# Celebrating the 10th Anniversary of the Manager Training Programme with Egypt!

A festive event dedicated to the 10th anniversary of the Manager Training Programme with Egypt was held in Cairo on June 14, 2023. Over the past ten years, a total of 350 businesswomen and businessmen have completed the  Programme successfully, many of them working in mechanical engineering, chemistry, food production, metal and plastics processing and services.

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The participants were welcomed by Ulrich Niemann, Head of Division responsible for the Manager Training Programme from the German Federal Ministry for Economic Affairs and Climate Action. He emphasized the importance of German-Egyptian cooperation and shared the Impact of the Green Transition on the German Economy. He highlighted that *"the Manager Training Programme also makes a contribution to further diversifying supply chains and strengthening cooperation in future green technologies."*

During one of the panel discussions, successful alumni from the past ten years shared their business hacks. Another panel discussion was organized on "German and Egyptian SMEs in the Green Transition," supported by the German-Arab Chamber of Industry and Commerce (GACIC), GIZ Egypt and Egyptian experts from the Green Tech.

The event was dedicated to networking: a special section of the agenda

focused on networking opportunities between German and Egyptian business organizations, like the German-Arab Chamber of Commerce (GACIC) and Egyptian Business associations like EEC, FEC, and bwe21. The event was followed by a networking dinner.

## 75 Egyptian businesswomen and businessmen completed the Manager Training Programme in 2022!

On June 13, a closing and networking event was held for the alumni of the 2022 cohort. The entrepreneurs participated in speed dating and exchanged ideas on how to improve the efficiency of the Manager Training programme. They also presented outstanding success stories and shared best practices as well as challenges on the path to signing their first contracts with German companies.

One of the highlights of the next day's agenda was an insightful training focusing on green business and increasing complexity and uncertainty in today's work context, the so-called "VUCA" (volatility, uncertainty, complexity, ambiguity) world. During the workshop, moderated by Frau Montagne-Welck from ICUnet Group, the alumni brainstormed on various topics. For example, what does it mean for us as leaders and for our teams to live in a VUCA world, what are the consequences for us, and what tools can we use to remain capable of making decisions in uncertain, unpredictable times? According to many participants, these were exactly the right questions at this time. Participants shared their views and ideas to find the right answers to these questions for Egypt, which have a direct impact on leadership style.

At the end of the event, four groups that were trained last year by trAIDe, AHP, ICUnet and EABW, received their completion certificates from Mr Niemann, the Head of Division responsible for the Manager Training Programme at the German Federal Ministry for Economic Affairs and Climate Action. Mr Niemann underlined in his closing remarks that *"the Manager Training Programme is an effective instrument for facilitating market access and creating sustainable partnerships between German and Egyptian companies; this is also shown by the impressive number of business deals in 2022."*

Special thanks go to our implementation partner IMC for organizing the graduation event.

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Partnering in Business with Germany

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