

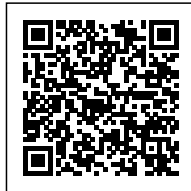
# ADSERO ADVISES TSFE ON THE LAUNCHING OF ERADA MICROFINANCE

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**Tags:** [Adsero-Ragy Soliman & Partners](#), [Ahmed Adib](#), [Aya Badr](#), [Farida Banany](#), [Hossam Gramon](#), [sx3](#)



The Sovereign Fund of Egypt ("TSFE") has established a Joint Venture with Etisalat Egypt by e& to launch the new company Erada Microfinance with the goal of providing access to a wide range of financial services to micro and small enterprises.

The partnership is in line with Egypt's Vision 2030 of supporting financial inclusion and creating opportunities for the youth through providing innovative financial services and digitally enabled lending products.

[Adsero](#) – Ragy Soliman & Partners advised TSFE in establishing the Joint Venture with Etisalat Egypt by e&. The team was led by partner **Hossam Gramon** (head of Banking & Project Finance, pictured left) and counsel **Ahmed Adib** (pictured right), who were assisted by managing associate **Farida Banany** and associate **Aya Badr**.

[Shahid Law Firm](#) advised Etisalat Egypt on the matter. For further information about the team [click here](#)