

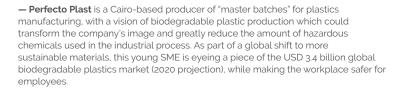




In Egypt, the Eco-innovation Project attracted interest from five companies in the country's burgeoning chemicals sector, all co-ordinated by the Egypt National Cleaner Production Centre. Companies new and old turned to the potential of eco-innovation, identifying a series of hotspots in their value 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?







— **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.