

Meeting: EBA - Seeders Capital & Connect Clean International

Date: 27.03.2022

Location: Online Virtual Meeting

In Attendance: Mr. Mohamed Youssef - Executive Director (EBA)
Mrs. Dalia Youssef - Division Director International Relations (EBA)
Ms. Sandrine Gil - Head of the Valencian Community Delegation - France-Spain
Chamber of Commerce (and CEO of Connect Clean)
Mr. Emad Hefny - Chief Executive Officer (Seeders Capital)

Meeting Summary

Seeders Capital, Connect Clean partner in Egypt, organised a meeting to present Connect Clean business model to EBA executive team and explore models of business collaboration.

Sandrine presented Connect Clean business model and elaborated on the event scheduled for June in Spain which will match corporates, governments and startups from Europe and potentially Egypt in verticals related to sustainability, digital technology, climate change, green mobility, circular economy and others (program agenda attached).

Connect Clean showed its interest in collaborating with EBA to bridge the gap between solution seekers in Egypt and solution providers in Europe. EBA highlighted agriculture and green energy as the most important verticals currently being addressed in Egypt.

EBA would have a great role in;

- Presenting the June event and program to its members and to related government sectors based on their sectoral needs using Connect Clean marketing material.
- Arranging the communication between interested parties and Connect Clean to create a seamless communication approach.
- Presenting the EBA during the event and lay the foundations for future cooperation.

EBA would be benefitting from;

- A European vetted pool of corporates and entities that are ready to serve the Egyptian market
- Co-branding with Connect Clean and Seeders Capital throughout the cooperation period in events with Egyptian presence.
- Adding to its international scope of work a reliable partner.
- Ensuring communications and business collaborations between Egyptian entities and Connect Clean entities pass through EBA.