



Nevine Sohbi zu Besuch bei CONTIGO, Göttingen (2018)

Nevine Sohbi, Gründerin von Almeerath, berichtet zur Corona Situation in Ägypten:

“Almeerath, such as any other business in the whole world large or small, was deeply affected by COVID 19. The impact was huge as we wanted to keep the business running with less cost if possible as the volume of orders has drastically dropped. We succeeded in this but on the account of the owner. We managed to keep the same number of employees, working alternatively from home, with their salaries and benefits unchanged. Only we were not able to effect the annual increase. We lost some of the employees who were afraid to jeopardize their safety by working and were not able to replace them.

We were able to deliver all our orders timely with no delay. The main problems faced were the increase in all the prices of the materials used for production, from the cello tape we used to seal the polybags to the glass tubes used for production of the glass balls and ornaments. All prices increased together with the unavailability of many materials. Import is disrupted due to the high fares of shipping and also due to the increased prices of materials at its factories, again due to COVID.

This comes together and in the same time with the reforms Egypt is under taking in the economic and finance sectors in regard with higher taxes and more benefits which is again a burden on our small company’s cash flow. Also the closure of small workshops that we used to work with who had not enough business to keep open so the owners closed their workshops and looked for other available sources of income like driving TUC TUC which is an easy job.

We are still operating in this squeezed climate with no foreseen improvement. None of us have taken the vaccine yet.”