

***Tamer Azer joins Shorooq Partners, the leading MENA early-stage VC, as the firm launches its Cairo office to further bolster the growing tech ecosystem in Egypt and North Africa.***

**Jun14, 2021, Abu Dhabi, UAE:** Shorooq Partners today announced that Tamer Azer has joined the firm as a Partner for Egypt. Tamer is joining the firm as part of its strategy to expand its local presence across the region. The Cairo office will be a strong addition to Shorooq's established offices in Abu Dhabi, Riyadh and Bahrain – this is part of the firm's sincere commitment to being Founders Partners and to be physically present for its founders to deliver the best value possible across the entire region.

*"I'm thrilled to be joining a team with a vision to build the region's most active and founder centric venture capital firm. Shorooq Partners' ethos of being founders' partners is one that I believe wholeheartedly in. Their vision for the Shorooq's future and for the industry as well as their sense of responsibility to the region's growing ecosystem is a vision that I share and I am excited to be working with Mahmoud and Shane to realize,"* said Tamer Azer.

As an entrepreneur first and later an investor, Azer spent a number of years working closely with entrepreneurs around the world. 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.

After returning to Egypt from the UK in 2016, Azer joined A15, as Investment Director. During his time at A15, he became one of the most active early-stage investors in the MENA region and played a central role in A15's exit of TPAY in 2018. Azer then joined Sawari Ventures as Principal in 2019 and continued building on his track record as a leading investor in the MENA region working with several later-stage companies.

*"We are excited to welcome Tamer to the growing family of Shorooq. Tamer brings to the Shorooq platform both investment and entrepreneurship experience with a deep understanding of the Egyptian eco-system and wider North Africa. We are super bullish on the ecosystem across the region, and Egypt in particular. We stand behind the most exceptional founders in the region and*

*Tamer and the Cairo office demonstrates our commitment,”* said Mahmoud Adi, Founding Partner at Shorooq.

### **About Shorooq and Bedaya Fund**

Shorooq Partners is a leading early-stage Venture Capital firm in the Middle East, North Africa and Pakistan (MENAP) region. Since it was found by Mahmoud Adi and Shane Shin in 2016, Shorooq has built significant sectoral expertise in the Fin-Tech, Platforms & Marketplaces and Software. The firm has invested in more than 30 companies across the region, including Capiter, Breadfast, TruKker, Sarwa, Retailo, Pure Harvest and more.

Bedaya Fund I, Shorooq Partners' \$50 million flagship venture capital fund, has been investing in Pre-Seed/Seed to Series A tech startups across the region since 2019. It is Shorooq's second fund and has received strong backing from Saudi Arabia's Jada Fund of Funds, Saudi Venture Capital Company (SVC), Bahrain's Al Waha Fund of Funds, Abu Dhabi Holding (ADQ), Mubadala Investment Company, Jordan's ISSF as well as other regional, USA, Asian and European investors.

For more information, [www.shorooq.ae](http://www.shorooq.ae)

For press inquiries, [hello@shorooq.ae](mailto:hello@shorooq.ae)