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OF EXCELLENCE**  
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he magazine founded in 1999 by Amr S. Selim, is a quarterly lifestyle magazine aimed at providing the modern business executive with a refreshing mix of informative articles, profiles and features that reflect the changes in today's Egyptian society.

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FROM THE  
**PUBLISHER**



**Dear Readers,**

It is with great merriment that we celebrate He Magazine's 25<sup>th</sup> anniversary, taking great pride in reaching this milestone, and facing various challenges and obstacles along the way. We are grateful to have been able to make it this far, preserving and maintaining our commitment to you, the reader, in delivering exceptional quality content. From publishing to printing, having never compromised in our 25 years on the standards that have defined us throughout this remarkable journey.

Throughout the years, we have embraced innovation and explored new ideas, constantly evolving to stay at the forefront of our industry. We are incredibly grateful for the expansion of our magazine portfolio, including the introduction of He Home, which has allowed us to cater to a broader audience and diversify the content we can produce.

As we reflect on the journey, we realize that our true wealth lies in the incredible individuals we have had the privilege to feature on our covers and inside pages. These inspiring role models have shared their thoughts and brilliance with us to put on paper, enriching our minds and souls with insight.

This milestone marks 25 years of success and symbolizes a new era for He Magazine. We are dedicated to raising our standards even higher and leading our respective industry with our new brand and identity.

As we are celebrating this year, HE Magazine's 25<sup>th</sup> anniversary, we unveil in this issue a new identity with a new logo along with a fresh page design style. A big thanks go to our Re-Branding intelligent consultant "LongeBlack".

I am immensely grateful to my talented team, including our editors, writers, designers, and staff, whose unwavering dedication has been instrumental in our achievements. I would also like to express my gratitude to the superstar Mr. Amr Youssef, who is our cover feature in this edition. He not only supports our new identity and innovations but has become the face of He Magazine and our ambassador, propelling us to new heights.

In closing, as we embark on the next chapter of our magazine, we eagerly anticipate the opportunity to bring you even more captivating and engaging content in the years to come. Thank you for being an integral part of our story, and we are excited to share many more memorable moments with you.



HE MAGAZINE PUBLISHER,  
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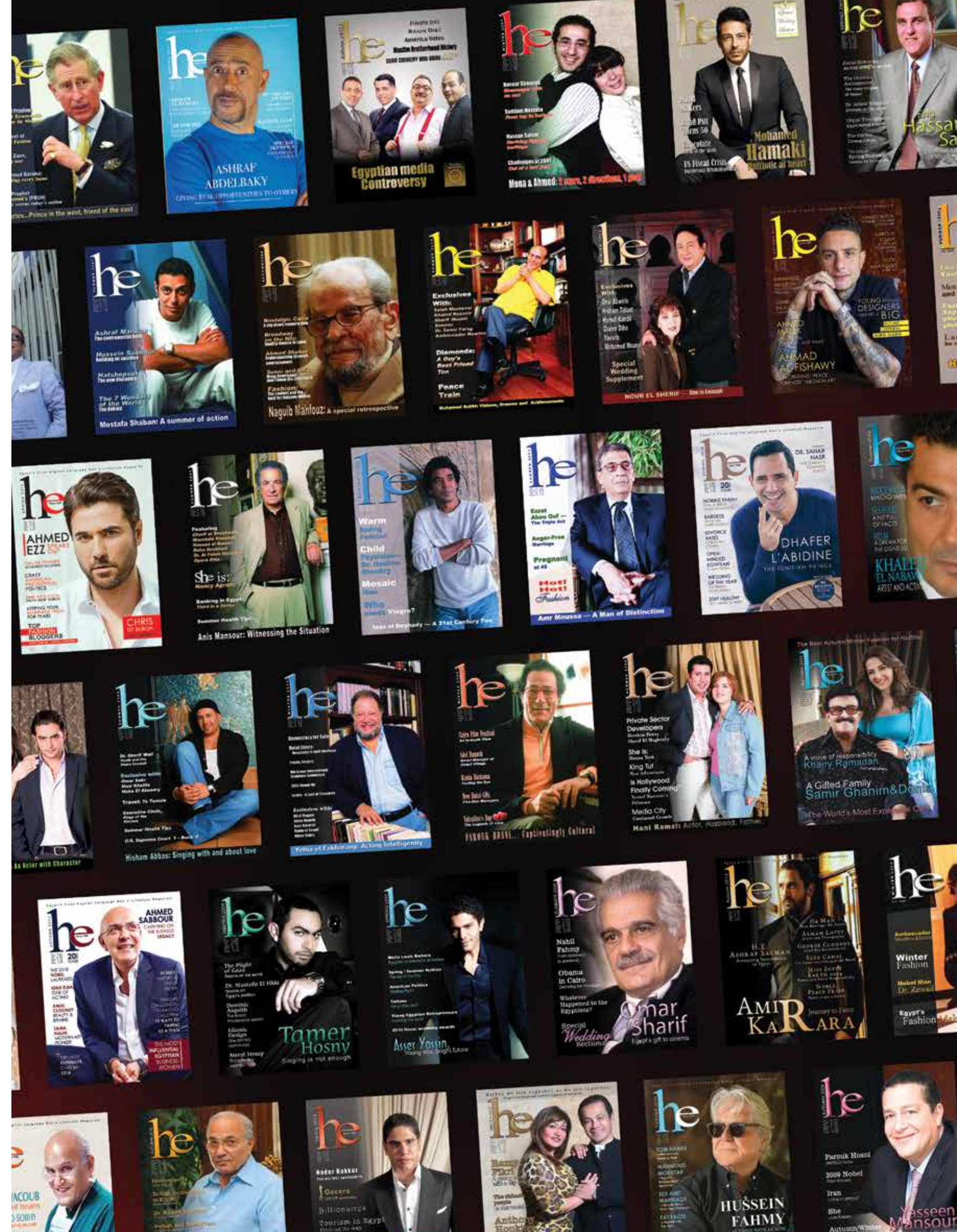


# 25 YEARS OF EXCELLENCE

## The Transcendence of He Magazine

WRITTEN BY: MAHMOUD DEMERDASH

In its 25 years, He Magazine has become a prominent brand within the lifestyle scene and a staple in the Egyptian community. Coco Chanel once famously quipped, “Success is most often achieved by those who don’t know that failure is inevitable,” a line that very much embodies the He Magazine and the mind of its steadfast founder Amr Selim. Since the beginning, He Magazine stood out from many start-ups of its time as it never considered the prospect of failure. Instead, focusing on getting into and expanding key subjects that deserved more attention than it was receiving.



Prior to its establishment as a lifestyle brand, He magazine had much more humble beginnings as a fitness and sports magazine. It all started with Mr. Selim's career in professional Taekwondo; participating in the Egyptian National team, he won many accolades and awards. He and his team's efforts brought international attention to the Egyptian scene and the talent it was producing. With anticipation consuming his stomach, dismay overcame his eagerness when checking the local news as he witnessed a meager mention in an obscure section within the stacked paper of the achievements his team brought home. Feeling unsatisfied, Mr. Selim never succumbed to the very human feeling of disdain as he quite understood the landscape in which media was organized and the priority sports such as Football had in the country. Thus an opportunity presented itself, and in 1994, Mr. Selim launched the Middle East's first-ever English Sports & Fitness Magazine. The edition would lead the way in featuring content on all sports in Egypt, not just football, and remains the country's only English Sports and Fitness magazine.

Highly motivated by the success of Sports & Fitness, Mr. Selim saw another opportunity within Egypt to capitalize on in the form of a Men's lifestyle magazine. So in 1999, HE magazine Lifestyle was launched, and similar to its sibling publication, it would also be written in English. Puzzling at the time, many were confused at the decision to create content in English for a primarily Arabic-centric nation. Yet, a keen sense of vision is imperative to a good strategist, and a good strategist

is what the team at He Magazine considers the man at the helm, Mr. Selim. His intentions were a lot larger than that of other local media as he intended to shine a light on subjects in Egypt on a more international stage while also providing entertaining content to expats who have yet to learn the language. The decision also benefited connections to future generations who would find reading about celebrities and other subjects more comfortable in English as education drifted towards teaching the language.

With the launch of HE magazine, core beliefs were cemented within the fundamentals of the brand. From the beginning, integrity was paramount, and the content had to remain factual with no room for gossip or intrigue, which is often used as a cheap method to garner views at the expense of others. Focusing on success stories and those who can inspire, the magazine is able to create a unique atmosphere for its audience. By only focusing on the truth, He magazine has been able to provide a safe space for those high achievers who might be reluctant to speak to the media. Thus creating quality connections with celebrities over the last 25 years and being the exclusive magazine with which many of the stars share their experiences. When asked about the relationships He Magazine has been able to cultivate with celebrities, Mr. Selim stated, "I'm very proud that we became, in a very few years, a trustable magazine for top world celebrities that they don't get featured easily in even world publication people such as Omar Sherif, Dr. Mgdy Yaqoub and the famous Swiss watchmaker Phillip Charioll."

These interviews also serve to enrich the reader, as interviewees provide lessons, advice, and tips. This is all in an effort to pave the way for the inspired, the talented, and the determined.

Quality, not quantity, is evident in He Magazine on a multitude of levels. A careful selection of who the magazine features and its selectivity in its distribution circulations aren't the only things that have its quality ensured. The business practice of publishing a magazine every three months rather than each month had heads in the industry turning as it was uncommon for a media company to do such a thing within the country and seemed unsustainable. Yet, the strategy paid off by immediately distinguishing it from the competition giving the magazine's sponsors more ad time as the same edition would be released in three months, thus providing them a better cost ratio due to their editions' longevity in the market. Such a strategy assisted the company in creating an ever-cherished relationship with Egypt Air, being the exclusive lifestyle magazine for business-class lounges at Cairo International Airport. Relationship Mr. Selim holds in high esteem and one he thanks Egypt Air graciously for making possible.

Surveys are also conducted periodically to better understand the audience, with questions asked regarding their age, gender, occupation, etc. One survey found that over 48% of readers were women, a statistic that very much touched the team's hearts. When asked, Mr. Selim stated, "We always remember her" by ensuring to feature a range of powerful

Amr Selim



Egyptian women in their editions and to accommodate advertisements tailored towards their desires.

Yet something built to such a high standing comes with difficulty. Throughout its history, He Magazine transcended time and what it brought before its path. Whenever a crisis hit, every publication in the market had troubles, and many opted out. The company wasn't immune to such challenges, yet unlike its competition, it approached the situation differently. A decision many publications considered careless and reckless, Mr. Selim and the team doubled down by scaling up operations. During the financial crisis of 2008, many reduced the quantity of content; He Magazine did the opposite by increasing the number of hard copies printed and spreading its means of distribution. Critics of the company saw this being a foolhardy maneuver as costs had shot up considerably, yet they failed to see the bigger picture in pushing forward. At the same time, everyone else retreated, and the company could lay the seeds for more growth when the market recovered. When asked about that time period, Mr. Selim said, "When many other publications reduced their hard copy numbers during tough times to minimize the cost, we even increased our numbers to gain a bigger market share and give the advertisers the best media against their valuable budget." As he believes, "Investing in magazine content quality and expanding circulation always pays off." Such a maneuver certainly did pay off immensely in the long run.

One of the challenges magazine outlets face is the rise of social

media; it's often indicated by many to be the future of not just lifestyle but all media as a whole. Mr. Selim is a man who still sees the value in hard copies; he understands the desire of millions who still want to have the feel of a magazine to read and the need to cater to them. Beyond just having their copies distributed in kiosks by Al Ahram, He Magazine developed a huge VIP mailing list that sends the latest edition straight to readers' homes quickly and efficiently. Yet, the online sector did not go amiss to Mr. Selim; it was too big of an opportunity to dismiss. Thus came the creation of the online website featuring a multitude of articles. Innovations were also seen in the company's relationship with Egypt Air by creating exclusive online editions for business-class passengers where they can scan a QR code in the lounge to read an optimized version of He Magazine, which they can take to read while flying to their destination.

When asked about this strategy, Mr. Selim stated, "We don't panic during a crisis; this is the right time to try and get into something new." This was in full view in 2020 during the Covid pandemic. As the world came to a halt, the magazine kept operations going as they recognized the need for their advertisers still had to be fulfilled, and their momentum of presence should not be at risk of disruption during these trying times. Through the eyes of Mr. Selim, "People will never stop advertising, but they became more selective." The problematic time the Covid pandemic ushered in 2020 did nothing to curtail the eye on expansion. He Magazine launched a whole new edition, "He Home," catering towards design and architecture, which

was met with a large reception and incredible success. The visionary behind this initiative is Mr. Selim's wife and partner, Engineer Mona Ismael. Mrs. Ismael, a noteworthy interior designer, recognized the market that could be established for home buyers, architects, interior designers, and other interested parties.

Fast forward to the present, with a currency issue looming too close for comfort, the company is still pushing forward, similarly paying little concern to this as they had to the previous crisis. Instead of falling back, He Magazine has gone full steam ahead with a rebranding. It is changing its logo, content stylistics, and colors. Considered a little "facelift," the company still intends to maintain its identity. This change is only meant to signify how far the company has come throughout its 25 years of existence and the excellence it continues to provide.

Appreciation for one's supporters is paramount as no individual or entity can solely be responsible for the success, which is He Magazine. Mr. Selim had an enormous list of people he wanted to thank for the company's success. He Magazine has stuck with the same printing company IPH for the last 25 years, and thanks to the company's owner Mr. Ahmed Hilal, whose patience knows no bounds as he's stuck with the publication every step of the way. He Magazine would also like to thank Al Ahram for being its leading distributor and Egypt Air for trusting the company to be its exclusive partner. FedEx must also be thanked for the excellent courier operations they've upheld for He Magazine for the last 25 years. A big thank you has to go towards

LongeBlack, the top-tier marketing company in Egypt, and their chairman Mr. Mohamed Saman who has worked tirelessly to give He Magazine the best branding possible.

Much gratitude must go to our main sponsor, the illustrious Egyptian Commercial International Bank. Their faith in the publication is indescribable, and thanks to them, the company is hosting its 25th-anniversary party this May. Thank you to Chairman Mr. Hisham Ezz El-Arab and Mr. Amr El Gananey for their strong leadership and incredible cooperation.

He Magazine's advertisers should also be mentioned, with over 70% of them remaining from the time they first partnered with the company. It indicates the goodwill, the bond they share with the company, and their status as the top brands in their respective fields.

An Ode to the Reader: Finally, a thank you to the readers for your ongoing support and engagement with our work. Your readership, comments, and feedback mean the world to us, and your enthusiasm and curiosity constantly inspire us. Nothing is more rewarding than knowing that our content is resonating with others and making a positive impact in some small way. Your presence and participation in this community have made that possible, and we are humbled and honored to have you along for the journey. Thank you for reading, thank you for sharing, and thank you for being a part of this vibrant community.

We look forward to continuing to connect with you further for as long as time permits. ●

Mona Ismael



25 YEARS OF FEATURING PEOPLE WHO ARE MAKING AN **IMPACT**

25 YEARS OF FEATURING PEOPLE WHO ARE MAKING AN **IMPACT**



**AMIR KARARA**  
-AUTUMN 2014-



**AMR YOUSSEF**  
-AUTUMN 2019-



**HUSSEIN FAHMY**  
-AUTUMN 2002 / AUTUMN 2016-



**AHMED HELMY**  
-WINTER 2007-



**MOSTAFA SHAABAN**  
-SUMMER 2007-



**SAMIR GHANEM**  
-AUTUMN 2011-



**AHMED EZZ**  
-SPRING 2016-



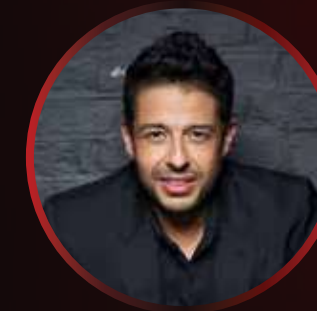
**HISHAM ABBAS**  
-SUMMER 2004-



**HANY SALAMA**  
-SUMMER 2008-



**ASHRAF ABDELBAKY**  
-SPRING 2017-



**MOHAMED HAMAKI**  
-AUTUMN 2013-



**KHALED ELNABAWY**  
-SUMMER 2013-



**DHAFER L'ABIDINE**  
-SPRING 2018-



**TAMER HOSNY**  
-WINTER 2009-



**MOHAMED SOBHY**  
-SUMMER 2002 / SPRING 2015-



**AHMED MALEK**  
-AUTUMN 2017-



**MOHAMED MOUNIR**  
-SPRING 2000-



**ASSER YASSIN**  
-SPRING 2010-

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25 YEARS OF FEATURING PEOPLE WHO ARE MAKING AN **IMPACT**



**KHALED YOUSSEF**  
-AUTUMN 2007-



**AMR YOUSSEF**  
-SUMMER 2005-



**YEHIA ELFAKHARANY**  
-WINTER 2004-



**GEORGE KORDAHI**  
-AUTUMN 2001-



**SHERIF MOUNIR**  
-SUMMER 2002-



**AHMAD ELFISHAWY**  
-AUTUMN 2017-



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-AUTUMN 2011-



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-SUMMER 2010-



**MARWAN HAMED**  
-SUMMER 2006-



**ABDELFATAH RAGAB**  
-SPRING 1999-



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-SUMMER 2007-



**AHMED SABBOUR**  
-AUTUMN 2018-



**KHALED ELSAWY**  
-SUMMER 2006-



**ABBAS ABOULHASSAN**  
-SUMMER 2006-



**SHERIF MADKOUR**  
-AUTUMN 2008-



**AMR MOUSSA**  
-SUMMER 2001-



**ASHRAF SALMAN**  
-AUTUMN 2014-



**AHMED SHAFIK**  
-AUTUMN 2010-

ICONS, STARS & STORIES

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-SPRING 2013-



**HATEM DOWIDAR**  
-SUMMER 2012-



**MOHAMED EMAD**  
-SPRING 2019-



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-WINTER 2005-



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-SPRING 2009-



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-WINTER 2008-



**ONSI SAWIRIS**  
-WINTER 2012-



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-AUTUMN 2008-



**YASSEN MANSOUR**  
-AUTUMN 2009-



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-SPRING 2008-



**OMAR SHARIF**  
-SUMMER 2009-



**MANSOUR ELGAMAL**  
-WINTER 2011-



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-SPRING 2015-



**HASSAN SAKR**  
-SPRING 2009-



**ASHRAF REDA**  
-SUMMER 2010-



**NOUR ELSHERIF**  
-WINTER 2002-



**ANIS MANSOUR**  
-SUMMER 2003-



**NAGUIB MAHFOUZ**  
-AUTUMN 2006-

ICONS, STARS & STORIES

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25 YEARS OF FEATURING PEOPLE WHO ARE MAKING AN **IMPACT**



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**EZZAT ABU OUF**  
-WINTER 2001-



**ZAHI HAWAS**  
-SUMMER 2003-



**ALI EL HAGGAR**  
-WINTER 2004-



**HOSSAM BADRAWY**  
-SPRING 2004-



**HAMDI KANDIL**  
-WINTER 2002-



**OMAR KHAIRAT**  
-AUTUMN 2002-



**MEDHAT ELADL**  
-AUTUMN 2002-



**MOAHAMED TAGELDIN**  
-AUTUMN 2004-



**MOHAMED ELBARADEI**  
-AUTUMN 2015-



**MOHAMED ELSHAKANKERY**  
-AUTUMN 2015-

ICONS, STARS & STORIES

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25 YEARS OF FEATURING PEOPLE WHO ARE MAKING AN **IMPACT**

25 YEARS OF FEATURING PEOPLE WHO ARE MAKING AN **IMPACT**



**HRH PRINCE CHARLES**  
-SPRING 2006-

**SAMO ZEIN**  
-SPRING 2006-

**AHMED SHAKER**  
-AUTUMN 2006-

**HISHAM EL DEMERY**  
-SPRING 2017-

**FAROUK ELBAZ**  
-WINTER 2019-

**SAMEH SABRY**  
-AUTUMN 2022-



**AMR KHALED**  
-SPRING 2008-

**SEDKY SAKHR**  
-AUTUMN 2022-

**OMAR SAMRA**  
-WINTER 2009-

**MOHANAD KOJAK**  
-AUTUMN 2017-

**HADIA GHALEB**  
-SPRING 2016-

**NOHA EL-SHERBINY**  
-SPRING 2016-



**IBRAHIM EISSA**  
-AUTUMN 2012-

**MOHAMED SHERDY**  
-AUTUMN 2012-

**KHALED SALAH**  
-AUTUMN 2012-

**AYA/MOUNAZ  
ABDELRAOUF**  
-AUTUMN 2017-

**ANNE MARIE**  
-AUTUMN 2017-

**NORINE FARAH**  
-SPRING 2018-

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25 YEARS OF FEATURING PEOPLE WHO ARE MAKING AN **IMPACT**



**MONA ZAKI**  
-WINTER 2007-



**DONIA SAMIR GHANEM**  
-AUTUMN 2011-



**ANOSHKA**  
-WINTER 2000-



**RAGHDA**  
-SUMMER 1999-



**YOUSRA**  
-WINTER 2002-



**NANCY AJRAM**  
-SUMMER 2003-



**EMAN**  
-SPRING 2001-



**HALA SARHAN**  
-WINTER 2003-



**LAILA ELWI**  
-WINTER 2011-



**NESSMA ABDELAZIZ**  
-SPRING 2008-



**MARIE LOUIS**  
-SPRING 2011-



**INAS EL DEGHIDY**  
-SPRING 2000-



**HEBA ELBASERY**  
-SUMMER 2004-



**POUSSI**  
-WINTER 2002-



**DR. JIHAN ELSADAT**  
-SUMMER 2001-



**DR. SAHAR NASR**  
-SPRING 2018-



**DR. MOSHIRA KHATAB**  
-AUTUMN 2004-



**MONA ELSHAZLY**  
-AUTUMN 2005-

ICONS, STARS & STORIES

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THE MAKING OF A STAR

# AMR YOUSSEF

ON HARD WORK, DEDICATION AND PERSISTENCE

WRITTEN BY: FARAH HASSAN  
VISION BY: LONGEBLACK  
ART DIRECTOR: NOURELDIN SELIM  
DOP: OMAR / BLACKEELS  
PHOTOGRAPHY: ABDELRAHMAN EL DASH  
STUDIO: GEARBOX STUDIOS  
STYLING: YASMINA EYAD  
SUITS: MR. TUXEDO  
WARDROBE: D STORE  
JEWELRY: AZZA FAHMY  
WATCHES: FELOPATEER FALTAOUS

If recent films are any indication, Amr Youssef, the internationally recognized and celebrated actor of roughly twenty years, is entering a whole new phase of his already remarkable career, as a man with many tricks up his sleeve. Youssef has a timeless aspect about him; he has altered little in the past years and is more at ease with himself than he has ever been. He owes the new aspects of his artistry to deliberate acting choices rather than changing states of being.

Choosing to abandon a more conservative and orthodox career of international law in favor of pursuing his true passion of acting after committing what could only be referred to as a radical life decision, Youssef catapulted to stardom in the film alongside Nour El Sherif at the age of 27 in the television series 'Al-Daly'. He is widely regarded in the industry as one of the most brilliant and determined actors of his generation. He joins He Magazine for the second time to share his insights on the profession, his extensive acting experience, and the hurdles he has faced.

“ I refuse to be one thing; I always aim to explore different roles and genres ”



**As a young adult, you studied international law and then moved on to the media industry, becoming a TV host and then onto your acting career. Were you ever worried about the path you chose?**

Definitely, it was a choice that was not taken lightly, and what made me even more worried was that the industry as a whole is considered to be very risky. You can one day find yourself with back-to-back gigs, and the next audition for many roles and have no offers in return. Winning the public's approval plays another imminent fact when it comes to relating it to how successful and how often you are cast roles, and presenting content that the public wants to see is all the more challenging.

I wanted to become an actor when I was still a university student in 1998, and when I made my first acting debut was in 2007, which is 9 years later, 9 years of hard work and dedication to which I can only describe it as a journey filled with risks and challenges along the way.

**What have you learnt in life as a public figure, a celebrity, and a renowned actor of your time?**

I believe that a person should learn every day. The one thing that really resonates with me is that over the years, I had to learn to be patient. I wish when I was younger, I knew how to carry and handle myself the way I do today – feeling that kind of ease with myself. Patience has never really been my virtue because when you're younger, you're much more intense, and everything feels like it's the only single most important thing; wanting everything and anything right now, not willing to wait. With time, you learn to be patient and content. Life is a rollercoaster, and you just need to enjoy the ride.

The notoriously tough profession has proved now more than ever that not many have that IT factor, with so many actors in the game and so few jobs and opportunities. Youssef fervently explains that what makes him stand out in such an expansive industry is his passion and drive. He is prepared to endure the ritual of rejection, anguish, and being tough from the tolls of the industry's emotional rollercoaster.



“Beyond anything, I have been very lucky, and I will be forever grateful for the career path I chose to pursue”

Youssef dreamily recalls his early days after landing his first role as an actor. He knew he wanted to do it for the rest of his life, and every project he took on from that moment made him fall in love with the profession even more. Now, after almost two decades in the industry, having lived experiences, the act of performance makes it even richer and multi-layered, as Youssef reveals. With years and years of bringing characters to life through his own personal hurdles as a professional and improving his instruments as an actor, he still loves what he does.

**Do you think that an actor can reach a point of maturity, or do you believe that even with old age the job offers a learning curve where you constantly evolve and grow further?**

An actor should never peak at a certain point and not evolve afterwards,” Youssef replies. During his early years of acting alongside Nour El-Sherif, he would always say that he was constantly looking for a new opportunity. This was coming from someone who was already an established actor with over 150 roles in movies and TV shows. So, Youssef believes that any actor, no matter their age, should never believe that they’ve reached a level of maturity. Any good actor always tries to better themselves with acting workshops, reading more about the field, and learning from other people in the industry.

**What types of acting roles do you see yourself taking, and what are the ones you would turn down and why? Have you ever turned down a role but came to regret it when aired?**

I never look for the comfort zone. My main aim is diversity. He wants to be able to play as many different roles as he can and be able to do them efficiently and to the best of his abilities. Throughout his whole acting career, he has managed to diversify the types of roles he plays, and he believes it is any actor’s challenge to be seen in many roles and not be cornered into playing the same role repeatedly. As for turning down roles, Youssef states that he has turned down more roles than he has accepted. What he envisaged for his career was the quality, not the quantity. It never mattered to him how many movies he made, so long as the movie or the part he played fit and mattered to him. The idea and excitement of being in these situations and places – they are more than just memories; they inform your life. So he doesn’t regret anything.



“ Acting is a sort of art, I apply all my tools, experience and knowledge into my work like a mad artist, nothing can ever deter me ”



**Do you believe that each role taken should portray a certain message? Even if the message could be considered as taboo or socially unacceptable?**

Acting is a sort of art, and art is a very broad and subjective topic. Some movies can only have a comedic element to them, while others may add the element of a societal message, such as the movie I starred in, ‘Kedbet Kol Yowm’, which had both comedy and a hidden message on marital relationships and couples. Another series, ‘Taht El Wesaya’, by the lovely and talented Mona Zaki, was a drama-centered series that sent a deep-rooted message to society, which quite admirably, the parliament is taking action towards.

This sort of art has the ability to portray everything and make you feel everything, so long as it is presented in the right manner and not misconstrued.

**One of your latest works, Kateeba 101, was a physically demanding role. How did you prepare for the role leading up to the shooting?**

I am someone who always stays fit and exercises on a daily basis, but in preparation for this specific role, what I did was alter my exercise routine around two months prior to shooting. I started adding more weights, needing to get bulkier, because in the series, you find me always carrying heavy equipment added onto the uniform strapped onto me, weighing a total of more than 30 kilos. Physically, I needed to prepare for such weights for long periods of time and increase my endurance.

**What techniques do you use to make your character development more believable?**

Something that I always do when given a new role to play is to study the character’s entire life from the beginning, from the moment they were born, in order to fully comprehend the character’s thoughts and actions and be able to portray it to the public. It is always different from one role to another. It takes a great deal of creative malleability and technical understanding to pivot when things don’t go according

to plan, as they often don’t. And then there’s all the character work that is my responsibility to do before I show up and on the day.

The sharp minded and witty actor explains that with responsibilities weighing on his shoulders when it comes to how strong and influential the roles, he takes on has driven him to work even harder and prepare even more. Following the great feedback, he receives from influential works of his like Welad Rizk, Mowaten X, Hebta and Ad Tanazoly encourages him to work harder and dabble more into the wide spectrum of the acting palette. In his words, Amr Youssef discloses that there is nothing better than getting so immersed in a scene you get lost in its imaginary world, ceasing all thoughts of anything else while playing a scene; forgetting oneself while acting only then can you approach a role adequately and become a true performer of the arts.

**In your opinion, what is more important for an actor: talent or extensive training?**

Both, never one alone, as neither one will ever outweigh the other.

**How do you respond to negative performance reviews?**

I will always accept and respect constructive criticism and learn from it in order to do better for roles to come. When it comes to what is being said on social media platforms, I do not personally heed much attention to them, you would never be able to please everyone, and it would just toy with your emotions and mental health.

**What was the piece of advice you wish you got but learnt as you grew older?**

That hearing things from others and learning from what they went through isn’t really the same as going through it and experiencing it yourself and to not always buy into what society tells you. You can’t avoid the inevitable and that going through the experience isn’t necessarily a bad thing but a life lesson that will shape you differently. ●

# KARIM SOBHI

## Rising Star of Jaafar Al-Omda Series and Beyond

In an exclusive interview, we had the opportunity to sit down with Karim Sobhi, the talented actor who captured social media during Ramadan and became a sensation by the end of the holy month. Despite appearing in the final episodes of Jaafar Al-Omda series, Sobhi delivered what the audience had been eagerly anticipating - a satisfying revenge against Wadad. Join us as we delve into his experiences on set, his journey in the industry, and his aspirations for the future.



### What were your experiences like filming the Jaafar El-Omda series?

The atmosphere behind the scenes was amazing, working with the entire cast, including Hala Sidky, Jouri Bakr, and Ahmed Fahim. Although my filming days were limited, I was pleased to collaborate with director Mohamed Sami, who prioritized the performance of all actors, regardless of the scope of their roles.

### How did you land the role of Hisham in the series?

After submitting some of my previous work to Mohamed Sami in the form of a showreel, he appreciated my performance and deemed me the perfect fit for the role.

### Did you expect the immense success and recognition you received from Jaafar El-Omda?

I never imagined such a tremendous level of success and exposure. I assure the audience that I will strive to meet their expectations and maintain artistic standards.

### Have you faced any challenges in your career?

Fortunately, I haven't encountered any significant problems or obstacles in my artistic journey. I began as a TV presenter hosting shows on Nile Cinema, Rotana, and LBC, including Arabwood TV.



**Tell us about your role in the series “Group El Dof3a.”**

In “Group El Dof3a,” I played the role of a businessman. It was a character I enjoyed portraying, and most of my scenes were with the talented artist Sherry Adel.

**Will your acting roles prevent you from returning to television presenting?**

Not at all. If I come across a good program and a valuable opportunity, I would gladly return to being a TV presenter. Both acting and presenting are my passions.

**Which role holds a special place in your heart among all your work?**

I approach each role with love, and each one holds something unique that resonates with me in real life. Some characters are closer to my personality, while others are further away. The ones closest to my heart include “Naseeby w Esmetak,” “El Nazwa,” “Group El Dof3a,” and “Jaafar El-Omda.”

**We understand you studied acting. How has studying influenced your performance?**

Studying acting has had a profoundly positive impact on my craft. I have participated in workshops in Egypt and even pursued training at the Meisner Strandford School in America. Talent must be nurtured and enhanced through knowledge, and acting is undoubtedly a discipline that requires dedicated study.

**Is there a role you haven’t played yet but would like to take on?**

I enjoy challenging myself with roles that are completely different from my own personality. I look forward to exploring characters within the realm of psycho drama, as they offer intriguing and engaging opportunities for growth and artistic expression.

As Karim Sobhi continues to captivate audiences with his versatile performances, we can expect to witness his exceptional talent in a variety of compelling roles. With his passion for acting and dedication to continuous improvement, Sobhi is destined to leave a lasting impact on the world of entertainment. ●



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**COMMERCIAL INTERNATIONAL BANK'S (CIB)**  
CONTRIBUTION TO ECONOMIC PROGRESSION AND SOCIAL RESPONSIBILITY

# FROM VISION TO IMPACT

An Interview with CIB's Institutional Banking CEO,  
**Amr El-Ganainy**

WRITTEN BY: MAHMOUD DEMERDASH  
PHOTOGRAPHY BY: ABDELRAHMAN ELDASH

**E**gypt's leading private sector Bank, Commercial International Bank (CIB), has established itself as a pillar of the country's financial sector. With a remarkable track record of achievements, a steadfast commitment to the market and the nation as a whole, CIB continues to shape Egypt's economic landscape. He Magazine is honored to have the country's industry-leading Bank, CIB, sponsor its upcoming 25th Anniversary ceremony which reflects the Bank's constant commitment to community engagement. As a trusted financial institution, CIB recognizes the significance of supporting and celebrating achievements in various sectors. Recently, He Magazine was able to interview CIB's Institutional Banking CEO, Mr. Amr El-Ganainy, a prominent figure within the banking industry, where he shared valuable insights into the Bank's operations and vision. From their stance on small to medium businesses to their emphasis on children's health and expansion into Africa, El-Ganainy shed light on CIB's vision for growth, social responsibility, and favorable prospects for Egypt's economy.



## Empowering Small to Medium Businesses

CIB acknowledges its place as a vital contributor to Egypt's economy. As a Bank with a substantial market share, El-Ganainy understands that "the larger you grow in the market, the more responsibility you bear and the more you become involved in the nation's economy." Thus, stems CIB's reputation as a Bank that emphasizes dealing with small to medium businesses. A significant portion of the Bank's loans are directed toward start-up businesses and business banking, demonstrating their commitment to supporting entrepreneurial ventures and fostering economic growth. When asked how long it took to establish this practice, El-Ganainy acknowledged, "It took us time, but we were able to accomplish it; thankfully, due to God, we have reached our target." Over the years, CIB has constantly demonstrated its commitment to supporting small to medium-sized businesses; driving entrepreneurial ventures; and promoting business banking; solidifying its position as a mentor in Egypt's economic establishment. Such an approach is beneficial as it spotlights how CIB is keen on embracing the population's unbanked segment. Explained El-Ganainy, "With a focus on reaching individuals who have not previously engaged with traditional banking services, CIB's commitment to financial inclusion has successfully brought people from the grey economy into the formal system, thus integrating them into the fabric of the country's economy." Including more individuals in the formal banking system positively impacts the country. It expands the financial system's participant

base, enabling better assessment of economic activity and informing policy decisions. Access to financial services, especially credit, supports entrepreneurship as well as business growth, driving job creation and productivity. It further promotes savings, investments, and economic stability and strengthens consumer's confidence. This goes a long way in facilitating more trade, business relationships, and foreign investment, contributing to overall economic growth and prosperity.

Maintaining such a platform can be strenuous for even the largest of Banks; when asked how CIB can continue to support such a policy for small and medium businesses, El-Ganainy highlighted, "We have implemented unbreakable policies since my early days at the Bank. Upholding these policies has been a fundamental principle guiding our operations. In today's landscape, establishing a strong foundation and independence are paramount. We do not rely on external factors and remain committed to our unwavering policies. This commitment is the secret to our success, ensuring stability, consistency, and trust in our endeavors." He continued by praising each employee for their commitment to this initiative and their role within the CIB family. "Our people are the driving force behind our operations, granting us the ability to seamlessly function. Their dedication and expertise are what make us a distinctive Bank. It is a point of pride that anyone who leaves CIB does so with their head held high, proudly proclaiming their affiliation with our organization. CIB is more than just a workplace; it is a second home, if not the primary one. This sense of belonging and loyalty is evident when speaking with any

team member, showcasing the strong bond and commitment that defines our CIB family."

## Prioritizing Children's Health

CIB's commitment to Egypt's future does not just stop at its business practices but further extends into its social responsibility practice. CIB has an unwavering dedication to children's health which has been at the forefront of the Bank's agenda since its establishment. El-Ganainy emphasized that the Bank has constantly allocated significant resources towards initiatives that aim to enhance children's well-being. "From its inception, CIB has persistently prioritized its commitment to this specific cause," affirmed El-Ganainy. "After careful deliberation, it was agreed upon that children's health would be the primary focus of our philanthropic endeavors. We recognized the critical importance of addressing children's healthcare needs, and it became our collective mission to direct our efforts towards this cause." By narrowing its focus and concentrating its resources, CIB achieved significant milestones. This strategic decision reflects the Bank's commitment to making a tangible difference in the lives of young individuals and further solidifies its position as a socially responsible Bank. The Bank's dedication is evident through the substantial financial investment made by the CIB Foundation. El-Ganainy revealed that the foundation channels 1.5% of the Bank's total revenue into children's health initiatives. With a clear vision for growth and expansion, CIB aims to further increase its contributions to its foundation. By allocating substantial resources and cultivating a culture

of philanthropy, CIB demonstrates its vow to make a difference and uplift the community it serves. Through its associated foundation, the Bank channels substantial funds into various programs and projects focused on improving children's health.

It is worth spotlighting the active involvement of the Bank's employees in supporting this cause. CIB's workforce wholeheartedly embraces the Bank's mission, going above and beyond by voluntarily contributing a portion of their wages to the foundation. "The remarkable dedication of CIB's employees to the foundation is incredible," stated El-Ganainy. "It is awe-inspiring to witness the number of employees who voluntarily contribute a portion of their wages to support the cause. Their steadfast belief in the foundation's mission resonates deeply with their identity as members of the CIB family." This profound and personal investment demonstrates the employees' genuine compassion and their shared commitment to positively impacting these children's lives. It reinforces a strong sense of community and purpose that pervades CIB, stimulating a culture of social responsibility.

## Expansion into Africa

CIB's expansion into Africa marks a significant breakthrough in the Bank's strategic vision for long-term growth and international influence. Declared El-Ganainy, "CIB is the first Bank to initiate this endeavor. We recognized the strategic significance of this move, and it served as a clear indication of the Bank's direction. While many consider this as the future,

we firmly believe that it is the present, especially with the rapid advancement in technology and online banking. This is a reality that we all need to acknowledge. At CIB, we never make hasty decisions; all our actions are meticulously calculated. Our expertise in risk assessment sets us apart, and we take pride in our ability to make informed and strategic moves." We started by acquiring a 50% stake in the Kenyan-based Mayfair Bank, then attaining 100% ownership of the Bank at this year's commencement, demonstrating our commitment to establishing a foothold within the African continent.

However, CIB's effort went beyond mere acquisition; they invested in the development of local talent and knowledge transfer. Through training and guidance, CIB empowered individuals in Kenya, equipping them with essential financial skills and expertise. The Bank's credit courses proved to be instrumental in augmenting the understanding of financial management among graduates, enabling them to effectively navigate the complexities within the financial landscape.

This holistic approach to capacity building not only strengthened the skills of individuals but also contributed to the region's overall economic development. El-Ganainy, an instructor in the credit course, shared his insights into the program. "Financing goes beyond mere transactions in the market; it involves shaping people's perspectives and transforming their mindsets. Take a look at the individuals who have completed the credit course and observe the positive impact it had on their lives. We have even recruited some of them to work at our Bank in Kenya. Now, let us witness the potential of this course right here in Egypt and the profound changes it can bring." The success of CIB's initiatives in Africa serves as an inspiration for similar programs in Egypt. The positive outcomes and impact observed in Kenya highlight the Bank's commitment to sharing knowledge and expertise for the Egyptian economy's greater good. Based on their expertise and insights from their successful expansion into the African market, CIB is positioned to exemplify Egypt's commitment to strengthening collaboration with businesses across the continent.





### Positive Outlook and Future Growth of the Egyptian Economy

Despite the challenges faced, El-Ganainy remains optimistic about Egypt's economic future. "The significant effort we invested in developing our infrastructure laid the foundation for progress," stated the CEO. With a focus on infrastructure development, he highlighted the impact of establishing a solid foundation for sustainable progress. Investments in critical areas such as electricity, new neighborhoods, and infrastructure are vital for attracting domestic and foreign investors and serve as catalysts for economic growth. "That is the first thing any investor looks at," he continued by emphasizing Egypt's population. "Consider the consumer base of 104 million

people in Egypt," emphasizing the immense potential for businesses operating in the consumer market. "There is nothing like it anywhere in the world," he stated. With such a large population, Egypt presents an unparalleled market opportunity. He firmly believes that Egypt's strong consumer-driven market will continue to flourish, providing a solid foundation for businesses and the economy to thrive.

El-Ganainy's confidence in overcoming current obstacles stems from the resilience and stability of the Egyptian banking system, sustained by the visionary leadership of the Central Bank's Governor, Mr. Hassan Abdallah. "He has displayed exceptional strength and intelligence in navigating the current situation," praised El-Ganainy. "Through

his astute decision-making and effective policies, the Central Bank Governor has been instrumental in addressing the issues and finding solutions." El-Ganainy expressed confidence in Mr. Abdallah's ability and appreciates his efforts in stabilizing the economic landscape. He emphasized that Egypt's commitment to progress, combined with prudent decision-making and strategic planning, will undoubtedly pave the way for a brighter and more prosperous future for the nation. "We are on the cusp of reaping the rewards of our investments, and what lies ahead holds even greater promise. Yes, we are in a temporary bottleneck, but rest assured, we will swiftly overcome it. The future is bright, and with our committed dedication and strategic planning, success is inevitable." ●

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# LONGEBLACK

## Reinventing the art of luxury branding

“Having a logo or catchy tagline isn’t enough to create a successful brand in this day and age.”

WRITTEN BY: FARAH HASSAN

**A** sometimes underrated but equally important component of marketing is brand development. Branding uniquely resembles the idea of a fancy cake: everyone oohs and aahs over the icing (ads and promotions), but without a solid foundation (brand identity), it’s just a crumbly mess. Unfortunately, many businesses overlook this crucial ingredient, like a chef who forgets the flour. In today’s cutthroat market, creating a distinctive brand is more important than ever, giving small businesses a chance to rise above the cookie-cutter competition.

Egyptian based company, Longe Black, is a new powerhouse in town and is all about branding, a term not merely used to just slap a label on products; they’re creating identities that set their clients apart from their competition. Longe Black is Egypt’s finest branding firm and business consultant, one that works on developing identities for luxury businesses and achieving international standards with each and every client. Co-founders Mohamed El Samman and Nour Nadim took a circuitous route to get here, with El Samman swapping petroleum engineering for the glitz and glam of luxury brand management. Meanwhile, Nadim – an architect and interior designer – discovered his true passion lay in branding. Together, they’ve built up a portfolio worth billions and has ultimately led to rewriting the rules of branding, proving that when it comes to branding, Longe Black is the way to go.



Nour Nadim

Mohamed El Samman

“Our brands are timeless and unique, and they are able to withstand all business challenges confidently. We take pride in our ability to help our clients create a brand that truly stands out in their industry and that will continue to grow and evolve with their business”

### Global technological booms

2.3 billion people can't be wrong - social media is where it's at. With so many folks scrolling and tapping, it's no wonder that social media marketing has become the new king of the digital jungle. But what about branding? Is it still relevant in today's fast-paced world of memes

and viral videos? Some say no, that the old ways are dead and gone. But others argue that brands still wield incredible power, not just in markets, but in shaping the very fabric of society itself.

"In today's highly competitive business world, it's essential for companies to establish a strong and

recognizable brand identity that sets them apart from their competitors. Our team works closely with our clients to develop a customized business strategy that aligns with their goals and values. We analyze market trends, consumer behavior, and the industry's best practices to create a roadmap that guides our clients towards success."

As El Samman puts it, branding goes way beyond the tangible products one would be selling, "having a logo or a catchy tagline isn't enough to create a successful brand. To thrive, businesses need to develop a comprehensive strategy that takes into account their goals, values, target audience, and industry trends. That is where we come in, offering a

range of business branding services that are designed to help companies build a memorable brand identity. We understand that branding is one aspect of a company's overall success and that a strong brand needs to be supported by a solid strategy and functional design. We mold a brand that is both visually appealing and has a clear message

aimed at the target audience." This goes to say that Longe Black is not just a branding firm but rather an entity that shapes the true essence of businesses and guides them to success by diving deep into their core and maneuvering their strategies for business development.

Before establishing a brand strategy, it is crucial to grasp the fundamentals of branding, which refer to the relationship with the target audience and the actions taken to build and preserve it. Longe Black's retailer branding services are geared towards clients who target high-end clientele, understanding that their aim is to match international standards of excellence in their day-to-day operations. "We pay meticulous attention to every detail of the branding process, from creating an international brand name to building a compelling brand story that resonates with global audiences. Believing that crafting a coherent and unforgettable brand experience is essential for our clients to stand out in their industry and attract the right consumers."

"Our brands are timeless and unique, and they are able to withstand all business challenges confidently. We take pride in our ability to help our clients create a brand that truly stands out in their industry and that will continue to grow and evolve with their business."

### The power of effective brand management

Building a strong and favorable reputation for a brand is the aim of brand management in order to enhance sales and market share. In the end, this will assist businesses in developing a distinctive identity



for their products and services in the market. It ought to be underlined that developing a strong brand identity necessitates comprehension of several facets of a firm before taking action.

“Even beyond strategy, our team works to create a functional and visually appealing design that brings our client’s brand to life. We have worked with numerous mega clients such as La Vista Developments, now Lavistates, Felopateer Palace, Bassma Bousset Holding, Ramy Radwan’s Impactyn, and Orascom Development. We can confidently say that we have greatly impacted these brands by adding our strategic planning and functional design.”

Social media marketing serves as a versatile tool that successful organizations employ for a variety of purposes, including lead generation, customer acquisition, branding, customer retention, competitor analysis, and more. As social media marketing is currently three times less expensive than traditional channels, it can also be very cost-effective.

Nowadays, practically all companies have branded social media accounts on the main platforms. Not always, though, many marketers thought social media marketing was a passing trend in the early days of social media. More businesses are now embracing social media to reach their intended demographic and produce high-quality leads without spending the usual amounts required for conventional marketing platforms.

An ongoing process of assessing brand perception and learning how to impact it is also through brand management. This enables you to

nurture brand trust, attract devoted customers, and improve brand awareness by raising the perceived worth of what you are selling. Customers, stakeholders, workers, followers on social media, and even competitors that come into contact with a brand will form their own connections based on how it is managed. “In business, success can be measured in different ways; while some focus on the number of transactions and sales, others build their success on the equity and customers’ loyalty. Brands rely on creating a connection with customers that goes beyond mere transactions; customers often feel a sense of belonging to a brand, resulting in either a deep love for it or a strong dislike.”

How the brand stands out and appeals to customers in a unique way that distinguishes it from other brands in the market is important. Businesses should focus on building a brand identity to reflect the values that resonate with their customers, rather than trying to outdo competitors in terms of creativity or dominance.

### HE Magazine: A success story

One of Longe Black’s recent clients is indeed HE Magazine. The desire to rebrand and create a stronger identity that reflects the magazine’s values and resonates with readers was the driving force behind this partnership. El Samman describes the magazine as a strategic partner, one that reflects the heritage of the country by being a pioneer in promoting international levels of quality in Egypt. The former engineer confesses, “the rebranding of HE magazine was a challenging task as we aimed to upgrade a magazine that reflected the country’s history while creating

something timeless and powerful that balanced local quality and talent with global standards. We wanted to create a magazine that could compete with any luxury magazine across the world while also showcasing the unique character and talent of Egypt. Through this rebranding, we aimed to elevate the magazine’s status and establish it as a leading voice in the industry.”

With a clear target audience, a unique brand positioning, and a consistent brand message, Longe Black wanted to intricately review and change the brand strategy based on the market and consumer behavior. This includes defining the magazine’s target audience, creating a unique brand positioning, and developing a consistent brand message. “We wanted to extend the magazine’s lifestyle mindset to social media platforms by creating engaging digital content that easily connects with the audience, maintaining the magazine’s strong positioning by establishing a strategic presence on all social networks. This involved creating a minimalistic approach to content creation that aligned with the magazine’s aesthetic - still being engaging and interactive for the audience.”

Despite the challenges and the long and tiresome journey, the company aligned itself with one ultimate goal: maintaining the standard of quality service. Mohamed El Samman concludes, “through this journey, we learned valuable lessons that helped us grow and improve as a team, and we remain committed to delivering exceptional service to our clients. Despite the challenges we faced, we are proud of the journey we took and the results we achieved.” ●

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## The Path to Success

# FINANCAK

## Efficiency, Innovation, and Sustainability

**W** Your one-stop financial solution” is the slogan representing a game-changing force in the ever-changing world of finance. Since its establishment in January 2021, Financak has rapidly emerged as a leading player, reshaping how people access and manage installment options for a wide range of products and services. Under the leadership of Founder and CEO Saad Safwat, Financak has set out on a mission to deliver unparalleled convenience, speed, and innovation in the realm of installment solutions. With a comprehensive financial platform, Financak simplifies the process and elevates comfort for its valued clients, solidifying its position as the go-to destination for all their financial needs.

At the heart of the company’s achievements lies in its comprehensive approach to finance. Unlike traditional methods that require individuals to navigate multiple financing entities to acquire the service they need, Financak simplifies the entire process by serving as a centralized hub. Acting as a one-stop center point, streamlining the whole process, they empower their clients with unparalleled convenience and efficiency. By consolidating various financial services and products under one roof, the firm eliminates the client’s need to navigate multiple institutions or providers. This integrated approach saves clients valuable time and effort while



enjoying a seamless experience from start to finish. When asked how the idea came to him, CEO Saad Safwat stated, “There are only a handful of financial institutions that excel in this particular product, and numerous companies specialize in various other areas. Therefore, we aimed to create a centralized hub where all these diverse services converge, simplifying life for people.” Whether it’s acquiring a solar energy system, obtaining an auto loan, financing home improvement & renovation products, Financak delivers top-notch financial solutions tailored to the unique needs of its clients. The vast array of installment options for a wide range of services and products sets them apart from their competitors. Through collaborations with financial partners and a diverse network of vendors, Financak is at the forefront of introducing innovative installment options exclusively available to its clients. With an extensive offering, Financak ensures that its clients have access to the latest and most desirable products and services in the market.

In Financak, sustainability is not just a buzzword but is deeply ingrained in the company’s values and operations. The core of their mission is the belief in the importance of sustainable development and the urgent need for a greener environment. When asked about the company’s care towards the environment, CEO Saad Safwat stated, “Our primary focus and mission are centered around sustainable energy projects since the beginning. We have dedicated ourselves to specializing in this field and have amassed significant expertise in raising funding for mega green projects and developing solutions for green energy and solar energy initiatives.” Indicating further evidence of their love for the environment, Mr. Safwat

pointed out “All our branding are green, basing our projects around a greener Egypt has been the focus since we founded the company.” As a result, the company takes proactive steps to contribute to this objective actively. The firm takes action through multiple awareness sessions, educating clients about the tremendous benefits of clean energy and energy-efficient alternatives. By highlighting the positive impact of adopting such solutions on the environment and their own cost savings, Financak empowers clients to make conscious choices that align with sustainability.

Through these sessions, clients gain a deeper understanding of the tangible advantages of applying clean energy technologies, paving the way for a greener future. Equally important, Financak goes beyond education and awareness by providing clients with the most compelling installment options for purchasing green energy products, such as solar energy systems. When asked regarding this approach, CEO Saad Safwat explained, “Our intention was to educate them about the cost-efficiency aspect, enabling them to experience savings right from the outset. Additionally, we aimed to emphasize the substantial savings they would accrue and the positive environmental impact that would ensue.” Recognizing that financial accessibility can be a barrier to adopting sustainable practices, thus they ensure that clients have access to tailored financial products that facilitate the acquisition of these environmentally friendly technologies. By offering flexible and convenient installment options, the company makes it easier for individuals to invest in clean energy and contribute to the shift towards a greener economy. Through their commitment to

sustainable development, Financak benefits the environment and empowers their clients to be hand in hand with them to make informed choices that align with their values.

As Financak navigates their way into the future, they recognize the importance of embracing digitalization to enhance the client experience. With this vision in mind, the company is steadfastly working towards fully digitalizing its services. By doing so, they aim to provide their clients with the utmost convenience, enabling them to access a wide range of financing options with just a simple click of a button. This digital transformation will streamline processes, eliminate paperwork, and enable clients to manage their financial needs efficiently from the comfort of their own devices, whenever, wherever. Financak is committed to staying ahead of the curve by continuously developing new installment options that cater to the demands of clients. The company understands the dynamic financial landscape and consumer needs constantly changing. To address this, they invest significant resources in research and development to identify emerging trends and innovative solutions. By staying at the forefront of the market, they ensure their clients can enjoy access to the most cutting-edge financial products and services. The company’s proactive approach to innovation sets it apart from the competition. By anticipating the evolving needs of its clients, Financak remains responsive to market demands and is able to provide customized and forward-thinking financial solutions. As a result, clients can trust that they are working with a company that not only understands their current requirements but also stays ahead of the curve in meeting their future needs. ●



# MOHAMED NASR

## 18 Years of Exceptional Service

Regardless of the type of car, its model or its year of manufacture, car maintenance (periodic, emergency or renewal) is obligatory and necessary. The development of automotive technology and the use of entertainment connects the car to the real world. This instigated the need for service centers with sufficient knowledge of all of the latest developments in the world of automotive technology. Car maintenance has become dependent on specialized machinery and competent and experienced engineers and technicians.



From this theory, engineer Mohamed Nasr launched M-Customz, an automobile manufacturer, in 2005. Nasr's strongest motive for launching M-Customz was his passion and love for car modification since he was young and his reliance on his experience in modifying his car.

The beginning was where others have ended, using the latest devices to detect and identify faults and program the cars. In addition, the engineers and technicians offer precision and skill corresponding with the customer's need for a service center that explains the malfunctions to the customer, determines the maintenance priorities with credibility and provides post-maintenance and follow-up services (After Sales & Follow Up).

Over time, M-Customz has expanded to four service centers and became a regular maintenance service, a service for identifying sudden faults and a car renewal service, including bodywork, paint and accident repair work. With the beginning of the phenomenon of importing cars from abroad, the center added a detection service to these imported cars and programmed them with the latest devices to suit the Egyptian market. In addition, M-Customz distinguished itself by providing a comprehensive warranty feature for these cars and all of its original spare parts.

There are many ways to satisfy customers, but at M-Customz, we satisfy the driver by fulfilling the cars' needs. That is how we distinguish ourselves. This equation applies to BMW, Mini Cooper, Range Rover and even the exotic cars that customers are afraid of purchasing due to what is circulating about its prices, its difficulty in maintenance and its fault detection and identification. M-Customz prides itself in only providing exemplary service. Eighteen years of excellence in this field has proven that.



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100 Years of

# ART EXHIBITIONS IN EGYPT

The Centennial of the  
"Society of Fine Arts Lovers"  
(1922-2022)

WRITTEN BY:  
DR. ASHRAF REDA,  
PROFESSOR OF FINE ARTS  
CHAIRMAN, ARTS & CULTURE COMPLEX

In May 1918, Professor Tawfik Habib, the editor of Al-Akhbar newspaper and former columnist of Al-Ahram newspaper, sent a letter to all art enthusiasts, practitioners, and professionals. In his letter, he wrote: "The honorable Professor Ragheb Effendi Ayad, along with a group of his fellow drawing professors, proposed the establishment of an annual exhibition showcasing the works of artists engaged in drawing, painting, and engraving in all its forms. As I am aware that you are among those engaged in these arts, I kindly request your presence on Tuesday, May 14th, at 6 PM, at the Reform Society Hall in the Christian Youth Club, next to the Azbakeya Police Department, to meet with the esteemed artist professors and discuss the necessary preparations for the first exhibition. If you are unable to attend this session, I kindly ask you to inform me of the type of art you excel in and provide details of what you could present. With warm regards."





Indeed, a large number of artists gathered and discussed the importance of holding an exhibition to display their artistic paintings and sculptures. They agreed on this idea, and Ragheb Ayad proposed that the exhibition be divided into two sections: one for amateur artists and the other for professional professors. However, most attendees did not agree with this proposal, leading to the withdrawal of Ragheb Ayad and, prior to him, Tawfik Habib. As a result, this exhibition was largely composed of works borrowed from international artists. It faced criticism from many art professors and foreigners, resulting in its failure.

Meanwhile, after the artists who shared a common purpose got acquainted, they gathered again and formed the "Egyptian Society of Fine Arts." They organized the first exhibition in March 1919 at the "House of Arts and Industries," established by Fuad Abdel-Malik (1878-1955) upon his return from his tour in Europe, a year after the end of World War I. He called for organizing this exhibition at the premises of his institution under the patronage of Mrs. Huda Shaarawi (1879-1947). The graduates of the

first class of the School of Fine Arts participated, including the sculptor Mahmoud Mokhtar and the painters Ragheb Ayad, Youssef Kamil, and Mohamed Hassan. The avant-garde artists, such as Ahmed Sabry, Mahmoud Said, Mohamed Nagi, and Shafik Sharobim, also participated, alongside foreign residents in Egypt, such as Roger Briavalle, Pierre Bibe Martan, Charles Boghlan, Ainouchi, and Colucci.

The former prince Mohammed Ali, son of Khedive Tawfiq, and Princess Samiha Hussein, daughter of Sultan Hussein Kamel, also participated in the first exhibition. The exhibition witnessed significant attendance, particularly from Prince Youssef Kamal, the founder of the School of Fine Arts, as well as the leader Saad Zaghloul, Hussein Pasha Rushdi, Adly Yakan Pasha, Ali Kamel Fahmy Pasha, and others who acquired all the exhibited artworks. This success served as a great motivation for the artists to continue their mission and promote modern Egyptian art.

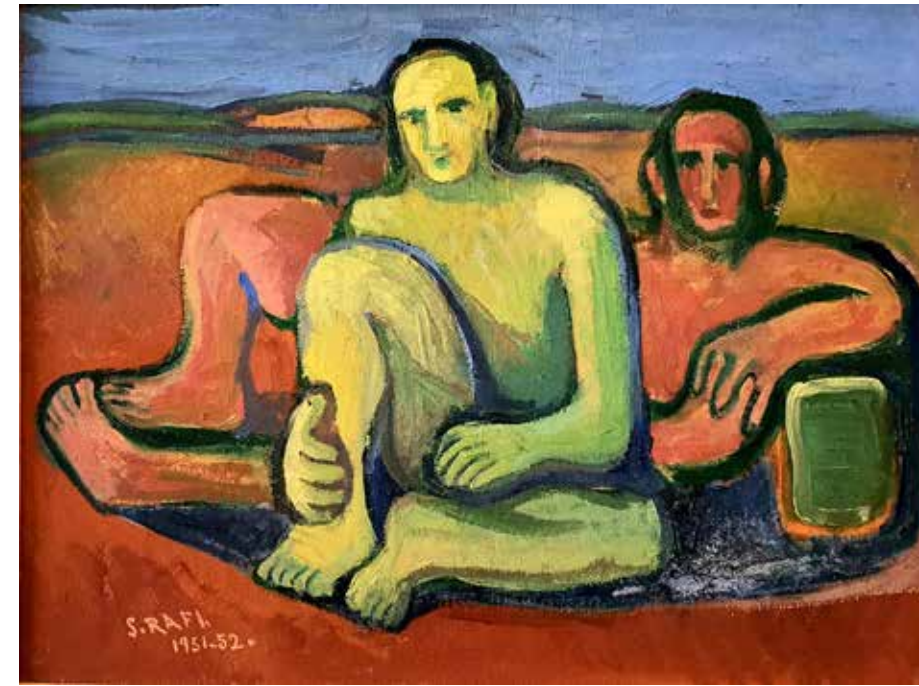
In 1920, the second exhibition was held and achieved new success after the establishment of the "Egyptian Society of Fine Arts." The society's

board members were elected in 1921, with honorary presidency by Prince Youssef Kamal and Her Highness Princess Samiha Hussein, and artistic direction by artist Mohamed Hassan, the deputy of the School of Egyptian Arts and Decorations at the time.

The exhibition was inaugurated by the leader Saad Zaghloul on April 15th and featured the participation of 55 artists, including 32 Egyptians and the rest from foreign countries. Among the participating artists were the sculptor Mahmoud Mokhtar, Othman El-Dessouki, Antoine Haggiar, and the painters Mohamed Hassan, Mohamed Nagi, Mahmoud Said, Ali Al-Ahwani, Mahmoud Fouad Morabit, Moustafa Mokhtar, Kheirat El-Amri, Youssef Kamil, Ragheb Ayad, Hafez Ismail, Labib Tadros, Mohamed Bahgat Nadim, Ayoub Beshara, and others.

The exhibitors included Zainab Mabrouk, the wife of Mahmoud Sarie, Nafisa Abdeen, Nagaf Mahmoud Mustafa, Amina Shafiq, and the wife of Hajazi Pasha; all hobbyists.

Among the resident foreigners, John Yontila, an art teacher at the School of Arts and Decorations, participated, as well as Youssef Bonillo and the



French painter Gabriel Beissy, the director of the School of Egyptian Fine Arts. The talented Italian artist Cazonato Daferno, renowned for her watercolor flower paintings, also participated and taught art to the artist Mahmoud Said at the beginning of his artistic career. Additionally, the English artist William Stewart, the director of the School of Arts and Decorations, known for his decorative designs, took part in the exhibition.

In the spring of 1922, the second exhibition titled "Salon Al-Qahira" was inaugurated, organized by the Egyptian Society of Fine Arts under the patronage of Princess Samiha Hussein. As mentioned in the exhibition guide, it was funded by "Dar Al-Funun Wal-Sana'at Al-Masriyya" owned by Fuad Abdelmalik and his partners. The exhibition's secretariat was entrusted to the artist Ragheb Ayad. It featured the participation of 27 Egyptian artists and 15 foreign artists, including Mahmoud Said, Youssef Kamil, Ragheb Ayad, Mohamed Nagy, Ahmed Sabry, Shafik Sharobim, and Youssef Tahir.

Among the hobbyist participants were Mohamed Amin El-Amri,

Mustafa Mokhtar, Mohamed Khairat El-Amri, Zaki Abdo, Raoul Cassab, and Mahmoud Ibrahim. The foreign artists included Frederick Bonneau, Gabriel Beissé, Colon, Youssef Bonillo, and the Turkish painter Hassan Hedayat Shirazi. The exhibition also saw the participation of several ladies, including Princess Samiha Hussein, Gazelle Khourshed, Khadija Abu Al-Az, Ayda Kamil Awad, and Miss Airoth. Some Egyptian ladies, led by Huda Shaarawi, also assisted the society by donating money, showing their love for supporting the arts.

Then, Fuad Abdelmalik believed that the best way to sustain and strengthen the exhibition was to establish a strong society to sponsor and manage it. Among those who responded to his invitation to join this society was the prominent collector Mohamed Mahmoud Khalil. Thus, the "Society of Fine Arts Lovers" was founded on May 12, 1923. The first

Fuad Abdelmalik (1878-1955) studied at the Frère College and graduated in 1895. Due to his interest in fine arts, he assisted his teachers in creating theaters and settings for school events. His



father was a merchant specialized in supplying furniture and clothing to the government. In 1896, he received lessons in drawing and photography from the French George de Bièvre until he mastered the art in a short period. He was then appointed as an assistant to the photographer Lekjyan due to his expertise. Later, he traveled to Munich and joined the School of Fine Arts there. Upon his return to Egypt, he worked in the field of painting and engaged in various activities related to agriculture and dairy factories. However, he was forced to liquidate his business in 1900.

In 1908, he left Egypt for Europe, where he stayed for several years until he learned about the opening of the School of Fine Arts in Egypt. He returned to Egypt and established relationships with the early Egyptian artists. He founded "The House of Egyptian Arts & Handicrafts" to promote the arts and held the first exhibition at its headquarters on 21 Bulaq Street. He later formed the "Society of Fine Arts Lovers" and served as its secretary-general. He also established the Wax Museum. Fuad Abdelmalik passed away in 1955.



In 1923, the third “Salon Al-Qahira” exhibition took place under the patronage of Princess Samiha Hussein. She participated in the exhibition by presenting small bronze statues of Pharaonic dancers. Prince Mohammed Ali also participated with six watercolor paintings of flowers.

Ninety-three painting and sculpture artists participated in this exhibition, including Mahmoud Said, Mohamed Nagy, Youssef Kamil, Ragheb Ayad, Ahmed Sabry, Antoine Gibran Higazy, Mohamed Thabet, Pierre Baby Martan, Ali Al-Ahwani, Labib Tadros, Shaban Zaki, Ahmed Youssef, Mustafa Mokhtar, Mahmoud El-Babli, and Cassassinov.

As an encouragement and support to the society and the Egyptian art movement, the government announced the establishment of an exhibition for the society’s artists at the Savoy Hotel in 1924. In 1925, the state allocated a financial amount for the acquisition of artworks, in addition to an annual grant to the society to fulfill its objectives.

Foreign governments also recognized the significance of this



society and its significant artistic activity. They organized several international art exhibitions to strengthen and foster relations between Egyptian and foreign artists. Among them were the Islamic Arts Exhibition in Alexandria (1925), the Belgian Art Exhibition (1927), the Egyptian Landscape Painting Exhibition (1923), the Iranian Photography Exhibition (1937), the French Exhibition of Fine Arts and Books (1938), the Contemporary French Sculpture Exhibition and the International Solar Imaging Exhibition (1939), the Turkish Carpet Exhibition (1944), the Solar Imaging Exhibition and the First Postal Stamps Exhibition (1946), the Islamic Art Exhibition and the International Exhibition of Fine Arts (1947), the Italian Modern Painting Exhibition (1949), and the Egypt-France Exhibition in Paris (1949), where the artist Samir Rafi participated with his famous painting “Inspiration of Egypt,” which received acclaim from many European art critics, including Emile Azar in his book “Modern Egyptian Painting.”

“The dignified silence captured on the face is broken with the gesture

of the character, who brings to Egypt the secret of the gods, whose thoughts are still alive in the Valley of the Kings.” Art exhibitions continued in Egypt and abroad in the 1950s, such as the Spanish Exhibition and the International Exhibition of Applied Arts (1950), the Indian Art Exhibition (1951), and the Italian Exhibition of Mosaics by Ravenna (1957). Over the years, the Salon Al-Qahira continues as an annual gathering for Egyptian artists, where they showcase their creations, compete with their artistic works and yearly innovations. Each year, one of the Egyptian artists takes turns organizing the exhibition, with special committees selecting the artworks. This year, we celebrate the centenary of the “Society of Fine Arts Lovers” in its 60th edition, in parallel with the “Al-Tala’i” competition for young artists in its various cycles, which the society organizes annually. This year marks the 62nd edition of Al-Tala’i, as part of the society’s centennial celebrations. The journey of fine arts continues, with successive generations of artists raising the banner of creativity, achieving the system of soft power, and reinforcing Egypt’s leadership in the arts. ●

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# THE CAIRO MARRIOTT HOTEL AND HE MAGAZINE

Celebrating 25 Years of a Successful Partnership

The Cairo Marriott Hotel & Omar Khayyam Casino along with HE Magazine have been partners of success ever since the magazine was published. Media counts as a gateway for clients to everything that is new and trendy. And because the Cairo Marriott Hotel believes that success is never possible without teamwork, we were the very first partners to collaborate with the magazine during its first issues.

It is not only about media features, we have successfully hosted some of HE Magazine's mega shoots for featuring top VIP guests for both the Cairo Marriott Hotel and HE Magazine.

Throughout the years interviews with all General Managers who were appointment at the Cairo Marriott Hotel were conducted by the talented team of HE Magazine and featured in the publication.

Since the Cairo Marriott Hotel and HE magazine are sharing the same clients, a long-term successful collaboration was nothing but guaranteed. Cairo Marriott guests are HE Magazine's regular readers and they are always eager to see Cairo Marriott's latest news featured on HE's different communication channels.

There is always a lot to say about a 150+ year old palace with 2 towers housing 1064 guest accommodation rooms, 14 restaurants serving different worldwide cuisines, a luxurious Saray Spa and palatial gardens. He Magazine captured and documented thousands of stories about the 150+ year old palace – El Gezira Palace and promote our activities on all online and offline platforms.

To another 25 years of fruitful collaborations, stories to capture and loyal clients to gain. ●



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An Interview with

# ASHRAF MICHEL

The General Manager of  
Sheraton Cairo Hotel & Casino

**A**shraf Michel, a seasoned professional with over three decades of experience in the hospitality industry, stands as one of the many guardians of Egypt's flourishing tourism sector. With a passion for excellence and a profound commitment to delivering exceptional guest experiences, Michel has risen through the ranks to become a prominent figure in the field. His extensive expertise spans various disciplines, including revenue management, sales, marketing, and operations, making him a well-rounded and influential figure in the industry. His insights into emerging trends, such as the impact of mobile technology, the demand for personalized experiences, and the focus on sustainability, serve as valuable guidance for his peers and fellow professionals in the field. With Egypt's tourism industry experiencing a renaissance, Ashraf Michel is well-positioned to play a pivotal role in shaping its future. As the country invests in its infrastructure, promotes its unique attractions, and attracts increasing visitors, Michel envisions Egypt becoming a leading global destination.

To delve into the profound insights of Ashraf Michel, He Magazine has initiated an engaging conversation, presenting a series of questions to unravel the depths of his knowledge and expertise.

## How many years have you been involved in the hospitality industry, and in which locations have you gained experience?

I have been in the field of hospitality for 37 years. I started my career as a Sales Executive at Sonesta Hotel Cairo in 1986. I have since held a variety of positions in the hospitality industry in different disciplines including revenue, sales and marketing and rooms. Throughout my career, I have always been passionate about providing excellent customer

service. I believe that the hospitality industry is all about making people feel welcome and comfortable. I am proud to have played a role in making many people's travel experiences memorable.

I am currently the General Manager of Sheraton Cairo Hotel & Casino. I am excited to be working in such a beautiful and legendary location. I am also looking forward to continuing to learn and grow in my career. I believe that the hospitality industry is constantly evolving, and I am committed to staying ahead of the curve.

## Share with us your professional journey and experiences with Marriott International

I joined Marriott in November 2012 as Hotel Manager of the Renaissance Mirage City Hotel. I have been with the company for over 10 years. I am proud of my accomplishments at Marriott International and I am committed to continuing to provide excellent service to our guests. I believe that Marriott International is the best hotel company in the world and I am excited to be a part of the team.



## In your opinion, what are the essential elements required for achieving success in this industry?

I believe that the most important thing to succeed in the hospitality industry is to be passionate about your job. If you do not love what you do, it will be very difficult to succeed. The hospitality industry is a demanding industry, and it requires a lot of hard work and dedication. If you are not passionate about your job, it will be very difficult to stay motivated and to keep up with the demands of the job.

In addition, you also need to be good at customer service. The hospitality industry is all about making people feel welcome and comfortable.

## What sets Sheraton Cairo apart from other hotels in Egypt?

Sheraton Cairo is a legacy hotel that opened in 1970 as the first Sheraton hotel in Africa and has been welcoming guests from all over the world ever since. It is located in the heart of Cairo, close to all the major attractions, and offers a variety of amenities and services that make it a popular choice for both business and leisure travelers. The hotel's combination of location and legacy is what makes it unique.

## Which trends do you observe that are making a significant impact on the hospitality industry?

The hospitality industry is constantly evolving, and there are a number of trends that are impacting the industry today. Some of the most important trends include:

**The rise of mobile technology:** Travelers are increasingly using mobile devices to plan and book their travel. This means that hotels need to have a strong mobile presence in order to reach potential guests.

**The demand for personalized experiences:** Travelers are looking for personalized experiences that are tailored to their specific needs and interests. This means that hotels need to be able to collect and use data about their guests in order to provide them with a more personalized experience.

**The focus on sustainability:** Travelers are increasingly concerned about the environmental impact of their travel. This means that hotels need to be more sustainable in their operations.

## From your perspective, how do you envision the future of the hospitality industry in Egypt?

In recent years, Egypt has made significant investments in its tourism industry. The government has built new hotels and resorts, improved infrastructure, and launched marketing campaigns to attract tourists. These investments have paid off, as Egypt has seen a steady increase in tourism in recent years.

I believe that the trend of increasing tourism in Egypt will continue in the future. The country has a lot to offer tourists, and the government is committed to promoting tourism. As a result, I believe that Egypt has the potential to become one of the most popular tourist destinations in the world. ●



Dine High at Grand Nile Tower's

# REVOLVING RESTAURANT

With Their Skyline Steak Menu



Imagine yourself dining 41 stories high as the restaurant constantly rotates 360 degrees, bringing you views of the majestic Pyramids of Giza and the stunning Nile River. Home to some of Cairo's finest food and beverage outlets, The Revolving Restaurant at the Grand Nile Tower Hotel offers authentic cuisine to suit anyone's taste with its delectable Skyline Steak Menu.

For over 18 years, the Grand Nile Tower hotel has been an iconic landmark, a haven within the vibrant city of Cairo. As the most spectacular restaurant in all of Cairo, the Revolving Restaurant provides diners with staggering panoramic views of the ancient cosmopolitan city of Cairo as they savour culinary delights from an international gourmet menu prepared in the restaurant's show kitchen.

Their expansive menu has an array of appetizers that will leave you wanting even more, like their Smoked Salmon Two ways or Spring Quinoa Salad with Shrimp. Next, you can enjoy a rich, warm soup such as their Blue Crab Bisque.

Indulge in dishes made from the finest quality cuts of beef from the US and Australia, like their Australian Wagyu Tenderloin or USA Black Angus Sirloin. Each can be paired with a savoury sauce to elevate the meal. Don't forget to choose your favourite side dishes from their wide selection, including Grilled Asparagus, Potato Gratin, Truffle Mashed Potatoes, and more.

Of course, no meal is complete without dessert, and the team at The Revolving Restaurant are experts in all things sweet! So end your night on the perfect note with a Warm Chocolate Fondant or Lotus Cheesecake. For something a little lighter, opt for their Fine Apple Tart or Vanilla Crème Brûlée.

The restaurant, which seats 120 for dinner every day starting from 6:00 pm, rotates a full 360 degrees over 90 minutes, and is located on the 41st floor of the Grand Nile Tower Hotel and can be reached by an exclusive elevator.

Located one floor below is the stunning Revolving Restaurant

Lounge, where guests can enjoy the matchless sunset view over the Nile while gazing out upon the distant Pyramids of Giza. Guests can enjoy a quiet drink with a friend, floating high above the illuminated city and the shimmering Nile. With seating for 40 and access via a dedicated elevator from the lobby, the astonishing 360-degree panorama makes the Revolving Restaurant Lounge Cairo's pre-eminent meeting place.

They also have special deals for all you lovebirds out there. So spoil your partner and share an intimate romantic dinner for EGP 1565 subject to 12% service charge and applicable taxes per couple, with live entertainment every Thursday, Friday and Saturday.

Where else can you enjoy a mouthwatering meal with a once-in-a-lifetime moving dinner experience? Reserve your spot at The Revolving Restaurant now for an exquisite night. ●

*For bookings, please call the hotel directly +201153388874 or +20223651234, or Whatsapp +201050551555.*



# INVESTMENT IN EGYPT

Exploring Currencies, Real Estate, and  
Gold for a Secure Future

WRITTEN BY: PERIHAN EL ETREBY

**I**n a world of economic uncertainty, where waves of crisis threaten financial stability, Egyptians are on the hunt for investment opportunities that can weather the storm and pave the way to a secure future. In this article, we unveil three remarkable avenues for investment that have captured the attention of astute Egyptians: the strategic dance with currencies, the captivating realm of real estate, and the timeless allure of gold. Brace yourself as we embark on a journey to explore these possibilities, armed with insights from experts in the field. Discover how Egyptians can navigate the labyrinth of economic turmoil and emerge triumphant with their financial aspirations intact.





## I. Changing Currencies and Buying Dollars:

Changing Currencies and Buying Dollars: During economic uncertainties, individuals often turn to stable currencies such as the US dollar as a safeguard against inflation and currency devaluation. By purchasing dollars, Egyptians can protect their wealth and diversify their holdings. However, it is important to note that currency markets are subject to fluctuations and require careful monitoring.

The strategic dance with currencies provides Egyptians with an opportunity to mitigate risks and

preserve their purchasing power. By holding a portion of their wealth in a more stable currency like the US dollar, they can shield themselves from the potential devaluation of the local currency. This approach allows them to navigate through economic uncertainties with greater confidence.

Nonetheless, it is crucial for investors to stay informed about global economic trends and market dynamics. Currency markets are influenced by a multitude of factors, including interest rates, geopolitical events, and economic indicators. Regular monitoring and analysis can help investors make informed decisions regarding the

timing and extent of their currency investments.

Moreover, it is essential to consider the purpose and duration of holding foreign currencies. Some individuals may choose to hold dollars as a short-term hedge, while others might adopt a long-term perspective for wealth preservation. Understanding personal financial goals and risk tolerance is instrumental in determining the appropriate allocation to foreign currencies within an investment portfolio.

In conclusion, changing currencies and buying dollars offer Egyptians a valuable tool for wealth protection and diversification. However, due diligence and ongoing monitoring are vital when navigating the currency markets. By staying informed and seeking guidance from financial experts, individuals can leverage this investment avenue to fortify their financial positions and face economic uncertainties with resilience.

### Economist Insight:

Some analysts said a key sign to look for would-be investors and households using dollars to buy the Egyptian pound at its current low rates, suggesting they think the currency's fall might have reached a limit.

“When portfolio investors start to come back in, that is when the market will have judged equilibrium. But there is no direct way of observing equilibrium,” said Farouk Soussa of Goldman Sachs.

## II. Investing in Real Estate:

Investing in real estate not only offers the potential for long-term capital appreciation but also provides a tangible asset

that can be utilized or rented out to generate a steady income stream. Moreover, well-located properties in high-demand areas tend to exhibit more resilience during economic downturns, making them an attractive choice for investors seeking stability and growth in their portfolios. The enduring demand for housing and commercial space ensures a consistent flow of rental income, creating a reliable source of cash flow that can withstand market turbulence. Real estate investment also allows individuals to take advantage of tax benefits and leverage their investments through mortgage financing, further enhancing the potential returns on their investment. By carefully selecting properties and conducting thorough due diligence, investors can navigate economic crises and reap the benefits of real estate as a dependable investment avenue.

### Economist Insight:

Ezz El-Din Hassanein, Economist and Banking Expert, says: “Recently, real estate investment turnout has been declining as investors need a quick harbor for cash. This can also be ascribed to the fact that real estate investment is mostly sought by those who need medium- or long-term investment, those having big financial surpluses, as well as those willing to relocate to new cities,” Hassanein reveals, stressing that real estate is considered the best, safest investment with its price growing from 25%-30% annually.

Hassanein further attributed the high turnout on real estate to the long payment periods, a perk that is favored by real estate developers and allows different segments of customers to buy units with less difficulty.

## III. Exploring the Potential of Gold:

Gold has historically been viewed as a safe haven during economic uncertainties. Its value tends to rise during inflationary periods, providing a potential hedge against economic downturns. Egyptians can invest in gold through various means, such as purchasing physical gold, gold ETFs, or gold mining stocks.

### Economist Insight:

There are voices describing the current prices of gold in Egypt as unfair and exaggerated, but Mohamed Adel, a gold trader, explains that the current local gold prices are fair given that imports have stopped and the demand for bars and gold pounds has increased. “With supply stopping, an increase in price was imminent,” Adel said.

Adel added that demand is higher for gold bars and pounds, as well as used jewelry, because their taxes and added expenses are lower, making them ideal for a later return on investment. Global gold prices and the local currency value against the dollar in the coming days and weeks will determine the short-term and medium-term prices of gold, he said.

### Conclusion

As Egyptians navigate the economic crisis, exploring various investment avenues becomes essential. Changing currencies and buying dollars, investing in real estate, and considering the potential of gold are three options worth considering. However, it is important to seek guidance from financial advisors and economists to make informed decisions based on individual circumstances and risk tolerance.



In the words of financial advisor Sarah Ali, “Regardless of the investment option chosen, Egyptians should aim for diversification and carefully assess their risk tolerance. Seeking professional advice is crucial to navigate through these challenging economic times and secure a stable financial future.”

By considering these investment options and seeking expert guidance, Egyptians can position themselves for financial stability and make informed decisions that align with their long-term goals. ●



# ARTIFICIAL INTELLIGENCE

Revolutionizing The World

WRITTEN BY: MAHMOUD DEMERDASH

**T**he concept of Artificial Intelligence (AI) has captured the attention and curiosity of people worldwide due to its remarkable growth and increasing presence in mainstream technology. This exciting field involves machines that can perform tasks that traditionally require human intelligence to solve complex problems. Generating images and writing essays don't scratch the surface of how AI has been implemented and what it can achieve. Its ability to learn and improve from experience sets AI apart from other programs. In recent years, AI has made significant advancements that have transformed multiple industries and impacted our lives in various ways.



## The Timeline

AI traces all the way back to the 1950s with a paper titled “Computing Machinery and Intelligence” by British Mathematician Alan Turing. “The Turing Test,” as it was called, is a measure of a machine’s ability to exhibit intelligent behavior equivalent to, or indistinguishable from, that of a human. The test involves three participants: a human evaluator who engages in a natural language conversation with a machine and a human. The machine’s goal is to convince the evaluator that it is the human, while the human’s goal is to convince the evaluator that they are human. The evaluator doesn’t know which one is the machine and which one is the human. If the machine successfully convinces the evaluator that it is human, it is said to have passed the Turing Test. However, if the machine fails to do so, it does not necessarily indicate that it lacks intelligence. It could mean the machine has not yet reached the complexity

required to pass the test. The Turing Test has been debated within the AI community, with some arguing that it is too narrow to define intelligence. Nonetheless, it remains a significant milestone in the history of AI and continues to be used as a benchmark for measuring machine intelligence.

Over the course of the 1950s, scientists attempted to create machines that could “think” and were centered around problem-solving, which saw the earliest computers take shape. The complexity of problem-solving increased throughout the 1960s, 1970s, and 1980s. It wasn’t till the 90s that a focus on machines learning from data became paramount, and as the internet became a digital staple, data has led to incredible advancement. The 2000s and 2010s saw the emergence of big data and machine learning. The driving force behind the growth of AI is the massive explosion of data that we generate daily through digital activities like online shopping, video games, and social

media. This vast pool of data can be utilized to train machine models that can learn from it and make predictions or decisions based on that input.

All this previously mentioned is what’s called “Machine Learning,” which focuses on the use of data and algorithms to imitate the way that humans learn, gradually improving its accuracy. In the last decade, the focus shifted to “Deep Learning,” which has revolutionized AI. Deep learning is a subset of machine learning, a neural network with three or more layers. These neural networks attempt to simulate the behavior of the human brain—albeit far from matching its ability—allowing it to “learn” from large amounts of data. These networks can learn complex patterns and representations from data, leading to breakthroughs such as image and speech recognition, natural language processing, and more. A lot of these breakthroughs can be exhibited through modern-day self-driving vehicles, AI chatbots, and much more.

## Workplace and Education

The reception to AI has been entirely mixed, with multiple concerns listed and arguments favoring adaptability tabled. One of the biggest arguments is regarding AI in the workplace. AI can automate repetitive and mundane tasks, providing more time for workers to focus on more creative and high-value tasks, thus making their shifts easier. This can lead to increased efficiency and productivity in various industries. For example, in manufacturing, robots equipped with AI can assemble and package products with speed and precision, reducing errors and increasing productivity. In healthcare, AI-powered tools can help diagnose diseases and suggest treatment options based on a patient’s medical history and symptoms. By automating tasks and improving efficiency, AI can lead to significant cost savings for businesses and individuals. Another benefit of AI is its ability to analyze vast amounts of data quickly and accurately. This can help organizations make more informed decisions, identify patterns and trends, and gain insights into customer behavior. For example, financial institutions can use AI-powered tools to analyze market trends and make investment decisions based on that analysis. Another example would be businesses using AI-powered algorithms to determine appropriate price points within the market they operate in.

One of the biggest concerns surrounding this is the possibility it could lead to job displacement and the need for workers to acquire new skills to stay competitive in the workforce. Another problem comes in the form of data bias. AI is only as good as the data they are trained on, and if that data

is biased, the model will also be limited. Unfortunately, it can lead to unintended consequences, such as discrimination against certain groups of people or inaccurate predictions, as it can only work with the information it has. For example, studies regarding facial recognition systems have shown higher error rates for people with darker skin tones, leading to claims that the systems implemented can be biased. The issue can also lead to bias in gender as code or data input made by any particular gender or group of people can lead to similar results.

Education has seen massive impacts due to the rise of Artificial Intelligence. AI has benefited teachers over the last ten years as grading and plagiarism detection improvements save staff a lot of time. They’ve also benefited from analytics, as AI can be used on student performance to predict which students may be at risk of falling behind. This can help teachers intervene early to provide additional support to these students, improve curriculum development, and create more effective learning experiences. On the other hand, there’s been debate in the media over the use of ChatGPT by students worldwide. ChatGPT is an AI chatbot developed by OpenAI that can be used for a wide variety of options. Released in late November, the app has caused concern among educators as students are utilizing it to complete their assignments by submitting A.I.-generated essays and problem sets as their own. The emergence of this freakishly effective tool has led to a rush among teachers and school administrators to identify and catch students using this tool to cheat.

Furthermore, educators are worried about the impact that ChatGPT could have on their lesson plans,

leading to some schools cracking down on using ChatGPT by students and implementing counter AI, such as GPTZero, an AI developed by Princeton students, to uncover work generated by the application. Yet there are arguments that instead of implementing a ban, one which would be extremely difficult to implement efficiently, would be to encourage students instead to utilize it as it’s arguably part of our future. AI models such as ChatGPT will only continue to improve and should be treated similarly to calculators. By allowing students to utilize AI for their studies, schools would facilitate the training and familiarity required for a more AI-driven future, thus making it easier for the future generation to adapt.



### Political Hands

As with anything innovative, there has been much discussion and many opinions regarding Artificial Intelligence's more mainstream emergence in our world. Yet AI has been around for ages, and world leaders have commented on it before its rise. In 2017, Canadian Prime Minister Justin Trudeau spoke about the need for ethical AI to promote human values and respect for diversity. Similarly, in 2017, Russian Vladimir Putin is quoted to have said, "Artificial intelligence is the future, not only for Russia but for all humankind," said Putin reports RT. "It comes with colossal opportunities and threats that are difficult to predict. Whoever becomes the leader in this sphere will become the ruler of the world."

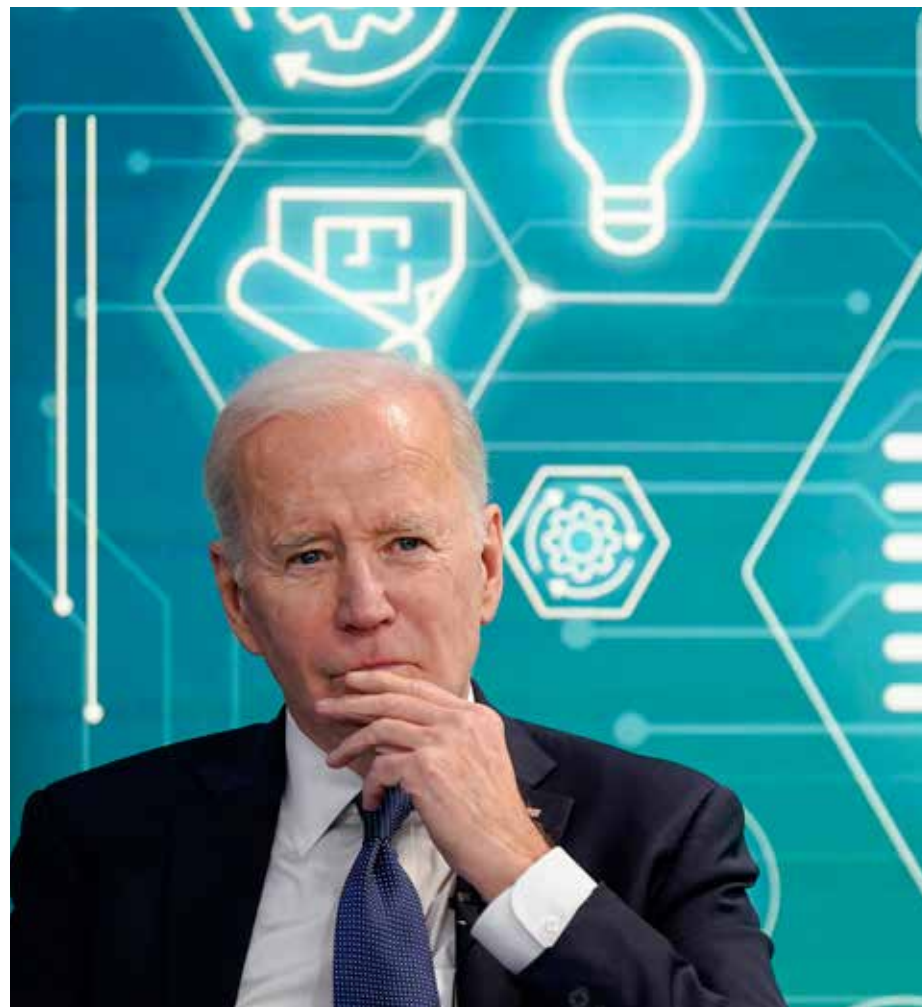
As AI has become overly popularized in the media, other World leaders have expressed their government's stance on the innovation. Chinese President Xi Jinping addressed in a meeting in April the need for China to "pay attention to the development of artificial general intelligence" and to "create an ecosystem for innovation but at the same time take risk prevention into account." Similar to China, countries like Germany see a future in AI assisting in its strategic and economic growth.

In the US, Vice President Kamala Harris invited the heads of big tech firms such as OpenAI, Microsoft, and Google to discuss the impact their projects will have. In a video posted by the POTUS Twitter account of Biden "dropping by," the president said, "I just came by to say thanks.

What you're doing has enormous potential—and enormous danger. I know you understand that. And I hope you can educate us as to what you think is most needed to protect society as well as to the advancement. This is really, really important." The POTUS has been stressing the need to prioritize ethics when developing AI, and the Biden administration released a set of guidelines for AI use in August dubbed the "AI Bill of Rights" as a means to curb any detrimental affects caused by AI company malpractice. The companies were informed of their legal responsibility to ensure the safety of their products and to comply with future legislation as the White House looks to "get it right."

### Verdict

Humankind would only have reached where it has with our ability to utilize tools to gain an advantage. With tools, we've been able to create complex societies and innovate beyond the imagination of our early ancestors. AI is a powerful tool, and yet a tool it is; as with all tools, it has the capability to revolutionize the world as we know it. Yet, it's clear to address any potential concerns; AI must be developed responsibly, focusing on transparency, fairness, and ethical considerations. This includes ensuring that AI systems are transparent and explainable so that people can understand how they work and make decisions based on their outputs. It also means ensuring that AI systems are fair and unbiased and that they do not perpetuate or amplify existing inequalities, thus the need for cooperation by multiple individuals in the field and transparency between them. Instead of suppressing its inevitable growth, promoting its utilization in aspects of our lives will give people a continued push to make our lives easier and more advanced. ●



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