

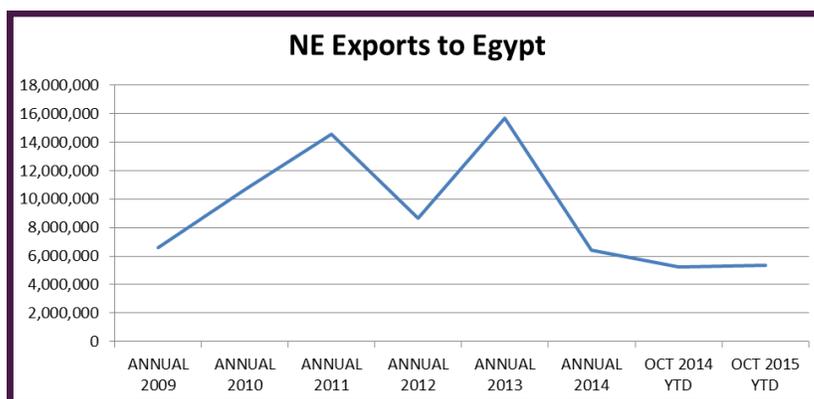
Egypt

January
2016

Foreign Trade

The United States exported nearly \$1.9 billion of food and agricultural products to Egypt in fiscal year 2014. Top products included corn, soybeans, beef, and dairy. In fact, U.S. dairy exports to Egypt reached a record \$149 million in 2014, up more than 17 percent from the previous record, set in 2013. Long-term prospects in Egypt remain good, but the country's economic situation is negatively affecting short-term growth.

Barriers to the entry of U.S. food and agricultural products are often significant, particularly for those of animal origin. Best prospects for U.S. exporters beyond the bulk commodities are dairy products, edible fish and seafood. Political and economic uncertainty has dampened Egyptian demand for U.S. consumer-oriented products, at least in the short term.



Best prospects for U.S. agricultural products: beef, tree nuts, dairy and dairy products, and food preparations.

Advantages of Exporting to Egypt:

- ◆ U.S.-origin products continue to enjoy wide acceptance in the Egyptian market.
- ◆ Recognition of high quality product.
- ◆ New-to-market products benefit from the recent expansion of supermarket and hypermarket chains.
- ◆ Receptivity toward buying into the notion of American luxury.

We Are Here to Help

<http://www.foodexport.org>

Exporting is an excellent way to increase sales. Without help, exporting is a complex business. Under the Food Export Association of the USA, a variety of programs and personal assistance with exporting is available. Everything is designed to help an interested company gain exporting knowledge and make it a smoother process. Thank you for expressing interest in exporting your Nebraska product.



Export Education

Export Essentials Online: An educational introduction to the fundamentals and logistics of exporting. Through ten different modules, you will be guided through extensive information regarding your product and what exporting can do for your company.

Analyze Market Potential

Market Builder: A customized package of services to help U.S. suppliers find the right market and buyer for their products through importer feedback on their products, competitive market research and importation analysis, distributor referrals and importer lists, and assistance with in-market meetings.

Export Assistance

Food Export Helpline: A service which offers customized, one-on-one assistance on a wide variety of export-related topics. You'll speak with an industry expert who can help answer any questions such as, "Does my product have any potential in other countries?"

"The representatives of Food Export-Midwest have always been a pleasure to work with and have been extremely helpful with any questions or claims that we have. Overall, this program has allowed us to expand our distribution coverage and increase sales over the past years." -Jennifer McDaniel of Premium Nutritional Products (August 2015)

Enter New Markets

Buyers Mission: Events that bring qualified, international buyers to the U.S. to meet face-to-face with U.S. producers. These events allow for potential business connections and feedback about a product's exporting future.

Trade Missions

Food Show Plus: A tradeshow enhancement service that provides assistance to U.S. producers, aiding them in preparation for meetings with international buyers to create a more effective product presentation.

Increase Market Share

The Branded Program: A program that helps your company, product, and brand gain exposure through international marketing. This program provides a 50% reimbursement of approved international marketing and promotion.

For More Information Contact:



Stan Garbacz

Agricultural Trade Representative

Nebraska Department of Agriculture

(402) 471-2341 stan.garbacz@nebraska.gov