

## **EFG-Hermes targets Millennium Development Goals through Sailing the Nile**

*UNDP program looks to spread awareness of MDGs throughout Egypt*

**CAIRO, October 16, 2007:** EFG-Hermes, the leading regional investment bank is taking part in the United Nations Development Programme's Sailing the Nile initiative, looking to work toward the realization of the 8 Millennium Development Goals (MDG).

EFG-Hermes Holding is funding awareness campaigns aimed at educating the Egyptian populace about the importance of achieving the MDG's announced at the United Nations Millennium Summit in 2000, which are to eradicate extreme poverty and hunger; achieve universal primary education; promote gender equality and empower women; reduce child mortality; improve maternal health; combat HIV/Malaria and other diseases; ensure environmental sustainability; and develop a global partnership for development. Among other sponsors of the initiative are Vodafone and Mansour Group.

Through the Sailing the Nile initiative – a collaboration between the United Nations, the National Council for Childhood and Motherhood and the Youth Association for Population and Development – the 8 feluccas, each representing one of the MDG's, will sail from Aswan to Cairo over 45 days beginning October 17, stopping at Aswan, Luxor, Qena, Souhag, Assiut, Minya, Beni Suef and Cairo.

Yasser El-Mallawany, Chairman & CEO of EFG-Hermes "We are always willing to consider new projects and collaborations, for we firmly believe that Corporate Social Responsibility is not only relevant but crucial to social and economic development."

“At the UN Summit in 2000, a promise was made to end poverty by the year 2015,” says Hanaa Helmy, CEO of the EFG-Hermes Foundation, the social responsibility arm of EFG-Hermes Holding. “We are now half-way through the 15 year commitment and there is still a lot of work to be done. That is why it is up to everybody – individuals, government, private corporations – to do what they can to ensure that the 8 Millennium Development Goals are met on time.”

During the 45 day journey from Aswan to Cairo, a 3-day event will take place in every city stopped at along the way to celebrate human rights, development and volunteerism. Targeting mainly youth and children in Upper Egypt, the initiative incorporates a variety of cultural and artistic activities to attract youth to volunteer for development. Workshops and seminars will be held to further promote understanding of the goals.

“Simply talking about the goals is not enough,” adds Helmy. “By spending time in each city we are making it our priority to ensure that every child knows that they are entitled to every one of the 8 Millennium Development Goals.”

The launch of Sailing the Nile, on Oct. 17<sup>th</sup> coincides with the International Day for the Eradication of Poverty, which will be celebrated with Stand Up and Speak Out. It will also coincide with the [International Day Against Violence Against Women](#), which will be celebrated in Assiut on November 25<sup>th</sup> and the [International Day Against HIV/AIDS](#), to be celebrated in Minya on December 1<sup>st</sup>. In addition, the [International Human Rights Day](#) and the [International Volunteers Day](#) will be celebrated on December 10<sup>th</sup> in Cairo.

The initiative will allow for the local and national exchange of successful experiences related to achieving the 8 MDGs among UN project staff, NGOs, private sector, government and the community.

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### **About EFG-Hermes Foundation**

The EFG-Hermes Foundation is an independent, non-profit, non-governmental organization established in 2006. EFG-Hermes' mission is to assist people and institutions, through the Foundation, in overcoming the financial, educational and health-related challenges facing the region. The aim of the Foundation is to support innovative and sustainable programs that increase the opportunities for those most in need to make a positive change in our local communities. Since the establishment of the Foundation, it has played a significant role in the development of the society, working with reputable institutions and NGOs on numerous projects such as the following projects:

**Unite for Children, Keeping Children out of the Streets Initiative:** The EFG-Hermes Foundation and UNICEF entered into a partnership in September 2006 to support the protection of street children in Egypt. The project aims at helping prevent children from living in the street and protecting children who are actually living in the street.

**Egyptian Paralympics Committee:** The project aims at supporting the Egyptian Paralympics Committee, the only entity responsible for managing all national and international activities related to handicapped athletes and those with special needs.

**Youth Sustainability and Viability Fund:** The Youth Sustainability and Viability Fund provides the necessary financial and technical support to existing and emerging youth NGOs, with the ultimate aim of empowering Egyptian youth to well-represent themselves and address their problems and those of their communities

**The Paper and Graphics Center:** The project involves establishing a paper re-cycling unit, training community members including members with special needs on the art of paper-making, establish a Design and Graphics Unit, along with developing a web site that can be accessed by creative artists everywhere, to share their ideas and activities.

**The Habitat Project:** The Nazlet Hussein Housing Project aims at improving the quality of life for individuals living in one of the communities of Minia Governorate. This will be accomplished through providing 1000 healthy safe houses, either by building new ones or by reconstructing existing ones, using locally-available building materials. Training will also be provided for the home owners as to how to build their own homes.

**The Water and Latrine Facilities Project:** The project aims at improving the health of the families living in Minia Governorate, by installing water taps and latrines in 3,000 houses. The project also aims to provide gender equality between the men and women living in these houses.

For more information on EFG-Hermes Foundation please visit, [www.efghermesfoundation.org](http://www.efghermesfoundation.org)

**About EFG-Hermes**

Established in 1984, EFG-Hermes is the leading full-service investment bank in the Arab world. The firm specializes in Investment Banking, Asset Management, Private Equity, Brokerage and Research. With listings on both the London and Cairo stock exchanges, EFG-Hermes boasts a market capitalization in excess of US\$3.2 billion.

Through its offices in Egypt, the UAE, KSA and with more than 600 people from 18 Nationalities, EFG-Hermes serves a diverse client base from the Middle East and North Africa to Europe and the United States. Clients include governments, corporations, financial institutions, high net worth individuals and retail customers.

As part of its commitment to the communities in which it operates the Firm launched the EFG-Hermes Foundation in 2006. This social responsibility programme aims to assist individuals and institutions in overcoming financial, educational and health related challenges.

*For more information on EFG-Hermes please visit [www.efg-hermes.com](http://www.efg-hermes.com), or contact:*

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