



# TRACK 3 Consulting

Unlocking Deadlocks

# INTRODUCTION

- **TRACK3** is a born-ambitious company founded in 2019. We provide technical and public policy advice based on a scientific and ethical approach, characterized by great attention to detail and high integrity, ensuring that our clients gain access to honest, objective and balanced view of the state of affairs.
- **TRACK3** is aided in its mission by a wide local, regional, and global network consolidated by a great team of well- connected partners and experienced advisors. Not only do they rely on their broad expertise and solid network but the core of their practice relies on their being good listeners, creative thinkers, passionate speakers, qualified professionals, and talented researchers.
- Our main focus is to consult and connect. We connect corporates, investors, and institutions with governments, media, startups, promising companies, and local partners.
- We believe in Africa. It is the place where entrepreneurs and businesses with ideas and an appetite for risk can bring value and find long-term growth if they are persistent, creative and determined. therefore, Introducing our clients to Africa is on the top of our priorities.



# OUR MISSION

We aim to have a direct, significant and measurable impact on the enhancement of our clients' businesses via outreach and engagement with the relevant stakeholders. We utilize our knowledge and network, as well as our hands-on experience in business, diplomacy and media to help out clients achieve their strategic objectives and scale their business growth.

# OUR SERVICES

**Government  
Relations**

**Political Risk  
Analysis**

**Media Strategy & Campaigns**

**Investment Strategy Advice**

**Match making and  
Investment  
Alliances**

**Providing Technical Consultancy  
to International Organizations**

**Organizing Thematic  
Events**

**Ensuring Access to Regional  
Markets**

## Government Relations

Ensured Access to high level government officials that opens limitless business opportunities and allows you to align your strategies with government policies. This is where Track3 plays a key role that guarantees our client's access to constructive meetings with relevant government officials to discuss the future of their business and receive informed insight on the best areas for their investment.

As part of our integrated service, we update our clients on the latest national laws and regulations related to their sector in addition to supporting them in shaping and implementing their advocacy policies.

## Political Risk Analysis

We offer honest and realistic assessment of the political situation in the region, and the political aspects related to the client's business and in that manner support their decision-making process. Our political experts enable investors investors to see the entire picture prior to their engagement.

## **Providing Technical Consultancy International Organizations**

We work with multiple international organizations on a number of projects either as tenders' winners or direct advisors.

We form capable and experienced team for each project we implement, and we take into account in this formation creating the balance between intense relevant experience and creativity

## Match making & Investment Alliances

Employing our strong network, we work with companies and startups seeking strategic partnerships and/or investments to grow their businesses. We also provide investment bodies with the detailed, in-depth lists of business cases and success stories necessary for informed decisions. This comes with our direct support to the process of selecting promising startups and companies worthy of our clients' cooperation.



## Investment Strategy Advice

Most investors fall between accepting some risk or withdrawing from the market. Alternately, we provide all sets of guiding rules, behaviors, and procedures designed to guide the investors' selection of an investment portfolio. We properly introduce our clients to the investment scene in Egypt and the region

# Media Strategy & Campaigns

Our team has worked closely with leading top tier media platforms representing local and international, state-owned and independent companies in the media and entertainment spectrum. Our media strategies have had a direct impact on the enhancement of our clients' reach and engagement in the traditional and digital media sphere. We provide our clients with comprehensive media strategies, in addition to high quality media production packages that can be tailored specifically to their needs or as part of an overall media strategy.

00

# Organizing Thematic Events

Starting from the creative theme and idea, to implementation and coverage, we handle the content of the event with the organizing entity, assisting and implementing every stage from preparation to end. This includes drafting concept papers, phrasing, designing and printing invitations, proposing speakers and guest lists, agenda, topics, readings, media representation until the final feedback and reporting stage.

Our partner event management company provides the option of handling the logistics, taking off your shoulder the full responsibility and minute details of organizing an event and managing local suppliers.

## **Ensuring Access to Regional Markets**

Our team has an exceptionally outstanding network in Africa and the Middle East. Mobilizing our wide reach and resources, we easily tap into this diverse network to assist all entities willing to invest in the region. Field visits to relevant African and Arab Countries is another service we offer to investments who wish to explore potential investment opportunities and on the ground.

# OUR UNIQUE SERVICE IS....



# Promoting and Supporting Egyptian Startups

We support Egyptian startups and small companies in their fundraising endeavors to find the right angel investors, as well as corporate and individual partners that correspond to their need to expand and capitalize on the success they have achieved at that point in their journey. In addition, we provide them with basic training on idea pitching and negotiation skills based on our first hand experiences in business and diplomacy.

# What did we do for Startups?

We worked We worked with a number of the most successful and promising Egyptian startups working in diversified, progressive fields such as Artificial Intelligence, 3D Printing, Renewable Energy, and Household Shopping apps.

We organized more than 60 meetings for our partner startups with local and global investors, facilitating negotiations between the two sides. We managed to help our clients raise around USD 1.2 Million

# OUR TEAM





**AMB. MAGDY  
AMER**

Chairman

After Serving For 35 Years In The Ministry Of Foreign Affairs Of Egypt, Ambassador

- Amer Was Appointed As Senior Adviser To The Governor Of The Egyptian Central Bank For International Affairs Until Late 2018. Prior To That, Amb. Amer Was Egypt's Ambassador To China From 2013 To 2016, Where He Contributed In Boosting The Egyptian-chinese Relations And Strengthening The Ties Between The 2 Countries In A Very Critical Period Of Time For Egypt.

From 2011 To 2013, Amb. Amer Served As The Assistant Foreign Minister For Nile

- Basin Affairs, He Led The Egyptian Team Working On Nile Waters Issues, He Visited All Nile Basin Countries For Political Consultations And Exploring The Opportunities Of Economic And Investment Cooperation Between Egypt And Those Countries.

- From 2008 To 2011, Amb. Amer Served As Egypt's Ambassador In Pakistan, Where He Succeeded To Encourage Pakistani Investors To Invest In Egypt In Several Economic Sectors.

- Before His Assignment In Pakistan, Amb. Amer Was The Deputy Assistant Foreign Minister For China, Japan, And The Koreas. In Addition, And Throughout His Career In The Foreign Service, He Served In Germany, Ukraine, Cuba, Chad, Togo, And Ghana. He Did Post-graduate Studies In Germany, Netherlands, And France.



**TAREK KOTB**

Co-Founder  
& CEO

After serving for 15 years as an Egyptian diplomat, Tarek decided to follow his passion and start a new adventure at "TRACK3 Consulting" . He wanted it to be the channel through which he can utilize the knowledge, practical experiences, and network he and his partners gained throughout their careers to connect people and succeed together.

Tarek Joined the Ministry of Foreign Affairs of Egypt in 2005, during his service he worked in the Nile Basin Department and was part of the Egyptian team negotiating Nile water issues for several years. He also served as Deputy Head of Mission at Egypt's Embassy in Pakistan for 3 years. Prior to that, he was the Desk Officer of China in the office of the Assistant Foreign Minister for Asian affairs.

In 2016, Tarek Was Appointed Senior Expert In The Transboundary Threats Division At The Organization For Security And Cooperation In Europe Osce. He Contributed In The Issuance Of The OSCE Strategy To Combat Terrorism. He Also Played A Role In Enhancing The The Cooperation Between OSCE And Its North African Partners.

From 2004 To 2005, Tarek Worked In The Office Of The Minister Of Communications And Information Technology Of Egypt, He Looked After The African Relations, And The Relations With International Telecommunications Union ITU.

# MOHAMMED HELMY

## Media Partner

- Mohammed is the Deputy Chief Editor for Al Arabiya news channel in Dubai. He worked as a video journalist for both English and Arabic different media organizations. He also participated in establishing many TV stations in Egypt.

Mohammed interviewed prominent politicians all over the Arabic world throughout his career including: Former U.S. President Jimmy Carter (October 2012), Former Interim President of Tunisia Moncef Marzouki (December 2012), Tunisian Politician Rashid al-Ghannushi (December 2012), President of the State of Palestine Mahmoud Abbas (November 2012), President of Tunisia Beji Caid Essebsi (May 2012), and American Actor George Clooney (January 2011), among other significant encounters. Mohammed was able to cover the most salient news in the MENA region such as the Egyptian parliament and presidential elections (2005, 2010, 2012, and 2014), the Egyptian uprising (2011 and 2013), Tunisia uprising in 2011, the independence of South of Sudan in 2011.

- Mohammed obtained his master's degree in Multimedia Journalism in London, UK and has been the recipient of a grant by The International Journalist Program in 2014 to study and work in Berlin, Germany.
- From 2017 To 2019, He Worked As A Senior Editor For The Arabic Service Of The German Television-deutsche Welle.

# RANIA ZADA

## Chief Operations Officer

- Rania brings in diverse experiences in different sectors related to Political Science, Public Policy, Government Affairs, and Event Management.
- She worked for ExxonMobil in Egypt from 2018 to 2020 where her tasks were related to public and government affairs. In addition, she was also a member of the organizing committee of a huge event celebrating the 115th anniversary launching the company's operations in Egypt.
- Prior to that Rania was the Deputy Director of "The Arab Forum for Alternatives", one the most renowned strategic studies centers in the region, where she was responsible for large number of publications on the political situation in Egypt and the Arab World.
- Rania taught political science at the French division of the Faculty of Economics and Political Science, Cairo University from 2004 and until 2010.
- She is fluent in four languages, Arabic, French, English, and Spanish

# TRACK3 SENIOR ADVISORS

## **Amb. Alaa El-hadidy**

Former Assistant Foreign Minister

## **Amb. Abdelrahman Salah**

Former Ambassador of Egypt to Turkey

## **Amb. Mona Omar**

Former Assistant Foreign Minister

## **Amb. Mohab Nasr**

Former Assistant Foreign Minister

## **Gen. Mohamed Shaltout**

Former Police General, Former member of the Administrative Control Authority

## **Gen. Magdy dwidar**

Former Air Marshal, Egypt Air Force

## **Gen. Tamer El-Shahawi**

Ex- Deputy director. Military Intelligence

## **Dr. Jin Han.**

CEO, GlobeUS

## **Eng. Hisham Khalil**

CEO, Hasky Development

## **Ms. Rania Salah Seddik**

CEO, Karama

## **Mr. Mohamed Sabry**

Partnerships Director, WE

## **Dr. Ana Cascao**

Nile Basin Advisor, GIZ

## **Ms. Kata Molnar**

Water Risk Manager , Nordea

## **Mr. Mahmoud Zada**

Former CEO, Alfa Markets

## **Dr. Ahmed Shebl**

Professor, University of George Washington

## **Dr. Yasmine Farouk**

Resident expert at Carnegie Endowment for International Peace

## **Mr. Abd Elmonem Emam**

Member of the Parliament, Secretary general of Budget Committee

## **Mr. Seif Khawanki**

Program Director. CIPE

## **Mr. Ziad Ali**

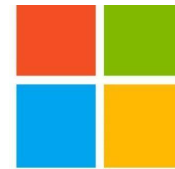
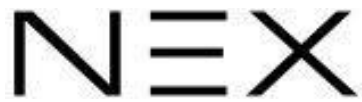
Former CEO, ARAMEX

## **Dr. Amr El-Shobaky**

Al-Ahram Strategic Center



# CLIENTS & PARTNERS





# CLIENTS & PARTNERS

- Huawei
- PepsiCo
- Microsoft
- United Nations
- GIZ Egypt
- Agha Khan Foundation
- Energy China
- DIDI
- HAWK Group
- Vacanza
- SCAG
- Act Financials
- JUPITER COMMZ
- Benva Capital
- World Art Forum

# CLIENTS & PARTNERS

- **Lafarge**
- **Technogym**
- **Attaby Consultancy**
- **INDE**
- **Broknet**
- **Wuhuan**
- **Target Investment**
- **IGI Group**
  
- **The Italian Embassy in Cairo**
- **The Embassy of Netherlands in Cairo**
- **Actel**
- **E-Finance**
- **The European University in Egypt**
- **Harvest Global Investments, Hong Kong**

# STARTUPS

- **Sypron**
- **Solutions**
- **Goodsmart**
- **OPEX**
- **Mogassam**
- **Bosta**
- **Division X**
- **Gebraa**
- **Bioenergy**

**THANK  
YOU**