

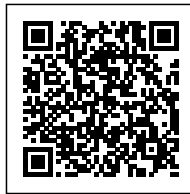
MAZGHOUNY & CO ADVISES ENGAZAAT ON DIGITAL AGRI-PLATFORM DEAL

Posted on 15 May 2023



Categories: [Deal & transactions](#), [Egypt](#), [Energy & Trading](#)

Tags: [Donia El-Mazghouny](#), [dx2](#), [Mazghouny & Co](#)



[Mazghouny & Co](#), led by founder and managing partner, **Donia El-Mazghouny** (pictured), advised Egyptian-based venture Engazaat, an integrated independent power and water producer, in joining forces with Aswaaq Misr for the sale of agricultural products through an integrated digital agricultural platform.

The digital platform, established by e-Finance Investment Group in cooperation with the Egyptian Ministry of Agriculture and Land Reclamation, Ministry of Planning and Economic Development, the Central Bank of Egypt, and the Agricultural Bank of Egypt, aims to become the go-to destination for Egypt's agricultural ecosystem. It serves as an intermediary, connecting all stakeholders and providing a comprehensive e-marketplace for the display, marketing, and trade of various agricultural goods and services.

The collaboration marks an important step for Engazaat as it expands its involvement in the agricultural sector. As part of the platform offering, Engazaat introduced Chint solar panels, solidifying its partnership with the Chinese manufacturer, for which Engazaat serves as the official distributor in Egypt.

The newly launched digital solution aligns with Engazaat's mission to disrupt the local agri-business sector. By leveraging digital tools and solutions, Engazaat aims to enhance efficiency, productivity,

and sustainability throughout the agricultural value chain in Egypt.