

20 Years of Building Egypt UK Relations



The Egyptian Museum
الجمعية المصرية البريطانية للأعمال
British Egyptian Business Association

What is BEBA?

- The British Egyptian Business Association is an NGO that serves the interest of the British/Egyptian business community
- Promote trade & investment between Egypt and the UK
- Have a diversified membership from different sectors
- Act as a catalyst for Change, facilitator, and Door opener

British Companies in Egypt



BEBA is the Voice of the Private Sector

Catalyst for Change

- Organise events with officials
- Organise meeting with head of committees in the Egyptian Parliament
- Organise one on one meeting with members and Ministers
- Address key challenges and present them to the government with proposed recommendations/solutions





Market Egypt As an Investment Destination

Inward Missions

- **January 2015 Business Delegation Headed By Tobias Elwood**
 - Conducted a meeting with the President Abdel Fattah El-Sissi
 - Organised meetings with the Prime Minister and the economic group
 - Organised B2B with BEBA members
 - Organised a Visit to the Suez Canal

Business Mission to Egypt



Business Mission to Egypt



Market Egypt As an Investment Destination

Outward Missions: Business Mission to the UK

- March 2014: Egypt: Open for Global Business
- November 2015: The New Egypt: The Road Ahead
 - ❖ Deliver Message of Egypt's Confidence
 - ❖ Show Egypt's Success Story
 - ❖ Highlight Investment Opportunities
 - ❖ Lobby the UK government, think tanks, media,..etc
 - ❖ Organise Regional/Sectorial Events
 - ❖ Promote for Successful Projects in Egypt (ex. SCEZ)
 - ❖ Point-out Egypt's Bilateral/Multilateral Trade Agreements

Business Missions to the UK



Thank You !