

## CURRICULUM VITAE

1. Family name: El Hosseiny
2. First names: Akram
3. Date of birth: 5.11.69
4. Nationality: Egypt - Spain
5. Civil status: married with Children.

### 6. Education

Institution [ Date from - Date to ]	Degree(s) or Diploma(s) obtained:
University of Bradford – UK 1993-1994	MPhil in Environmental awareness Campaigns
American University in Cairo- 1987 to 1992	MA – Mass Communication and Sociology
College De La Sainte Famille – Cairo 1974-1986	Egyptian High School Diploma

7. Language skills: (1 Excellent – 5 is Basic )

Language	Reading	Speaking	Writing
Arabic	1	1	1
English	1	1	1
Spanish	1	1	1
French	1	1	1
Catalan	3	3	5

8. Other skills:

(Computer literacy: word, excel, power point, internet)

9. Present position : President Max Consultancy- Egypt

10. Summary of experiences: 22 years of total experience in project management, private sector support, international trade, institutional building in MENA Region & Europe.

11. Key qualifications:

Project management

- Managed multi million Euros projects for donors, governments, private sector & own business
- Organizational charts / roles & responsibilities
- Job description / salary scale, recruitment & motivation
- Change management & workplace culture
- Ability to deal with European & Arab cultures & from top to bottom of the society

- Working experience in the Arab Region, Spain & Europe
- Resource management & budgeting
- Goal setting & planning
- Marketing & Sales

Support to Private sector & capacity building

- Market studies & research of Ways of entry to new markets
- Matchmaking & organizations of agendas
- Specific support to SME exporter
- Design & implementation of capacity building programs for entities supporting the exporter

\* Excellent drafting, editing & communicating in 4 languages

\* Strong experience with EU, USAID, WB, DANIDA, UNDP in addition to Governments & private sector.

12. Specific experience in the region :

Country	From – to
Egypt – Spain Covering Syria, Jordan, Algeria, Sudan, Libya from Cairo	2002-2014

Egypt	1992-2002
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13. Previous positions :

Date from – to	Location	Company & references	Position	Description
Nov 2002 to Feb 2014	Cairo regional Office Covering Syria, Jordan, Algeria, Sudan, Libya	Catalonian Trade & Investment Promotion Office in Cairo (ACCIO Cairo) <a href="http://www.accio.com">www.accio.com</a> References - Mrs Nuria Austrich Ex Director of Network of Offices of Accio in	Director	<p>1. <u>Extending the outreach of Catalonian SMEs in Egypt, Libya, Jordan, Syria Algeria &amp; Sudan.</u> fulfilling the needs of the Catalonian Companies specially SMEs wanting to expand into the region :</p> <ul style="list-style-type: none"> <li>- organizing commercial missions,</li> <li>- conducting market studies</li> <li>- Search for local partners</li> <li>- Understanding local laws of trade</li> <li>- Resolving disputes with local partners</li> <li>- Prioritizing markets</li> <li>- helping to understand better the local culture of business</li> <li>- Training Export departments for each market</li> </ul> <p>2. <u>Acting as Business development manager &amp; Chief of Party for several important Support to Trade Programs in the region :</u> ACCIO has been offering its expertise &amp; Technical assistance to entities and governments interested in acquiring know how in areas such as</p> <ul style="list-style-type: none"> <li>- International trade</li> <li>- Support to SMEs,</li> </ul>

	<p>the world (1998- 2013) <a href="mailto:naustrichg@gmail.com">naustrichg@gmail.com</a> 00346473 33357</p> <p>- Mr. Diego Guri Head of Internationalization of companies Head of international Cooperation Department 2002-2013 00 34 647 333 978</p> <p><a href="mailto:diegoguri1@gmail.com">diegoguri1@gmail.com</a></p>		<ul style="list-style-type: none"> <li>- support to exporters</li> <li>- Support to entities supporting the exporters</li> </ul> <p>In this respect I managed several multi million euro cooperation projects in the Middle East where hundreds of consultants were operating among which:</p> <p><u>The Trade Enhancement Project : 2004 – 2009</u>  <u>EU funded : (9 Million Euro)</u>  <u>Position : Project Manager</u></p> <ul style="list-style-type: none"> <li>- Beneficiary: Ministry of Trade &amp; Industry (Egypt) &amp; the following entities all supporting the Egyptian Exporters &amp; SMEs in policies upgrading, training, capacity building, studies, expert support etc.</li> </ul> <p><b>Businessmen associations</b></p> <ul style="list-style-type: none"> <li>▶ <u>Federation of Industries</u></li> <li>▶ <u>Chambers of commerce</u></li> <li>▶ <u>Export councils</u></li> </ul> <p><b>Egyptian Commercial Service (Headquarter &amp; 20 Offices Abroad )</b></p> <ul style="list-style-type: none"> <li>- General Organization for Exports Imports &amp; Control</li> <li>- Egypt Expo &amp; Convention Authority (EECA)</li> <li>- Egyptian Export Promotion Centre</li> </ul>
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			<ul style="list-style-type: none"><li>- The Egyptian Corporation for Exports Guarantee</li><li>- The Egyptian Bank for Exports Development</li><li>- Intellectual property unit</li></ul> <p><u>Job description:</u></p> <ul style="list-style-type: none"><li>- managing a team of 4 Long Term Experts and almost 500 short term experts.</li><li>- maintaining relationship with clients' representatives and resolving problems</li><li>- part of a team choosing hundreds of Short Term local &amp; international consultants</li><li>- ensuring outputs from long term experts are up to standards and accepted from clients</li><li>- ensuring the overall plan of the project approved by the clients are abided to in terms of time &amp; outputs</li><li>- drawing training &amp; capacity building outlines needs together with clients and implementing them</li><li>- cost control &amp; administration of the project making sure it abides to EU &amp; Accio's auditing requirements</li><li>- organization of seminars and events in general within the scope of the project</li></ul> <p>Examples of main results achieved</p> <ol style="list-style-type: none"><li>1. Training of Egyptian Commercial offices in 20 cities all over the world by ACCIO's and UBIFRANCE offices on the support of exporters, market studies, matchmaking</li><li>2. Drawing a twinning program between the Egyptian authority of Fairs &amp; the Barcelona &amp;</li></ol>
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				<p>Paris Fairs ' Authority for the exchange of experiences and exposures</p> <ol style="list-style-type: none"><li>3. Establishing a CRM software System for the Ministry of Trade &amp; industry</li><li>4. Drawing a training of trainers plan for the Foreign Trade training centre on how to export to European markets</li><li>5. Support the export councils in commercial missions to Europe</li><li>6. Establishment of KPIs for the services offered by the Egyptian Commercial Services to the Egyptian Exporters</li><li>7. Support of the Egyptian export Development bank in establishing the best criteria and guidelines based on European best practices for thee finance of Egyptian exporters</li></ol> <p>II. Co Author for Egypt (2013) : Status &amp; Challenges for young entrepreneurs in 6 Mediterranean countries : Egypt, Tunisia, Morocco, France, Italy &amp; Spain- financed by the EU</p> <p>III. Support to form incubators to Jordanian cultural SMEs</p> <p>Financed by Spanish Cooperation</p> <p>700.000 Euros</p> <p>Local Counterpart: Jedco</p> <p>2012 – 2013</p> <p>Job position : advisor to cooperation Department in ACCIO</p> <p>Project description :</p> <p>- Seed money from Spanish government to Jordanian government to choose Jordanian SMEs and start-ups in cultural fields (software, cinema, art, production etc)</p>
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				<p>- offering training, finance &amp; advice to SMEs</p> <p>IV. Support to South American SMEs in Egyptian market          Financed by the Inter-American Bank for Construction and Development</p> <p>900.000 Euros</p> <p>2005-2006</p> <p>Project description :</p> <ul style="list-style-type: none"> <li>- The network of offices of ACCIO was supporting a number of South American companies from Argentina and Uruguay to prioritize markets and products of interest</li> <li>- Support in collection of info and samples about the product's competition and prices in Egypt</li> <li>- decision together with the South American companies on the viability of their products in Egypt</li> <li>- organization of an agenda of meetings with relevant clients in Egypt</li> </ul>
<p><u>June 2001- Nov. 2003</u> :</p>	Cairo	MultiFairs	Managing Partner	<p>A company specializing in marketing (national &amp; International) in addition to the organization of events, business directories &amp; media campaigns.</p>
<p>Jan 99 to may 2001</p>	Cairo – Damascus Beirut	Envirotech Middle East	Director	<p>A regional environmental consultancy &amp; services Firm, with offices in Beirut, Damascus and Cairo. Among the company's clients were bilateral &amp; multilateral donor organizations in addition to local private sector. The company's main sector of interest was the Development world and specifically in the environmental field– thus, investigating business opportunities, presenting proposals, lobbying for winning tenders &amp; later on implementing the project whether it is research, report, service, event etc..</p>

<p><u>June 92 to Jan 99</u></p>	<p>Cairo</p>	<p>EEAA/UN DP/DANIDA/ USAID/WB</p>	<p>* UNDP project operating on behalf of the Egyptian Environmental Affairs Agency (EEAA) :</p> <ul style="list-style-type: none"> <li>- mainly responsible for the coordination with international, bilateral or multilateral donors in Egypt</li> <li>- Responsible for all the relationships between the EEAA &amp; the print, audio &amp; visual media in Egypt.</li> <li>- Initiated the partnership of the Egyptian private sector in the, then, newly introduced area of environment.</li> <li>- Responsible for writing &amp; presenting project proposals to the bilateral &amp; multilateral donors, then negotiated, secured the funds &amp; supervised the implementation of the projects –focusing on environmental education &amp; training projects.</li> </ul> <p>USAID:</p> <ul style="list-style-type: none"> <li>* Joined the biggest environmental program in Egypt, which was funded by the USAID: The Egyptian Environmental Policy Program -EEPP.</li> <li>- The overall design of the program- with an emphasis on the design, implementation &amp; disbursement of funds related to the sectors of education &amp; training.</li> <li>- The program consisted in the cash transfer of \$ 100 Million to Egypt and \$ 45 Million Technical Assistance in exchange of policy reform in trade, privatization, communication &amp; public awareness, private sector’s participation in key topics such as energy efficiency, sustainable &amp; Eco-tourism, solid waste management &amp; air pollution.</li> </ul> <p>World Bank</p> <ul style="list-style-type: none"> <li>* Joined a World Bank initiative under the umbrella of the METAP (Mediterranean Environmental Technical Assistance Program )</li> <li>- Capacity building &amp; training for civil servants</li> </ul>
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				- Implementation of the project document into an effective project in the ground, - carrying all financial and administrative tasks related to the World Bank & the Egyptian Govt.
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14. References can be shown upon request

15. Hobbies:

- \* Sports in general specially running, swimming & weight lifting
- \* Reading
- \* Writing articles and novels