

Saxony Egypt University Partners with GB Corp to Bridge Classroom and Industry at its Automotive Mechatronics Technology Program

Cairo, August 2025



In a landmark move to advance technical education in Egypt, Saxony Egypt University (SEU), a partnership between CIRA Education and Al Ahly Capital, has signed a landmark agreement with GB Corp, one of Egypt's leading automotive companies, to provide practical, real-world expertise to SEU's Automotive Mechatronics Technology Program, housed under the university's Faculty of Mechanical Engineering Technology. The partnership will see GB Corp integrating industry expertise with SEU's academic excellence to prepare students for the evolving demands of the automotive sector. The signing ceremony took place at SEU's campus on August 26.

The collaboration leverages GB Corp's extensive experience in automotive manufacturing and its vocational training subsidiary, GB Academy. Through this partnership, SEU students will gain direct access to GB Corp's technical workshops and factories, ensuring practical exposure alongside theoretical learning.

Under the agreement, GB Corp will open its technical workshops and affiliated facilities to SEU students, enabling them to conduct hands-on training and practical studies in real-world industrial environments. While SEU will retain full responsibility for curriculum development, it will collaborate closely with GB Corp to ensure alignment with industry standards and the readiness of training facilities. Additionally, graduates of GB Academy's technical diplomas will receive priority admission to SEU, creating a streamlined pathway from secondary education to university and career readiness.

"SEU is proud to pioneer a model where education meets real-world application," added **Dr. Mohamed Abdel Rahman, President of SEU**. "Partnering with GB Corp ensures our students gain world-class training and direct exposure to the operations of one of Egypt's most advanced industrial institutions. GB Corp's involvement enables our students graduate with not just degrees, but the expertise demanded by top employers."

Rüdiger School, President of SIS Middle East, said "We are proud to see this model of applied education come to life, which aligns with our philosophy of providing students not just with knowledge, but with tangible skills that open real career opportunities. From school to university to career, this partnership closes the loop, offering students a seamless pathway into high-growth industries, reflecting Saxony's forward-thinking approach."

"As leaders in Egypt's automotive sector, we recognize the urgency of skilled talent development," commented **Dr. George Sedky, Chief Human Resources Officer of GB Corp**. "Through this collaboration, we are opening GB Academy training facilities and resources to nurture young talent. It is part of our ongoing mission to empower Egypt's youth with practical skills and to contribute to the sustainable growth of the automotive industry. With the experience of the Academy and our long-standing presence in the industry, we are proud to support SEU in building the next generation of highly qualified automotive specialists."

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About Saxony Egypt University (SEU)

SEU is a private international university established in partnership with the German state of Saxony to deliver world-class German education in Egypt. Positioned as a hub for applied sciences and technology, SEU offers academic programs that combine rigorous German standards with curricula tailored to Egypt's development priorities and the evolving global economy. The university focuses on high-demand fields such as engineering, natural sciences, healthcare, and digital innovation, with a strong emphasis on practical learning, applied research, and collaboration with industry leaders. Through its strategic partnership with Saxony, SEU provides students with access to renowned German expertise, opportunities for exchange and dual degrees, and a learning environment that bridges European and Egyptian educational excellence. By fostering innovation, critical thinking, and hands-on skills, SEU aims to equip graduates with the knowledge and capabilities to excel in their careers and contribute meaningfully to society both locally and internationally.

About Al Ahly CIRA

Al Ahly CIRA for Educational Services S.A.E. is a joint venture between CIRA Education, Egypt's leading private sector education provider, and Al Ahly Capital Holding, the investment arm of the National Bank of Egypt. Established in 2021, the partnership combines CIRA's decades of expertise in delivering high-quality education across schools and universities with Al Ahly Capital's financial strength and investment capabilities, with the shared mission of expanding access to world-class, affordable education for middle-income families in Egypt. Al Ahly CIRA is spearheading major projects such as Saxony Egypt University, the country's first applied sciences and technology university, and the Seneca International Campus in collaboration with Seneca Polytechnic in Canada, alongside other international partnerships with institutions from Switzerland, Germany, and the United States, positioning it as a leading force in shaping the future of higher and technical education in Egypt.

About GB Corp

Empowering progress across the Region with a legacy spanning more than eight decades, GB Corp (GBCO.CA on the EGX) has evolved from a family-run automotive business into one of the Middle East and Africa's most prominent diversified groups. The Group's rebrand to GB Corp unifies its subsidiaries — GB Auto, GB Capital, GB Logistics, GB Ventures, GB Academy, and Ghabbour Foundation — under a single identity, creating a cohesive platform for sustainable growth and innovation. Today, GB Corp stands as a regional powerhouse driving progress for customers, partners, and communities across Egypt, Jordan, Iraq, Kenya, and Tanzania. Offering a complete mobility ecosystem through GB Auto, the company partners with world-class automotive brands including Hyundai, Genesis, Chery, Changan, Haval, Mazda, MG, Foton, Bajaj, Volvo, Mitsubishi Fuso, Shacman, SDLG, Higer, among others. Its operations cover the entire mobility value chain — from assembly and manufacturing to sales, distribution, financing, and after-sales services — delivering comprehensive solutions to markets in Egypt and the region. GB Capital complements the automotive ecosystem by offering diverse financial solutions in leasing, factoring, consumer finance, securitization, and more. Its growing network of affiliates — including Drive, Forsa, MNT-Halan, and Kaf — plays a key role in expanding financial inclusion through products such as microfinance, BNPL, mortgage finance, insurance, and digital payments. Deeply committed to advancing sustainable development, GB Corp embeds ESG principles into its core strategy. The Group is recognized as a leader in corporate responsibility, currently ranking second on the S&P EGX ESG Index among the top 30 listed companies in Egypt.