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Agriculture Sector Export Potentiality-

Imports Overview (Vegetables, fruits, Nuts & Cereals

Egypt

Misr Investment and Export
Development CO.



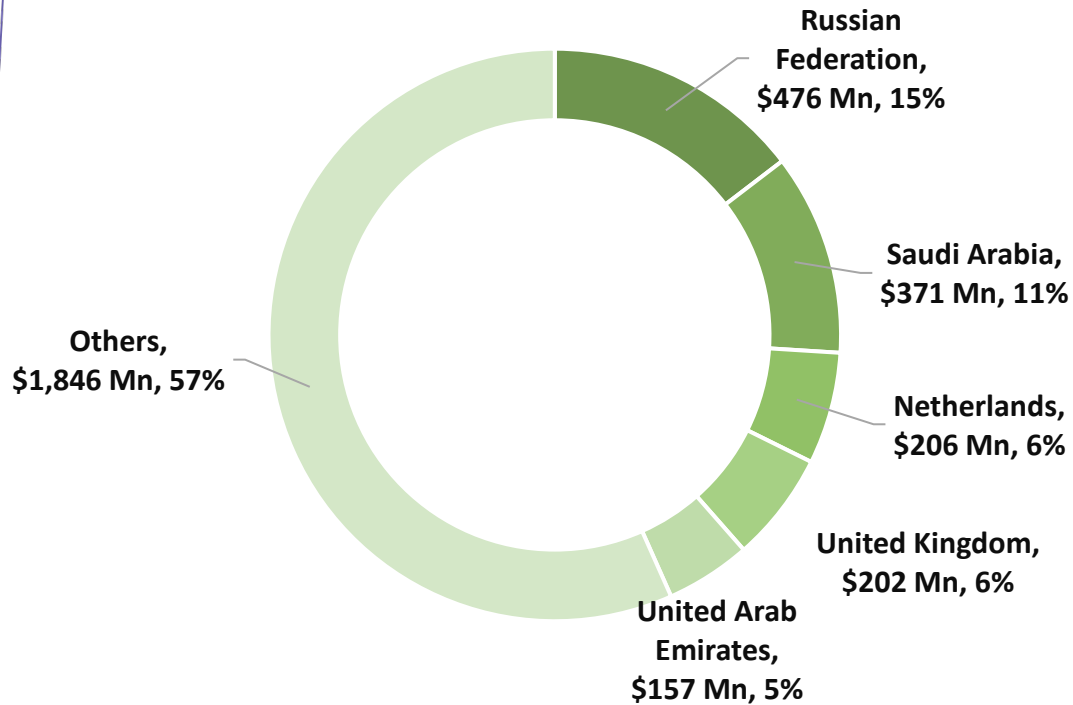
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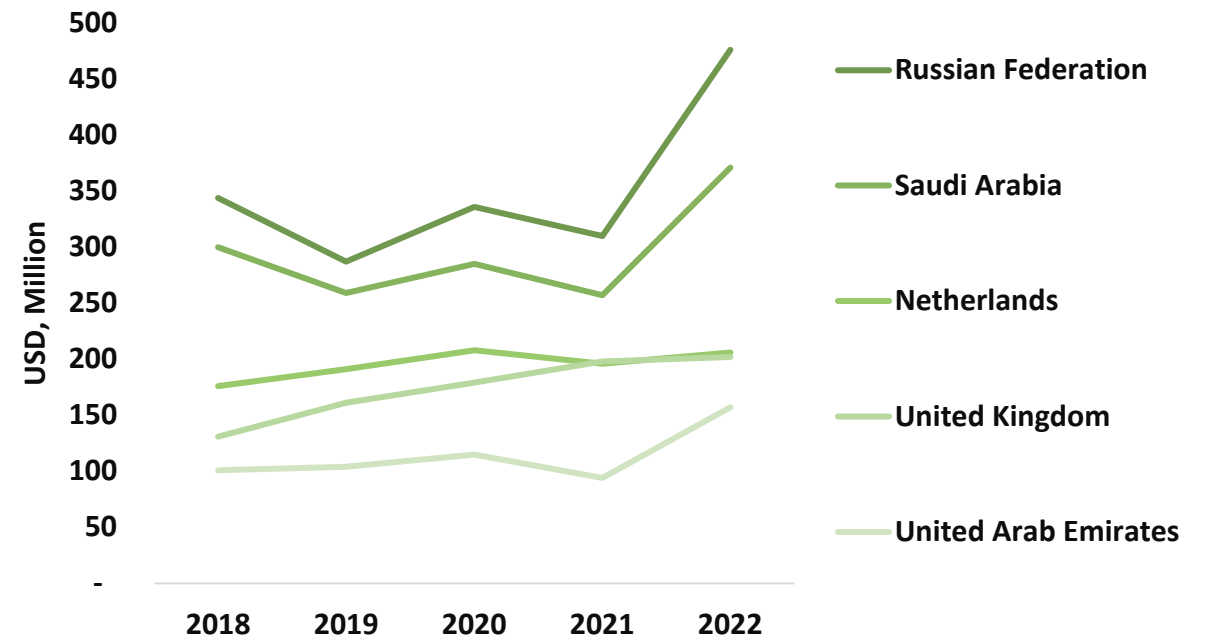


1. EGYPT EXPORTS– Countries Value and Trend

Top 5 Exporting Countries 2022



Top 5 Exporting Countries Trend 2018-2022



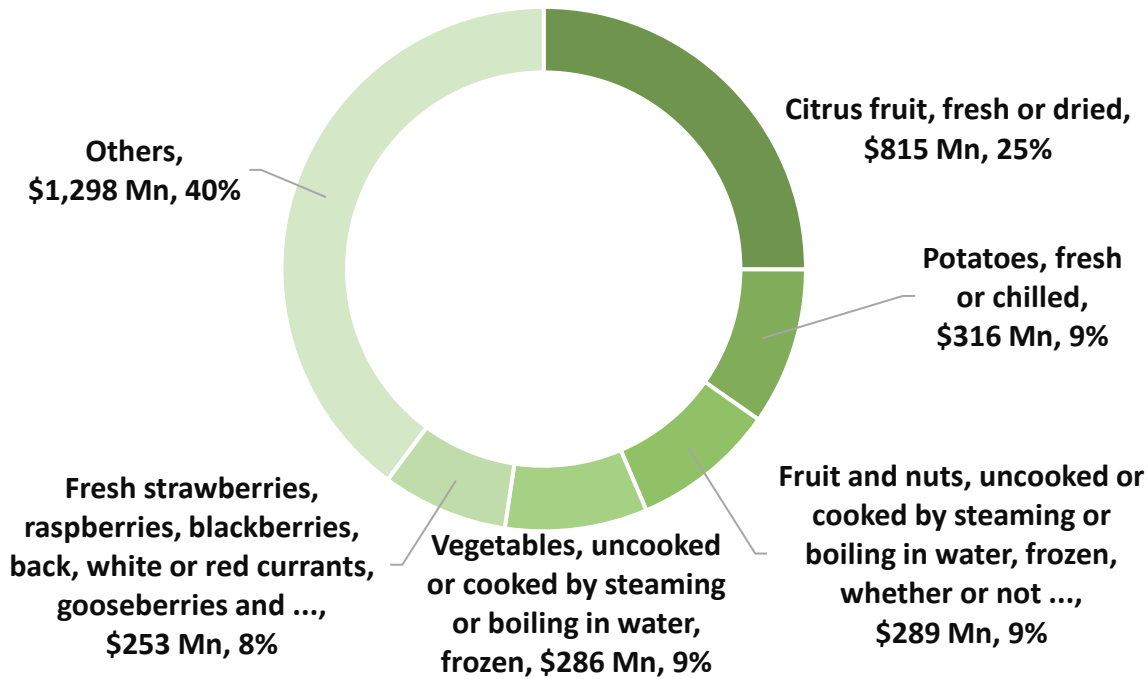
Source: Trademap.com

- No export consistency among top 5 exporting countries from Egypt



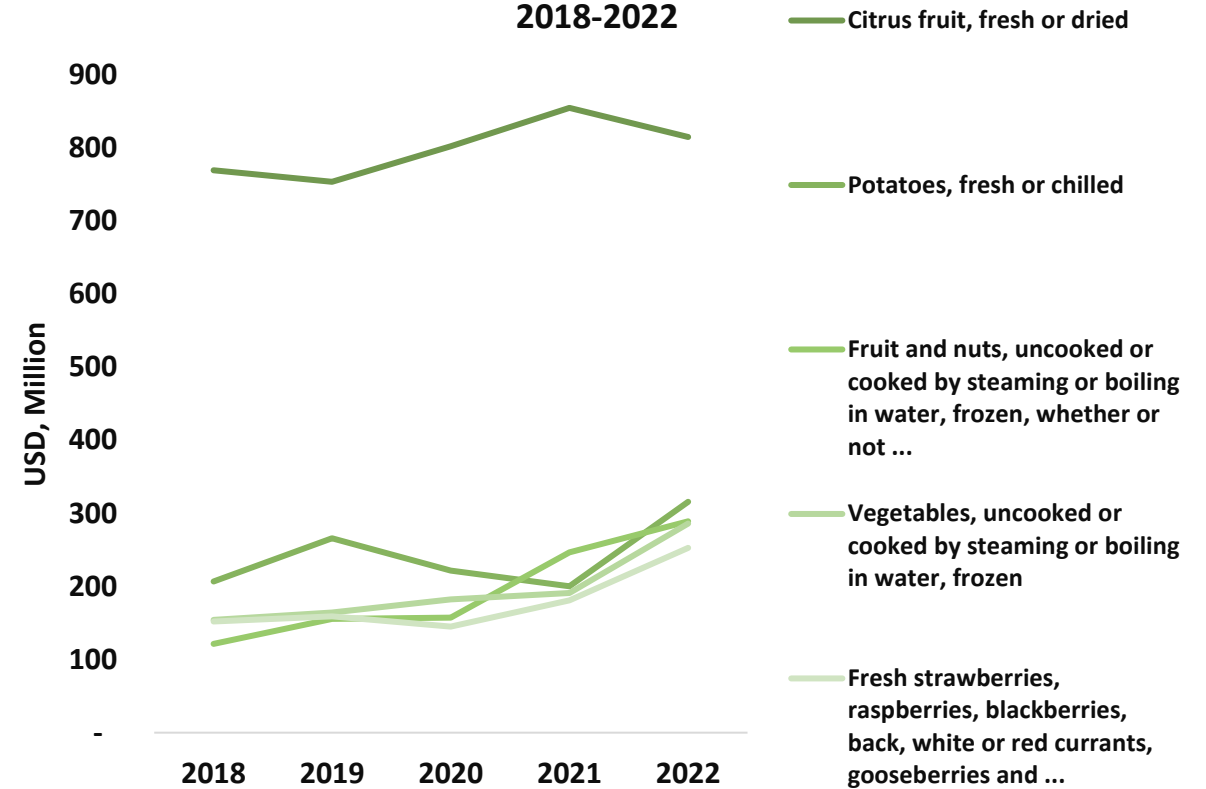
2. EGYPT EXPORTS— Product Value and Trends

Top 5 Exported Products 2022



Source: Trademap.com

Top 5 Exported Products Trend 2018-2022



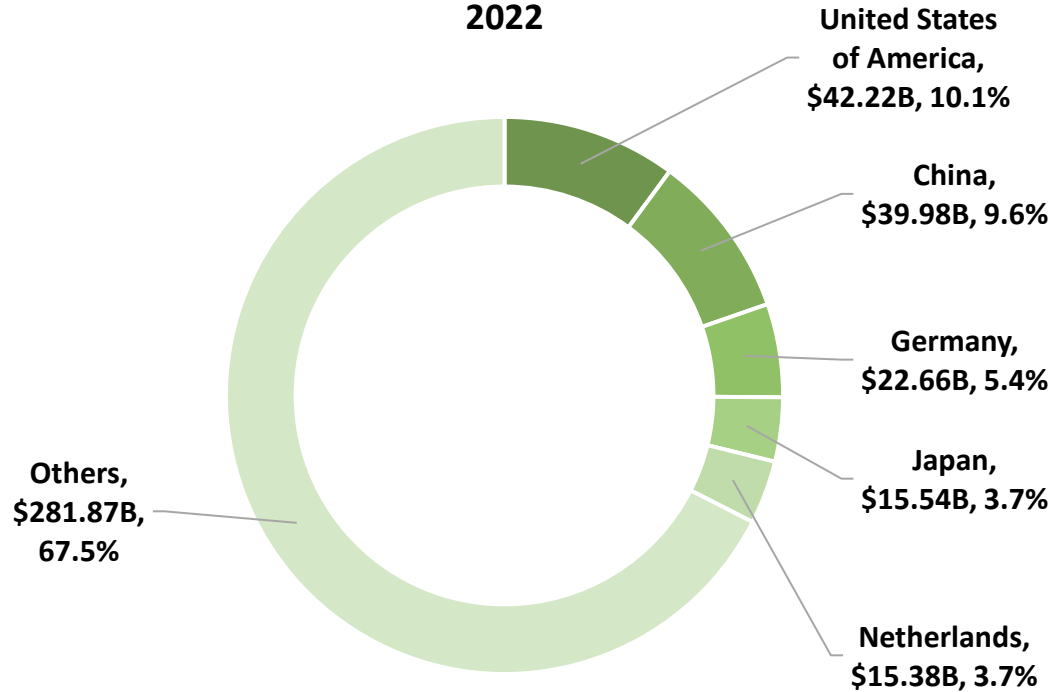
- No export consistency among top 5 exported products from Egypt



3. WORLD IMPORTS— Countries Value and Trends

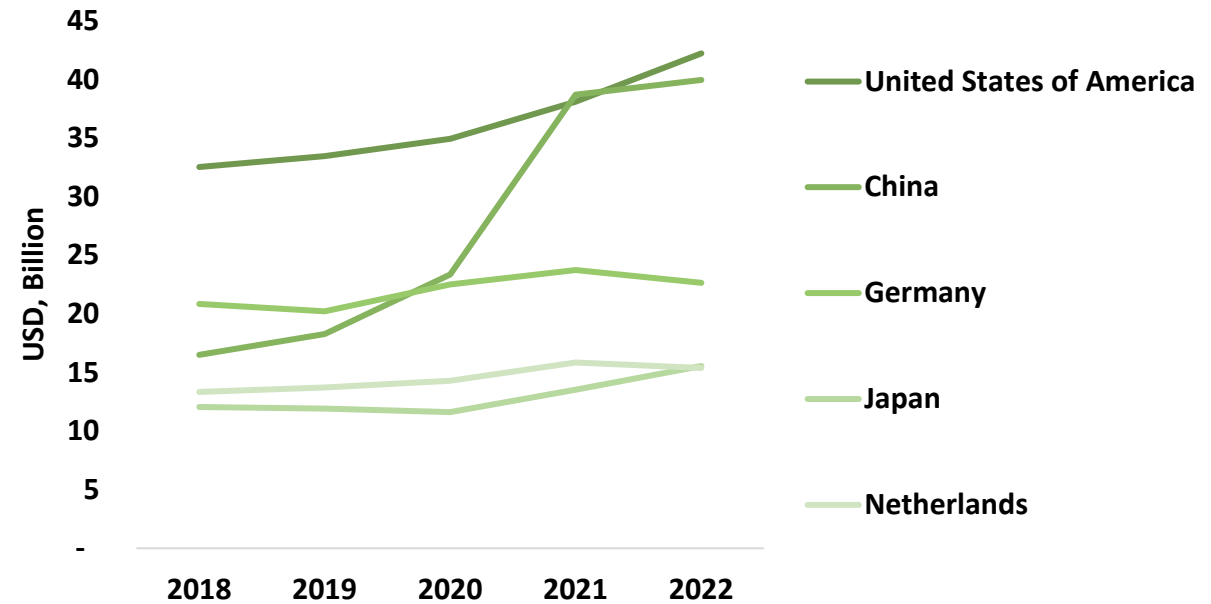
Worldwide

Top 5 Importing Countries 2022



Source: Trademap.com

Top 5 Importing countries Trend 2018-2022

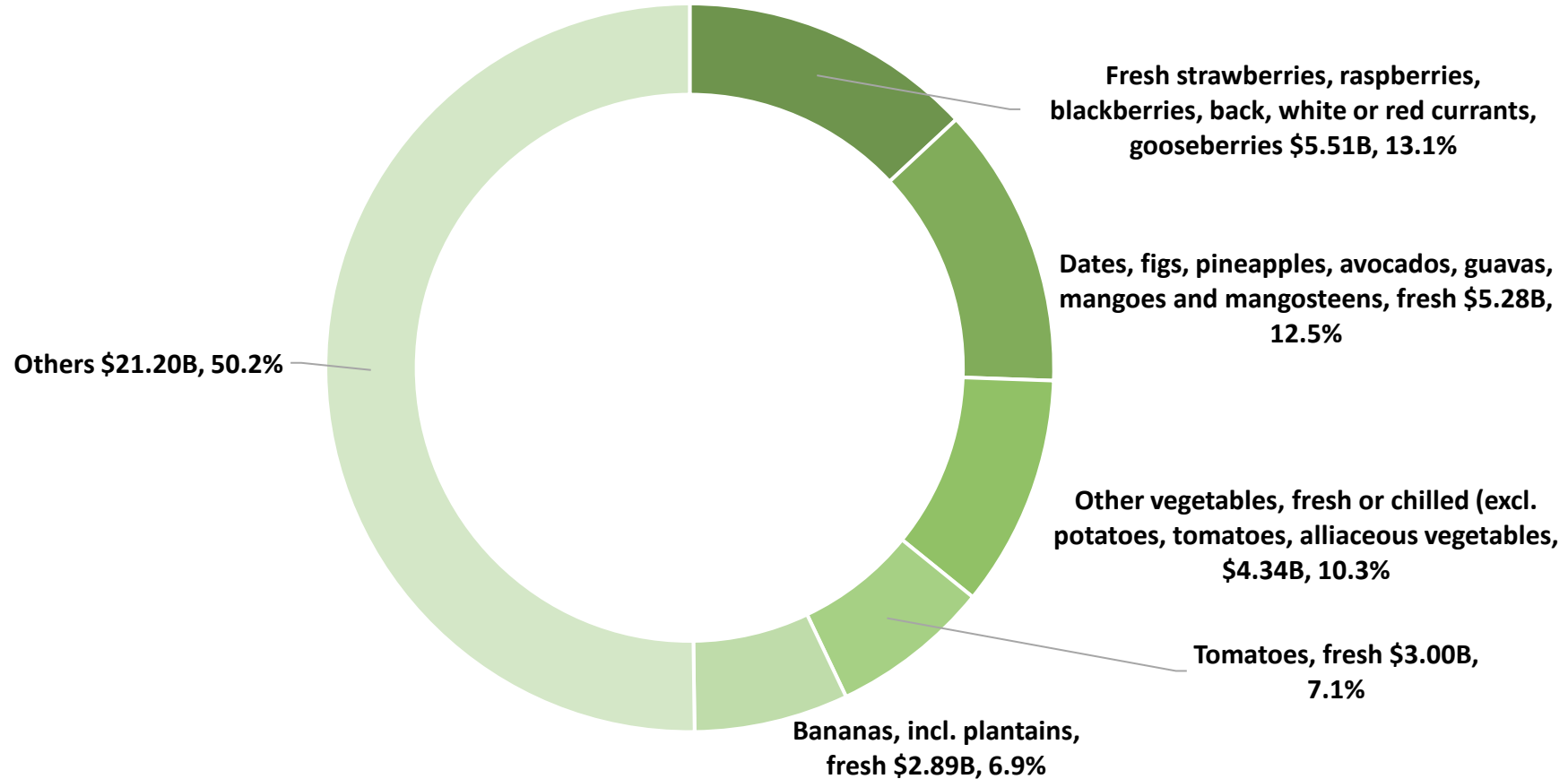


- United States of America showed a consistent growth since 2018, while China recorded a significant growth shift in 2021



3.1. USA IMPORTS— Products Value Share 2022

Worldwide



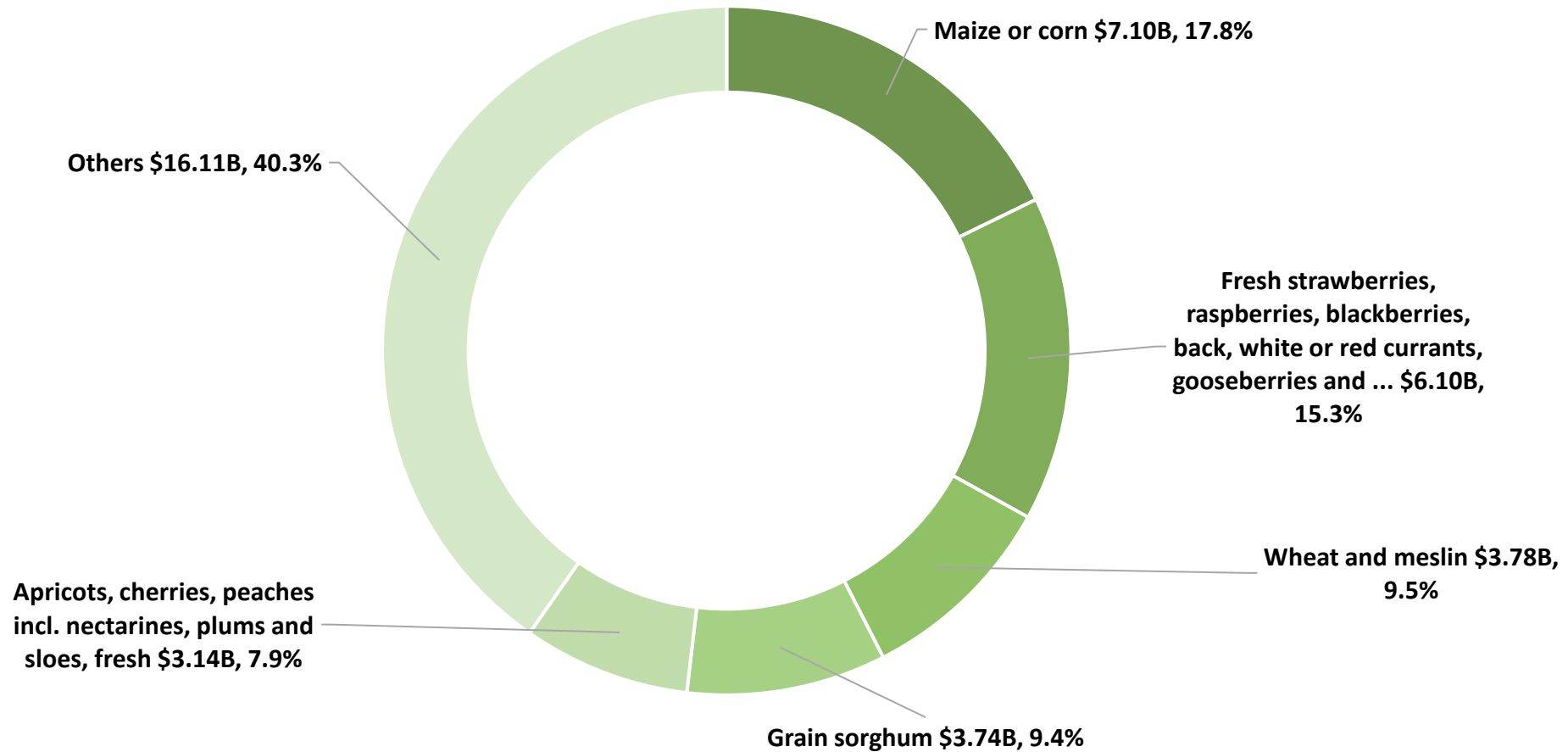
Source: Trademap.com

- **Fresh strawberries, raspberries, blackberries, back, white or red currants, gooseberries accounts for 13.1% of USA total imports 2022.**



3.2. CHINA IMPORTS— Products Value Share 2022

Worldwide



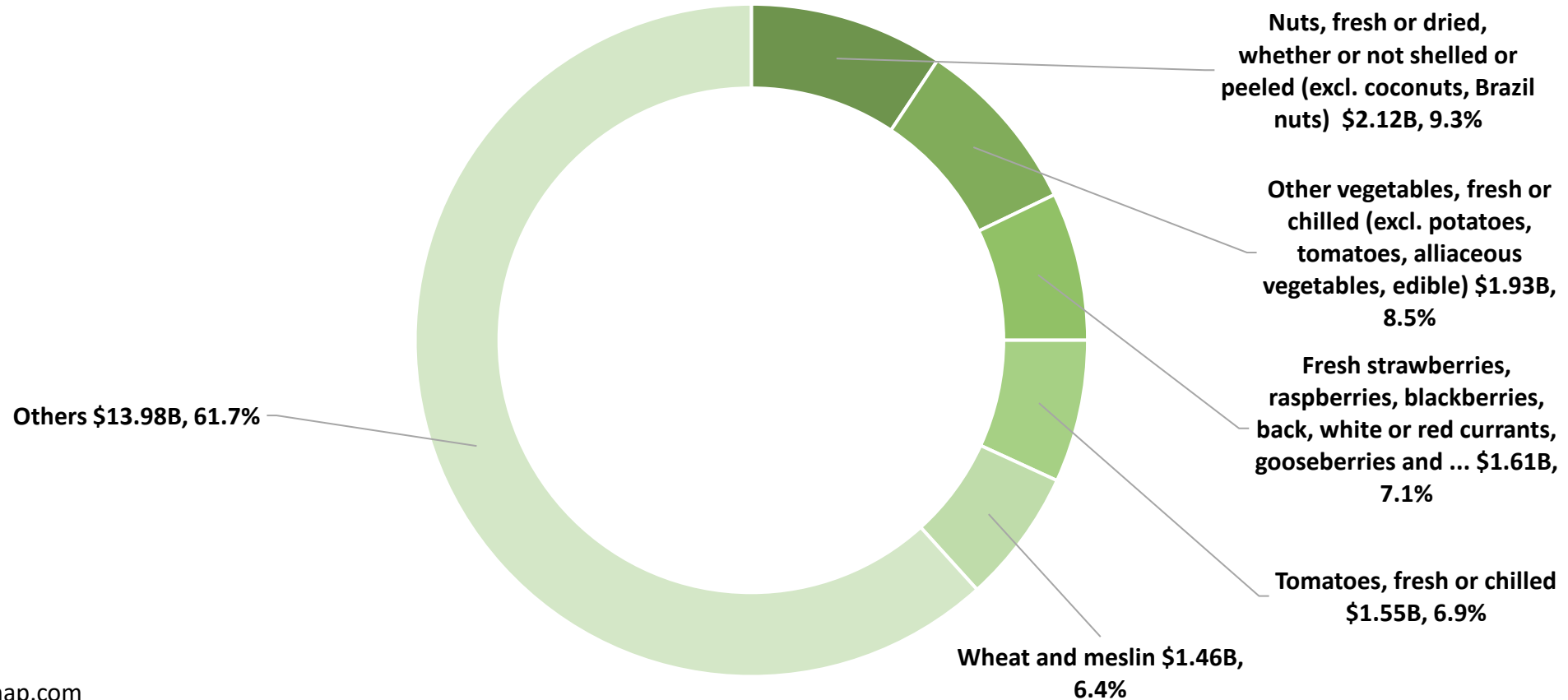
Source: Trademap.com

- Maize accounts for 17.8% of China total imports 2022.



3.3. GERMANY IMPORTS— Products Value Share 2022

Worldwide



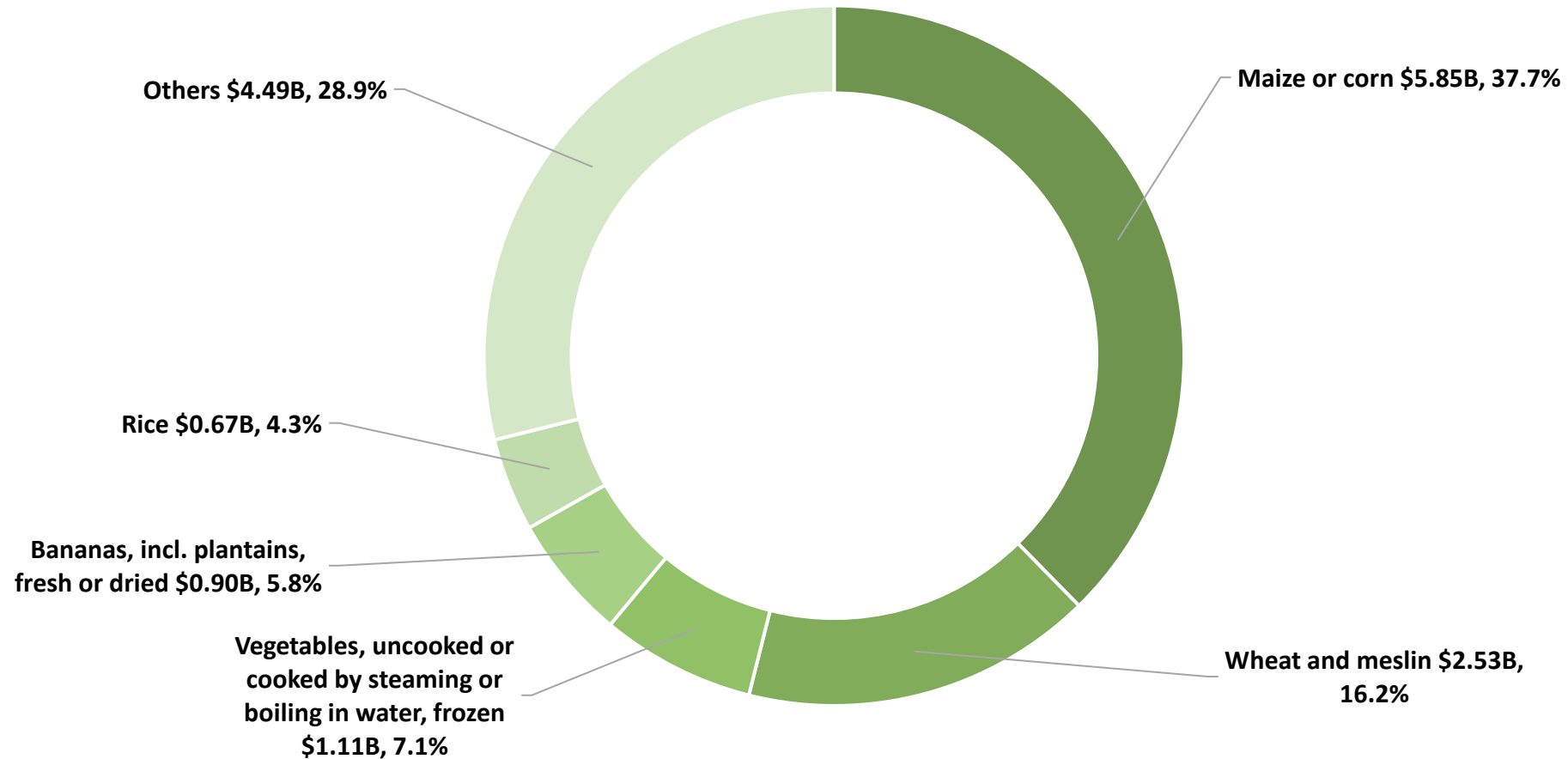
Source: Trademap.com

- Nuts, fresh or dried, whether or not shelled or peeled (excl. coconuts, Brazil nuts) accounts for 9.3% of Germany total imports 2022.



3.4. JAPAN IMPORTS— Products Value Share 2022

Worldwide



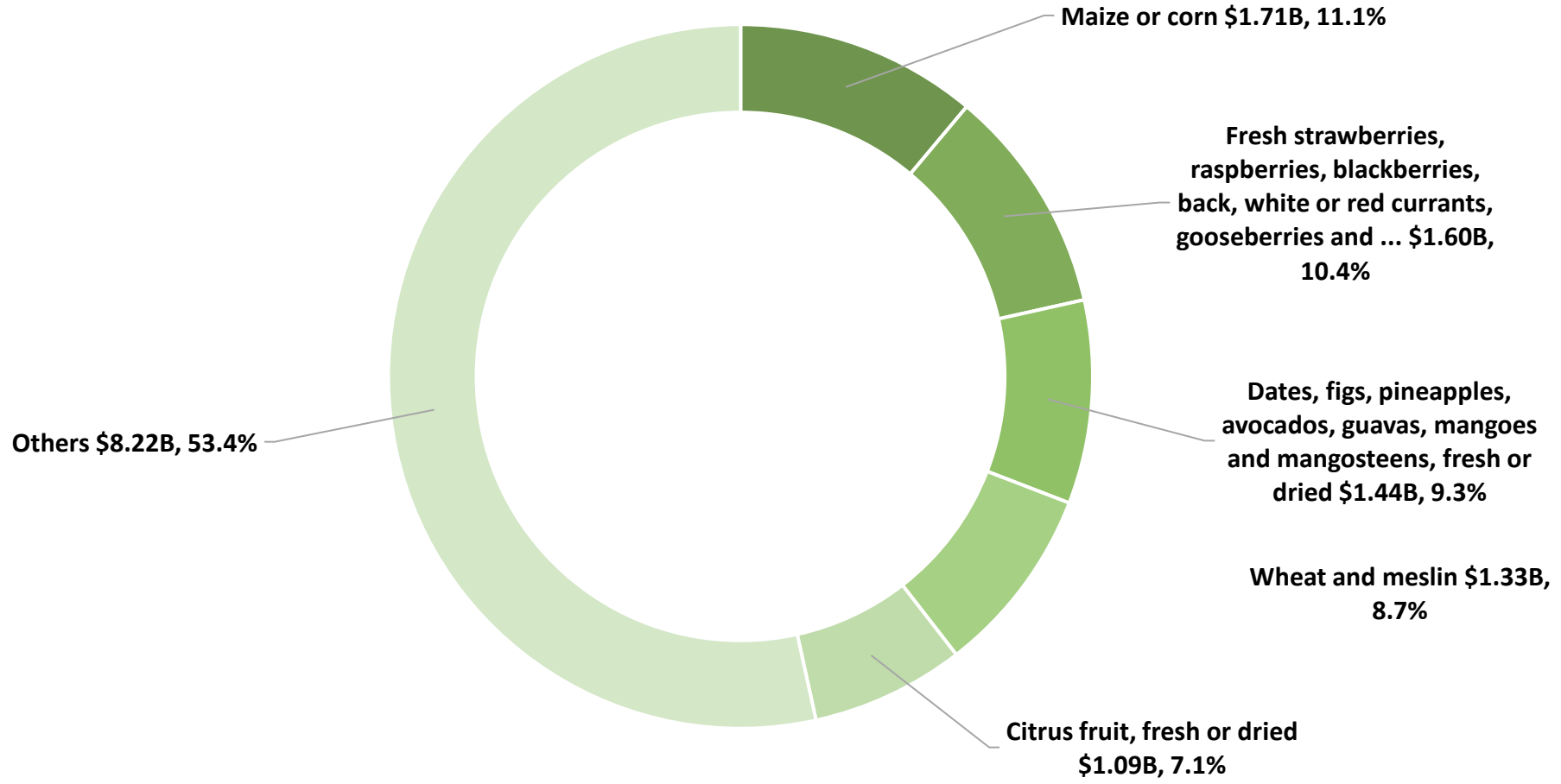
Source: Trademap.com

- **Maize or corn accounts for 37.7% of Japan total imports 2022.**



3.5. NETHERLANDS IMPORTS— Products Value Share 2022

Worldwide



Source: Trademap.com

- **Maize or corn accounts for 11.1% of Netherlands total imports 2022.**

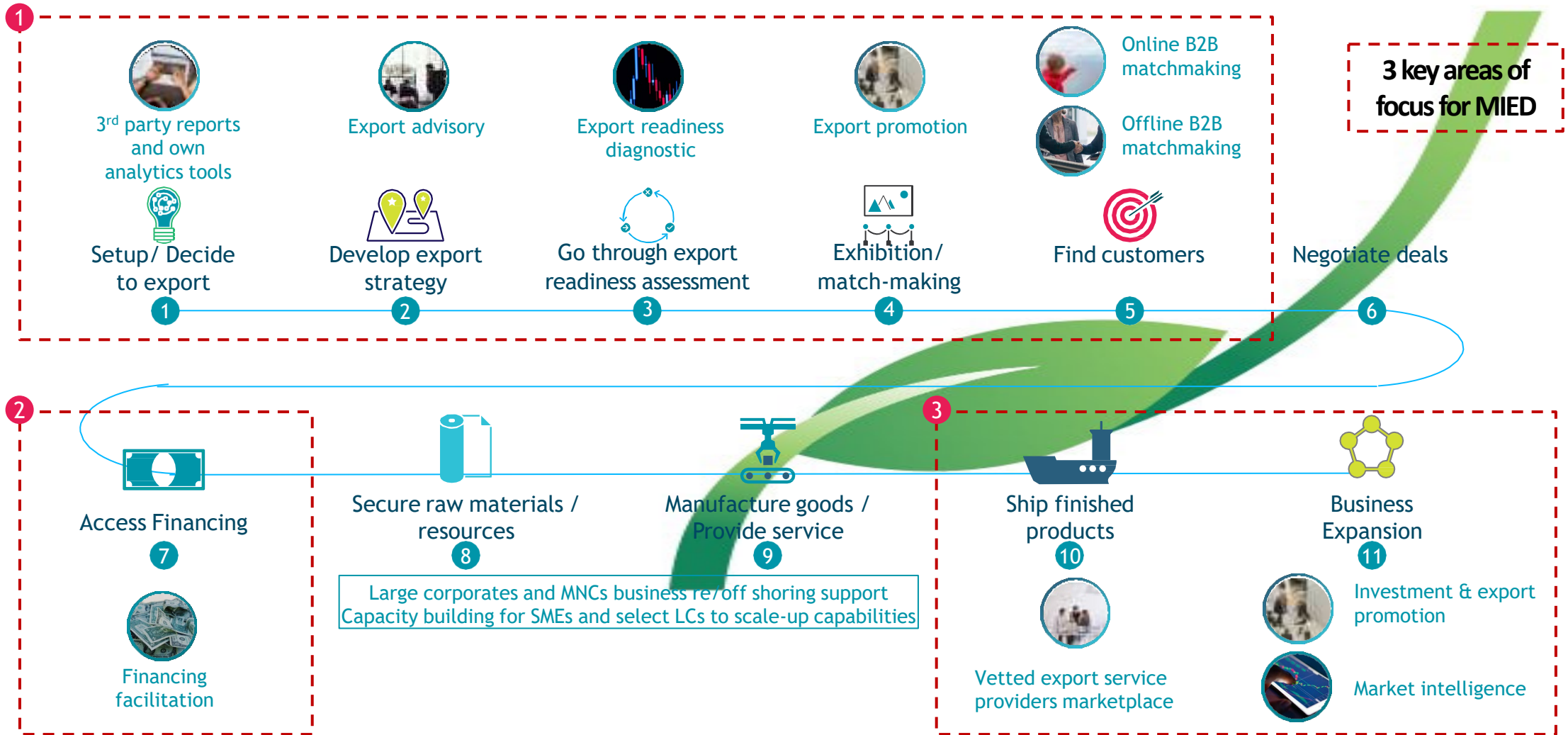


Obstacles to Agri-Exports



Export Milestones

Supporting exporters throughout their export journey
with a consolidated service offering enabled by partners integration



Obstacles to Exports

Exporting fresh fruits and vegetables from Egypt can be a lucrative business, but it also comes with its fair share of challenges and obstacles. Here are some of the common obstacles that exporters may encounter:

1. Quality Control and Standards: Meeting the quality standards and requirements of the target market is crucial. Inconsistent quality can result in rejected shipments or lower prices. Ensuring that the produce meets international quality standards is a significant challenge.

2. Phytosanitary Regulations: Different countries have strict phytosanitary regulations to prevent the spread of pests and diseases. Compliance with these regulations can be complex and costly, as it may involve treatments, inspections, and documentation.

3. Packaging and Handling: Proper packaging and handling are essential to maintain the freshness and quality of fruits and vegetables during transportation. Inadequate packaging or improper handling can lead to spoilage and waste.

4. Transportation and Logistics: Finding reliable and cost-effective transportation options, especially for perishable goods, can be a challenge. Maintaining the cold chain during transportation is critical to preserving the freshness of the produce.

5. Market Access and Tariffs: Navigating the complexities of international trade agreements and tariffs can be challenging. High tariffs in some markets can significantly impact the competitiveness of Egyptian fruits and vegetables.

Obstacles to Exports – cont'd

6. Currency Fluctuations: Exchange rate fluctuations can affect the profitability of exports. Sudden currency devaluations can lead to lower revenues for exporters.

7. Competition: The global market for fresh fruits and vegetables is highly competitive. Egypt faces competition from other countries with established export markets.

8. Seasonality: The availability of certain fruits and vegetables in Egypt may be seasonal. Exporters need to plan for this seasonality and have strategies in place to maintain a steady supply to international markets.

9. Documentation and Export Procedures: Exporting requires extensive documentation, including certificates of origin, phytosanitary certificates, and shipping documents. Keeping up with the paperwork and regulatory requirements can be overwhelming.

10. Political and Economic Instability: Egypt, like many other countries, can experience political and economic instability, which can disrupt supply chains and impact exports.

Obstacles to Exports – cont'd

11. Infrastructure and Technology: Investing in modern infrastructure and technology for post-harvest handling, storage, and transportation can be expensive but is essential for maintaining the quality of fresh produce.

12. Market Research and Marketing: Understanding the preferences and demands of target markets and effectively marketing Egyptian fruits and vegetables can be a challenge. Exporters need to invest in market research and promotion.

13. Price Fluctuations: Prices for fresh produce can fluctuate significantly due to various factors, including weather conditions and market supply and demand. Exporters need to manage price volatility effectively.

14. Language and Cultural Differences: Dealing with customers and partners from different countries may require overcoming language and cultural barriers, which can complicate negotiations and communication.

To successfully export fresh fruits and vegetables from Egypt, it's essential for exporters to be well-informed, establish strong partnerships, invest in quality control, and adapt to changing market conditions and regulations. Government support and

Boosting Exports Agriculture Sector



Boosting Exports – Agriculture Sector



Boosting the Egyptian agriculture sector's exports requires a comprehensive strategy that addresses various challenges and leverages its strengths. Here are several steps and strategies that can help enhance agricultural exports from Egypt:

1. Invest in Infrastructure and Technology:

1. Improve post-harvest handling and storage facilities to reduce spoilage and maintain product quality.
2. Invest in modern irrigation systems to optimize water use and increase crop yields.
3. Develop transportation and logistics infrastructure to ensure efficient movement of agricultural products.

2. Quality Control and Standards:

1. Implement strict quality control measures throughout the supply chain to ensure compliance with international standards.
2. Establish and adhere to phytosanitary regulations to meet the requirements of target markets.

3. Diversify Crop Production:

1. Encourage diversification of crops to reduce reliance on a few commodities and tap into new export markets.
2. Promote the cultivation of high-value and specialty crops that have strong demand in international markets.

4. Market Research and Development:

1. Conduct thorough market research to identify emerging trends and consumer preferences in target markets.
2. Develop export-oriented marketing strategies based on market insights.

Boosting Exports – Agriculture Sector

5. Promote Sustainable Farming Practices:

1. Promote sustainable agriculture practices that conserve resources, minimize environmental impact, and meet global sustainability standards.
2. Encourage organic farming to cater to the growing demand for organic products.

6. Support Smallholder Farmers:

1. Provide training and resources to smallholder farmers to improve productivity and the quality of their produce.
2. Facilitate access to credit and insurance to help farmers manage risks and invest in their operations.

7. Export Promotion and Trade Agreements:

1. Actively participate in international trade agreements to gain preferential market access and reduce trade barriers.
2. Establish promotional campaigns to create awareness of Egyptian agricultural products in target markets.

8. Government Support and Policies:

1. Develop supportive policies and incentives for the agricultural sector, including subsidies for inputs, research and development, and infrastructure development.
2. Ensure stable and transparent regulatory frameworks that facilitate exports.

9. Capacity Building:

1. Strengthen the capacity of government agencies responsible for agricultural exports, including improving their ability to provide timely and accurate information to exporters.
2. Invest in education and training programs for exporters, farmers, and industry professionals.

Boosting Exports – Agriculture Sector

10. Collaboration and Partnerships:

1. Foster collaboration between public and private sectors, including partnerships with agribusinesses and exporters.
2. Work with international organizations and development agencies to access technical assistance and support.

11. Value-Added Processing:

1. Encourage the development of value-added processing facilities to increase the shelf life and marketability of agricultural products.
2. Promote the export of processed agricultural products, such as juices, dried fruits, and packaged foods.

12. Risk Management:

1. Develop risk management strategies to mitigate the impact of external factors, such as weather-related events and market volatility.
2. Promote the use of insurance and hedging tools to protect farmers and exporters from unforeseen losses.

13. Quality Certifications and Branding:

1. Obtain internationally recognized quality certifications (e.g., ISO, HACCP, organic certifications) to build trust with consumers and buyers.
2. Invest in branding and packaging that reflects the quality and uniqueness of Egyptian agricultural products.

14. Market Diversification:

1. Explore new export markets and reduce dependence on a few key markets to spread risk.
2. Utilize export promotion agencies and trade missions to identify and tap into new opportunities.

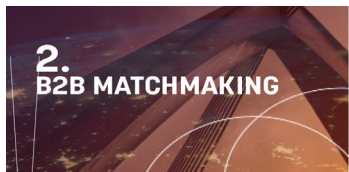
Boosting Egyptian agricultural exports is a multifaceted effort that involves the cooperation of various stakeholders, including the government, farmers, exporters, and industry associations. Continuous monitoring and adaptation to changing market dynamics and global trade trends are also essential for long-term success in the international agricultural export market.

MIED is an active export accelerator with a strategic ambition to leapfrog Egypt's exports contributing to the 2030 exports mandate and target. This is aimed through becoming a partner and helping its clients access a long-term gateway to growth, building capability, access to finance, and a strategic aggregator to facilitate and design access to international markets. MIED offers a portfolio of programs and solutions designed and tailored from global best practices with a local flavor.

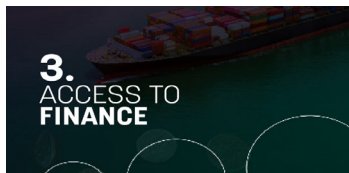
Supporting exporters throughout their export journey with a consolidated service offering enabled by partners integration



Providing Industry generic and customized reports that elucidates potential market along with the essential entry requirements needed to strategize exports' plans. Detailed reports are provided for sectors and products addressing countries & regions of interest



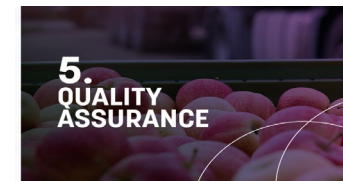
Facilitating online and offline B2B matching between exports and importers. Connecting exporters to service providers (i.e., distributors, B2B platforms, aggregators). Consolidating efforts to export to potential markets.



Financial readiness vetting to determine optimal financing options. Advisory and facilitate introductions to enable access to required capital leveraging shareholding structure .



Attract MNCs to relocate their export operations and services to Egypt. Facilitating investments to improve export infrastructure for exporters. Developing export branding to promote Egyptian products.



Identify standards, industry requirements and metrics you need to deliver in the target markets and connect with quality providers.



List and define priority services to be most complementary to National Champion Program, identifying gaps and determining delivery partners interventions mechanisms enhancing exporting capabilities.

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**Thank you for
your attention**

**Misr Investment and Export
Development CO.**

