

**Meeting with
Türkiye Exporters Assembly - TİM**
Tuesday the 17th of February 2026

EBA has held a Meeting with Mr. Savaş Özgür, Chief, Foreign Relations and Activities-TİM, Mrs. Hadeer Mahmoud, Managing Director, B2B connect to world and it was attended by Mrs. Dalia Youssef – Division Director of International Relations and Membership Affairs, EBA

Purpose of the Meeting

The meeting was held to discuss the organization and preparation of the upcoming Turkish trade delegation to Cairo, scheduled for 1 April 2026.

Turkish Delegation Overview

- The Turkish side confirmed that preparations are underway under the Turkish Exporters Assembly (TİM), the umbrella organization representing all Turkish exporting companies.
- TİM comprises 61 specialized exporters' associations covering sectors such as automotive, machinery, and more. While these associations usually organize sector-specific missions abroad, the Cairo delegation will be multi-sectoral, allowing participation across all industries.
- The delegation will consist of Turkish businessmen interested in participating. 31 companies had confirmed participation. A preliminary digital list will be shared shortly, with the finalized list via email early next week.

Event Format

- Egyptian participants will be invited based on the sectors and profiles of the participating Turkish companies.
- An opening ceremony will precede the B2B meetings, with official invitations to be extended. Attendance may vary due to travel schedules, as EBA is organizing a business delegation to Turkey from 1–4 April 2026.
- Both sides acknowledged the date overlap, but EBA reaffirmed support for the Cairo event.

Egyptian Business Overview

- Mrs. Dalia provided a comprehensive overview of EBA's structure and operations.
- She highlighted Egypt's evolving investment climate and recent policy reforms designed to facilitate business and attract foreign direct investment.
- Egypt's extensive trade agreements were emphasized, including:
 - The African Continental Free Trade Area (AfCFTA), enabling duty-free access to African markets.
 - Agreements with Arab countries and the European Union.
 - The Free Trade Agreement between Egypt and Turkey was highlighted as a facilitator of balanced bilateral trade, alongside previous Ro-Ro maritime and railway logistics initiatives supporting truck transport between the two countries.
- Egypt's strategic geographic location was noted, particularly the Suez Canal and Suez Canal Economic Zone (SCZone), which host numerous international investors, including Turkish and Chinese companies.

Future Cooperation

- Both sides discussed potential institutional cooperation, noting that while EBA maintains agreements with several Turkish business organizations, no formal agreement currently exists with TIM.
- The possibility of signing a Memorandum of Understanding (MoU) during a future visit was positively considered.
- It was agreed that online B2B meetings could be organized as needed to facilitate ongoing engagement.

Information and Promotion

- EBA requested that detailed company information—including profiles, product descriptions, HS codes, catalogs, websites, and contact details—be shared to ensure effective promotion of the delegation.

Conclusion

The meeting concluded in a cordial and cooperative atmosphere, reaffirming both parties' commitment to strengthening bilateral trade, investment, and a long-term strategic partnership between Egypt and Turkey.