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MAGAZINE

Volume 29 Number 1  
June/July 2022

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OF SUCCESS

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**Sports & FITNESS**  
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## SPORTS & SUCCESS

Sports & Fitness magazine used to feature every year a celebrity in its main cover story. We usually choose figures that follow a healthy lifestyle and keep a fit body shape to inspire our readers with their stories and routine. For over 28 years, we have featured many famous stars, actors, actresses, and singers.

In this issue, we are pleased to feature a very successful and well-known businessman in the automotive field, Mohamed Zaki, and share with our readers his passion for luxurious cars and his success story, not only in his business career but also in how he stays fit and maintains a good body shape.

Although Egypt has been very active in the world of sports, achieving and scoring many Olympic and international victories, we still don't hear of or witness successful and sustainable sports expo. Finally, Sports Expo is on its way! It is a spectacular sport show that will take place in January 2023 under the autopsies of President Abdelfatah Elsisy, confirming that one of the country's priorities involves the field of sports, wishing to offer its citizens a healthy lifestyle.

Sports & Fitness is proudly sponsoring the Sports Expo event and will keep its readers informed from now till January 2023 with all the interesting and important details about the show.

Also, in this issue, we are keeping an eye on the incredible Egyptian Rugby female athletes who managed to excel in a tough sport that was always looked at as a "manly sport" and reach regional victories. Mayar Sherif is another Egyptian super athlete whose world victories keep expanding more and more.

For football lovers, we present an interesting article about three of the top footballers in the world, including our pride, Mohamed Salah.

*We wish you all a pleasant and informative reading.*



R-L: Amr Selim with Mohamed Zaki and Nour Khatib

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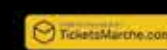


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A series of articles written exclusively for Sports & fitness magazine by Zohair Ammar, President of Score Sports Consultancy ([www.scorea2z.com](http://www.scorea2z.com))

## WHAT DOES IT TAKE TO BECOME A CERTIFIED FITNESS TRAINER?

The workout industry has evolved greatly over the years. Along with the industry itself evolving, so have the certifications required to be eligible to work in the industry; if you wish to work in the industry, be highly eligible for the best jobs, and provide the best care possible, you need to become a certified personal trainer. You will want to know as much as possible about anatomy, kinesiology, and physiology. The more you know about personal training, the more you can offer your trainees and the more chances you have for success.

A Fitness Trainer, or a Fitness Instructor, creates tailored fitness and wellness plans for individuals and groups. They assign exercise routines based on trainees' physical needs and monitor their progress.

A Fitness Trainer's duties include identifying the trainees' fitness level and health, overseeing the completion of exercise routines, tracking trainees' physical progress, modifying exercise plans based on needs, potential injuries or health issues, conducting individual and group fitness training sessions, adopting a holistic training approach (e.g. cardiovascular exercise, strength), overseeing the use of fitness equipment to ensure trainees' exercise properly and safely, handling nutrition and health-related questions, referring to and promoting fitness packages and plans, carrying out First Aid and Cardiopulmonary Resuscitation (CPR) if needed, and following safety and hygiene guidelines.

Personal Trainers do not diagnose or treat areas of pain or disease, and will always refer clients with such needs to health care professionals.

In America, Europe, Asia, and Oceania, the best way to set a facility apart is by achieving the Fitness Center Certification, with a focus on medically sound prevention and rehabilitation programs.

Fitness centers play an essential role in the health and wellness of those individuals that they serve. The Fitness Center Certification process is an important step toward ensuring that the facility provides the quality and safety of the programs and services that are necessary to meet this critical responsibility. Certified Fitness Centers feature the professional expertise and programming necessary to safely and effectively assist people— regardless of their current health status— with developing, initiating, and maintaining an active lifestyle that minimizes the risk of illness and disease, and promotes health and wellness. The certification process involves an in-depth review of a facility's adherence to the prescribed standards and guidelines. A number of key factors distinguish certified medical fitness centers, including active and regular medical oversight, Certified and licensed staff, written policies and procedures concerning user safety and the ability to respond appropriately to all emergencies, disease management and prevention programs, health-risk reduction and therapeutic lifestyle



programs, individualized health screening, testing and outcome tracking, quality management, with a focus on measurable results, and a focus on improving community health.

The best way to decide which trainer certification is best for you is to ask yourself a few questions such as, what do I want to do with my certification? Do I want to work in a health club or gym or open my own business? Do I want a career or just a job? Do I know where I want to work? Do I want to specialize in any sports code, a special needs training such as working with the elderly, disabled, or injured? Am I interested in attending a school or workshop, or going through the certification process completely online? Some gyms and fitness centers only accept certain certifications, so if you are intending to work in a certain location you will need to look into that.

To join the workout industry, you must find the best certification program. For example, certain areas

of the country prefer certain certifications, certain employers look for other certifications; you should educate yourself on what the employers in your area are looking for in a personal trainer.

Also, you can make yourself more marketable if your certifications include specialized training, especially in nutrition. If this is a career choice, you should ensure that the program you become certified in will get you on the right career path.

Your availability also plays a large role in where you get certified. You must determine if you can attend classes in person or only have the time for a workshop or online classes. The certification programs range greatly in pricing, so you must make the best-educated choice for yourself.

There's no shortage of programs offering a personal trainer certificate. However, to ensure that you get your money's worth, you really want to choose



a program led by venerable fitness institutions, combining cutting-edge fitness science and methodologies with the convenience of distance learning. Additionally, many include professional guidance, internship placements and other assistance to get you out of the classroom quickly—and into your first fitness training position. Here are some of the best personal trainer certifications available today in North America, International Sports Sciences Association (ISSA), The National Council on Strength & Fitness (NCSF), Fitness Mentors, American Council on Exercise (ACE), and the National Academy of Sports Medicine (NASM).

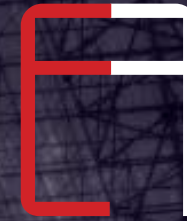
Personal training and fitness instruction are very popular professions that provide high levels of job satisfaction. Up to 74% of personal trainers stated they were very satisfied with their jobs, according

to a recent report. The strong and ever-growing European fitness industry is now valued at €28.2 billion. Europe has 63,644 fitness clubs amassing 64.8 million members across the continent, according to the 2020 Deloitte market report.

The fitness industry is a strong vibrant market that needs committed, motivated, and well-qualified fitness instructors and personal trainers to sustain its growth and longevity.

Here are some of the best online personal trainer certifications available today in Europe: Nordic Fitness Education Europe, Origym in UK & Ireland, DS Personal Training School in Sweden, Intensive PT in Sweden, and Online Trainer Lizenz in Germany.

Best of luck to you in your studies!



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**The Origins of Ferrari's Prancing Horse**

The prancing horse found on the Ferrari logo is taken from the aeroplane of famous World War I pilot Francesco Baracca. When Enzo Ferrari met Baracca's parents, he was encouraged to use the image of the horse that had been painted on their son's plane on his car for good luck, and it seems to have worked!



**Jeep's Grand Entrance**

One of the earliest Jeep prototypes was driven up the steps of the U.S. Capitol building in 1941, marking the Jeep's first public appearance.



**Another in the Garage**

It is no surprise that celebrities and wealthy businesspeople like luxury cars, often owning a number of the most expensive and notorious cars in existence. In fact, according to a 2014 interview, the average Bugatti customer, in addition to owning a Bugatti, owns about 84 cars, three jets, and one yacht!



**Phoenix 2SR6: Egypt's First Race Car**

In the 1950s, captain of the British army Raymond Flower began a project to build a race car in Egypt called the Phoenix 2SR6; however, the anti-colonist sentiment at the time and the nationalisation of the Suez Canal by former Egyptian President Gamal Abdel Nasser prevented the car from ever making it to production.



**The Brilliant Blind Inventor**

The cruise control feature, now available in most cars, was invented by Ralph Teetor, a blind inventor who developed the idea after a frustrating car ride with his lawyer during which the lawyer kept speeding up and slowing down as he talked.



**Mr. Le Mans**

Tom Kristensen, also known as 'Mr. Le Mans', holds the record for the most wins of the famous 24 Hours of Le Mans. The race is an endurance race where the driver has to keep going for 24 hours without any mechanical damage to his car. Kristensen won nine times—six of which were consecutive.



**Monaco Prepares for F1 Speed**

Manhole covers on the streets of Monaco are welded down before F1 races. The speed of the cars is fast enough to potentially lift the manhole covers from the ground, which has caused some wrecks in the past.



**First Car Radio**

The first car radio was invented in 1930 by Paul and Joseph Galvin. The early radios were very expensive and seen by many to be distracting safety hazards. The car radio would go on to be one of the most significant features of the car and would influence culture throughout decades to come.



**Speedy Pit Stop**

In the time it takes you to read this, a Formula 1 driver could have parked, had the car jacked up, had nearly two dozen guys change all four tires, and have the car off and running again: the average Formula 1 pit stop is less than three seconds.



**Lamborghini Origins:  
Lamborghini Trattori**

Ferruccio Lamborghini originally made tractors out of spare parts before becoming a leading manufacturer of luxury cars. In fact, Lamborghini tractors are still produced but are no longer related to the car manufacturer.

**Driving Off the  
Pounds**

The insides of box cars can get so hot that NASCAR drivers can lose up to 5-10 pounds in sweat during a race. Losing body weight like this without replenishing fluids can decrease the driver's focus and reflexes.



**Rolls-Royce**

Known as some of the best cars ever made, Rolls-Royce introduced its first car, the Silver Ghost, in 1906. Rolls-Royce cars have certainly stood the test of time, and approximately 65 percent of all Rolls-Royce motorcars ever built are still on the road today.



**First Car  
Race**



In the late 1800s, inventors and businessmen around the world began experimenting with prototypes for the automobile. It wasn't long before the vehicles raced, and in 1895 the world's first automobile race occurred, witnessing a top speed of 15 mph

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British Automotive  
EXOTIC CARS

# ZAKI MOHAMED ZAKI

MASTERING THE WORK-LIFE BALANCE

We were delighted to have a very unique and motivational conversation with the businessman and founder of "British Automotives", Mohamed Zaki, who is not only a successful and inspiring figure in the business and car industries but also, a very dedicated sportsman who can motivate many others to keep a healthy and active lifestyle.



## THE START

### A PASSION THAT'S LOUDER THAN THOUGHTS

Mohamed Zaki graduated from the Faculty of Engineering, Architecture department at Ein Shams University, but he has always had a strong passion for cars since a very young age. Although being an excellent student at the university, his passion for cars was so stubborn that he couldn't just neglect it or treat it as a part-time.

"My interest in exotic cars turned into a persisting passion. When I was young, I'd stop in front of a car that caught my attention, completely dazzled and drawn into its details," Zaki said.

Throughout his college years, Zaki's passion kept increasing. When he graduated, it was not an easy decision to choose to shift his entire career to the car business, especially since he was one of the top students in his department and participated in significant projects. But passion was louder than thoughts. He went where his heart led him. He was only 21 years old when he had professionally embarked on this career.

## BREAKING STEREOTYPES

Zaki was one of the very few who changed the stereotype of the exotic car business. He has significantly developed the industry and has created an image for himself that is completely different from what is usually seen or expected in this area.

"I always look for the competitive edge; what distinguishes me from others. Everyone wants the best service with the least cost and very high quality; something that the car owner won't be able to provide for himself on his own. So, I started to look at it from this perspective."

Zaki elaborated by mentioning that he built an entity whose job doesn't end when the car is sold; it actually starts there. "Even if there is a problem encountered by the client, he calls us directly and we take it from there, handling the whole situation, making sure to eliminate any kind of suffering that the client might go through, as there is a full well-equipped team for their service," Zaki said.

Zaki makes sure that the client who chooses his service doesn't have to make the slightest effort to do anything except enjoy his car to the max.

## WHEN WE TALK ABOUT CARS, WE HAD TO ASK ZAKI THE FOLLOWING

### What was the first exotic car you bought?

"Mercedes convertible, 1997," Zaki answered.

### Rank the top 3 cars in the world in your opinion.

The answer for this one was expected, from his company's name "BRITISH Automotive". "British cars combine performance, shape and safety. These are the 3 factors that make me respect and love British cars," he mentioned. "For your question, I'd choose Ferrari, Rolls Royce, and Bentley."

### What's your favorite sports car?

For this question, Zaki's passion was heard in his voice as he mentioned many different sports cars, like Jaguar, specific types of Mercedes and BMW, which are some of the significant sports cars in the market, then he also mentioned Bentley, McLaren, Ferrari, Lamborghini, and Rolls Royce which are very powerful and have special uses. "Every car has a special character, a different feel and use. Every car is special in its own way, so it is very hard to give one answer. I just love them all," he concluded.

### Do you follow car races?

"Not really my thing. I prefer safe driving. I am against speed because the main goal behind this is pleasure and happiness. I'd take risks in anything except for a person's life. This is against my ethics. I promote safe driving and pleasure. Humans come first."



## THEN, WE MOVED THE CONVERSATION TO TALK ABOUT SPORTS AND FITNESS

### How important are sports in your life?

It is a major and main thing, just like eating and drinking. It's one of life's functions for me.

### What is your favorite sport?

"I love any sport that involves rackets. I play tennis, padel tennis, and ping pong. But when it comes to watching and following sports, I watch football. And of course, the gym is the first thing I start my day with. When you work out in the morning, you're on full power and you have energy for the rest of the day. Just like a car, you need to warm up your body first before pushing it to function well."

### Do you have a specific workout routine?

No. I personally work out with my trainer. It's very motivating as we push each other. This is actually what it's all about, the motivation." Zaki also mentioned that Ali Mazhar is one of the people he respects and appreciates their work in the field of fitness.

### Have you tried any of the following diets? Keto, Paleo, intermittent fasting... which one do you prefer?

"I do believe in nutrition, but not in 'diets'. I always follow a nutrition program; even in Ramadan, I made sure to go for a program that would fit the holy month. I believe that any input has an output. So, it's all about calories after all for the weight, and of course, the healthy routine for the health and lifestyle."

### Who among your celebrity friends would you call a workout partner?

"I have worked out with many people, but on top of the list comes Amr Diab. He is the most dedicated person in this area, not only when it comes to consistency and training, but he has great knowledge; he studies, not only trains, and is always full of motivation. I derive my energy from him, and also Amir Karara who pays a lot of attention to working out, and when we travel, we always train together."

### Were you an athlete when you were young? What sport did you play when you were a kid?

"I started playing tennis when I was a kid, but I haven't participated in any tournaments. I was super consistent and took it seriously, not for the sake of the win and competition, but because since I was a kid, I had this concept of training to keep good health and be in shape, which kept growing with me."



### You have been recently injured. How do you psychologically and mentally cope with your injury, as there are a lot of people who find it stressful and depressing?

"I had a shoulder injury. It was a minor injury at first, but I over-trained so it turned into a partial tear. I've fully recovered now though."

Injuries do not only affect physical health but mental health too. A lot of athletes fall into the trap of getting demotivated or sometimes even depressed during their injuries or recovery phase. Zaki has shared how he copes with such challenging phases without letting his pain affect him mentally and psychologically.

"In such periods, we need to look a bit further than this bothersome moment. It's a target that I have in general, to look further and not get stuck in this present moment. The challenge is to find the will to overcome this challenging phase and act upon it. It's all in your head; what thoughts will you fill your head with? And this doesn't only apply to sports, but to life in general; when we face any challenge in life, we need to focus our energy on overcoming this phase instead of thinking about its negative aspects and current consequences. We need to think about how to get done with it. If we think that this is the end of the world, we'll never move on with our lives. There must be hope."

### How do you keep the work-life balance?

"I am originally an engineer. So, engineering helped with a very important thing, which is how to be organized. It helped me to know how to divide my goals and responsibilities and to multi-task. I give everything its time. Family time. Work time. My own time. My workout and gym time. I personally have to manage my life in a way where everything gets done in its desired form without sacrificing the time or the quality of getting one thing done over the other. It's all about good organization and time management."

We have to mention that Zaki is also a father to two young athletes, Talia, his 12-year-old daughter who is a gymnastic champion, and Omar, his 10-year-old son who plays football. Aside from their main sports, Zaki made sure that both kids play swimming for well-being purposes.

### Do you have a personal trainer?

"Yes i do .. Mido (Mohamed Saied)"

WE ENDED THIS INTERESTING CHAT WITH A LITTLE GAME, GETTING TO KNOW

## ZAKI'S PREFERENCES

WHEN IT COMES TO:

### Individual sport or team sport?

"I like playing individual sports, but I prefer to watch team sports."

### Leg day or upper body day?

"Upper body. And cardio is one of my favorites too."

### Cycling or running?

"Cycling. I am used to cycling from my home to the gym; I enjoy the uphill and downhill."

### Movies: Rush or The Fast and The Furious?

"The Fast and the Furious."

### Coffee or tea?

"Neither. I prefer fresh juices."

### Fish or meat?

"Fish."

### Vanilla or Chocolate Whey Protein?

"Vanilla."

### If you have one food that you'll have to eat for the rest of your life, what will it be?

"Molokhia."

### If you have only one car to drive for the rest of your life, what will it be and why?

"Range Rover. It's the car I worked with the most, the car that distinguished me in the market, and also the car I sold the most. I personally love it."



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# MOHAMED NASR

M-CUSTOMZ

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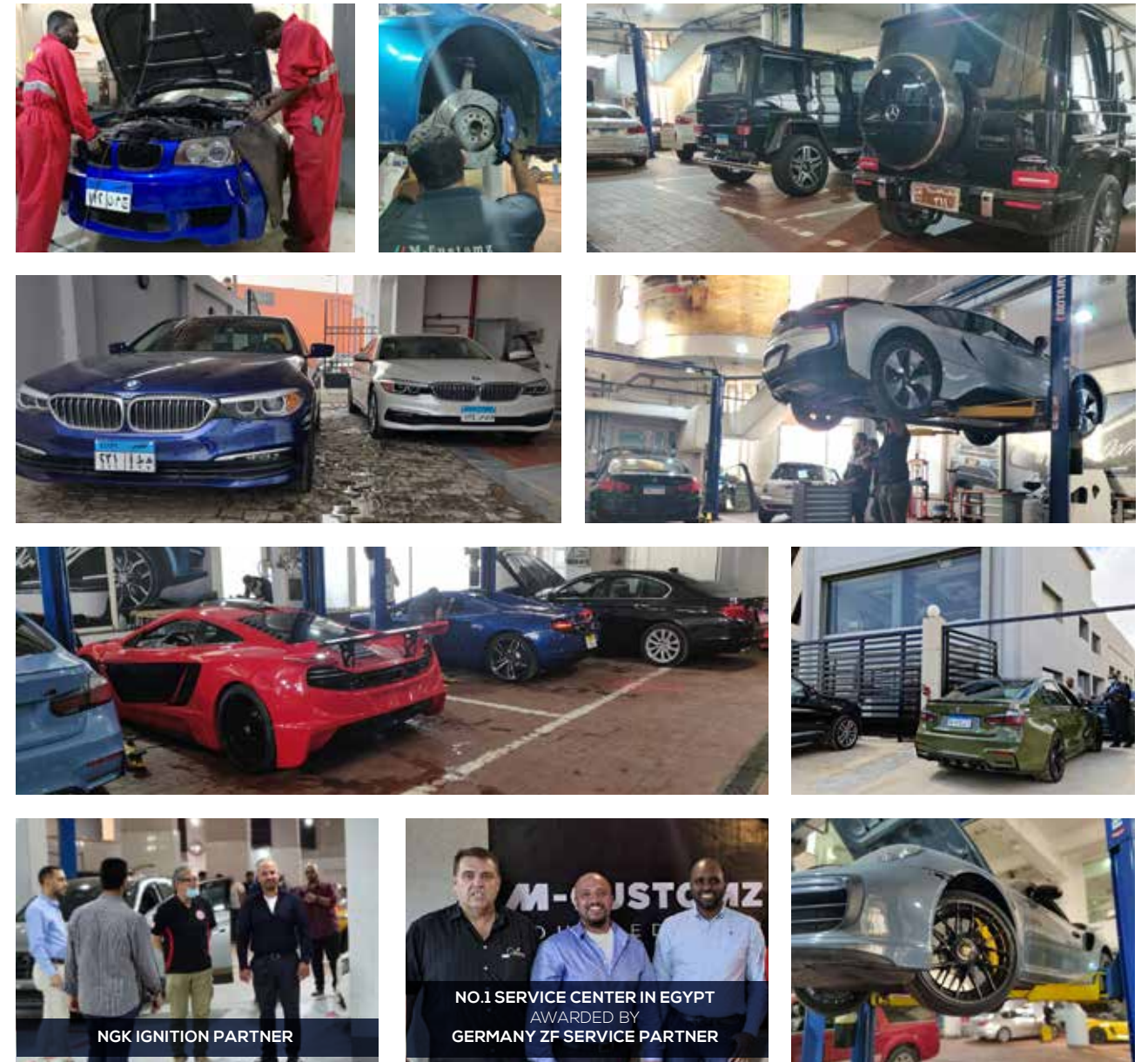
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Regardless of the type of car, its model or its year of manufacture, car maintenance (periodic, emergency or renewal) is obligatory and necessary. The development of automotive technology and the use of entertainment connects the car to the real world. This instigated the need for service centers with sufficient knowledge of all of the latest developments in the world of automotive technology. Car maintenance has become dependent on specialized machinery and competent and experienced engineers and technicians.

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cars and programmed them with the latest devices to suit the Egyptian market. In addition, M-Customz distinguished itself by providing a comprehensive warranty feature for these cars and all of its original spare parts.

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# MAX VERSTAPPEN

## WINS THE FORMULA 1 AZERBAIJAN GRAND PRIX 2022

RED BULL SCORE A DOMINANT 1-2, WHILE BOTH FERRARIS RETIRE WITH MECHANICAL PROBLEMS



Max Verstappen led home his Red Bull Racing team-mate Sergio Perez to score a dominant 1-2 finish on the streets of the Azerbaijani capital earlier on Sunday 12 June. Verstappen became the sixth different winner at the Baku City Circuit, ensuring there has yet to be a repeat winner in Formula 1's most unpredictable race.

The sixth running of a Formula 1 race on the streets of this historic city on the shores of the Caspian Sea was a huge success enjoyed by 78,000 spectators across all three days. In total 27% of the fans watching around the Baku City Circuit were an international audience, with the UK leading the top countries ahead of Turkey and the USA. Those nations in particular enjoyed a significant increase in fan numbers, with ticket sales from the U.S., Turkey and United Arab doubling from 2019, while newer markets like India and Israel were amongst the top 10 international audiences buying tickets.

Fans were treated to three days of non-stop on and off track activity on the world's most unpredictable circuit and along its stunning seaside boulevard, which doubles as the FanZone for the FORMULA 1 AZERBAIJAN GRAND PRIX 2022. The area was packed with activities for all the family to enjoy, with live music and entertainment also on offer throughout the weekend guaranteeing a full festival experience for all visitors.

On-track, saw the current World Champion secure a dominant victory on the streets of Baku. After losing this event in dramatic circumstances 12 months ago, this time around the Dutchman didn't put a foot wrong to lead his team-mate across the line by over 20 seconds at the flag to record the 25th victory of his career.

Neither Ferrari driver finished the race, with firstly Carlos Sainz retiring after only nine laps, while his team-mate Charles Leclerc dramatically came to a halt with smoke pouring out of the back of his scarlet machine.

Verstappen's win in the FORMULA 1 AZERBAIJAN GRAND PRIX 2022 extended his lead at the FIA Formula 1 Drivers' World Championship standings which was aided by a disappointing weekend for his title rivals.

Behind the dominant Red Bulls, George Russell scored his third podium of the season in third, just one place ahead of his Mercedes team-mate Lewis Hamilton.



# REV IT UP COMPETITION

Ahmed Hikal PHOTOGRAPHY

## IS SOON WITNESSING AN IMMENSE FESTIVAL THAT ENCOMPASSES MORE THAN 12 COUNTRIES FROM BOTH THE MIDDLE EAST AND JAPAN

Worth to be mentioned, the motor sport has come to a completely different perspective in Egypt since years, especially in 2022 when the epicenter of the sport has reached its zenith of proficiency, intellect, and awareness..

As a matter of fact, a lot of youth have already started heading towards the motorsport due to its safety, security, and maintained tracks.

Indeed, Captain Sameh Abd El Kawey, general organizer, plays a great and effective role in this sport for what he always exerts of an effort to coordinate with the assigned and relative authorities and sectors..

By inviting a lot of the Middle East and European countries, REV IT UP is looking forward for mutual cooperation and skills development in the hope that the motorsport improves Egypt's Tourism sorces rather than being merely a sports one.

Last but not least, the honor of your presence is requested to attend Rev it Up Festival on Friday & Saturday, June 24th & 25th in Tolip Family Park- Rehab.

Finally, you are cordially invited to follow us on Facebook <https://www.facebook.com/revitupdriftingcomp/> and Instagram as(REV IT UP-Egyp)



Sameh Abd El Kawey

# TAHER MOHAMED TAHER

## EGYPT'S PROMISING FOOTBALL SENSATION



From the very beginning up until the present day, football has been a universally acknowledged sport; loved and cherished by millions. And according to several studies, football is one of the most useful, healthy, humane, and long-lasting entertainment games with a long history of development. Having said that, football's true beauty lies in the impact it has individually and globally.

In this article, the professional footballer, Taher Mohamed Taher, a winger at Egypt's Al-Ahly Club and the Egyptian National Team talks to us more about how he started his career and his thoughts on what makes a good footballer both on and off the field.

Taher comes from a sports-loving family, one that values mental and physical activity above everything else. Taher shares, "growing up, both my parents were very supportive. They encouraged me and my sister to actively pursue all sorts of sports. My sister undertook swimming as a professional sport and won championships, and I joined her on the swimming team for a short while, as well as equestrian, and even tennis for quite some time, and then eventually I moved onto football - a sport that my father pursued as well at a young age." At the early age of eight, Taher first commenced his football career by joining the Arab Contractors FC, then later, he made his debut for Egypt National Football Team in 2018 in the Africa Cup of Nations qualifier against Tunisia.

Prior to joining Al Ahly Club, he spent eight years with his club Arab Contractors, scoring a total of 11 goals. He provided 9 assists throughout 86 games across all competitions he participated in. Even though a football player such as Taher Mohamed's average energy requirement falls below those of pure endurance athletes or sports with more extensive training schedules; football nevertheless was a physically demanding sport. Footballers are required to train daily in preparation for matches and must be physically well prepared as well as receiving the right amounts of nutrition and energy in order to support their training. "Before starting my training session, I try to incorporate a mobility session along with several leg-centered workouts. And as I finish my training, I end it by doing exercises on the court or by hitting the gym and focusing on my upper body. The actual training itself always differs from day to day and on how close we are to playing our next match".

Professional footballers require a mixture of speed, strength, agility and power in order to thrive and be successful on the field, this means several hours of the day dedicated to the gym. Not to mention also such a career path often means making sacrifices when it comes to eating, this is as true for Taher Mohamed as it would be for anyone else. Although he admits to not abiding by a strict diet regimen, the footballer discloses the availability of a nutritionist in the club that caters to specific individualized nutrition plans for each player's

needs and monthly in-bodies are done to measure their rate of progression.

The rigorous sport teaches valuable lessons on teamwork that apply both on and off the field; each player contributes to the success of the team, hence understanding and trusting your teammates is quintessential. The level of coordination and collaboration has to be strong because of the number of players on a team, meaning that if ever one team member isn't invested it will ultimately affect the entire team. "Teamwork for me has helped me a lot into becoming the person I am today; I have gotten used to working with people of different age groups at a very young age, whether younger or older. I learned to respect different cultures and to be open to different opinions and standpoints, which was a crucial part of my career upbringing - this is where a true team dynamic is created because at the end of the day football is a team sport, without the team you have no sport". Every footballer in a team has great responsibility; they do not only invest in the success of the team as a whole, but they also form a tight-knit bond and constantly motivate each other.

As a player, one must always seek to play in the position that will best showcase their skills and talents. In Taher's case, playing in the position of a winger, of all positions on the field, is the most taxing; having to constantly run back and forth along the by-lines and sprints for long distances before they can drive across or cut inside towards the box. Often, wingers have to beat the opposing winger or full-back and run into space, therefore being able to burst extremely fast down the flanks is an extremely valuable quality. "The life of a footballer is not harder than any other sport. They all face challenges and obstacles that they must learn and grow from. A large downside to being a professional athlete is having to travel constantly both inside and outside of Egypt, and never staying home long enough due to the many camps we have to take part in. This makes me feel homesick most of the time."

When talking about his role models, Taher gushes about French professional footballer, Kylian Mbappé who plays in the French club Paris Saint-Germain and France's national team, and is considered to be one of the best players in the world. Mbappé is known for his dribbling, speed, and finishing, receiving the Best Young Player and French Player of the Year awards for his performance in World Cup 2018. Taher also looks up to the former English footballer, David Beckham, who has been hailed as one of the greatest and most recognizable midfielders of his generation. Taher explains, "he is my inspiration and my motivation to never stop trying, to never give up, and to always do the best I can. Growing up, he was important to me because as a kid I looked up to Beckham as a role model; someone who I could relate to and make a personal connection with".

For many athletes like Taher, they are subject to the scrutiny of the spotlight: winning or losing a match could make their life and career unfold publicly. So, when competitive desires transform into anger, the result almost always has an audience. The footballer confesses that the biggest weakness he sometimes experiences is succumbing to anger for losing a game. "Something that I know is a problem and that I am currently working on is my temper - and most of the time, my short temper is construed at a disadvantage. When I get angry for losing a match, I try to work on my temper in a way for it not to cloud my judgment."

The Egyptian footballer ends the interview by giving out the best piece of advice he received from coaches throughout this career that helped shape him into the star athlete he is today. "It is imperative to enjoy playing the sport, and to let that training session or match that you wake up for everyday be the most important part of your day; so that on the last day of your professional career, when the retirement day comes around, you look back on these years and reminisce the good old days where you gave it all every single day and enjoyed being a professional athlete."



By: Farah Hassan

# STERLING FOOTBALLERS OF 2022

# CRISTIANO RONALDO

## THE GOAL MACHINE

Throughout his illustrious career, Portuguese soccer player Cristiano Ronaldo has been a prolific scorer and a dominant force in countries like England, Spain, and Italy. The footballer has made us reassess the definition of what a great player is and what a great player does. In fact, the rate of improvement that he has given to the art of goalscoring should have taken decades or centuries.

Ronaldo was arguably enjoying the finest season of his profession in 2013-14; by the midpoint of the Liga season, he had managed to score 22 goals, plus an extra nine in the Champions League. Unfortunately, his patellar tendinitis knee injury forced him to miss some weeks in February and April, plus three weeks more in May, prior to hurrying backside for the Champions League final.

"Scoring goals is a great feeling, but the most important thing to me is that the team is successful."

Cristiano Ronaldo said that he expects the 2022 World Cup in Qatar to be his last international tournament with Portugal and he is happy that the showpiece is being held there. Ronaldo is Portugal's all-time top scorer with 55 goals and will soon surely become their most capped player as he is just five appearances away from surpassing Luis Figo's record of 127.

It isn't sufficient to say that the Portuguese footballer has taken a huge part in the game; as a matter of fact, he has successfully changed the game, and it will be very difficult to find a player who could match him in the near future.

# LIONEL MESSI

ARGENTINIAN  
SOCCER STAR

STERLING  
FOOTBALLERS OF  
2022



Lionel Messi bid a tearful farewell to Barcelona in the summer of 2021 ending his 21-year association with the football club as a free agent to join the Ligue 1 giants club Paris Saint-Germain for a two-year contract with an optional extension of a third for a whopping 104-million-dollar deal.

The breaking news that every Barcelona fan was dreading and hoping such a day would never come to life, but alas after twenty-one years at the Camp Nou, 672 goals in 778 appearances, 10 La Liga titles, 4 Champions Leagues, 7 Copa Del Reys and 6 Ballon d'Or, Messi's time in Catalonia had come to an end.

Over the last few seasons where the Argentinian footballer was still in Barcelona, the club relied heavily on him to play his magic and with Xavi and Andreas Iniesta out of the picture, the reliance only grew stronger with the seasons. With his departure, the club will not only be impacted on the football pitch but has been publicized that they were in a financial crisis; the main reason why the Catalan club could not resign Messi upon his contract expiry on June 30. Barcelona's president, Joan Laporta said that trying to keep Messi "could have put the club at risk for 50 years".

Many have surmised about whether or not Messi has been enjoying his life in Paris; his start to the club was in the footballer's standards disenchant with a total of seven goals and nine assists in his 2022 Paris Saint-Germain appearances. Given the circumstances, many believe that it is only natural; the French league is different from that of the Spanish one, and getting to know one's teammates and coach poses an imminent factor in the role of any footballer let alone the Argentine. He has reassured the public in several press conferences that he is happy and enjoying playing alongside some of the top football players.

Even at the age of 34, it was Lionel Messi whose magic lit up the Wembley stadium putting on a stunning performance for Argentina as the Copa America champions thumped the European champions Italy 3-0 in the finals; a completion between two of the most sought-after teams in the football world.





# MOHAMED SALAH

THE LORD MAYOR  
OF LIVERPOOL

STERLING  
FOOTBALLERS OF  
2022

On the field, he is a winger who plays as a striker, a goal scorer of sublime quality and uncommon consistency. Salah marked his arrival at Liverpool in 2017 by breaking the record of goals scored in a 38-game season, scoring the most goals by a single player. As the Premier League's highest scorer, Salah was then awarded the Golden Boot.

The following season, he led the team to its sixth Champions League title; the year after, the club won the Premier League title for the first time in 30 years.

Salah has been underappreciated throughout his career, having been dropped by Chelsea and twice being overlooked for the Team of the Year, including in 2018-19, when he was the league's joint-top scorer. There's a long-held, unsubstantiated belief that he's selfish, that he shoots too much, or that he's more interested in individual glory than team success.

Liverpool's latest 0-1 loss to Real Madrid in the Champions League finale rendered a painful end to the Egyptian footballer's season after also losing the Premier League title with Liverpool and the African Nations Cup final with Egypt. Using Twitter to share his thoughts and feelings, he stated: "I cannot express in words how much we wanted to bring that trophy back to Liverpool but in the end, we couldn't. I cannot thank the fans enough for your support. It has been a very long season but a part of me wishes the next one starts again tomorrow". The 27-year-old Egyptian winger managed to finish the Premier League with the biggest number of assists.



# MAYAR SHERIF

## MAKES HISTORY AGAIN FOR EGYPT IN ROLAND GARROS

On one of the greatest courts in the prestigious world of tennis, Roland Garros, Mayar Sherif, the Egyptian Tennis queen made history, yet again, breaking all norms, by being the first Egyptian woman to win a main draw match in this Grand Slam, or any other, after beating her opponent, the Ukrainian Marta Kostyuk, by two sets to love.

This win came just after breaking into the Top 50 Club, after winning Liqui Mole Tennis Open in Germany. Currently, Mayar holds the world rank number 49 and competes with the world's top talents.

But, in Roland Garros, one of the 4 Grand Slams, there was another dramatic scenario: in the middle of the

second set, Mayar, feeling something wrong with her left foot, called for a medical time out. After a while, she signaled to her coach and manager that she might not be able to continue the match, but finally, she played, won, and made history.

But that's not all, while the Egyptian crowd— who according to her was one of the main reasons behind her continuing the match—p was getting ready to celebrate with the Egyptian star, doctors started to do more examinations and revealed an inflammation, thereby suspecting that she wouldn't be able to play. The next day, medical examinations showed a “foot fracture”, and accordingly, Mayar had to withdraw from the next matches.



"I am very grateful for the National Bank of Egypt, my early-stage sponsor, supporter and partner. They continuously support me in making history", said Mayar. "We made history, but left with a tear", said Sherif Monsef, CEO of Connection Sports and Mayar's Business Manager. "Everything was great, Mayar is reaching new levels, technically, physically and mentally as well, advancing in the rank. As a result, we had an unmatched Egyptian crowd in our back from sponsors, Egyptian diplomacy, Egyptian delegation in Paris, family and friends, they were roaring "Go Mayar"..."Allez Mayar" from the first till the last moment, carrying Egyptian flags. Mayar noted: "I think one of the reasons I continued this match while injured was the Egyptian crowd".

"The match was packed, and there was no single place to step a foot even around the court, from the heat, match level, and roaring crowd! WTA representative and other colleagues from around the

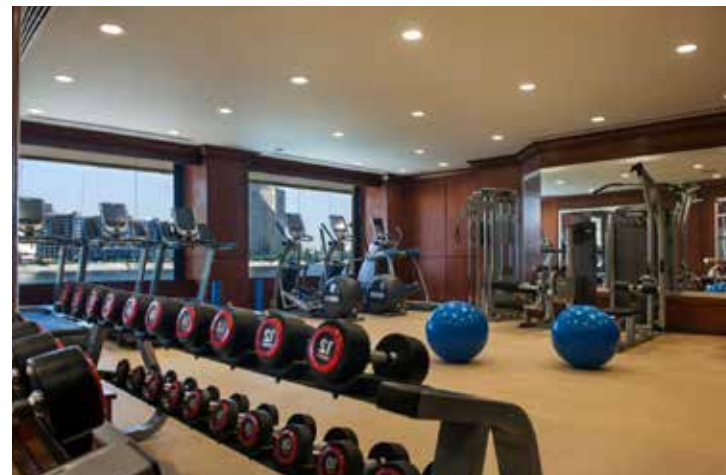
world were telling me 'it is amazing to see this level of enthusiasm and this supportive crowd', and Mayar added: "I think this is very Egyptian".

"It's very important to receive support in sports in order to develop, especially for women, so it's great that we have a major sponsor like the National Bank of Egypt, the advocates for Egyptian sportsmanship", Mayar emphasized.

Finally, the Egyptian star left this tournament with a "proud historical win", and with a promise to come back again next year, with bigger support and bigger achievements.

Mayar will go through a 5-7 weeks medical treatment and recovery program in Spain, supervised by top medical professionals in the world. She is also expected to visit Cairo for a short vacation, as part of the recovery plan.

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## ALLIANZ EGYPT LAUNCH

# “ALLIANZ ATHLETE EXPERIENCE”



As part of being one of the leading supporters of the Egyptian sports ecosystem, and as the exclusive official insurance partner of the Olympic and Paralympic movements worldwide and in Egypt, Allianz Egypt launches the one-of-a-kind initiative “Allianz Athlete Experience”. The initiative comes within the Company’s 360° strategy to provide moral and emotional support for Allianz Olympic & Paralympic Champions to make them feel motivated on-ground and during their journey also to inspire sports enthusiasts and fans.

The “Allianz Athlete Experience” initiative reflects the outstanding role of Allianz Egypt to have their brand ambassadors back, helping them shine and mark more unparalleled accomplishments. That’s to say, Allianz Egypt does not only provide financial support to its ambassadors but is also keen on providing all means of support for them to create a new generation of outstanding athletes capable of raising Egypt’s name high on the podiums worldwide.

The first of many upcoming rounds kicked off featuring

Allianz Egypt’s Golden Girl and Brand Ambassador, Mayar Sherif, the first Egyptian female tennis player to qualify for the main draw of the Grand Slam tournament for “Roland Garros”. There were six winners from different categories, who were offered a once-in-a-lifetime experience to share and take part in Mayar’s journey and a milestone in one of the sport’s most important tournaments at Roland Garros in Paris.

Among the first round activities, Allianz Egypt held a remarkable celebration ceremony at its Headquarters where it announced the winners, chosen across different platforms, including: social media, Allianz Egypt’s customers and partners, as well as winners from a competition held with Allianz Egypt’s esteemed partner, Winners Tennis Academy. In a glamorous atmosphere, the event was held in the presence of Allianz Egypt Chairman and Board of Management with their notable guests: Islam El Shafei, President of the Egyptian Tennis Federation, competition winners, and their sports partners: Winners Tennis Academy,

Connection Sports, Allianz Egypt’s ambassadors from the Olympic and Paralympic Champions, in addition to Ignite Egypt and Padel Pod. The winners enjoyed an unmatched all-inclusive experience featuring a gold Grand Slam ticket, exclusive meet & greet with Mayar Sherif, and signed Roland Garros souvenirs.

Speaking about the initiative, Mina Abdel Shahid – Chief Market Management Officer, Allianz Companies in Egypt, said: “As we always believe in Mayar’s amazing potential to break further records, Allianz Egypt has been continuously supporting Mayar Sherif across her triumphal journey. We are extremely proud of our ambassador making history by both being the first Egyptian female tennis player to qualify for the main draw for Grand Slam and the first female Egyptian player to reach the second round of the French Open.”

In the same context, Abdel Shahid added, “Because Allianz Egypt thrives to create incessant input to its ambassadors, we proudly launched the first round of Allianz Athlete Experience to provide all possible support and empowerment to our shining stars and champions. On behalf of Allianz Egypt, I would like to stress the fact that we will always be committed to supporting the Egyptian sports ecosystem. Our key goal is to keep sponsoring more Egyptian champions in different sports to prepare and equip them through their inspiring journeys. We believe that we are here to provide continuous support for our phenomenal team to excel with an unrivaled performance at the coming finest championships”

As an integral part of its strategy for social inclusion & in line with the state’s efforts to support people of determination, Allianz pays great attention to both the Olympic and Paralympic games. Last year, Allianz Egypt has launched the “Behind You, for What’s Ahead” campaign to support its champions in their journey, as the initiative included sponsoring 5 Olympic champions and 5 Paralympic champions. The initiative resulted in the crowning of two brand ambassadors in the Olympic or Paralympic Games held in Tokyo 2021, with two medals, one bronze, achieved by Seif Issa, the Egyptian champion in taekwondo, and another silver, achieved by Paralympic champion Sherif Othman. Nevertheless, Allianz Egypt plans to continue supporting the Olympic and Paralympic Games in Paris 2024 by providing psychological and physical training programs specifically designed for them, in addition to launching the upcoming rounds of Allianz Athlete Experience initiative with other Olympic & Paralympic brand ambassadors.



# FEMALE RUGBY IN EGYPT

## A CONVERSATION WITH RUGBY PLAYERS FARIDA ELZAKZOUK AND ROLA ELWAZERY



As an international sport played by more than five million people in over one hundred countries, Rugby has progressively grown over the years to around nineteen percent since 2007 according to the International Rugby Board; and to those who love the game, it should be of great news that rugby has finally made genuine advances on inclusivity. But despite being a beloved sport globally, it is nevertheless a sport that is relatively low-key in Africa and the Middle East.

The sport originated in Rugby School in Warwickshire, England during the early 1800s where a student named William Webb Ellis broke the rules of a different

game by picking up the ball and carrying it down the field. In the United States, the first rugby game was played in the year 1874 and shortly after that formal rugby organizations were created.

There is little information on how and when exactly women started playing rugby, but what we do know is that around the year 1884 Portora Royal School in Enniskillen, Ireland formed the first rugby team that included a young woman named Emily Valentine, making her the first official woman to play rugby. Around 1891, there was a record of an attempt for a women's touring team in New Zealand but was quickly



shut down due to social unacceptance causing women shortly after to play the sport in secret in order to avoid any public scrutiny and societal issues.

It was only in 1917 that a first charity match was held at Cardiff Arms Park that featured female teams: Cardiff Ladies and Newport Ladies. Following the second world war, the roles of women truly changed and women's rugby was instigated. The first-ever recorded women's rugby team was formed at Edinburgh University in the year 1962 where the first documented women's club match took place at Toulouse Femina Sports in France leading to them later forming the first national association for women's rugby union the AFRF, and the formation of women's rugby unions in universities across Canada, the USA, the Netherlands and Spain.

Rugby was first introduced in Egypt by the British and was generally played by expatriates, but with the departure of the British from the region, the game took a sharp downturn. Egyptian rugby looked up to Europe for inspiration like many North African nations.

The age of male-dominated sports has come to an end as young women such as Farida Elzakzouk and Rola Elwazery - two rugby players - in Egypt broke the general stigma and proved that rigorous sports such as rugby should no longer be reserved only for men. The misconception that men have greater physical abilities is easily shut down by the rise of powerful and persistent female athletes like Farida and Rola.

Both women had come from the same background in sports. They are passionate about sports as young adults and willing to try out new sports and undergo different experiences. They both decided to join the



women's rugby team when they were doing their bachelor's degree at The American University of Cairo. Farida Elzakzouk, rugby player and captain of the women's rugby national team explains, "the try-outs for which we first enlisted were rigorous and very demanding, so much so that people lessened as the trainings progressed and I saw that as a challenge and to focus on making it to the team. throughout the process, I fell in love with the game."

The game is not too dissimilar to American football in the sense that players are allowed to kick, pass or run with the oval-shaped ball down the field. The defense uses tackles to prevent the offense from progressing down the field, and a team can score both when they touch the ball down in the "try zone" and when a kick goes through the uprights. Rugby player Rola Elwazery started as a rugby player but has now taken on more roles since starting her rugby career and



**ROLA ELWAZERY**

has become the team's manager as well; working with the logistics side of the sport and managing the funding, transportation, and travel procedures. She describes the five core values that define the sport, that players should abide by; "the five core values of rugby are teamwork, discipline, enjoyment, sportsmanship and respect. Those 5 pillars have not only been catered for rugby but they have also been engraved with the way I carry myself both on and off the field, with my professional life, my personal life and relationships with other people." Female players have faced and continue to face unique challenges in the rugby world as the sport has had a long history of being exclusively male-dominated and framed as a hyper-masculine sport. In order to prepare for the sport and any tournaments that may come, the female players describe their training routines as very arduous; training with AUC wolves three times a week and having camps on the weekends for the female

national team, in addition to also conditioning their bodies in the gym roughly two to four times a week depending on the time frame left before the next upcoming tournament.

The women's sports performance is also enhanced by sticking to healthy diets and clean nutritional plans which ultimately comes with the dedication of being part of the team. Rola explains that the team members constantly motivate each other on clean eating by sharing healthy recipes and constantly encouraging one another to persevere.

"You are as strong as your weakest player" something that Coach Mohamed Togbi says constantly has resonated with both athletes quite strongly, instilling in them the values of teamwork and collective efforts. Coach Togbi, according to the athletes, has always challenged their limits at times when they thought they couldn't do more. He would call out and say "there is more in the tank", challenging the athletes' mental barriers and making them realize that there is no limit that one should reach to achieve their maximum potential. Farida Elzakzouk describes, "I always tell myself that there is more room to achieve and that you have never really reached your true potential because there is always room for improvement. For me to want to improve, we work as a team and try to motivate one another; teamwork is an integral part of playing any sport, let alone rugby. Rugby is not a solo game, whether in attack or defense mode the whole line needs to move together and if one person falls, the rest must recover quickly, for that reason, we must always support each other as a team and have everyone's back."

As a team captain, Farida's roles are but not limited to, supporting her teammates on and off the field,

ensuring that everyone is comfortable enough to play and bringing their one hundred percent on the field with their best performance, and always lifting the team's spirit, especially during difficult times. "Being a captain bears a huge responsibility to always be a good example for the rest of the team to follow, and to motivate them, which at the end of the day leave no room for errors. I am very hard on myself and especially when I make mistakes, I get very stressed. But in fact, this has helped me to work on myself from a personal aspect as well." Because rugby is all about full contact, it demands a high level of strength, speed, endurance, agility and aggression. Historically, men have dominated the sport for most of its existence. Carle and Nauright were two researchers who argued that in the past rugby has reinforced traditional gender stereotypes, "the relationship between rugby and masculinity was passed generationally between fathers and sons, and rugby participation became synonymous with acting like a man". When asked what femininity was to them and how it well-defined them as athletes, Farida commenced, "there isn't just one definition of "femininity". I believe it's a very subjective and broad term; some could argue that being feminine is about a woman dressing up nicely and taking care of herself physically. I believe that every woman has her own way of expressing her femininity, whether in clothes, in sport, her behavior or elsewhere. And this makes her special and worth what she has to offer." To that Rola joins in by saying, "in my eyes, being feminine is to be a beast on the field and elegant outside, having the best of both worlds and pulling off both naturally."

Rola continues, "the misconception a lot of people have of the sport is thinking that because a girl plays the game, they presume that you are tough and masculine, but in truth, it is ok to be tough -

life is tough and one should be prepared for what comes in their way. We have a multitude of different players from different backgrounds, some of my teammates are married and have children, some have more than one job, and some are pursuing their master's degree and working at the same time." The projection of female sport has massively increased in the public eye, setting women's rugby onto a higher platform in expanding its popularity. In Egypt, a series of tournaments are held where rugby teams across the country play against one another; teams such as AUC Wolves, Cairo Rugby, Panthers, and Alexandria Rugby play four tournaments between the months of September and December and the remaining four are between February and April constituting to a grand total of eight a year. Farida sheds light on the international side of the sport, "when it comes to what we do on the international side, we participate annually in the Dubai 7s: an international tournament where several international rugby teams from all over the world come together to compete against one another. With the national team, I have participated in two Arab Leagues and one North African qualifier tournament." Both women conclude, "we are not just a team, we mean it when we say we're family. The love and care we have for one another are exceptional. People get married, travel abroad for work, have children but yet somehow, they always find a way back to rugby, if it is not on the field then it is through coaching, and if not through coaching, then it is through managerial relations. We are so attached to one another, it is crazy and so to all the non-rugger out there, if you become part of a rugby family, there is literally no way out." They urge young women to dispel the misconceptions that come with being a female practicing the sport, disregard all the stereotypes and try rugby first-hand themselves.

# WADI DEGLA

## CELEBRATES 20 YEARS OF SPORTS ACHIEVEMENTS AND OF CHANGING THE SPORTS SCENE IN EGYPT



Wadi Degla Club is celebrating 20 years of sports achievements in Egypt. The club was established in 2002 to introduce a new era of sports in Egypt. It all started by developing private clubs; establishing 9 fully operational clubs in the governorates of Greater Cairo, Alexandria, Lower and Upper Egypt, encouraging more sports practice, discovering new talents, and equipping them with the tools needed to perform at the highest level and developing world-ranking champions. Wadi Degla clubs have achieved significant accomplishments throughout the last decade as the club has introduced around 300,000 athletes to the Egyptian sports scene.

The clubs have given unrivaled sports services and facilities at the highest level, including 390 courts, 22 sports halls, and 17 specialized academies that have trained over 36,000 athletes with the finest qualified and accredited coaches. Hundreds of athletes have come through Wadi Degla academies, including Karim Darwish, Raneem El Welily, Nouran Gohar, Habiba Marzouk, and Mohamed Safwat. Not to mention the club's well-known footballers like Sarah Essam, who is the first Egyptian football player to officially play internationally, as well as Omar Marmoush, Karim Hafez, Ahmed El Sayed (Zizou), and Mohamed Sherif.

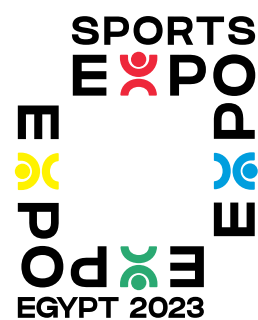
Wadi Degla's renowned players have won many local and international tournaments, adding thousands of

awards to the club's track record of achievements in several sports. Perhaps the most notable ones during the last two years were the achievements of the Tennis National League and the women's football team's win of the league title for the 13th time in its history.

In individual sports, Wadi Degla's players have set numerous records, including Mohamed Safwat and Sandra Samir who won first place in the African Tennis Championship. In addition to Raneem El Welily who topped the world squash ranking, other big squash champions ranked world number one as Nouran Gohar and Ali Farag; which led the clubs to be the first & only clubs in the world who have the top world-ranked squash players under one roof. Wadi Degla were also committed to empowering women through hiring a large number of women in key roles and encouraging girls to participate in sports. They've also created specialized academies for girls, such as a women's football academy, Zumba, Aerobics, Aqua Zumba, and Ballet academies, as well as focusing on women's sports like rhythmic gymnastics and ice skating.

The clubs also play a vital and active role in assisting and supporting athletes with disabilities in achieving their sports goals. They have approved a list of exemptions for all champions with exceptional talents, covering all the costs of players participating in all tournaments organized by the Egyptian Federation.





## UNDER THE AUSPICES OF HIS EXCELLENCY PRESIDENT ABDEL FATTAH EL-SISI

## THE MINISTRY OF YOUTH AND SPORTS ANNOUNCES THE LAUNCH OF THE

# “SPORTS EXPO... BREAK YOUR RECORD”

Through an unprecedented press conference attended by national political and social figures, as well as all the key players in the sports industry on the 2nd of June 2022, Dr. Ashraf Sobhy, Minister of Youth and Sports, and Architect Hazem Hamada, CEO of Delta Conex announced the launch of “Sports Expo... Break your Record”.

The event is expected to be the largest annual sports exhibition and conference in the Middle East, aiming to propel the sports industry in the Middle East to unprecedented heights with a wide array of immersive activations under the national initiative “Break your Record” that will re-establish the value of practicing sports, as well as its importance for physical and psychological wellbeing in the Arabs’ minds. The first round of the exhibition is scheduled to take place at the Egypt International Exhibition Center (IEIC) between the 4th and the 7th of January 2023.

Sports Expo exhibition will host a plethora of key players in the sports industry, creating an unparalleled opportunity for sports companies and establishments to form trade and investment agreements, and get acquainted with the latest international trends and innovations in sports technology. The exhibition will also introduce international products, making their debut in the region, in addition to exclusive offers on sports equipment for professional athletes and sports enthusiasts across the spectrum of age groups, lifestyles, and abilities.

The exhibition will be held in four halls over an area of 20,000 square meters; two halls for commercial use, a facilities hall, and a hall for shopping and activities. The commercial halls will be offering spaces for retailers and distributors to showcase their latest products to the public in an interactive method, as well as connect with key investors. The facilities’ hall will host the Ministry of Youth and Sports alongside the



Grand Mufli Ali Goma'a



Dr. Ashraf Sobhy, Minister of Youth and Sports

sports associations, sports rehabilitation centers, sports clubs, gyms, and international well-being services providers. The shopping and activities hall is designed to integrate the fun and challenging aspects of sports into the lifestyle of the public, providing them with the needed sports supplies through direct selling and a chance to try out different sports and get a first-hand experience within the expo. In addition, the hall will be home to annual competitions in a variety of sports in association with different entities.

In parallel with the exhibition, an annual conference will take place, providing an interactive platform of dialogue to discuss the current and future direction of the sports industry and capitalize on the expertise of the most prominent international figures in varying sports arenas. Additionally, the conference will drive groundbreaking changes in the Egyptian and Arab sports market through exposure to the best-case practices, concluding international partnership agreements, and providing access to diverse investment opportunities.

“The idea of ‘Sports Expo... Break your record’ stems from Egypt’s desire to boost its international standing in the field of sports, being one of the key features of a progressive, modern lifestyle. In fact, the field of sports plays a vital role in drawing investments and creating job opportunities for Egyptian youth,” explained Dr. Ashraf Sobhy, Minister of Youth and Sports. “Maintaining Egypt’s massive progress in the field of sports and building upon it requires launching a multitude of initiatives that will stimulate the sports sector in the country,” the minister added.

“Rather than investing in an extravagant and overpriced advertising campaign, we decided that the best promotional strategy for ‘Sports Expo... Break your Record’ is to host activations and events that actually benefit and give back to the community. These activations will be held under the umbrella of



Hazem Hamada, CEO of Delta Conex



Khaled Hegazy, CBO Etisalat Misr



the 'Break Your Record' initiative throughout the year, across public areas, famous touristic destinations, youth gathering areas, malls, schools, and universities in governorates and districts within all Middle Eastern countries," stated Architect Hazem Hamada, CEO of Delta Conex.

Sports & Fitness magazine was among the first sponsors of the Expo, becoming the official magazine, where publisher Amr Selim said in his speech during the press conference: "For almost 27 years of the magazine's history, we have been watching carefully several trails to conduct an international sports exhibition in Egypt, but none



Amr Selim, Sports & Fitness magazine Publisher

survived to reach that level. This time, with Sports Expo, our expectation is high, considering that Delta Conex has a wide experience in organizing major shows. And the fact that this is the first sports expo to be held under the auspices of the country's president is an addition that serves great enthusiasm and shows real support, offered by Dr. Ashraf Sobhy, the Minister of Youth and Sport. Such collaboration will definitely result in great success."

The series of activations of the "Break Your Record" campaign began on the 3rd of June with the World Bicycle Day cycling event. The event was under the patronage of Prime Minister Dr. Mostafa Madbouly and led by Dr. Ashraf Sobhy, the Minister of Youth and Sports, with over 25,000 participants cycling a distance of around 21km starting at the new Sports City in the administrative capital and ending at the Egypt International Olympic City. The marathon was later followed by a remarkable celebration in the presence of several celebrities and stars.

More activations are scheduled to be held under the umbrella of the "Break Your Record" initiative throughout the following months, leading to the Expo's series of partnerships with public and private sectors.

The activations will pave the way for the Expo by setting a healthy environment for sports participation and competitions.



# EGYPTIAN AUTOMOTIVE MARKET EVENT 2022

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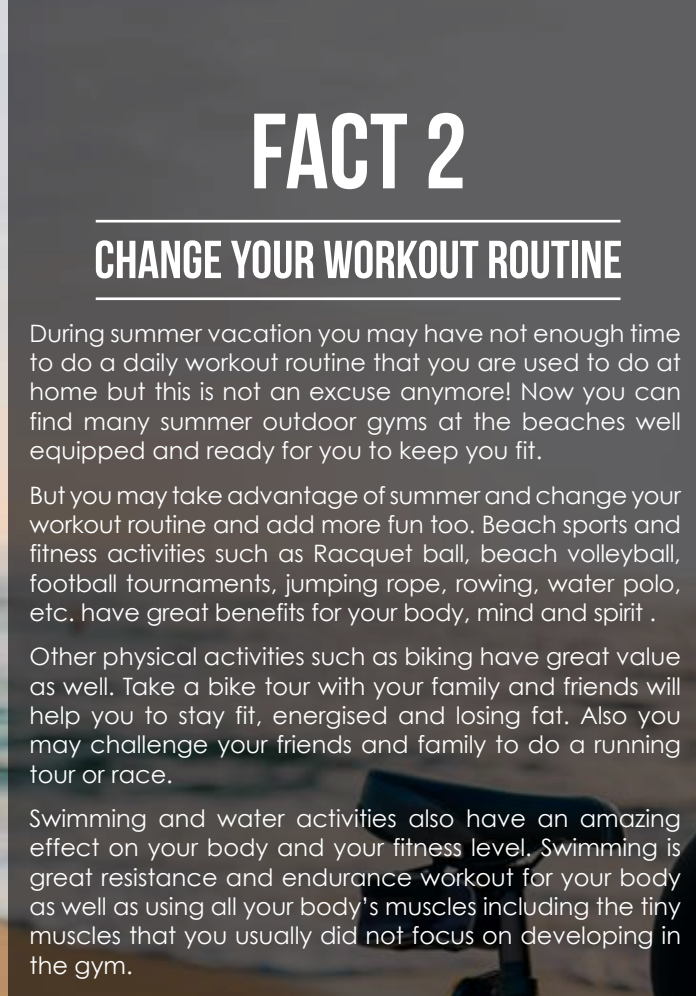
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# STAY By: Tamer Farag HEALTHY AND FIT DURING SUMMER

As the summer vacation approaches and we all prepared to enjoy it with our family and friends. On the coasts, beaches, and swimming pools, we are will be trying to appear in the best shape we can, and we would like to stay healthy, fit and in shape during summer vacation, we are all wondering how to organize our workout and diet during this summer!

Here we offer our readers useful FACTS to keep in mind before and during summer vacation.



## FACT 2

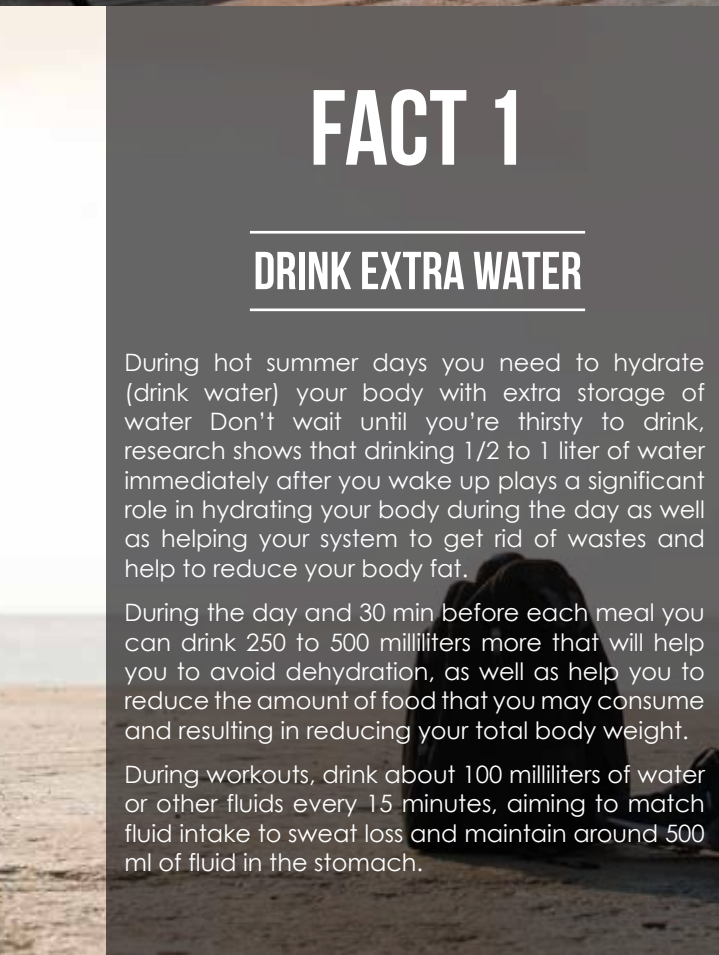
### CHANGE YOUR WORKOUT ROUTINE

During summer vacation you may have not enough time to do a daily workout routine that you are used to do at home but this is not an excuse anymore! Now you can find many summer outdoor gyms at the beaches well equipped and ready for you to keep you fit.

But you may take advantage of summer and change your workout routine and add more fun too. Beach sports and fitness activities such as Racquet ball, beach volleyball, football tournaments, jumping rope, rowing, water polo, etc. have great benefits for your body, mind and spirit .

Other physical activities such as biking have great value as well. Take a bike tour with your family and friends will help you to stay fit, energised and losing fat. Also you may challenge your friends and family to do a running tour or race.

Swimming and water activities also have an amazing effect on your body and your fitness level. Swimming is great resistance and endurance workout for your body as well as using all your body's muscles including the tiny muscles that you usually did not focus on developing in the gym.



## FACT 1

### DRINK EXTRA WATER

During hot summer days you need to hydrate (drink water) your body with extra storage of water Don't wait until you're thirsty to drink, research shows that drinking 1/2 to 1 liter of water immediately after you wake up plays a significant role in hydrating your body during the day as well as helping your system to get rid of wastes and help to reduce your body fat.

During the day and 30 min before each meal you can drink 250 to 500 milliliters more that will help you to avoid dehydration, as well as help you to reduce the amount of food that you may consume and resulting in reducing your total body weight.

During workouts, drink about 100 milliliters of water or other fluids every 15 minutes, aiming to match fluid intake to sweat loss and maintain around 500 ml of fluid in the stomach.



## FACT 3

### FUEL YOUR SYSTEM WITH SEAFOOD

Because of summer days are usually very hot in Egypt and the rest of the Middle East, you need to supply your body with the necessary healthy nutrients in light easy forms and divided into five to six meals per day.

Traditional Egyptian breakfast is great idea with family and friends but you need to take care and avoid extra fatty and processed foods. A balanced breakfast that contains carbohydrates, protein, fibre, and a small controlled portion of healthy oil is a great idea.

You make take advantage of being of Egypt's coasts and increase your sea food intake. For lunch, a barbeque and grilled meat, chicken and fish while enjoying a gathering family and friends is a great idea to avoid processed and junk food.

At dinnertime you may need to enjoy delicious seasonal summer fruits. Watermelon, cantaloupe, kiwi and grapefruit are excellent examples to have with a healthy light dinner.

Snacks between meals could be a fruits nuts (small hand portion), and if necessary consider one small portion of ice cream as snack but you need to avoid after meal desserts.



# FACT 4

## ENJOY SUN-TANNING

Summer is a great opportunity to supply your body and skin with vitamin D, call the sunshine vitamin. Adequate exposure to sunshine early morning or one hour before sunset enhance your body to absorb and get maximum benefits from calcium and phosphate intake, which support and increase your bone density.

Research shows one valuable extra FACT of exposing your body to sunlight "with adequate duration" that you can burn fat easier and faster than when you don't expose yourself to sunlight.

You need to avoid sunburn during summer. Ultraviolet rays are weakest before 11 a.m. and after 4 p.m. Plan activities during these times and avoid outdoor activities from 11 am to 4 pm during hot days. Try to enjoy indoor activities and social gatherings like having an indoor or shaded outdoor lunch is good idea to avoid sun burn, also make sure to use a proper sun-block cream or spray.



# FACT 5

## WEAR PROPER CLOTHING

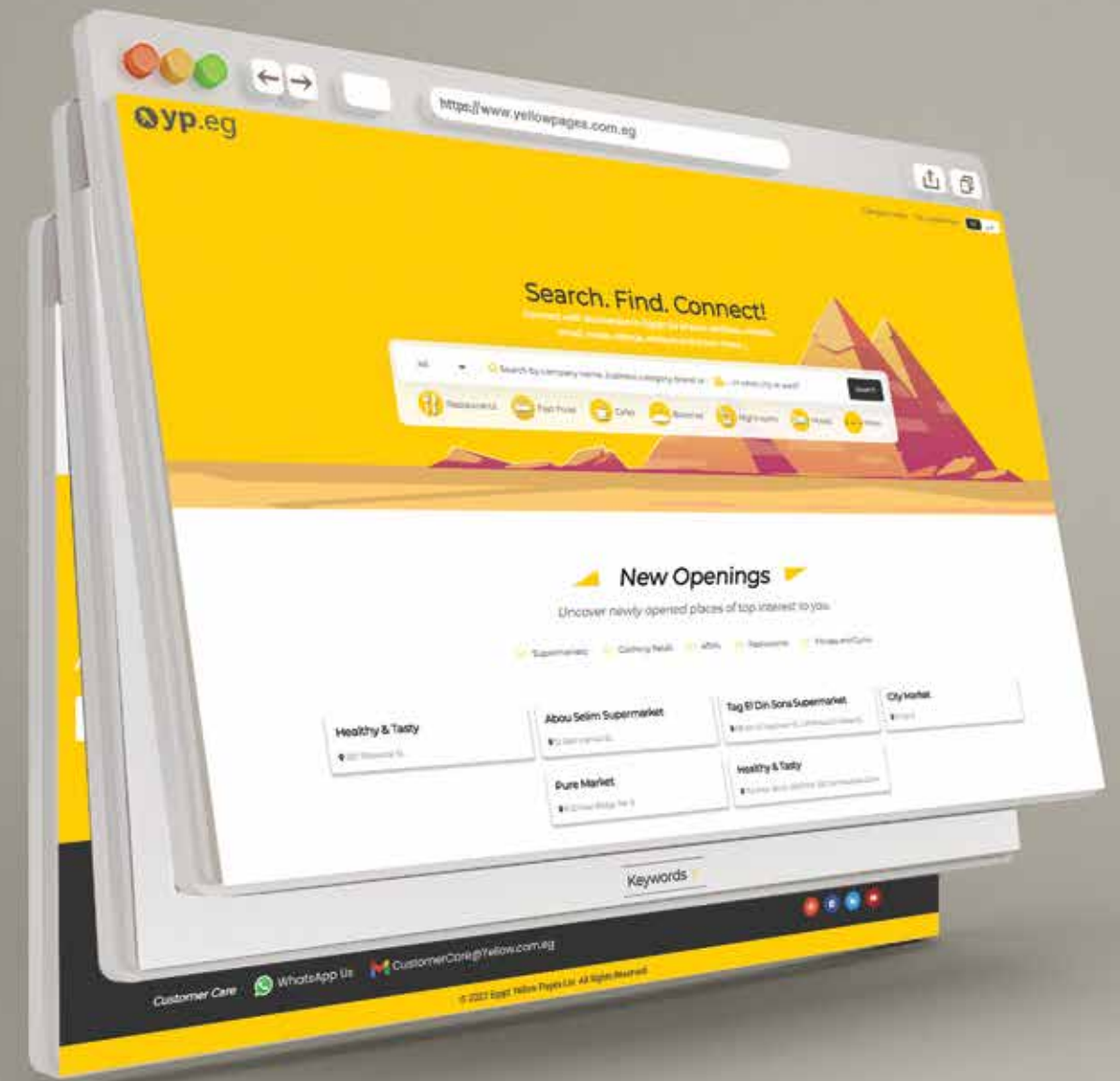
Choosing the proper attire for the summer plays a significant role in keeping you healthy during summer and to avoid any overheating and skin problems. You need to wear lightweight, light-colored, loose-fitting clothing that are moisture-wicking.

Avoid heavy tight dark clothing. These clothes might keep the heat inside the body and possibility of overheating will be greater dangers to your body Also if you possibly can, wear a light coloured hat that reflects the sunlight.

Wear UVA/UVB protective sunglasses to protect your eyes from sunrays, especially during tanning. If your sunglasses are waterproof it's recommended you wear them while you are having fun playing sports and doing fitness activities.

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# SUMMER HEALTHY FRUIT

# MANGOES

## A TROPICAL DELIGHT



With juicy flesh encased in a brilliant red, orange, or green skin or a combination of all, the mango is a quintessential taste of the tropics.

While the mango's connection to spiritual health is the stuff of centuries-old folklore, its merits for physical health are well documented among modern scientists.

The mango packs a truly nutritional punch. Its characteristic orange colour is a clue to its storehouse of beta carotene (Vitamin A). Ripe mangoes hold the highest levels of beta carotene, while green mangoes are higher in Vitamin C. These antioxidant carotenoids are known for their protective power against certain cancers. Mangoes also supply ample potassium, making them ideal for hypertensive patients or anyone looking to replenish energy after physical activity.

It's no accident that mangoes were traditionally used in Indian chutneys served alongside meat dishes. The fruit contains proteolytic enzymes known to break down proteins, making it an effective meat tenderizer and digestive aid.

High in soluble fibre, the average mango contains up to 40 percent of the recommended daily intake of fibre, so they aid and regulate healthy digestion while helping to protect the heart and keep cholesterol levels low.

With their plentiful vitamins and fibre, mangoes are attracting new attention as cancer fighters. Scientists

at the Industrial Toxicology Research Centre in Lucknow, India, found that mango pulp extract suppressed prostate cancer tumour cells in mice. The researchers credited the effects to a compound in mangoes called lupeol, which also happens to exhibit anti-inflammatory, anti-arthritis, anti-malarial, and anti-diabetic properties. Upon further research, the mighty mango may yet prove to unlock a variety of cures.

Anyone who has eaten a ripe mango knows that the fruit teems with quenching moisture. The abundance of sweet juice makes it hard to eat a mango politely, the shower being the best place unless it is delicately cut. The same pulp can be a delight for dry skin. Mango butter, used as a beauty product, has hydrating and healing properties that seal in moisture and protect parched skin. As well, the honeyed scent of essential mango oil is appealing in aromatherapy.

Given the mango's abundant curative uses, it's hard to believe that it's part of the flowering Anacardiaceae family, which includes toxic plants like poison ivy and poison oak until you consider that other family members are cashews, pistachios and sumac.

Mango skin is considered inedible, and some people may develop dermatitis when coming into contact with the peel or the sap of the tree. Aside from these cautions, however, the mango is a compact package of paradise. It truly lives up to its nickname as the "king" of fruits.

## MANGO: THE HEALTH BENEFITS

Mangoes are not only delicious but they are rich in vitamins, minerals and anti-oxidant carotenoids.

Mangoes are high in fibre making but low in calories and sodium.

Mangoes contain an enzyme with stomach soothing properties similar to papain found in papayas. These comforting enzymes act as a digestive aid. Mangoes help moisturise dry skin.

Mangoes are rich in vitamin A and have good amounts of vitamins B and C as well as Potassium, Calcium and Iron.

Mangoes are an aid to keeping cholesterol low.

## MANGO: THE KING OF FRUIT

Scientists had wondered for many years where mangoes first came from. Their centre of origin was then revealed to be northeast India, Myanmar [Burma] and Bangladesh after fossils were discovered there dating back 25 to 30 million years.

They have been cultivated, praised and revered since ancient times. The mango is purportedly the most widely consumed fresh fruit in the world, with worldwide production exceeding 17 million metric tons a year. Mexico is the largest exporter of mangoes in the world.

Cultivation and domestication of mangoes probably began in the Indian subcontinent, where they have been grown for perhaps as long as 6000 years. Several hundreds of years ago artists and botanists observed and recorded some of the many types of mango that existed in sub-Continent.

In the early stages of domestication, fruits were probably very small and fibrous without much flesh. The Mughals and Portuguese selected and grew generations of mango plants. Centuries of development have produced varieties of mangoes free of both fibres and unpleasant flavours. This eventually led to larger fruits with thick flesh that we are familiar with today.

Legend has it that Buddha found tranquillity and repose in a mango grove but it is certain that Buddhist monks took mango plants on voyages to Malaya and eastern Asia in the 4th and 5th centuries BC. By the 10th century AD, Persian traders had taken mango seeds to the Middle East and East Africa. Although





its first introduction into the Philippines is not too well recorded, it is said that Moslems first brought them to Sulu and Southern Mindanao between 1400 and 1450. With the arrival of the Portuguese in India in the 15th century, the mango was introduced to a wider area in the 16th century when they took the fruit to West Africa from Southern India. It reached Brazil and the West Indies in the 18th century and Mexico and Florida in the 19th Century.

Mangoes are now cultivated commercially throughout tropical and subtropical areas.

## MANGO: FACTS

The mango is known as the 'king of fruit' throughout the world.

The name 'mango' is derived from the Tamil word mangkay or man-gay. When the Portuguese traders settled in Western India they adopted the name as 'manga'.

The Latin name, *Mangifera Indica*, means the mango bearing tree of India.

The over 1,000 known mango cultivars are derived from two strains of mango seed, monoembryonic

(single embryo) and polyembryonic (multiple embryo). onoembryonic hails from the original Indian strain of mango and polyembryonic from the Indochinese.

The fruit of the mango is called a Drupe, consisting of the mesocarp, the edible flesh and endocarp, the large woody, flattened pit.

The mango is a member of the Anacardiaceae family. Other distant relatives include the cashew, pistachio, Jamaica plum, poison ivy and poison oak.

There are over 20 million metric tons of mangoes grown throughout the tropical and sub-tropical world. The leading mango producer is India, with very little export as most are consumed within the country which also applies to Egyptian mangoes. Mexico and China compete for second place, followed by Pakistan and Indonesia, Thailand, Nigeria, Brazil, Philippines and Haiti.

Mangoes can range from 5 to 25 centimetres in length.

To choose a Mango gently squeeze the 'nose' of the fruit, if there is slight give then the mango is ripe. Colour is not the best indicator of ripeness.

A Mango stored at 12°C (55°F) will last for up to two weeks. Do not refrigerate.



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