

**For the First Time: Elsewedy Technical Academy and MAC for Mobility
Manufacturing Forge Strategic Partnership to Prepare Young Talent for Careers in
Electrical and Mechanical Engineering**

CAIRO, August 2026 – Elsewedy Technical Academy (STA), affiliated with Elsewedy Electric Foundation, has signed a strategic cooperation agreement with MAC for Mobility Manufacturing, a subsidiary of Mansour Automotive Group, as part of its longstanding commitment to empowering young people and equipping them with the skills needed to succeed in today's job market.

The partnership aims to train and develop young talent in electrical and mechanical fields through specialized, hands-on technical training aligned with both labor market requirements and MAC's operational needs. Under STA's Training for Employment approach, the initiative is designed to equip trainees with the practical and technical skills needed to enter the workforce while enhancing their prospects of securing quality, sustainable employment opportunities with MAC.

The signing ceremony was attended by Mrs. Hanan ElRihany, CEO of Elsewedy Technical Academy, and Eng. Wael Ammar, CEO of MAC for Mobility Manufacturing, alongside a number of senior executives and representatives from both organizations.

The partnership comes in step with the government's drive to localize industry and its National Employment Strategy, which aims to create 6 million jobs in manufacturing industries by 2030. With Egypt's automotive sector undergoing unprecedented expansion, including 27 factories now in operation and the launch of the Automotive Industry Development Programme (AIDP), STA is positioned to play a pivotal role in turning these plans into reality by supplying the industrial sector with qualified technical talent in electrical and mechanical fields.

Commenting on the partnership, **Mrs. Hanan ElRihany, CEO of Elsewedy Technical Academy (STA)**, said: “Our partnership with MAC for Mobility Manufacturing reflects our strategic approach to connecting the outcomes of technical education directly with real production lines. As Egypt moves toward increasing the local content ratio in the automotive industry to 60%, the sector's need for specialized technical talent capable of understanding technological complexities and managing the precise integration of electrical and mechanical systems continues to grow. This extends from the manufacturing of wiring harnesses and control systems to precision mechanical components. At STA, we rely on the dual education system and intensive hands-on training to provide our students with this practical understanding early on, enabling them to become active contributors to deepening local manufacturing as soon as they enter an advanced industrial environment such as MAC.”

For his part, **Eng. Wael Ammar, CEO of MAC for Mobility Manufacturing**, expressed his pride in the collaboration, saying: “We see this partnership as an important step toward preparing a new generation of qualified technical talent capable of keeping pace with the demands of modern industry. We believe that investing in young people and giving them practical experience within a real production environment is one of the key pillars for supporting local manufacturing and strengthening the competitiveness of Egypt's automotive sector. Through this collaboration, we look forward to enabling trainees to acquire the technical and behavioral skills they need, while opening promising career paths that contribute to building a more sustainable industrial future.”

The partnership reflects STA's approach, developed over more than a decade, of aligning its curricula with the actual needs of the labor market. Through its extensive network of industrial partnerships, the Academy continues to graduate thousands of qualified technical professionals trained to the highest

standards, enabling them to play an essential role in supporting the national economy.

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About Elsewedy Technical Academy (STA)

Elsewedy Technical Academy (STA) was established in 2011 under the umbrella of the El Sewedy Electric Foundation, as part of its commitment to community development and advancing technical education and vocational training in Egypt. This was done in cooperation with the Ministry of Education and Technical Education under the dual education system, which spans three years. The program is based on 80% practical training in partner factories and 20% theoretical education at the school.

STA grants internationally accredited certificates from the German Chamber of Commerce and Industry (AHK), Pearson BTEC, the University of Cambridge, and Oracle International, depending on the specialization. In addition to the benefits it provides its students, the Academy is dedicated to adopting and implementing technology in education by converting some academic subjects into interactive digital materials across more than 30 academic subjects. The Academy has also obtained the international accreditation ISO 21001:2018 for delivering high-quality technical education to its students in accordance with global standards.

About MAC for Mobility Manufacturing

MAC for Mobility Manufacturing (MMM) is the industrial arm of Mansour Automotive Group and a modern vehicle assembly and manufacturing facility located in New 6th of October City, with investments exceeding USD 150 million. The company aims to support Egypt's efforts to localize the

automotive industry and deepen local manufacturing through an advanced facility built around the latest manufacturing, quality and sustainability systems.

MAC assembles and manufactures passenger vehicles powered by internal combustion engines, as well as electric vehicles of various types, strengthening Egypt's position as a regional hub for automotive manufacturing and supporting the competitiveness of the national industry. During its initial phases of operation, the company targets an annual production capacity of up to 50,000 vehicles, with plans to expand this capacity to 100,000 vehicles annually in the future, in line with expected growth in the automotive market and the transition toward more sustainable mobility solutions.