

Agenda – Day 2

1. A quick glimpse of Egyptian Trade
2. The Market Analysis Process
3. The ATO Compare and Explore Modules

**What do we know about Egyptian trade
and existing opportunities?**

Egyptian trade Pop quiz!

Go to www.menti.com and use the code 5857 7528

 Mentimeter

Instructions

Go to
www.menti.com

Enter the code
5857 7528



Or use QR code

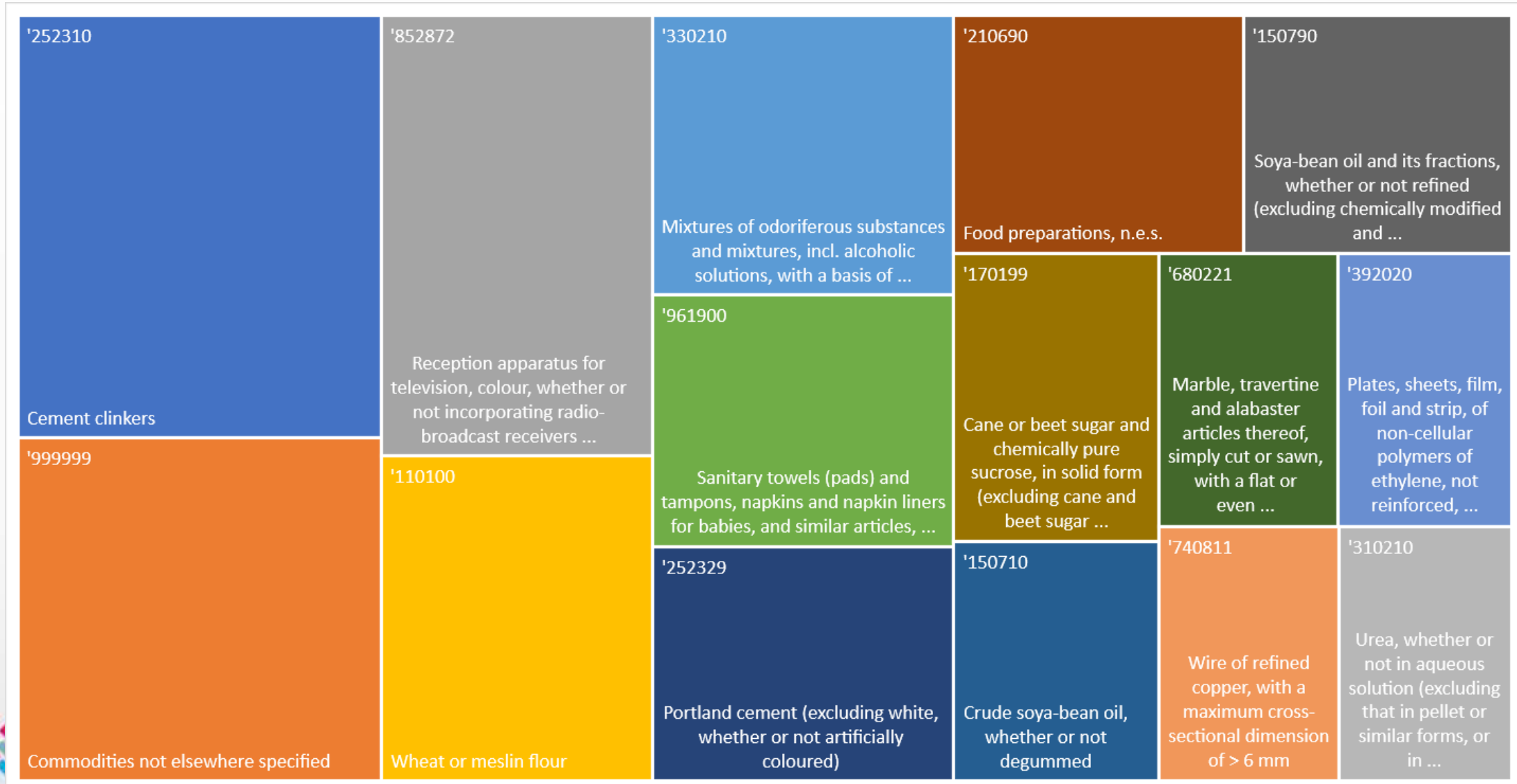
A quick glimpse of Egyptian trade

15 top exported products to the World in 2021



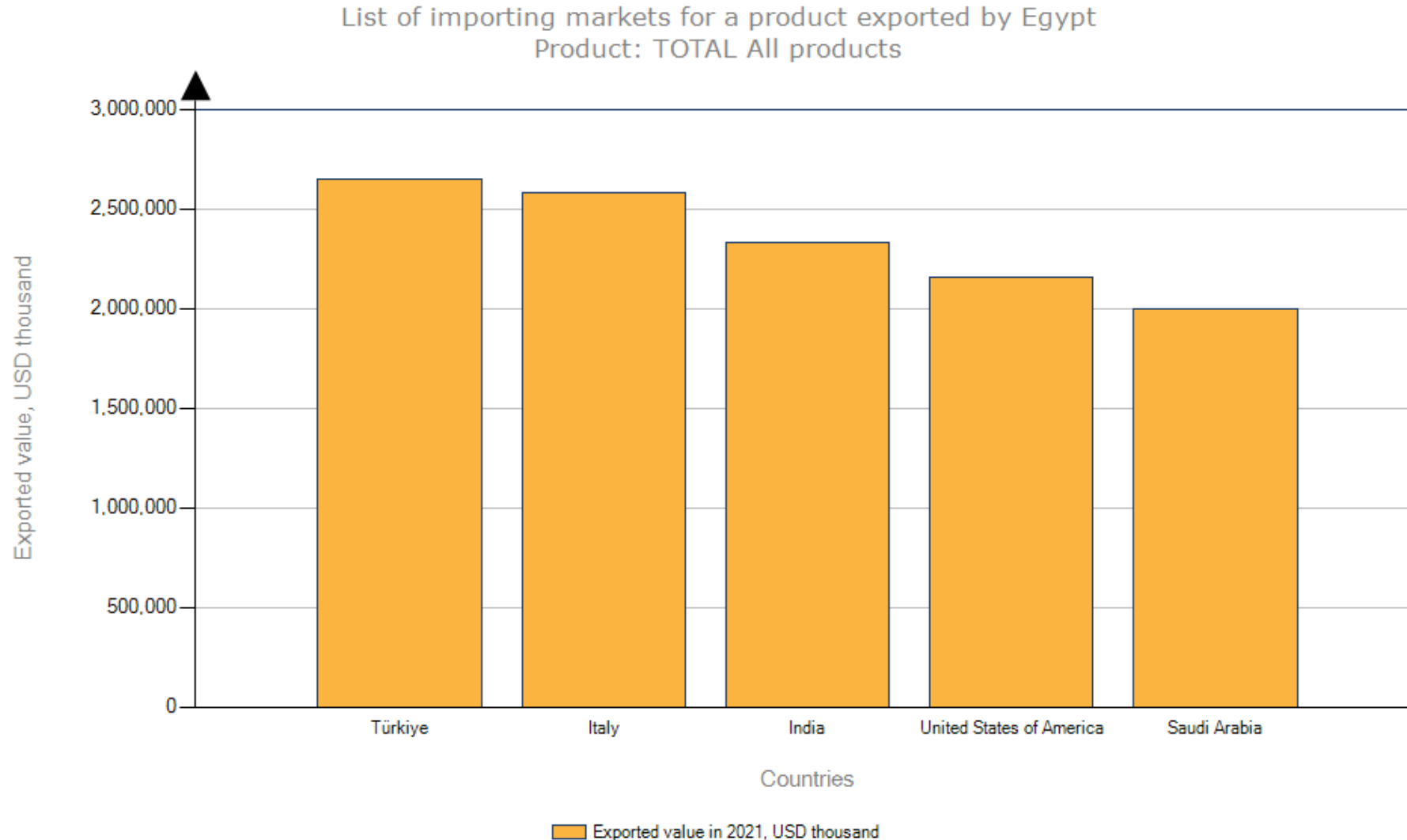
A quick glimpse of Egyptian trade

15 top exported products to Africa in 2021



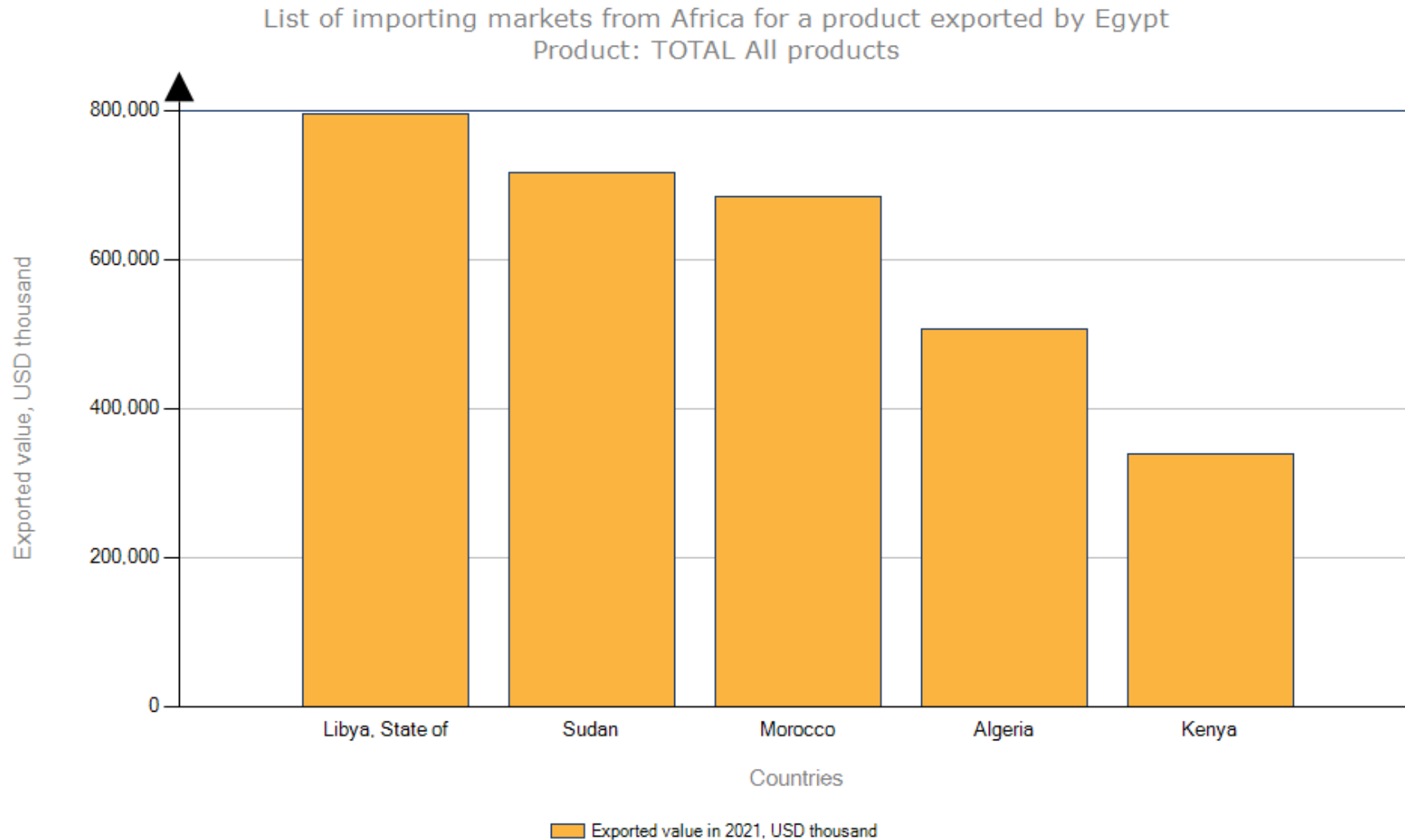
A quick glimpse of Egyptian trade

Top 5 Export destinations



A quick glimpse of Egyptian trade

Top Export destinations in Africa



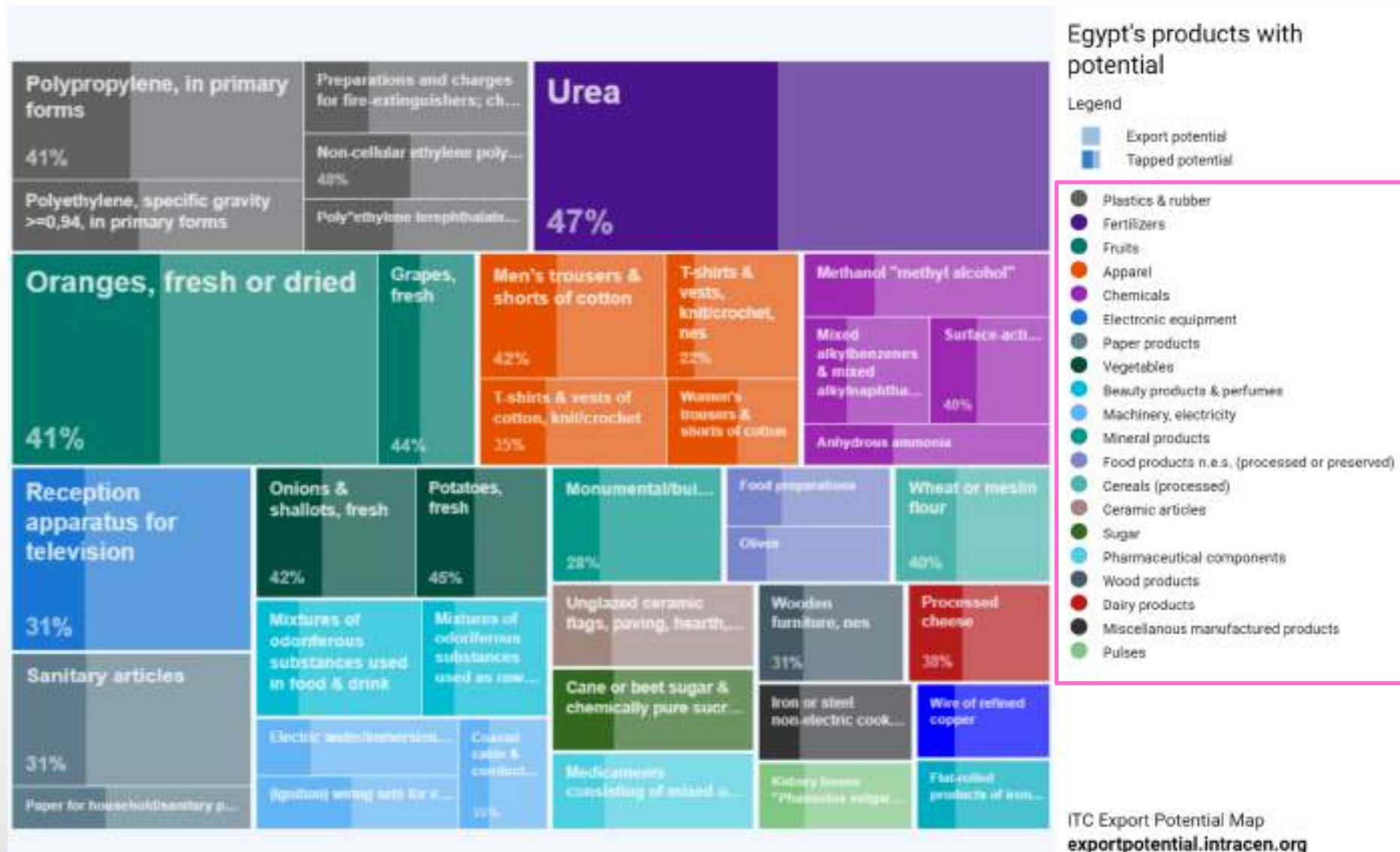
Egypt's FTA in force

African Continental Free Trade Area (AfCFTA)	●	In force	2021
UK-Egypt Association Agreement	●	In force	2021
FTA, MERCOSUR-Egypt	●	In force	2017
Belarus (EAEU) for Developing Countries	●	In force	2016
Kazakhstan (EAEU) for Developing Countries	●	In force	2016
Russian Federation (EAEU) for Developing Countries	●	In force	2016
Armenia for Developing Countries	●	In force	2015
Kyrgyzstan for Developing Countries	●	In force	2015
Regional group, League Of Arab States	●	In force	2009
FTA, Agadir	●	In force	2007

FTA, EFTA-Egypt	●	In force	2007
FTA, Egypt-Tunisia	●	In force	2007
FTA, Egypt-Turkey	●	In force	2007
FTA, EU-Egypt	●	In force	2004
GSTP	●	In force	2004
FTA, Egypt-Iraq	●	In force	2001
Egypt-Jordan	●	In force	1999
Egypt-Lebanon	●	In force	1999
FTA, Egypt-Morocco	●	In force	1999
Egypt-Palestine	●	In force	1994

Regional group, COMESA	●	In force	1994
Egypt-Syria	●	In force	1991
United States for GSP countries	●	In force	1976
Canada for GSP Countries	●	In force	1974
Korea for TADC	●	In force	1973
New Zealand for GSP Countries	●	In force	1972
Japan for GSP countries	●	In force	1971
Australia for GSP Countries	●	In force	1966
FTA, Egypt-Sudan	●	In force	1965

Now we know about Egypt's recent trade performance, but what might we expect in the future?



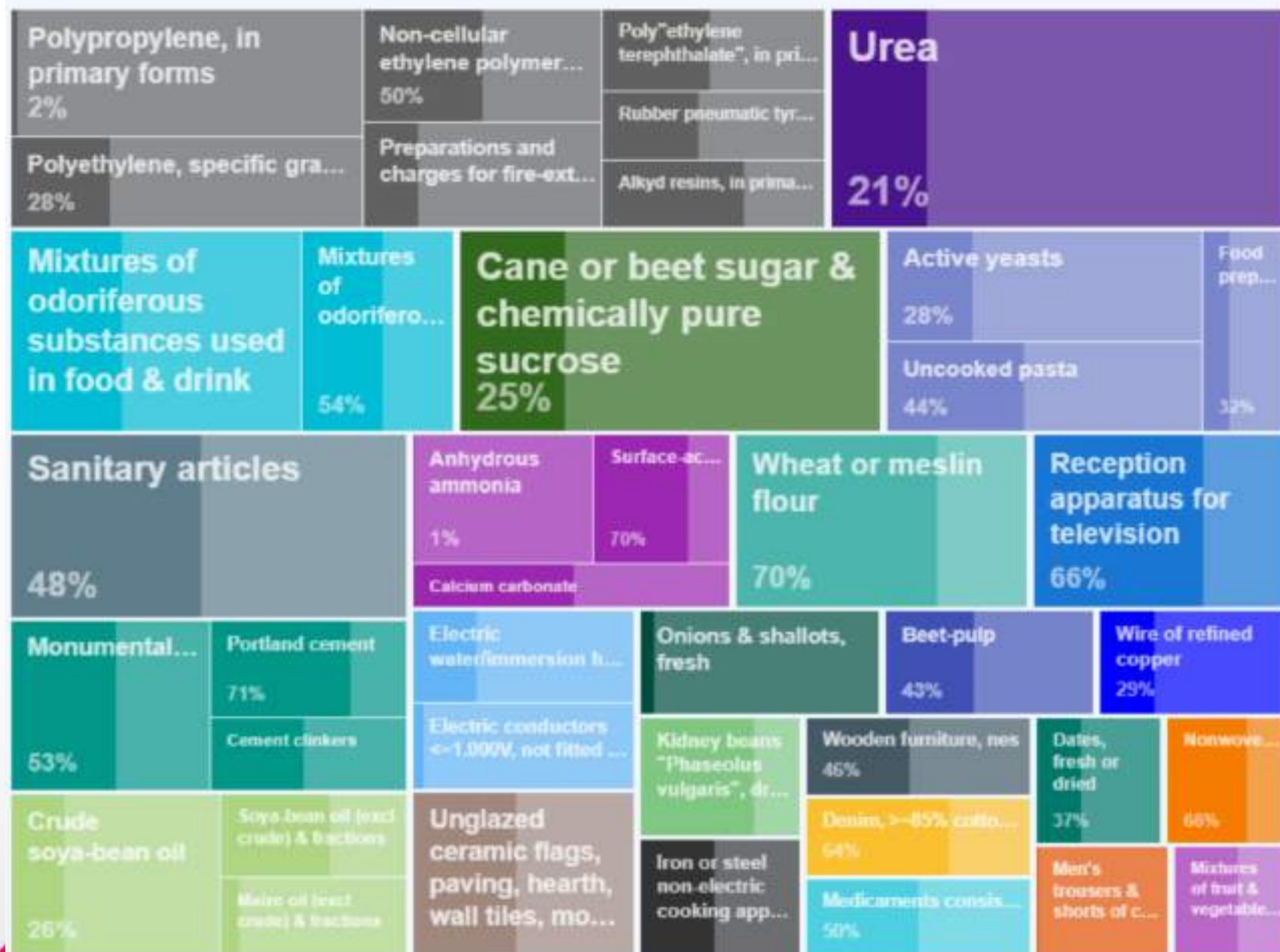
According to ITC estimates Egypt has \$22 bn in untapped export potential by 2026

Egypt's products with potential to Africa

Legend

- Export potential
- Tapped potential

- Plastics & rubber
- Fertilizers
- Beauty products & perfumes
- Sugar
- Food products n.e.s. (processed or preserved)
- Paper products
- Mineral products
- Vegetable oils & fats
- Chemicals
- Cereals (processed)
- Electronic equipment
- Machinery, electricity
- Ceramic articles
- Vegetables
- Vegetal residues & animal feed
- Metals (except ferrous & precious)
- Pulses
- Miscellaneous manufactured products
- Wood products
- Cotton (fabric)



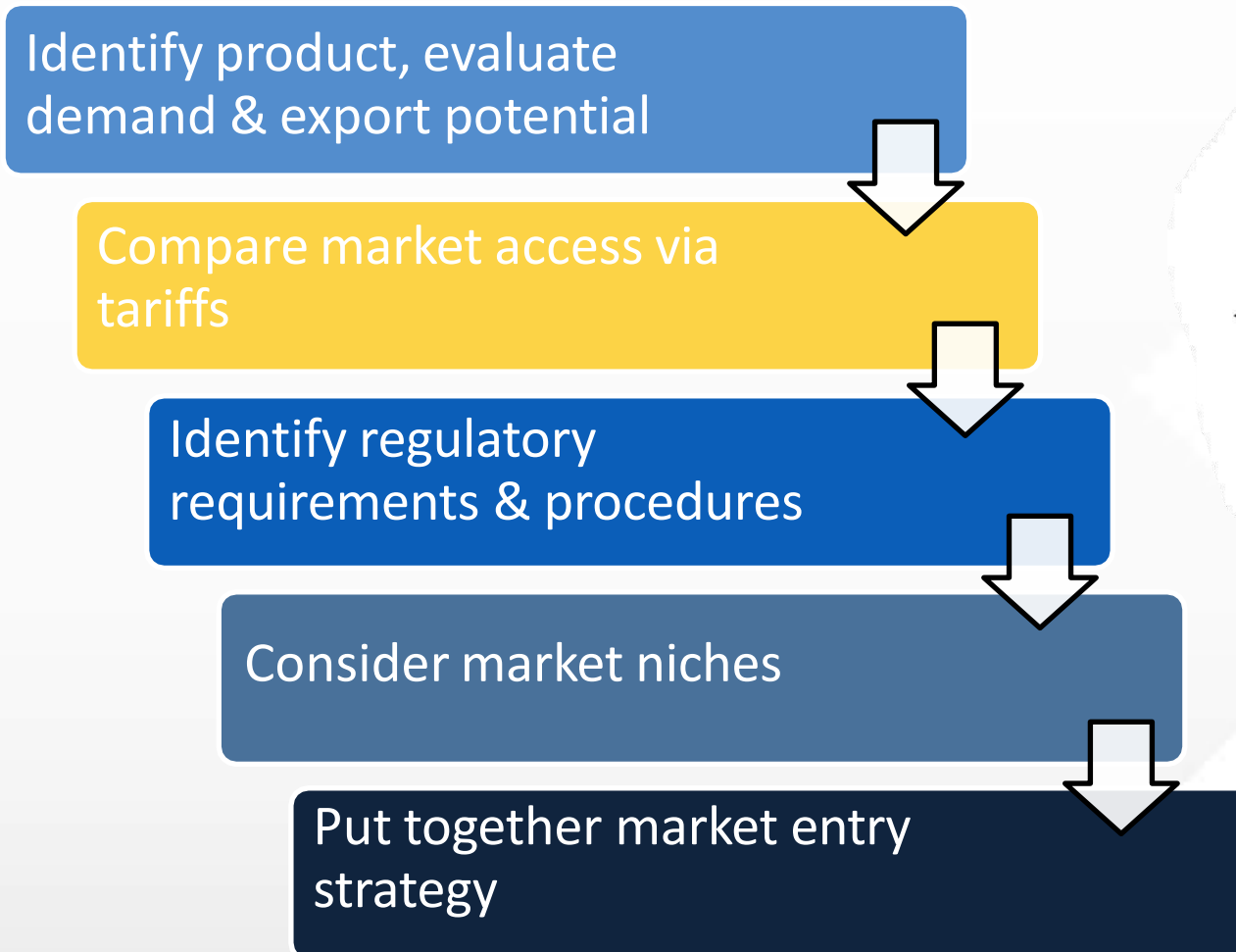
ITC Export Potential Map
exportpotential.intracen.org



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How we can use ATO information?





But which
country
should we
choose?

How do we identify the best options?

Market scanning involves comparing potential markets against various criteria to help identify a suitable market for a given product



Your business advice checklist



- ☐ Markets with the highest untapped potential for your product
- ☐ Latest trade flows (export and import)
- ☐ Biggest markets
- ☐ Fastest growing markets
- ☐ Compare your MFN tariffs and preferential tariffs applied to your product
- ☐ Taxes
- ☐ Regulations

Your business advice checklist

Feasibility/
Compliance

- ☐ List of applicable trade agreements vis-à-vis target markets
- ☐ Requirements to qualify for certificate of origin
- ☐ Mandatory regulations
- ☐ Buyer requirements/ Private standards

Your business advice checklist

Market
Specifics

- ☐ Trade finance
- ☐ Trade promotion assistance
- ☐ Prices
- ☐ Distribution channels market trends
- ☐ E-commerce options
- ☐ Logistics costs

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Example of ATO Explore and Compare Modules



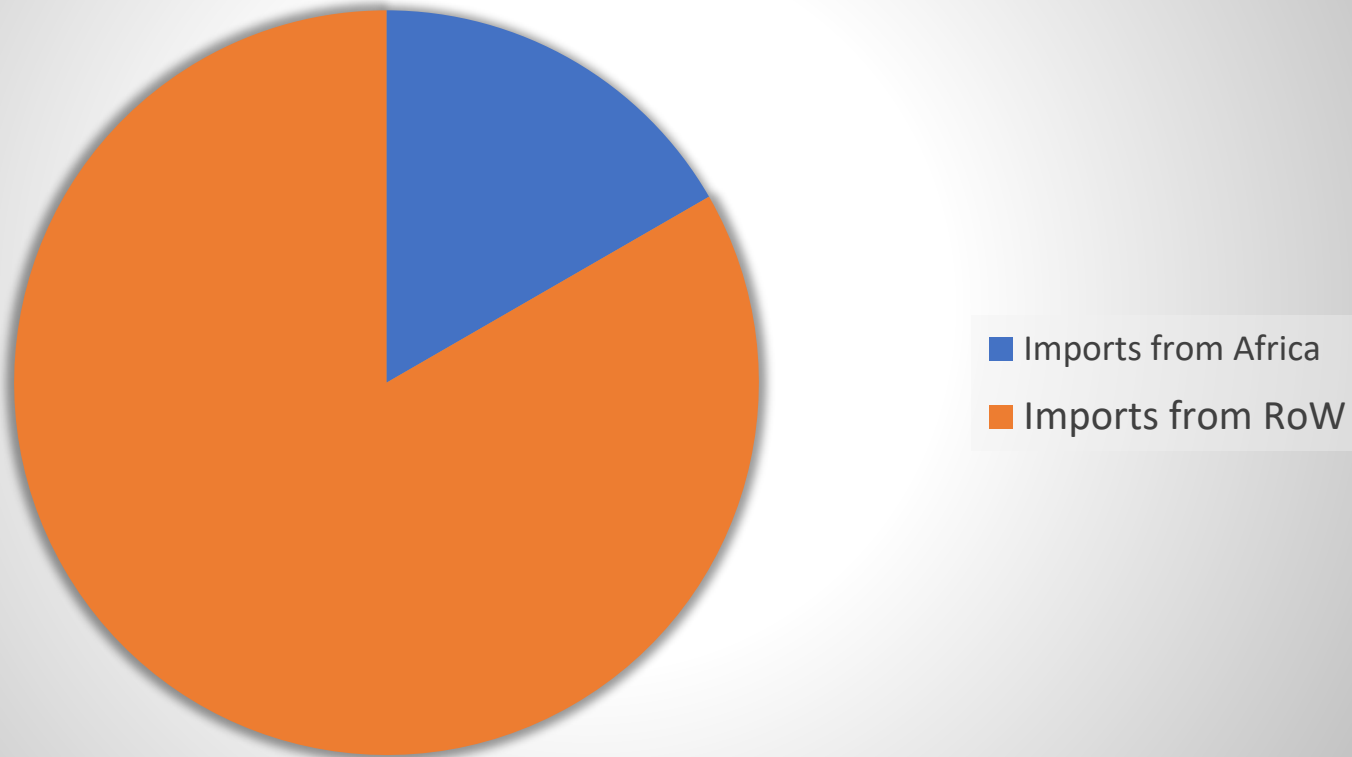
Are you ready to broaden
your knowledge and get to
know the new ATO
Business Intelligence
Dashboard?





Africa – refined sugar import overview in 2021

Africa's Imports from Africa vs Imports from RoW for refined sugar



African countries primarily import refined sugar

HS8	Importers	Value imported in 2021 (USD thousand)	Trade balance in 2021 (USD thousand)
	World	11,819,688	246,095
	Africa Aggregation	2,898,914	-1,965,037
+	Sudan	588,277	-588,277
	Somalia	271,086	-271,086
	Djibouti	242,972	-242,972
+	Kenya <i>i</i>	195,959	-195,243
+	Ghana	180,558	-180,546
+	Mauritania <i>i</i>	166,166	-166,166
+	Côte d'Ivoire	149,510	-149,507
+	Tanzania, United Republic of <i>i</i>	126,424	-126,367
+	Angola	100,758	-99,476
+	Madagascar <i>i</i>	87,255	-87,246
+	Ethiopia <i>i</i>	79,606	-79,606
+	Senegal <i>i</i>	75,527	-74,894
+	Guinea	71,311	-71,311
+	Libya, State of	60,257	-60,257
+	Niger	47,387	-43,085
+	Cameroon	47,368	-47,367
+	Namibia	41,814	-41,681

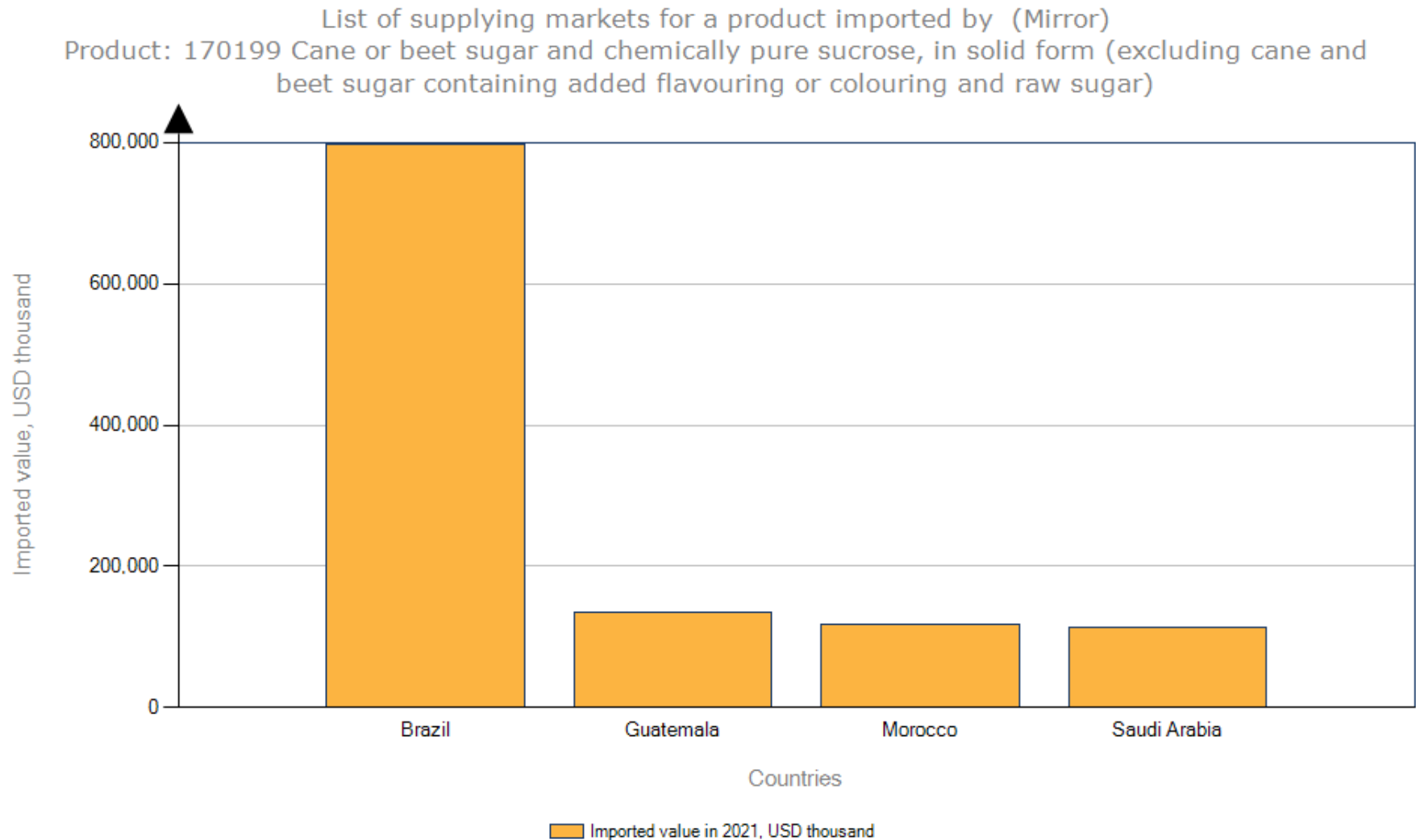


Top 5 importing countries are Sudan, Somalia, Djibouti, Kenya, and Ghana





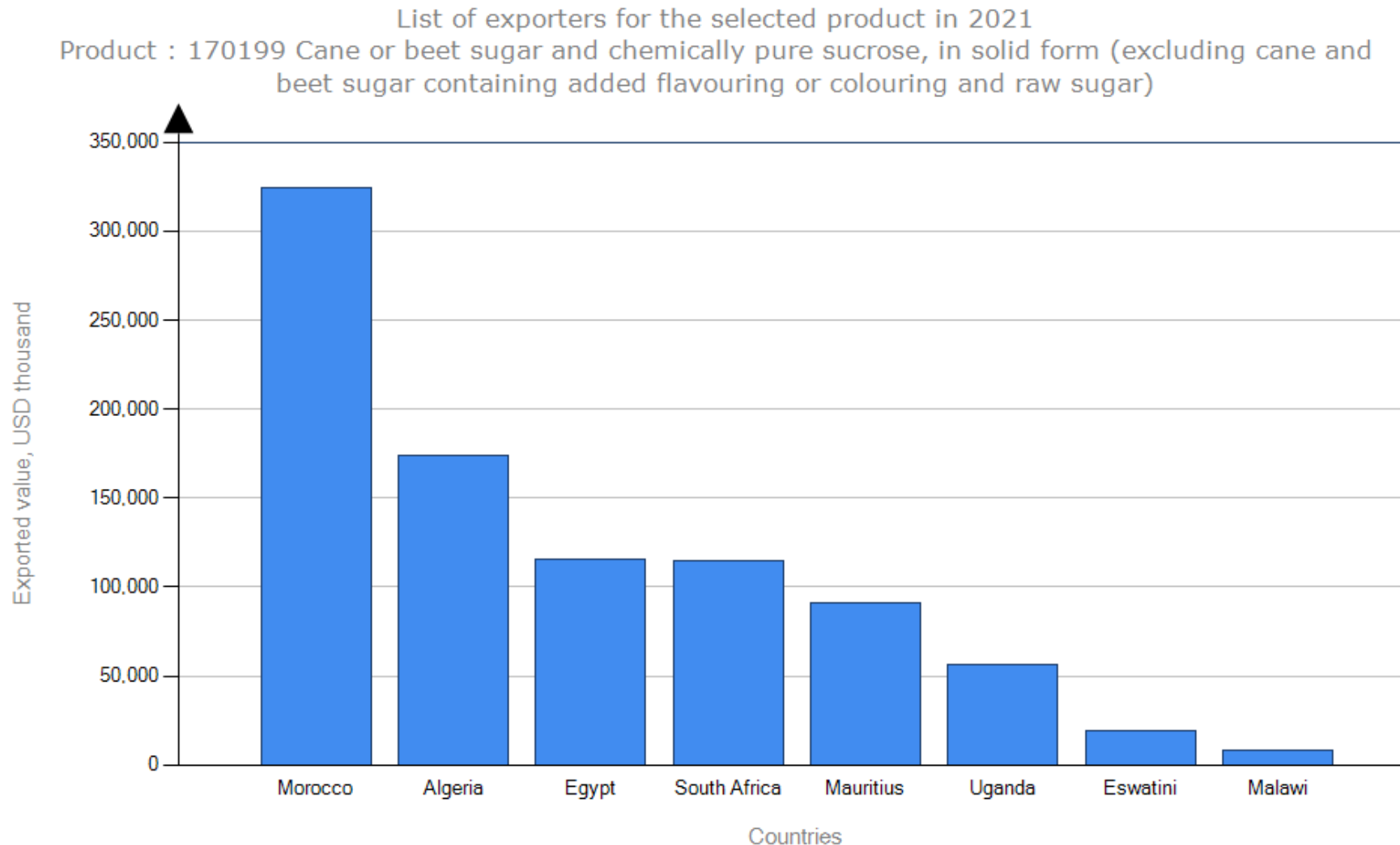
Not from African countries



Who in Africa export refined sugar?



One of the top 10 exporters is Egypt



Let's go live!



Hello, I am a Egyptian producer of refined sugar (HS 170199) and I would like to expand in the African market? Any suggestions?

<https://ato.africa>



African Trade
Observatory



Let the ATO Business Intelligence Dashboard do the heavy lifting whenever possible.

Now, it is time to practice...



Group Activity

- ❑ Participants will be divided into groups to answer various questions
- ❑ Practical scenario



**Hello, I am a
Egyptian
entrepreneur. I would
like to sell my
flavouring compound
orange in more
African markets. Can
you recommend new
markets in Africa?**

Scan the QR using your phone and answer the questions



<https://forms.office.com/r/EP23zrcwAF>