



## **【JCCME held “Egypt Start-up Investment/Partnership Webinar”】**

April 3, 2024

JCCME

On March 7, 2024, Japan Cooperation Center for the Middle East (JCCME), Economic and Commercial Section of the Embassy of the Arab Republic of Egypt in Tokyo, and the UNIDO ITPO Tokyo, jointly organised the "Egypt Start-up Investment/Partnership Webinar - Exploring Egypt's Innovation & Start-up Ecosystem".

In 2022, Egypt secured 160 start-up investments, placing the country at the top spot within the MENA region for the first time. Despite a noticeable global decrease in start-up investment since 2023, the MENA region, including Egypt, continues to show significant potential.

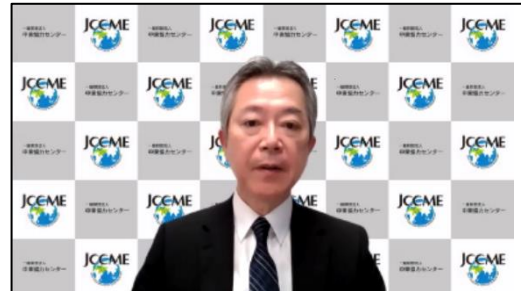
With the aim of fostering partnerships and investment opportunities, the webinar introduced information on Egypt's start-up environment and showcased high-potential start-ups to Japanese venture capitalists, investment funds as well as the Japanese companies interested in partnering with Egyptian start-ups.

During the webinar, Dr. Ahmed El Karrany from the Information Technology Industry Development Agency (ITIDA), responsible for nurturing start-ups in Egypt, delivered an informative presentation. Eight (8) potential start-ups also made pitch presentations. In addition, the cross-talk session was held, inviting corporate venture capitalists and others on the subject of 'Exploring Start-ups Opportunities in the MENA Region.' The webinar was attended by 113 participants, including venture capitalists and innovation funds exploring business partnership with Egyptian start-ups, indicating a high level of interest in the market.

JCCME, in continued collaboration with relevant Japanese and Egyptian organizations, will endeavor to support and promote Japanese companies' investments in Egypt. Companies interested in investing in Egypt are encouraged to reach out for further information.



Mr. Mohamed ABUBAKR Saleh Fattah  
Ambassador Extraordinary and Plenipotentiary  
of the Arab Republic of Egypt to Japan



Managing Director TAMURA Mitsuo  
Japan Cooperation Center for the Middle East



Eng. Ahmed EL ZAHER  
CEO of ITIDA



Mr. Ahmed EL KARRANY  
ITIDA

Pitch presentations by Eight (8) Egyptian Start-ups



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Cross Talk: Exploring Startup Opportunities in the MENA Region

