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Cairo, 1 September 2015

**SEKEM and Heliopolis University Invite to Workshop on  
Advancing Sustainable Agriculture to a National Scale in Egypt**

On 1. September 2015 the SEKEM Initiative will organise a workshop on possible routes towards advancing sustainable agriculture on a national scale in Egypt. Interested parties are invited to reserve their participation.

Primarily, the one-day event aims to celebrate the recognition of the SEKEM Initiative as winner of the 2015 "Land for Life Award" by the United Nations Convention to Combat Desertification (UNCCD). Speakers from the Egyptian government will also unveil and discuss the latest Egyptian national policy plans on desert reclamation and related topics at the event that is to be held at the Heliopolis University.

Core part of these policies is the Egyptian government's "1.5 Million Feddans Initiative", a programme that aims to boost the agricultural and economic development of Egypt while improving human security. The 38-year experience of SEKEM in applying the principles of organic agriculture to arid soils in combination with community building is seen as instrumental in informing policy makers on best practice on how to scale these principles to the national scale.

The workshop will be held under the patronage of his Excellency, Minister of Agriculture, Professor Dr. Salah El Din Helal, and will be attended by political decision-makers, academics, business leaders and other experts from Egypt and Germany. They plan to discuss the potential recommendations and suggestions for the "1.5 Million Feddan" project roadmap.

The workshop will be conducted in Arabic language with individual translation provided if requested. If you are interested in participating, please contact: [naglaa.ahmed@sekem.com](mailto:naglaa.ahmed@sekem.com)

For more information, please see:

<http://www.hu.edu.eg> | <http://www.sekem.com> | <http://news.sekem.com>

**Background:****SEKEM – A Community for Sustainable Development**

The SEKEM-Group of companies is a part of the SEKEM Initiative founded in 1977 by Dr. Ibrahim Abouleish to strengthen sustainable development in Egypt by producing, processing, and marketing organic and bio-dynamic foodstuffs, textiles, and phyto-pharmaceuticals in Egypt, the Arab World, and on international markets. SEKEM has been widely praised as an "Egyptian organic pioneer" and has received the 2003 Right Livelihood Award ("Alternative Nobel Prize") as a „Business Model for the 21<sup>st</sup> Century" and an "economy of love". With part of their profits the SEKEM companies co-finance the social and cultural activities of the SEKEM Development Foundation that runs, among others, schools, a medical centre, an academy of applied sciences, a non-profit university, and other institutions.

SEKEM Press Release:

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