Egypt: steering committee underlines significance of German-Egyptian cooperation – focus on new innovative sectors

Representatives of the Egyptian Ministry of Interior and the Federal Ministry for Economic Affairs and Energy (BMWE) met in Cairo on 9 and 10 September 2025 for a networking event and a session of the steering committee of the *Partnering in Business with Germany* programme. The focus was on the continuation of the successful business initiation programme for SMEs and its priorities for the coming years.

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One major result: in the coming three years, sector-focused business delegations will be further strengthened, taking specific account of the current economic developments of both countries. The Industrial Modernisation Centre (IMC) continues to be the Egyptian implementing partner, supported by the alumni organisation EGY-AID, which has proved to be a reliable partner for the implementation of the programme.

Dr Dorothea Schütz, Deputy Director-General responsible for the external trade relations to the MENA region at the Federal Ministry for Economic Affairs and Energy, said: “In times of geoeconomic fragmentation and increasing protectionism, the expansion of open and rules-based trade relations is more important than ever before. *Partnering in Business with Germany* is a key instrument to achieve this objective – it strengthens economic cooperation through partnership.”

The Egyptian side also emphasised the importance of the programme. Emad Abdel Hameed, Deputy Minister at the Egyptian Ministry of Interior, said: “The *Partnering in Business with Germany* programme serves as a gateway for exchanging expertise and opening direct channels of communication between the business communities of both countries. The programme contributes to enhancing the competitiveness of the national industry, increasing exports, and encouraging both local and foreign investment, with a strong focus on green transformation and digitalisation as fundamental pillars for achieving sustainable development.”

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Exhibition of successful Egyptian-German collaborations, here Africa Power for Solar Energy. ©GIZ / Ahmed Hamada

The networking event on the preceding day also met with a great response. More than 120 Egyptian companies were represented with the aim to get new impetus for the business cooperation with German partners.

Workshop on AI, market access and food trends

In the morning, representatives of German and Egyptian

Priority issues and future delegations

Renewable energy, packaging technology, food technology and the construction industry will be the priority sectors of future cooperation. A particular focus will be placed on visits to German trade fairs of the relevant sectors, which proved to be door openers for lasting business contacts in the past. An Egyptian business delegation will therefore visit the IFAT trade fair (water and waste management) again in 2026.

In addition, the visit of a delegation from the packaging industry will be organised. Especially companies in the fields of food processing, medical technology and the pharmaceutical industry are very interested in German packaging technology. The delegation will visit the Interpack trade fair in Düsseldorf. There are also plans to organise a business delegation from the automotive supply industry – Egypt is increasingly positioning itself as an attractive regional production hub with a potential for exports to Europe.

Strengthening networks and diversity

There was agreement among the participants that the active involvement of the relevant Egyptian chambers and associations is decisive for the successful recruitment and selection of suitable sector groups. Cooperation with associations of female entrepreneurs is also planned to be intensified in order to raise the share of participating female business executives. Egypt is increasingly establishing itself as a synergetic partner for German enterprises – especially in the fields of energy, the water and waste management industries and food production. Interested German firms that wish to cooperate with Egyptian partners can contact the German-Arab Chamber of Industry and Commerce (AHK Egypt) directly.

enterprises and institutions engaged in an intensive dialogue in the context of four practice-oriented workshops. The focus was on innovative types of cooperation with German firms, the use of artificial intelligence to access new markets, and current trends in the food industry.

Representatives of the AHK Egypt, the Chamber of Industry and Commerce of the Stuttgart region, Siemens Egypt and Aerzener Maschinenfabrik GmbH enriched the discussions with their expertise and practical experience. The presentations of successful programme participants were one of the highlights of the event. Mohamed Ewida, CEO of TMG Technometer Group, reported on his cooperation with Siemens Egypt in the field of water management. In May 2024, Mr Ewida travelled to Germany in the context of the programme and visited the IFAT, the world's leading trade fair for water and waste management. On this occasion, he signed a Memorandum of Understanding (MoU) with Siemens Egypt on the reduction of water losses in Egypt.

Successful participants, Healthcare/Packaging group 2024. ©GIZ / Ahmed Hamada

Yasser Radwan, Business Development Director of Proserve Egypt and another successful alumnus of the programme, also reported on the development of new partnerships with German SMEs in the fields of water treatment and hydrogen production (Tia Technologies, Carbotech, and Enapter), following his participation in IFAT. He is currently in advanced negotiations with additional German companies.

Small trade fair: programme alumni building bridges

Five selected programme alumni presented their German trading partners at a small trade fair on the margins of the event. These entrepreneurs are acting as distributors of German products on the Egyptian market – in some cases expanding to other African and Arab countries. This underlines Egypt's role as business hub for the region.

In his words of welcome addressed to the large number of participants, Andreas Fiedler, Deputy Head of Mission at the German Embassy in Cairo, highlighted the importance of the programme for the bilateral relations. He said:

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“The entrepreneurs participating in the *Partnering in Business with Germany* programme are outstanding examples of how broad and deep German-Egyptian relations are. Our relations are not limited to the field of diplomacy, they are also enriched by the business sector, as entrepreneurs, companies and investments create lasting partnerships to the benefit of both nations.”

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Partnering in Business with Germany

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Federal Ministry for Economic Affairs and Energy
Social Media/Online Communication Department
Scharnhorststr. 34-37
10115 Berlin
Postal address: 11019 Berlin