

# 'Inspire Egypt' initiative to encourage potential

CAIRO, Egypt - The British Embassy in Cairo has launched 'Inspire Egypt', a new initiative that celebrates inspirational Egyptians from all walks of life, bringing them together and investing in their potential to make a difference to Egypt and the rest of the world.



Image by 123RF

'Inspire Egypt' will be made up of a series of events, activities and media campaigns designed to bring together inspiring Egyptians making a real difference in key sectors. It is hoped that the initiative will raise their profiles so new generation of Egyptians can learn from their example.

The British Embassy in Cairo has dedicated the hashtag #InspireEgypt to encourage an Egyptian audience to engage with the initiative and to highlight the successes of inspiring people making a difference in all walks of Egyptian life.

The first phase of Inspire Egypt will focus on female leaders in Egypt as part of the Embassy's 'Gender September' programme focusing on opportunities for women in Egypt.

The launch event of Inspire Egypt was a women-only "speed mentoring" event at the British Embassy on Tuesday 6 September 2016. Under the title "elevate", the event enabled young women with leadership potential to meet world class Egyptian women with an established track record of leadership in business, government, sports and civil society.

British ambassador John Casson said: “The countries that succeed in the twenty-first century will be the ones that empower their people - women, men, young, old, in Government, in business and in civil society. I am deeply hopeful for Egypt’s future because of the talent and aspiration of the Egyptians I meet. Egypt is rich in people committed to build a new Egypt of opportunity, justice and safety for all, powered by patriotism, innovation and excellence.

“Our new ‘inspire Egypt’ initiative aims to highlight this new generation of Egyptian leaders and help them help Egypt succeed. Learning from some of Egypt’s amazing women leaders is the perfect place to start and we expect to see powerful and inspiring new partnerships created at the event.”

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