



Arabian Cement Company Hands “Shamsia” an EGP 50,000 Check as Part of “Khaleeha Suessi” Program

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Arabian Cement Company (ACC) recently invited Shamsia founders to its plant in Ain El Shokhna to celebrate the latter receiving an EGP50,000 check from ACC. ACC’s support to Shamsia comes as part of the recently launched second phase of Khaleeha Suessi – the company’s social start-up program launched in collaboration with Nahdet El Mahrousa. The allocated fund was raised through an innovative online platform introduced in Egypt by Bassita, an Egyptian start-up that has been operating since 2014. The idea was to raise awareness about Shamsia as Suez’s first maker space through posting a video on social media platforms and encouraging those interested in supporting Shamsia to be a part of the fundraising process through liking, commenting on and sharing the video. In less than three weeks, Shamsia’s video was able to generate 50,000 clicks – which is the threshold agreed upon with ACC. Founded in 2015, Shamsia made it to the validation phase of Khaleeha Suessi’s first round. Having worked on validating the idea, developed their business model and connected with a network of entrepreneurs and potential entrepreneurs (the market they wished to serve); Shamsia returned to Suez and launched their space. Shamsia boast acquiring 90% of the potential market of student activities in Suez University. Using the granted funds Shamsia will be working to furnish and equip the first makerspace in Suez. Complete with a Laser Cutter, a 3D printer as well as a few other tools, Shamsia hopes introducing the technology inspires the local community of innovative youth to prototype and implement their ideas. They see a lot of potential especially from Suez’s technical schools and colleges, that the governorate is known for.

“Supporting start-ups in Suez governorate is something that ACC is proudly working on with Nahdet El Mahrousa and our other partners since 2015. Our vision is to encourage the youth to pursue their dreams innovatively and creatively,” said Sergio Alcantarilla, Chief Executive Officer of ACC. “Shamsia’s team are promising youth that aim at inspiring a new generation of local inventors and giving existing inventors a chance to prototype their designs. I believe this is a great start for the second round of Khaleeha Suessi. At ACC, we’re looking forward with much enthusiasm to the upcoming phases of the program.” The second round of “Khaliha Suessi” program was launched on May 17, 2017. Since then, Nahdet Al Mahrousa organized a series of workshops and information sessions to educate and raise awareness about the program among



the youth of Suez. The sessions included discussing the available opportunities for their startups; these opportunities were mainly in the fields of agriculture, food products, renewable energy and waste management. In addition to that, Nahdet Al Mahrousa launched a project to generate new ideas online in collaboration with SolvEgypt, aiming to bring together innovative ideas from young people, providing an opportunity for each participant to present his views and find solutions to the challenges facing Suez. All these activities are part of a larger project targeting Suez Governorate to raise awareness among the youth of Suez and encourage them to establish social and innovative startups and projects to create jobs in Suez. In the coming period, Nahdet El Mahrousa will announce the opening of Khaliha Suessi's competitions for innovative ideas and startups, providing awards and technical support on how to implement ideas on the ground and to build successful and sustainable startups.

About Arabian Cement Company

Arabian Cement Company (ACC) was first established in 1997 by a group of Egyptian entrepreneurs, who aspired to establish a leading Egyptian cement company. The cement factory is located in the Suez Governorate. It produces five million tons of first quality cement, approximately 10% of Egypt's production. The company is a joint venture between Cementos La Union, a Spanish investor holding the majority of shares, and a group of Egyptian investors.

About Nahdet El Mahrousa

Nahdet el Mahrousa (NM) seeks to make a positive and lasting impact on Egypt's cultural, economic, and social development by activating and engaging young Egyptians. NM's flagship program, the "Incubator of Innovative Social Enterprises", leverages the ideas of high-potential change-makers, empowering them to act as a driving force for social innovation in Egypt. Since 2003, NM has incubated over 85 social enterprises—in fields such as job creation, education, scientific innovation, youth development, healthcare, and arts & culture. Last year alone we impacted 60,277 individuals in Egypt. At NM, we moreover take pride in being authentically Egyptian: founded, owned, and led by Egyptians. NM is an NGO registered with the Ministry of Social Solidarity. To learn more visit: www.nahdetelmahrousa.org

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