

# **The Ministry of Agriculture and Land Reclamation (MALR) contracts e-finance to operate the electronic system responsible for managing and governing the trade of fertilizers**

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e-finance for Digital and Financial Investments S.A.E. (“e-finance Investment Group”, “e-finance”, or the “Company”, [EFIH.CA](https://efih.ca) on the Egyptian Exchange), Egypt’s first fintech platform and one of its leading developers of digital payments infrastructures, announced today a contract signed with the MALR to provide services for the development implementation, management, and operational support of an electronic system responsible for monitoring the trade of fertilizers, as part of the digital agricultural network (Agri Net). This comes as part of the Egyptian government’s framework focusing on its efforts towards growing the use of digital systems, and in alignment with the directives set out by Egypt’s political leadership regarding the necessity of implementing digital transformation systems across various government sectors.

The contract mandates e-finance to work on automating all procedures regarding the preparation, implementation, and follow up of fertilizer distribution plans across all administrative levels in which the system operates at the MALR. This includes over 5,700 central, public, and local agricultural cooperative associations, as well as the Egyptian Company for Agricultural and Rural Development’s outlets and fertilizer production factories. Additionally, the scope will include the real-time follow up of shipping, transportation and delivery operations from factories to local agricultural cooperative associations and the Egyptian Company for Agricultural and Rural Development’s outlets.

The contract is a continuation of the joint cooperation between the MALR and e-finance in designing, developing, operating, and managing the digital agricultural network and maximizing the value generated from the agriculture possessions project, which saw stellar digital achievements. On this front, the project included building a central database for agricultural possessions, operating and disseminating the system to all agricultural cooperative associations by surveying the cultivated areas and crops, issuing and operating the “Farmer’s Card”, linking it to the agricultural possessions system, and launching the integrated electronic agricultural platform “AgriMisr”.

Commenting on the partnership is Mohamed El-Quseir, Minister of the MALR, “I want to praise the exceptional efforts e-finance for Digital and Financial Investments has made in managing the digital agricultural network. The launch of the electronic system for managing fertilizers will contribute significantly to enhancing the efficiency of the distribution process as well as the real-time follow up of all shipping, transportation, and delivery operations between factories, local agricultural cooperative associations, and the Egyptian Company for Agricultural and Rural Development’s outlets. The electronic system will allow the generation of follow-up reports to the MALR’s specialized departments, which will ensure that subsidized fertilizers arrive to farmers in a timely manner and prevent the risk of errors or manipulation throughout the various stages of the circulation process,” said El-Quseir. “The new fertilizer control system will serve more than 5 million farmers and contribute to the governance of the exchange operations for over 50 million bags of fertilizer.”

Ibrahim Sarhan, Chairman of the Board of Directors at e-finance for Digital and Financial Investments, also commented on the partnership, “We take great pride in this joint cooperation with the MALR ever since our initial cooperation with them on the agricultural possessions project as well as the development and management of the digital agricultural network. This project focusing on an electronic system responsible for monitoring the trade of fertilizers is testament to the commitment and joint efforts on supporting the agriculture sector to ensure its development and the vital role it plays for our economic development.”

Further commenting on the partnership is Eng. Hossam El Goly, the Chief Executive Officer for e-finance Digital Operations, “The company will operate the required smart cards for the agricultural cooperative associations and the Egyptian Company for Agricultural and Rural Development’s outlets, and for the fertilizer factories as well as the trucks that fall under transportation contractors. The smart cards will also be aligned with best-practice security standards to ensure safety across all fronts,” said El Goly. “e-finance will be responsible for linking all of the agricultural cooperative associations to the electronic system, and we are also working on developing and providing technical support service centers, as well as providing electronic tablets and POS, including the secure networking chips required to operate the system. Additionally, we will be performing the required design, analysis, testing, operation and maintenance of all the applications necessary to ensure that the system runs smoothly.”

The cooperation reflects the government's efforts at tightening control over the trading of fertilizers by leveraging digital technology. One of the key priorities of the MALR is to the further efforts across the agriculture fertilizer industry, achieve greater control over its distribution system, and ensure an exceptional service to farmers. Under the oversight and support of the government, the electronic system monitoring the trade of subsidized fertilizers will ensure that the distribution cycle cannot be exploited for illegal profit or manipulated in any similar manner. The system also provides real-time data regarding distribution and circulation of products, which will enable decision makers to directly monitor the process, determine the scope of local market demand requirements, and identify available surplus for export.

## About e-finance for Digital and Financial Investments

e-finance Investment Group is a homegrown developer of digital payments infrastructures that was established in 2005 to develop the Government of Egypt's financial network. Over the course of nearly two decades, the Group has penetrated all corners of Egypt's digital market and transformed itself into a fully-fledged consolidated entity with a comprehensive portfolio of subsidiaries, covering the full spectrum of digital payment services. With a dynamic business model and a flexible organizational structure, e-finance is able to strategically focus on multiple target markets through its subsidiaries and maximize its ability to unlock value in the digital payments space. The Group operates a unique one-stop-shop model covering the entire e-payments value chain through several specialized subsidiaries, allowing the Group to diversify its operations and cover further links in the digital value chain. Learn more at [efinanceinvestment.com](https://efinanceinvestment.com).