

# Our school's SEKEM experience

On the 16th of February we were invited to listen to a presentation by Helmy Abouleish concerning not only the origins of the SEKEM organisation, but also how it developed and its future vision. It all began with Mr Abouleish's father and his dream of creating a sustainable agricultural system in the desert of Egypt. He described how nobody really believed in this idea due to the extremely difficult climatic conditions in that region. Nevertheless, he still tried to convince the Egyptian citizens to invest in organic agriculture. Similarly, Mr Abouleish emphasized how important it is to make changes because of the climate crisis and he also outlined how this is going to affect Egypt.

One of his key objectives was also to create a secure environment and fair working conditions for his employees. His appreciation was shown, for example, by providing his employees with time to develop their creativity and making sure that their children receive a good education at the local school or university.

SEKEM has gained the support of many Egyptians through the quality of their products and today thousands have joined the SEKEM community. Most of their products are sold in Egypt but they also export about 10%, and if you keep your eyes open, you may find their products in some German stores as well. SEKEM is now one of the biggest producers and suppliers of medicinal products in Egypt.

Particularly memorable was Mr Abouleish's account of how the company's first acquisitions were a red tractor but also a piano – symbolizing the company's priorities. This speech was very inspiring, especially the message he delivered regarding not giving up and believing in your dreams.

To find out more about SEKEM – visit their website at <http://sekem.com/> or scan the QR code below.



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