now including Egypt, which they then blend and package with their own for export... based on that recognition, exports of olive oil from Egypt to Italy rose from less than 100 metric tons in 2001 to 1,182 metric tons in 2003." Douglas Anderson, Director of ALEB's Business Development and Market Information Services, ALEB.

Donor's Corner

Egyptian Businesses Sign the Global Compact Framework for Corporate Social Responsibility

On March 23, 2004, 56 Egyptian businesses signed the Global Compact Framework for Corporate Social Responsibility initiated by UN Secretary-General Kofi Annan in 1999. The companies also signed the Cairo Declaration 2004, agreeing to respect the Compact's nine principles related to human rights, labor and the environment. They pledged to make the principles a part of their business practices and corporate planning, and to encourage other Egyptian companies to participate. The launch culminated a year of preparation with the assistance of the United Nations Development Program (UNDP). Participating companies and organizations established a steering committee, which included business, civil society and academic organizations. They met with a wide range of civil society groups and learned about how the Compact's principles apply to their operations. UNDP also helped arrange two workshops to promote the compact, one organized by the Federation of Egyptian Chambers of Commerce and the UN in Alexandria, and the other organized by the Center for the Study of Developing Countries at the American University of Cairo. The Egyptian companies endorsing the Compact include: Al Hoda Company, Arabian Oils, Grains, and Chemical Complex, TEA Computers, Talaat Mostafa Group, Oriental Weavers, M. Ahmed Daoud and Co., and Henkel PDC Egypt. **Contact:** Global Compact in Egypt **Website:** <http://www.un.org/eg/globalcompact/>

IMC Provides in-company Marketing and Technical Assistance to Furniture Manufacturers in March 2004

Sixteen furniture manufacturers received in-company assistance from a team of national and international consultants from the EU-funded Industrial Modernization Center (IMC) to improve their production processes and quality systems. This constitutes phase II of an upgrade program that began with individual benchmarking and establishment of action plans followed by a workshop with the management of participating companies. This action is complemented by an ongoing market research study to provide market intelligence on export opportunities in the EU, Middle East and North Africa (MENA) regions for the product range offered by Egyptian furniture SMES. **Contact:** www.imc-egypt.org

DATA's Workshop Concludes: Standardizing Trade Data Should Work for Egypt

On April 4, 2004, the USAID-funded Data Access and Transmission Activity (DATA) project conducted a seminar on international trade statistics. Held in collaboration with the Ministry of Planning (MOP) and the Central Agency for Public Mobilization And Statistics (CAPMAS), the seminar brought together producers and users of trade data in Egypt to discuss obstacles encountered in the collection, processing, and use of such data, and to confer on possible solutions. A significant number of representatives from the Ministry of Foreign Trade (MOFT), the Ministry of Planning (MOP), and the Central Bank of Egypt (CBE), the Customs Authority, CAPMAS, the General Organization for Exports & Imports Control (GOEIC), and the General Authority for Investment (GAFI) participated in the seminar.

Ms. Nadia Farid, the General Manager for the Trade & Transportation Statistics Division at CAPMAS, explained the private trading system, which is used by CAPMAS for the collection and processing of trade data and which takes into account custom borders instead of geographic borders. Ms. Farid also presented some of the problems with the system, including: delays of custom receipt forms from the customs authority; not receiving the data for drawback and temporary admission transactions; inaccuracy of quantity data in custom forms, and the lack of detail in recorded export data.

Mr. Ahmed Nos'hy of the CBE explained the underlying reasons for the discrepancy of data published by CAPMAS and CBE, noting that CBE's data sources and methodology are different from CAPMAS. Mr. Nos'hy asserted that the discrepancy can be overcome

by converting CAPMAS data processing and collection from the private trading system to the public trade system using accurate values of exports, and by sorting CAPMAS data by geographical distribution and classification of commodities.

Ms. Hanaa Dakroury of GAFI asserted that the authority is confined to collecting data on free zones and publishing it on a quarterly basis.

Ms. Magda Shams of the MOP indicated that data of free zones is not included in trade data calculations, and that there is a notable deficiency of export data.

Mr. Kamal Arghar of GOEIC indicated that in the coming two months the GOEIC will establish an automated trade database with the assistance of a specialized company using customs authority data.

Participants concluded that there

should be one agency taking the lead in trade data collection, processing, and publishing reform to ensure availability, accessibility, and accuracy of trade data. The agency should be in charge of the collection of data from the different ports, unifying the definitions and coding system and standardizing statistical systems.

Participants also recommended following the international commodity classifications for data sorting, recording all data in a timely manner, recording export and import data in both US Dollar and Egyptian Pounds, and including free zone data.

Mr. Wayne McCaughey, a veteran international trade statistics expert with more than 35 years of experience in the collection, processing, and publication of international data presented a summary of uses of international trade data and illustrated the importance of trade data in general.

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ALEB to Hold a Three-day Policy Advocacy Campaign Workshop for Business Associations

The Agriculture-Led Export Businesses' (ALEB) Trade Association Services (TAS) team is planning a three-day policy advocacy training and technical assistance workshop for association professionals in collaboration with the Egyptian Association of Association Executives (EgSAE). The workshop will be held in three days spread out between May and June 2004. An Egyptian association development expert will coach participants on how to identify, plan and implement a policy advocacy campaign.

In the first workshop, with the trainer's assistance, participants will be invited to identify a policy advocacy issue of concern. Over the span of several weeks between day one and day two, the trainer will help participants research, analyze and draft a policy advocacy paper and design their campaign strategy.

In the second workshop, set to take place sometime in June 2004, participants will present their policy papers to the other associations participating in the workshop. Between the second day and third day workshops, the expert will coach participants on contacting decision makers

and officials to materialize their campaign.

In the third day workshop, set to take place in June 2004, associations will share their lessons learned and next steps with others.

ALEB's TAS is also planning to conduct five association management workshops in collaboration with the Egyptian Society of Association Executives (EgSAE) between March and July 2004. The topics covered by these workshops include:

1)membership recruitment and retention; 2)membership services development; 3)strategic

communication; 4)proposal writing, fundraising and non-dues income; 5)action plan development and implementation. The workshops are designed for association executives and board members. In addition, TAS is planning to conduct a number of association management workshops with EgSAE and IIE/DT2 over the coming four months in governance, trade show organization, team building, meeting planning and management.

On April 28 and 29, ALEB conducted a strategic communications workshop and, on May 4 and 5, plans to conduct another in fundraising and proposal writing.

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Business Leaders and Policy Makers Concur on Findings of the Cost of Not Privatizing Study

Macro-economic costs of a gradualist privatization process detailed in the "Cost of Not Privatizing: An Assessment for Egypt" study was the subject of a policy advocacy workshop presented by the National Development Party's Business Sector Secretariat (BSS), the Egyptian Junior Business Association, and seven other private sector associations and chambers. The study produced by the recently completed Privatization Implementation Project (PIP) estimates a direct budgetary slow privatization cost of LE 100 billion in present value terms amounting to one half of the budget deficit, 4.3% of GDP, and 20% of total domestic saving over the next five years. Held on April 19, 2004, the event brought together key representatives of the Egyptian business community, the NDP Business Sector Secretariat, and the Ministry of Public Enterprise and Industry to discuss the study findings and examine a further plan of action to accelerate the privatization process.

Dr. Hossam Badrawy, BSS Chairman, opened the event and outlined the current status of the national privatization program. He insisted there is a national direction towards speeding up the privatization process. He also said that there is a noticeable commitment on part of the NDP Business Sector Secretariat to endorse the study findings and examine a further plan of action.

Mr. Seif Fahmy, BSS member, followed Dr. Badrawy and outlined where Egypt stands with respect to the national privatization program. Fahmy explained that Egypt's rigorous privatization track in its first five years (1996-2000) was profitable, providing the government with total proceeds of around LE 15.5 billion--an average of LE 3 billion a year. In the past few years, however, Egypt's privatization process has been sluggish, and returns to the government have plunged.

Alaa Saba', another BSS member, presented the main findings of the PIP study, which describes the cost of not accelerating the privatization process of the Law 203 public enterprises (commercial production companies), four public sector banks, economic authorities, joint venture companies, and public insurance companies. Sab'a detailed the costs of not pri-

vatizing each of the above mentioned types of state-owned enterprises on the economic prosperity and growth of Egypt. Saba' emphasized the study's estimate of the huge direct budgetary cost (LE 100 billion in present value terms) over the next five years of not privatizing, which amounts to one half of the budget deficit, 4.3% of GDP and 20% of total domestic saving .

At a concluding session, Mr. Hossam Badrawy, BSS Chairman, and Mr. Nehad Ragab, EJB Chairman, asked representatives from all the business association sponsors of the event, selected BSS members, and the Minister of Public Enterprise and Industry to comment on the study findings. Participants called for a new mechanism that separates the portfolio management of these companies from the privatization process, including the evaluation and selling of the companies. There should also be an independent authority with independent committee members responsible for the sale of these companies. Participants also agreed on the need for a comprehensive public awareness campaign to educate people about the costs of not privatizing, explaining in detail how privatization is, over the long term, beneficial to the welfare of the Egyptian people.

Dr. Mokhtar Abd El-Moneim Khat-tab, Minister of Public Enterprise, said he agrees, in principle, that there should be an acceleration of the privatization process because of the benefits it will bestow on the Egyptian economy. He said that the study defines a reality and that he believes that there is a national direction towards that policy. Ali El Saeidi, Minister of Industry, reaffirmed earlier statements to the effect that there is an NDP commitment to privatization and that the legal and regulatory environment is available.

Dr. Lotfallah Imam Saleh, a veteran economic and privatization expert, a Senior Economic Consultant to the PIP, and a co-author of the study notes that presenting findings at the NDP and Business Association level marks a positive step in stakeholders' collaboration.

The event was organized by the NDP, the BSS, and the EJB, and co-sponsored by the British Egyptian Business Association (BEBA), the Egypt International Economic Forum, the Egyptian Businessmen Association (EBA), the Egyptian Capital Market Association (ECMA), the German Chamber of Commerce (AHK), and the American Chamber of Commerce in Egypt (AmCham). It was funded by USAID.

ATR and FEI Discuss Egypt's Compliance to WTO TBT Agreement

The USAID-funded Assistance for Trade Reform Activity (ATR) in collaboration with the Federation of Egyptian Industries (FEI) held a one-day seminar on the WTO Technical Barriers for Trade (TBT) agreement. The seminar is the fourth in a series of public awareness workshops seeking to acquaint Egyptian businessmen with various WTO Agreements. Representatives from the Government of Egypt (GOE), USAID, and the business community participated in ATR's event.

ATR's Sahar Tohamy presented results of an assessment of Egypt's compliance with the TBT Agreement, 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) and supported by ATR. Dr. Afaf Taha from EOS gave a presentation on efforts to maintain and enhance performance of the organization. Dr. Mahmoud Eissa, Chairman of EOS, gave opening remarks and participated in the question and answer session.

CLDP's Conference Supports GOE Efforts in Promoting E-Signature in Egypt

In support of the Government of Egypt's efforts to introduce and promote the use of electronic signatures in Egypt, the U.S. Department of Commerce Commercial Law Development Program (CLDP), in coordination with Ministry of Communication and Information Technology (MCIT) and the Egyptian Ministry of Justice (MOJ), held a two-day conference on electronic signatures on March 27-28, 2004 in Cairo and Alexandria (via digital video conferencing technology). The conference, entitled: "Advancing E-Commerce and E-Business in Egypt," defined the fundamental role electronic signatures could play in facilitating and promoting E-commerce in Egypt.

CLDP's conference presented the legislative history and key provisions included in the draft Egyptian E-signature law, the legal status of electronic signatures compared to handwritten signatures, and the experiences of other countries that have implemented electronic signature laws. It brought together representatives from the Government of Egypt (GOE), the MCIT, the MOJ, senior Egyptian judges, and the private sector to learn about ways to advance and promote the practice of E-signature in Egypt.

Speakers to the conference included: Jannette E. Hasan: Attorney Advisor and Program Manager, CLDP Egypt Program; Stuart Kerr, Senior Counsel, CLDP; Josephine Scarlett Senior Attorney, National Telecommunications Information Administration (NTIA); Andrew Konstantaras, Executive Director, Internet Law & policy Forum; Jose Angelo Estrella, Legal Officer, United Nations Commission on International Trade Law (Vienna); Thomas Smedinghoff, Partner, Baker & McKenzie; Dr. Sherif Ha-

shem, Director of Information Society Development Office (ISDO), MCIT; Dr. Ahmed Darwish, Director of E-Government Program, MCIT; Judge Ali Shakeeb, Ministry of Justice; and Dr. Omar El Sherif, Legal Advisor & Court of Cassation, Ministry of Justice.

CLDP supports the U.S. Government's efforts to assist Egypt's economic development and to promote an environment that encourages free-market based reforms.

Contact: Jannette E. Hasan, Attorney Advisor/Program Manager, Commercial Law Development Program (CLDP), Office of the General Counsel, US Department of Commerce. Email: jhasan@doc.gov

RRSA's M&E Workshops Strengthen USAID/Economic Growth Programs' Results Reporting

On May 5, 6, and 18, 2004, the USAID-funded Results Reporting Support Activity (RRSA) is organizing three workshops on Monitoring and Evaluation (M&E). The workshops target USAID's Economic Growth Program Activity Managers and Cognizant Technical Officers (CTOs) and USAID-funded EG Programs' Monitoring and Evaluation (M&E) staff. All three workshops aim to strengthen participants' capacity to use M&E tools for improved performance management. RRSA's workshops hope to diffuse performance measurement kits and facilitate the sharing of the best M&E practices among participants.

In the first workshop on May 5, 2004, participants will collectively discuss optimal ways in which evaluations can serve as management tools and how to plan and use evaluations to improve program management. Through group exercises this workshop will focus on how to select an appropriate evaluation approach and develop relevant Scopes of Work (SOW).

The second workshop on May 6, 2004, will focus on developing a mutual understanding of the ways in which performance measure-

ment can best serve as a management tool. This workshop will emphasize the identification of good performance indicators and the setting of performance baselines and targets. Participants will receive a tool kit for identifying and refining their performance indicators, and for developing optimal measurement and reporting techniques. Based on the outcomes of both workshops and partner requests, RRSA will provide hands-on tailored technical assistance in one or a combination of the following monitoring and evaluations topics: data

quality assessment, strong indicators identification, baseline development, appropriate evaluation methods, identification, and scope of work design. RRSA's individual tailored training will take place on May 9th - 13th, 2004.

The third workshop on May 18, 2004 will allow participants to share best M & E practices and gain an in-depth understanding of the performance audit, as well as to learn about RRSA's resources for supporting their M&E functions.

Contact: Mamadou Sidibe, Evaluation and Assessment Team Leader, RRSA. Tel: (02) 792-5466/77 Fax: (02) 792-5488 Email: msidibe@da-rrsa.org

Visit: www.usaideconomic.org.eg for Activities, Services and Results of USAID/Egypt's Economic Growth Programs.

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MARK YOUR CALENDAR May - June 2004

Event	Date	Contact person
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
Team Building Workshop	May 16	Dina Essam Program Assistant Email: dbebawi@aleb.org
Time Management Workshop	May 17, 25	
Governance Policies and Procedures Workshop	May 20	
Export Marketing Planning Workshop	May 26	
Managing Logistics and Supply Chain Training	June 1, 15	
Modeling and Estimating Export Potential	June 6	
Implementing ISO 9000 Training	June 8	
Motivation, Optimizing Talent and High Potential Training	June 8	
Modeling and Estimating Export Potential	June 13	
Effective Supervisory Skills Training	June 13,22	
Business Planning and Budgeting Training	June 20	
Internal Auditing Training	June 20	

The Egyptian Exporters Association (ExpoLink)

90 Road 105 Maadi. Tel: (02) 527- 1010 Fax: (02) 527-1015 Website: www.expoLink.org

Furnex	June 3-6	Sherif Mowafy, Contracts Manager, Expo-link Email: smowafy@expolink.org
Fancy Food Show	June 27	

The Results Reporting Support Activity (RRSA)

20 Aisha El Taimoreya St, Garden City Tel: (02) 792-5466/77 Fax: (02) 792-5488 Email: rrsa@da-rrsa.org Website: www.usaideconomic.org.eg

Evaluation as a Tool for Improved Performance Management	May 5	Mamadou Sidibe, Evaluation, Planning and Systems Team Leader Email: msidibe@da-rrsa.org
Performance Measurement for Enhanced Management Workshop	May 6	
Partner and USAID Program Manager Sharing of Best Practices	May 18	

The Technical Assistance for Policy Reform (TAPR)

9 Abdel Kader Hamza St., 5th floor Garden City
Tel: (02) 792-2123 Fax: (02) 792-2689 Email: tapr@link.net

Revisiting Egypt's Competitiveness: Building Leaders Sectors Conference

June 15
Yomna Mustafa, Program Director
Email: tapr@link.net

USAID Economic Growth Office

Activity	Contact Person	Contact information
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Sector Policy and Privatization Portfolio

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Data Access and Transmission Activity DATA	Frank Szumilo Chief of Party	Ministry of Planning, 8th floor Salah Salem St., Nasr City Tel and Fax: (02)-260-1679 Email: fszumilo@yahoo.com Website: www.data-egypt.org
Egyptian Center For Economic Studies ECES	Eman Mohsen Adminstration Officer Sarah Broberg Editor	World Trade Center, 14th floor Tel: (02) 578-1202 Fax: (02) 578-1205 Email: sbroberg@eces.org.eg emohsen@eces.org.eg Website: www.eces.org.eg
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Commodity Import Program

Commodity Import Program CIP	Robert Van Horn Division Chief	USAID Head Office in Egypt Plot 1/A Off Ellaselki Street New Maadi, Postal Code No. 11435 Tel:(02) 522-7000/1/2 Fax: (02) 516-4652 E-mail: rvanhorn@usaid.gov Website: www.usaid-eg.org
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Competitiveness and Agriculture Development Portfolio

Activity	Contact Person	Contact information
AERI-Enhanced Livelihood from Small Holder Horticultural Activities Managed Sustainability EL SHAMS	Thomas Herlehy Chief of Party	34 St. 106, Hadayek El Maadi Tel: (02) 526-0096/3373 Fax: (02) 525-7074 Email: therlehy@egypt.care.org Website: www.care.org.eg
AERI-Midwest University Consortium for International Activities MUCIA	Dr. Mohamed Samy Egypt Coordinator	7 Nadi El Sid St., Dokki Tel: (02) 337-0567 Fax: (02) 335-6081 Email: samy@uiuc.edu
AERI-Small Holder Livestock and Dairy Producers and Organizations Activity	Stephen McCarthy Chief of Party	53 Manial St., Manial Tel: (02) 364-6933 Fax: (02) 364-6900 Website: www.acdivoca.org Email: steve@pop.thewayout.net
Agriculture-Led Export Businesses ALEB	Peter Thatcher Chief of Party Maie Essam El Din ALEB Resource & Alliance Center (ARAC) Information Coordinator	12 El Dokki St., Dokki (Giza) Tel: (02) 338-1445 Fax: (02) 748-0729 Email: pthatcher@aleb.org , mshawky@aleb.org Website: www.aleb.org
AmCham's Business Information Highway Project BIH	Hisham Fahmy AmCham Executive Director	33 Soliman Abaza St., Mohandiseen Tel: (02) 338-1050 Fax: (02) 338-1060 E-mail: edirector@amcham.org.eg Website: www.amcham.org.eg
Egyptian Exporters' Association ExpoLink	Aliaa El Serafy Marketing Intelligence Manager	90 Road 105, Maadi Tel: (02) 527-1010 Fax: (02) 527-1015 Website: www.expolink.org E-mail: aserafy@expolink.org.eg
Horticultural Export Improvement Association HEIA	Wael Shinnawy Executive Director	Syria St., Mohandiseen, Giza Tel: (02) 338-3080 Fax: (02) 338-1940 E-mail: info@heia.org Website: www.heia.org

Finance and Information Technology Portfolio

Small and Emerging Business Program EQI	William Tucker Chief of Party	3B Bahgat Ali St., 7th floor, Zamalek Tel: (02)- 735-0052/9976 Fax: (02) 736-3331 Email: Wtucker@eqi.com.eg
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