



هيئة تنمية الصادرات
Export Development Authority



Ministry of Trade & Industry
وزارة التجارة والصناعة

EGYPTIAN POTENTIAL EXPORTS AND TARGET MARKETS OVERVIEW

PRODUCT: SESAMUM SEEDS

HS CODE: 120740

TARGET MARKETS:

TURKEY

DEVELOPED BY:

EXPORT DEVELOPMENT AUTHORITY (EDA)

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- Exports and Imports Values
- List of Exporting Countries
- List of Importing Countries

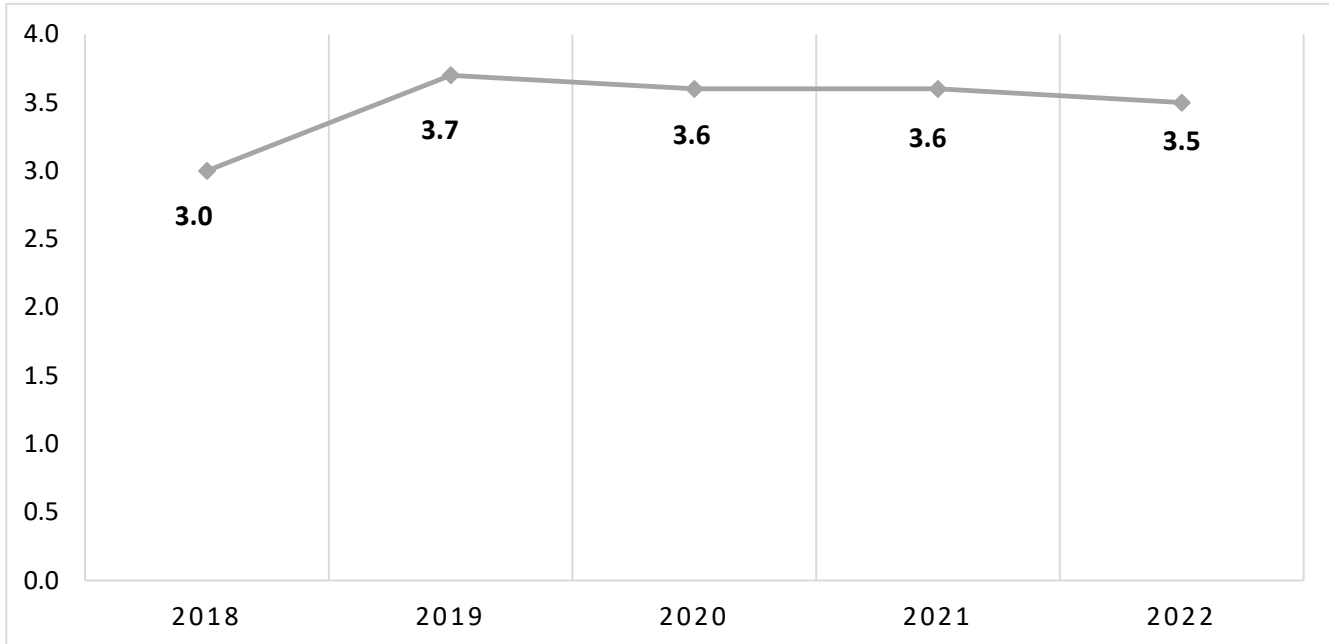
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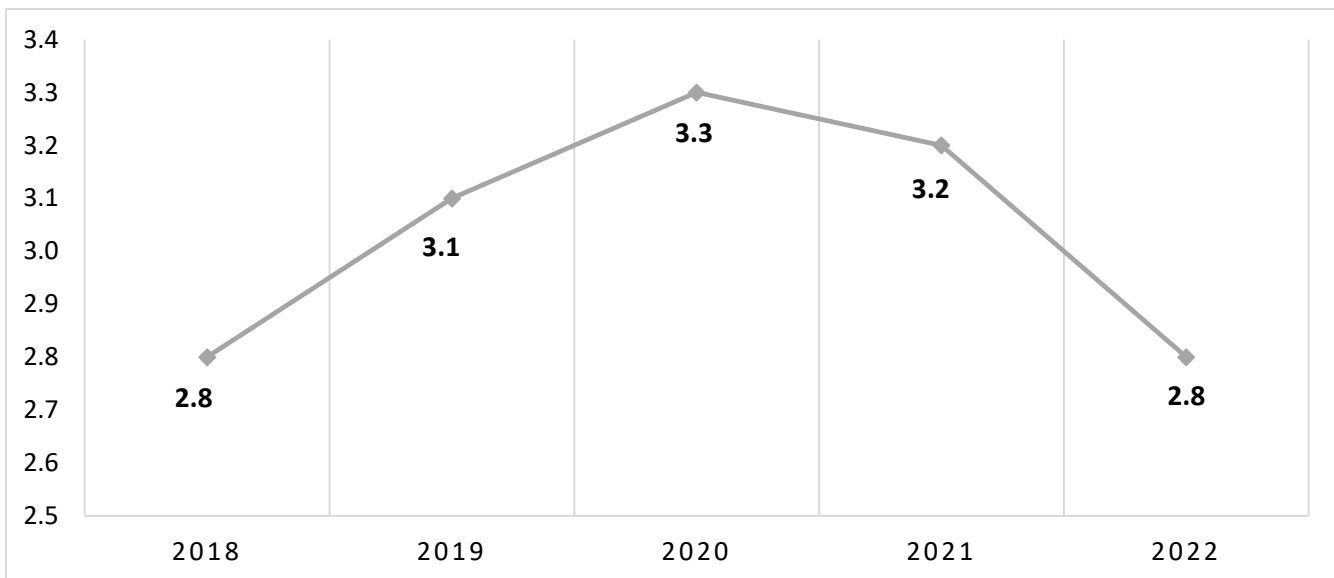
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SECTION (1): WORLD TRADE STATISTICS
**WORLD IMPORTS OF SESAMUM SEEDS (HS CODE: 120740)
 (USD BILLION)**


Source: ITC - Trade Map

**WORLD EXPORTS OF SESAMUM SEEDS (HS CODE: 120740)
 (USD BILLION)**


Source: ITC - Trade Map

LIST OF EXPORTING COUNTRIES:
**TOP EXPORTING COUNTRIES OF SESAMUM SEEDS (HS CODE: 120740)
 (USD MILLION)**

EXPORTERS	2020	2021	2022
WORLD	3313.3	3152.1	2778.2
Sudan	709.4	396.8	439.7
India	447.8	421.5	357.3
Nigeria	287.1	284.7	330.5
Tanzania, United Republic of	150.5	149.3	194.6
Ethiopia	361.7	286.0	182.5
Pakistan	39.6	214.7	167.1
Myanmar	300.2	341.8	144.4
Chad	75.2	131.5	114.0
China	83.8	94.1	100.6
Egypt	44.4	53.4	53.5

Source: ITC- Trade Map

- World exports of SESAMUM SEEDS (HS Code: 120740), amounted to 2778.2 Million in 2022 with a decrease of 11.9 % compared to exports in 2021. Sudan is the biggest exporter with 15.8% .

**EXPORTS OF EGYPT FROM THIS PRODUCT WERE RANKED TO BE 10TH AMONG WORLD COUNTRIES,
 AND REPRESENTING 1.9% FROM WORLDWIDE EXPORTS IN 2022**

LIST OF IMPORTING COUNTRIES:
**TOP IMPORTING COUNTRIES OF SESAMUM SEEDS (HS CODE: 120740)
 (USD MILLION)**

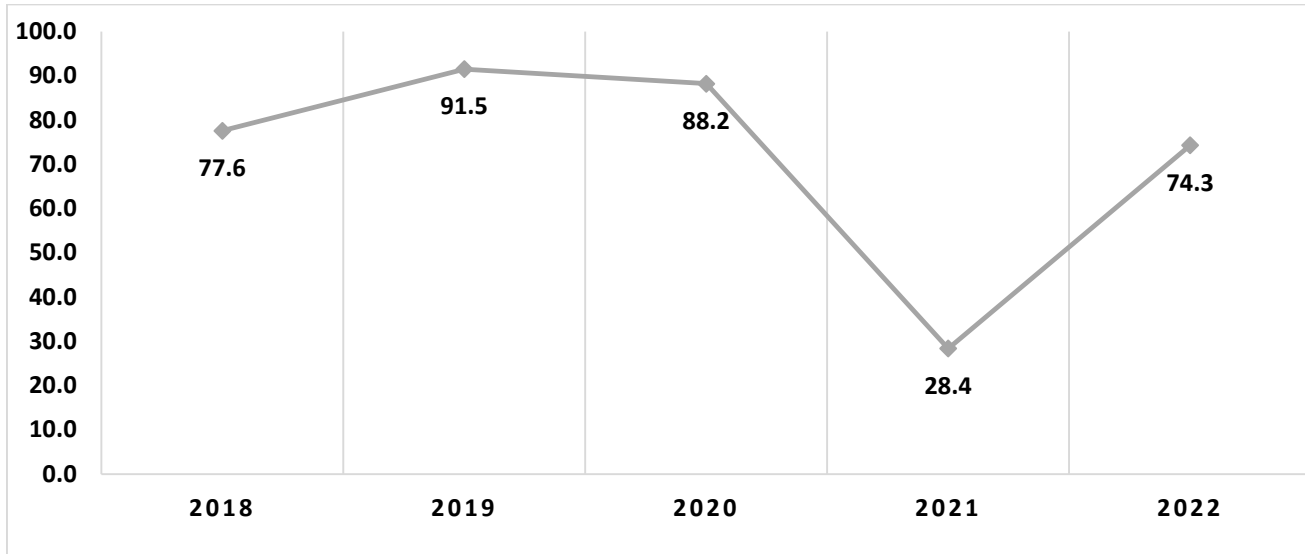
IMPORTERS	2020	2021	2022
World	3628.1	3567.9	3464.0
China	1272.4	1541.2	1632.0
Türkiye	296.8	284.8	291.8
Japan	322.9	213.3	290.3
Korea, Republic of	130.2	151.9	168.3
Israel	99.4	101.8	109.1
United States of America	80.2	82.4	94.0
Egypt	88.2	28.4	74.3
Germany	79.6	85.4	68.6
Greece	51.1	66.4	60.3
Taipei, Chinese	64.1	62.9	59.4

Source: ITC- Trade Map

- World imports decreased in 2022 to reach USD 3464 million with a negative change of 2.9% compared to 2021 imports. China has the highest share of world imports with 47.1% .

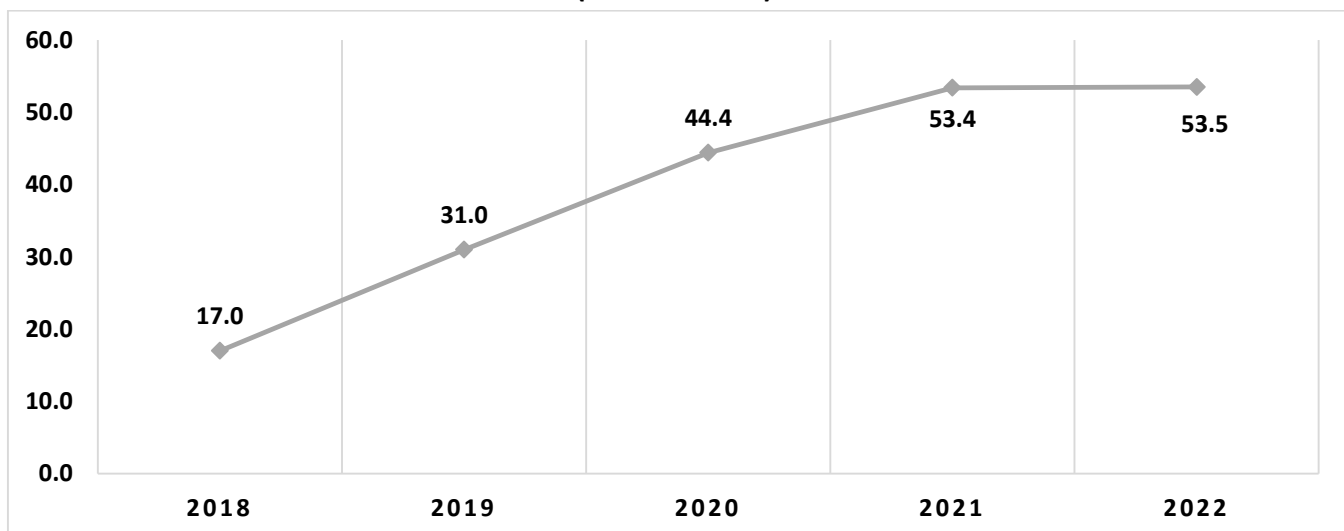
SECTION (2): EGYPT'S TRADE STATISTICS FOR SESAMUM SEEDS (HS CODE: 120740)

**EGYPTIAN IMPORTS OF SESAMUM SEEDS (HS CODE: 120740)
(USD MILLION)**



Source: ITC- Trade Map

**EGYPT EXPORTS OF SESAMUM SEEDS (HS CODE: 120740)
(USD MILLION)**



Source: ITC- Trade Map

**EGYPT REALIZED A NEGATIVE TRADE BALANCE FOR PRODUCT SESAMUM SEEDS (HS CODE: 120740)
 DURING 2018 - 2022**
**EGYPTIAN EXPORTS OF SESAMUM SEEDS (HS CODE: 120740)
 BY IMPORTING COUNTRIES
 (USD MILLION)**

IMPORTERS	2020	2021	2022
World	44.4	53.4	53.5
Morocco	17.6	11.3	14.9
Türkiye	2.4	3.5	9.3
Algeria	3.6	6.2	6.7
Israel	2.2	4.7	2.9
Germany	3.5	3.5	2.7
Japan	5.8	3.2	2.4
Syrian Arab Republic	0.5	0.6	2.2
Libya, State of	0.0	0.1	2.2
Tunisia	2.9	2.8	1.8
Palestine, State of	2.7	2.6	1.6

Source: ITC- Trade Map

**EGYPTIAN IMPORTS FOR SESAMUM SEEDS (HS CODE: 120740)
 BY EXPORTING COUNTRIES
 (USD MILLION)**

EXPORTERS	2020	2021	2022
World	88.24	28.42	74.29
Sudan	64.10	11.44	63.65
India	13.35	10.04	7.92
Brazil	3.52	0.87	1.36
Chad	4.41	1.62	1.20
Mexico	0.23	0.17	0.08
Paraguay	0.00	0.18	0.05
Nigeria	1.44	0.08	0.03
China	0.00	0.02	0.00
Somalia	0.13	0.32	0.00
Area Nes	0.00	3.27	0.00

Source: ITC- Trade Map

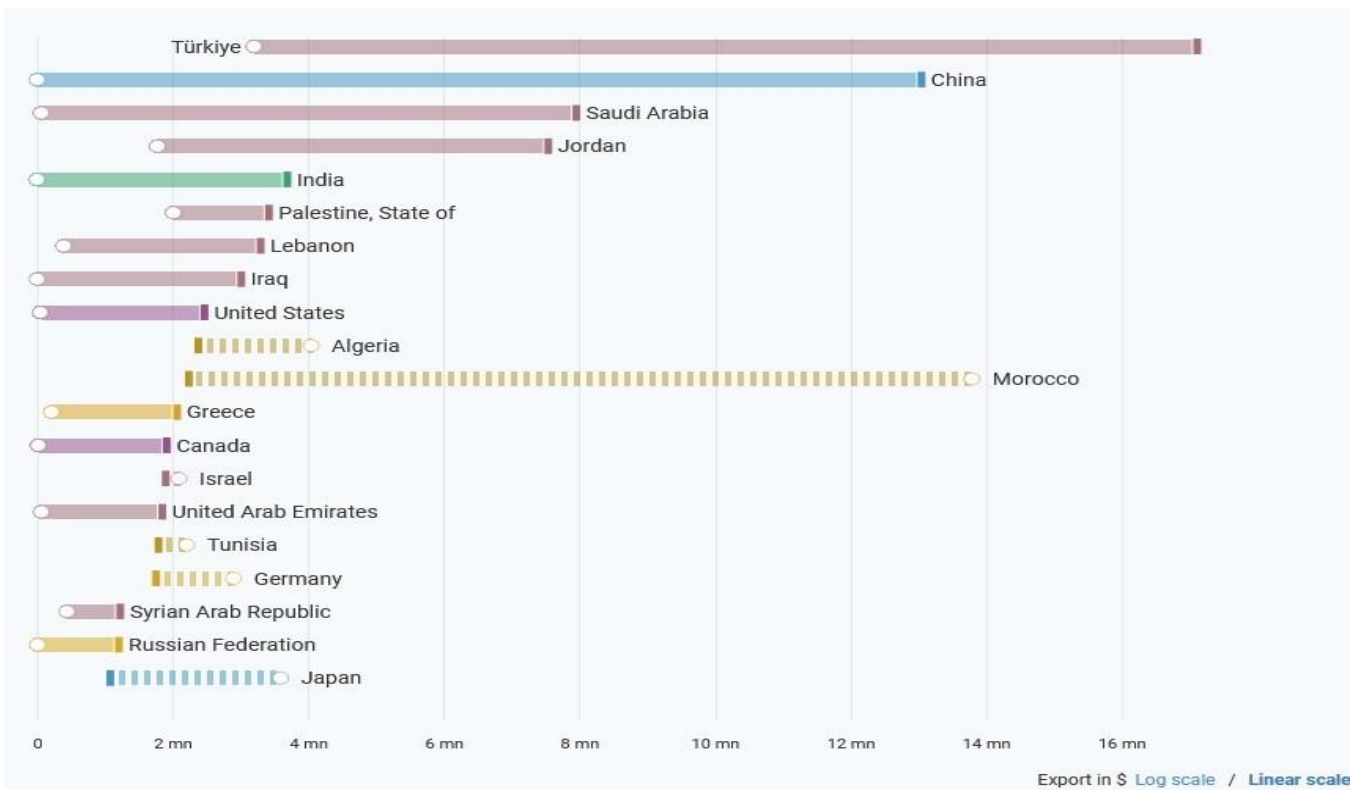
SECTION (3): EXPORTS POTENTIAL AND TARGET MARKETS FOR SESAMUM SEEDS (HS CODE: 120740)

METHODOLOGY:

EXPORT POTENTIAL MAP:

Export Potential map is a strategic tool used by International Trade Centre (ITC) to identify market opportunities and investment resources where they will have the greatest return in the long run. Market potential analysis is not used for short-term forecasting, but can help to target markets with high growth potential in the future. Market potential analysis enables governments and companies to:

- Categorize countries as lead markets, break-out markets or emerging markets.
- Quantify market potential for a given product by country, region or globally, now and in the future.
- Identify growth drivers and barriers in those markets.
- Understand how to exploit growth markets by tailoring marketing, product development and production strategies to meet customer demands and overcome market barriers.



Source: ITC - Export Potential Map.

- The markets with greatest potential for Egyptian exports of (HS Code: 120740) SESAMUM SEEDS are **Türkiye, China and Saudi Arabia** followed by **Jordan, India and Palestine, state of**.
- **Türkiye** shows the largest absolute difference between potential and actual exports in value terms, leaving room to realize additional exports worth \$14 m.

SECTION (4): TARGET MARKET PROFILE - TURKEY

COUNTRY OVERVIEW

- **Country:** Turkey
- **Capital:** Ankara
- **Total Area:** 783,562 sq km
- **Location:** Southeastern Europe and Southwestern Asia
- **Chief of state:** President Recep Tayyip ERDOGAN (chief of state since 28 August 2014)
- **Head of government:** President Recep Tayyip ERDOGAN (head of government since 9 July 2018)
- **Administrative divisions:** 81 provinces
- **Population:** 83,593,483 (2023 est.)
- **Major languages:** Turkish (official), Kurdish, other minority languages
- **Major religion:** Muslim 99.8% (mostly Sunni), other 0.2% (mostly Christians and Jews)
- **Life expectancy: male:** 74.11 years **female:** 78.94 years (2023 est.)
- **Population Growth Rate:** 0.64% (2023 est.)
- **Age structure:**
 - **0-14 years:** 22.12% (male 9,459,277 / female 9,029,296)
 - **15-64 years:** 68.58% (male 29,023,477 / female 28,301,263)
 - **65 years and over:** 9.31% (male 3,512,598 / female 4,267,572) (2023 est.)
- **Currency:** Turkish liras (TRY)
- **Exchange Rate:** Turkish liras (TRY) per US dollar - 26.17 (2023 est.)



ECONOMIC, SOCIAL AND POLITICAL OVERVIEW OF TURKEY

POLITICAL OVERVIEW:

Modern Turkey was founded in 1923 from the remnants of the defeated Ottoman Empire by Mustafa KEMAL, who was later honored with the title Ataturk or "Father of the Turks." Under his leadership, the country adopted radical social, legal, and political reforms. After a period of one-party rule, an experiment with multi-party politics led to the 1950 election victory of the opposition Democrat Party and the peaceful transfer of power. Since then, Turkish political parties have multiplied.

Turkey is a presidential representative democracy and a constitutional republic within a pluriform multi-party system, in which the president (the head of state and head of government), parliament, and judiciary share powers reserved to the national government.

ECONOMIC OVERVIEW:

Türkiye is the 19th largest economy in the world, with a GDP of roughly \$906 billion. It is a member of the OECD and the G20, and an increasingly important donor of Official Development Assistance.

Türkiye pursued ambitious reforms and enjoyed high growth rates between 2006 and 2017 that propelled the country to the higher reaches of upper-middle-income status and reduced poverty. The share of people below the \$6.85 per day poverty line nearly halved to 9.8 percent between 2006 and 2020.

However, productivity growth has slowed as reform momentum has waned over the past decade, and efforts have turned to supporting growth with credit booms and demand stimulus, intensifying internal and external vulnerabilities. High private sector debt, persistent current account deficits, high inflation, and high unemployment have been exacerbated by macro-financial instability since August 2018.

In an extension of the strong COVID-19 pandemic recovery, the economy grew at 5.6 percent in 2022. However, the economy has been losing momentum amidst a deteriorating external environment and heterodox monetary policies. Two devastating earthquakes struck on February 6th, 2023: beyond the human tragedy, physical damage in 11 provinces accounting for 16.4 percent of Türkiye's population and 9.4 percent of its economy. Direct losses are estimated at \$34.2 billion, but the reconstruction needs could be double. The earthquakes added pressures to an increasingly fragile macro-financial situation. Pre-election spending and reconstruction efforts are expected to support growth, which is forecast at 3.2 percent in 2023 and 4.3 percent in 2024.

ECONOMIC INDICATORS:

INDICATORS	2010	2021
GNI PER CAPITA, PPP (CURRENT INTERNATIONAL \$)	12,794	18,669
GDP (CURRENT US\$) (BILLIONS)	66,619.78	97,307.25
GDP GROWTH (ANNUAL %)	4.5	6.0
INFLATION, GDP DEFLATOR (ANNUAL %)	4.3	4.6
AGRICULTURE, VALUE ADDED (% OF GDP)	4	4
INDUSTRY, VALUE ADDED (% OF GDP)	28	27
EXPORTS OF GOODS AND SERVICES (% OF GDP)	29	29
IMPORTS OF GOODS AND SERVICES (% OF GDP)	28	28
FOREIGN DIRECT INVESTMENT, NET INFLOWS (BOP, CURRENT US\$) (MILLIONS)	1,927,980	2,097,718

Source: World Bank

TRADE STATISTICS BETWEEN TURKEY AND WORLD
TRADE FIGURES BETWEEN TURKEY AND WORLD (USD BILLION)

	2020	2021	2022
TURKEY IMPORTS FROM WORLD	219.5	271.4	363.7
TURKEY EXPORTS TO WORLD	169.7	225.3	254.2
TRADE BALANCE	49.8	46.1	109.5

Source: ITC, Trade Map

EXPORTS OF TURKEY BY PARTNER COUNTRY (USD BILLION)

IMPORTERS	2020	2021	2022
Germany	15.98	19.32	21.14
United States of America	10.18	14.72	16.88
Iraq	9.14	11.13	13.75
United Kingdom	11.24	13.71	13.01
Italy	8.08	11.47	12.35
Spain	6.68	9.63	9.65
France	7.20	9.13	9.55
Russian Federation	4.51	5.78	9.34
Netherlands	5.20	6.77	8.03
Israel	4.70	6.36	7.03
Romania	3.90	5.18	6.95

Source: ITC, Trade Map

EXPORTS OF TURKEY BY PRODUCT (USD BILLION)

CODE	PRODUCT LABEL	2020	2021	2022
'87	Vehicles other than railway or tramway rolling stock, and parts and accessories thereof	22.10	25.03	26.80
'84	Nuclear reactors, boilers, machinery and mechanical appliances; parts thereof	16.80	20.78	22.68
'27	Mineral fuels, mineral oils and products of their distillation; bituminous substances; mineral ...	4.72	8.52	16.37
'72	Iron and steel	8.80	17.08	14.63
'85	Electrical machinery and equipment and parts thereof; sound recorders and reproducers, television ...	9.31	12.01	13.71
'39	Plastics and articles thereof	6.97	10.02	11.57
'61	Articles of apparel and clothing accessories, knitted or crocheted	8.39	10.78	11.01
'73	Articles of iron or steel	6.36	8.80	10.54
'71	Natural or cultured pearls, precious or semi-precious stones, precious metals, metals clad ...	6.69	10.96	10.21
'62	Articles of apparel and clothing accessories, not knitted or crocheted	6.60	7.52	8.46
'76	Aluminium and articles thereof	3.06	5.17	6.71

'94	Furniture; bedding, mattresses, mattress supports, cushions and similar stuffed furnishings; ...	3.90	4.79	5.26
'08	Dairy produce; birds' eggs; natural honey; edible products of animal origin, not elsewhere ...	4.83	5.37	4.94
'25	Salt; sulphur; earths and stone; plastering materials, lime and cement	2.80	3.42	3.82
'40	Rubber and articles thereof	2.66	3.46	3.71

Source: ITC, Trade Map

IMPORTS OF TURKEY BY PARTNER COUNTRY (USD BILLION)

EXPORTERS	2020	2021	2022
Russian Federation	17.83	28.96	58.85
China	23.04	32.24	41.35
Area Nes	13.69	24.39	34.49
Germany	21.73	21.76	24.03
Switzerland	7.77	3.06	15.34
United States of America	11.53	13.15	15.23
Italy	9.20	11.56	14.08
India	4.83	7.94	10.70
France	6.99	7.93	9.43
Korea, Republic of	5.73	7.60	9.00

Source: ITC, Trade Map

IMPORTS OF TURKEY BY PRODUCT (USD BILLION)

CODE	PRODUCT LABEL	2020	2021	2022
'27	Mineral fuels, mineral oils and products of their distillation; bituminous substances; mineral ...	28.93	50.69	96.55
'84	Nuclear reactors, boilers, machinery and mechanical appliances; parts thereof	25.27	30.97	34.57
'72	Iron and steel	15.10	27.62	28.37
'71	Natural or cultured pearls, precious or semi-precious stones, precious metals, metals clad ...	26.59	7.07	23.46
'85	Electrical machinery and equipment and parts thereof; sound recorders and reproducers, television ...	17.14	19.97	21.53
'39	Plastics and articles thereof	11.74	17.59	18.98
'87	Vehicles other than railway or tramway rolling stock, and parts and accessories thereof	15.29	15.59	17.68
'29	Organic chemicals	5.89	9.34	11.12
'76	Aluminium and articles thereof	3.41	6.59	7.68
'74	Copper and articles thereof	3.21	5.27	5.51

'10	Cereals	3.28	4.25	5.37
'90	Optical, photographic, cinematographic, measuring, checking, precision, medical or surgical ...	4.75	4.88	5.24
'52	Cotton	2.54	3.71	4.84
'30	Pharmaceutical products	4.96	6.87	4.56
'40	Rubber and articles thereof	2.69	3.58	4.13

Source: ITC, Trade Map

TRADE STATISTICS BETWEEN EGYPT AND TURKEY (MILLION USD)

EGYPTIAN EXPORTS TO TURKEY BY PRODUCT (MILLION)

CODE	PRODUCT LABEL	2020	2021	2022
'27	Mineral fuels, mineral oils and products of their distillation; bituminous substances; mineral ...	153.2	934.7	1628.6
'39	Plastics and articles thereof	349.0	425.6	372.9
'28	Inorganic chemicals; organic or inorganic compounds of precious metals, of rare-earth metals, ...	69.1	125.5	232.0
'54	Man-made filaments; strip and the like of man-made textile materials	93.3	97.6	192.6
'31	Fertilisers	137.7	132.4	166.5
'85	Electrical machinery and equipment and parts thereof; sound recorders and reproducers, television ...	151.1	132.8	166.2
'62	Articles of apparel and clothing accessories, not knitted or crocheted	75.9	54.5	110.0
'55	Man-made staple fibres	51.3	78.6	92.6
'52	Cotton	82.3	84.3	88.8
'70	Glass and glassware	44.5	70.5	82.2
'07	Edible vegetables and certain roots and tubers	33.2	21.1	66.4
'38	Miscellaneous chemical products	47.4	46.2	62.5
'29	Organic chemicals	68.7	96.4	58.7
'17	Sugars and sugar confectionery	7.1	10.8	40.8
'61	Articles of apparel and clothing accessories, knitted or crocheted	10.8	9.5	36.3

Source: ITC, Trade Map

EGYPTIAN IMPORTS FROM TURKEY BY PRODUCT (MILLION)

CODE	PRODUCT LABEL	2020	2021	2022
'72	Iron and steel	398.7	239.0	424.7
'27	Mineral fuels, mineral oils and products of their distillation; bituminous substances; mineral ...	98.8	175.6	346.8
'84	Nuclear reactors, boilers, machinery and mechanical appliances; parts thereof	267.4	332.4	333.4
'73	Articles of iron or steel	190.8	161.0	210.7

'28	Inorganic chemicals; organic or inorganic compounds of precious metals, of rare-earth metals, ...	104.9	103.1	194.2
'39	Plastics and articles thereof	129.8	175.0	155.7
'87	Vehicles other than railway or tramway rolling stock, and parts and accessories thereof	395.0	372.6	135.8
'85	Electrical machinery and equipment and parts thereof; sound recorders and reproducers, television ...	120.4	114.4	107.1
'48	Paper and paperboard; articles of paper pulp, of paper or of paperboard	78.0	74.8	82.6
'25	Salt; sulphur; earths and stone; plastering materials, lime and cement	37.4	55.7	79.9
'04	Dairy produce; birds' eggs; natural honey; edible products of animal origin, not elsewhere ...	16.3	52.4	74.6
'40	Rubber and articles thereof	87.9	85.9	71.7
'71	Natural or cultured pearls, precious or semi-precious stones, precious metals, metals clad ...	74.0	205.3	57.6
'76	Aluminium and articles thereof	102.5	103.1	53.2
'44	Wood and articles of wood; wood charcoal	44.4	63.1	52.7

Source: ITC, Trade Map

TRADE POTENTIALS BETWEEN EGYPT AND TURKEY

(1) POTENTIAL EGYPTIAN EXPORTS TO TURKEY

HS CODE	PRODUCT	POTENTIAL VALUE (MILLION USD)
710812	Gold, unwrought, for non-monetary purposes	579
310210	Urea	337
390210	Polypropylene, in primary forms	237
720839	Flat-rolled products of iron or non-alloy steel	146
390410	Preparations and charges for fire-extinguishers; charged	77
381700	Mixed alkylbenzenes & mixed alkylnaphthalenes	59
760110	Aluminium, not alloyed, unwrought	55
390120	Polyethylene, specific gravity $\geq 0,94$, in primary forms	47
280300	Carbon, n.e.s	45
520100	Cotton, not carded/combed	41
281410	Anhydrous ammonia	39
290511	Methanol "methyl alcohol"	36
520942	Denim, $\geq 85\%$ cotton, $\geq 200\text{g}/\text{m}^2$, of different colours	33
854430	(Ignition) wiring sets for vehicles	32
392020	Non-cellular ethylene polymers, in flat shapes	29
740811	Wire of refined copper	24
390110	Polyethylene, specific gravity $< 0,94$, in primary forms	23
760120	Aluminium alloys, unwrought	23

330210	Mixtures of odoriferous substances used in food & drink	21
281512	Sodium hydroxide "caustic soda" in aqueous solution "soda"	17
120740	Sesamum seeds	17
071333	Kidney beans "Phaseolus vulgaris", dried & shelled	16
170390	Beet molasses from sugar refining	16
330290	Mixtures of odoriferous substances used as raw materials	16
720826	Flat-rolled products of iron or non-alloy steel	16

Export Potential Map, ITC

(2) POTENTIAL EGYPTIAN IMPORTS FROM TURKEY

HS CODE	PRODUCT	POTENTIAL VALUE (MILLION USD)
8703XX	Motor vehicles for the transport of persons, n.e.s.	414
283620	Disodium carbonate	118
761510	Household articles, of aluminium	96
080810	Apples, fresh	73
8702	Motor vehicles for the transport of ≥ 10 persons. incl.	65
720837	Flat-rolled products of iron or non-alloy steel	64
711319	Jewellery, of precious metal, n.e.s.	63
720839	Flat-rolled products of iron or non-alloy steel	58
080222	Hazelnuts, shelled	50
4411	Fibreboard of wood/other ligneous materials	44
732690	Articles of iron or steel	37
732393	Table & other household articles of stainless steel	37
870120	Road tractors for semi-trailers	36
841810	Combined refrigerator-freezers	34
520942	Denim, $\geq 85\%$ cotton, $\geq 200\text{g/m}^2$, of different colours	34
071340	Lentils, dried & shelled	33
854449	Electric conductors $\leq 1.000\text{V}$, not fitted with connectors	31
3004Xb	Medicaments consisting of mixed or unmixed products, for	29
870421	Diesel powered trucks $\leq 5\text{t}$	28
020712	Fowls. whole. frozen	27
392020	Non-cellular ethylene polymers, in flat shapes	27
7306Xa	Other line pipe used for oil or gas pipelines	25
401120	Rubber pneumatic tyres for buses & lorries, new	25
721049	Flat-rolled products of iron or non-alloy steel	24
845011	Fully-automatic household washing machines	24

Export Potential Map, ITC

SOURCES

- CIA Fact Book
- ITC, Trade Map Data accessed on 10/7/2023
- ITC, Export Potential Map Data
- World Bank Economic Indicators
- <https://www.worldbank.org/en/country/turkey/overview>

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