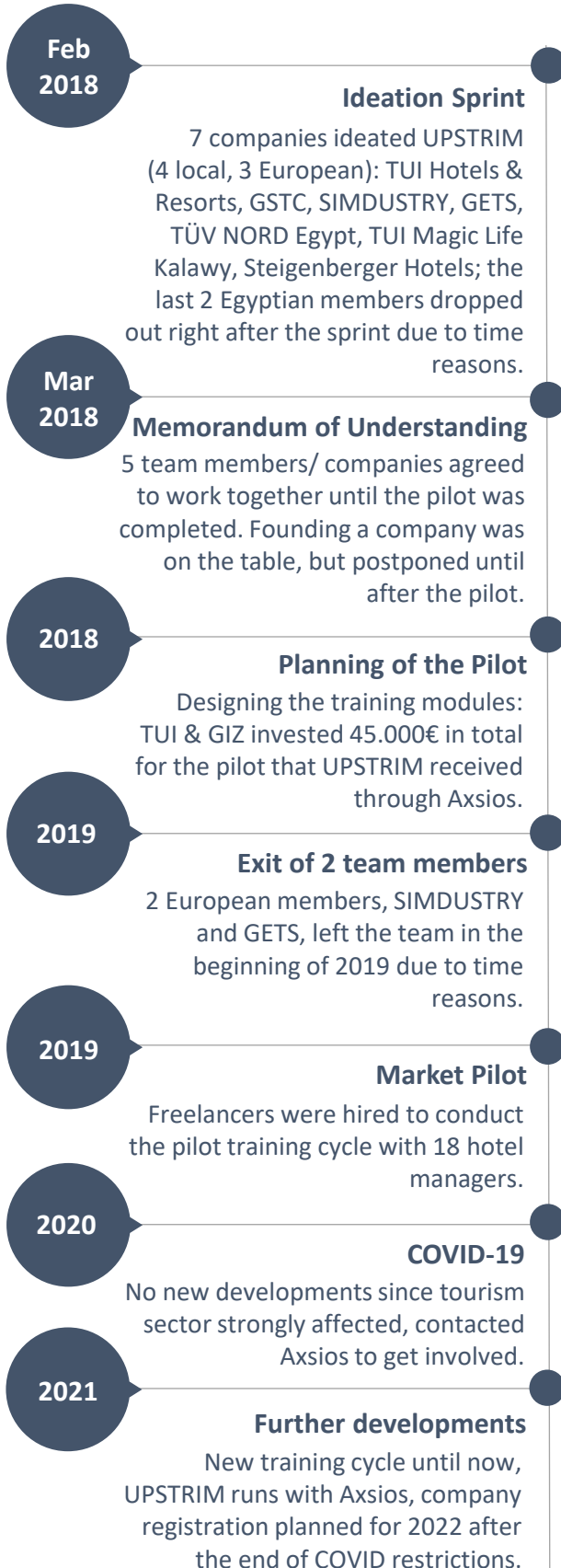


## UPSTRIM

Trainings for managers in the Egyptian hospitality sector, enabling them to adapt to future challenges



**Legal setup**  
Partnership/  
incorporated (Axsios)

**Partners**  
TÜV Nord – Marketing & Management  
Axsios – Sustainability  
TUI – Technical support

**Other team members**  
Training Programme Developer

**Resources invested**  
Marketing & Management: 5 hrs per week,  
Other team members: 1-2 hrs per week  
TUI: 33.750€ for test and market pilot

**Investments and grants**  
21.250€ GIZ

**Impact**  
Market Pilot: 18 managers trained

**Market**  
Egypt

**What makes you successful as a team?**

All of us are willing to invest time and expertise, to push through challenges, to learn and to finally develop a successful business.

**Tarek El Shafei,**  
Marketing & Management

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