



The plant has a nameplate capacity of 2,200 metric tons per day (mtpd) of ammonia, 2,200 mtpd of urea synthesis, 1,200 mtpd of granular urea, 4,300 mtpd of urea ammonium nitrate and 900 mtpd of diesel exhaust fluid, with a combined sellable capacity of 1.5 to 2 million metric tons per annum of products.

A ceremony attended by officials including Terry Branstad, Governor of Iowa, and Kim Reynolds, Lt. Governor, and the Lee County Board of Supervisors was held today to inaugurate one of the largest private sector construction projects in Iowa's history.

Orascom is proud have built this challenging, state-of-the-art complex, highlighting the Group's capability as a major EPC player in this segment in the U.S. and worldwide. Furthermore, Orascom's wholly-owned U.S. subsidiary, The Weitz Company, expanded its industrial capability through its significant involvement in the project.

## **Fawzy Abu Seif takes the helm as Vezeeta's Egypt General Manager**

**April 19, 2017**

**Cairo, Egypt**

Vezeeta, the MENA leader in digital healthcare solutions, today announced that Fawzy Abu Seif, the company's current Chief Marketing Officer, will take the lead as the first General Manager (GM) for Egypt. Each country GM will carry forward and build on Vezeeta's success under the capacity of Amir Barsoum – CEO & Co-founder, adding further to the evolution of the company's organization structure and its regional expansion plans. Abu Seif will lead Egypt's operational growth including a target of 100,000 monthly doctor appointments booked through the platform by the end of 2017 as well as connecting more players in the healthcare ecosystem including pharmaceuticals, insurance companies and diagnostics and radiology centers.

"We have a lot of exciting plans for 2017 and beyond, in an industry that can be completely transformed through the power of a technology like Vezeeta's platform," said Fawzy Abu Seif. "We have launched our content curation – [Vezeeta health](#) – we have over 3,500 doctors online and adding at least 250 new ones per month. Our goal is to strengthen the bridge that we have already built between patients and doctors, by evolving our products through value added services that will write the next chapter in Egypt's success story in healthcare and allow us to reach our 100,000 appointment bookings by end of the year. By integrating the rest of the healthcare ecosystem, the product will become not only complete but unbeatable in the market," added Abu Seif.

Abu Seif joined Vezeeta in 2015 as Chief Marketing Officer and Partner following 7 years with Vodafone Egypt where he built solid expertise across marketing, operations and business development. His impeccable track record for delivering outstanding results awarded him the Shine Award for the Top 20 Employees in Vodafone Global Enterprise in 2009. He was also awarded for the best Corporate Marketing Team in Vodafone Global Enterprise worldwide in 2014.

Since 2015, he successfully built the Vezeeta brand name through aggressive marketing campaigns and accelerated monthly doctor appointment bookings from 1,000 to 50,000 in just two years. As General Manager for Egypt, Abu Seif will be responsible for the full commercial and operations



delivery of the country further solidifying Vezeeta.com's position as the creator of unprecedented healthcare experience in Egypt.

"Fawzy has been a key to our success since 2015. He built our marketing function from scratch, and established a very solid presence for a start-up that was the first and only of its kind in Egypt, in an industry that many before Vezeeta have found impossible to penetrate," commented Amir Barsoum – CEO and Co-founder of Vezeeta. "His great achievements, leadership, stamina and beliefs make him the perfect fit to lead the next phase of our operations and I am highly confident that Fawzy and his team will ensure that every patient and doctor are loyal to our services."

Vezeeta recently announced its expansion into the Levant states, launching its services in Jordan, followed by Lebanon aiming to connect thousands of patients to healthcare practitioners through fast, around the clock online appointment bookings.

**About Vezeeta:**

[Vezeeta](#) is the MENA leader in digital healthcare solutions, shifting the industry to automated physician, clinic and hospital bookings. It is a user-friendly website and mobile application that allows users to search for doctors by specialty, geographic area, insurance purveyor and fees. With more than 30,000 patients' reviews and ratings available on the platform, users can readily determine the doctor with the best medical service and the least waiting time. Once the doctor is chosen, the patient can either book automatically from the website, the mobile app, or contact the call center.

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