

# CEBC CANADA NEWSLETTER

**Canada Egypt business Council (CEBC)**  
 "Uniting Markets for a Shared Future"



## A Message from Eng. Motaz Raslan CEBC Chairman

Welcome to the first edition of our newsletter of CEBC Canada. We are continually seeking to expand our trade opportunities, open new markets, and enhance bilateral relations between Egypt, Canada and the global community. In line with this objective, I am pleased to announce the launch of CEBC in Canada in April 2025, during CEBC trade mission to Canada in collaboration with the Ministry of Foreign Affairs to Toronto, Ottawa, and Montreal.

Launching CEBC in Canada is a great milestone and will add a huge value to the exciting development within our organization.

We are continually seeking to expand our trade opportunities, open new markets, and enhance bilateral relations between Egypt, Canada and the global community.

I would like to take this opportunity to reaffirm our commitment to our mission and express our appreciation to all our members for their ongoing support of our organization.

Together, we anticipate achieving significant progress in our endeavors.

Sincerely,

**Motaz Raslan**

**CEBC's mission is to expand trade opportunities, open new markets, and strengthen economic, cultural, and diplomatic ties between Egypt and Canada.**



**CEBC Official Launch on the 7th of April 2025  
Market Expansion and trade International Opportunities**

The Canada Egypt Business Council (CEBC) proudly marked its official Canadian launch in April 2025 at the Ontario International Trade Centre (OITC) in Toronto. This landmark occasion coincided with a high-level trade mission from Egypt led by Eng. Motaz Raslan, Chairman of CEBC Egypt and now Co-President of CEBC Canada, alongside Mrs. Miranda Guirguis.

The event welcomed esteemed dignitaries in the presence of Ambassador Ahmed Hafez, Egypt’s Ambassador to Canada, and Ambassador Sameh Abu El-Enein, Egypt’s Assistant Minister of Foreign Affairs for American Affairs—underscoring the strategic importance of bilateral engagement between the two nations. The business mission in took place in Toronto, Montreal and Ottawa.

***"Connecting Markets Empowering Partnerships"***

**CEBC Membership Benefits**

- Access to Exclusive Events and VIP Experiences in Canada and Egypt (CEBC) will host quarterly events throughout the year for members to facilitate networking opportunities from different business sectors.
- Business Referrals and Lead Generation
- International Trade and Export Support
- Market expansion International Opportunities
- Access to Industry Experts and Thought Leaders
- Industry collaboration and Partnerships
- Networking Opportunities

***Membership Packages  
Principal for individuals  
Affiliate for Corporates***

- Brand Exposure and Recognition
- Thought Leadership and Industry
- Access to Committees inn Canada and Egypt
- Attending Trade Missions in Canada and worldwide
- Members logos and their Company Information on the Websites



## CEBC First Network event on September 10th , 2025

Canada Egypt Business Council first network event will take place iSpetember 10. 2025  
(location and time will be confirmed)

A new platform dedicated to strengthening trade, investment, and strategic cooperation between  
Canada and Egypt.

We are pleased to invite to special gathering and networking event to bring together key  
stakeholders, business leaders, diplomats, and community partners from both nations.

### CEBC Events in April 2025 during the Business mission in Canada



April 8th , 2025, the second day for the Canada Egypt Business Council in Canada Venue - Ontario Investment and Trade Center in Toronto.

Breakfast Meeting with Ontario Parliamentarians (MPPs) in the presence of Ambassador Ahmed Hafez, Egypt’s Ambassador to Canada, Ambassador Sameh Abu El-Enein, Egypt’s Assistant Minister of Foreign Affairs for American Affairs, Eng. Motaz Raslan CEBC President and Mrs. Miranda Guirguis CEBC president.

April 9th , 2025, third day of Canada Egypt Business Council mission in Canada. Networking Reception in Canada’s Parliament in Ottawa in the presence of Ambassador Ahmed Hafez, the Egyptian Ambassador in Canada and Egypt’s Assistant Minister of Foreign Affairs for American Affairs Ambassador Sameh Abu El-Enein and Eng. Motaz Raslan CEBC Chairman, and Mrs. Miranda Guirguis, President of CEBC Canada and Business leaders in Canada and Parliamentarians from Ottawa.



April 10th fourth day of Canada Egypt business Council mission in Canada participated in an event hosted by Egyptian Canadian Business Network (ECBN) president is Mr. Adel Boulos The event theme is “Partnership for Investment and Trade in Quebec and Beyond.” in the presence of Ambassador Ahmed Hafez, the Egyptian Ambassador in Canada and Egypt’s Assistant Minister of Foreign Affairs for American Affairs Ambassador Sameh Abu El-Enein and Eng. Motaz Raslan CEBC Chairman, Mrs. Miranda Guirguis President of CEBC Canada.



# Meet CEBC Board Members

*Corporate Responsibility Shapes Future*



**Dr. Magdy Nashat**  
BSc. Phm, pharmacist entrepreneur and co-founder of the Prince Theodore Group of Pharmacies and OnPharm, Canada’s largest non-banner pharmacy group with over 500 pharmacies. He is a community leader who co-founded and is a board member of numerous not-for-profit organizations and charities.



**Adel Boulos** CEO of Amira Enterprises, a multinational importation and wholesale distribution company. Under his leadership, the company expanded to number 100 employees and has been instrumental in promoting Egyptian products in Canada. He is also the founder and President of the Egyptian Canadian Business Network (ECBN).



**Ramy Botros**  
CEO and founder of Oxygen Media Production Inc., hosts weekly Arabic television show "Oxygen with Ramy" broadcast on Rogers and Bell Canadian TV networks. Editor-in-Chief of the digital daily news platform Oxygen Canada. Founder and managing director of Profmax, a business consultancy firm.



**Sherif Guogui**  
Egyptian-Canadian pharmacy executive and healthcare advocate. He serves as Co-CEO of OnPharm-United, a network of over 600 independent pharmacies in Ontario. He is also President of the Community Pharmacy Section of the International Pharmaceutical Federation (FIP).



**Mohamed Saleh** Founder of Masrawy Egyptian Kitchen, it is more than just a restaurant; it’s a cultural hub. Saleh designed the space to reflect the vibrant atmosphere of Cairo’s Khan El-Khalili bazaar, incorporating elements like arabesque walls, clay pots, and traditional Egyptian décor. Masrawy has become a cornerstone of the local community, hosting events and initiatives that celebrate Egyptian culture.

## Canada Egypt business Council (CEBC)

"Uniting Markets for a Shared Future"

### A message from Mrs. Miranda Guirguis CEBC Canada President



With great pride and enthusiasm I welcome you to the inaugural edition of the Canada Egypt Business Council (CEBC) Canada first newsletter.

This marks a significant milestone in the journey of a council born out of a shared vision—to foster stronger economic, cultural, and diplomatic ties between Canada and Egypt.

I am thrilled and excited to start this journey along the way with CEBC Egypt to expand trade opportunities, open new markets, and create space for collaborative growth.

On behalf of the CEBC board and leadership, I extend my deepest thanks to all those who supported our founding and believed in our mission.

This is just the beginning—and we are excited to have you with us as we shape the future of Canada–Egypt business collaboration.

Sincerely,

**Miranda Guirguis**

**CEBC's mission is to expand trade opportunities, open new markets, and strengthen economic, cultural, and diplomatic ties between Egypt and Canada.**

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## CEBC First Network event on September 10th , 2025

Canada Egypt Business Council first network event will take place in Ontario Investment Trade Centre (OITC) in Toronto.

A new platform dedicated to strengthening trade, investment, and strategic cooperation between Canada and Egypt.

We are pleased to invite to special gathering and networking event to celebrate the establishment of CEBC and to bring together key stakeholders, business leaders, diplomats, and community partners from both nations.

**Please book your spot by September first by emailing us at [membership@canadaegyptbusinesscouncil.com](mailto:membership@canadaegyptbusinesscouncil.com)**

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