

SODIC Supports National Campaign Against Sexual Harassment

Cairo, Egypt: 25 November 2018: Sixth of October Development & Investment Company “SODIC”, in cooperation with a coalition of partners including governmental entities, international donors and organizations, is supporting the first ever national campaign against sexual harassment in Egypt.

A press conference was held today under the patronage of H.E. Dr. Sahar Nasr, Minister of Investment and International Cooperation at the ministry’s premises to officially launch the campaign featuring celebrity spokespeople Hany Adel and Menna Shalaby who took part in the campaign , and in the presence of H.E. Dr. Hesham Arafat, Minister of Transport; H.E. Dr. Ashraf Sobhi, Minister of Youth and Sports; Dr.Maya Morsi, Head of the National Council for Women; H.E. Stephane Romatet, Ambassaor of France to Egypt; H.E. Julius Georg Luy, Ambassador of Germany to Egypt; and H.E. Mr. Ivan Surkos, EU Ambassador to Egypt.

Produced by Bassita, a local, award-winning social start-up, the campaign against sexual harassment will comprise a variety of offline and online elements inviting the Egyptian public to support the government’s efforts to combat sexual harassment and other forms of sexual violence against women and girls on public transport. The specific focus on public transport is based on recent studies that reveal that is where most sexual assaults take place in Egypt.

“At SODIC, we seek to support causes that create a positive legacy and impact local communities in a meaningful way,” said Magued Sherif, SODIC’s Managing Director. “Corporate citizenship is a core component of our development philosophy, and supporting the campaign against sexual harassment is an important and necessary way we can help raise awareness and advocate change.”

SODIC’s support of the campaign against sexual harassment is the latest among SODIC’s many initiatives in support of different causes affecting the local community. As an Egyptian developer, SODIC’s CSR programs impact over 7,000 families every year.

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About SODIC:

SODIC is one of the region’s leading real estate development companies and is currently developing a number of large and diversified projects in Egypt. SODIC’s developments range from residential projects of different types to retail, commercial and large scale mixed-use city centres in east and west Cairo. SODIC is listed on the Cairo Stock Exchange (Ticker OCDI). For more information please visit www.sodic.com.

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