

Class of 2013

**THE
OWNERS
FORUM.**

In cooperation with



Federal Republic of Germany
Foreign Office

Class of 2013

THE OWNERS FORUM

CLASS OF 2013

The Owners Forum, in the framework of the German-Tunisian and German-Egyptian Transformation Partnership Initiative, is proud to present its not-for-profit fellowship initiative "Class of 2013". During the programme, 20 outstanding entrepreneurs from transition-states Egypt and Tunisia were mentored by renowned German family businesses as well as exceptional leaders from Germany's start-up scene. The goal of the fellowship is to develop entrepreneurs into responsible leaders in their respective economies.

After a comprehensive overview of the structure of the programme this brochure provides the profiles of the participating fellows and their companies. In addition, information about the mentors and their individual mentoring focuses can be found.

We are pleased to present you the outcome of this unique programme that is building another bridge to economic diversification and sustainable development.

The project team would like to thank the German Federal Foreign Office, our partners in Egypt, Tunisia and Germany, the jury members, as well as the mentors and the fellows for their engagement, expertise and constructive feedback.

Paul Dietze
Co-Founder
The Owners Forum

Timm Tiller
Co-Founder
The Owners Forum

Matthias Treutwein
Director
Class of 2013

CLASS OF 2013

One of the major challenges that post-revolution Egypt and Tunisia face during on-going political changes is the high level of unemployment – particularly among young people. “Class of 2013” targets the sustainable development of competitive small and medium-sized enterprises in Egypt and Tunisia. The overall goal of this initiative is to support economic growth through employment opportunities and socially responsible leaders.

Such growth can be achieved through the exchange of knowledge between local entrepreneurs and international family-owned German businesses. This exchange of expertise will contribute to the foundation of sustainable as well as independent economic and social structures, which is the basis for prosperity for both current and future generations.

Fellows were appointed by the selection committee in March 2013, followed by the

inauguration of the “Class of 2013” at the German Embassies of Tunis and Cairo in April 2013.

In May fellows came to Berlin for one week of intensive coaching. Among the many activities were a workshop to define the goals of personal mentoring, meetings with fellows’ individual mentors and industry leaders, a public podium discussion, encounters with the start-up scene in Berlin as well as discussions with representatives from the Federal Foreign Office.

The meetings between fellows and mentors initiated the individual coaching phase, which is on-going and consists of tandem partnerships between established German family businesses and the participating fellows from North Africa.

OCTOBER 2012

Kick-off of the fellowship programme.

Nomination of committees and call for fellows.

APRIL 2013

Inauguration of “Class of 2013” at the German Embassies in Tunis and Cairo.

MAY 2013

One week intensive coaching with committees and industry leaders in Germany.

Linking fellows and German mentors.

On the basis of personalised needs assessments, German businesses became individual mentors to fellows. Via knowledge sharing, coaching and general support on the development of important business parameters (e.g. financing, product development, sales and marketing strategies, etc.), mentors assisted their fellows on improving their business performance.

As part of the programme, fellows are participating at this year's Owners Forum Middle East in Muscat. We hope this event can be used to establish links to future business partners and investors.

In December 2013 the closing ceremonies and final programme evaluations will take place in Egypt and Tunisia. Talks are currently being held with the Federal Foreign Office to continue the programme in 2014. Lessons learned from this year will be implemented to improve

the initiative's impact as well as the level of pragmatism for participating fellows and mentors.

The call for applications for next year's initiative will open soon. If you would like to become a mentor, are interested in supporting the programme or would like to receive general information, please contact Matthias Treutwein: mt@ownersforum.de

JUNE-NOVEMBER 2013

Individual coaching phase. Fellows, mentors and the expert committee collaborate on the development of important business parameters based on personalized needs assessments.

OCTOBER 2013

Presentation of "Class of 2013" at The Owners Forum Middle East 2013.

Profiles

Class of 2013



“I am always looking for innovative niche products. We are the first company in Egypt that started producing coloured sand and stones for interior design.”

AGROLINK / EGYPT

BUSINESS SEGMENT: BUILDING MATERIALS, DECORATION

YEAR OF FOUNDATION: 2003

ANNUAL TURNOVER: EUR 1,100,000

EMPLOYEES: 200

Phone +20 11 1543 0999 | **Email** md@agrolinksand.com | **Website** www.agrolinksand.com

OVERVIEW

Agrolink specialises in niche products and started their business by growing and exporting fresh flowers to the Netherlands from 2003-2005. After being approached by IKEA, Agrolink became IKEA's sole supplier for decorative sand from 2007 until the Egyptian revolution.

In light of the revolution in 2011, Mohamed Kamal started Dopack, his second factory. Dopack specialises in honeycomb paper

products for packaging. This high-potential product serves to the increasing demand of eco-friendly materials in the packaging industry.

Agrolink is committed to furthering employee personnel and technical development. The company has a deeply embedded culture of continuous improvement, as well as involving and empowering all team members. To date, the company has created more than 80 jobs.

MENTORING

Mohamed Kamal worked with his mentor Dr Jürgen Heraeus (Heraeus Holding GmbH) on the following issues:

- Product analysis
- Network expansion
- Market analysis
- General business and personal guidance

MOHAMED KAMAL

Mohamed Kamal was born in 1974 and is the owner and managing director of Agrolink. He holds an MBA and a Master's degree in Construction Management from the American University in Cairo and is an experienced project and logistics engineer. In 2003, Mohamed Kamal and his wife Reham Khalifa founded their company, Agrolink.



“We are interested in what is agonising you, because we have a solution. And if not, we will be happy to find one!”

CYNAPSYS / TUNISIA

BUSINESS SEGMENT: IT CONSULTING

YEAR OF FOUNDATION: 2010

ANNUAL TURNOVER: EUR 2,000,000 (2012)

EMPLOYEES: 45

Phone +216 7185 7899 | **Email** info@cynapsys.de | **Website** www.cynapsys.de

OVERVIEW

Cynapsys is a strategic partner for developing wireless telecommunication solutions. As an innovative expert in the industry, Cynapsys has designed and implemented mobile phone firmware updates over the air (GPRS, UMTS) for various platforms such as Infineon and Qualcomm.

Cynapsys was the first company worldwide to facilitate software updates over the air for mobile phones. Cynapsys is also a specialist in embedded systems and information systems especially for the electronics industry.

Cynapsys is certified by the International Organization for Standardization (ISO) 9001:2008 since October 2009. Their quality policies include: customer satisfaction, responsiveness and availability, effective project management, continuous improvement, and skills development.

MENTORING

In cooperation with his mentor Dr Hendrik Classen (Classen-Convertronics GmbH), Selim Ben Yedder worked on these issues:

- Sales
- Marketing
- Cold calling

SELIM BEN YEDDER

Selim Ben Yedder was born 1972 in Tunisia. After graduating with honours in his hometown, he was selected for a national scholarship. He studied telecommunication and computer science at TU Munich and got an engineering degree in 1998. From that date he held several positions as a consultant in various renowned IT companies. In 2003 he joined the company I-TEC GmbH as a shareholder and technical director before co-founding Cynapsys in Tunisia.



*“I have a passion for development!
We are one of the fastest growing
medical companies in Egypt and hope
to expand further in the region.”*

HASSAB LABS / EGYPT

BUSINESS SEGMENT: HEALTHCARE

YEAR OF FUNDATION: 1991

ANNUAL TURNOVER: EUR 1,910,000 (2012)

EMPLOYEES: 350

Phone + 20 3 4870 138 | **Email** mohamed.azab@hassab.com | **Website** www.hassab.com

OVERVIEW

Hassab Labs is one of the fastest growing medical labs in Egypt. It was founded by Dr Amina Hassab in 1991 and revitalised in 2010 with the enlistment of her son-in-law, Mohamed Azab. Hassab Labs conducts almost a million medical tests per year with the highest international standards for individuals, health professionals and medical institutes throughout different cities in Egypt.

From 2010 to 2012, the business evolved into a shareholding company and expanded from three to 22 labs in different cities throughout Egypt. Hassab Labs doubled their revenues and the number of employees grew to more than 300 (55% female). The aggressive

expansion plan will boost operations through the opening of 50 additional branches over the next five years in Egypt and the region.

Today, the company enjoys a strong reputation for accurate results, fast turnaround, and competitive pricing. It is the first medical laboratory accredited by the International Laboratory Accreditation Cooperation (ILAC) in Egypt. Hassab Labs has the ability to play a key role in shaping an industry that is extremely underserved in Egypt and the region, but is expected to grow tremendously over the next 20 years. The company serves as an important role model for the many family-owned businesses in the region.

MENTORING

Mohamed Azab worked with his mentor Thomas Villinger (zfhN Zukunftsfonds Heilbronn GmbH & Co. KG) on the following issues:

- Investment management
- Potential cooperation as local contributor
- Investment opportunities in Egypt

MOHAMED AZAB

Mohamed Azab is a shareholder and CEO of Hassab Labs. He graduated from Washington State University in International Business (BA) and Investment Management (MBA). After ten years in private and investment banking, he founded Ottman capital, a healthcare investment company that invested in his mother-in-law's company, Hassab Labs. He is also a co-founder of "Ahl Masr", a renowned children health foundation in Egypt.



“Our family business has a long tradition and expertise in commercial printing as well as the production of tailor-made industrial packaging.”

HEADLINE PRINTING, PACKAGING & DESIGN / EGYPT

BUSINESS SEGMENT: PRINTING, PACKAGING, DESIGN

YEAR OF FOUNDATION: 1998

ANNUAL TURNOVER: EUR 6,600,000 (2010)

EMPLOYEES PRINT HOUSE: 190 – **EMPLOYEES DESIGN OFFICE:** 12

Phone +20 2 3834 3203 | **Email** ahmedhassabo@headlinepd.net | **Website** www.headlinepd.net

OVERVIEW

Headline is a leading printing and design company with a special focus on offering excellent quality. Services range from simple business cards to complex projects like creating brand identities and marketing promotion.

Headline developed expertise through a long family tradition in printing and many years of experience in design. Expert knowledge, together with state-of-the-art equipment and latest technologies, has always been the key to Headline's success. Their goal is to

showcase clients' products and imprints with the highest visual impact in print.

The portfolio of their clients covers a diverse range of industries, each with their own specific needs regarding print and design. Headline's tradition, history and experience – as well as their flexible and dynamic approach – allow the presentation of clients' products and services to be carried out in the most innovative way.

MENTORING

Together with his mentor Gert Dyckerhoff (dy-pack Verpackungen Gustav Dyckerhoff GmbH), Ahmed Hassabo worked on a wide range of fields. Among the most important were:

- Finance
- Analysis of the raw materials
- Selection of suppliers
- Production optimisation

AHMED HASSABO

Ahmed Hassabo studied Printing and Economics at American University Cairo and October University for Modern Science and Arts (MSA). Since 2010 he is general manager of Headline and started developing clients' new packaging solutions based on market needs. Under his leadership the company has reformed their enterprise resource planning and human resources. The next goal is to have a new marketing strategy to cover all of Egypt and to start exporting.



“I have returned to Tunisia because I want to take on responsibility - I want to make a positive impact on my country’s development!”

HERBIOTECH AROMA / TUNISIA

BUSINESS SEGMENT: ORGANIC FOODS & COSMETICS

YEAR OF FOUNDATION: 2011

ANNUAL TURNOVER: EUR 40,000 (2012)

EMPLOYEES: PERMANENT 9 – SEASONAL 30-50

Phone +216 20 30 1811 | **Email** l.tlemcani@herbiotech-aroma.com

Website www.herbiotech-aroma.com

OVERVIEW

Herbiotech Aroma is a Tunisian company specialising in the transformation of plants for the preparation and development of 100% natural ingredients of raw material. Their products are adapted to food, cosmetics, perfumery, aromatherapy, as well as pharmaceutical and chemical industries. Herbiotech Aroma produces high quality essential oils, hydrolytes, vegetable oils and dehydrated aromatic and medicinal herbs in bulk from wild or cultivated plants. Exclusively of Tunisian origin, most of the products are certified organic and have met prestigious American and European standards like the CE marking, the National Organic Program (NOP) and the Certification body for sustainable development (ECOCERT).

Herbiotech Aroma offers the best quality of adapted natural extracts to substitute artificial ingredients in recipes and industrial formulations. Their team consists of process and quality engineers, laboratory technicians and skilled operators specialised in various extraction and separation techniques. Collaboration with hundreds of farmers and seasonal workers is spread throughout the whole country and contributes to the indirect creation of many jobs.

Their plant is located in Bourada, in northwest Tunisia, about 75 km from the capital Tunis. It is attractively surrounded by wild forests and known for its olive trees and vast agricultural areas.

MENTORING

Together with his mentor Frank Alexander Kühne (RAPS GmbH & Co. KG) Leith Tlemcani worked on the following issues:

- Production methods
- Sales
- Laboratory development
- Business-critical assets
- Production
- Financing

LEITH TLEMCANI

Leith Tlemcani was born 1980 in Tunis. He is the founder and CEO of Herbiotech Aroma and obtained a PhD in Industrial Microbiology / Food Biotechnologies and Bioengineering from Caen-Basse Normandie University in 2008. Before founding Herbiotech Aroma in 2011, he was head of the biological and chemical engineering department at Free University of Tunis.



“It was always my dream to have a health supplement brand. I would not be myself, if I was not doing this!”

IMTENAN / EGYPT

BUSINESS SEGMENT: HEALTHY FOOD & SUPPLEMENTS

YEAR OF FOUNDATION: 2005

ANNUAL TURNOVER: EUR 3,600,000 (2012)

EMPLOYEES: 191

Phone +20 2 4665 260 4/7 | **Email** info@imtenan.com | **Website** www.imtenan.com

OVERVIEW

Imtenan is the largest local specialty retailer of nutritional products, including diet and energy products, extracts, herbal tea, specialty supplements, and sports nutrition. Imtenan has more than 24 retail locations throughout Egypt. The company is dedicated to offering consumers health by supplying premium quality and completely natural food solutions for every need.

Imtenan sets the standard in the nutritional products industry by demanding truth in labelling, ingredient safety and product potency. Imtenan is not only able to provide their customers with the best quality, they are equipped with cutting-edge knowledge on

nutritional science. Imtenan's main goal is to help customers improve the quality of their lives.

Imtenan has a wide range of partners including the International Bee Research Association (IBRA), the European Union (EU) and the Egyptian Agriculture Research Centre. Imtenan also received numerous awards certifying that their products are safe and healthy. International recognition of Imtenan's safety measures include the International Organization for Standardization (ISO) certificate ISO 9001, ISO 22000, and Hazard Analysis and Critical Control Points (HACCP).

MENTORING

In close cooperation with his mentor Prof Dr Hermut Kormann (Zeppelin University) Ahmed Farouk worked on the following topics:

- Strategy and governance
- Expansion financing
- Management
- Management of capacities
- Human resources
- Technical Support
- Financial remuneration model

DR AHMED FAROUK

Dr Ahmed Farouk holds a Bachelor's degree from Ain Shams Medical School in 1999 and an MBA from the Arab Academy in 2007. He worked as a physician while researching the health benefits of honey and other natural health products. In 2005 he founded the Imtenan Health Shop. Based in Cairo, Imtenan imports, manufactures and sells over 400 natural health products, including foods, honey-based health products and all-natural dietary supplements.



“For quality and health-valuing customers, we provide high quality frozen fruits and vegetables, processed poultry and cold storage services.”

ISMAILIA COMPANY FOR POULTRY MEAT PROCESSING / EGYPT

BUSINESS SEGMENT: FOOD INDUSTRY

YEAR OF FOUNDATION: 2005

ANNUAL TURNOVER: EUR 3,005,000 (2012)

EMPLOYEES: 200

Phone +20 6 4348 1991 | **Email** info@ismailiafoods.com | **Website** www.ismailiafoods.com

OVERVIEW

Founded in 2005 by Dr Salah Abdelghany, Ismailia Company for Poultry Meat Processing has sustained itself as one of the most reliable companies in the region. In 2011, the company was recognised by the AllWorld Harvard Summit as the third fastest growing company in Africa and 30th in the Middle East.

For quality and health-valuing customers who are looking for high quality and safe products, Ismailia Company provides them with exceptional quality, hygiene, professionalism and competitive prices that are both guaranteed and maintained by their committed workforce, high-tech machinery and customer service.

Among their portfolio are the following services, operations and products: frozen fruits and vegetables, frozen chicken and chicken parts, cold storage services as well as poultry meal products.

MENTORING

Together with his mentor Joachim Behrmann (Amandus Kahl GmbH & Co. KG) Sherif Abdelghani worked on the following topics:

- Project development
- Machinery
- Quality control
- Expansion plans

SHERIF ABDELGHANI

Sherif Abdelghani graduated from the German University in Cairo. His studies focussed on international marketing and business. In 2006 he became General Manager of Ismailia for Poultry Meat Processing. Besides his active role in the family business of Ismailia, he was sales director at Hozooz Distribution. He strives to play a major role in developing Egypt into a self-sufficient country, particularly in relation to its food security and needs.



“We are proud to have built a bridge to connect unemployed Egyptians with available opportunities from all over the world.”

JOB NILE / EGYPT

BUSINESS SEGMENT: HUMAN RESOURCES

YEAR OF FOUNDATION: 1999

ANNUAL TURNOVER: EUR 185,000 (2012)

EMPLOYEES: 15 + 100 FREELANCERS AND CONSULTANTS

Phone +20 3 4245 815 | **Email** riham.adel@jobnile.com | **Website** www.jobnile.com

OVERVIEW

Job Nile is a comprehensive, specialised recruitment and human resources (HR) consultancy firm based in Alexandria, Egypt, serving the Egyptian and international market since 1999. They are dedicated to designing and delivering HR consultancy services, headhunting and recruitment solutions, as well as outsourcing services and development programmes to the specific needs of clients in Egypt and the Gulf countries including Saudi Arabia, Qatar, Oman, and United Arab Emirates.

The combination of extensive market knowledge and experience, coupled with cutting edge technology to assist day-to-day operations, places Job Nile in the forefront of

recruitment and HR consultancy service providers in Alexandria.

Job Nile's specialised recruitment and selection procedures are unique and unmatched within the personnel industry. Based on thorough selection processes, candidates demonstrate proven track records and represent the top qualified professionals available in Egypt. Job Nile's future plans include expanding their clientele base in Egypt and the Middle East with the goal of becoming the Egyptian market leader in the field of recruitment and human capital management within three years. They also plan to be among the top five market leaders in the Middle East and Gulf area in five years.

MENTORING

After starting the programme with a different mentor, Riham Adel is now being advised by Sophia von Rundstedt (von Rundstedt & Partner GmbH). They successfully work on the following issues:

- Market analysis
- Product analysis and development
- Expansion possibilities
- Sales strategies for services
- Outplacement
- Career services

RIHAM ADEL

After graduating from the German School in Alexandria, Riham Adel joined the Faculty of Commerce of Alexandria University. Before establishing Job Nile, Riham Adel spent several years working in different sectors, where she gained valuable practical expertise. Today, Riham has more than twenty years of professional experience in the field.



“Our IT solutions and services make the building of your website or application as easy as buying a ream of paper.”

LINKAO / TUNISIA

BUSINESS SEGMENT: INFORMATION TECHNOLOGY

YEAR OF FOUNDATION: 2012

ANNUAL TURNOVER: EUR 80,000

EMPLOYEES: 9

Phone +216 2325 1925 | **Email** beyram@linkao.fr | **Website** www.linkao.fr

OVERVIEW

Since its foundation in 2012, Linkao provides excellent service for a wide scope of IT projects. Linkao offers a whole new approach to connect companies in need of IT support with IT professionals. By using an interactive platform, customers have access to Linkao's large network of IT experts. Their customised search function ensures that both clients and IT professionals find the right partner.

The service includes first estimates of budgets as well as qualified suggestions from experts.

Due to their professional experience at prestigious IT companies, the co-founders offer a broad range of perspectives to IT projects.

Linkao has a strong clientele base in France. Additionally, new markets like Maghreb, India and Europe are being developed.

MENTORING

Beyram Belhaj Amor worked with his mentor Nicholas Thiede (Semigator GmbH) on the following issues:

- Company structure
- Leadership and ownership
- Definition of objectives
- Management
- Outsourcing

BEYRAM BELHAJ AMOR

Beyram Belhaj Amor graduated from Ecole Nationale Supérieure des Télécommunications de Paris in 2008. After graduation, he focussed on investment banking. The first company he co-founded in 2010 offered IT solutions to survey the quality and traceability of materials and products for a big industrial client. At Linkao, Beyram and his associates are now executing an ambitious vision to unlock a potentially big market in IT solutions.



“By using Egypt’s long history of innovations, we have created our unique hand-made design which is individually tailored for our customers’ needs.”

NOTRE ART / EGYPT

BUSINESS SEGMENT: FURNITURE

YEAR OF FOUNDATION: 1999

ANNUAL TURNOVER: EUR 185,000 (2012)

EMPLOYEES: 50

Phone +20 2 2671 6602 | **Email** info@notreart.net | **Website** www.notreart.net

OVERVIEW

Since its foundation in 1999, ElShehaby furniture wood factory provides their customers with interior design products of the highest quality. In 2009, they opened Notre Art, the first of a series of showrooms to feature their special and unique furniture design. The use of state of the art techniques allows them to design tailor-made solutions for the unique needs of their customers. Notre Art's flexible and dynamic approach towards their clients permits an expert understanding of their customers' needs in furniture.

Notre Art specialises in classic furniture manufacturing for bedrooms, dining rooms and salons. Upon request they also manufacture chairs, consoles, tables, chests, sofa-sets, kitchens, wall cladding, doors and dressing rooms. In 2010, Notre Art received the International Organization for Standardization (ISO) certificate 9001:2008 in manufacturing classic and modern furniture.

MENTORING

Noha Kamel worked with her mentor Dr Helga Breuninger (Breuninger Foundation) on the following issues:

- Market analysis
- Network expansion
- B2B communication
- Product development
- Marketing
- Market expansion

NOHA KAMEL

Noha Kamel is the owner and chairperson of Notre Art furniture. She graduated from the French School in Cairo and received her degree in Mass Communication from Cairo University in 1994. Her professional experience includes the American Express Bank as well as the Naguib Company for exports. In 1999 she founded her own company, which specialises in designing and manufacturing classic furniture with a unique customer-orientated approach.



“My goal is to promote the multilingual skills of Egyptian people and the abundance of talents to a broader market, so that the next generation can seize new opportunities.”

RAYA CONTACT CENTER - A SUBSIDIARY OF RAYA CORPORATION / EGYPT
BUSINESS SEGMENT: CALL CENTER & BUSINESS PROCESS OUTSOURCING
YEAR OF FUNDATION: 2001
ANNUAL TURNOVER: EUR 17,000,000 (2011)
EMPLOYEES: 2500

Phone + 20 11 1111 5441 | **Email** ahmed_imam@rayacorp.com | **Website** www.rayacc.com

OVERVIEW

The Raya Contact Center is one of the biggest business outsourcing offices in Egypt and the leading service provider for business process outsourcing. They offer a variety of business process outsourcing services within voice and non-voice domains that help companies boost their customer interaction while focussing on greater cost efficiency and risk mitigation.

At the Raya Contact Center, they study clients' businesses carefully and align their

services with the client's objectives. This allows them to have the outward appearance in line with each company's core values. The focus lies on a customer-focused approach to strengthen their clients' businesses and to help them stay ahead of their competitors. This is achieved by the Raya Contact Center's specific expertise in the field of handling and capitalising the customer interaction. Their goal is to be the preferred global business service outsourcing partner for their clients.

MENTORING

Ahmed Imam worked with his mentor Rolf Dienst (Wellington Partners) on the following issues:

- Entering the European market
- Outsourcing
- Increasing their activity in the Middle East
- Finance and investment

AHMED IMAM

Ahmed Imam graduated from Ain Shams University with a Bachelor's degree in Communications and Electronics Engineering and holds an MBA from the Indian Institute of Management in Ahmedabad. He began his professional career in 1994 with the production line of Alfa Electronics. In 1998 Ahmed Imam started his career with Raya. He held several positions, before being appointed CEO of the Raya Contact Center in 2009.



„SENS is a Tunisian company specialising in computer security audit and e-marketing. Our customers are benefiting from our strategic position as a hub between Africa and Europe.”

SENS – SEN SOLUTIONS / TUNISIA

BUSINESS SEGMENT: IT SOLUTIONS AND E-MARKETING

YEAR OF FOUNDATION: 2010

ANNUAL TURNOVER: EUR 40,000 (2012)

EMPLOYEES: 12

Phone +216 2101 2236 | **Email** contact@sen-solutions.com | **Website** www.sen-solutions.com

OVERVIEW

SENS specialises in IT and e-marketing solutions. It was founded in 2010 with a focus on the creation of web applications and content management systems. During their first year, SENS was able to enter the European market. Since then they have expanded their activities with the creation of four new departments in 2011 (graphics and 3D design, multimedia and web application, search engine optimisation and web marketing, audit and IT security).

Despite challenges like high competition and the unstable political situation in Tunisia, SENS was able to increase the number of their

employees. Recently, a centre for research and development was established to improve the quality of their solutions and to be up to date with technological innovations. Their strengths include real time assistance, technical advice, periodical data updates, secure data and server infrastructure as well as customised solutions.

SENS consists of an experienced and innovative team. Since SENS was founded, they have gained valuable experiences by attracting new customers in the fields of the creation and maintenance of internet applications in France and Italy.

MENTORING

The focus of the cooperation between Maher Chakroun and his mentor Paul Nitsche (bytepark GmbH) was in the following sectors:

- Management
- Marketing
- Product development

Together they also developed a new website that is advertising Tunisian tourism. (www.tuni-tour.com).

MAHER CHAKROUN

Maher Chakroun holds a Master's degree in Computer Engineering, IT Management and Electronic Commerce. During his university studies he established himself as a freelancer in the fields of web development and marketing. He has worked with several international companies before founding his own company SENS. Maher Chakroun is an expert auditor in computer security and certified by the National Agency of Computer Security (NACS).



“We love what we do and we firmly believe that our building system can contribute to the alleviation of the housing problem in Tunisia.”

SOCIÉTÉ INDUSTRIELLE DE BLOCS (SOIB) / TUNISIA

BUSINESS SEGMENT: CONSTRUCTION, GREEN TECHNOLOGIES

YEAR OF FOUNDATION: 2009

ANNUAL TURNOVER: EUR 250,000 (2012)

EMPLOYEES: 26

Phone +216 7132 4703 | **Email** a.ghannem@soib.com.tn | **Website** www.soib.com.tn

OVERVIEW

SOIB produces stabilized compressed earth blocks for the construction of ecological buildings. This technique is able to reduce the amount of cement use by 90%, because the blocks are used without mortar or columns. The system is based on the interlocking of soil cement dry stacking blocks, eliminating the need for mortar joints between each block.

Through this method SOIB is able to ensure minimal material costs. Transport costs are

also being reduced significantly because their block-making machine is mobile and able to ensure on-site production. Furthermore, it is also easily taught to unskilled labourers.

Another advantage of this building technique is that it is earthquake resistant. SOIB is a unique provider of cost-efficient and ecological housing solutions.

MENTORING

Due to SOIB's highly specialised field, unfortunately a mentor could not be found for Abdelmalek Ghannem. The main fields of collaboration would be:

- Automation of processes
- Sales strategies
- Partner network

ABDELMALEK GHANNEM

Abdelmalek Ghannem graduated with a Master's degree in Law from Sousse University in 1996. He lived and worked in Strasbourg and the United States and acted as the Tunisian national president of the Junior Chamber International – a worldwide federation of young leaders and entrepreneurs. In 2009 he founded SOIB and lives in Bizerte with his wife and three children.



*“I love Mediterranean Food,
especially table olives. It makes me
happy to share this passion with our
customers.”*

SOPRACO / TUNISIA

BUSINESS SEGMENT: FOOD INDUSTRY

YEAR OF FUNDATION: 1999

ANNUAL TURNOVER: EUR 150,000

FORECAST TURNOVER (2013/2014): EUR 8,050,000

EMPLOYEES: 40

Phone +216 9999 0033 | **Email** sopraco@sopraco.net | **Website** www.sopraco.net

OVERVIEW

Sopraco's portfolio covers a wide range of table olive products such as green, black and purple olives that are available pitted, sliced and stuffed. Other appetizing goods are offered, including capers, Cayenne peppers and many others. Currently they export products to Algeria, Austria, France, Libya, Saudi Arabia and Senegal.

Over the past few years Sopraco has perfected skills regarding the transformation and packaging of table olives. This allows the creation of tasty and high-quality products. Since the foundation of Sopraco in 1999, their position in the market has grown continuously.

Today, they are one of the main producers of canned table olives in Tunisia. Between 2013 and 2014, Sopraco will export their products to more than 33 countries across the world including the Middle East, Europe, North America, Asia and Africa.

Sopraco's mission is to build and maintain solid, long-term, personal relationships with local suppliers and international clients. The company's focus is on providing their customers with the best products at competitive prices.

MENTORING

The main targets of cooperation with his mentor Heinz Buhofer (Metall Zug Group) are:

- Marketing
- Governance
- Management

SAMI EL OUNI

After obtaining his Master's degree in Management in 1999, Sami el Ouni started his own company "SAM" that processed and packaged table olives. After six successful years he decided to extend this project by founding "Sopraco" – a modern unit for the production of canned table olives. Today it is designed with the highest hygienic and safety standards and has a production capacity of 3,000 tons per year.



“At TBS, customers get the full experience of bakery “in the making” through the open kitchen concept. Customers can see, smell & feel the bakery at any of our branches.”

THE BAKERY SHOP - DELICIOUS BAKERY / EGYPT

BUSINESS SEGMENT: FOOD INDUSTRY

YEAR OF FOUNDATION: 2008

ANNUAL TURNOVER: EUR 5,000,000 (2012)

EMPLOYEES: 260

Phone +20 2 2380 3339 | **Email** info@tbsfresh.com | **Website** www.tbsfresh.com

OVERVIEW

In 2008, three young Egyptian entrepreneurs launched their business Delicious Bakery. Tarek El Nazer, Basel Mashhour and Sameh El Sadat founded the first bakery to target Egypt's upper class with fresh bread, pastries and sandwiches. In a market dominated by informality, lack of product differentiation, and low margins – their model stands out. By using a sophisticated par baking and frozen delivery system, the retail locations stay stocked with hot bread and minimise overhead.

Delicious Bakery is using three sales channels: retail stores branded as The Bakery Shop (TBS) – serving a full range of products and drinks, a B2B catering service, and “Delicious Bakery” corners in supermarkets. Because

only 2% of the Egyptian population is considered part of the upper to middle class income bracket, the three young entrepreneurs began focussing on the mass market.

After five years of operation, they shifted from only managing an artisan retail bakery business to semi-industrialised bakery production facilities to cater to all three revenue streams (TBS, Delicious Bakery & B2B). With a main focus on expanding the company's B2B line by providing a frozen (par baked) range of bakery goods, TBS believes in exponential growth in the next three years since a huge demand for the product is foreseen.

MENTORING

Tarek El Nazer worked with his mentor Dr Arend Oetker (Dr Arend Oetker Holding GmbH & Co. KG) on the following issues:

- Best practices
- Strategic partnerships for frozen bakery goods
- Networking
- Technical know-how
- Market expansion
- Product development

TAREK EL NAZER

Tarek El Nazer was born 1983 in Cairo and is a founder and shareholder of TBS. As general manager of TBS, Tarek is responsible for daily operations including hands-on management. He gained his operational experience through successfully turning around a family-owned medical insurance company in 2007. Upon graduation in 2005, he spent two years working for CITIGROUP's corporate banking division.



“With our proactive strategy towards innovation, we offer our customers a wide range of fresh, dried and frozen fruit and vegetables of the finest quality.”

TIPAGRO / TUNISIA

BUSINESS SEGMENT: AGRICULTURE

YEAR OF FOUNDATION: 2010

ANNUAL TURNOVER: EUR 5,000,000 (2012)

EMPLOYEES: 230

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OVERVIEW

Situated in the area of Bizerte in northern Tunisia, TIPAGRO produces, packages and exports fresh herbs, vegetables and fruits. The procedures of production and quality control have been defined according to the European directives concerning hygiene and food safety measures as well as the international norms of the “Codex Alimentarius”. TIPAGRO also adopted the international European Article Numbering-Uniform Code Council (EAN-UCC) standards, guaranteeing an efficient traceability from the harvest right to the final delivery.

As added value to TIPAGRO’s activities, they grow fresh culinary herbs, fruits, vegetables and seedlings on a 120 ha farm, that has been certified by GlobalGAP’s certification system, which recognises proper development, implementation, and integrity, among others. Concerned and convinced about the importance of ecological standards, TIPAGRO has built several partnerships with local farmers who are also following these measures.

MENTORING

Nizar Ben Salem worked together with Joachim Behrmann (Amandus Kahl GmbH & Co. KG) on the following issues:

- Analysis of cultivation methods
- Sustainable cultivation / farming
- Expansion of the local distribution

NIZAR BEN SALEM

Nizar Ben Salem received his Bachelor’s degree in Technical Sciences with honours in Tunisia and a degree in Industrial Refrigeration and Food Preservation from the Conservatoire National des Arts et Metiers (CNAM) in Paris. He worked in various positions prior to becoming the technical director of an enterprise for refrigeration. In 2010, he returned to Tunisia to create TIPAGRO, a company producing, packaging and exporting agricultural products.



“We launched Tounessna after the Tunisian revolution in 2011 with the goal to deliver independent news for free. Today we provide local news for mainly urban readers.”

TOUNESSNA / TUNISIA

BUSINESS SEGMENT: MULTIMEDIA

YEAR OF FOUNDATION: 2011

ANNUAL TURNOVER: EUR 75,000

EMPLOYEES: 9

Phone +216 9835 5344 | **Email** contact@tounessna.tn | **Website** www.tounessna.info

OVERVIEW

Tounessna started after the Tunisian revolution in 2011 with the goal of delivering independent content and news cost-free for readers. Tounessna provides local news for mainly urban readers and is one of the most successful cost-free newspapers in Tunisia. The Arabic and French editions of the newspaper, consisting of about 120 distribution points, attract more than 50,000 readers in the greater Tunis area.

Tounessna has since evolved into a multimedia brand, providing digital services as well as an online portal (www.tounessna.info) that has more than 1.5 million visitors.

The company's short-term strategy includes:

- Targeting specific markets, improving

tailored business proposals and developing digital content;

- Enriching their team and proposing specific trainings;
- Developing their know-how for social media management and digital content production;
- Establishing international business partnerships;
- Delivering content and digital services for a large and diversified market.

The team's goal is to build and maintain solid, long-term relationships with their partners. Through partnerships with telecom companies, food enterprises and banks, they have already reached annual agreements with their main advertisers.

MENTORING

Chokri Driouech worked with Dr Nikolaus Förster (Impulse Medien GmbH) on the following issues:

- Competitor analysis
- Distribution partners
- Advertising customers
- Management skills
- Development of digital services

CHOKRI DRIOUECH

Chokri Driouech was head of marketing and business development at Tunisie Telecom Group, having gained professional experience as senior consultant at Altran and France Telecom. He completed his executive MBA at the International Institute of Management (CNAM - PARIS) and his Master's degree in Signal Processing at Luminy University. In 2011 he founded Tounessna.



“Tunisia Live took over the responsibility of telling the story of the Tunisian people for the world’s largest news networks by feeding information to news-desks around the world.”

TUNISIA LIVE / TUNISIA
BUSINESS SEGMENT: MEDIA
YEAR OF FOUNDATION: 2011
ANNUAL TURNOVER: EUR 150,000 (2012)

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OVERVIEW

In January 2011 as the world shifted focus to Tunisia's revolution, very little information was coming out of the country – not only because of the tight media control, but also because the country produced information in only Arabic or French.

The founders of Tunisia Live took over the responsibility of telling the Tunisian people's stories to the world's largest news networks by gathering news and feeding it to news desks around the world, as well as reporting live on the revolution. Two months later, Tunisia Live was created to put Tunisia on the global map, bringing together young people inspired by the revolution and eager to change their country.

As Tunisia moved towards its first democratic election, Tunisia Live became an essential source of independent and verified information of the English-speaking community living in Tunisia and those interested in the North African country around the world.

Tunisia Live constructed a unique business model by offering media services to media organisations seeking to cover events in Tunisia. This has allowed Tunisia Live's staff to work closely with renowned journalists. This not only compensated for deteriorating advertising revenues but also strengthened the journalistic training of their staff.

MENTORING

Youssef Gaigi worked together with Dr Nikolaus Förster (Impulse Medien GmbH) on the following issues:

- Analysis of the business model
- Analysis of the financial situation
- Strategic reorientation in sales and customers
- Development of new products
- Market analysis

YOUSSEF GAIGI

Youssef Gaigi holds an MBA from Boston University. He is co-founder and operations manager of Global Productions / Tunisia Live. Youssef was the first Al Jazeera English reporter to appear on camera during the Tunisian revolution. He produced most of Al Jazeera English's news coverage as well as several documentaries. Prior to the Tunisian revolution Youssef worked in several countries in North Africa, Europe, and North and South America.



“Viamobile is the first company in Tunisia that provides “Mobile Money” services. Our flagship product ‘mdinar’ is an innovative, secure and easy payment solution via mobile phone.”

VIAMOBILE / TUNISIA

BUSINESS SEGMENT: IT FINANCE

YEAR OF FOUNDATION: 2009

ANNUAL TURNOVER: EUR < 1,000,000 (2012)

EMPLOYEES:16

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OVERVIEW

Viamobile is operational in Tunisia and Lebanon, offering financial institutions, mobile operators and retailers alike solutions for mPayments, mBanking and mCommerce. Viamobile is a non-partisan and independent service provider building a multi-bank and multi-mobile operator environment. Viamobile's solutions enable companies to create and further expand long-lasting relationships with their customers and to serve the unbanked population where financial inclusion is a goal.

Based on its French partner Creova's innovative technological platform, Viamobile products are secure, high-performing and user-friendly, ensuring customers optimal

transactions that are adaptable to their needs.

Viamobile has heavily invested in infrastructure, or data centres, worldwide to comply with international standards. Viamobile helps companies build their mobile strategies by adjusting their solutions to social and economic market segments – and they do it while maximising quality of service and minimising operating costs.

Viamobile launched their flagship product mdinar@ in May 2012, an innovative, secure and easy payment solution via mobile phone.

MENTORING

Ramzi El Fekih worked together with Mathias Heese (Consultant for mobile and digital business) on the following issues:

- Fundraising
- Marketing
- Development of a loyalty programme

RAMZI EL FEKIH

Ramzi El Fekih is the CEO of Viamobile Tunisia, as well as founder and chairman of Creova, France - a leading Mobile Money Solutions provider. He has 22 years experience in business development, product management and software development. His experiences range from Cisco and Logica to start-ups such as Visto / Good Technology. He holds an M.S. in Computer Engineering (1990) and a B.S. in Electrical Engineering (1989) from Boston University.



“Weladna creates products that stimulate kids’ minds, develop their personalities, and make them more engaged in their communities.”

WELADNA / EGYPT

BUSINESS SEGMENT: DESIGN AND MANUFACTURING OF KIDS PRODUCTS

YEAR OF FOUNDATION: 2011

ANNUAL TURNOVER: EUR 22,000 (AUGUST TO DECEMBER 2012)

EMPLOYEES: 8

Phone +20 10 0143 4245 | **Email** info@weladna.com | **Website** www.weladna.com

OVERVIEW

Weladna's products range from board games to furniture with the goal of stirring curiosity. Weladna believes that a child should grow to be a true and happy human being – so they design products so that kids are exposed to new ideas and made more culturally and environmentally aware.

For example Weladna created Baladna®, Egypt's first educational board game for the whole family. Players receive interesting information about governorates and key monuments - so the game turns into a journey of knowing and loving Egypt. Weladna hopes that this playful approach will allow new generations to grow up with more knowledge, more tolerance, and more love and understanding.

In addition to the games, Weladna offers an innovative decoration concept for children's rooms. A variety of products that are easily assembled can be used to reflect a child's current interests. They include bedding, curtains, lighting, and wall decorations. Only eco-friendly production methods as well as Egyptian cotton of the highest quality are used. Fabric waste is also used to create recycled products.

MENTORING

Fatma Azmy worked with Philippa Pauen (Wummelkiste / Surprise Internet GmbH) on the following issues:

- Potential for export
- Logistics
- Purchasing and sales
- Financing and increasing efficiency

FATMA AZMY

Fatma Azmy is a mother of two children and a graduate of the German School in Cairo who studied business administration at the American University in Cairo. She started her professional career in brand management at Henkel. Afterwards she returned to academia and completed an MBA with a focus on operations management. She then worked at Vodafone Egypt before co-founding WELADNA in 2011.

PARTNERS

Germany

Federal Foreign Office
Bertelsmann Foundation
BMW Foundation Herbert Quandt
Euro-Mediterranean Association for Cooperation and Development (EMA)
Gründerkinder
Stiftung Familienunternehmen - Foundation for Family Businesses

Egypt

Alexandria Business Association (ABA)
Egyptian Junior Business Association (EJB)
Endeavor Egypt
Industrial Modernisation Centre (IMC)

Tunisia

Association des Tunisiens des Grandes Ecoles (ATUGE)
Centre d'Affaires de Sousse
Centre des Jeunes Dirigéants d'Entreprise de Tunisie (CJD)
Chambre Nationale des Femmes Chefs d'entreprises (CNFCE)
Confédération des Entreprises Citoyennes de Tunisie (CONNECT)
Chambre de Commerce et d'Industrie du Centre (CCIC)
Konrad-Adenauer-Foundation Tunisia
Réseau Entreprendre
Sfax Business Development Center
Sfax Chamber of Commerce and Industry
Union Tunisienne de l'Industrie, du Commerce et de l'Artisanat (UTICA)

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