

SEKEM Insight

SEKEM's Journal for Culture, Economy, Society and Ecology in Egypt

Editorial

Dear Readers,

we are often asked if you may buy SEKEM products in countries in Western Europe. In fact, a variety of SEKEM products are indeed available in organic food stores in Germany, Austria and other countries – and now they even sport an entirely new look. On pages 3 and 4 we introduce the new range of products available in Germany that is now coming along with a lot more colour. You can take an even closer look at them at: <http://www.SEKEM-bio.de>. They will be available in many German organic supermarkets soon. You can also order these products as usual over the internet at: <http://www.amorebio.de>.

We also report on the implementation of a new office for knowledge transfer at the Heliopolis University, the 3-day “Cairo Days” in Stuttgart, Germany, that have just been completed, and a new film by long-time SEKEM supporter Bertram Verhaag who has followed the Prince of Wales’ work on organic agriculture for a long time. We would also like to thank our readers for their continued support with a Christmas and New Year greeting.

Your Team of Editors

Find SEKEM also on the Internet at:



Innovation

New Office
Promotes Services

Cairo Days

3. Series Completed
Successfully

SEKEM Products

New Look for
Products in Germany

New Heliopolis University Centre Promotes Knowledge Transfer

Improving development opportunities for a country requires close cooperation between research and crucial industries. This cooperation is now being supported by a new office at the Heliopolis University.



In the presence of Egyptian financing organizations, employees of the Heliopolis University and other industry partners, the university's "Innovation Day" was opened under the auspices of Dr. Ibrahim Abouleish and Prof. Fawzi Torky, President.

Most of the technologies and tools necessary to boost the impact of businesses and industries relevant to realising a country's long-term potential require years of costly research and development. Therefore, large investments in the sciences, even in fundamental research, are often required to make progress practically usable. Research is only the first step. The transfer of knowledge – putting the results of research into (commercial or industrial)

practice leading to usable products and processes – is the second step. While SEKEM started out making the latter first in 1977, it has since then moved on to support research more actively.

To improve the competitiveness and efficiency of research and innovation at the Heliopolis University, the institution is now operating the „Heliopolis University Innovation & Research Observatory (HIRO)“. The funds for the

office are being provided by the programme for Technology, Innovation and Commercialization (TICO), a scheme made available by the Academy of Scientific Research and Technology (ASRT) of the Egyptian Ministry of Scientific Research. HIRO will operate for a period of 2 years until October 2015.

Tasks of the Office

HIRO's mission is to help ensure the quality of research in terms of their practical use. Its aim is to ensure thematic research diversity, optimised processes and workflows, and to help with the application of research results as well as improve the image of the participating institutions in the public. As a central authority within the Heliopolis University, the observatory controls the interaction of research, development and innovation. It helps its own staff and partners from other universities with professional assistance, for instance on matters involving intellectual property rights, technology transfer, as well as issues of cooperation among research staff.

HIRO supports both male and female faculty members, full-time researchers, and technical staff at the HU and other Egyptian universities and research organizations. This way, the Egyptian economy shall be assisted in making tangible use of research results more easily and faster. HIRO is also working with other agencies and the Academy of Scientific Research and Technology to broaden its impact. Together, they provide assistance in actual research, the search for partners, project management, budgeting, networking with colleagues, and applying for funds from national and international donors. Offers from HIRO are separated into modules and include: Strategic Planning (STI), Licensing and Patent Law (IRD), Sponsored Projects (SSP), Commercialization of Research Results (TTO), Capacity Building and Training, International Partnerships and Collaborations. Researchers or institutions interested in cooperating may contact the office at: tel. +202 265 64 12, e-mail: hiro@hu.edu.eg.

Bijan Kafi

3. Cairo Days Again Draw Many SEKEM Friends to Stuttgart



The 3rd "Stuttgart Cairo Days" again boasted a variety of events presenting topics from economic, cultural, and scientific fields.

Held this year as an integral part of the festival "35 Years of Twinning of the Cities of Stuttgart-Cairo", "3rd Stuttgart Cairo Days" have again drawn a large number of visitors interested in Egypt to experience its lively programme of lectures, a film screening, reading, and a panel discussion. Over the course of 3 days, participants could get a better understanding of the present cultural, economic and social developments in the country.

Helmy Abouleish, CEO of the SEKEM Group of companies, spoke at length about the need for a continuous effort of building bridges between East and West in his introductory speech and explained SEKEM's role in the process. He stressed the importance SEKEM attaches to a harmonious interaction of both economic and cultural work. Axel Frerks, Head of Marketing and Sales at the German Davert GmbH, introduced a new line of SEKEM products available now in Germany that sport a new look bearing brighter colours (see next page).

SEKEM You can visit SEKEM yourself:
WWW.SEKEM-REISEN.DE

On „Academic Day“ universities from Germany and Egypt presented their programs in the field of academic cooperation. These include, for example, joint master's degree programs that can be taken in Germany and Egypt. These programmes seek to facilitate intercultural problem-solving for future graduates. Prof. Hani Sewilam, who is supporting the HU, presented SEKEM's institution.

During an evening event, the former Director General of the Egyptian Museum in Cairo, Mrs. Wafaa El-Saddik, drew many visitors to Stuttgart's city library. Through brief biographical snapshots, she told the audience of her life and demonstrated the courage which many Egyptians have been showing for years while enduring the profound changes their country is going through.

The SEKEM Friends Germany thank Yalla e.V., the Arab Business Centre, the Institute for Foreign Cultural Relations, and the Department of External Relations of the City of Stuttgart for the cooperation.

Bijan Kafi, Waltraud Bandel

demeter

Feinste KÖSTBARKEITEN



Genuss mit gutem Gewissen.

Die neuen Produkte von SEKEM verbinden Genuss mit nachhaltiger Erzeugung und sozialem Engagement. Demeter-Datteln aus dem SEKEM-Anbauprojekt sind die Grundlage für unsere feinen Köstlichkeiten. Entdecken Sie edles Dattelkonfekt, Dattelcreme oder Dattelsirup – exklusive Spezialitäten in Demeter-Qualität.



SEKEM

Impressions from SEKEM



Davert GmbH, SEKEM's sales partner in Germany, presents a selection of SEKEM products available in the country in a fresh new look for: What stays the same are the unique quality and the natural origin in Egypt where all produce has been manufactured in accordance with holistic natural and human development goals. New is the colourful branding and a number of exciting new varieties:

Fine Date Confectionery: SEKEM dates form the basis of the new confectionery. The sweet fruits are grown according to strict Demeter regulations, and are produced using traditional methods. SEKEM's new date confectionery is offered in a gift pack that will draw any consumer's attention with its colours alone.

Date Syrup & Date Cream: The SEKEM Demeter Date Syrup is a wonderfully delicious spread and a genuine alternative to other sweet spreads. The natural flavour of its dates gives the spread a distinctive, fruity note. Date Syrup is also great for adding to salads and baked goods or to sweeten desserts. The aromatic Date Cream combines the taste of Date Syrup with real chunks of dates. The fine creamy spread gets its sweetness only by the fruit and does not contain any added sugar.

Sesamo Bars: Sesamo Bars are available in five delicious flavours that are characterized by a very high sesame content. The vegan recipes are sweetened with Demeter raw cane sugar. In addition, the bars are spiced with selected ingredients such as either black cumin, cinnamon or orange, and the range is complemented with a variety containing 10% quinoa.

2015 SEKEM

Dr. Ibrahim Abouleish

Dr. I. Abouleish

Mr. Helmy Abouleish

Helmy Abou

The SEKEM Family wishes you Merry Christmas and a Happy New Year filled with peace, joy and treasured moments.

عائلة سيكم تتمني لكم عاماً جديداً مليئاً
بالسعادة والسلام واللحظات الرائعة.



“The Farmer and His Prince“: Organic Agriculture the Only Way



Prince Charles has been operating its own ecological “home farm” since 1985.

With his film „The Farmer and His Prince“ now shown in German cinemas, professional filmmaker Bertram Verhaag once again underlines his message that there is no alternative to global organic farming. This time, the long-time SEKEM supporter has succeeded in following Charles, the Prince of Wales, who has been operating a “home farm” since 1985 for an extended time. The result is a feature-length film that shows in striking images how strongly the Prince and the farmers he employs believe in the future of holistic agriculture. On his own organically managed soil, they produce the raw materials for products that have since been sold under the name „Duchy Originals“. Thus, he has been a highly visible role model for many British farmers who he has continued to inspire to convert their farms and make use of natural resources in a sustainable way.

A Prince with a Vision

Bertram Verhaag’s film portrays a prince who has the vision to feed the world through organic means and heal the ravaged countryside in Britain and beyond. He has been pursuing this goal with his charismatic farm manager David

Wilson for the past 30 years. In poetic and impressive images, the films visualises the unique collaboration between the two, showing how organic farming can attract more people, its benefits and its healing power for natural life.

Bertram Verhaag has visited the two men over the course of five years, in all seasons. The Prince of Wales understood the potential of sustainable farming at a time when few people saw any sense in it. 3 decades ago, he also realized that one may only convince others through practical examples, specifically when it comes to farming the land. Today, farmers from across Britain are making the pilgrimage to the “Duchy Home Farm” to understand better how to transform their own agricultural practices.

In the film, Prince Charles is shown in a new light that encourages the viewer to let go of some long-held prejudices against him and organic farming.

Bijan Kafi with material from Denkmal Film

! More information:
<http://www.derbauerundseinprinz.de>

Dr. Auma Obama Now a Member of the “World Future Council”

Dr. Auma Obama has been appointed Councillor of the World Future Council. The organisation, whom Dr. Ibrahim Abouleish supports on an economic panel, works with decision-makers worldwide to implement policy solutions that secure the rights of future generations. At an official meeting with WFC board members, the older sister of US president Barack Obama signed the acceptance statement, declaring “I am honoured to become a part of your organisation. I cannot wait to meet my fellow Council members and to support the work on the rights of women and children, particularly in Africa.” Auma joins the ranks of Councillors from a vast variety of countries and backgrounds, including Dr. Frances Moore Lappé, Dr. Jane Goodall, DBE and Dr. David Krieger.

Born and raised in Kenya, Auma Obama is the initiator and CEO of the Sauti Kuu Foundation, which works to self-empower children and adolescents from underprivileged backgrounds in Kenya. She is also a sought-after speaker on sustainability issues and a board member of the Jacobs Foundation.

World Future Council



Masthead:
The editors of SEKEM Insight wish to thank all contributors to this issue.

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Pictures:
6: Denkmal-Film; 1-2, 5: SEKEM; 3-4: Davert GmbH

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