

Activities to do **AFTER** you listen to the podcast

A Listen to the podcast and put the following events from Ahmed's story in the correct order:

1. Ahmed graduated from law school.
2. Ahmed applied to study filmmaking in Prague.
3. Ahmed started a perfume company in Slovakia.
4. Ahmed worked in the film industry in Egypt.
5. Ahmed was stuck in Slovakia during the COVID-19 pandemic.

B This is an incorrect summary of the podcast episode with Ahmed. Find 6 differences between the summary and the information you hear in the podcast.

The conversation revolves around a man named Ahmed, originally from South Africa, who now lives in Slovakia and has had an interesting career journey. Born and raised in Cairo, Ahmed comes from a middle-class background, which he believes has shaped many successful Egyptians like Nobel Prize winner Naguib Mahfouz and football star Mohamed Salah. After initially aspiring to study filmmaking in Egypt, Ahmed ended up studying law due to the competitive nature of Egypt's Cinema Institute. However, he never practiced law, as his heart was set on farming, working with his family in TV, and advertising.

Later, due to Egypt's political turmoil, Ahmed moved to Budapest to study filmmaking, which led to a fulfilling period of his life. His connection to Slovakia

began when he met Slovak friends in Prague, which eventually brought him to Bratislava during the onset of the COVID-19 pandemic in 2020.

While living in Slovakia, Ahmed and his Slovak wife, Katka, started a cosmetics business. Ahmed's passion for perfumes stems from his personal love for fragrances and time spent in Gulf countries exploring scents. He draws parallels between creating perfumes and storytelling, as both evoke emotions through different mediums. Their brand, which sells perfumes in candy shops, flower shops, and music stores, is unique in combining storytelling with scent creation. The process of creating a perfume is intricate and involves a lot of testing and patience to get the perfect scent.

C What questions would you ask Ahmed if you were the host?

D Summarize what you've heard using these words:

graduate from, middle class, look up to, brand, storytelling, fragrance

KEY

A: 1-4-2-5-3 **B:** Egypt not South Africa, his passion was filmmaking not farming, Prague not Budapest, he co-founded a perfume company not a cosmetics company, his wife is Monika not Katka, they sell their perfumes in bookshops not in candy shops.

The Bridge

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