

Meeting with the U.S. Embassy / Commercial Section

Tuesday the 13 of January 2026

EBA has held a meeting with Mr. Paul Oliva, Senior Commercial Officer – Embassy of USA , Ms. Pancea Motawi Commercial Assistant with the U.S. Foreign Commercial Service (FCS), part of the International Trade Administration (ITA) at the U.S. Department of Commerce. - Embassy of USA and it was attended by Dr. Mohamed Youssef Executive Director of EBA and Mrs. Dalia Youssef, Division Director of International Relations & Membership Affairs of EBA

Summary of Discussions

1. EBA Institutional Framework and Vision

- A brief about EBA was given with highlighting The Association’s founding principles, emphasizing the importance of bringing together business leaders who share a unified vision and can work collectively toward national economic objectives. EBA addresses economic challenges from a macroeconomic perspective, ensuring alignment with Egypt’s long-term development goals.

2. Sector-Based Committees

- EBA operates through specialized sectoral committees, each composed of business leaders actively working within the same industry. These committees:
- Prepare working papers focused on lobbying, sector development, and optimization
- Identify challenges and propose practical solutions to enhance competitiveness
- Engage professionals and experts through regular meetings and consultations
- EBA maintains constructive engagement with policymakers, particularly through members who also serve in parliament, ensuring alignment between private-sector priorities and national economic strategies.

3. International Relations

- The International Relations Department presented EBA’s global engagement framework, highlighting:
- Active relations with more than 100 countries worldwide
- 75 cooperation agreements signed with business support organizations across different continents
- Memoranda of understanding aimed at improving the business environment and facilitating bilateral investment
- EBA currently operates 15 bilateral business councils, which focus on:

- Policy recommendations
- Investment facilitation
- Removing barriers to cross-border trade and investment
- Regular seminars and awareness sessions are organized to inform Egyptian businesses about global best practices, emerging technologies, and international policy developments.

4. Membership Base

EBA representatives highlighted that:

- The Association includes approximately 700 members, representing over 1,500 companies
- Members represent all major sectors, including agriculture, tourism, industry, energy, construction, contracting, banking, and consultancy etc...
- Membership is voluntary and subject to strict eligibility criteria to ensure representation by reputable and high-caliber companies

5. Regional and African Engagement

- EBA emphasized its strong focus on Africa and regional integration:
- EBA represents Egypt in the COMESA Business Council, the private-sector Economic arm of COMESA
- Egypt is positioned as a regional hub for African investment
- Preferential access to 54 African markets is enabled through the African Continental Free Trade Agreement (AfCFTA)
- EBA also participates in international organizations such as ARISE, focusing on risk resilience and post-crisis economic preparedness.

6. Egyptian–U.S. Economic Relations

- EBA welcomed the U.S. Embassy delegation and expressed interest in revitalizing bilateral economic cooperation. Key points included:
- Recognition of the historical importance of Egyptian–U.S. economic relations
- Reference to the establishment of an Egyptian-American Committee under EBA shortly after its inception, which contributed to the formation of the American Chamber of Commerce
- EBA noted that direct engagement with U.S. ambassadors and the Commercial Section has been limited in recent years and emphasized the value of renewed, open dialogue with the broader Egyptian business community.

7. U.S. Investment Summit

- The U.S. side presented an overview of the U.S. Investment Summit, which focuses on attracting international investors to the U.S. market. EBA highlighted that:
- Many Egyptian companies currently operate U.S. franchises locally
- Direct Egyptian investment in the U.S. remains relatively unexplored
- Greater clarification and engagement are needed to encourage active participation by Egyptian companies
- EBA stressed that clearer communication and responsiveness would be essential to motivate members and ensure meaningful participation.

8. Current Economic Context

Both sides acknowledged:

- Improvements in Egypt’s macroeconomic stability
- Progress in fiscal and economic reforms
- Successful recent financing and investment initiatives
- It was agreed that there is an opportunity to reshape the narrative around the Egyptian economy and highlight its improving investment climate.

9. Proposed Areas for Future Cooperation

EBA proposed:

- Establishing a structured program of joint activities at the start of the year

- Organizing regular meetings and awareness sessions on opportunities related to startups, SMEs, artificial intelligence, and emerging sectors
- Hosting a U.S. “International Day” at EBA, with participation from the Chargé d’Affaires or the upcoming U.S. Ambassador
- Increasing U.S. business delegation visits to Egypt, supported by EBA through logistics, B2B matchmaking, and sector-focused meetings
- EBA confirmed its capacity to organize targeted B2B meetings using its extensive database of Egyptian companies and business leaders.

Conclusion

- Both parties agreed on the importance of establishing a clearer benchmark for engagement and a more structured framework for cooperation. Strengthening communication, increasing mutual awareness, and expanding joint activities were identified as key priorities to unlock the full potential of Egyptian–U.S. economic relations and deliver tangible outcomes for both sides.