



EGYPTIAN POTENTIAL EXPORTS AND TARGET MARKETS OVERVIEW

**PRODUCT CATEGORY: FRESH OR DRIED GUAVAS, MANGOES AND
MANGOSTEEN**

HS CODE: 080450

**TARGET MARKETS:
SAUDI ARABIA**

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

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INTRODUCTION ABOUT FRESH OR DRIED GUAVAS, MANGOES AND MANGOSTEEN

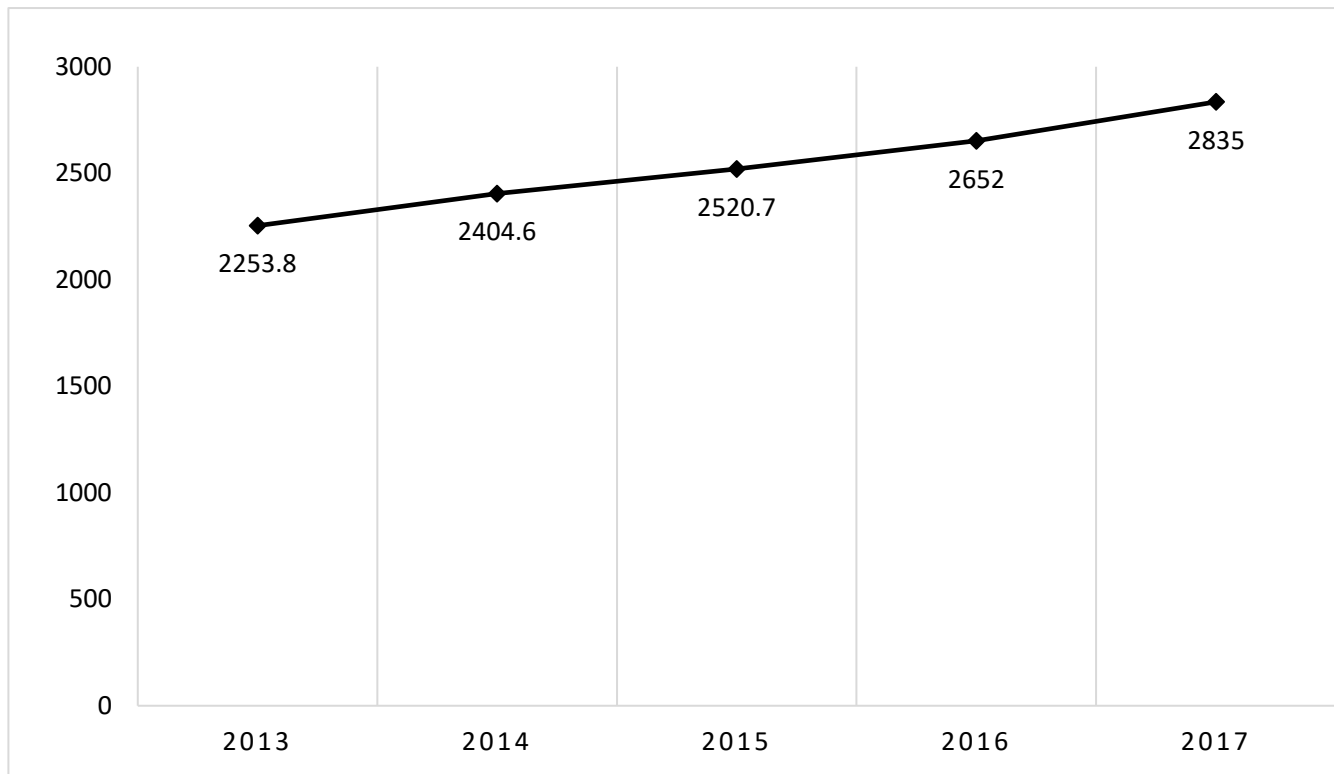
Mango is known as the king of fruits. Beyond the sweet, luscious taste of mangos, they also contain an abundance of vitamins, minerals, and antioxidants that assure your optimum health. For decades, mangos have been used to soothe the stomach. Similar to papayas, they contain certain enzymes with stomach comforting properties. As the popularity of mangos has spread, many food manufacturers have introduced jellies, jams, squash, pickles, marinades, and spices that include pure mango flavor.

Mango, have a significant economic value, the world production in 2016 was 46.5 million tons, for a cultivated area of 5 million hectares.

For Egypt Fresh or dried guavas, mangoes and mangos teens are of a very important economic yield, Egypt is ranked no. 11 among world producers with an amount of 1.2 million tons in 2016, the area cultivated is 113 hectares.

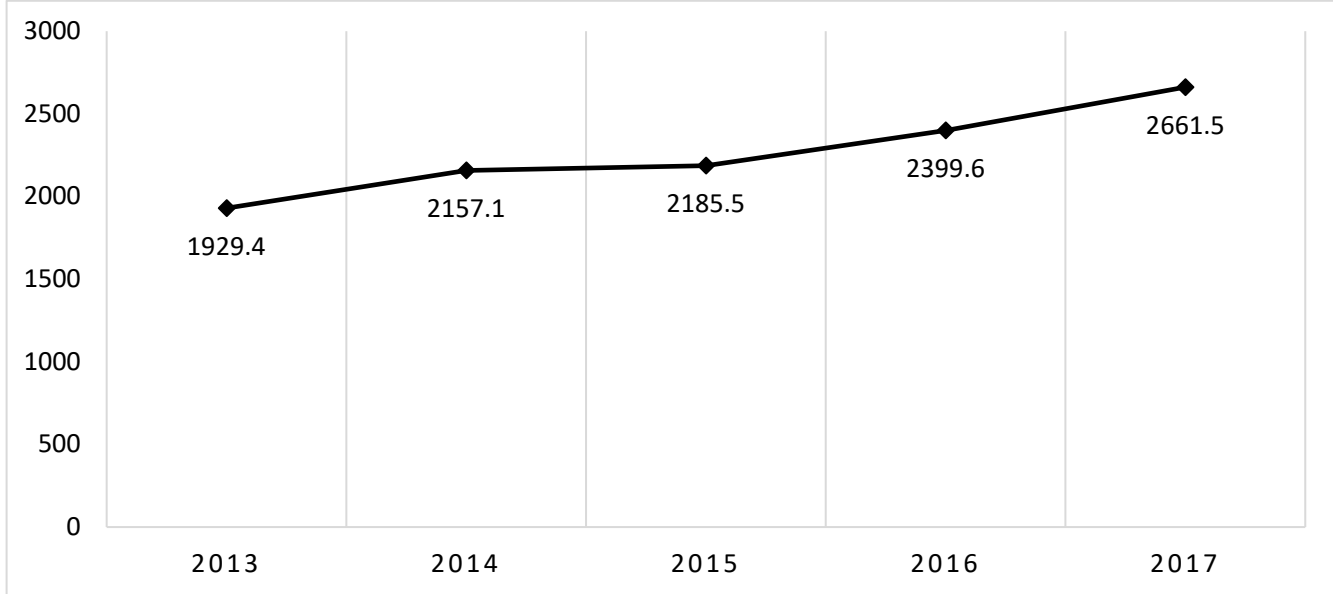
SECTION (1): WORLD TRADE STATISTICS

WORLD IMPORTS OF FRESH OR DRIED GUAVAS, MANGOES AND MANGOSTEEN PRODUCT CATEGORY (HS CODE: 080450) (USD Million)



Source: ITC - Trade Map

**WORLD EXPORTS OF FRESH OR DRIED GUAVAS, MANGOES AND MANGOSTEEN PRODUCT
CATEGORY (HS CODE: 080450)
(USD MILLION)**



Source: ITC - Trade Map

LIST OF EXPORTING COUNTRIES:

**TOP EXPORTING COUNTRIES OF FRESH OR DRIED GUAVAS, MANGOES AND MANGOSTEEN PRODUCT
CATEGORY (HS CODE: 080450)
USD MILLION**

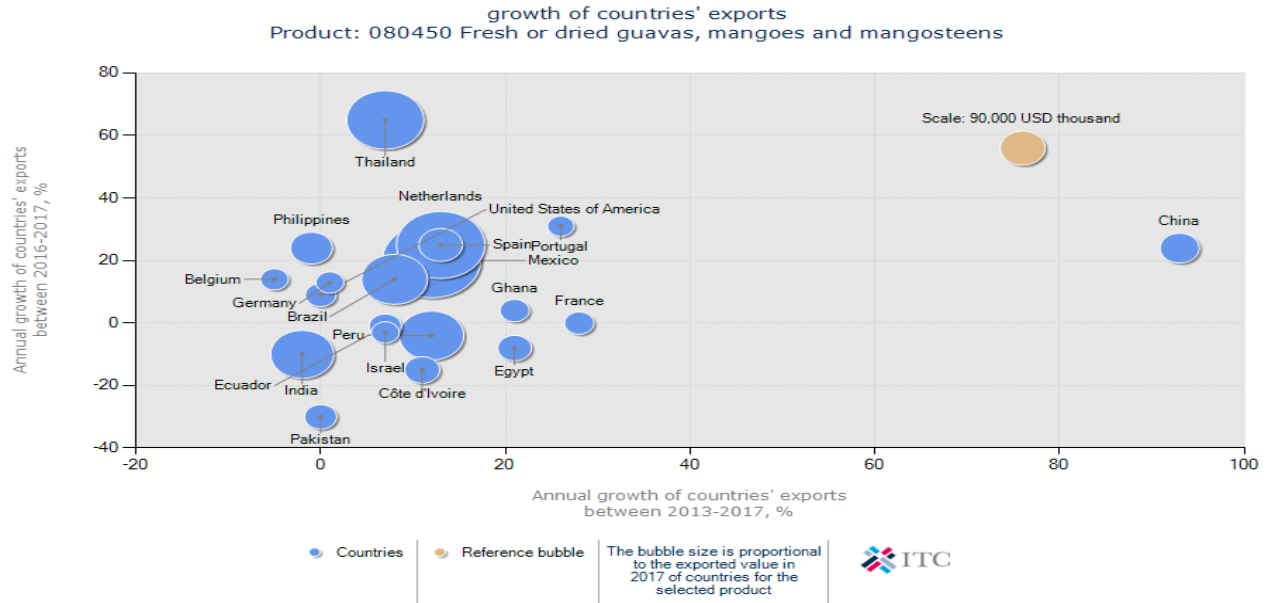
Exporters	2015	2016	2017
World	2185.5	2399.6	2661.5
Mexico	332	378.5	454.8
Netherlands	242.6	299.1	374.6
Thailand	172.9	166.3	275
Brazil	184.9	180.3	205.4
Peru	195.8	199.3	191.7
India	183.6	202.5	182.4
Spain	62.8	68.1	85.2
Philippines	91	66.8	82.5
China	27.5	56.6	70
Côte d'Ivoire	15.8	20.7	52.5

Source: ITC- Trade Map

World exports amounted to USD 2661.5 Million in 2017 with growth rate that reached 10.9% compared to exports value in 2016. Mexico was the biggest exporter with a shared of 17% from world exports, while Egypt was the eleventh exporter country with a value of USD 49.8 Million in 2017.

EGYPT WAS RANKED TO BE THE 11th OF LARGEST WORLDWIDE EXPORTING COUNTRIES WHICH SHARED WITH 1.9% OF WORLD EXPORTS IN 2017.

GROWTH OF COUNTRIES EXPORTS OF FRESH OR DRIED GUAVAS, MANGOES AND MANGOSTEEN PRODUCT CATEGORY (HS CODE: 080450)



Source: ITC- Trade Map

LIST OF IMPORTING COUNTRIES:

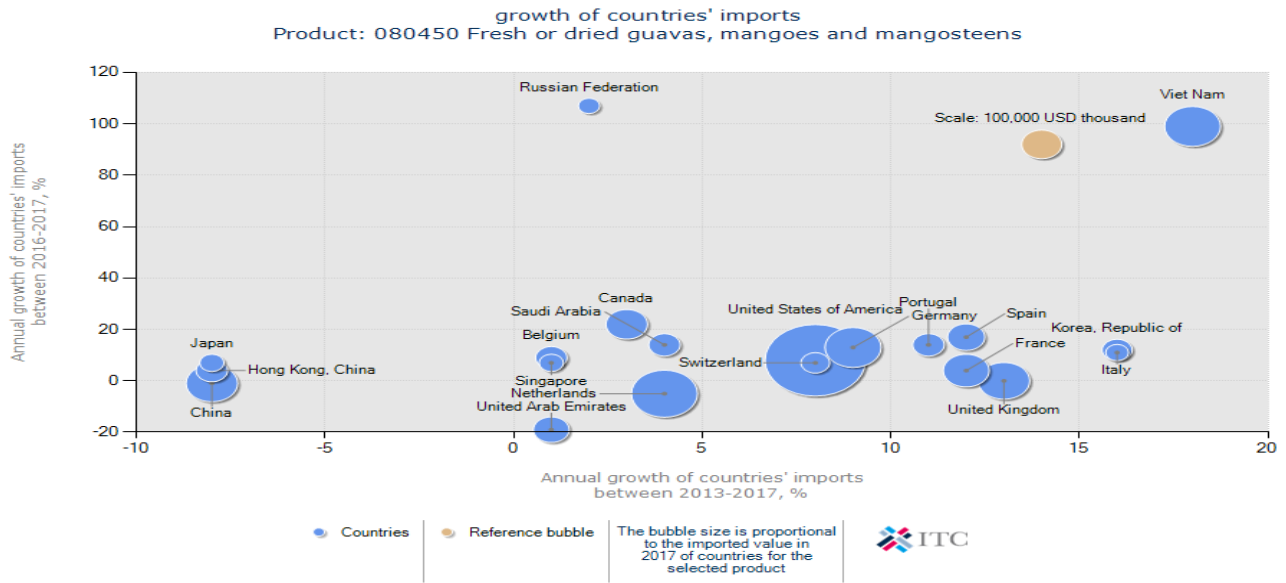
TOP IMPORTING COUNTRIES OF FRESH OR DRIED GUAVAS, MANGOES AND MANGOSTEEN PRODUCT CATEGORY (HS CODE: 080450) USD MILLION

Importers	2015	2016	2017
World	2520.7	2652	2835
United States of America	544.1	610.5	65.3
Netherlands	274.9	295.8	280.1
Germany	173.7	174.1	197.1
Viet Nam	69.2	97.2	193.6
United Kingdom	163.6	170.7	170.6
China	260.5	168.8	166.7
France	101.1	127.5	132.9
Canada	87.1	87.4	106.4
Spain	65.3	71.1	82.9
United Arab Emirates	95.1	106.2	78.4

Source: ITC- Trade Map

World imports increased in 2017 to reach USD 2835 million with a positive change of 6.9% compared to 2016 imports. United States has the highest share of world imports with 23.1%.

GROWTH OF COUNTRIES IMPORTS FOR FRESH OR DRIED GUAVAS, MANGOES AND MANGOSTEEN PRODUCT CATEGORY (HS CODE: 080450)



Source: ITC- Trade Map

SECTION (2): EGYPT'S TRADE STATISTICS FOR FRESH OR DRIED GUAVAS, MANGOES AND MANGOSTEEN (HS CODE: 080450)

**EGYPT EXPORTS OF FRESH OR DRIED GUAVAS, MANGOES AND MANGOSTEEN PRODUCT CATEGORY
(HS CODE: 080450)
USD MILLION**



Source: ITC- Trade Map

EGYPT REALIZED AN EXTENSIVE POSITIVE TRADE BALANCE FOR PRODUCT FRESH OR DRIED GUAVAS, MANGOES AND MANGOSTEEN (HS CODE 080450) DURING 2017

**EGYPTIAN EXPORTS OF FRESH OR DRIED GUAVAS, MANGOES AND MANGOSTEEN
PRODUCT CATEGORY (HS CODE: 080450)
BY IMPORTING COUNTRIES
(USD MILLION)**

Importers	2015	2016	2017
World	39.8	53.9	49.8
Saudi Arabia	14.9	17.5	19.3
United Arab Emirates	5.8	8.1	7.4
Lebanon	3.3	7.6	5.7
Jordan	4.5	5.9	5.2
Kuwait	4	5.3	3.6
Oman	0.7	1.5	2.2
United Kingdom	1.1	1.4	1.5
Bahrain	1.4	1.7	1.1
Russian Federation	0.01	0.01	0.9
Qatar	2.5	3.2	0.4

Source: ITC- Trade Map

SECTION (3): EXPORTS POTENTIAL AND TARGET MARKETS FOR FRESH OR DRIED GUAVAS, MANGOES AND MANGOSTEEN (HS CODE: 080450)

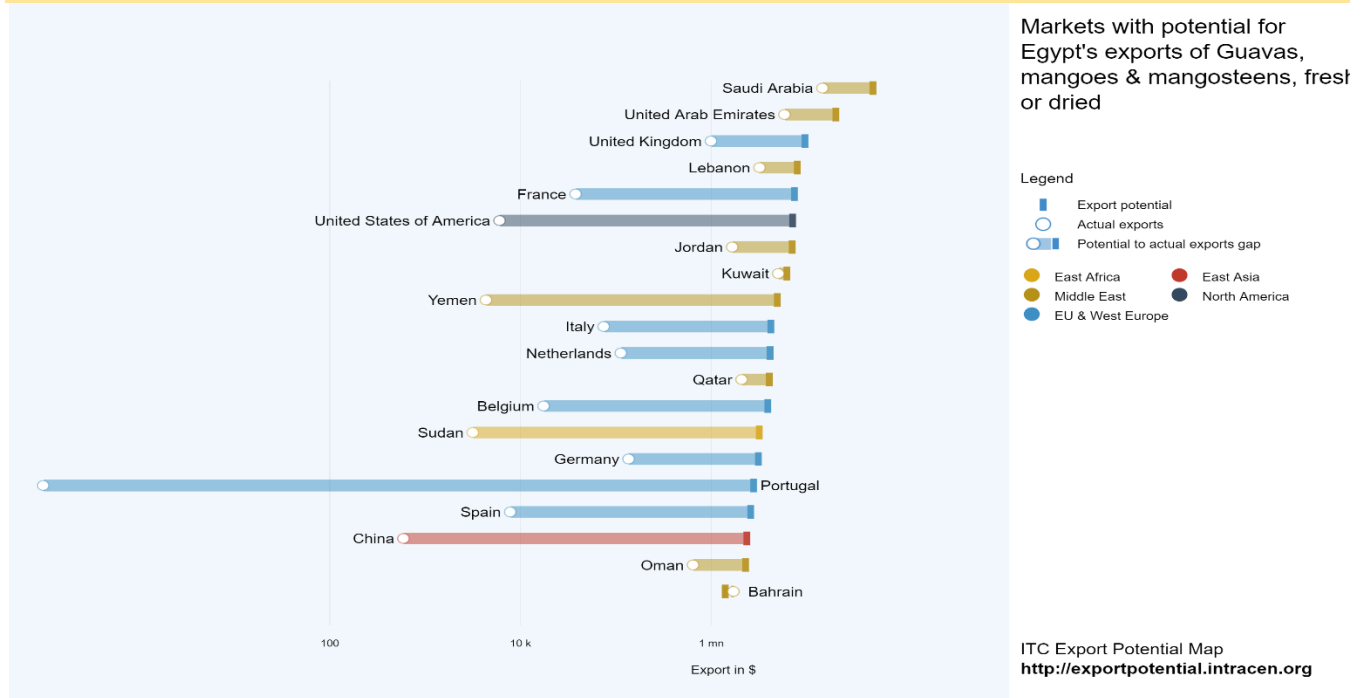
METHODOLOGY:

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 GUAVAS, MANGOES AND MANGOSTEEN PRODUCT CATEGORY



Source: ITC - Export Potential Map

The markets with greatest potential for Egyptian exports of (HS Code: 080450) Fresh or dried Guavas, Mangoes & Mangosteens are **Saudi Arabia, United Arab Emirates and United Kingdom** followed by **Lebanon, France & United States of America**. Saudi Arabia shows the largest absolute difference between potential and actual exports in value terms, leaving room to realize additional exports worth \$26.6 million. **The next section will focus on profiling the target market (s) in details.**

SECTION (4): TARGET MARKET PROFILE - SAUDI ARABIA

COUNTRY OVERVIEW

- **Country:** Saudi Arabia
- **Capital:** Riyadh
- **Total Area:** 2,149,690 sq. km
- **Location:** Middle East, bordering the Persian Gulf and the Red Sea, north of Yemen
- **Chief of State:** King SALMAN bin Abd al-Aziz Al Saud
- **Prime Minister:** King SALMAN bin Abd al-Aziz Al Saud
- **Official Languages:** Arabic
- **Population:** 28,6 Million
- **Population Growth Rate:** 1.45%
- **Age Structure:**
 - 0-14 years: 26.1% (male 3,825,242/female 3,631,967)
 - 15-24 years: 18.57% (male 2,842,818/female 2,462,061)
 - 25-54 years: 46.86% (male 7,559,248/female 5,829,656)
 - 55-64 years: 5.03% (male 783,673/female 653,404)
 - 65 years and over: 3.44% (male 498,830/female 484,871)
- **Currency:** The Saudi Riyal
- **Exchange Rate:** 1 USD = 3.75 SAR



Source: CIA World Fact Book – Saudi Arabia

POLITICAL OVERVIEW:

Executive Branch:

- **Chief of state:** King and Prime Minister SALMAN bin Abd al-Aziz Al Saud (since 23 January 2015); Crown Prince MUHAMMAD BIN SALMAN bin Abd al-Aziz Al Saud (born 31 August 1985); note - the monarch is both chief of state and head of government
- **Head of government:** King and Prime Minister SALMAN bin Abd al-Aziz Al Saud (since 23 January 2015); Crown Prince MUHAMMAD BIN SALMAN bin Abd al-Aziz Al Saud (born 31 August 1985)
- **Cabinet:** Council of Ministers appointed by the monarch every 4 years and includes many royal family members elections/appointments: none; the monarchy is hereditary; an Allegiance Council created by royal decree in October 2006 established a committee of Saudi princes for a voice in selecting future Saudi kings

Legislative Branch:

Consultative Council or Majlis al-Shura (150 seats; members appointed by the monarch to serve 4-year terms); note - in early 2013, the monarch granted women 30 seats on the council

Source: World Bank

ECONOMIC OVERVIEW:

Saudi Arabia has an oil-based economy with strong government controls over major economic activities. It possesses about 16% of the world's proven petroleum reserves, ranks as the largest exporter of petroleum, and plays a leading role in OPEC. The petroleum sector accounts for roughly 87% of budget revenues, 42% of GDP, and 90% of export earnings.

Saudi Arabia is encouraging the growth of the private sector in order to diversify its economy and to employ more Saudi nationals. Approximately 6 million foreign workers play an important role in the Saudi economy, particularly in the oil and service sectors; at the same time, however, Riyadh is struggling to reduce unemployment among its own nationals. Saudi officials are particularly focused on employing its large youth population.

In 2017, the Kingdom incurred a budget deficit estimated at 8.3% of GDP, which was financed by bond sales and drawing down reserves. Although the Kingdom can finance high deficits for several years by drawing down its considerable foreign assets or by borrowing, it has cut capital spending and reduced subsidies on electricity, water, and petroleum products and recently introduced a value-added tax of 5%. In January 2016, Crown Prince and Deputy Prime Minister MUHAMMAD BIN SALMAN announced that Saudi Arabia intends to list shares of its state-owned petroleum company, ARAMCO - another move to increase revenue and outside investment.

The government has also looked at privatization and diversification of the economy more closely in the wake of a diminished oil market. Historically, Saudi Arabia has focused diversification efforts on power generation, telecommunications, natural gas exploration, and petrochemical sectors. More recently, the government has approached investors about expanding the role of the private sector in the health care, education and tourism industries. While Saudi Arabia has emphasized their goals of diversification for some time, current low oil prices may force the government to make more drastic changes ahead of their long-run timeline.

Source: World Bank

ECONOMIC INDICATORS:

INDICATORS	2010	2016
GNI PER CAPITA, PPP (CURRENT INTERNATIONAL \$)	45,100	55,840
GDP (CURRENT US\$) (BILLIONS)	528.21	644.94
GDP GROWTH (ANNUAL %)	5.0	1.7
INFLATION, GDP DEFLATOR (ANNUAL %)	17.2	-3
AGRICULTURE, VALUE ADDED (% OF GDP)	3	3
INDUSTRY, VALUE ADDED (% OF GDP)	58	43
EXPORTS OF GOODS AND SERVICES (% OF GDP)	50	31
IMPORTS OF GOODS AND SERVICES (% OF GDP)	33	31
FOREIGN DIRECT INVESTMENT NET INFLOWS (BOP, CURRENT US\$) (MILLIONS)	29,233	7,453

Source: World Bank

IMPORT REQUIREMENTS AND DOCUMENTATION:

Under its WTO obligations, Saudi Arabia has committed to implement a transparent and predictable import licensing system. The Government of Saudi Arabia requires that local chambers of commerce perform the authentication of shipping documents.

THE FOLLOWING DOCUMENTS ARE REQUIRED FOR EXPORTING GOODS TO SAUDI ARABIA:

- Certificate of origin.
- Commercial invoice (in triplicate) which must state the country of origin, name of the carrier, brand and quantity of goods, and description of the goods including weight and value.
- A clean bill of lading or airway bill.
- Documents indicating compliance with health regulations, if applicable.
- Insurance documents, if shipments are sent CIF.
- Packing list, and
- Certificate of conformity with applicable Saudi standards, if available.

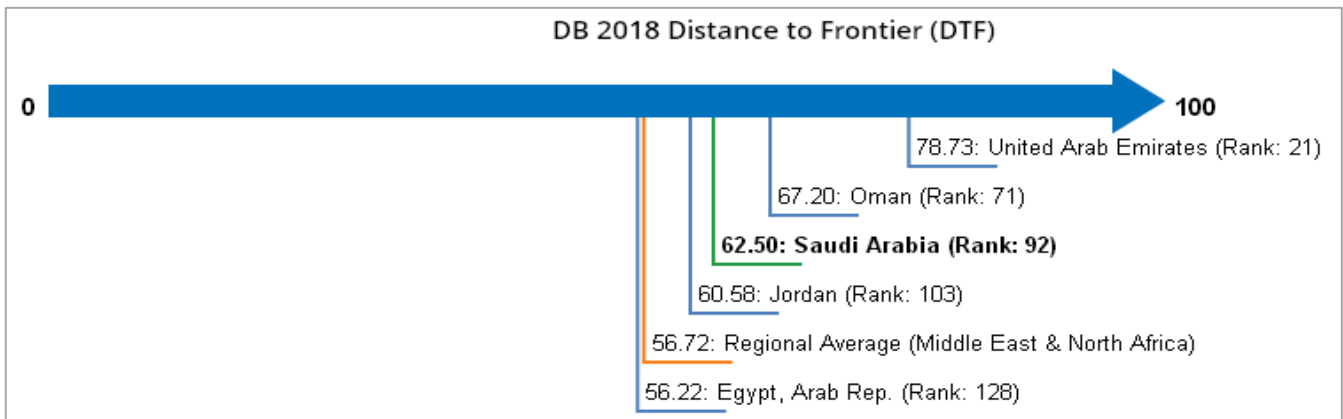
THE ORIGINAL DOCUMENTS MUST BE ACCOMPANIED BY AN ARABIC TRANSLATION
OF A RADIATION CERTIFICATE, IF APPLICABLE.

Saudi exporters need to submit a copy of their commercial registration, which indicates they are allowed to export. They are also required to submit a certificate of origin of Saudi products (issued by the Ministry of Commerce and Investment). Certain items such as antiques, Arabian horses, livestock, or subsidized items need special approval to export, e.g., feed additives require a Certificate of Analysis that needs to be authenticated.

Exports of oil, petroleum products, natural gas and wheat all require export licenses. Saudi Arabia has removed its export ban on all scrap metals and will not apply export duties on these products.

Source: www.export.gov

SAUDI ARABIA IN DOING BUSINESS REPORT 2018:



Source: Doing Business Report 2018

RANKINGS OF SAUDI ARABIA IN DOING BUSINESS REPORT 2018



Source: Doing Business Report 2018

SAUDI ARABIA – COUNTRY TRADE STATISTICS

TRADE STATISTICS BETWEEN SAUDI ARABIA AND WORLD IN 2017

TOTAL IMPORTS	USD 127 Billion
TOTAL EXPORTS	USD 220 Billion
MAIN EXPORTING COUNTRIES TO SAUDI ARABIA	China 15.3%, USA 11.5%, UAE 6.5%, Germany 5.6%, Area Nes 5.4%, Japan 4.1%
MAIN EXPORTING COMMODITIES	Mineral fuels, Petroleum oils and oils, Plastics, Organic chemicals, Ships and boats, Aluminum and articles
MAIN IMPORTING COUNTRIES FROM SAUDI ARABIA	Area Nes 77.7%, France 3.6%, China 2.7%, Singapore 1.4%, India 1.2%,
MAIN IMPORTING COMMODITIES	Machinery and electrical machinery, Vehicles, Pharmaceutical products, Articles of iron and steel

Source: ITC- Trade Map

TRADE STATISTICS BETWEEN SAUDI ARABIA AND EGYPT IN 2017

SAUDI ARABIA EXPORTS TO EGYPT	USD 1401 Million
MAIN EXPORTING PRODUCTS TO EGYPT	Polymers of propylene, Polymers of ethylene, Motor cars, Cartons and Plates
SAUDI ARABIA IMPORTS FROM EGYPT	USD 1943 Million
MAIN IMPORTING PRODUCTS FROM EGYPT	Petroleum oils, Onions, Citrus fruit, Monitors and projectors, Cheese, Insulated cables "incl. enameled
TRADE BALANCE BETWEEN SAUDI ARABIA AND EGYPT	Negative Towards Saudi Arabia With USD 542 Million

Source: ITC- Trade Map

SAUDI ARABIA – PRODUCT TRADE STATISTICS

Saudi Arabia is the tenth country in demand for product (HS Code: 080450) Fresh or Dried Guavas, Mangoes & Mangosteen. Saudi Arabia's imports represent 2.1% of world imports for this product, its ranking in world imports is 11.

IMPORTS OF SAUDI ARABIA FROM FRESH OR DRIED GUAVAS, MANGOES AND MANGOSTEEN PRODUCT CATEGORY BY SUPPLYING COUNTRIES (HS CODE: 080450)

Exporters	Value imported in 2017 (USD thousand)	Share in Saudi Arabia's imports (%)	Growth in imported value between 2013-2017 (% , p.a.)	Growth in imported value between 2016-2017 (% , p.a.)
World	59.8	100	4	14
Egypt	20.5	34.3	13	-7
Yemen	14.5	24.3	-16	476
India	8.2	13.8	10	40
Pakistan	6.5	10.9	-5	-44
Kenya	5.5	9.2	4	-13
Area Nes	1.3	2.2		21
South Africa	1.2	2.1	93	73
Australia	0.9	1.5	74	4
Thailand	0.6	1	9	23
Indonesia	0.09	0.2	-25	-69

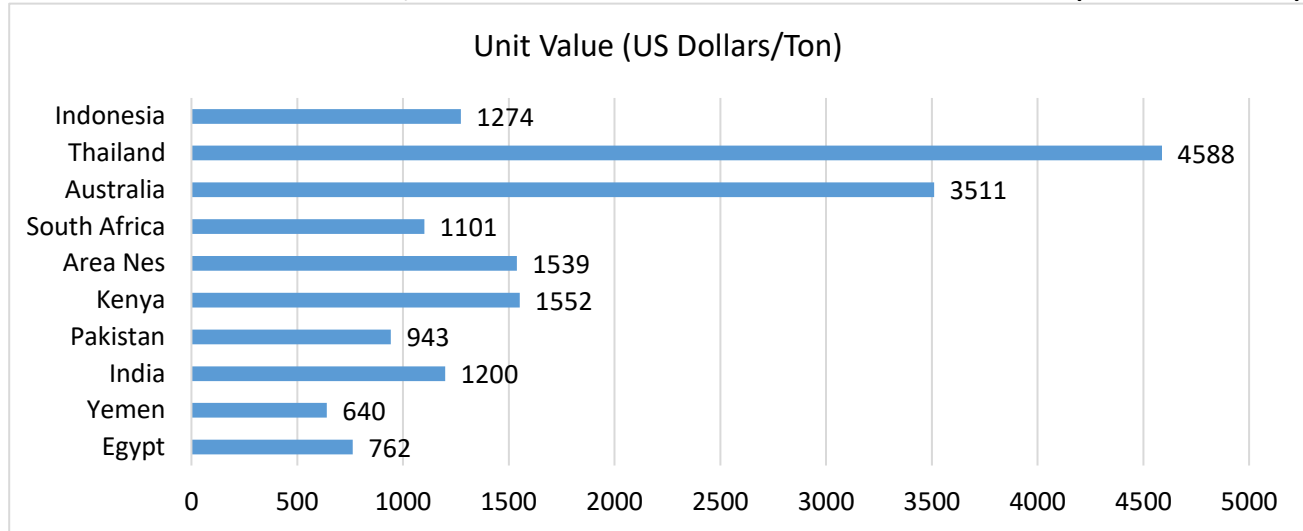
Source: ITC- Trade Map

QUANTITY IMPORTED BY SAUDI ARABIA FROM FRESH OR DRIED GUAVAS, MANGOES AND MANGOSTEEN PRODUCT CATEGORY (HS CODE: 080450)

Exporters	Quantity imported in 2017	Growth in imported quantity between 2013-2017 (% , p.a.)
World	69572	2
Egypt	26900	24
Yemen	22686	-17
India	6904	6
Pakistan	6926	-11
Kenya	3553	5
Area Nes	848	
South Africa	1144	102
Australia	264	93
Thailand	131	8
Indonesia	73	-23

Source: ITC- Trade Map

**UNIT VALUE FOR THE IMPORTS OF SAUDI ARABIA
FROM FRESH OR DRIED GUAVAS, MANGOES AND MANGOSTEEN PRODUCT CATEGORY (HS CODE: 080450)**

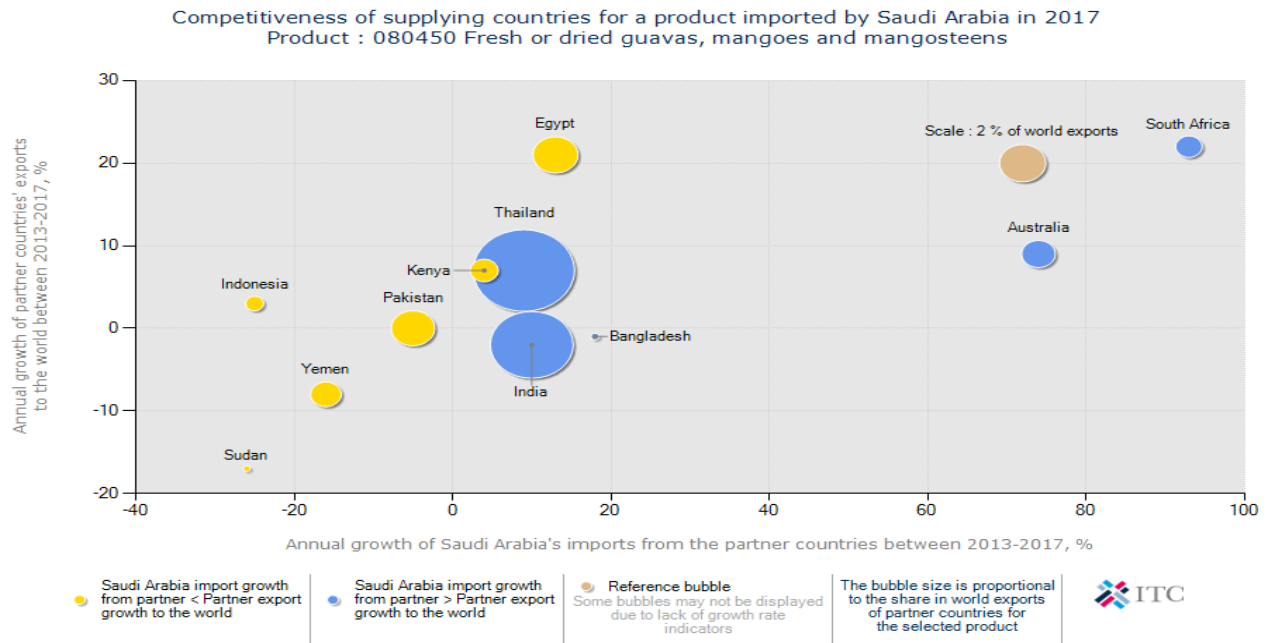


Source: ITC- Trade Map

Egypt is the 1st supplier of the subject product (HS Code: 080450) to Saudi Arabia with a value of USD 20.5 million and a quantity of 26900 tons. Saudi Arabia's imports from Egypt for this product showed a declination rate in value of 7 % last year and growth in quantity with a rate of 24% between 2013 and 2017.

The unit value of the product imported from Egypt to Saudi Arabia is 762 US Dollars / ton which gives Egypt a comparative advantage, as it is the second least unit value among Saudi Arabia's top 10 suppliers.

COMPETITIVENESS OF SUPPLYING MARKETS:



Source: ITC- Trade Map

Average Tariff Applied by Saudi Arabia on Imports of Product 080450 Fresh or Dried Guavas, Mangoes & Mangosteen:

Tariff applied on this product by Saudi Arabia is zero for all countries

For Non- Tariff Measures, check the following link:

<http://www.macmap.org/QuickSearch/FindNtm/FindNTMResults.aspx?importer=682&exporter=818&product=080450&rtype=I>

MAIN IMPORTING COMPANIES:

IMPORTING COMPANIES IN SAUDI ARABIA FOR THE SUBJECT PRODUCT

Company name	City
ABDUL HAMED A AL MUBAREK TRADING EST	Dammam
ABDULLAH ALI AL MUNAJEM AND SONS COMPANY	Riyadh
ADNAN ALI ALZHRANI EST	Jeddah
Ahmad Khfyan Othafah Al Fada'any Al Anzi For Trading - Ahmad Khfyan Al Anzi Trading Est	Riyadh
AHMED GHORMALLAH AL GHAMDI & BROTHERS TRADING COMPANY	Dammam
AL ERTIFAF COMPANY FOR AGRICULTURE LTD	Riyadh
AL JIBAL AL RAEIDA EST	Jeddah
Al Jufailah Corporation For Trading And Foodstuff - Al Jufailah Corporation	Jeddah
AL KHAIR TRADING OFFICE CO LTD	Jeddah
Al Sagaff Trading Est - Al Sagaff Group	

Source: ITC -Trade Map

For more importing companies, kindly check this Link:

<https://trademap.org/CorrespondingProductsCompanies.aspx?nvpm=1|682|||080450||8|1|1|2|3|1|1|1|1>

SOURCES:

- ITC, Trade Map Data
- ITC, Market Access Map Data
- ITC, Export Potential Map Data
- ITC, Standards Map
- FAO Statistics, Food and Agriculture Organization
- World Bank Economic Indicators
- CIA World Fact Book
- Trade Help Desk
- Export.gov

EXPORT DEVELOPMENT AUTHORITY (EDA)
FOR MORE MARKET STUDIES AND COUNTRY PROFILES
PLEASE VISIT WWW.EXPOEGYPT.GOV.EG