



PRESS CLIPPING SHEET

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Less than a week left to join 'Startupper of the Year'

"Startupper of the Year by Total" supports Egyptian President's SME Initiative to boost economy by encouraging innovation and entrepreneurship.

Total Egypt calls on aspiring entrepreneurs in Egypt to submit or finalise project submissions for contest.

Prize values set at EGP 160,000 for first place, EGP 90,000 for second place, and EGP 70,000 for third place.

Total Egypt issued a reminder urging

aspiring Egyptian entrepreneurs to submit their projects for "Startupper of the Year by Total" contest before the closing date on 31 January.

Its initiative to support the growth of small- and medium-sized enterprises (SMEs) is a keystone of its larger commitment to the Egyptian economy and ties in perfectly with Egypt's current national priorities. Earlier this week, President Abdel Fattah Al-Sisi announced the SME initiative, mentioning that Egypt's banks

would inject EGP 200bn (\$25bn) into supporting businesses, and the Central Bank of Egypt (CBE) issued guidelines to encourage financing SMEs.

"We believe in the power and the potential of small businesses," Total Egypt Managing Director Ian Lepetit said. "We are extremely happy that Startupper of the Year by Total falls within the framework of the Egyptian political leadership's focus on SMEs as a means toward economic prosperity and the vision

to facilitate the growth and success of this sector. We hope that our contest encourages wider adoption of an entrepreneurial mindset, and that the winning projects make a lasting positive impact."

"Small businesses are a main catalyst that drive GDP growth, create job opportunities, and help alleviate poverty. Their role in Egypt is particularly sizeable; small enterprises (with less than 10 employees) account for 97% of Egypt's businesses, while medium-sized busi-

nesses make up 2.7%, and large firms with over 50 employees account for 0.4%," he said.

Entry to the Total Egypt's Startupper contest is free and open to all Egyptian nationals aged 35 or under and to any type of project that can directly benefit the development of the Egyptian economy or the community. Projects will be evaluated by a jury, whose members are independent from Total Egypt, based on criteria such as innovation, originality,

boldness, growth potential, and ability to improve people's living conditions.

The list of finalists will be published on the contest's website no later than 28 February. After contestants make their final presentations by 15 March, the jury will select up to three of the best projects, which will be announced at an official award ceremony. The winning projects will be awarded the Startupper of the Year 2016 by Total label, along with financial aid and coaching from Total Egypt.