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### GROHE's GIVE programme graduates first class of 45 plumbers in Egypt

Global bathroom and kitchen solutions brand GROHE has celebrated the first graduating class of its vocational training programme in Cairo, which has equipped 45 young Egyptians with professional plumbing and sanitary work skills.

The GROHE Installer Vocational Training and Education (GIVE) Program, launched in Egypt in 2023, aims to address the shortage of qualified professionals in the plumbing sector. The two-year curriculum involved over 96 hours of practical and theoretical training.

The graduation ceremony on Sunday was attended by Mohamad Ataya, Leader for North West Africa at LIXIL IMEA, the parent company



of GROHE.

"This first graduating class represents a proud moment for GROHE

and a tangible step toward developing a skilled, future-ready workforce," Ataya stated. "As an industry leader, it

is our responsibility to equip young professionals with the skills, tools, and sustainable mindset needed to advance the sector, contribute to their communities, and shape the future of the plumbing industry."

The programme provides students with hands-on experience and an internationally recognised certification.

The GIVE Program is expanding across Europe, the Middle East, and Northwest Africa, with more than 60 partner institutions currently offering plumbing training. It is already active in Morocco, Pakistan, Nigeria, Ghana, Europe, and Saudi Arabia, and aims to engage over 5,000 students aged between 18 and 25 across the region in the coming years.

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# Egypt, Eroğlu Group discuss textile investment, partnership opportunities

Minister of Public Enterprises Sector Mohamed El-Shiny met with Chairperson of Eroğlu Group Nurettin Eroğlu and his accompanying delegation at the ministry's headquarters in the New Administrative Capital to explore potential cooperation between the group and the Cotton, Spinning Weaving & Garments Holding Company. Discussions focused on partnership opportunities in managing and operating several newly established textile factories affiliated with the ministry.

During the meeting, both sides reviewed the key elements of the national programme to develop Egypt's spinning and weaving industry across the ministry's affiliated companies. The project entails a comprehensive modernisation of infrastructure and the establishment of new factories built to the highest international standards, covering all production stages — from spinning to finishing and garment manufacturing — with state-of-the-art equipment from leading global manufacturers.



The development programme also includes intensive training and upskilling initiatives to enhance workforce efficiency and productivity, ensuring top-quality output and global competitiveness.

Minister El-Shiny emphasised that such partnerships would help maximise the returns on substantial state investments aimed at revitalising this vital sector, safeguarding national assets, and boosting economic returns. He reaffirmed the ministry's commitment to modernising and developing Egypt's spinning and weaving industry, describing it as a cornerstone of the national economy. Through this comprehensive project, Egypt aims to restore its historical leadership in the textile sector, increase the added value of local products, and achieve full industrial integration — positioning the country as a regional hub for textile manufacturing.

For his part, Eroğlu highlighted the group's extensive international experience in managing spinning and weaving factories and expressed strong interest in expanding in Egypt, describing it as a promising and fast-developing market.

He noted that Eroğlu Group already operates investments in Ismailia and Damietta, exporting its products to the US and European markets. The company now seeks to deepen its presence in Egypt through expanded cooperation with the Ministry of Public Enterprises Sector on operating textile factories under its umbrella.

Both sides discussed preliminary partnership models, following a recent technical visit by an Eroğlu Group delegation to Mitr Spinning and Weaving Company in El-Mahalla El-Khara to assess the progress of modernisation efforts there. The delegation is also scheduled to visit another ministry-affiliated company in a different governorate in the coming days.

## Evergrow signs offtake deal with Fertigo to supply 60,000 tonnes of potassium sulfate annually from 2026



Evergrow Group for Specialty Fertilizers has signed an offtake agreement with Abu Dhabi-based Fertigo for Fertilizers and Chemicals to supply 60,000 tonnes per year of water-soluble potassium sulfate starting 1 January 2026.

Under the agreement, the entire production of this new quantity will be sold exclusively through Fertigo, which specialises in the trade of fertilizers and chemicals. The partnership aims to enhance integration between the two companies in promoting sustainable agriculture and meeting the needs of local and regional markets.

Evergrow, one of the Middle East's leading producers of specialty fertilizers, announced plans to expand its annual potassium sulfate production capacity from 360,000 tonnes to 420,000 tonnes in 2026 — an increase of 60,000 tonnes.

Company officials explained that the expansion will focus entirely on producing fully water-soluble potassium sulfate, which is in high demand among farmers for its ability to improve crop quality and soil fertility in an environmentally friendly manner.

They added that the increase in production will help meet the needs of rapidly growing agricultural markets while providing competitively priced products that support farmers and contribute to regional food security.

The expansion forms part of Evergrow's broader strategy to strengthen the agricultural supply chain, develop innovative and sustainable products, and employ advanced industrial technologies — consolidating its position as a trusted regional and global supplier of high-efficiency specialty fertilizers.

Evergrow also noted that the expansion will not only boost output but also improve product quality and production efficiency in line with international industry standards, enabling farmers to achieve optimal agricultural performance.

This development comes amid a global shift towards the use of water-soluble fertilizers, driven by their proven role in enhancing crop productivity, resource efficiency, and environmental sustainability.

## Egypt's ECS, Tunisian Industry Union discuss boosting trade, investment ties

The Egyptian Commercial Service (ECS) held a meeting on Monday at the headquarters of the Tunisian Union of Industry, Commerce, and Handicrafts (UTICA) to explore ways to deepen trade and economic cooperation between Egypt and Tunisia.

The meeting brought together representatives from both countries to discuss mechanisms for enhancing bilateral trade, promoting joint investments, and increasing trade volume to \$1bn in the near term.

The Egyptian delegation included Ambassador Bassem Hassan, Egypt's Ambassador to Tunisia, and Mohamed Maghrabi, Commercial Counselor and Head of the ECS in Tunisia. On the Tunisian side, participants included UTICA President Samir Hajoui, Vice President Hamad Kosti, Board Member Abdelkader Elouadi, and several other board members.

Discussions focused on supporting Tunisian investments in Egypt, identifying promising sectors for new partnerships, and building on the outcomes of the 18th session of the Egyptian-Tunisian Supreme Joint Committee held in September 2023.



Both sides also reviewed opportunities to enhance cooperation between private-sector institutions in the two countries.

The meeting reaffirmed the commitment of both Egypt and Tunisia to continued coordination and consultation aimed at advancing economic integration and strengthening bilateral trade relations.

Head of the ECS Abdel Aziz El-Shenfi said trade relations between the two countries have witnessed strong growth in recent years, with trade volume reaching approximately \$434.5m in 2024 — a 15.4% increase from 2023. Egyptian exports totalled \$279.9m in 2024, up 16.5% from \$235.9m the previous year.

During the first half of 2025, trade between Egypt and Tunisia amounted to about \$243.9m, compared to \$224m during the same period in 2024. Egyptian exports reached around \$206.5m, up 2.5% year-on-year, reflecting continued growth momentum and further potential for expansion.

E-Shenfi noted that as of February 2025, the number of companies with Tunisian participation in Egypt stood at about 449, with total issued capital of \$243.4m, of which the Tunisian share was \$45.63m.

He added that the services sector accounted for 26.2% of Tunisian investments in Egypt, followed by the industrial sector at 25.6%, underscoring the diversity of bilateral investment cooperation and the scope for new partnerships in both sectors.

E-Shenfi reaffirmed the ECS's ongoing efforts to strengthen economic, trade and investment cooperation with Tunisia, contributing to regional integration and supporting shared development goals between the two countries.

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## Egypt's fintech firm Money Fellows hits \$1.5bn in transactions

Egyptian fintech company Money Fellows announced it has exceeded 8 million users and surpassed \$1.5bn in total transaction value since its launch, as it digitises traditional rotating savings circles.

The company, which has completed over 2 million rotating savings groups through its application, has also achieved profitability, founder and CEO Ahmed Wadi said.

Money Fellows is the first Egyptian platform to offer an integrated experience combining digital savings groups, smart saving solutions, and a prepaid card, in partnership with Banque Misr.

The services operate under the supervision of the Central Bank of Egypt's FinTech Regulatory Sandbox.

"At Money Fellows, we believe technology can be a powerful tool to empower communities and promote financial equity," Wadi said in a statement. "We have successfully achieved



Ahmed Wadi

profitability, ensuring business continuity and enabling further expansion of our services."

The platform currently serves around 350,000 monthly active users, has issued over 50,000 prepaid cards, and has signed 328 B2B2C partnership agreements with leading companies and institutions. The company has raised over \$60 million in funding from local and international investors.

Wadi added: "The success of Money Fellows is not just measured by numbers, but by the positive impact it creates in people's lives, enabling millions to achieve their goals and improve their financial well-being."

The company's prepaid card facilitates deposits, withdrawals and payments without service fees, and offers additional benefits such as cashback and discounts at major retailers, making it a key tool in driving financial inclusion, the company said.

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