



EGYPTIAN POTENTIAL EXPORTS AND TARGET MARKETS OVERVIEW

PRODUCT CATEGORY: OLIVES, PROVISIONALLY PRESERVED
HS CODE: 071120

TARGET MARKETS:
UNITED STATES OF AMERICA

DEVELOPED BY:
EXPORT DEVELOPMENT AUTHORITY (EDA)

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INTRODUCTION ABOUT OLIVES, PROVISIONALLY PRESERVED

The olive tree, *Olea europaea*, is an evergreen tree or shrub native to the Mediterranean, Asia, and Africa. It is short and squat, and rarely exceeds 8–15 m (26–49 ft) in height. 'Pisciottana', a unique variety comprising 40,000 trees found only in the area around Pisciotta in the Campania region of southern Italy often exceeds this, with correspondingly large trunk diameters. The silvery green leaves are oblong, measuring 4–10 cm (1.6–3.9 in) long and 1–3 cm (0.39–1.18 in) wide. The trunk is typically gnarled and twisted.^[11]

The small, white, feathery flowers, with ten-cleft calyx and corolla, two stamens, and bifid stigma, are borne generally on the previous year's wood, in racemes springing from the axils of the leaves.

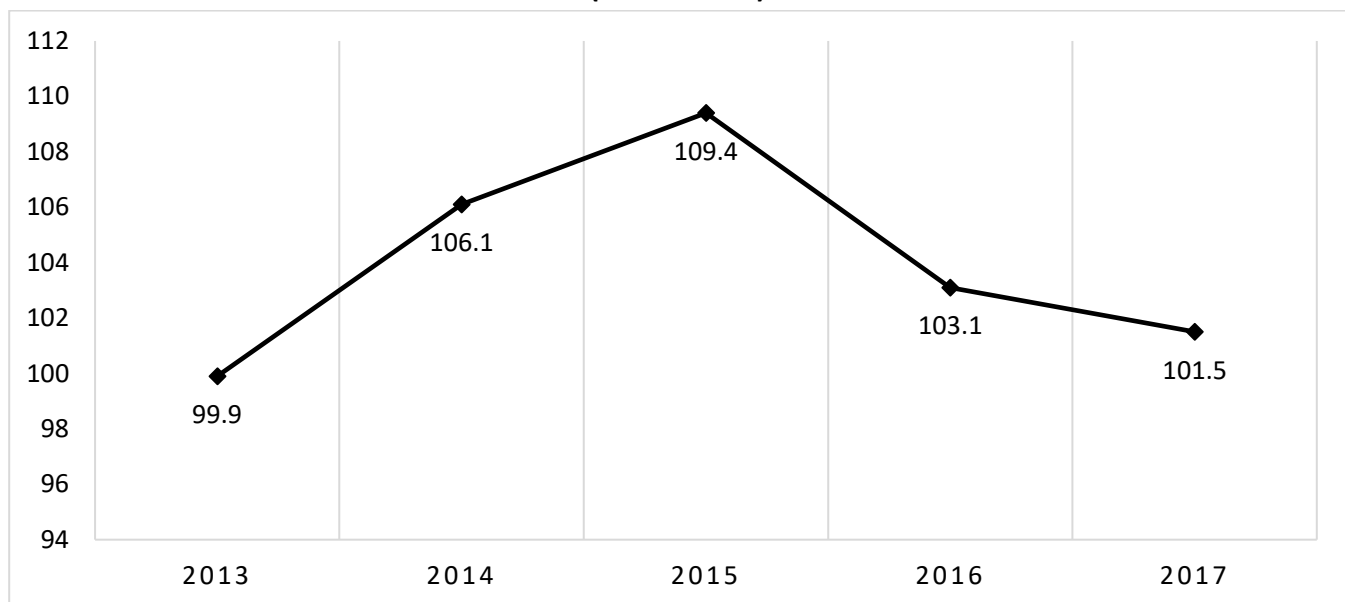
The fruit is a small drupe 1–2.5 cm (0.39–0.98 in) long, thinner-fleshed and smaller in wild plants than in orchard cultivars. Olives are harvested in the green to purple stage.^[12] Canned black olives have often been artificially blackened^[13] (see below on processing) and may contain the chemical ferrous gluconate to improve the appearance.^[14] *Olea europaea* contains a seed commonly referred to in American English as a pit or a rock, and in British English as a stone

Olives have a significant economic value, the world production from olive oil in 2016/2017 was more than 2.5 million tons.

For Egypt, Olives has very important economic yield. Egypt is ranked no. 8 among world producers with an amount of 563 Thousand tons. The Egyptian production from olive oil in 2016/2017 was 20 thousand tons.

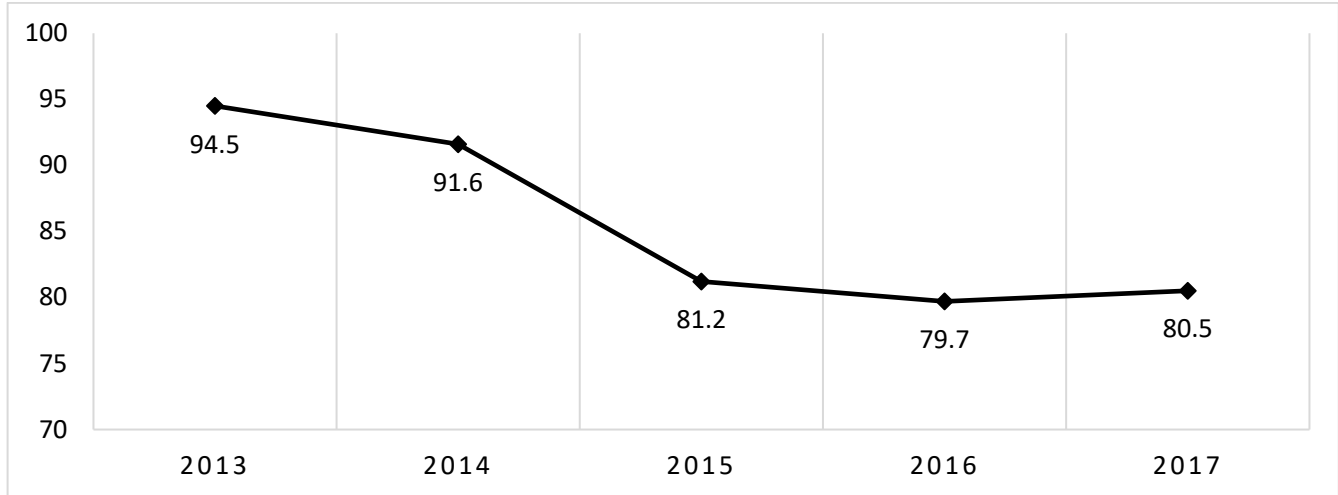
SECTION (1): WORLD TRADE STATISTICS

WORLD IMPORTS OF OLIVES, PROVISIONALLY PRESERVED PRODUCT CATEGORY (HS CODE: 071120) (USD Million)



Source: ITC - Trade Map

**WORLD EXPORTS OF OLIVES, PROVISIONALLY PRESERVED PRODUCT CATEGORY (HS CODE: 071120)
(USD MILLION)**



Source: ITC - Trade Map

LIST OF EXPORTING COUNTRIES:

**TOP EXPORTING COUNTRIES OF OLIVES, PROVISIONALLY PRESERVED PRODUCT CATEGORY
(HS CODE: 071120)
USD MILLION**

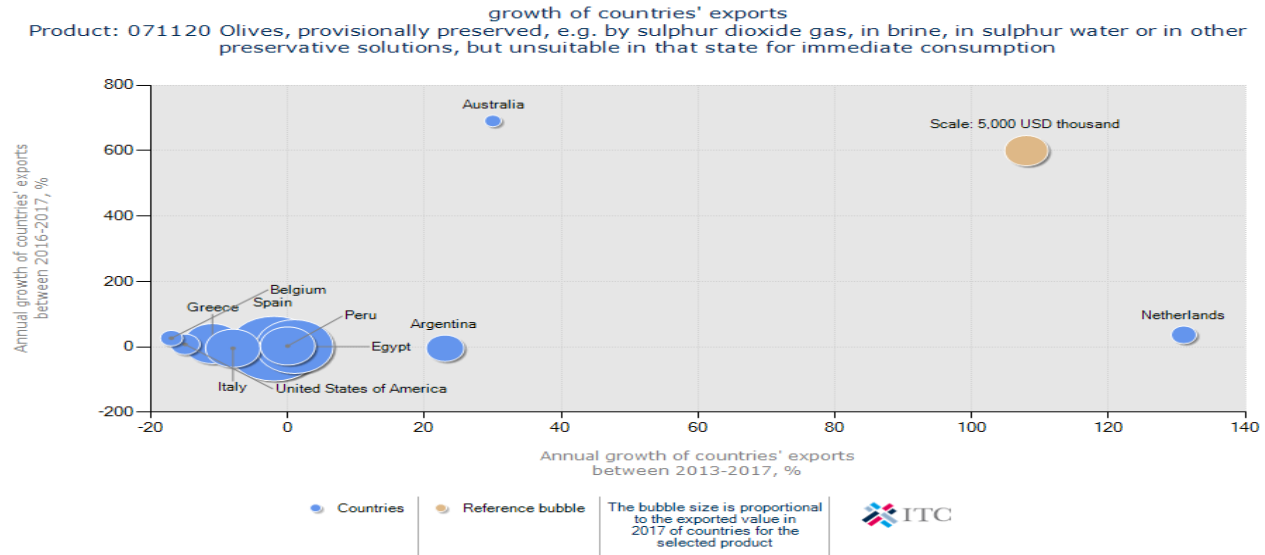
Exporters	2015	2016	2017
World	81.2	79.7	80.5
Spain	30.9	26.3	25.1
Egypt	8.3	16.5	16.7
Greece	12.4	8.4	9.2
Italy	10	8.7	8.3
Peru	9.1	7.9	8.2
Argentina	4	3.8	3.7
United States of America	2	2.1	2.3
Netherlands	0.05	1.1	1.5
Belgium	0.7	0.9	1.2
Australia	0.02	0.07	0.6

Source: ITC- Trade Map

World exports was amounted be to USD 80.5 Million in 2017 with growth rate that reached 0.9% compared to exports value in 2016. Spain was the biggest exporter shared with 31.2% from world exports, while Egypt was the second exporter country with a value of USD 16.7 Million in 2017.

EGYPT WAS RANKED TO BE THE 2ND LARGEST WORLDWIDE EXPORTING COUNTRY THAT SHARED WITH ALMOST 20.9% FROM WORLD EXPORTS IN 2017.

GROWTH OF COUNTRIES EXPORTS OF OLIVES, PROVISIONALLY PRESERVED PRODUCT CATEGORY (HS CODE: 071120)



Source: ITC- Trade Map

LIST OF IMPORTING COUNTRIES:

TOP IMPORTING COUNTRIES OF OLIVES, PROVISIONALLY PRESERVED PRODUCT CATEGORY (HS CODE: 071120) USD MILLION

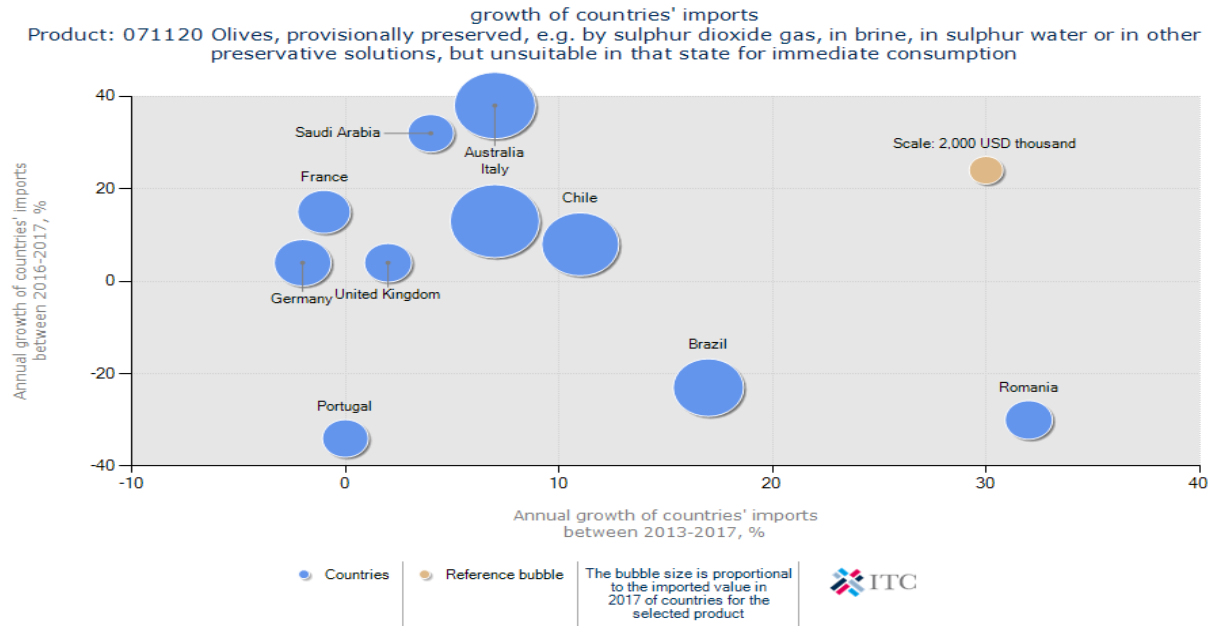
Importers	2015	2016	2017
World	109.4	103.1	101.5
Italy	11.4	11.9	13.5
Australia	7.9	8	11.1
Chile	8.1	9.1	9.9
Brazil	12.7	10.9	8.4
Germany	7	5.3	5.5
France	4.1	4.1	4.7
United Kingdom	2.8	3.6	3.8
Romania	2.5	5.3	3.7
Saudi Arabia	2.3	2.7	3.6
Portugal	4.9	5.5	3.6

Source: ITC- Trade Map

World imports decreased in 2017 to reach USD 101.5 million with a declination of 1.5% compared to 2016 imports. ITALY has the highest share of world imports with 13.3%.

Egypt is self-sufficient in this product

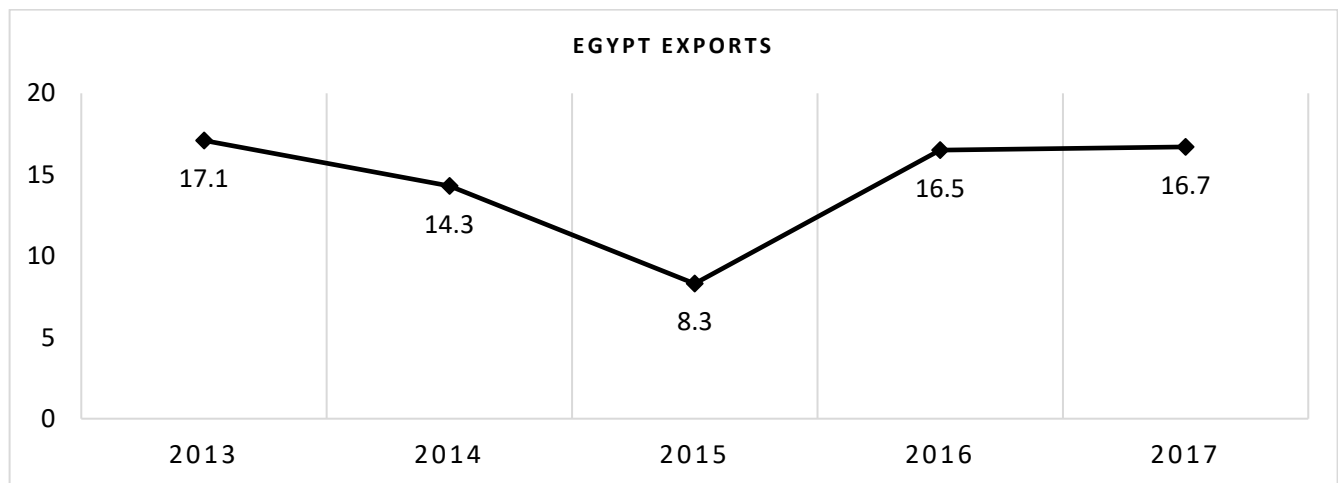
GROWTH OF COUNTRIES IMPORTS FOR OLIVES, PROVISIONALLY PRESERVED PRODUCT CATEGORY (HS CODE: 071120)



Source: ITC- Trade Map

SECTION (2): EGYPT'S TRADE STATISTICS FOR OLIVES, PROVISIONALLY PRESERVED (HS CODE: 071120)

EGYPT EXPORTS OF OLIVES, PROVISIONALLY PRESERVED PRODUCT CATEGORY (HS CODE: 071120) USD MILLION



Source: ITC- Trade Map

EGYPT REALIZED AN EXTENSIVE POSITIVE TRADE BALANCE FOR PRODUCT OLIVES, PROVISIONALLY PRESERVED (HS CODE 960710) DURING 2013-2017

**EGYPTIAN EXPORTS OF OLIVES, PROVISIONALLY PRESERVED PRODUCT CATEGORY
(HS CODE: 071120) BY IMPORTING COUNTRIES
(USD MILLION)**

Importers	2015	2016	2017
World	8.3	16.5	16.7
Brazil	0.7	1.7	3.5
Israel	0.1	0.9	2.2
Greece	0	1.1	1.3
Spain	0.5	1.4	1.1
Palestine, State of	0.7	1.4	1
Kuwait	0.9	0.6	0.9
Algeria	0.9	2.5	0.9
Jordan	0.8	0.4	0.7
Iraq	0.7	0.9	0.6
Italy	0.4	0.9	0.6

Source: ITC- Trade Map

**SECTION (3): EXPORTS POTENTIAL AND TARGET MARKETS FOR OLIVES, PROVISIONALLY PRESERVED
(HS CODE: 071120)**

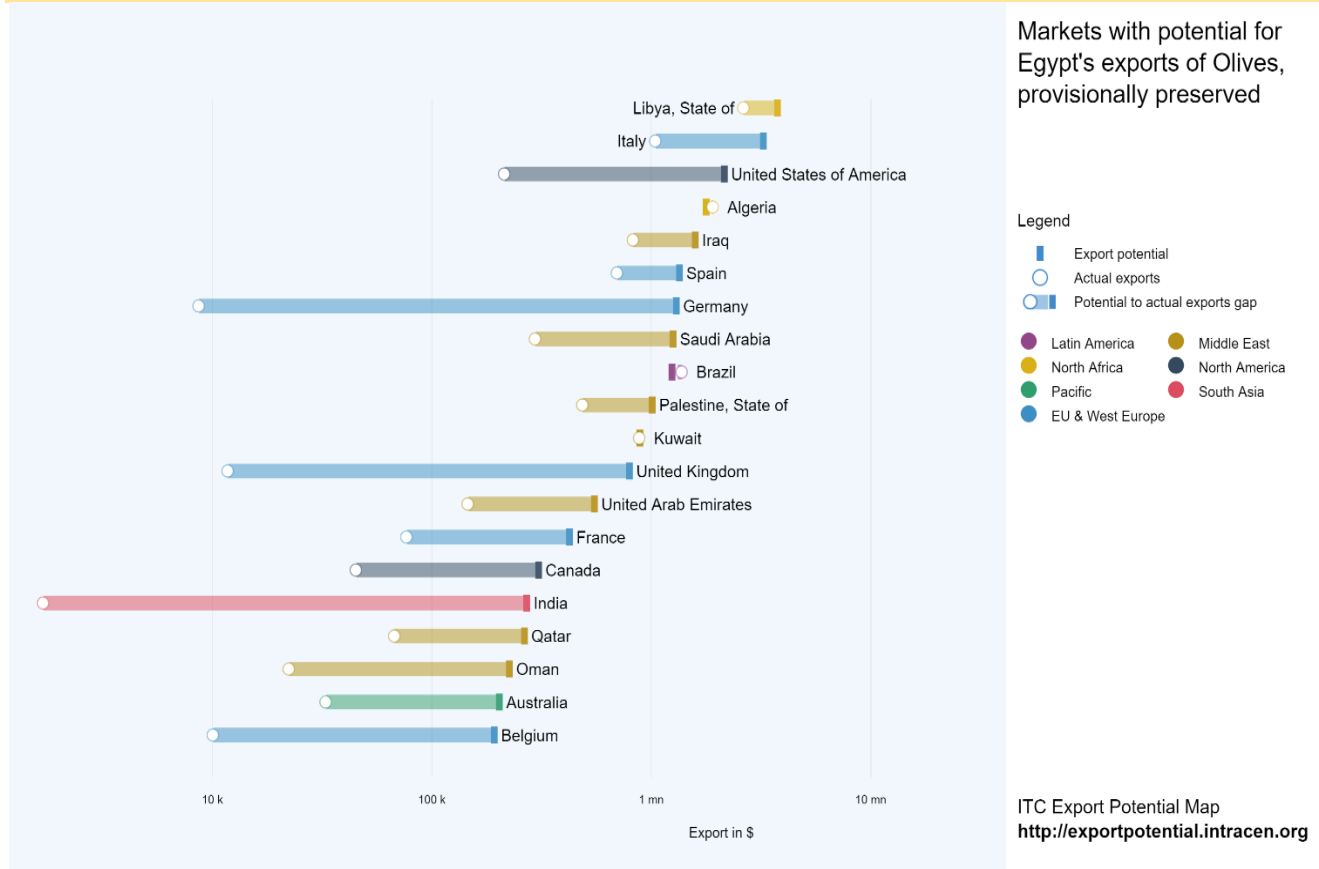
METHODOLOGY:

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 OLIVES, PROVISIONALLY PRESERVED PRODUCT CATEGORY (HS CODE: 071120)



Source: ITC - Export Potential Map

The markets with greatest potential for Egyptian exports of (HS Code: 071120) Olives Provisionally preserved are **Libya, Italy** and **United States of America** followed by **Algeria, Iraq** and **Spain**. Italy shows the largest absolute difference between potential and actual exports in value terms, leaving room to realize additional exports worth \$2 million. The next section will focus on profiling the target market (s) in details.

SECTION (4): TARGET MARKET PROFILE - UNITED STATES OF AMERICA (USA)

COUNTRY OVERVIEW

Country: United States Of America



- **Capital:** Washington, DC
- **Total Area:** 9,833,517 sq km
- **Location:** North America, bordering both the North Atlantic Ocean and the North Pacific Ocean, between Canada and Mexico
- **Chief of State:** Donald J. TRUMP
- **Prime Minister:** Donald J. TRUMP
- **Administrative divisions:** 50 states and 1 district
- **Official Languages:** English
- **Population:** 326.6 Million
- **Population Growth Rate:** 0.81%
- **Poverty Rate:** 15.1% (2010 est.)
- **Age Structure:**
 - 0-14 years: 18.73% (male 31,255,995/female 29,919,938)
 - 15-24 years: 13.27% (male 22,213,952/female 21,137,826)
 - 25-54 years: 39.45% (male 64,528,673/female 64,334,499)
 - 55-64 years: 12.91% (male 20,357,880/female 21,821,976)
 - 65 years and over: 15.63% (male 22,678,235/female 28,376,817)
- **Currency:** US Dollar

Source: CIA World Fact Book – Italy

POLITICAL OVERVIEW:

Type of State

A federal republic, based on representative democracy, with three equally powerful branches of Government; comprised of 50 largely self-governing and semi-sovereign states

Executive Power

The President is the Chief of State, Commander-in-Chief of the Armed Forces and the Head of Government. The President is elected by an electoral college (who are elected directly from each state) to serve a four-year term. These powers are checked by the U.S. Congress. The Cabinet is appointed by the President and subject to approval by the Senate.

Legislative Power

The legislature is bicameral in the United States. The Congress consists of Senate (the upper house) and the House of Representatives (lower house). The Senate has the power to confirm or reject presidential appointments and to ratify treaties; the House of Representatives has the sole right to initiate revenue bills, although they may be amended or rejected by the Senate. The President has the power to veto the legislation passed by the Congress, but the Congress can override the veto with a two-thirds vote.

Main Political Parties

- The Democratic Party: socially progressive, favors government intervention to temper the market economy

- The Republican Party (also known as the Grand Old Party, GOP): socially conservative, supports free-market capitalism and emphasizes national defense

Current Political Leaders:

President: Donald J. Trump (since 20 January 2017) - Republican Party

Vice President: Michael (Mike) Pence (since 20 January 2017) - Republican Party

ECONOMIC OVERVIEW:

Despite facing challenges at the domestic level along with a rapidly transforming global landscape, the U.S. economy is still the largest and most important in the world. The U.S. economy represents about 20% of total global output, and is still larger than that of China. Moreover, according to the IMF, the U.S. has the sixth highest per capita GDP (PPP). The U.S. economy features a highly-developed and technologically-advanced services sector, which accounts for about 80% of its output. The U.S. economy is dominated by services-oriented companies in areas such as technology, financial services, healthcare and retail. Large U.S. corporations also play a major role on the global stage, with more than a fifth of companies on the Fortune Global 500 coming from the United States.

Even though the services sector is the main engine of the economy, the U.S. also has an important manufacturing base, which represents roughly 15% of output. The U.S. is the second largest manufacturer in the world and a leader in higher-value industries such as automobiles, aerospace, machinery, telecommunications and chemicals. Meanwhile, agriculture represents less than 2% of output. However, large amounts of arable land, advanced farming technology and generous government subsidies make the U.S. a net exporter of food and the largest agricultural exporting country in the world.

The U.S. economy maintains its powerhouse status through a combination of characteristics. The country has access to abundant natural resources and a sophisticated physical infrastructure. It also has a large, well-educated and productive workforce. Moreover, the physical and human capital is fully leveraged in a free-market and business-oriented environment. The government and the people of the United States both contribute to this unique economic environment. The government provides political stability, a functional legal system, and a regulatory structure that allow the economy to flourish. The general population, including a diversity of immigrants, brings a solid work ethic, as well as a sense of entrepreneurship and risk taking to the mix. Economic growth in the United States is constantly being driven forward by ongoing innovation, research and development as well as capital investment.

The U.S. economy is currently emerging from a period of considerable turmoil. A mix of factors, including low interest rates, widespread mortgage lending, excessive risk taking in the financial sector, high consumer indebtedness and lax government regulation, led to a major recession that began in 2008. The housing market and several major banks collapsed and the U.S. economy proceeded to contract until the third quarter of 2009 in what was the deepest and longest downturn since the Great Depression. The U.S. government intervened by using USD 700 billion to purchase troubled mortgage-related assets and propping up large floundering corporations in order to stabilize the financial system. It also introduced a stimulus package worth USD 831 billion to be spent across the following 10 years to boost the economy.

The economy has been recovering slowly yet unevenly since the depths of the recession in 2009. The economy has received further support through expansionary monetary policies. This includes not only holding interest rates at the lower bound, but also the unconventional practice of the government buying large amounts of financial assets to increase the money supply and hold down long term interest rates—a practice known as “quantitative easing”.

While the labor market has recovered significantly and employment has returned to pre-crisis levels, there is still widespread debate regarding the health of the U.S. economy. In addition, even though the worst effects of the recession are now fading, the economy still faces a variety of significant challenges going forward. Deteriorating infrastructure, wage stagnation, rising income inequality, elevated pension and medical costs, as well as large current account and government budget deficits, are all issues facing the US economy.

Source: focus-economics.com

ECONOMIC INDICATORS:

INDICATORS	2010	2016
GNI per capita, PPP (current international \$)	48,880	58,700
GDP (current US\$) (billions)	14,964.37	18,624.48
GDP growth (annual %)	2.5	1.5
Inflation, GDP deflator (annual %)	1.2	1.3
Agriculture, value added (% of GDP)	1	1
Industry, value added (% of GDP)	20	19
Exports of goods and services (% of GDP)	12	12
Imports of goods and services (% of GDP)	16	15
Foreign direct investment, net inflows (Bop, current US\$) (millions)	259,344	479,415

Source: World Bank

IMPORT REQUIREMENTS AND DOCUMENTATION

Information on U.S. exports of merchandise is compiled from the Electronic Export Information (EEI) filed by the USPPPI or their agents through the Automated Export System (AES). These data measure the physical movement of merchandise out of the United States to foreign countries. Information on the state from which the merchandise was shipped has been collected and made available since the 1980s.

Beginning with January 2010 statistics, a state-level goods import data series was also made available. Changes to the import reporting requirements along with the growth of electronic reporting and a better understanding of the data's limitations made it possible to bring back the import state of destination series.

Origin of Movement (OM) State - Based on Origin State

In 1985, a new field indicating the state where the export journey begins, was added. This field allowed the compilation of the State of Origin of Movement Series. The OM series based on origin state, available since 1987, provides export statistics based on the state from which the merchandise starts its journey to the port of export; that is, the data reflect the transportation origin of exports. This is the methodology used to tabulate state-level export statistics in databases such as Trade Stats Express.

Limitations

In certain cases, the origin of movement is not the transportation origin. Whenever shipments are consolidated, the state of origin of movement will reflect the consolidation point. This effect is particularly noticeable for agricultural shipments. Intermediaries located in inland states ship agricultural commodities down the Mississippi River for export from the port of New Orleans. In this case, they would report Louisiana, the state where the port of New Orleans is located, as the state of origin of movement.

The primary impact is on the state distribution of no manufactured exports, which are generally exported by intermediaries. The most visible result is a tendency to understate exports from some agricultural states and to overstate exports from states like Louisiana that have ports that handle high-value shipments of farm products. The series does not represent the production origin of U.S. export merchandise. In some cases, considerable manufactured exports are attributed to states that are known to have little manufacturing capability. One reason is that commodities produced by out-of-state suppliers can be shipped from in-state distribution centers. Another factor is shipments of manufactured commodities from in-state warehouses and other distribution centers that are arranged by exporters located out-of-state. In both cases, manufactured exports from the non-industrial state are magnified in the OM series.

State of Destination (SD) Series

Effective with January 2010 statistics, a state-level goods import data series was made available. An earlier series had been reported in the mid-1980s, but was discontinued due to quality concerns. However, changes to the import reporting requirements along with the growth of electronic reporting and a better understanding of the data's limitations made it possible to bring back the import state of destination series.

This new series is based upon the U.S. State of Destination Code. This is defined as the U.S. state, U.S. territory or U.S. possession where the merchandise is destined, as known at the time of entry summary filing. If the contents of the shipment are destined to more than one state, territory, or possession, or if the entry summary represents a consolidated shipment, report the state of destination with the greatest aggregate value. If in either case, this information is unknown, the state of the ultimate consignee, or the state where the entry is filed, in that order, should be reported. However, before either of these alternatives is used, a good faith effort should be made by the entry filer to ascertain the state where the imported merchandise will be delivered. In all cases, the state code reported should be derived from the standard postal two-letter state or territory abbreviation. For shipments into FTZ's, the import state represents the location of the zone.

Limitations

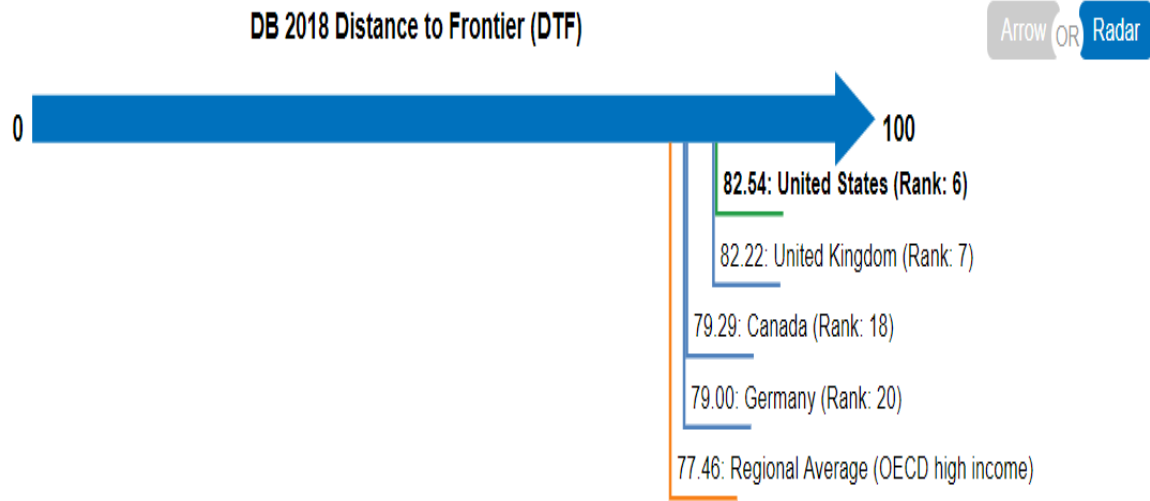
In certain cases, the state of destination may not reflect the final location for which the imported goods are destined. Rather for these shipments, the state of destination, as known at the time the entry documentation is filed, may reflect an intermediary, storage or distribution point. From there, these shipments may later be distributed to another location in another state as the ultimate destination. For example, a consolidated shipment of many automobiles may be shipped by the importing company to a distribution point in one state with the intent of later shipping the automobiles to numerous states for final sale.

Trade Balances

Data users should keep in mind that import and export transactions are compiled with the state information recorded at time the goods enter or leave the United States. This timing produces reporting limitations as outlined in the previous paragraphs, namely that export origin of movement may not always imply production origin and import destination may not always reflect where the goods are consumed or used. In addition, the trade data do not provide information to track or monitor interstate flows. Given these conditions, the concept of calculating trade balances at the state level, using destination and origin state data is problematic and may produce unintended results.

As a result, without some more in depth knowledge of individual state trade patterns available to the user, the calculations of state trade balances is discouraged.

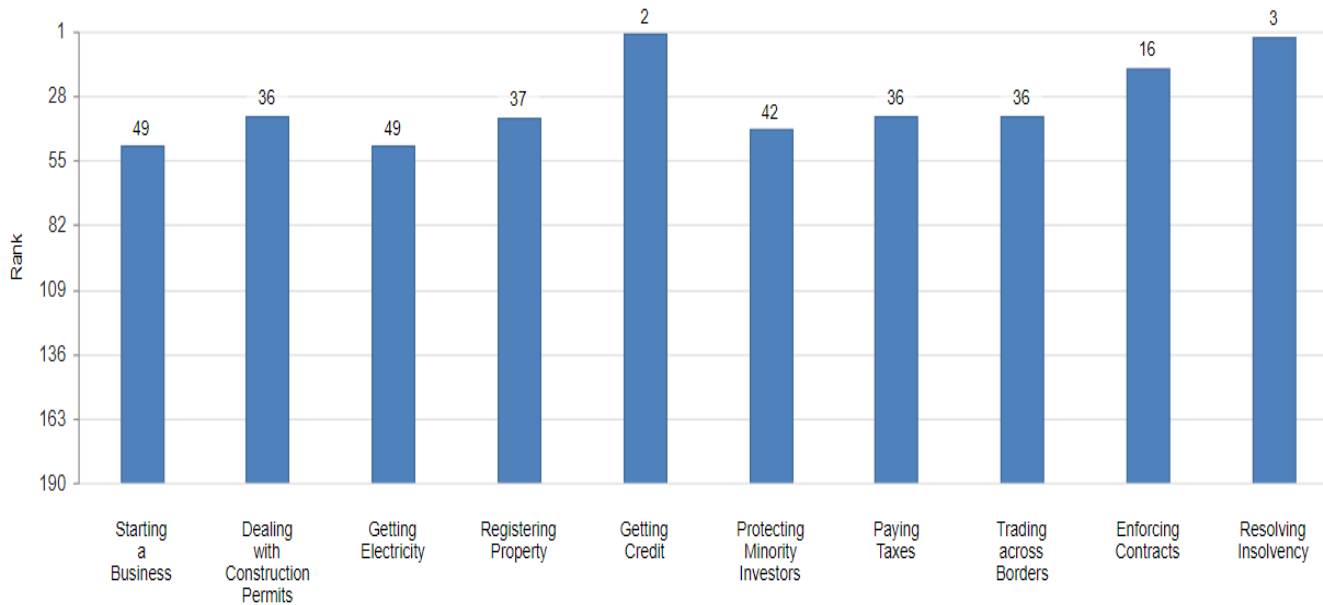
UNITED STATES IN DOING BUSINESS REPORT 2018:



Source: Doing Business Report 2018

RANKINGS ON DOING BUSINESS TOPICS – UNITED STATES

Rankings on Doing Business topics - United States



Source: Doing Business Report 2018

UNITED STATES OF AMERICA – COUNTRY TRADE STATISTICS (2017)

TRADE STATISTICS BETWEEN UNITED STATES AND WORLD	
Total Imports	USD 2,409 Billion
Total Exports	USD 1,546 Billion
Main Exporting Countries to United states	China 21.8%, Mexico 13.2%, Canada 12.7%, Japan 5.8%, Germany 5%,
Main Exports commodities	Machinery, mechanical appliances, Electrical machinery and equipment, Vehicles, Mineral fuels, Pharmaceutical products
Main Importing Countries from United states	Canada 18.3%, Mexico 15.7%, China 8.4%, Japan 4.4%, UK 3.6%
Main Imports commodities	Machinery, Electrical machinery, Mineral fuels, Vehicles, Optical instruments
TRADE STATISTICS BETWEEN UNITED STATES AND EGYPT	
United states Exports to Egypt	USD 3,983 Million
Main Exporting Products to Egypt	Mineral fuels, Machinery, mechanical appliances, Oil seeds and oleaginous fruits, Electrical machinery, Plastics and articles thereof
United states Imports from Egypt	USD 1,717 Million
Main Importing Products from Egypt	Articles of apparel and clothing, Mineral fuels, Carpets, Iron and steel, Fertilizers
Trade Balance Between United states and Egypt	Positive Towards United states With USD 2,266 Million

Source: ITC- Trade Map

UNITED STATES OF AMERICA – PROUCT TRADE STATISTICS

UNITED STATES OF AMERICA' imports represent 2.4% of world imports for this subject product, its ranking in world imports is 14.

IMPORTS OF UNITED STATES OF AMERICA FROM OLIVES, PROVISIONALLY PRESERVED PRODUCT CATEGORY (HS CODE: 071120) BY SUPPLYING COUNTRIES

Exporters	Value imported in 2017 (USD million)	Share in United States imports (%)	Growth in imported value between 2013-2017 (%)	Growth in imported value between 2016-2017 (%)
World	2.4	100	-15	-53
Argentina	1.3	55.1		-3
Peru	0.5	21.1	4	-10
Greece	0.4	16.6	0	60
Spain	0.07	2.8	-58	-98
Italy	0.05	2	-48	99
United Kingdom	0.02	0.9	3	
Egypt	0.02	0.8		
Jordan	0.008	0.3	-39	-8
Thailand	0.005	0.2	13	-20
Hong Kong, China	0.003	0.1		

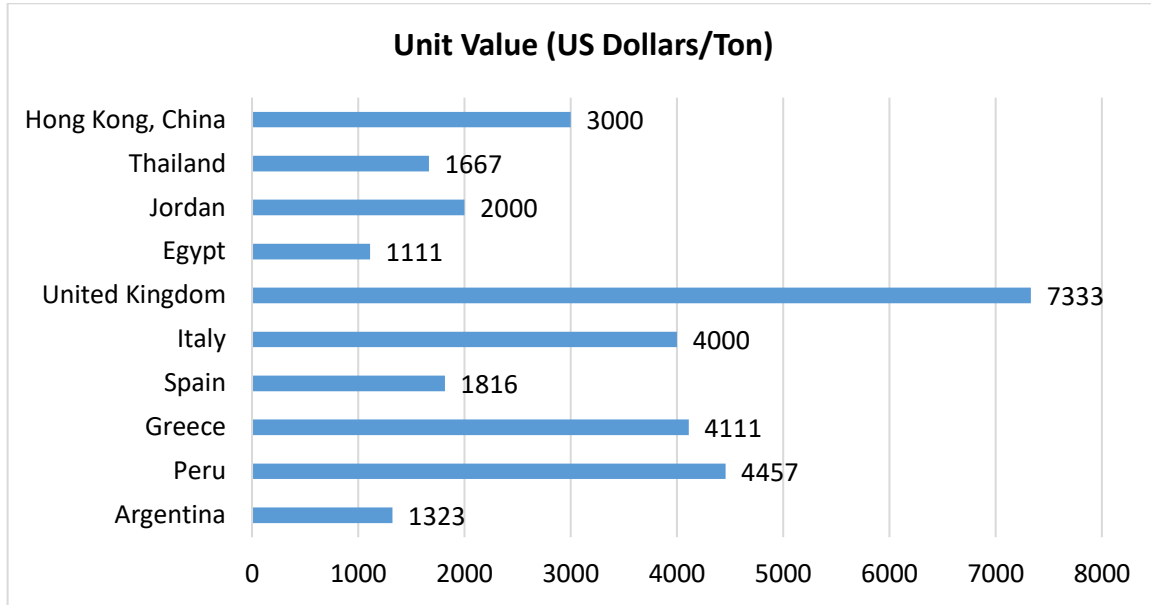
Source: ITC Trade Map

QUANTITY IMPORTED BY UNITED STATES OF AMERICA FROM OLIVES, PROVISIONALLY PRESERVED PRODUCT CATEGORY (HS CODE: 071120)

Exporters	Quantity imported in 2017 (Tons)	Growth in imported quantity between 2013-2017 (%)
World	1320	-20
Argentina	1023	
Peru	116	9
Greece	99	1
Spain	38	-66
Italy	12	-52
United Kingdom	3	-16
Egypt	18	
Jordan	4	-33
Thailand	3	-6
Hong Kong, China	1	

Source: ITC Trade Map

**UNIT VALUE FOR THE IMPORTS OF UNITED STATES OF AMERICA
 FROM OLIVES, PROVISIONALLY PRESERVED PRODUCT CATEGORY (HS CODE: 071120)**

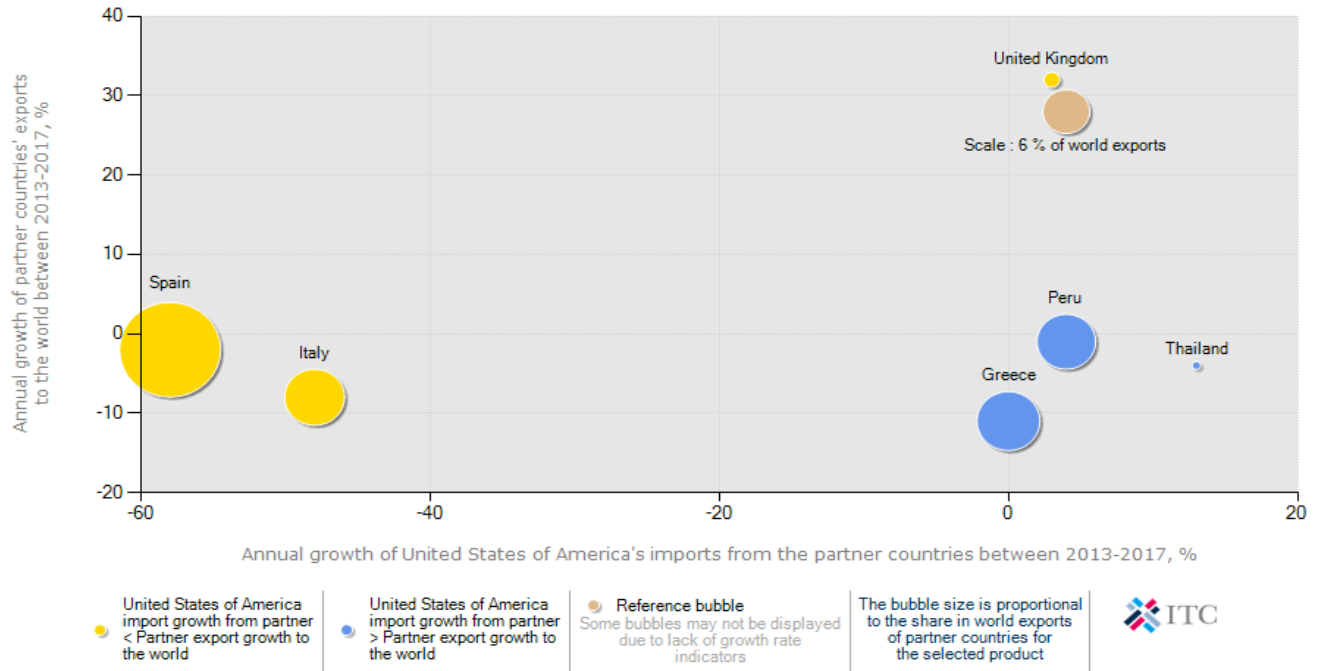


Source: ITC - Trade Map

Egypt is the 7th supplier of the subject product (HS Code: 071120) to United States with a value of USD 0.2 million and a quantity of 18 tons.
The unit value of the product imported from Egypt to United States is 1111 US Dollars / ton which gives Egypt a comparative advantage, as it is the least unit value among ITALY's top 10 suppliers.

COMPETITIVENESS OF SUPPLYING MARKETS:

Competitiveness of supplying countries for a product imported by United States of America in 2017
 Product : 071120 Olives, provisionally preserved, e.g. by sulphur dioxide gas, in brine, in sulphur water or in other preservative solutions, but unsuitable in that state for immediate consumption



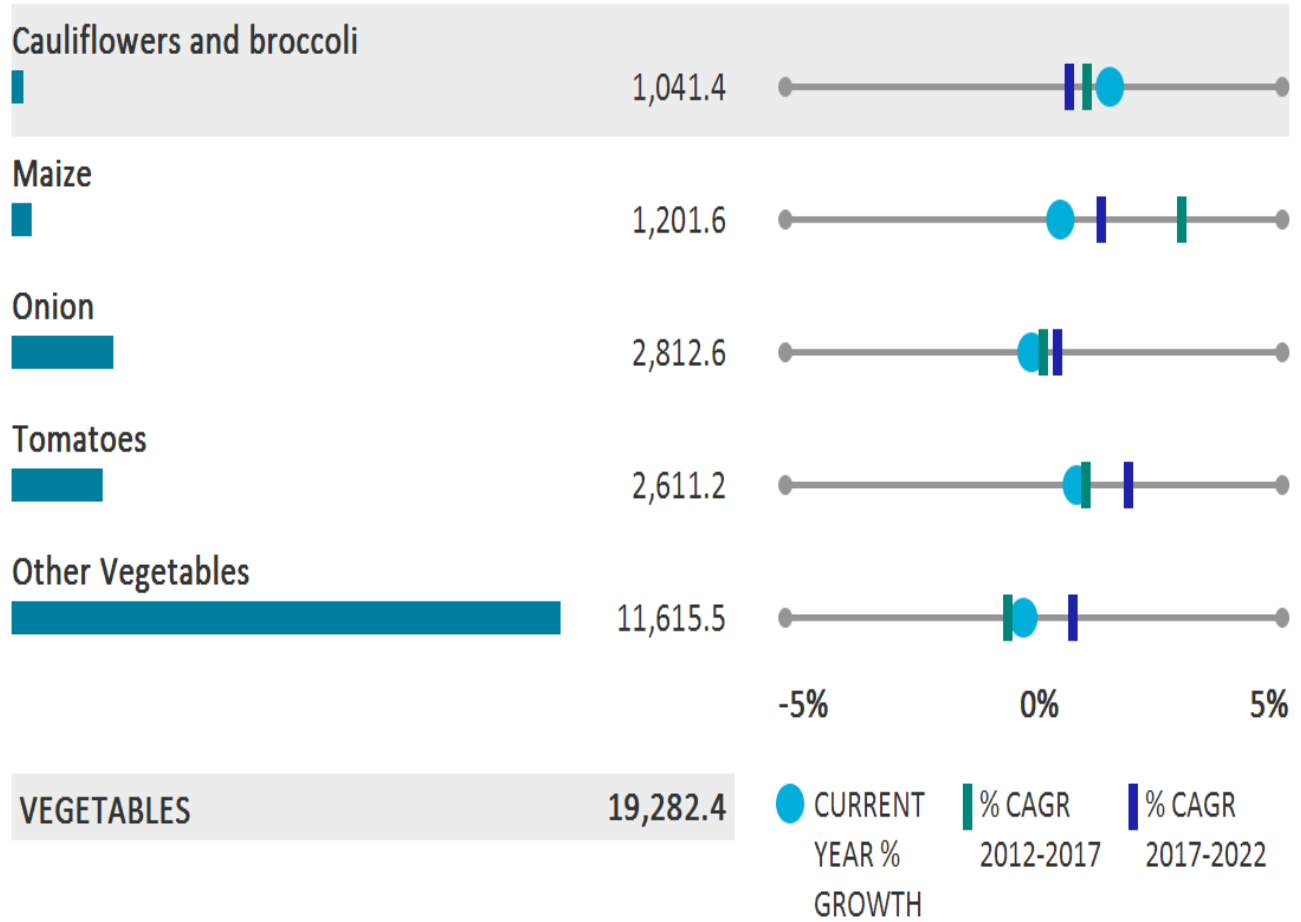
Source: ITC – Trade Map

CATEGORY GROWTH PERFORMANCE IN USA:

Sales of Vegetables in USA by Category

Total Volume - '000 tonnes - 2017

Growth Performance



© Euromonitor International 2018

Source: Euromonitor International

Average Tariff Applied by USA on Imports of Product 071120 Olives Provisionally preserved:

Source: ITC – Trade Map

Exporters	Value imported in 2017 (USD MILLION)	Average tariff (estimated) applied by United States of America (%)
Argentina	1.3	3.1
Peru	0.5	0
Greece	0.4	3.1
Spain	0.06	3.1
Italy	0.04	3.1
United Kingdom	0.02	3.1
Egypt	0.02	3.1
Jordan	0.008	0
Thailand	0.005	3.1
Hong Kong, China	0.003	3.1

Source: ITC – Trade Map

Non-Tariff Measures

Product	Product description	Tariff regime	Applied tariff (as reported)	Applied tariff (converted)	Total ad valorem equivalent tariff
07112028	Olives, n/pitted, green, in saline sol., in contain. > 8 kg, drained wt, for repacking or sale, not subject to add. US note 5 to Ch. 7	MFN duties (Applied)	5.9 cents/kg on drained weight	59.00 \$/Ton	0.03244
07112038	Olives, n/pitted, nesoi	MFN duties (Applied)	5.9 cents/kg on drained weight	59.00 \$/Ton	0.036
07112040	Olives, pitted or stuffed, provisionally preserved but unsuitable in that state for immediate consumption	MFN duties (Applied)	8.6 cents/kg on drained weight	86.00 \$/Ton	0.04076

Source: ITC, Market Access Map Data

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
- Wikipedia
- FOCUS-ECONOMICS.COM
- Euromonitor international
- Export.gov



هيئة تنمية الصادرات
Export Development Authority



Ministry of Trade & Industry
وزارة التجارة والصناعة

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