



EGYPT

Eco-innovation in action

Case studies from around the world

In Egypt, the Eco-innovation Project attracted interest from five companies in the country's burgeoning chemicals sector, all co-ordinated by the Egypt National Cleaner Production Centre. Companies new and old turned to the potential of eco-innovation, identifying a series of hotspots in their value chains and setting new business models so they could target fresh markets with eco-friendly products and services.

Who are Egypt's eco-innovating businesses?



— **Perfecto Plast** is a Cairo-based producer of "master batches" for plastics manufacturing, with a vision of biodegradable plastic production which could transform the company's image and greatly reduce the amount of hazardous chemicals used in the industrial process. As part of a global shift to more sustainable materials, this young SME is eyeing a piece of the USD 3.4 billion global biodegradable plastics market (2020 projection), while making the workplace safer for employees.



— **Enkana**, a manufacturer of printing inks for the Egyptian and broader MENA market, is transitioning from solvent-based inks to eco-friendly water-based inks as part of its eco-innovative activities. The company is aiming to take advantage of a growing international market in water-based inks, while also reducing waste and exposure to harmful solvents for both workers and customers.



— **Al-Shehab Merdye** specializes in spinning and dyeing cotton yarns, offering a range of cotton dyeing services. Faced with high water and chemical consumption, high energy consumption due to older, inefficient machines, as well as the high cost of raw materials, the company has embarked on eco-innovation. The business now uses a new dyeing technique based on natural dyes, addressing the above hotspots while targeting a growing international market for environmentally friendly dyes.



— **ChimiArt**, who manufacture and import chemicals for a variety of industrial applications, used the eco-innovation approach to develop a sustainable business model based on a chemical leasing strategy (designed to tackle tough competition from other companies). The company is also targeting a reduction in onsite waste and big improvements to working conditions by enhancing safety and reducing onsite chemical accidents.



— **MCC**, or Metallurgical and Chemicals Company, provides chemicals for use in the Middle East construction and metallurgical sectors. By adopting a sustainable business model (using safer chemicals and focusing on new product lines, new marketing strategies and R&D) MCC is targeting a more eco-friendly, more successful future for the business.