



**ORANGE
CORNERS**

EGYPT

AN INITIATIVE OF THE KINGDOM OF THE NETHERLANDS

Technical Field Visits

Experiential Learning
& Market Exposure

Insights, Learning, and Impact
2025

An initiative of the:



Kingdom of the Netherlands

Main strategic partners:



ALEXBANK
Intesa Sanpaolo Group



Al Ahram
Beverages Company
Since 1897

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Under the auspices of:



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Table of Content

Turning Industry Access into Entrepreneurial Growth	1
Key Highlights	2
Geographic Reach	2
Sector Coverage	3
What Entrepreneurs Gained	3
Type of Engagement	4
Why It Matters	4
Technical Field Visits:	5-33
Dina Farms	5
Educational Game Designing	7
BariQ	9
Secrets of Nature	11
Amazon Egypt	13
Up.Fuse	15
Smart Solutions	17
ECARU	19
Medhat ElSewedy Print House	21
Asset Technology Group	23
Breadway	25
Big Scrappers	27
SEKEM Farms	29
Up.Fuse	31
Al Ahram Beverages Company Sharkia Plant	33
Orange Corners Egypt Contact Information	35



Turning Industry Access into Entrepreneurial Growth

Technical field visits are a core component of the **Orange Corners Egypt** programme, offering entrepreneurs hands-on exposure to real operational environments and valuable market insights across different industries.

These visits take startups and small and growing businesses (SGBs), beyond the training room and into functioning operations such as manufacturing plants, innovation labs, processing facilities, farms, and other sector-relevant sites where they can witness how established businesses operate at scale.

Through these on-site visits, **Orange Corners** entrepreneurs gain practical, hands-on insights into production systems, quality standards, compliance requirements, supply chain processes, and the day-to-day realities of running an efficient operation.

In these visits, they connect directly with business founders, top and middle management, and industry professionals. They observe problem-solving in action, and benchmark their own practices against professional industry standards.

The field visit is an essential element of the **Orange Corners** experience because it bridges the gap between knowledge and application. Technical field visits help founders strengthen their operational understanding, refine their business models, and make informed decisions as they grow. They also spark inspiration, open doors for partnerships, and reinforce our programme's commitment to equipping Egypt's young entrepreneurs with the tools and exposure they need to build sustainable and competitive businesses.



Key Highlights

15

Field Visits
Conducted

2

Regions Covered:
Delta & Upper Egypt

242

Entrepreneurs Participated
in the Field Visits

10+

Leading Companies, Factories,
and Facilities Visited



Geographic Reach

The field visits ensured inclusive access to industry exposure across regions:

196

entrepreneurs



Delta Region

Alexandria, Beheira, Kafr El Sheikh,
Dakahlia & Menoufia

46

entrepreneurs



Upper Egypt

Assiut, Suhag, Qena
& Luxor

This approach supported entrepreneurs from outside major urban cities by providing direct access to industrial operations and national market players.



Sector Coverage

The visits reflected the diversity of sectors represented within the programme:

- ◆ **Manufacturing & Industrial Production**
- ◆ **Waste Management & Circular Economy**
- ◆ **Agriculture & Agri-processing**
- ◆ **ICT & Digital Solutions**
- ◆ **E-commerce & Logistics**
- ◆ **Creative & Educational Industries**

Several visits addressed multiple sectors simultaneously, highlighting integrated and cross-sectoral business models.



What Entrepreneurs Gained

Through direct exposure and interaction, entrepreneurs strengthened their understanding of:

- ◆ Production systems, machinery, and quality control
- ◆ Circular economy and sustainable business models
- ◆ Market requirements, branding, and packaging decisions
- ◆ Technical validation, product testing, and improvement
- ◆ Supply chains, logistics, and scaling operations
- ◆ Collaboration pathways with established industry players



Type of Engagement

Each visit combined multiple layers of experiential learning:

- 📍 Factory and facility tours
- 📍 Technical and expert-led sessions
- 📍 Direct interaction with founders, CEOs, or senior managers
- 📍 Applied observation and real-time questioning
- 📍 Business collaboration and partnership discussions



Why It Matters

Field visits played a critical role in bridging the gap between theory and practice. By experiencing real business environments, entrepreneurs enhanced their technical capacity, strategic thinking, and market readiness. These visits contributed directly to improving product quality, operational decision-making, and confidence to scale within competitive and sustainable markets.



**SUPPORTING ENTREPRENEURSHIP
FOR A BETTER WORLD.**



Dina Farms

- Location: Km 80, Cairo–Alexandria Agricultural Road
- Date: January 2025
- Sector: Agri Business



Purpose of the Visit

The visit aimed to expose agribusiness startups to a large-scale, integrated agricultural model that links farming, animal production, and manufacturing in a closed production cycle.





What Happened During the Visit

Participants toured the agricultural fields, dairy factory, and animal production units. They received detailed explanations of the farm's operational model and observed the full dairy production process, from raw material handling to final product manufacturing.



Impact of the Visit

Startups gained practical insights into integrated production systems, quality control, and operational efficiency, helping them understand how to scale agricultural operations sustainably while reducing waste and maximizing value.





Educational Game Designing

- Location: Cairo
- Date: January 2025
- Sector: Educational Game Design



Purpose of the Visit

This visit was designed to address the needs of startups working in educational game design by strengthening their understanding of game-design principles, market expectations, and user engagement.





What Happened During the Visit

Participants attended a theoretical session led by an industry expert, covering core game-design concepts and market insights. They were introduced to observation tools to assess existing products and then conducted exploratory visits to educational game stores to analyze real products in the market.



Impact of the Visit

The visit enabled entrepreneurs to benchmark their products against existing market offerings, refine design choices, and better align their educational objectives with customer expectations and age-specific needs.





BariQ

- Location: 6th of October City, Giza
- Date: January 2025
- Sector: Waste Management



Purpose of the Visit

The visit aimed to explore potential business collaborations between waste-management startups and an established recycling company, while deepening understanding of plastic recycling operations in Egypt.





What Happened During the Visit

A facilitated meeting was held between startups and BariQ's management to discuss collaboration opportunities. This was followed by a factory tour showcasing plastic waste recycling processes and a session on Egypt's waste-management ecosystem.



Impact of the Visit

The visit opened pathways for potential partnerships, enhanced startups' understanding of industrial recycling operations, and strengthened their knowledge of market requirements and sector challenges.





Secrets of Nature

- Location: Borg Al Arab, Alexandria
- Date: January 2025
- Sector: Cosmetics Manufacturing



Purpose of the Visit

This visit aimed to introduce cosmetics startups to the full production value chain, from formulation and raw material selection to packaging and market positioning.





What Happened During the Visit

Participants toured the factory and met with the CEO, Co-CEO, and R&D engineer, who shared technical insights and industry practices relevant to the Egyptian cosmetics market.



Impact of the Visit

The visit enhanced startups' understanding of production standards, compliance, and product development processes, supporting improved quality, formulation decisions, and market readiness.

Amazon Egypt

- Location: 10th of Ramadan City, Cairo
- Date: February 2025
- Sector: E-commerce

Purpose of the Visit

The visit targeted startups engaged in e-commerce or with market-ready products, aiming to strengthen their understanding of logistics, fulfilment, and online marketplace operations.





What Happened During the Visit

Participants toured the facility to observe warehouse management, logistics, and transportation workflows. The visit also supported startups with Amazon seller registration and onboarding guidance.



Impact of the Visit

Startups gained firsthand exposure to large-scale e-commerce operations, helping them improve logistics planning, inventory management, and readiness to access digital marketplaces.





- Location: Manshiyat Naser, New Cairo, Downtown Cairo
- Date: February 2025
- Sector: Waste Management and Production

Purpose of the Visit

The visit aimed to demonstrate a full circular economy model, transforming plastic waste into market-ready consumer products.





What Happened During the Visit

Participants toured the workshop, headquarters, and retail store, engaging with design, production, operations, and retail teams across the value chain.



Impact of the Visit

The visit illustrated how sustainability-driven businesses can scale successfully, helping startups understand production workflows, branding, and market positioning.

Smart Solutions

- Location: 6th of October City, Cairo
- Date: March 2025
- Sector: Energy and Automation

Purpose of the Visit

This visit was tailored to support a smart-home technology startup by providing technical validation and expert feedback.





What Happened During the Visit

The startup presented its solutions and devices and received technical feedback from sales and technical managers, focusing on usability, testing, and after-sales services.



Impact of the Visit

The visit helped refine product performance, enhance user experience, and strengthen readiness for B2C market expansion.





ECARU

- Location: El Obour City, Cairo
- Date: May 2025
- Sector: Agriculture



Purpose of the Visit

The visit aimed to support startups working in agricultural waste recycling by exposing them to machinery manufacturing and sector insights.





What Happened During the Visit

Participants met with the founder and production manager and toured the factory, engaging in detailed discussions on machinery pricing, capacity, and upgrade options.



Impact of the Visit

Startups gained technical knowledge to inform equipment investment decisions and improve operational planning for waste-recycling businesses.





Medhat ElSewedy Print House

- Location: 10th of Ramadan City, Cairo
- Date: May 2025
- Sector: Manufacturing



Purpose of the Visit

The visit supported startups seeking to improve packaging, branding, and product presentation.





What Happened During the Visit

Participants explored packaging materials, printing technologies, and participated in discussions on product development, pricing, and branding strategies.



Impact of the Visit

The visit strengthened understanding of packaging's role in market competitiveness and brand perception.





Asset Technology Group

- Location: Nasr City, Cairo
- Date: June 2025
- Sector: ICT



Purpose of the Visit

This visit aimed to enhance tech startups' understanding of software development cycles and B2B sales strategies.





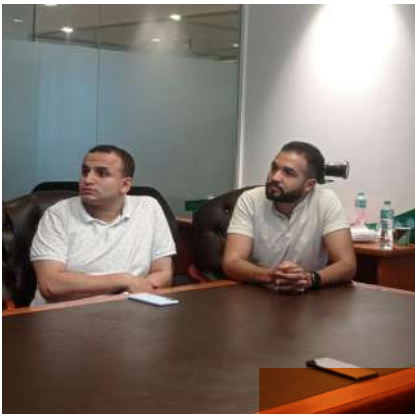
What Happened During the Visit

Industry experts shared insights into product development, technical challenges, and marketing strategies within Egypt's tech sector.



Impact of the Visit

Startups gained practical knowledge to improve product scalability, sales approaches, and technical resilience.





Breadway

- Location: 6th of October City, Giza
- Date: August 2025
- Sector: Manufacturing / Agriculture



Purpose of the Visit

The visit aimed to expose startups to advanced food production lines and integrated operational systems.





What Happened During the Visit

Participants toured production, quality control, and packaging departments and discussed technical and business topics with production engineers.



Impact of the Visit

The visit enhanced understanding of food manufacturing standards, logistics, and market competition.





Big Scrappers

- Location: Smart Village, 6th of October City
- Date: August 2025
- Sector: Waste Management



Purpose of the Visit

The visit aimed to provide exposure to waste collection and aggregation operations and entrepreneurial leadership.





What Happened During the Visit

Participants toured the collection site and engaged in a discussion with the founder about operational and logistical challenges.



Impact of the Visit

Startups gained insights into operational realities, scaling challenges, and leadership in the waste-management sector.



SEKEM Farms

- Location: Belbeis, Sharkia
- Date: October 2025
- Sector: Agri Business



Purpose of the Visit

The visit aimed to demonstrate a circular economy model in agriculture within a desert environment.





What Happened During the Visit

Participants attended an introductory session and toured composting units, extraction facilities, and organic textile production lines.



Impact of the Visit

The visit illustrated sustainable production models and inspired startups to integrate circular principles into their businesses.





- Location: Manshiyat Naser, New Cairo, Downtown Cairo
- Date: October 2025
- Sector: Waste Management and Production

Purpose of the Visit

This visit aimed to showcase a proven recycling-to-retail business model. It is a repeat visit to a new group of entrepreneurs.





What Happened During the Visit

Participants toured recycling facilities, workshops, headquarters, and retail outlets, engaging with operations and production teams.



Impact of the Visit

The visit reinforced learning on scaling sustainable manufacturing and value-chain integration.



Al Ahram Beverages Company Sharkia Plant

- Location: Sharkia
- Date: October 2025
- Sector: Manufacturing



Purpose of the Visit

The visit aimed to expose startups to a large-scale industrial success story integrating sustainability, production, and logistics.





What Happened During the Visit

Participants attended technical sessions and toured the plant, learning about supply chains, procurement, safety, and sustainability practices.



Impact of the Visit

The visit provided strategic insights into scaling, operational excellence, and sustainability integration in large industrial systems.





CONTACT US

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