

Mobile Proliferation in North Korea • New Taxi Regulations Coming



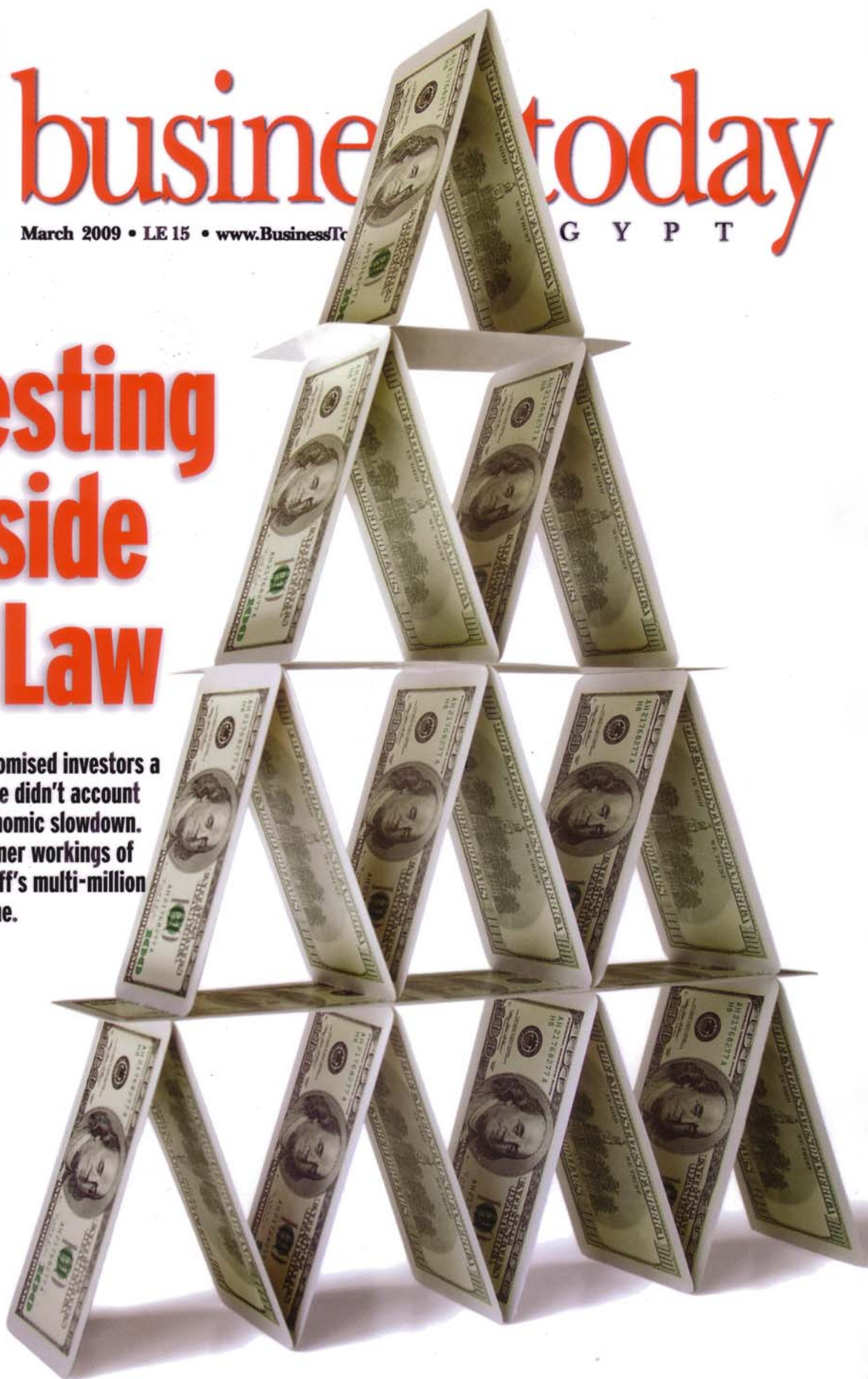
# business today

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E G Y P T

## Investing Outside the Law

**Nabil Al-Boushi promised investors a 40% return, but he didn't account for the global economic slowdown. bt uncovers the inner workings of the Egyptian Madoff's multi-million dollar Ponzi scheme.**





## Nokia N96 Competition for "Only in Egypt" Videos

Shoot, upload and fill up the net with videos themed "Only in Egypt"

Shoot, upload and fill up the net with videos themed "Only in Egypt." This is the advertising slogan repeated by the famous actor Ahmed Mekky for the "Nokia N96 Egypt" campaign. The campaign encourages Egyptian youth to capture a video of a particular situation or a positive incident that can be spotted only in Egypt. This video, which must not be less than 96 seconds, should be uploaded on "YouTube" and then posted as a link on the campaign's facebook group named "Nokia N96 Egypt."

## Egyptian company elzoghby.com broadcasts the world-famous Al Ain Aerobatic Show live on the internet

February 15th, 2009: elzoghby.com, an Egypt-based web design and internet broadcast firm, was contracted to broadcast the world-famous Al Ain Aerobatic Show live on the internet from the UAE to thousands of viewers around the world. The webcast was featured on the world's first air sports internet TV channel, Airsports.tv

Held under the patronage of General Sheikh Mohammed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces, and organized by Abu Dhabi Tourism Authority (ADTA), the Al Ain Aerobatic Show — which featured the Middle East debut of Aero GP, aviation's Formula 1 — ran each afternoon from January 28-31. Some of the world's best aerobatics performers took to the skies over Al Ain as the Al Ain Aerobatic Show 2009 flew into aviation's record books as the first global event to mark air racing's centennial.

elzoghby.com used both Flash and Windows Media technologies to broadcast the event live, and viewers were able to watch the live stream from their standard internet browsers, no special software needed. Ahmad Elzoghby, Managing Director of elzoghby.com, said, "The entire concept of live internet broadcast is new to the Middle East region, and we hoped this event established a key point in changing this. It is much easier and more cost effective to watch the event as it happens minute by minute live over the internet than to pack and go to actually attend the event."

## New record of participants for Mondialogo Engineering Award

- Contest for young engineers by Daimler and UNESCO with record participation
- 932 project ideas from 94 countries
- Focus on climate change and eradication of poverty

Stuttgart/Paris – The contest for young engineers launched by Daimler and UNESCO has received a new record number of participants. International student groups have submitted 932 project ideas to provide sustainable solutions for problems in developing countries. This represents 123 more registrations than at the 2007 awards. "The increased interest in the Mondialogo Engineering Award shows that engineering students around the world are keen to engage in sustainable projects and to contribute to improve living conditions in the developing world. When you see how many great ideas have again been submitted this year, you really must take your hat off to the participants," says Dr. Dieter Zetsche, chairman of the Board of Management of Daimler AG and patron of Mondialogo.

In addition to the number of project ideas, the number of countries participating has again increased. Registrations for this year's Mondialogo Engineering Award come from 94 developing and developed countries. With teams from countries including El Salvador, Haiti and China as well as the USA and Germany, the diversity of nations is fully reflected. India ranks first with 119 proposals. In second place, Iran has 86 ideas, followed by the USA in third place with 72 ideas.

The Mondialogo Engineering Award calls on students of the engineering sciences from industrialized and developed

countries to work together in teams in order to develop and promote sustainable solutions for problems in developing countries. Key concerns of the Mondialogo Engineering Award are climate change mitigation and the eradication of poverty. The focus here should be placed on technical improvements in the fields of energy and water supply, natural resources and waste management. Also required are innovative concepts in medical care, nutrition, housing, hygiene, disaster protection, mobility and communication.

Completed project proposals have to be submitted to Mondialogo by 30 April 2009. The 30 finalists are then nominated by a jury of experts, with the best receiving the Mondialogo Engineering Award on 9 November 2009 in Istanbul. The award is endowed with a total of € 300,000 in prize money. Key factors in the assessment of project proposals are sustainability, engineering excellence and feasibility of the project proposals as well as the intensity of intercultural cooperation within the project groups.

Alongside the Mondialogo Engineering Award, the initiative launched by Daimler and UNESCO in 2003 also includes the Mondialogo School Contest and the Internet Portal in five languages. The aim of Mondialogo is to promote dialogue between people of different backgrounds to work together across continents on joint projects. This cooperation is intended to develop understanding, tolerance and friendship between people with different cultural, religious and linguistic backgrounds.

Further information is available at [www.mondialogo.org](http://www.mondialogo.org).