



EGYPTIAN POTENTIAL EXPORTS AND TARGET MARKETS OVERVIEW

PRODUCT CATEGORY: FRESH OR DRIED DATES

HS CODE: 080410

**TARGET MARKETS:
MOROCCO**

**DEVELOPED BY:
EXPORT DEVELOPMENT AUTHORITY (EDA)**

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INTRODUCTION ABOUT FRESH OR DRIED DATES

Dates are one of the oldest tree crops from the Middle East, dating back to more than 5000 years ago. The fruit was commonly traded and date palm tree orchards grew throughout the Middle East. Later trading spread the palm trees to Northeast Africa and Eastern Mediterranean regions.

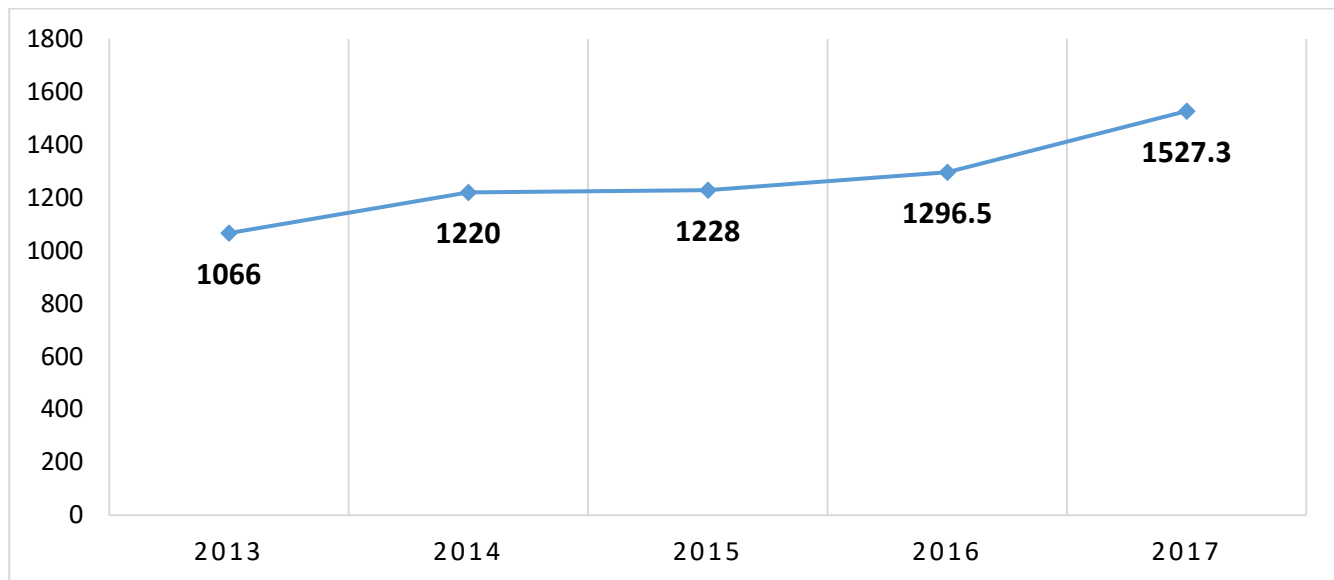
The benefits of dates include relief from constipation, intestinal disorders, heart problems, anemia, diarrhea, abdominal cancer, and many other conditions. Dates also help for a healthy weight gain. They are rich in several vitamins, minerals, and fiber. These delicious fruits contain oil, calcium, sulfur, iron, potassium, phosphorous, manganese, copper and magnesium, which are all beneficial for health.

Egypt is the world leader in date production and cultivation. Each year, this country produces approximately 1,084,529 metric tons of dates. This represents a little over 17% of global date production but only 3% of world exports.

SECTION (1): WORLD TRADE STATISTICS

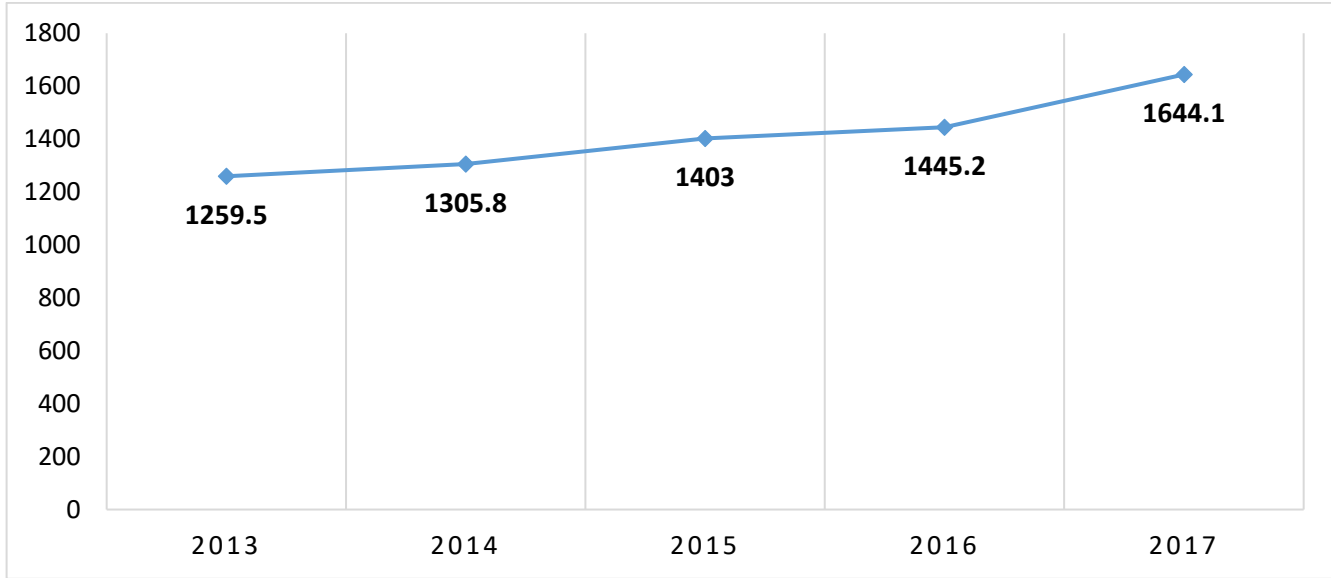
WORLD IMPORTS OF FRESH OR DRIED DATES PRODUCT CATEGORY (HS CODE: 080410)

USD Million



Source: ITC - Trade Map

WORLD EXPORTS OF FRESH OR DRIED DATES PRODUCT CATEGORY (HS CODE: 080410)
USD MILLION



Source: ITC - Trade Map

LIST OF EXPORTING COUNTRIES:

TOP EXPORTING COUNTRIES OF FRESH OR DRIED DATES PRODUCT CATEGORY (HS CODE: 080410)
USD MILLION

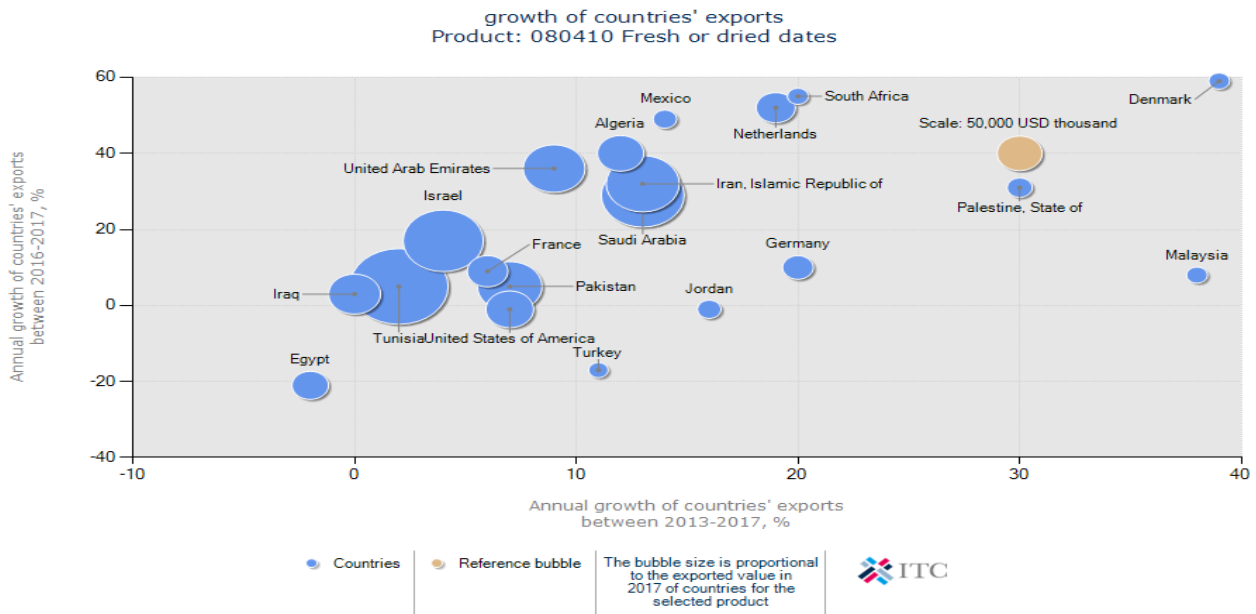
Exporters	2015	2016	2017
WORLD	1403.0	1445.2	1644.1
IRAN, ISLAMIC REPUBLIC OF	233.0	208.5	250.5
TUNISIA	227.0	226.6	230.0
SAUDI ARABIA	136.3	141.6	182.4
ISRAEL	138.7	141.5	181.2
UNITED ARAB EMIRATES	171.9	160.2	167.5
IRAQ	108.3	116.8	146.5
PAKISTAN	83.2	102.6	107.5
UNITED STATES OF AMERICA	54.9	58.7	58.3
ALGERIA	34.8	37.5	52.3
FRANCE	34.5	37.8	41.1

Source: ITC- Trade Map

World exports was amounted be to USD 1644.1 Million in 2017 with a positive change of 13.8 % compared to exports value in 2016. Iran was the biggest exporter shared with 15.2% from world exports.

ALSO, EGYPT IS ONE OF THE BIGGEST DATE PRODUCERS IT WAS RANKED TO BE THE 12TH LARGEST WORLDWIDE EXPORTING COUNTRY THAT SHARED WITH ALMOST 2.0% FROM WORLD EXPORTS IN 2017.

GROWTH OF COUNTRIES EXPORTS OF FRESH OR DRIED DATES PRODUCT CATEGORY (HS CODE: 080410)



Source: ITC- Trade Map

LIST OF IMPORTING COUNTRIES:

TOP IMPORTING COUNTRIES OF FRESH OR DRIED DATES CATEGORY (HS CODE: 080410) USD MILLION

Importers	2015	2016	2017
WORLD	1228.0	1296.5	1527.3
INDIA	188.7	211.1	241.7
UNITED ARAB EMIRATES	114.7	118.8	152.8
MOROCCO	109.8	96.2	115.5
FRANCE	73.6	76.7	88.4
GERMANY	46.5	49.6	58.7
UNITED KINGDOM	52.9	56.1	58.2
MALAYSIA	46.0	42.2	54.1
INDONESIA	29.7	33.0	53.4
TURKEY	20.2	36.5	51.3
UNITED STATES OF AMERICA	60.3	49.7	49.7

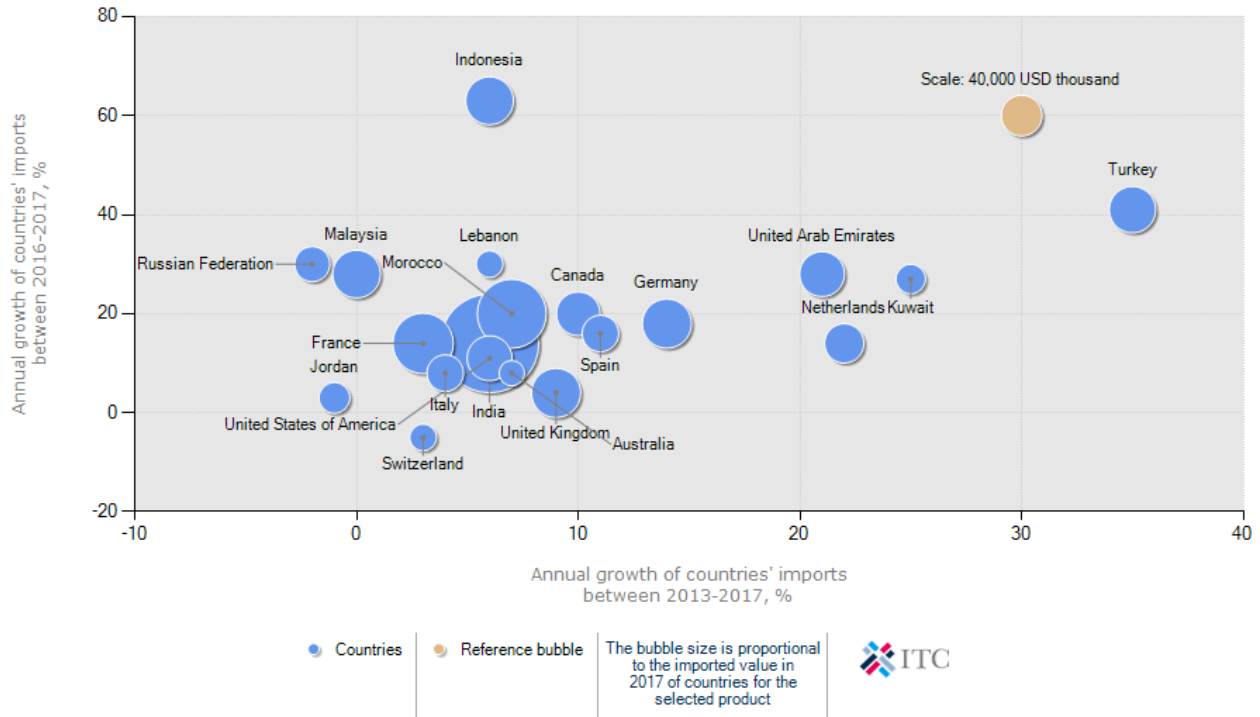
Source: ITC- Trade Map

World imports increased in 2017 to reach USD 1527.3 million with a positive change of 17.8% compared to 2016 imports. India has the highest share of world imports with 15.8%.

IMPORTS OF EGYPT FROM THIS PRODUCT WAS RANKED TO BE 49TH AMONG WORLD COUNTRIES, AND REPRESENTING 0.20% FROM WORLDWIDE IMPORTS IN 2017.

GROWTH OF COUNTRIES IMPORTS FOR FRESH OR DRIED DATES CATEGORY (HS CODE: 080410)

growth of countries' imports
 Product: 080410 Fresh or dried dates

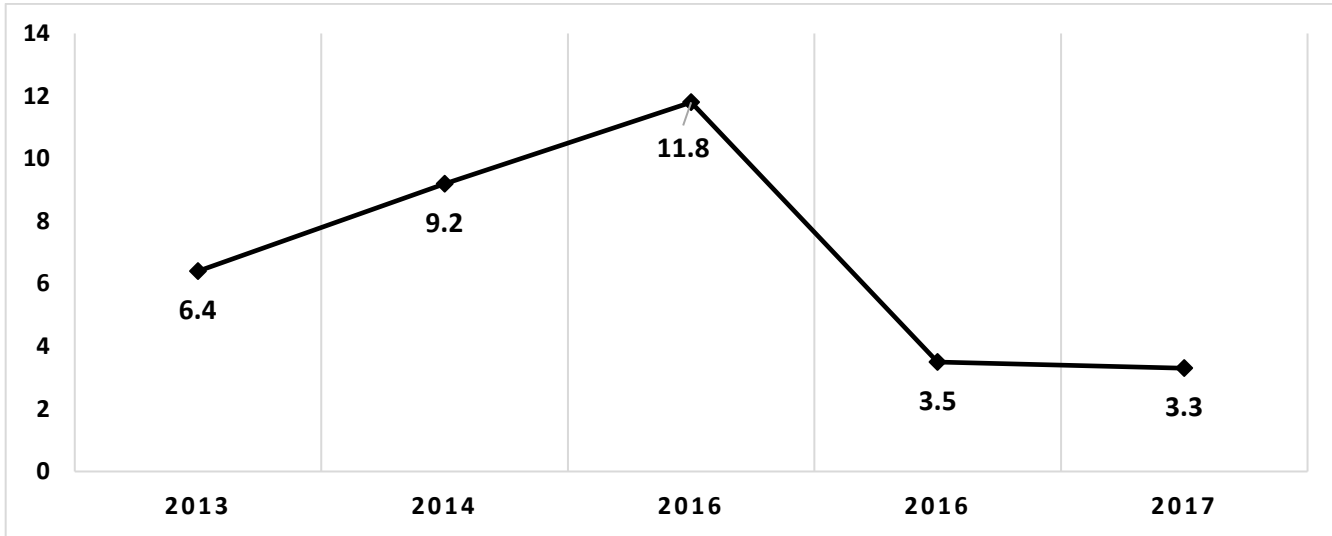


Source: ITC- Trade Map

SECTION (2): EGYPT'S TRADE STATISTICS FOR FRESH OR DRIED DATES CATEGORY (HS CODE: 080410)

EGYPTIAN IMPORTS OF FRESH OR DRIED DATES CATEGORY (HS CODE: 080410)

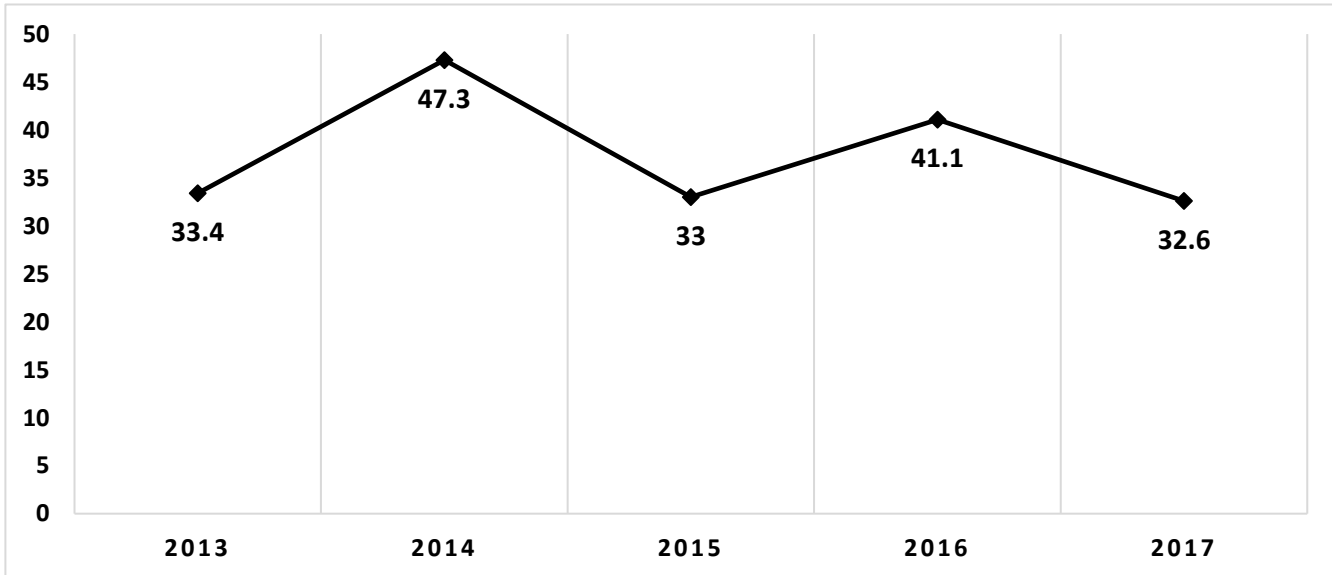
USD MILLION



Source: ITC- Trade Map

EGYPT EXPORTS OF FRESH OR DRIED DATES CATEGORY (HS CODE: 080410)

USD MILLION



Source: ITC- Trade Map

EGYPT REALIZED AN EXTENSIVE POSITIVE TRADE BALANCE FOR PRODUCT FRESH OR DRIED DATES (HS CODE 080410) DURING 2013-2017

**EGYPTIAN EXPORTS OF FRESH OR DRIED DATES PRODUCT CATEGORY (HS CODE: 080410)
BY IMPORTING COUNTRIES
(USD MILLION)**

Importers	2015	2016	2017
WORLD	33	41.1	32.6
INDONESIA	9.8	6.6	14.2
MOROCCO	16.1	26.2	11.5
MALAYSIA	3.8	3.7	2.5
THAILAND	0.1	0.4	0.6
VIET NAM	0.2	0.4	0.3
SRI LANKA	0	0.3	0.3
JORDAN	0.1	0.9	0.3
GERMANY	0.3	0.4	0.2
INDIA	0.1	0.08	0.2
SINGAPORE	0.1	0.1	0.2

Source: ITC- Trade Map

**EGYPTIAN IMPORTS OF FRESH OR DRIED DATES PRODUCT CATEGORY (HS CODE: 080410)
BY EXPORTING COUNTRIES
(USD MILLION)**

Exporters	2015	2016	2017
WORLD	11.8	3.5	3.3
SAUDI ARABIA	4.2	1.9	1.8
IRAQ	5.3	0.8	1.2
JORDAN	0.3	0.2	0.1

Source: ITC- Trade Map

SECTION (3): EXPORTS POTENTIAL AND TARGET MARKETS FOR FRESH OR DRIED DATES (HS CODE: 080410)

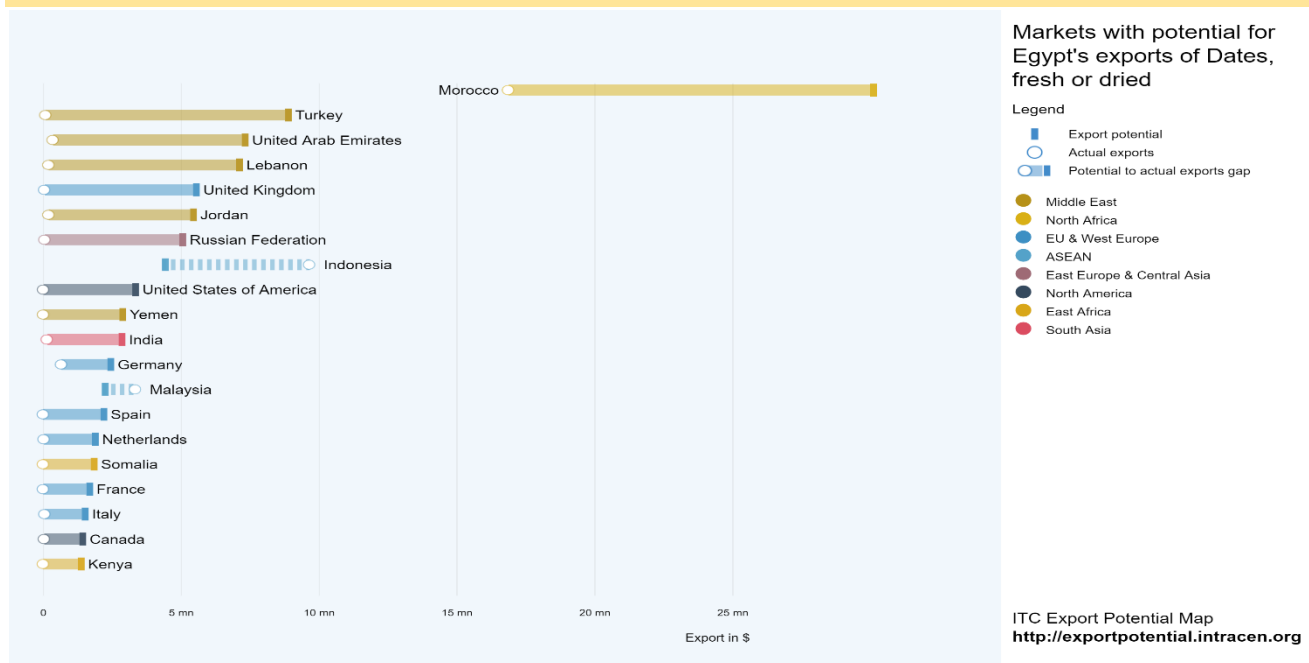
METHODOLOGY:

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.

POTENTIAL MARKETS FOR EGYPTIAN EXPORTS FROM FRESH OR DRIED DATES PRODUCT CATEGORY (HS CODE: 080410)



Source: ITC - Export Potential Map

The markets with greatest potential for Egyptian exports of (HS Code: 080410) FRESH OR DRIED DATES are **Morocco, Turkey and United Arab Emirates** followed by **Lebanon, United Kingdom and Jordan**. Morocco shows the largest absolute difference between potential and actual exports in value terms, leaving room to realize additional exports worth \$16.9 million. **The next section will focus on profiling the target market (s) in details.**

SECTION (4): TARGET MARKET PROFILE – MOROCCO

COUNTRY OVERVIEW



- **Country:** Morocco
- **Capital:** Rabat
- **Total Area:** 446,550 sq km
- **Location:** Northern Africa, bordering the North Atlantic Ocean and the Mediterranean Sea, between Algeria and Western Sahara
- **Chief of State:** King MOHAMMED VI
- **Prime Minister:** Saad-Eddine al-OTHMANI
- **Administrative divisions:** 11 regions (recognized)
- **Official Languages:** Arabic (official)
- **Population:** 33.9 Million
- **Population Growth Rate:** 1.4 %
- **Age Structure:**
 - 14 years: 25.77% (male 4,450,360/female 4,308,955)
 - 15-24 years: 17.04% (male 2,879,828/female 2,910,029)
 - 25-54 years: 42.32% (male 6,956,186/female 7,428,129)
 - 55-64 years: 8.13% (male 1,365,611/female 1,398,553)
 - 65 years and over: 6.74% (male 1,034,188/female 1,254,816) (2017 est.)
- **Currency:** Moroccan dirham (MAD)
- **Exchange Rate:** 1 USD = 9.64 Moroccan dirham's

Source: CIA World Fact Book – Morocco

POLITICAL OVERVIEW:

The executive power is shared between the government and the King. The Prime Minister is promoted to head of government and as such presides over the Governing Council but the Council of Ministers continues to be chaired by the King. The Government Council consists of all the ministers, deputy ministers and other Secretaries of State. It discusses public and sectoral policies, the commitment of the government's responsibility to the House of Representatives, current issues related to human rights and public order, bills, decrees, draft regulatory decrees and the appointment of secretaries and central directors of the public administration, university presidents, deans and directors of schools and higher institutes. The Governing Council only has deliberative power in terms of general policy of the State, international conventions, the finance bill. The Council of Ministers, where only the head of government and the ministers sit, is responsible for the strategic direction of the state policy, the revision of the Constitution, draft organic laws, general guidance of the finance bill, amnesty, draft texts related to the military, the declaration of a state of siege, the declaration of war

Source: World Bank

ECONOMIC OVERVIEW:

Morocco has capitalized on its proximity to Europe and relatively low labor costs to work towards building a diverse, open, market-oriented economy. Key sectors of the economy include agriculture, tourism, aerospace, automotive, phosphates, textiles, apparel, and subcomponents. Morocco has increased investment in its port, transportation, and industrial infrastructure to position itself as a center and broker for business throughout Africa. Industrial development strategies and infrastructure improvements - most visibly illustrated by a new port and free trade zone near Tangier - are improving Morocco's competitiveness.

In the 1980s, Morocco was a heavily indebted country before pursuing austerity measures and pro-market reforms, overseen by the IMF. Since taking the throne in 1999, King MOHAMMED VI has presided over a stable economy marked by steady growth, low inflation, and gradually falling unemployment, although poor harvests and economic difficulties in Europe contributed to an economic slowdown. To boost exports, Morocco entered into a bilateral Free Trade Agreement with the US in 2006 and an Advanced Status agreement with the EU in 2008. In late 2014, Morocco eliminated subsidies for gasoline, diesel, and fuel oil, dramatically reducing outlays that weighed on the country's budget and current account. Subsidies on butane gas and certain food products remain in place. Morocco also seeks to expand its renewable energy capacity with a goal of making renewable more than 50% of installed electricity generation capacity by 2030.

Despite Morocco's economic progress, the country suffers from high unemployment, poverty, and illiteracy, particularly in rural areas. Key economic challenges for Morocco include reforming the education system and the judiciary

Source: World Bank

ECONOMIC INDICATORS:

INDICATORS	2010	2016
GNI PER CAPITA, PPP (CURRENT INTERNATIONAL \$)	6,230	7,710
GDP (CURRENT US\$) (BILLIONS)	93.22	103.61
GDP GROWTH (ANNUAL %)	3.8	1.2
INFLATION, GDP DEFLATOR (ANNUAL %)	1.0	2.2
AGRICULTURE, VALUE ADDED (% OF GDP)	13	12
INDUSTRY, VALUE ADDED (% OF GDP)	26	26
EXPORTS OF GOODS AND SERVICES (% OF GDP)	32	35
IMPORTS OF GOODS AND SERVICES (% OF GDP)	43	45
FOREIGN DIRECT INVESTMENT NET INFLOWS (BOP, CURRENT US\$) (MILLIONS)	1,241	2,318

Source: World Bank

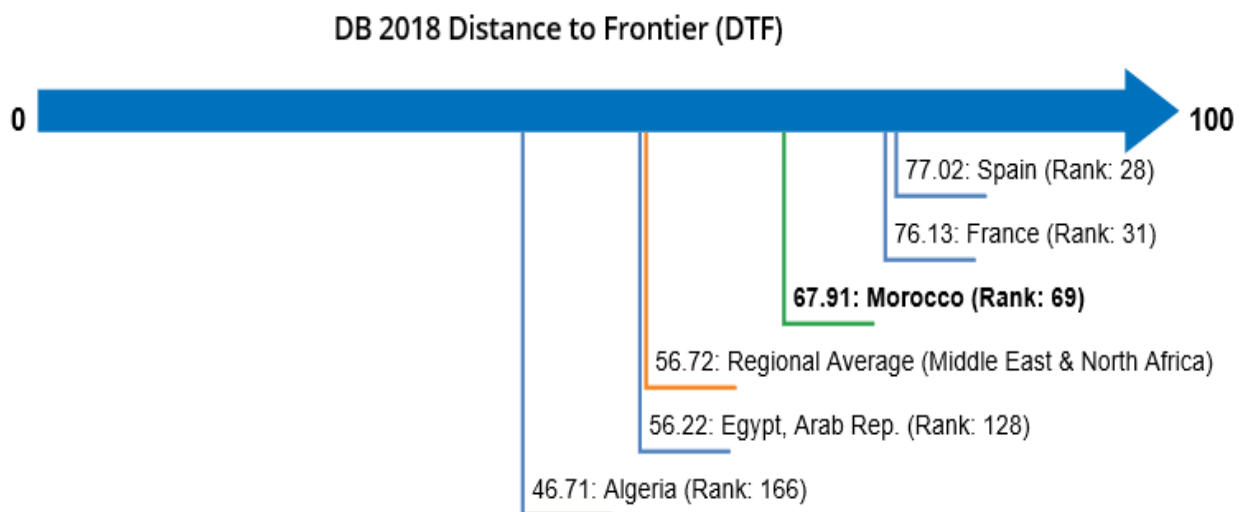
IMPORT REQUIREMENTS AND DOCUMENTATION:

The following documentation is required for all imports and exports:

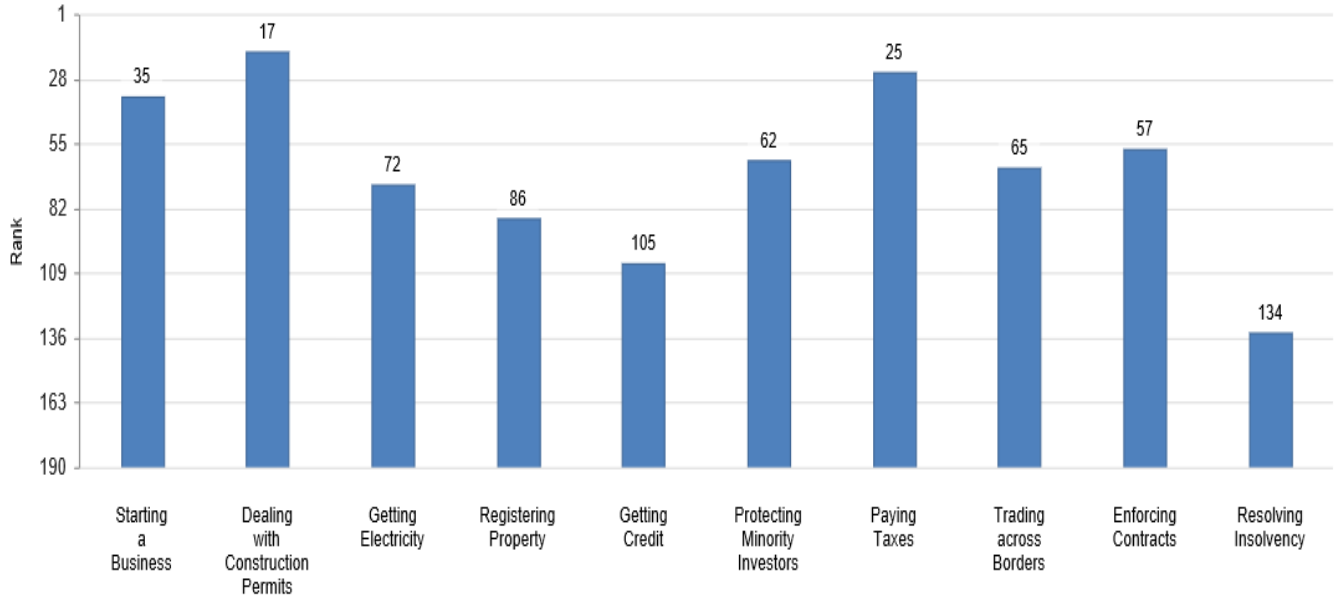
- A license representing the “physical import or export.”
- A commercial invoice: Pro-forma invoices are provided in most cases. No special invoice form is necessary. The commercial or pro-forma invoice should:
 - Be on the supplier’s letterhead,
 - Fully describe the goods in French,
 - Indicate the HS code when available,
 - Indicate the value of the goods,
 - Indicate the currency for payment (for foreign exchange transfer),
 - Indicate the address of the buyer, and
- An “import commitment” (engagement importation), which is the authorization provided by the exchange office for transfer of foreign currencies from Morocco to foreign suppliers abroad.
- A “customs declaration” (declaration de Duane) is provided by the customs office and is required for import and export through a port or airport. For shipments by mail, a simple form filled out at the post office replaces the “declaration de Duane.”
- The importer/exporter may attach any documentation, such as technical documentation, that might help the customs office. The authority for Customs in Morocco is the [Administration of Customs and Indirect Tax](#)

Source: www.export.gov

MOROCCO IN DOING BUSINESS REPORT 2018:



RANKINGS OF MOROCCO IN DOING BUSINESS REPORT 2018



Source: Doing Business Report 2018

MOROCCO – COUNTRY TRADE STATISTICS

TRADE STATISTICS BETWEEN MOROCCO AND WORLD IN 2017	
TOTAL IMPORTS	USD 45 Billion
TOTAL EXPORTS	USD 26 Billion
MAIN EXPORTING COUNTRIES TO MOROCCO	Spain 16.9%, France 11.9%, China 9.1%, U.S.A 6.8%, Germany 6%.
MAIN EXPORTING COMMODITIES	Electrical Machinery, Vehicles, Fertilizers, Articles of Apparel, Fish & Crustaceans
MAIN IMPORTING COUNTRIES FROM MOROCCO	Spain 23.7%, France 22.9%, Italy 4.6%, U.S.A 3.9%, Brazil 3%.
MAIN IMPORTING COMMODITIES	Mineral Fuels, Mechanical appliances, Electrical Machinery, Vehicles, Plastics

Source: ITC- Trade Map

TRADE STATISTICS BETWEEN MOROCCO AND EGYPT IN 2017	
MOROCCO EXPORTS TO EGYPT	USD 61 Million
MAIN EXPORTING PRODUCTS TO EGYPT	Vehicles, Miscellaneous edible preparations, Preparations of meat, Sugars, Inorganic chemicals
MOROCCO IMPORTS FROM EGYPT	USD 456 Million
MAIN IMPORTING PRODUCTS FROM EGYPT	Plastics, Miscellaneous manufactured articles, Electrical machinery, Glass & Glassware, Food waste
TRADE BALANCE BETWEEN MOROCCO AND EGYPT	Negative Towards Morocco With USD 395 Million

Source: ITC- Trade Map

MOROCCO – PRODUCT TRADE STATISTICS

Morocco is the **Second** country in demand for product (HS Code: 080410) FRESH OR DRIED DATES, Morocco's imports represent 8.6% of world imports for this product, its ranking in world imports is 2.

IMPORTS OF MOROCCO FROM FRESH OR DRIED DATES PRODUCT CATEGORY BY SUPPLYING COUNTRIES (HS CODE: 080410)

Exporters	Value imported in 2017 (USD Million)	Share in Morocco's imports (%)	Growth in imported value between 2013-2017 (% , p.a.)	Growth in imported value between 2016-2017 (% , p.a.)
WORLD	115.5	100	7	20
TUNISIA	54.1	46.9	-1	-2
UNITED ARAB EMIRATES	31.2	27.1	34	92
EGYPT	12	10.4	2	-38
SAUDI ARABIA	10.1	8.8	195	627
ALGERIA	6.2	5.4	22	209
JORDAN	1	0.9	2	-7
IRAQ	0.3	0.3	-39	-26

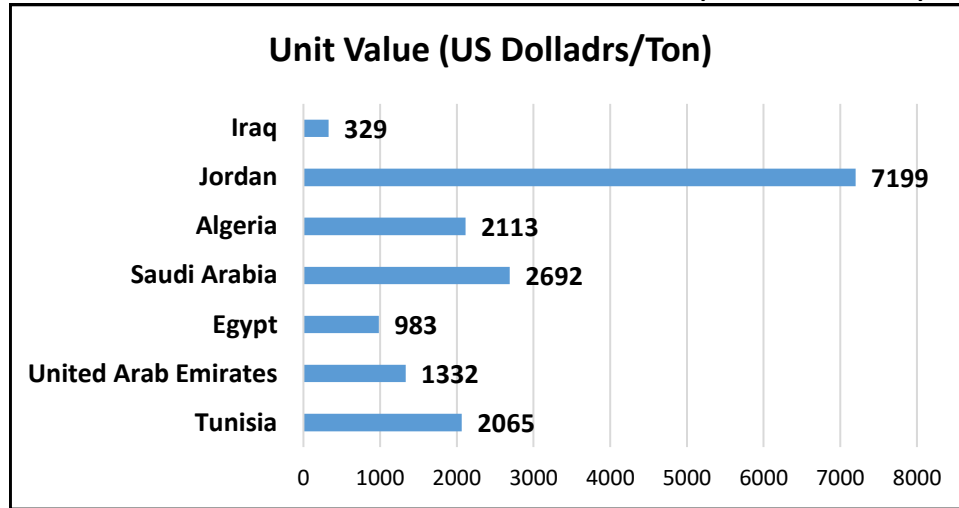
Source: ITC- Trade Map

QUANTITY IMPORTED BY MOROCCO FROM FRESH OR DRIED DATES PRODUCT CATEGORY (HS CODE: 080410)

Exporters	Quantity imported in 2017 In Tons	Growth in imported quantity between 2013-2017 (% , p.a.)
WORLD	70,055	9
TUNISIA	26,244	3
UNITED ARAB EMIRATES	23,469	39
EGYPT	12,249	10
SAUDI ARABIA	3,784	159
ALGERIA	2,954	23
JORDAN	141	7
IRAQ	1,175	-40

Source: ITC- Trade Map

**UNIT VALUE FOR THE IMPORTS OF MOROCCO
FROM FRESH OR DRIED DATES PRODUCT CATEGORY (HS CODE: 080410)**



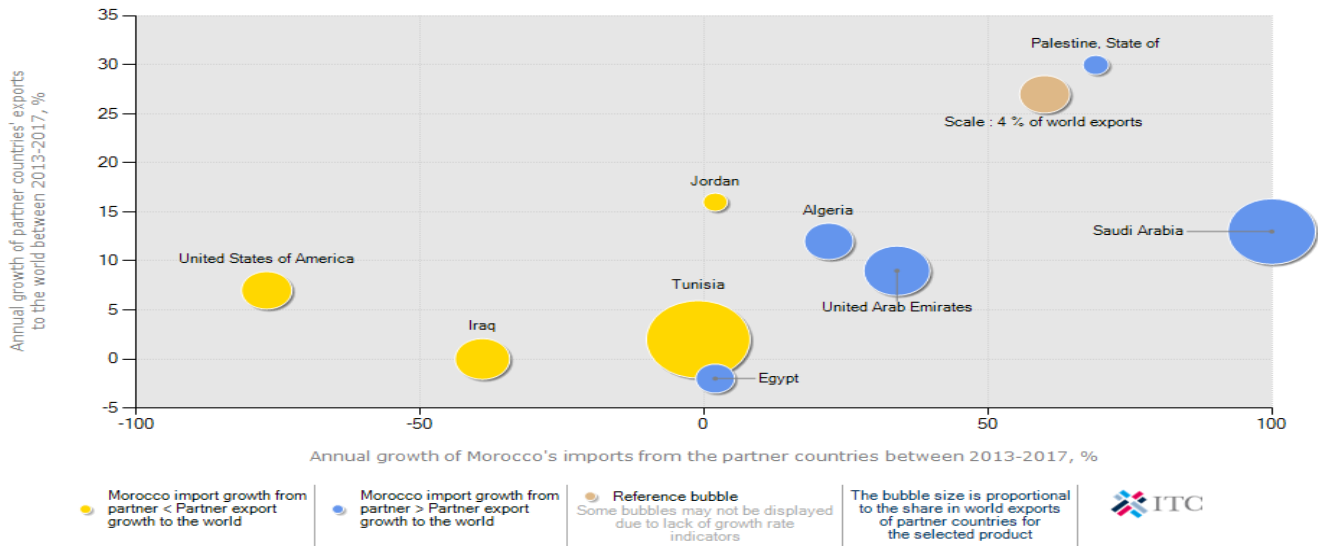
Source: ITC- Trade Map

Egypt is the 3rd supplier of the subject product (HS Code: 080410) to Morocco with a value of USD 12 million and a quantity of 12249 tons. Morocco's imports from Egypt for this product showed a declination rate in value of 38 % last year and growth in quantity with a rate of 10% between 2013 and 2017.

The unit value of the product Exported from Egypt to Morocco is 983 US Dollars / ton which gives Egypt a comparative advantage, as it is the Second least unit value among Morocco's top 10 suppliers.

COMPETITIVENESS OF SUPPLYING MARKETS:

Competitiveness of supplying countries for a product imported by Morocco in 2017
Product : 080410 Fresh or dried dates



Source: ITC- Trade Map

Average Tariff Applied by Morocco on Imports of Product 080410 Fresh or Dried Dates:

Product Code	Product description	Tariff regime	Applied tariff as(reported)	Applied tariff (converted)	Total ad valorem equivalent tariff
0804100000	Dattes, figues, ananas, avocats, goyaves, mangues et mangoustans, frais ou secs: Dattes	MFN duties (Applied)	0.4	0.4	0.4
		Preferential tariff for the League of Arab States	0	0	0
		Preferential tariff for AGADIR countries	0	0	0

Source: ITC Market Access Map Data

According to Preferential tariff for the League of Arab States all the top exporting countries for this product enjoys 0% tariff and according to Agadir (Egypt, Tunisia & Jordan) enjoys 0% tariff, The MFN duties applied on Egypt regardless the two agreements is 40%

IMPORTING COMPANIES:

IMPORTING COMPANIES IN MOROCCO FOR THE SUBJECT PRODUCT

COMPANY NAME	NUMBER OF PRODUCT OR SERVICE CATEGORIES TRADED	CITY
AFREUE SARL	1	AGADIR
AGAFONTE SARL	1	AIT MELLOUL
AGRO BUSINESS CO SARL	1	CASABLANCA
ARGANA FOOD	3	SALE
AZNAG FRUITS SARL	1	CASABLANCA
CAMSA (STE) - C.A.M.S.A SARL	5	CASABLANCA
COMPANIA AGRICOLA DEL LUKUS	4	LARACHE
DARDOUR PRIMEURS SARL	2	AGADIR
DISMED SARL	1	CASABLANCA
DOMAINE ELBOURA	3	TAROUDANT
DRADER COOPERATIVE AGRICOLE	2	LARACHE
ECHO TRADING SA	3	CASABLANCA
ESMERALDA COMPANY DE DISTRIBUTION (STE) - ESCOD	2	CASABLANCA
ETABLISSEMENT ABDELKRIM NASSIRI - NASSIRI	4	BERKANE
ETABLISSEMENT BEN CHAIB	4	CASABLANCA

For more importing companies, Kindly check this Link:

<https://trademap.org/CorrespondingProductsCompanies.aspx?nvpm=1|504|||080410|||6|1|1|1|3|1|2|1|1>

Source: ITC -Trade Map

SOURCES:

- ITC, Trade Map Data accessed on 30/12/2018
- ITC, Market Access Map Data
- ITC, Export Potential Map Data
- ITC, Standards Map
- World Bank Economic Indicators
- CIA World Fact Book
- Trade Help Desk
- Export.gov
- Euromonitor International



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