



Dr. Hala el-Hawari

Economics experts, Germany & Egypt

Qualifications

Postgraduate studies in Management & Marketing, Institute for Professional Training and Support in Leipzig, Germany 1998-1999

Ph.D. of Economics, Leipzig University, Germany 1998

Diploma-degree of Economics of the Arab Countries Leipzig University, Germany 1991

Diploma in Political and Economic Systems in Africa Cairo University, Egypt, 1986

Bachelor of commerce Cairo University, Egypt, 1984.

Experience:

Dr. El-Hawari has tremendous experience in Marketing studies, Strategy & Policy formulation, Strategic Planning, Training, Teaching, Economics research, and Business modernization in various industries in the private and public sectors

She has a deep and clear understanding of the Egyptian Market as well as setting up of associations. Familiar with Egyptian laws and governmental Structures, with a practical experience in setting up NGOs

Dr. El-Hawari has expert-level knowledge in field studies with the ability to deliver high performance analyses. She is acquainted with management and development of associations, combining deep knowledge of the Egyptian Market, with experience in adapting German know-how in Egypt

She is also a member of several Professional Societies, and an active public service contributor in Egypt, and Germany. She served as the founder and Head of board of trustees of Bina2 Misr (Building Egypt) Foundation, also as head of the consulting committee in the Egyptian Junior Business Association EJB; as a board of trustees member in The Economic Forum for development; as a member in The Executives Forum Association, for professors and managers. A member in the Chamber of Food Industries – CFI, German Chamber of Commerce, Leutzscher Gespräch, and World Family EV Leipzig Germany

Employment Record

Consultant, June 2012 – Present: ISUCON GmbH,



Market and Marketing Studies for Companies from Saxony to penetrate the Arab market, matching them there, providing pre-business assistance to facilitate communication with Arab Companies and utilize business tours.

www.isucon.com

Founder and CEO of Arab European Business-Consulting (AEBCON)-Germany/Egypt, 2000-2012

AEBCON is an international business development consultancy firm, representing German companies' interests in the Arab region with a focus on Egypt. AEBCON has a presence in both countries, Germany and Egypt. Cairo branch established in 2005

www.aebcon.com

Lecturer: University 2005-2007 –Faculty of commerce & Environment 6th of October Egypt-Research Methodology; principals of Economy Consultant, June- October 2000 - Expo 2000 GmbH- Hannover- Germany: Handling protocol; arranging for VIP visits (presidents, Ministers, etc.), including scheduling their visits, programs and official Meetings; and coordinating logistics.

Consultant, 1999-2000 –SET, Saxony State Agency for the Digital Economy, Minister of Economic, Saxony, Leipzig Germany; Market Studies for Companies from Saxony who want to penetrate the Arab market, matching them there, providing pre-business assistance for them to facilitate communication with Arab companies and utilize business tours.

Consultant, GEWIMA, Leipzig University; a project that was founded by the EU to open the Market for the German Companies in the Islamic World; Market Studies for Companies from Saxony who want to penetrate the Islamic countries market, matching and providing pre-business assistance for them to facilitate communication with companies and utilize business tours.

Soft skills Trainer 1998 - Teaching, Business Academy Dr. Rahn und Partner, Leipzig, Germany (conflict management, Time management, etc.)

Project Coordinator, 1997 - World Family E.V, Leipzig, Germany, responsible for the cultural and organizational activities; World Family is an NGO that belonged to the University of Leipzig, and was

Cultural Affairs of the state Saxony. The role of the NGO is to present the different cultures of its members, who are mainly students, to the public.
1989-1997 - Volunteer trainer and organizer of events, World Family e.V. Leipzig, Germany

Sample of Projects/Studies

- 2012 Organizational Framework/ Institutional Building for SEDA, a project who was funded from the GIZ (Solar energy)
- 2011 Project of Building of a plant in the free Zone in el Amreya under the name Kehrel joint-stock co. for Starz GmbH (Cars industry)
- 2010 preliminary Marketing study and Business matchmaking for Project Cairo Expo City for Drees & Sommer (Project management)
- 2010 preliminary Marketing study, Business Matchmaking for GD Planer GmbH (Hospitals engineering)
- 2010 Marketing study and Marketing strategic plan for Foodina, Egypt funded from the IMC (Food industry)
- 2009 Marketing study and strategic plan in Germany for Bernasus Egypt for office supply (Printing industry)
- 2009 Marketing study and strategic plan in Germany for Concorde Egypt Print house (Printing industry)
- 2009 Project Cairo Expo City for GMP international GmbH (Design and Engineering industry)
- 2008 International Business Matchmaking Miland, Birmingham and Paris with the Egyptian Co. Expo Link for Fairnet GmbH (Design and Booths building industry)
- 2007 Marketing study, strategic plan and business Matchmaking in Germany for Mohamed el Saghir for cosmetic co. Egypt (Cosmetic industry)
- 2007 Business Matchmaking Birmingham, Orascom for Fairnet GmbH (Design and Booths building industry)
- 2005- 2006 Running the co. Febo in Egypt for FEBO GmbH (Mechanical Engineering industry)
- 2004 International Business Matchmaking with the Arab League for Fairnet GmbH (Design and Booths building industry)
- 2004 preliminary Marketing study and opening the Market in Egypt for Febo GmbH (Mechanical Engineering industry)
- 2003 Marketing study, strategic plan and business Matchmaking in Egypt for Heim Medizintechnik GmbH (Medical Engineering industry)
- 2003 preliminary Marketing study and Business matchmaking for LVB GmbH (Transport & Mechanical Engineering industry)
- 2002 preliminary Marketing study and Business matchmaking for Senslab GmbH (Medical Engineering industry)
- 2001 preliminary Marketing study and opening the Market in Egypt for Kroeber Medizintechnik GmbH (Medical Engineering industry)
- 2001 preliminary Marketing study and opening the Market in Egypt for Rico Medizin Technik GmbH
- 2001 preliminary Marketing study and Business matchmaking in Egypt for Fit GmbH (Chemical Industry)
- 2001 preliminary Marketing study and Business matchmaking in Egypt for Wave Light Laser GmbH (Medical Engineering Industry)
- 2000- 2004 Running the Business of el Gomhoria for medical and chemical supply in Germany El Gomhoria is one of the 12 daughter of the Holding co. for medicaments, Egypt (Medical Engineering Industry)
- 2000 preliminary Marketing study and opening the Market in Egypt Beurer for medical supply GmbH (Medical Engineering Industry)

