

Egypt will pass” campaign calls on the private sector to retain its“ workforce: Minister of Planning

Egypt’s Minister of Planning and Economic Development Dr. Hala El Said said recently that the “Misr Hat’aady” (Egypt will pass) initiative launched in cooperation with Terous Misr Foundation aims at encouraging the private sector to retain its workforce and to provide new job opportunities in an attempt to counter the economic implications of the global Covid-19 pandemic

H.E. Dr. Hala El Said explained the initiative aims to keep the gains of Egypt’s economic reform programme implemented since November 2016, which helps the government undertake health, social and economic procedures for fighting the pandemic

El Said added that these economic and social measures are in line with the national sustainable (development agenda and UN Sustainable Development Goals (SDGs

.El Said noted that participation in the initiative is open to all businesses and companies

For his part, Rami Galal, the official spokesperson for the Ministry of Planning and Economic Development said that the “Egypt will pass” campaign had achieved in its first week on social media about three million views on social media platforms and received positive interaction from citizens

Galal added that the initiative calls upon civil society and businesspersons to provide their services online so they can keep the health of their workers safe and boost the national economy

The Ministry of Planning launched the initiative in partnership with Terous Misr Foundation and number of businessmen and companies owners

Galal stressed that the campaign is open to everyone who wants to participate in it from the private sector companies, and that it is not limited to the largest companies, asserting that the Ministry of Planning invites businessmen and owners of small and medium companies to participate in the campaign

.Many prominent companies participated in the campaign such as Elsewedy Electric and Egyptian Steel

-:Video Footage for the participants

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