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Energy diversification and environmental issues put focus on foreign investment and solutions in MENA

By: Morten Siem Lynge, Consul General and Regional Coordinator

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Thus attracting foreign investment and international companies in the sustainable energy solutions, green growth and waste and water management are high on the agenda in MENA. An example is Saudi Arabia’s implementation of investment zones; Economic cities, that are intended to attract foreign companies and investment.

In this issue the spotlight article from Morocco highlights how the market for green and sustainable energy solutions and the implementation of CSR is developing significantly. Where Morocco is projected to be one of the most promising markets for growth within the solar energy sector, Egypt is improving green growth through government initiatives and reforms aiming to set the grounds for improved investment opportunities. Similarly in the UAE green growth initiatives and opportunities are outlined in the wake of EXPO2020, where sustainability is “the name of the game”.

Other countries in the MENA region are facing severe environmental issues, which have gained major attention. In Lebanon the issue of waste management has opened the possibility for foreign expertise and investment, whereas Jordan is struggling with extreme water scarcity and the country is working to seek solutions that can both aid and improve the development of water management systems. This issue of Business News will explore the above mentioned themes and we hope you will enjoy the newsletter and look forward to working with you in the future.
Morocco: One of the world’s most promising solar energy markets

A newly introduced Solar Plan policy arrives as a response to the strong need of energy source diversification.

To keep yourself updated you can now find us on LinkedIn: www.linkedin.com/company/the-trade-council-of-denmark-in-mena.
The Moroccan Solar Plan (MSP)

With 3000 hours of sun per year, Morocco enjoys a unique solar irradiation that outclasses Europe’s best sites by 30%. With the MSP Morocco made its entrance in a new energy era. In 2014 Morocco imported almost 98% of its energy supply, for which reason the MSP is a beautiful promise that carries Morocco towards the conquest of an energy independence that claims to be durable and eco-friendly. The nine billion dollar MSP project is managed by the Moroccan Agency for Solar Energy (MASEN), and will in 2020 provide solar plants for Morocco with a total capacity of 2000 MW, spread over a surface of over 10,000 ha.

In the long run, the project will make it possible to save 1 million tonnes of oil equivalent (toe) yearly and thus avoid the emission of 3.7 million tonnes of CO2 per year.

Five locations, two technologies

Five sites have been selected to host the installations of the solar plants: Ouarzazate, Aïn Béni Mathar, Foum El Oued, Boujdour and Sebkhat Tah (cf. solar irradiation map).

The sites will use two different technologies: Concentrated Solar Power (CSP) and Photovoltaics (PV) (cf. Infobox).

According to CSP Today, a communication organ specialized in CSP, Morocco is the world’s third most promising CSP market after USA and South Africa. Morocco’s political and economic engagement has greatly contributed to this ranking.

By: Reingard Bretéché, Embassy of Denmark in Morocco

In 2009 Morocco introduced the Moroccan Solar Plan (MSP) policy, aiming to ameliorate supply security, accessibility and affordability of energy. The MSP prescribe a strategy based on diversification of energy sources, the promotion of energy efficiency and the increase of the share of renewable energy, which is foreseen to constitute 42% (of which 14% will be from solar energy) of the Kingdom’s energy mix by the end of the decade.

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By: Reingard Bretéché, Embassy of Denmark in Morocco
NOOR Ouarzazate - the world’s largest solar energy complex
The NOOR Ouarzazate project consists of different phases. The first links of the project, NOOR Ouarzazate I, whose delivery is scheduled for 2016, and NOOR Ouarzazate II, whose construction is starting this year, consist of parabolic trough mirror fields and will have an overall capacity of 500 MW.

The next phase, NOOR Ouarzazate III, will implement the CSP tower technology. It will generate between 100 and 150 MW of power and have a storage capacity of three hours minimum. The African Development Bank, the European Investment Bank, the KfW, the World Bank, the European Union, and other international donor organizations are taking part in the project’s funding. Last March, a call for tenders was sent out for NOOR Ouarzazate IV, which will use photovoltaic technology and have a capacity of 50-70 MW.

Energy self-sufficiency at hand
While Morocco has privileged CSP technology, it also possesses one of the richest potentials for PV solar electricity production, according to Solar First, the world’s leading firm in PV systems.

Jean Philippe Denruyter, Energy Specialist at the conservation organisation WWF estimates that Morocco might attain energy self-sufficiency with only 120 km² of solar panels.

Solar Cluster
In April 2014, Morocco launched a solar cluster with the aim of increasing the companies’ productivity and innovation capacity. Collaborative working groups have already identified six promising applications: solar lighting and road signs, cold production for air conditioning, solar pumping systems, individual and collective solar water heaters, heat and steam production from CSP, and micro-grids and telecoms.

Considering the expertise that Danish companies have built up with these technologies, the Moroccan solar market seems undeniably to be tailored to Danish investments.

INFO: CSP & PV technologies
CSP with parabolic trough: consists of a solar thermal collector curved as a parabola that concentrates sunlight in order to heat a heat transfer fluid, which is used to produce electricity.

CSP with solar power tower: uses a tower that receives focused sunlight from flat movable mirrors. These focused rays heat a liquid, whose steam is used to power a turbine.

PV: uses solar panels to convert solar energy into direct current electricity. The panels consist of solar cells made of semiconducting materials that exhibit the photovoltaic effect.
The Egypt Economic Development Conference (EEDC) held in Sharm El Sheikh the 13th -15th of March 2015, saw major investment pledges from foreign governments and world leading multinational companies. Astonishing 33 billion USD in foreign direct investment was achieved in total with the gulf countries leading the way with 12.5 billion USD. Saudi Arabia, the United Arab Emirates and Kuwait each pledged 4 billion USD to Egypt with Oman pledging 0.5 billion USD.

Energy and Electricity sector calls for investments

The investment conference showed ample investment opportunities in green growth sectors. Particularly in the waste management sector increasing opportunities seem readily available as the Egyptian government is looking to attract investments that can further develop Egypt’s waste management sector. The development of agricultural waste plants across the country, urban waste management, and investments in water desalination plants is high on the agenda for the Egyptian government and public tenders are to be offered in late 2015.

The largest investments announced at the conference were in the energy and electricity sectors. British Petroleum (BP) announced the single largest FDI in the history of Egypt with an oil extraction deal worth 12 billion USD.

The German company Siemens announced big deals in the electricity and energy sector. Siemens landed a deal to build a 4.4 gigawatt power plant and to construct windturbine installations in Egypt that will eventually generate around 2 gigawatt and to build a factory that produces blades for windturbine. It’s worth noticing that much of Siemens’ wind division, Siemens Wind Power, is located in Denmark.

Improving the investment climate

The current Egyptian government has begun an ambitious reform program to improve the investment and business climate in the country. This includes cutting ineffective subsidies and improving infrastructure. Another equally important measure has been to approve a new investment law for Egypt. The new investment law replaces all previous legislation that has organized FDI’s in Egypt in the past and institutes a one-stop-shop for investors, who will only have to deal with one government entity to get all the needed government permits.

To further increase investor confidence in Egypt the government presented a Sustainable Development Strategy-2030 (SDS). With the SDS, Egypt plans to be among the top 30 nations in the world in terms of economic development, market competitiveness and human development.
Jordan:
Adressing absolute water scarcity

Water resources are a critical concern faced by many of the MENA countries, and the Hashemite Kingdom of Jordan is no exception. The water management in Jordan is under particularly critical awareness as the WHO estimates that Jordan has one of the lowest availability of water resources per capita in the world.

By: Ahmad Mahmoud El Loubani, Trade Council of Denmark in Lebanon

JORDAN | BUSINESS NEWS

When annual water supplies drop below 1,000 m3 per capita per year, the population faces” water scarcity”, and below 500 m3 “absolute scarcity”. As Jordanian farmers faced the driest season in decades in 2014 the estimates predict an upsetting future.

The international development organization Mercy Corps stated in a report on water scarcity in Jordan from March 2014 that ”Jordan, one of the world’s driest countries, is dumping much of its water into the sand”. Due to aging infrastructure, the water pumps in Jordan lost 76 billion litres of water due to leakage. Water, that could meet the needs of 2.6 million people - more than a third of Jordan’s current population. But not only is the outdated infrastructure a challenge, the rising population and refugee pressures over the next decade combined with the potential aggravation by climate change will worsen the already acute situation.

For more information on the exhibition, please contact Mr. Ahmad Mahmoud El Loubani, Commercial advisor at ahmlou@um.dk.

Jordan: Water for life strategy

The Jordanian government launched in 2008 the comprehensive political strategy: Water for Life with an ambition to meet the need for water by 2022. Some of the major areas of concern are the institutional and structural status and conditions, how to secure the waste water and how to obtain alternative water resources.

In the aftermath of this political strategy, Jordan is organizing the “Water and Development Congress & Exhibition” which is to take place on the 18th to 22nd of October 2015. The conference and exhibition brings together leaders and decision makers from governments, NGOs, research institutes and service providers within the water management sector. The aim of the conference is to seek solutions for the development of water management systems and support the transition to new ways and solutions that can sustain regular water supply.

Aging infrastructure, population growth and climate change

Jordan is amongst the four most water-stressed countries in the world. Water resources are already far below the water poverty line of 1,000 m3 water per capita per year, and according to estimates and forecasts this number will dropped to worrying 90m3 per capita per year by 2025.
Morocco: Promoting CSR and green growth

A conference dedicated to Corporate Social Responsibility (CSR) was organized by the Danish and Norwegian Embassies on April 14th in Casablanca, Morocco, with the aim to strengthen the ties between Danish and Moroccan partners and promote sustainable business practices.

By: Reingard Bretéché, Trade Council of Denmark in Morocco

The Nordic Business Forum conference provided the platform for private and public actors to exchange knowledge and experiences, and promising continued synergies and cooperation activities.

Corporate Social Responsibility
CSR is a strategic and competitive asset that works to generalize socially and environmentally responsible actions. The conference on CSR gathered more than 100 national and international participants from the private and public sectors, who exchanged stories and expertise. The conference was opened by the Ambassador of Denmark, Michael Lund Jeppesen, and Norwegian Ambassador, Are-Jostein Norheim, both underlining the fact that companies have a lot to win through acting responsibly where they operate. They presented the aim of the conference as a strengthening of the ties between Nordic and Moroccan partners to promote sustainable development and green growth initiatives in Morocco.

Company experiences with CSR
APM Terminals Tangier, a Danish-Moroccan partnership between The Maersk Group and AKWA Group has successfully implemented CSR strategies in their operations in Morocco. Another mayor industrial player in the market, Danfoss is also a forerunner of sustainability in their business conducts in the Moroccan market.

Group Delassus, a Moroccan company working in the agricultural sector, introduced the audience to their company as an example of a successful local CSR case.

The attention CSR is given is very much in line with how sustainability and green energy have gained momentum in Morocco. Especially solar panels are a great asset, and are described as one of the best countries in the world for solar energy. Read more about solar panels in the spotlight article.

Why do CSR?

- CSR creates a more sustainable, justifiable and environmentally friendly production of products
- CSR as a business tool sets out the moral and ethical stance of the company
- Sets a good example of good will, that can inspire others to become social and environmental responsible
- A CSR profile attracts clients and employees
Lebanon: Waste Management reaches out to Foreign Expertise

The Lebanese are currently struggling with waste management, since the responsible municipal collection services are not able to establish a sustainable and adequate waste management system. With rising environmental issues, Lebanon is now calling for foreign expertise in building a reliable waste management system.

By: Ahmad Mahmoud El Loubani, Trade Council of Denmark in Lebanon

Lebanon calls for Foreign Expertise and Solutions

According to the Council of Development and Reconstruction (CDR), proposals are being accepted, dividing Lebanon into six main districts: sweeping, collection and transportation, screening, treatment and landfilling. This creates opportunities for foreign companies to participate in tenders in partnership with Lebanese companies and establishments, to implement projects worth over $10 million. There has not been created any policy or legal framework for waste management projects by the relevant Ministries, and therefore the government is accepting all types of proposals from companies to the management of waste in the country.

The first deadline to submit a proposal is by the end of May, and Danish Companies are welcome to participate with a submission of a proposal. The Trade Council of Denmark in Lebanon can assist in facilitating meetings with key individuals and decision makers.

The duration of the project is two years from the date of submission of the bid, and the implementation period will stretch over four years.

For more information on, please contact Mr. Ahmad Mahmoud El Loubani, Commercial advisor at ahmlou@um.dk.

Illegal Dumpsites and No Recycling

The waste generated in Beirut and Mount Lebanon alone accounts for 60% of the total waste in Lebanon. The responsibility of waste management lies in the hands of local municipalities. However, given the lack of attention and technical expertise, there are more than 700 unsafe and illegal dump sites. These illegal dumps are random areas where it became a norm, mainly during the civil war, to pile up garbage in locations not assigned or legalized by the government and with no safety or environmental precautions. According to a study conducted by the Italian Coordination Office in Beirut, it is estimated that 40% of the waste goes through illegal dumpsites, while around 50% is disposed in legal but unsanitary landfills. Only 10% is recycled.

The lack of waste management from the municipality means that it foregoes the opportunity to profit on recyclables, as the waste from the dump sites are less valuable due to organic decomposition, impurity and stocking procedures. The lack of recyclables in turn leads to a high demand for metal, car batteries, plastic and paper that are low in availability, further enhancing the economic and environmental problems of the poor waste management system.
The fall in oil prices has meant a change in policy for Saudi Arabia, making a diversification away from the oil industry crucial. The Economic Cities have increased in momentum and there are now four more under construction in addition to Jubail and Tabuk. These four new cities create investment opportunities for almost $70 billion in a range of industries. Not only is this a great investment opportunity, it also generates almost 1.6 million jobs; a necessity for coping with Saudi Arabia’s massive young population - who represents about half of the total of 13 million Saudis.

**Economic Cities:**

Each Economic City (EC) covers a specific range of sectors, with 4 currently under development and Tabouk and Eastern province EC’s still in the planning phase:

- **King Abdullah EC:** Port and logistics, light industry and services.
- **Prince Abdulaziz bin Musaid EC:** Logistics, Agribusiness, minerals and construction material e biotechnology and higher education with an Islamic focus
- **Jazan EC:** Energy, manufacturing and labor intensive industries
- **Knowledge EC:** “Knowledge-based” industries like...

The concept of the Economic City is to create geographical pockets for international firms with reformed economic policies; allowing foreign ownership of private companies, streamlining and simplifying bureaucracy and relaxing social rules – including enhancing women’s rights inside the cities. These new guidelines make the Economic Cities “liberal islands” – as International Policy Digest so eloquently puts it.

**New Economic Cities**

The largest of the new Economic Cities is the King Abdullah Economic City in Rabigh. Built on the coast of the Red Sea, it is in a natural position to promote shipping, port and logistics. The 168 million m² area will allow for $27 billion investments and employ over 1 million people.

Among the other new cities is the Hael based agribusiness and mineral-focused ‘Prince Abdulaziz bin Musaid Economic City’ with investment opportunities of $8 billion; the ‘Knowledge Economic City’ in Madinah, promoting knowledge industries, medical sciences and bio-technology centres for $7 billion; and the ‘Jazan Economic City’ where the majority of the $27 billion investment opportunities will be concerned with an industrial park.
United Arab Emirates: Opportunities for sustainable solutions - EXPO2020

The UAE has made steady progress in the adoption of renewable and sustainable energy solutions, and can pride itself as being the largest market in renewables in the GCC. With ambitious plans to derive energy from renewable sources by 2020, the UAE is starting to gain international attention.

By: Astrid Svitzer Ching Nielsen, Trade Council of Denmark in Dubai

Creating a Strategic Business Alliance

In November 2013, Dubai won the right to host the world EXPO2020, which creates a meeting point for a global community to share innovations and progress under the main theme “Connecting Minds, Creating the future” with the three-themed-subheadings: “Mobility”, “Sustainability” and “Opportunity”.

Leading up to the event, a Strategic Business Alliance has been established in close cooperation with The Royal Danish Consulate General in Dubai and Act NOW - a Danish organisation encompassing close to 35 Danish companies, municipalities and organisations working with state-of-the-art sustainable solutions.

The overall goal of the Strategic Business Alliance is to demonstrate, develop and implement solutions and products to the UAE market in the wake of the EXPO. The ambition is to make a greater impact and increase the visibility of the participating companies at the event, which will be an incomparable international showcase for sustainable solutions.

“If we want to make a difference, we have to join forces, we have to step outside the closed discussion forums and share our ideas openly. We have to learn from each other and put into practice the solutions that can make a difference.” – Act NOW

Act NOW enters the UAE market

Act NOW’s background for choosing the UAE market begins with the signing of the Memorandum of Understanding during Abu Dhabi Sustainability week in 2014. After another visit in January 2015, there was a clear consensus of the potential for Danish Cleantech companies in the UAE. The focus for Act NOW is, together with the Consulate General, to prepare the Danish companies for the upcoming EXPO, making it a stepping stone for entering the market in the Middle East where the green transition is still in its infant but growing state.

If you have any questions or would like to know more about the cooperation with Act NOW and the strategic alliance, please contact our commercial advisor Mrs. Astrid Svitzer Ching Nielsen at asthan@um.dk.

Strategic Business Alliances

The overall purpose of a strategic alliance program is to increase SME’s internationalization by collaborating with larger Danish companies to strengthen the width of their portfolio. Requirements for participating in a strategic alliance:

- At least three Danish companies must be part of the alliance;
- Foreign companies can be part of the alliance however at least 50% of the companies in the alliance must be Danish;
- 50% of the Danish companies must fulfil the Trade Council’s requirements of an SME; a Danish CVR number, less than 100 employees and a turnover below 150 million DKK;
- System export

UNITED ARAB EMIRATES | BUSINESS NEWS
UPCOMING EVENTS
May 2015 - October 2015

The middle east and northern Africa hosts a wide range of business events, and the following is just a small selection.

May:

**Saudi Health**
*(18th - 20th of May - Riyadh)*
The exhibition caters to international healthcare stakeholders, dealers, distributors, suppliers and service providers to interact and network with new buyers and key industry players.
[www.saudihealthexhibition.com](http://www.saudihealthexhibition.com)

**Jordan International Energy Summit**
*(19th - 20th of May - Jordan)*
The summit provides a platform for showcasing the country's energy mix and related investment opportunities.
[www.jies-summit.com](http://www.jies-summit.com)

**GreenTech Expo**
*(28th - 31st of May - Cairo)*
This exhibition will focus on green technology, renewable energy, waste management and recycling.
[www.greentechexpoegypt.com](http://www.greentechexpoegypt.com)

June:

**Healthcare in MENA Seminar - Denmark**
*(2nd of June, 2015 - Odense, Denmark)*
Healthcare Denmark will be launching a seminar to introduce the healthcare sector in the MENA region to the Danish market.

**Project Lebanon**
*(2nd - 5th of June - Lebanon)*
International Construction Trade exhibition brings together industry leaders from around the world - allowing for face-to-face networking opportunities.
[www.projectlebanon.com](http://www.projectlebanon.com)

**BATIMAT Maroc**
*(5th - 8th of June - Casablanca)*
The exhibition caters to the following four sectors in construction; Interior & outdoor architecture, HVAC/ Electrical systems, Building envelope and Worksite equipment tools.
[www.batimatmaroc.com](http://www.batimatmaroc.com)

July:

**The middle east and northern Africa hosts a wide range of business events, and the following is just a small selection.**

**Cityscape Global**
*(8th - 10th of September - Dubai)*
The exhibition provides a venue for networking and conferences in the property development and real estate sector of Dubai.
[www.cityscapeglobal.com](http://www.cityscapeglobal.com)

**October:**

**Water and development congress & Exhibition**
*(18th - 22nd of October - Jordan)*
The event brings together decision makers to address key issues and opportunities in the water sector.
[www.iwa-network.org](http://www.iwa-network.org)

**Pollutec Maroc**
*(21st - 24th of October - Morocco)*
International exhibition of equipment, technologies and services for the environmental sectors.
[www.pollutec-maroc.com](http://www.pollutec-maroc.com)

**Gulfood Manufacturing**
*(27th - 29th of October - Dubai)*
The exhibition covers sectors dealing with ingredients, processing and packaging equipment as well as logistics.
[www.gulfoodmanufacturing.com](http://www.gulfoodmanufacturing.com)
COUNTRY INDICATORS

The following facts and figures provide an insight to the economic situation in the Middle East and North Africa.

**Growth in real GDP, 2015**
Annual %, IMF, WB and EIU Estimates

- Bahrain | 2.9
- Egypt | 3.6
- Iraq | 0.9
- Jordan | 3.4
- Kuwait | 1.8
- Lebanon | 2.0
- Morocco | 4.6
- Oman | 5.0
- Qatar | 7.7
- Saudi Arabia | 4.1
- Syria | N/A
- UAE | 3.5
- Yemen | 3.7

**Consumer prices, 2015**
Annual percentage change, projection, WB WEO Report 2015.

- Egypt | 10.3
- Jordan | 1.2
- Lebanon | 1.1
- Morocco | 1.5
- Qatar | 2.0
- Saudi Arabia | 19
- UAE | 2.1

**Foreign Direct Investment (FDI), Net inflows**
World Bank, WEO.

**Overall country risk assessment**
Countries are ranked from 1-100, with 100 being the most risky.

- Qatar | 28
- UAE | 32
- Oman | 35
- Saudi Arabia | 39
- Bahrain | 41
- Jordan | 43
- Morocco | 49
- Lebanon | 53
- Egypt | 54
- Iran | 71
- Iraq | 74
- Yemen | 76

WE WORK FOR YOU

The Danish Consulates end Embassies are ready to assist you with strategic advice and valuable insights of the Middle Eastern business and political praxis. Please contact our commercial advisors for further information.

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Get a chance to meet a commercial advisor from the MENA region in Denmark and boost your business opportunities in the Middle Eastern market.

The following commercial advisors will be visiting Denmark at the below dates and would like to meet with interested Danish companies

<table>
<thead>
<tr>
<th>Advisor</th>
<th>Dates</th>
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</thead>
<tbody>
<tr>
<td>Astrid Svitzer Ching Nielsen</td>
<td>26th of May to 4th of June</td>
</tr>
<tr>
<td>Saffie Kücükkaraca</td>
<td>May (Dates are not confirmed</td>
</tr>
<tr>
<td>Reingard Bretéché</td>
<td>1st - 4th of June</td>
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<tr>
<td>Parastoo Sharifi</td>
<td>7th - 19th of June</td>
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<tr>
<td>Vibeke Ejby Nurgberg</td>
<td>August (Dates are not confirmed at time of publishing)</td>
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For further updates, please contact us to keep updated.