

CREATIVE INDUSTRIES GUIDE TO FINANCING

"Carpetmaking is a traditional artform that has existed in Egyptian culture for centuries. Preserving this craft directly contributes to the economic expansion of the artisan community and ensures cultural traditions remain strengthened."



A WORLD OF REAL POSSIBILITIES



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2019 [Sustainability Report](#)

LOOKING FOR WAYS TO FINANCE YOUR BUSINESS?

If you believe you have a unique craft, or you contribute with a distinctive product to the market, and you need to expand this into a real business with economies of scale, then ALEXBANK has got your back. We will support you with the needed finance and services to level-up your craft with the least number of documents required.

This Guide outlines all the financing options available for those working in the Egyptian creative industries sector. The Guide includes information on all available products and services pertaining to the Microfinance segment as well as other services offered by ALEXBANK including Point of Sales (PoS) Machines, Insurance Products, Debit Cards, and Wallets.

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INTRODUCING EGYPT'S FIRST HANDICRAFTS MICROLOAN: THE EBDA3 MEN MASR PROPOSITION

“Ebda3 men Masr” is an initiative aiming to preserve Egypt’s heritage by empowering the handicrafts community. This initiative connects craftsmen, particularly women and youth to entrepreneurial opportunities to gain access to capacity building, vocational training, employability skills and fair-trade opportunities.

In tandem with ALEXBANK’s focus on Microfinance, launched Egypt’s first handicrafts microloan to strengthen its financial inclusion of underserved craftsmen and women in the final quarter of 2019. The “Ebda3 men Masr” microloan proposition comprises a financial and nonfinancial component that enables craftsmen to receive a holistic framework of support. In addition to the financial component, ALEXBANK partnered with several organizations to offer a package of non-financial services for Ebda3 men Masr partners. The package includes legal advisory services and business skills training. The non-financial services component is designed to enhance their abilities and to further grow their businesses successfully.

To date, “Ebda3 men Masr” has worked with 5,000 craftsmen across all governorates, 90% of whom are women, resulting in over EGP 23 million generated direct sales. The CSR & Sustainable Development Office Strategy remains committed to proving Egypt’s craftsmen with the necessary tools to thrive and looks forward to introducing new services that cater to the preservation of Egypt’s rich heritage for years to come.

“We introduced financing of micro-enterprises in the year 2007 in line with the Bank’s view on microfinance being an essential tool for achieving financial inclusion. By reaching all groups and economically active individuals (that is, those who have a profession or an income-generating activity they practice) to support and integrate them into the banking system, we achieve growth in these activities, which contributes to achieving added value for the individual and society overall.

Through simple and flexible financing programs, the Bank provides direct financing to owners of small activities, including all banking services such as financing, accounts, cards and others, which enhance the concept of financial inclusion that is advocated by all state institutions. It also achieves sustainability by directing microfinance to enterprises and projects that serve the environment and society and achieve real development such as those active in heritage crafts, clean energy and agricultural development. Moreover, we support the digital transformation to provide digital solutions and various alternatives for this segment that will facilitate bank dealings as well as provide flexibility in the services provided in addition to fulfilling our vital role in supporting and training clients through a trained team.

From this standpoint, to reach all groups that have real demand for financial integration and support the Bank’s vision towards micro-financing, a new business model was launched in which the Bank’s role as social responsibility pioneer is integrated with its business side ensures sustainable financial inclusion and business continuity. This system works side by side to build a strong partnership with NGOs, governmental and non-governmental organizations, as well as international development organizations, in addition to the strong social initiatives undertaken by the Bank that aim to develop the capabilities of these groups through training, awareness and capacity building. All this creates sustainable financial inclusion through job and added value creation for heritage and creative industries across the nation.”

Tamer Abdelfattah - Head of Microfinance Department

ALEXBANK'S "EBDA3 MEN MASR" MICROLOAN PROPOSITION

With competitive interest rates and simplified payments as well as a micro savings account, a debit card and a mobile wallet, the "Ebda3 men Masr" microloan is a reflection of ALEXBANK's efforts in creating a microloan tailored specifically to meet your business needs and the nature of the Egyptian handicrafts sector. In addition to the financial package, a bouquet of customized non-financial services was designed including legal advisory services, business skills training sessions, digital marketing training and consulting services, an opportunity to sell and market products on an e-commerce platform, and another opportunity to sell products in a physical store.

“ The Ebda3 men Masr microloan helped me buy my materials in season and in bulk, therefore making it a lot cheaper while also giving me a platform to further invest in and grow my business. The cash surplus also helped my presence in the market, giving me the opportunity to produce new products, therefore allowing my name and brand to be seen and remembered .
Reem,
owner of a company that designs and produces women's clothing.



The "Ebda3 men Masr" loan features are:



Tenor : up to **36 months** for individuals
up to **48 months** for companies



Amount : up to **EGP 50,000** for individuals
up to **EGP 100,000** for companies



Guarantor required

If you are an individual and need a microloan to help grow and expand your business, you will need the following documents:



Valid **National** ID Card
& Guarantor valid national ID card



Recent **Electricity/Water Receipt**
(not older than 3 months from date of issuance)



Contract of **Workspace Ownership/Rental**
(contract validity should be within the loan tenor)

If you are a company, you will need the above documents along with the below:



Valid **Commercial Register**
(not older than 3 months from date of printing)



Valid **Tax Card**

If you have an existing handicrafts business that has been operating for 1 year or longer, are between the ages of 21 and 65 and want to be part of the "Ebda3 men Masr" initiative, whether you are a company or an individual, call us on 19033 to learn more about how ALEXBANK can cater to your business needs.

OTHER FINANCIAL SERVICES

Do not forget to inquire about other services when applying to an ALEXBANK microloan.

POS Machine: If you would like to apply for a Point of Sales (PoS) machine, please refer to the below to further understand the features and required documents.

Features:



ALEXBANK will provide you with a **portable PoS machine**



to assist you in **accepting cards**



and **crediting the funds** in your ALEXBANK account



within **24 hours**.

Requirements:



You must have a commercial account with ALEXBANK

MICRO SAVING ACCOUNT

The "Micro Saving Account" provides a flexible saving plan for micro-savers where customers can both save and have access to their funds to perform day-to-day transactions at any time.



Micro Saving

Account Features:

Tiered account that pays **semi-annual** competitive interest



Interest is calculated on the **lowest monthly balance**



Customer can have a **debit card, internet banking subscription and wallet** to facilitate and monitor their day-to day transactions.

MA7FAZTY SERVICES

"**Ma7fazty**" is ALEXBANK's e-wallet that combines all your essential daily money transactions in one mobile application. It is a highly effective method of facilitating and simplifying secure money transactions, all in a few simple steps. You can link your card, transfer Money, cash in and cash out, pay your bills, recharge your mobile number, and make purchases in simple steps.

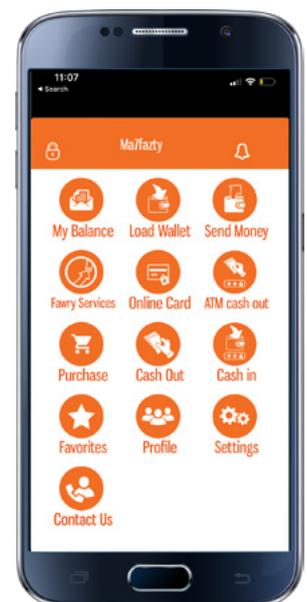
Required Documents



Valid **mobile number** registered on your name in the mobile operator



Valid **National** ID Card



VISA "INSPIRE" DEBIT CARD



A debit card is a card where you can deposit money in your account, withdraw from any ATM or pay for your purchases on PoS using your card instead of cash

Key Features:



SMS service on your purchase transactions



Get 1.5 points on every EGP 1 you spend using your "Inspire" Debit Card in shops participating in the program



Enjoy Fawry services through ALEXBANK ATMs



3D "Secure Service" that provides protection on your online transactions when shopping with your Inspire Debit Card through sending One Time Password (OTP) to your registered mobile number

ALEXBANK: A MICROFINANCE SUCCESS STORY

Stemming from our firm belief in enhancing financial inclusivity in Egypt, we introduced microfinance offerings to our portfolio in 2007. Since then, we have financed more than 300,000 clients. To add real value to our micro-enterprise clients, we also offer them with much needed technical assistance around their business needs and growth prospects.

ALEXBANK's micro-enterprise arm mainly focuses on microbusiness owners in rural areas, or locales who are typically excluded from formal financial services. We provide these business owners with the relevant financial tools and services to become active contributors to the formal growth of the Egyptian economy, and to job creation at large.

In 2017, we developed a micro-lending offering with a sense that ensure the social and economic development interventions, enabling us to add more value to our customers, and to expand our customer base.

Currently, ALEXBANK's market share in direct micro-finance lending is one of the largest market shares at the level of the banking market in Egypt.

Amal Mahfouz's family owns a livestock farm where she used to help take care of the cows and buffalos on a daily basis. "I did not own any livestock of my own", she says. She talks about the training she received from ALEXBANK with her neighbors and acquaintances and how she learnt how to manage her project, as well as how to further benefit from it. Amal has been managing her business for 6 months now and currently has one buffalo, four cows and four sheep.

With her loan and the help of her husband and people living on her farm, Amal raises and feeds the livestock and then milks them to produce cheese, milk and ghee. She is then able to sell the produce to people living in her area. The farm helps Amal provide for herself and her family.



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