

Meeting with Ambassador of Thailand in Egypt on Tuesday the 28th of January 2025

EBA has held a meeting with H.E. Mr. Thanawat Sirikul, the new ambassador of Thailand in Egypt, and the meeting was attended by Mr. Mohamed Farouk Sabry the new Chairman of the Egypt - Thailand Business Council at EBA, Mrs. Mirette Hani, Assistant Commercial Attaché, Embassy of Thailand, Mr. Niwat Apichartbutra Minister Counselor (Commercial), Embassy of Thailand, Mr. Terapon Bunnong Commercial Counselor, Embassy of Thailand, Mrs. Thanavon Pamaranon, Counselor, Embassy of Thailand and Dr. Mohamed Youssef Executive Director of EBA and Mrs. Dalia Youssef, Division Director of International Relations & Membership of EBA.

During the discussions the following topics were raised:

- The Ambassador has started by showing his willingness to support closer trade and investment between Egypt and Thailand
- He stressed the importance of promoting people to people exchange and mentioned that the trade commission between the two countries has been signed recently in December 2024 online, therefore the momentum is here, and it is imperative to use this moment to enhance cooperation.
- Mr. Farouk Sabry has started by introducing himself and he mentioned during the discussions that there is a lack of information between the two countries and pointed out that we need with the newly formed council to change the awareness on all levels, especially about the touristic destinations in Egypt, he introduced tourism and hospitality in Egypt and cinematic industry and in that context he suggested to extend an invitation for Thai directors and producers to visit Egypt and shoot a Thai movie to be aired in one of his cinemas, the event will be attended by reporters and normal people. The collaboration in that field would help to break the ice between the people in both countries
- he has also shown his readiness to shoot an Egyptian movie in Thailand, additionally he has suggested to have Thailand as a guest of honor during one of the movie's festivals in Egypt.
- The ambassador said that they need to identify what Egypt is looking for in the movies in terms of genre and if there are scholarships to small producers.
- During the upcoming visit of Mr. Mohamed Farouk to Thailand from 13th to 16th of February 2025, the Thai embassy will organize a meeting for him with key

people in film industry , as well as , a meeting with Bangkok Hospitality Group and the chairman of Thai side of the council Mr. Asi.

- the cooperation could be in establishing new hotels with management companies from Thailand and to transfer the know-how in SPA resorts to Egypt.
 - During the discussions it was agreed to cooperate in processed food , in addition to capacity building, silk products especially in exchanging the know- how in silk carpets
 - The commercial counselor mentioned that the volume of trade between the two countries has declined to reach 700 million US dollars in 2024 compared to 1 billion US dollars in 2022 , therefore, we should exert more effort to reach the target and revive the trade.
 - Some of the top exports from Thailand to Egypt are: (Canned Tuna , wood and Polymer)
 - Top exports from Egypt to Thailand: (vegetables, pharmaceuticals, food, garments, other manufactured products)
 - Total volume of products exported from Thailand to Egypt is 600 million US dollars
 - Total volume of products exported from Egypt is 60 million US dollars
 - The embassy needs to coordinate with EBA to be updated on all the regulatory forms such as regulations of halal food, standards and registration for imports
- At the end of the meeting, it was agreed on the following:**
- Exchange business opportunities and verify credited businesspeople with EBA
 - Exchange Exhibitions schedules from both countries
 - Introducing all the new laws and regulations by EBA
 - Invite the Thai side to visit Egypt and organize a Joint business council meeting this year.