



## ***Tamer Azer joins Sawari Ventures***

**Cairo, Egypt**

**December 23, 2018**

Sawari Ventures today announced that Tamer Azer has come on board as a Principal, joining the team as it embarks on its upcoming investments following the first close of the US\$70 million North Africa Fund I, revealed at the Africa 2018 Business Forum earlier this month in Sharm El Sheikh.

“I’m excited to be working with a team that has a clear vision of how they want to contribute to the region’s entrepreneurship ecosystem and who has the resilience to bring that vision to life. I’m looking forward to the opportunity to continue growing, as I learn from the experience and knowledge of the Sawari team,” said Tamer Azer.

Azer is an entrepreneur and business builder with diverse experience having co-founded start-ups and worked closely with entrepreneurs from Canada to Rwanda to support launching, scaling and capacity building operations in the education, technology, consumer protection, publishing, food and beverage and consumer goods industries as well as in investment and hospitality.

Prior to that, he spent a number of years working at the forefront of policymaking with one of the world’s most influential business designers, where he was responsible for reshaping economic, innovation and entrepreneurship policies.

In 2016, after returning to Egypt from London, Azer joined A15, to lead investments and venture development. During his time at A15, he was one of the most active investors in the MENA region, using his role to seek out and support dynamic young entrepreneurs working to deliver meaningful impact on Egypt’s innovation and entrepreneurship ecosystem.

“We are very excited to have Tamer on board, after following his impressive work over the past few years in the ecosystem; seeing him make investments that have received follow up rounds, and then more recently, the part he has played in one of the largest tech exits in the Middle East.



There are few people in the region with his experience and we look forward to watching him grow and broaden his portfolio,” said Wael Amin, Partner at Sawari Ventures.

The Sawari Ventures North Africa Fund received its first closing of US\$35 million from global financial institutions including the European Investment Bank (EIB), the UK’s CDC, the French Development Agency’s private sector financing arm Proparco and the Dutch Good Growth Fund (DGGF) managed by Triple Jump. The fund will focus on investing in technology and knowledge driven companies in Egypt, Tunisia and Morocco.

#### **ABOUT SAWARI VENTURES**

Sawari Ventures is an international venture capital firm that invests in people turning visionary ideas into market-leading companies in the Middle East and North Africa (MENA).

[www.sawariventures.com](http://www.sawariventures.com)

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