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# Shell Egypt relaunches Intilaaqah Programme to boost entrepreneurship

Shell Egypt has relaunched its Intilaaqah Egypt Programme in partnership with Flat6Labs Egypt, aiming to support more than 1,000 aspiring entrepreneurs in the country. The initiative is part of the global Shell LiveWIRE programme, which focuses on fostering entrepreneurship and addressing global challenges.

The relaunched programme aims to build on the success of its predecessor, which has supported over 10,000 young people and helped establish around 200 startups since its inception nearly two decades ago.

Dalia Elgabry, vice president and country chair of Shell Egypt, said: "As a responsible investor, Shell Egypt is committed to supporting our communities through impactful social investment programmes. We are proud to support the community through pioneering capacity-building programmes like Shell Intilaaqah. Together with Flat6Labs, we aim to create significant opportunities for early-stage entrepreneurs."

The programme will provide en-



trepreneurs with a range of support, including matchmaking, ideation sessions, bootcamps, and incubation. Up to 240 teams or ideas will be selected for the Bright Ideas Bootcamp Training, with the top 40 progressing to the three-month Intilaaqah Incubation cycle.

Hany Al-Sonbaty, co-founder and chairperson of Flat6Labs, added: "Flat6Labs is excited to partner with Shell Egypt on this important initiative. We believe this collaboration will create a powerful platform for early-stage entrepreneurs to thrive."

Flat6Labs will implement the pro-

gramme, helping participants define their business plans and raise awareness of entrepreneurial opportunities. Selected entrepreneurs will attend workshops led by industry experts and gain access to proven startup methodologies.

The programme aligns with Egypt's 2030 Strategy and the UN Sustainable Development Goals. Shell Egypt collaborates with various partners, including the Ministry of Petroleum, Egyptian universities, The National Training Academy, and the World Food Programme, to deliver its social investment programmes.