

PRESS CLIPPING SHEET

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SwissCham hosts gala to support Egyptian street children, women



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The Swiss Egyptian Association for Business and Commerce in Egypt (SwissCham Egypt) hosted an elegant gala dinner on May 6, at the prestigious Diplomatic Club in Downtown Cairo. The event, attended by government dignitaries, the Ambassador of Switzerland, Yvonne Baumann, and esteemed representatives from Swiss and Egyptian companies, marked a remarkable evening of philanthropy and art.

The highlight of the evening was the display of 400 captivating works by talented Egyptian artists, showcasing the country's rich cultural heritage and artistic prowess. The proceeds from the art sales will be dedicated to supporting the Samusocial Egypte Relief Organization programs, towards improving the lives of hundreds of Egyptian street children and women.

"We are delighted to have organised such an event in support of Samusocial's programs. This event exemplifies the commitment of SwissCham Egypt and its members to the welfare and empowerment of those in need in Egypt," stated Kamal Abdelmalek, Chairperson of SwissCham Egypt. He added, "We thank Le Printemps Des

Artists for curating and managing the exceptional art exhibition, and all our sponsors for their generous support."

The event - which was sponsored by Hero, Nestle, Novartis, LaFarge, EAST, Schindler, Modeso and more companies from the SwissCham network - brought together influential figures from the government, business, and diplomatic communities, fostering connections and collaboration between Swiss and Egyptian business. The presence of the Ambassador of Switzerland and Swiss company representatives further emphasised the strong bilateral relations and shared commitment towards professional and social development.

Novartis Egypt officials were on hand to celebrate the local art on display and help promote fund-raising efforts.

"It is an honour to contribute to such a noble goal and we are proud to maintain our close ties with the SwissCham and other Swiss companies in Egypt to work together to serve the local community, especially those most vulnerable," stated Sherif Amin, Novartis Egypt Country President and board of trustees member of the SwissCham.