



# SYNERJIES

INTERNATIONAL & STRATEGIC STUDIES | MEA  
مركز سينرجيز للدراسات الدولية والاستراتيجية



# PRIVATE EFFORT

FOR PUBLIC GOOD

## ABOUT SYNERJIES

Synerjies Center for International & Strategic Studies is the first of its kind social enterprise think-tank in the Middle East & Africa (MEA) region. Our model is one that is grounded in our over-arching principle of “Doing a private effort for the public good”.

Towards that, as a one-stop-shop advisory, we assist decision-makers in governments, international organizations, and corporations in their innovative policy & strategy formulation within a fluid and rapidly evolving economic and geo-political landscape.

We believe we have just what the region needs: the global mindset and local perspective to operationalize knowledge and support the transition to a knowledge-based economy.



## OUR VISION

Traversing barriers to bridge the gap between knowledge creation and knowledge utilization through synerjizing multi-disciplinary approaches, empowering change champions, and utilizing innovative technology.



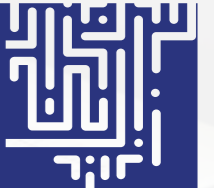
## OUR MISSION

To be a comprehensive solutions provider for operationalized knowledge and data-driven policymaking in the MEA Region.



## OUR VALUES

- Integrity
- Objectivity
- Trust and Ownership
- Clarity
- Dynamism
- Impact-Driven
- Agility
- Neutrality
- Multi - Disciplinary
- Continued Relationships
- Timeliness
- Sustainability
- Empowerment
- Excellence
- Commitment and Dedication



# OUR COMPETENCIES



**PUBLIC POLICY  
AND ADVOCACY**



**ECONOMIC  
ANALYSIS**



**SUSTAINABLE  
DEVELOPMENT**



**TECHNOLOGY, DIGITAL  
TRANSFORMATION  
& INNOVATION**



**INTERNATIONAL  
RELATIONS**



**STRATEGIC  
COMMUNICATIONS**



**PUBLIC POLICY  
CONSULTANCY**



**TRAINING AND  
CAPACITY  
BUILDING**



**STRATEGIC  
ADVISORY  
AND RESEARCH**



**DIGITAL  
TRANSFORMATION  
AND INNOVATION  
CONSULTING**

# OUR SERVICES

**CONFERENCES  
AND ADVOCACY  
EVENTS**





Evidence-based policymaking is becoming an indispensable need in today's world. It is imperative to regularly and pre-emptively revisit and revise policies to enable the attainment of their targeted objectives in fast-moving and volatile ecosystems. In most cases, these policy objectives are fully interdisciplinary in nature and require a 360 degrees approach. This is exactly where we leverage our cross-departmental capacities to provide fast and evidence-based consultations to our clients. These consultations are our main door to affecting change for the public good. We consult through the whole policy process starting with policy interpretation, intervention, and implementation. Our service to public policy partners is fast, evidence-based, and innovative.

## PUBLIC POLICY CONSULTANCY

### PRODUCTS:

- Policy System & Landscape Analysis
- Stakeholder Mapping & Engagement
- Strategic Communications
- Advocacy
- Policy Interventions
- Initiatives & Programs Implementation
- Government Relations

OUR SERVICES

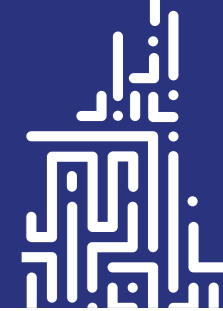


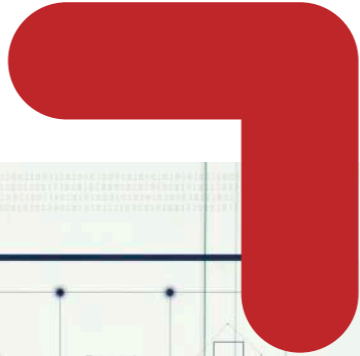
In today's interconnected and information-driven world, the proliferation of misinformation, disinformation, hyperbole, and half-truths poses a formidable challenge to both the public and private sectors. These challenges complicate their efforts to drive value, seize opportunities, and make informed decisions based on reliable evidence. This situation becomes even more critical in rapidly transforming regions where cyberspace is expanding and evolving at an accelerated pace, involving diverse stakeholders and actors, and heightening concerns about data security. Synerjies is the one-stop shop for decision-making support for a diversified portfolio of clients. We advise on sustainable development, economic policy, international relations, and governance. We provide the highest quality research, policy analysis, and data-driven recommendations on a full range of issues. From white papers to reports and strategies, we tailor the format of the end product to best serve your ultimate goals.

## STRATEGIC ADVISORY & RESEARCH

### PRODUCTS:

- Primary Research: Surveys, Focus Groups, & In-depth Interviews
- Secondary Research: Desk research, review and benchmarking
- Monitoring & Evaluation
- Strategy- Setting
- Reports
- Policy Briefs





Knowledge is pivotal for decision-making and efficient operations. Building the capacities of an entity’s members enhances empowerment, minimizes over-reliance on outsider experts, and increases efficiency in cost and time.

We believe that empowerment starts with knowledge, so we take accessibility to good training seriously. We provide capacity-building services within our fields of competencies including but not limited to:

- Sustainability & Governance
- Economic Diplomacy
- Strategic Communication
- IR Frameworks & Theories with particular MEA focus
- Qualitative & Quantitative Research Methods

# 3

## TRAINING & CAPACITY BUILDING

### PRODUCTS:

- Customized trainings
- Experiential learning
- Training of trainers





It is important to raise the visibility of critical policy issues, and this naturally requires a multi-stakeholder approach, systematic cooperation, and long-term partnerships for the sake of sharing knowledge and coordinating efforts. As firm believers in improving knowledge sharing for development, we organize and content-manage conferences and events to stir public debates and bring together various stakeholders in consultative conversations. Spanning from closed roundtables to high-level diplomatic conferences, we tailor our approach to optimize impact from strategic partnerships.



**MODERATOR**

Khaled El-Sayed



Managing Director  
Synerjes Center for  
International & Strategic  
Studies

H.E. DR. MOHAMED AL-KUWAITI



Head of Cyber Security  
United Arab Emirates

DR. AHMED ABDEL-HAFEZ



Chairman of the Executive  
Bureau Egyptian Supreme  
Cybersecurity Council, Egypt

DR. HEUNG YOUL YOUNG



Chairman, ITU-T Study Group  
17, Security

Eng. Badr Ali Al-Salehi



Head Directorate General  
Oman National CERT Head of  
ITU Regional Cyber Security  
Center

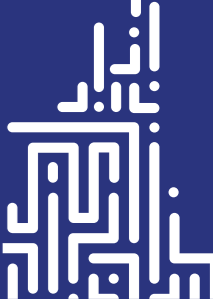
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CYBERVARE: EXISTING & EMERGING  
RISKS HOW COMPANIES WORK TO  
MITIGATE THEM

## CONFERENCES & ADVOCACY EVENTS

### PRODUCTS:

- Session briefs including background, questions, talking points, and Moderator's guide
- Outreach and closure report
- Narrative-building
- Agenda setting & identifying potential partners and speakers and approaching them







## INNOVATION CONSULTING

### PRODUCTS:

- Digital Transformation Strategies
- Web-based Portals & Dashboards
- Tech Solutions for Knowledge Management Systems
- Business Process Re-engineering

Evidently, the fast-paced progress of technology and utilization of data asserts the importance of digital transformation and the digitization of government services to harness such opportunities.

As enthusiasts of digitization and innovative transformation, we help our clients catch up with and capitalize on the tech revolution of data and artificial intelligence, optimize and automate operations, and enhance their digital capacities and talents.

We assist in several phases of the digital transformation process, starting from conceptualization and needs assessment to strategy setting and implementation.



# AMONG OUR CLIENTS

UNITED ARAB EMIRATES  
MINISTRY OF FOREIGN AFFAIRS  
AND INTERNATIONAL COOPERATION



الإمارات العربية المتحدة  
وزارة الخارجية  
والتعاون الدولي

وزارة التخطيط والتنمية الاقتصادية  
Ministry of Planning and Economic  
Development



EMBASSY OF THE  
UNITED ARAB EMIRATES  
IN UR-SULTAN



الإمارات العربية المتحدة  
تور سلطان



SAWIRIS FOUNDATION  
FOR SOCIAL DEVELOPMENT

**ERRADA**  
Egyptian Regulatory Reform And  
Development Activity



International  
Labour  
Organization

**NTRA**  
National Telecom Regulatory Authority  
الجهة القومية لتنظيم الاتصالات

**giz** Deutsche Gesellschaft  
für Internationale  
Zusammenarbeit (GIZ) GmbH

**FORD  
FOUNDATION**



المعهد القومي للحكومة  
والتنمية المستدامة  
National Institute for Governance  
& Sustainable Development



Ministry of Communications  
and Information Technology



THE AMERICAN  
UNIVERSITY IN CAIRO  
الجامعة الأمريكية بالقاهرة





HIGHLIGHTS FROM  
**SUCCESS STORIES**





May 2021 - May 2022

2019 - 2022

## NATIONAL STRATEGY FOR INTELLECTUAL PROPERTY

**Project Nature:** Strategic Advisory and Research

**Beneficiary:** Egypt's Cabinet- Office of Prime Minister

One of the most anticipated strategies for Egypt is the National Strategy for Intellectual Property which has been in the works for almost two years, and was launched in September 2022. Our contribution included leading the public consultations on the strategy and supporting on the development of its performance indicators, its publishing process, and its overall development. We are deeply honored to have been part of the team working on such a critical and much-needed national strategy.



Access NATIONAL STRATEGY FOR INTELLECTUAL PROPERTY [here](#)

## FULL CONSULTATION SUPPORT FOR ECONOMIC & DIPLOMATIC AFFAIRS

**Project Nature:** Research Consultation Training

**Beneficiary:** Confidential (MENA Region)

Serving various Arab governments in the region, we provide continuous retainer-like support on matters of international cooperation policy, bilateral trade investments, joint economic committees, and economic diplomacy.

In that capacity, we have delivered over 220 papers in 2020 and 150 papers in 2021 of various kinds spanning over 35 countries across the world. We take pride in being a trusted advisor on international cooperation and geopolitics for many governments in the region.



May 2023

## FIRST CYBERSECURITY AND DATA INTELLIGENCE SYSTEMS (CDIS) CONFERENCE

**Project Nature:** Government relations, content management and agenda setting

**Beneficiary:** National Telecom Regulatory Authority

We had the privilege to have led on the narrative-building, choice of themes, identification of speakers, and preparation of session briefs of the first Cybersecurity and Data Intelligence Systems (CDIS) conference of Egypt under the auspices of the Egypt's Cabinet, the Ministry of Communications and Information Technology and the Egyptian Supreme Council for Cybersecurity.

The conference featured a diverse set of speakers exploring various cybersecurity topics, challenges, and trends. It provided a platform for stakeholders from various sectors, including public, private, and civil society organizations, and from the region and beyond it, to engage in constructive discussions about the evolving nature of cybersecurity and data intelligence. The overarching aim of these discussions was to shape the future of cyberspace, leverage its benefits, and neutralize its threats.



June 2022

## ISLAMIC DEVELOPMENT BANK ANNUAL MEETINGS 2022

**Project Nature:** Conferences & Advocacy Events

**Beneficiary:** Ministry of Planning & Economic Development

The 2022 Islamic Development Bank Annual Meetings came at a critical nexus of being hosted by Egypt for the first time in 40 years, being a key regional event as we move out of COVID restrictions, and coming right before COP 27 in the same city.

We were honored to have been part of the team on the IsDB, supporting with all content development of 14 of the sessions and with the project management support of the entire event.



April 2020 - October 2020

## EGYPT 2021 VOLUNTARY NATIONAL REVIEW

**Project Nature:** Research Consultation Editing Desktop Publishing

**Beneficiary:** Ministry of Planning Economic Development

Egypt was among only 10 countries presenting their 3rd Voluntary National Review to the UN's High-Level Political Forum of the year 2021.

The VNR details Egypt's progress, challenges, and lessons learned in achieving each of the 17 Sustainable Development Goals in a comprehensive and data-driven approach. It also discusses the effects of the COVID-19 pandemic and the critical role of partnerships with civil society and the private sector toward a whole-nation approach to sustainability.

It is also the first of Egypt's 3 VNRs to be published in both English and Arabic.

We are proud to have been part of the technical team in charge of developing the 2021 VNR, especially on the progress towards the 17 goals.



Access the VNR [here](#)

April 2022 - December 2022

## STRATEGIC COMMUNICATIONS TRAINING

**Project Nature:** Training and Capacity Building

**Beneficiary:** Sawiris Foundation for Social Development

A tailored week long training, this first phase of a 3 phase training plan covered principles of strategic communications with a focus on blogs and policy briefs in alignment with SFSD needs.

The training sessions were mostly delivered bilingually.

Feedback surveys showed an overwhelming majority of satisfaction with the first phase of the training, as 42 and 50 of the participants ranked their overall satisfaction with the learning content and material at (extremely satisfied) and «very satisfied» respectively.



April 2022 - December 2022

September 2020 - October 2021

## THE COVID 19 POLICY TRACKER

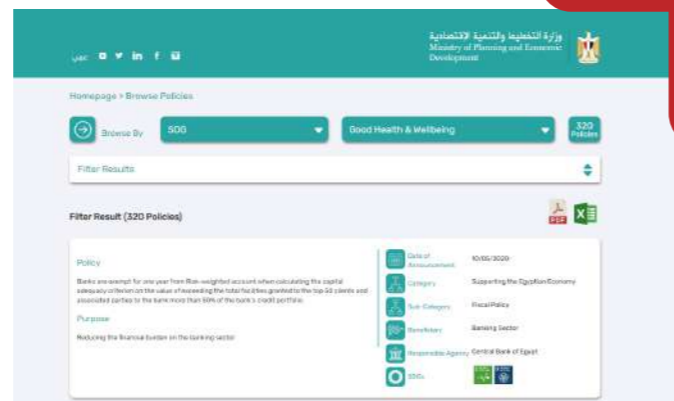
**Project Nature:** Tech. Solution for Knowledge Management

**Beneficiary:** Ministry of Planning & Economic Development

A smart, innovative, and user-friendly tool to maintain clarity and transparency in times of crisis, the COVID-19 Policy Tracker was developed for the Ministry of Planning and Economic Development in the wake of the pandemic to keep track of all policies and measures pertaining to the mitigation and adaptation efforts by the government as a response to the pandemic.

The Tracker, available bilingually, is now the home for over 600 economic social, and health-related policies. It also tracks the purpose, expected beneficiaries, and implementation entities of each policy, all while relating them to their corresponding Sustainable Development Goals.

We take pride in this project having been responsible for its full life cycle, from ideation and content development to tech development and maintenance.



Access the COVID 19 Policy Tracker [here](#)

## FINANCING SUSTAINABLE DEVELOPMENT IN EGYPT

**Project Nature:** Strategic Advisory & Research

**Beneficiary:** League of Arab States

Under the direct supervision of Prof Dr. Mahmoud Mohieldin, the Egypt FFD report is the product of over 12 months of research by more than 14 leading academic experts in economic development, public policy, and sustainability, as well as the contribution and support of international development partners such as the IMF, ESCWA, OECD, UNDP, UNICEF, UNCTAD, ITU, and others. The first of its kind in the world the report assesses the financing of the development landscape in Egypt, highlighting opportunities and analyzing shortfalls in order to present policymakers with coherent and comprehensive policy recommendations.

The Egypt FFD report will be the first of a series of similar reports by the League of Arab States diagnosing the financing for development landscape in various Arab countries.

We are honored to have contributed to the conceptualization and to have project managed the report development and its publishing as well as being part of the expert authors, research support, and editorial support team.



Access the full report [here](#)



December 2023

## COP 28

As a leading advocate for sustainable practices and innovative solutions, Synerjies is honored to have contributed to COP28 in UAE, promoting climate action and sustainable development.

Our senior management was present in the Blue Zone, engaging in meaningful panel discussions, forging partnerships, and discussing collaboration opportunities with business leaders, government officials, think tanks, nonprofit organizations to support their efforts in making a meaningful impact in our region.







# TESTIMONIALS

“ Synerjies is one of the very few consultancy agencies that not only deliver what you aspire for, but they raise the level of your aspirations. Their team does not spare an effort to delve into your objectives and help you in paving the way to reach them. [...] I definitely recommend working with them. ”

**DIANA EL-DABA**  
Strategic Communications Advisor  
USAID

“ Working with Synerjies on Egypt’s Voluntary National Review 2021 has been a very positive experience. Their promptness, high-quality delivery, and detail or entation have contributed to the smooth production of the report. ”

**REHAM YOUSSEF**  
Leading the Policy and Partnerships team  
UNDP Egypt

“ Synerjies is the best team to work with. Their quality and timely deliverables are also coupled with a well rounded portfolio in regional public policy. This experience and competence are what make them stand out in the market. ”

**SALMA HAFEZ**  
Senior Staff Leader  
NTRA

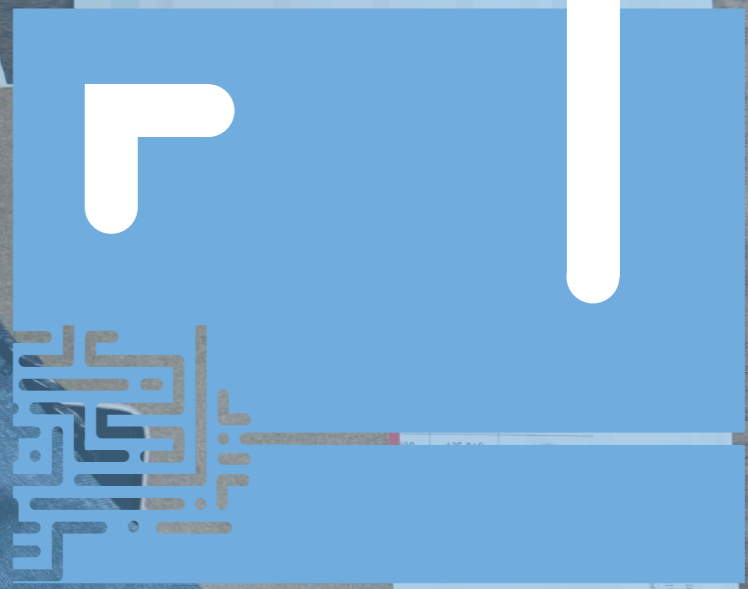
“ The most important aspect we usually look for while conducting evaluation studies is the quality of the deliverables and this had been guaranteed while working with Synerjies team! This is in addition to the expertise within their team, flexibility, and effective communication. ”

**YOUNNA MOHAMED**  
Monitoring, Evaluation and Learning Advisor  
GIZ

“ Synerjies have proven to be an entity that can support decision-making and provide sound advice on critical policy matters. [...] Their partnership model worked flawlessly acting as an extension to our teams and their support was very prompt. ”

**YARA NOURELDIN**  
Head of Component – Strengthening Reform in Initiatives in the Pulic Sector  
GIZ Egypt

# PARTNERSHIPS



Business Company

123 Main Street, Suite 1000  
New York, NY 10001  
Phone: +1 212 555-1234  
Fax: +1 212 555-5678

Opportunities to increase sales and achieve the company's target.

Categories	2013	2014	2015	2016
Computers & Devices	12,180	14,517	5,714	
Electronics	108,922	110,253	101,812	
Clothes & Fashion	66,017	81,126	214,191	

Quantity Amount

240	53
855	75
504	504

2,668,790
976,819
869,870
421,045
179,884
690,144
279,951
98,470
244,353
75,360
846,579
237,689
563,980
45,000
401,777
182,700
278,081
4,567,284

	2015	2016
Product B : North America	8,714	39,912
Product A : Australia	107,812	108,287
Product A : Europe	89,918	91,938
Product A : Asia	123,939	125,819



## MoU WITH THE NATIONAL INSTITUTE FOR GOVERNANCE & SUSTAINABLE DEVELOPMENT (NIGSD)

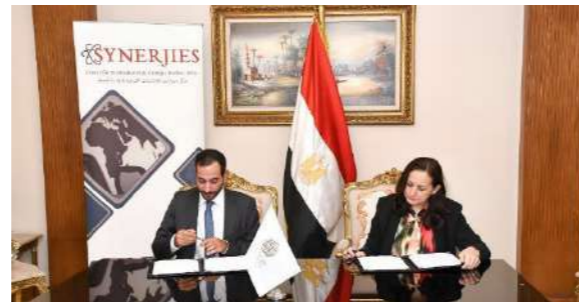
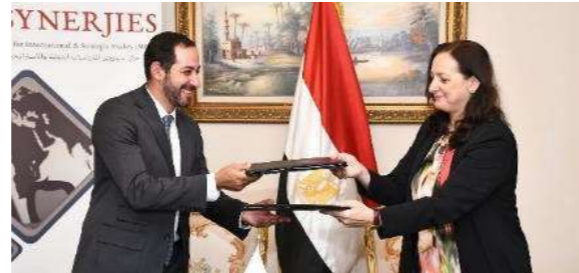
February, 2022

It has been a great honor to have signed a comprehensive Memorandum of Understanding with the National Institute for Governance Sustainable Development.

The MoU targets cooperation between our two institutions in various common fields of interest especially in governance for sustainable development, localization of development, and promoting the culture of sustainability.

Since its inception, the NIGSD has targeted strategic partnerships with the private sector, civil society, and others.

It is our honor to join the NIGSD's efforts in achieving sustainable development and good governance in Egypt.



## MoU WITH GLOBAL TRADE MATTERS

November, 2019

for knowledge sharing and technical cooperation especially within the domain of climate action Global Trade Matters is a fellow Cairo based think tank.

Part of our collaboration includes communication platforms, conferences, and policy roundtables.

## MoU WITH EGYPTIAN REGULATORY REFORM AND DEVELOPMENT ACTIVITYH EGYPTIAN REGULATORY REFORM AND DEVELOPMENT ACTIVITY

January, 2021

It has been a great honor to have signed a comprehensive Memorandum of Understanding with the Egyptian Regulatory Reform and Development Activity for cooperation in fields of common interest such as regulatory simplification, improving the business climate, promoting foreign direct investments, and supporting the development of strategic sectors mainly the green and circular economy in Egypt.

A Research Consultation Training project is currently ongoing A 12-week-long training plan tailored to their needs.

A comprehensive capacity-building program for the economic and legal teams of the Egyptian Regulatory Reform and Development Activity the two-week workshop-style training was tailor-designed to serve ERRADA's mandate.

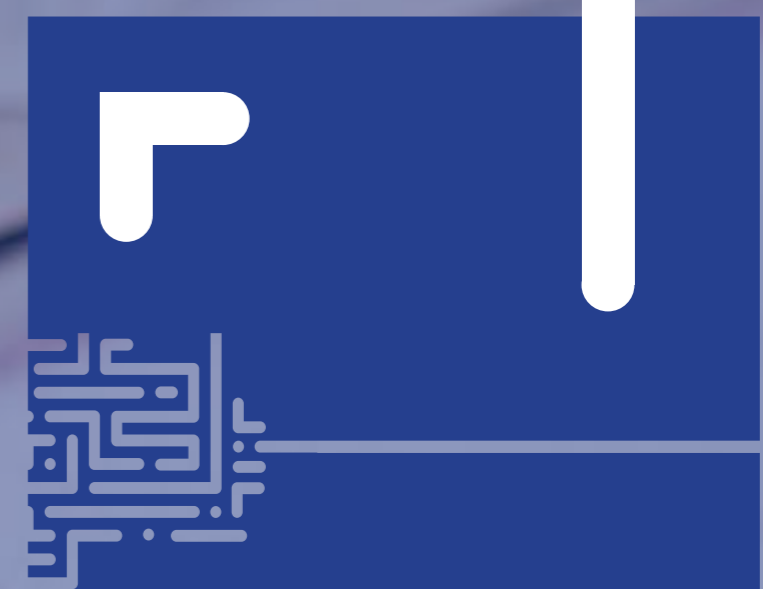
Post-training surveys showed satisfaction from both the trainees and ERRADA leadership as well as an immediate application of the learned content enhancing the quality of output. As a result of this training, we are honored to call the ERRADA team our friends and partners.





# OUR PUBLICATIONS

Follow us online for Articles, Policy Briefs, & Infographics on topics of interest



## THE WEEKLY BINGE

- Our cross-departmental team looks at an enriching variety of themes with the aim of exposing our readers to as many diversified topics as possible. Among the main areas we write on are:
- Policy in MEA region
- International Politics & Economics
- Sustainable Development
- Tech & Data



## CELEBRATING OVER 100 ISSUES OF THE WEEKLY BINGE

A periodical that is specially made to keep our readers up to date and give them an analytic roundup of what matters when time gets so tight to be a loyal follower of international news. For well over 90 weeks, it has been our way of making our readers not miss the biggest highlights in international politics and economics.

## POLICY RUNDOWN

Policy Rundown is aimed to serve as a comprehensive source for staying up-to-date with the latest policy developments in Egypt. In this weekly wrap-up, we provide you with a curated overview of crucial decrees, legislations from the cabinet, and updates from the House of Representatives. We aim to offer you an in-depth analysis of one significant policy development, shedding light on the potential opportunities and challenges it presents to the private sector.





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31 Building 41A, Street 18 Maadi, Cairo, Egypt

+2 01012304147

[info@synerjies.com](mailto:info@synerjies.com)

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