

# Ready or Not

In our cover story this month, we ask the question if Egypt is ready to implement cutting edge, technological advancements that promote sustainability. The question is certainly a complicated one, particularly at this juncture in Egypt's history. Even with *Business Today's* resources, we were only able to explore a small facet of the issues' wide scope.

But the biggest obstacle is the government or, for that matter, the government in waiting. After elections, the newly minted cabinet will need to get more on board with ventures that companies like Cairo-based Tri-Ocean Carbon and Renewable are gaining traction with — see "Forging Ahead" (page 68) — in the use of photovoltaic cells in harnessing solar power. By denying Tri-Ocean and companies like it funding, or even simply maintaining the status quo when it comes to subsidies for fuels, Egypt could miss out on an opportunity to fund projects that will not only benefit the nation's energy sector, but also provide jobs and help protect the environment.

Orascom Housing Communities (OHC) is a homegrown example of transforming sustainability into practice. OHC is committed to building a zero-waste community in Haram City, which goes to show that Egypt can be a leader in innovation and better, cleaner living for its residents.

And some of this innovation will no doubt be driven by home-

grown talent as well. Nile University and other research centers in Egypt in the area of nanotechnology are paving the way for the proliferation of knowledge that touches many aspects of Egyptians' lives.

So, is Egypt truly ready? To paraphrase playwright George Bernard Shaw: Egypt dreams things that never were; and we say, 'Why not?'

On a personal note, this is Jessica Gray's last issue of *bt* as associate editor. Jessica has worked here for more than three years and her dedication helped make *bt* what it is. (She is also the best editor I've been blessed to work with.) We at IBAG wish her the best of luck in her future endeavors. She will be missed. *bt*

I hope that you enjoy our issue.

Best wishes,

*Robert Terpstra*

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