



شركة ضمان مخاطر الائتمان ش.م.م
CREDIT GUARANTEE COMPANY S.A.E

Credit Guarantee Company-Egypt

CGC-Egypt **DIGITAL JOURNEY**

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Chief Digital Officer – CGC Egypt.

EMGN – Autumn Academy
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CGC Egypt Achievement BY 2021

Main Portfolio Outlines

Outstanding Credit

us\$10 b.

Beneficiaries

147k

Additionality / Contribution

Contribution to GDP

2.8%

Contribution to State Budget

US\$ 70m.

New Labor Opp.

169 k

Startups

24%

Women

25%

Youth

51%

Guarantee Industry - CGC - Egypt **NEW** Mandate & mission

Purpose:

Being **the enabler** for the financial inclusion of the MSMEs, increasing their contribution to the Egyptian economy and their participation in job creation

CGC-Egypt Mission:

To be **the hub for MSMEs** Growth & Promotion by introducing **innovative & digitized** guarantee products

Main Objective:

*Introducing diversified **new business lines**, **Innovating** product portfolio, **strengthening** its funding model, **reshaping** its distribution model, **advancing its organization** & **people agenda** and digitizing commercial, risk, and operational functions*

CGC – NEW STRATEGY - Products portfolio Innovation

CGC Egypt is innovating its products portfolio by expanding financial and non-financial offering for MSMEs.

• Financial Products



Enhanced Guarantees (for Bankable MSMEs)

Provide enhanced (portfolio) guarantees through:

- **Loan & trade finance guarantees:** To incentivize banks to provide lending & import/export finance to MSMEs
- **Equity guarantees:** To incentivize private equity investors to provide equity capital to MSMEs



Direct Gatee (for Unbankable MSMEs)

Provide (controlled) direct financing through:

1st priority product

- **Term loans:** To support MSMEs working capital financing needs through progressive increase of credit lines
- **Investment financing:** To support MSMEs CAPEX investments
- **Supply chain financing and factoring:** To support MSMEs in facilitating payments with suppliers



• Non-Financial products (Both on bankable and unbankable MSMEs)

- **Advisory services:** Offer support to banks and MSMEs to enhance their competitiveness & productivity
- **Training programs:** Provide banks and MSMEs tailored programs to expand their knowledge in topics
- **Networking platforms:** Establish networking platforms to create an ecosystem of experts, banks & entrepr.

CGC (2016- todate) – 3 Growth Journeys

CGC was established by GOE¹ as a guarantee company
Traditional Model

1989

1st Journey – Significant Government support - dynamic model encouraging FIs to support more of MSMEs

2016

+675%
Individual Guarantee /Wholesale-micro product/ Portfolio guarantees products

2nd journey
Focus on diversifying products for FIs through more dynamic model

2019

+492%

3rd Journey
Drastic transformation – Entrepreneurs-centric – Finance & TA – digital utilization - innovation support

2022

Job creation focus - Digital platform - direct outreach - direct guarantee & start-ups

Business concept & model TRANSFORMATION

+300%

2025

- Full application of transformation journey –
- internal & external digitalization
- Active Marketplace
As core for full-fledged SMEs finance & investment

1. GOE: Government of Egypt, CBE: Central Bank of Egypt.

CGC-EGYPT Digital Transformation journey - Objectives

CGC Egypt has 4 main objectives to achieve by 2025



ONE million job
created



Reach a ONE million SMEs
(400% current numbers)



Banks to achieve 25%
SMEs from their portfolios



100% Green operations

- To achieve these objectives of increasing business size and numbers by almost **300%** utilizing a quite **expanded distribution channels** across the whole country of Egypt would be **IMPOSSIBLE** while using the traditional channels of operations. Which made **Digital Transformation** mandatory and not an option.

CGC-EGYPT Digital Transformation journey – Building Steps

Digital Products

Digital Products Road Map Implementation

Technology foundation

Infrastructure

Security & Compliance standards

Exchange and APIs layer

Core Systems

Data Layer

Omni-Channel Layer

Target Operating Model and Talents

Talents (IT, Digital and Other)

Mapping Talents to Org. Chart

Changing People Culture

Building the digital factory

Building an agile operational model to deliver business projects. Changing culture and securing the resources to implement and embed the benefits of digital transformation

Digital Strategy

360 ° assessment

Integrated IT strategy

Structured Modern Operating Model

Actionable Roadmap

CGC launched an RFP targeting the biggest transformation consultants worldwide in order to help CGC starting DT journey

CGC-Egypt Digital Transformation Journey – Building Steps

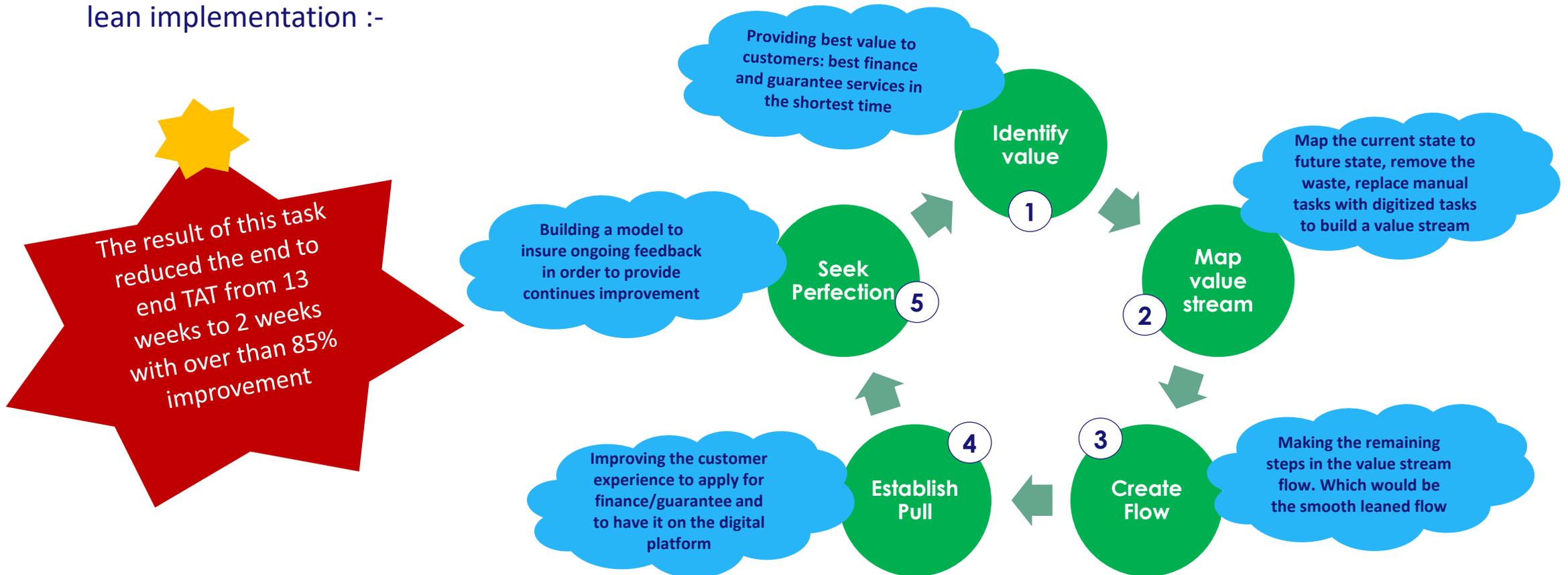
CGC Egypt first digital product was built on 2 main pillars :-

- Having a **smooth**, leaned end to end process covering customer interactions , banks processes to issue finance and CGC Egypt processes to issue guarantee.
- Designing a strong, scalable and **service oriented digital platform** which would accommodate current and future CGC Egypt guarantee products and other services for SMEs such as Banking Services, Payment Services, supply chain services and more..

CGC-Egypt Digital Transformation Journey – Building Steps

Smooth and Leaned Process:-

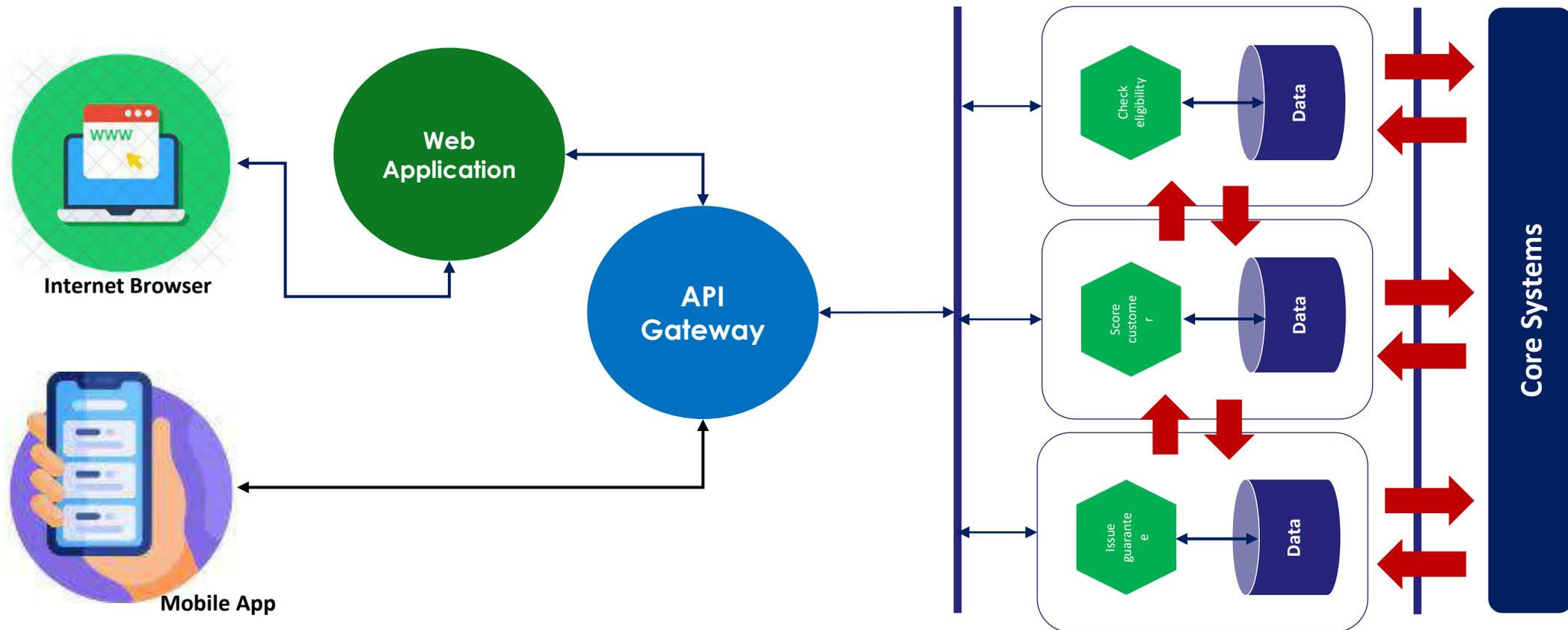
- CGC Egypt analysis experts started to study the end to end process for the customer, starting from customer application till bank finance and CGC Egypt guarantee and worked on leaning the end to end process with collaboration with banks officials, in order to achieve the desired value stream counting on the 5 steps of lean implementation :-



CGC-Egypt Digital Transformation Journey – Building Steps

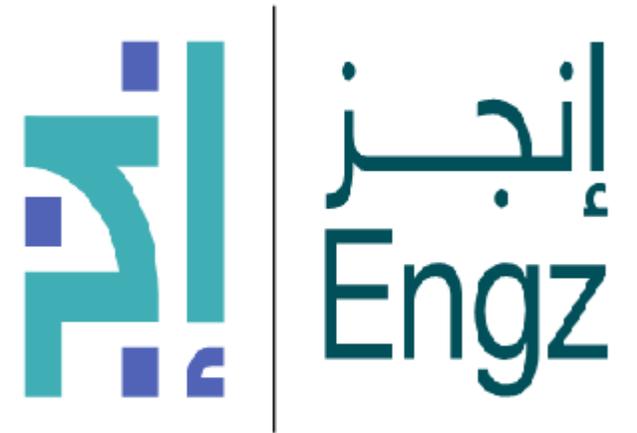
Designing the digital platform:-

- CGC Egypt experts worked to design the digital platform solution based on the microservice architecture in order to provide the best performance, scalability for future services and products, services reusability across different channels and more of the benefits of having a microservice architecture solution.



CGC-EGYPT Digital Transformation journey – Milestone – Engz

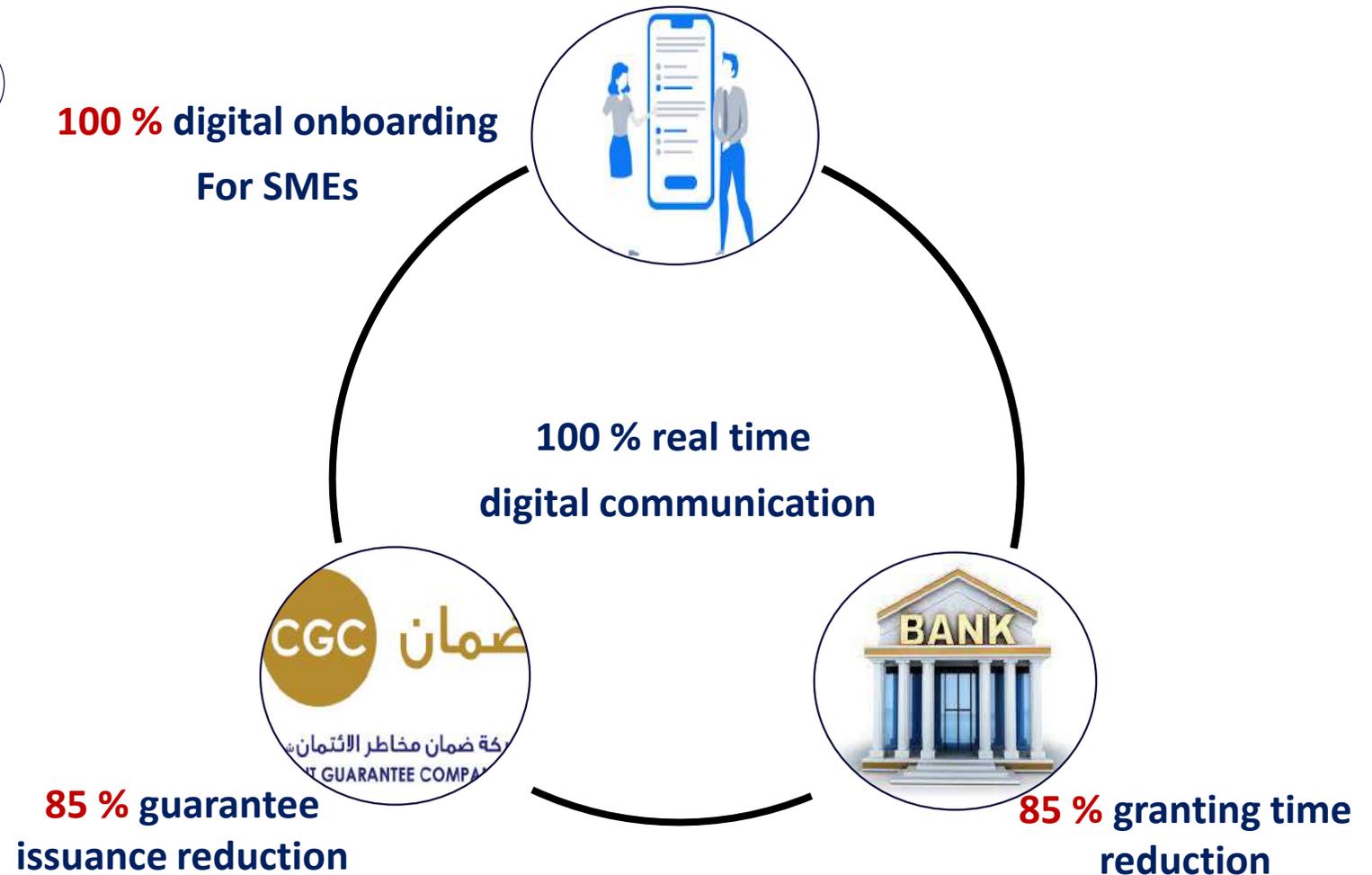
- Engz is CGC Egypt **first completely digitized product** and also the **first direct guarantee product in the Egyptian market. – (In Pilot Phase)**
- Our first guarantee product which is **directly interacting with the SMEs** market.
- Avail an easy, smart & transparent Valuable Positions to SMEs covering Egypt, both horizontally by industry / sector & vertically by geographical locations.
- Expanding the opportunity and reach of financial inclusion for both banked and unbanked SMEs.
- Enabling the expansion of Job creation.
- Targeted to be the hub financial and non-financial services for SMEs.



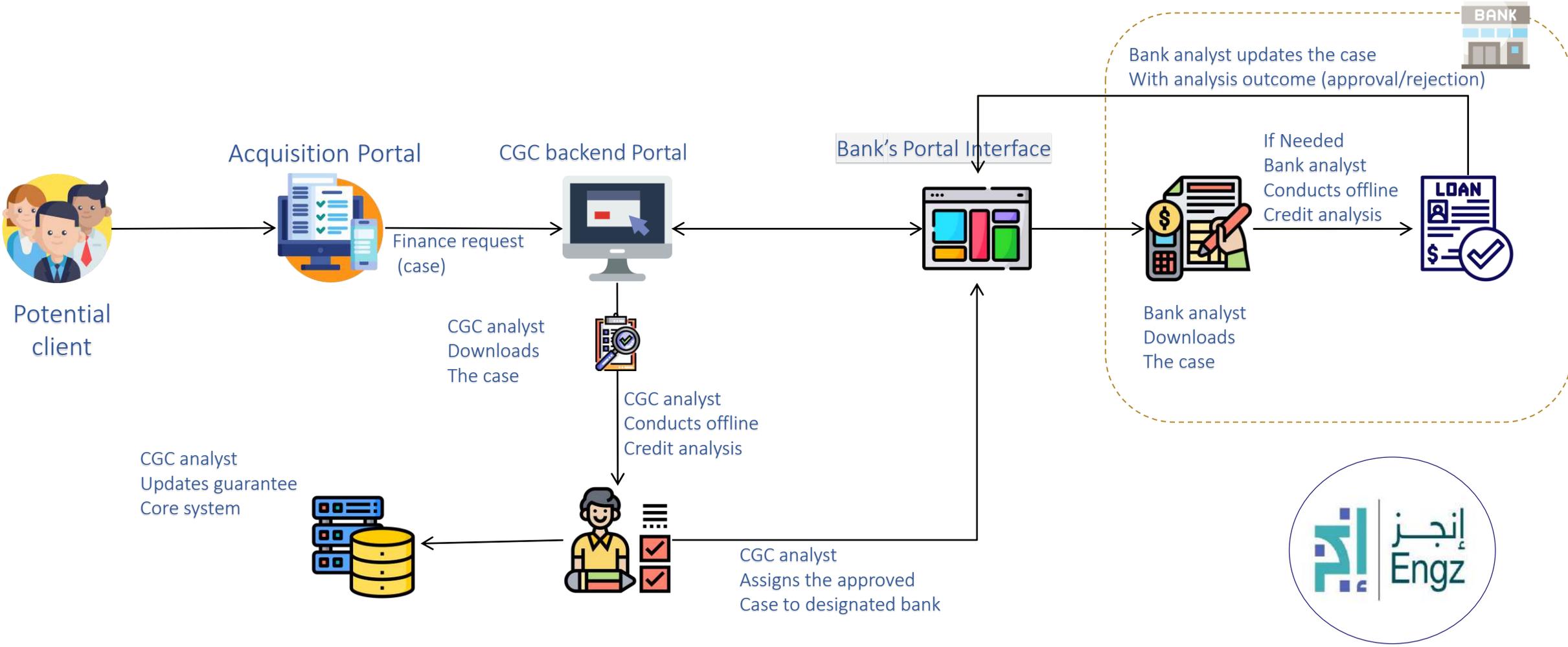
CGC-EGYPT Digital Transformation journey – Milestone - Engz

Objectives ..

- **300%** SMEs increase.
- **85%** Banks TAT reduction.
- **85%** Guarantee issuance TAT reduction



CGC-EGYPT Digital Transformation journey – Milestone - Engz



CGC-EGYPT Digital Transformation journey - Target

Providing the first SMEs platform & marketplace in the Egyptian market

Objectives ..

- 2025 Reach ~**ONE million** job creation reaching tapped & untapped.
- Banks to reach target **25% SMEs** by 2023.
- Achieving **100%** green operations.



Engz Demo



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SME Onboarding Example..

This is an example of one of the processes into Engz .. SME onboarding.
(Adding Personal Data)

----- Fill-in your Application -----



Personal Info

Date of Birth*

**Adding SME Address
and Phone numbers**

Address*

Home Address Line 1 *

Home Address Line 2

Home Address Line 3

Governorate *

City *

Area *

Mobile Number *

02

Home Telephone

**Adding Education
Level for the SME**

Education

Employment Information

Are you self employed

 No Yes

This site is protected by [CGC Privacy Policy](#) and [Terms of Service](#) apply.

Cancel

Next

**Adding Company
name and address**

Company Requiring Facility

Registered company name *

Commercial Denomination *

Address *

Company Address Line 1 *

Company Address Line 2

Company Address Line 3

Company Type *



Sector *



Authorized Person name as per Commercial register *

National ID *

**Adding
Company Data**

Legal authority *



Mobile Number *

Business Email Address**

Company Email *

Company URL

Commercial Registration number *

Company Tax ID *

Year Established *



Number of years in operation *

The company have bank account*

No

Yes

Adding Company Financial Data

Financial Performance

Paid-in Capital *

Audit financial statement*

No

Yes

Annual Sales revenue*

2021 *

2020

2019

Number of branches /offices *

Number of Employees*

Current *

Year 1 *

Year2 *

Year3 *

Requested Facility Amount*

from 100,000 to 5 million

100k



5M

Purpose of the Facility *



Supplier 1 *

Name *

Mobile *

Address

Building, Street *

Area *

Governorate *



City *



Adding Facility Amount Required

Adding Company Suppliers

Upload Needed Documents

Documentation Required

Commercial Register*

Upload

Tax ID*

Upload

Document for Business Address (ownership contract / lease contract)*

Upload

list of name of 3 customer and 3 suppliers (include name and Mobile number)*

Upload

Case submitted with a reference number for following up



Submitted

Thank you, your application has been submitted and is currently being processed, this phase can take up to 4 weeks.

Application ID : CGC-638008876554478330

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Q & A



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Thank you

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