

## **ENG. LAILA MAGHRABY**

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### **SUMMARY OF EXPERIENCE**

Eng. Laila Maghraby is a development professional with more than 25 years experience working with business support organizations (Foreign Trade Training Center-FTTC, Industrial Modernization Center-IMC, Egyptian Expo and Convention Authority-EECA, and Chamber of Engineering) in Egypt to **strengthen their capacity** to deliver services that **enhance the competitiveness** of SME companies. Eng. Laila recently worked with the USAID-funded Trade Facilitation Project (TFP) in developing and leading the **value chain assessment** of 12 SMEs in the automotive component industry that focused on establishing complete market information about and **linkages with potential buyers and markets**. Moreover, she worked with TFP and 14 metal form SMEs to enhance the capacity of the SMEs to **sustainably market and promote** their products abroad. Further, she established the **information and quality management system** at Arab Contractors that helped open new markets in Europe, Africa and the Middle East. Eng. Laila served as the Executive Director of the British Egyptian Business Association (BEBA) attracting British buyers to purchase holiday homes in the Red Sea area that resulted in **creating jobs and attracting entrepreneurs to establish projects in the new residential developments**. She also served as the Executive Director of the Residential Tourism Development Association (RTDA) where she established **sustainable** relationships between Egyptian developers and European tourism development associations that resulted in **new business opportunities** in the hospitality sector. Until December 2015, Eng. Laila was the Executive Director of the Engineering Export Council of Egypt where she contributed to increasing engineering exports from \$500 million in 2005 to \$3 billion in 2014. She has worked the tourism, construction, engineering and industrial sectors.

## **PROFESSIONAL EXPERIENCE**

**Expert Consultant with CBI-Ministry of Economic -Netherland**  
**January 2016 till March 2021.**

**Public Representative in Egypt with The investment and Development**  
**Agency of Latvia (LIAA) Till now**

## **ENGINEERING EXPORT COUNCIL OF EGYPT** **FEBRUARY 2008 – DECEMBER 2015**

**Executive Director, Cairo, Egypt**

- Managed the Council's staff of five professionals and frequently worked with international consultants and companies (Samsung, LG, Toyota), foreign trade ministries and donor organizations (**USAID, CBI, EU, ITC/Geneva, UNIDO**)
- Led the design and implementation of the Council's export market strategy that focused on the top six export sectors (cable, electronics, automotive components, white goods, cars/buses, and metal forms) and resulted in increasing engineering exports from \$500 million in 2005 to \$3 billion in 2014
- **Selected, linked, and developed** 12 Egyptian SMEs to supply components in Samsung's and LG's production of televisions, microwave ovens and washing machines for export to COMESA and AFTA markets
- Developed the **selection criteria**, in cooperation with Toyota, that identified 12 automotive component SMEs out of 30 to supply Toyota's manufacturing of the Fortuner 4x4 SUV in Egypt
- Worked with ITC/Geneva to train engineering companies in how to use TradeMap and other sources of market information to increase exports which resulted in 30 companies being able to perform their own export market research
- Worked with the USAID Trade Facilitation Project to develop the selection criteria used to select the automotive component and metal form SMEs to receive export marketing and promotion training/coaching and link the SMEs with buyers through trade show assistance

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- Worked with two ITC/Geneva consultants to conduct market research of the Kenyan and Ugandan markets that resulted in exports to Kenya and Uganda increasing by ten percent from 2012 to 2014
- Facilitated the participation of Council member companies to exhibit in international trade shows in markets that had been identified per the export market strategy
- Provided capacity building and training to SMEs to enhance innovation and product improvement (e.g. Al Ahram Company moved from a manual to an electronic lock system which opened the European market for their products)
- In cooperation with UNIDO, developed a consortium of six automotive component SMEs to capitalize on after sales market opportunities in Kenya and other East African markets
- In cooperation with **CBI, conducted a value chain analysis** of Egyptian metal form and electronic SMEs to supply component parts to manufacturers in Europe

**RESIDENTIAL TOURISM DEVELOPMENT ASSOCIATION (RTDA)  
2006 – 2008**

**Executive Director and Consultant, Cairo, Egypt**

- Developed business in the Red Sea area between Egyptian real estate developers and European buyers
- Responsible for the development and implementation of the annual work plan
- Established **sustainable relationships** between RTDA and similar associations worldwide

**BRITISH EGYPTIAN BUSINESS ASSOCIATION (BEBA)  
2003 – 2008**

**Executive Director, Cairo, Egypt**

- Linked British investors with Egyptian partners
- **Strengthened the relationship** between the British and Egyptian business communities

- Designed and implemented promotion activities between the two countries

***MISR FOR CONSTRUCTION AND BUILDING INFORMATION  
2000 – 2003***

**Managing Director, Cairo, Egypt**

- Established a **web-based marketing portal** linking contractors, consultants and suppliers

***ARAB CONTRATORS  
1972 – 2000***

**Head of Quality Control Management Sector, Cairo, Egypt**

- Also served as the General Manager of the Management Information System (**MIS**) Department; Project Manager; and Structure Engineer

***BULLEN AND PARTNERS – CONSULTING ENGINEERS  
1975 – 1980***

**Structure Engineer, London, England, UK**

- Designed roads for the Greater London Council (GLC)
- **Enhanced GLC traffic projects**

**EDUCATION**

**Master's Certificate:** International Business and Project Management; George Washington University, USA; 1999

**International Marketing Diploma:** Boston College, USA; 1993

**Bachelor of Science:** Civil Engineering, Cairo University; 1970

**PROFESSIONAL MEMBERSHIP**

- Syndicate of Engineers in Egypt
- Egyptian Engineering Association