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U.S. Commercial Service



EGYPT HOSTS A SUCCESSFUL FRANCHISE DEVELOPMENT CONFERENCE

On October 24-25, 2007, Commercial Service (CS) Egypt organized the first-ever U.S. Franchise Development Conference in Cairo. This event brought together 21 American brands to meet with over 200 participants from 15 countries in the region. The Conference began with a day of briefings on Franchising. Day two featured one-on-one appointments to introduce the brands to potential investors. Initial feedback from the American participants shows that they are expecting successes from each brand, and some in multiple countries. The conference signified the dynamic development of the franchise industry in North Africa and Middle East Region.

VISIT USA CAMPAIGN KICKS OFF IN THE EGYPTIAN PRESS

CS Egypt launched a bilingual press campaign to promote tourism to the United States. In collaboration with the Bureau for Travel and Tourism in each state, five articles were published in the Egyptian press in October, November, and December promoting tourism to Alabama, Alaska and Arizona respectively.

COMMERCIAL DIRECTORY FOR ALEXANDRIA LAUNCHED

CS Egypt has published a commercial directory for Alexandria and Delta Region. The directory gives a glimpse on Alexandria business climate and opportunities in the Delta region. In addition, it highlights business opportunities in Egypt's largest port city of Alexandria. To obtain a free copy, please contact John Abdel Nour at: John.Abdelnour@mail.doc.gov

TRADE DELEGATIONS FROM EGYPT TO ATTEND TRADE SHOWS IN THE U.S.

CS Egypt is recruiting Egyptian delegations to attend various trade shows including the National Association of Broadcasters (NAB), Conexpo - Con/AGG, the International Exposition for Power Transmission (IFPE), International Home and House Wares Show, International Poultry Exposition, Graphics of the Americas, and International Franchise Exposition. Keep an eye on your potential Egyptian trade partners during these shows! To meet one-on-one with visiting Egyptian buyers, please contact Dalia Sherif at: Dalia.Sherif@mail.doc.gov

PROMOTION OF U.S. STANDARDS IN EGYPT

On October 30, CS Egypt, in cooperation with the American Chamber of Commerce in and the American National Standards Institute, organized a digital video conference to promote U.S. standards in Egypt and the region. This initiative is directed at increasing public awareness of U.S. standards and to ensure that the U.S. concerns in the standardization process are fully addressed and incorporated into any national standards being developed in Egypt. If you are encountering standards related issues in Egypt, we would like to hear from you. Please contact Hend El Seneity at: Hend.El-sineity@mail.doc.gov

CS SERVICES:

Getting the most from our services

The Commercial Service (CS) Officers and Commercial Specialists are available for counseling U.S. business representatives on market entry opportunities and techniques. For specific questions, contact our Commercial Specialists. Also, the CS actively supports U.S. companies who are bidding on projects, advocates on their behalf and assists in redressing complaints or removing trade barriers. For more information please visit www.buyusa.gov/egypt

CS Publications

Business Directory for Egypt:
Listing of the U.S. firms operating in Egypt in addition to their agents/distributors. Copies are available for LE 150 at the U.S. Commercial Service office.
Contact: Rania.Mekhail@mail.doc.gov

Economic Trends Report:
Provides an overview on the Egyptian Economy (available online: <http://cairo.usembassy.gov/etr2007.pdf>)

Country Commercial Guide:
Provides an overview and useful hints and tips on doing business in Egypt. Available online at : <http://www.buyusa.gov/egypt/en/doingbusinessinegypt.html>

Commercial News USA (CNUSA) :
CNUSA is the official United States Department of Commerce showcase for American-made products and services. Each issue reaches an estimated 400,000 readers worldwide in 176 countries.
Online version available at: www.export.gov/cnusa

Gold Key Matching Service (GKS):

Get the most out of your overseas business trip while saving time and money. Through our GKS, CS helps U.S. businesses find the right business partners in their targeted export markets. On your behalf, we will arrange one-on-one appointments with pre-screened agents, buyers, distributors, sales representatives, association and government contacts, licensing or joint venture partners, and other key players.

Video Gold Key Service (VGKS):

Tight schedule or travel budget? Consider our VGKS: Videoconferencing technology enables you to meet virtually with prospective buyers and partners.



International Company Profile (ICP):

Initiate and manage your international business relationships with confidence. Have CS generate a customized ICP on your potential business partners. Researched and prepared by our international trade specialists and commercial officers, ICPs enable US businesses to more effectively evaluate overseas companies.

Single Company Promotion (SCP):

SCP provides U.S. companies with a customized service to support and advance their objectives in an overseas market.



For inquiries regarding these services please contact: Dalia.Sherif@mail.doc.gov

Study in the U.S.A. Caravan

To promote the leading edge of the U.S. as an international students' destination, CS Egypt conducted several in-depth counseling sessions at prominent Egyptian Universities. Information on students' visas and admission procedures was shared with perspective students

Egyptian Buyers Visit NY Dental Show

CS Egypt led a trade delegation to the Greater New York Dental Meeting Show, November 23-28, 2007. Delegates were introduced to the advanced technologies in the dental industry, and made several floor purchases from US exhibitors.

DEPUTY UNDERSECRETARY MICHELLE O'NEILL VISITS CS EGYPT

DEPUTY UNDERSECRETARY MICHELLE O'NEILL WITH CS STAFF

On November 4-6, Deputy Undersecretary (DUS) Michelle O'Neill visited Cairo to foster the trade relations between Egypt and the U.S. During her visit, O'Neill launched the U.S.-Egypt Information Technology (USE-IT) Forum composed of representatives of U.S. firms operating in Egypt, and ICT Egyptian companies. The objectives of USE-IT is to enhance collaboration between Egyptian and U.S. companies, promote IPR protection, create quality jobs, and increase ICT use among Egyptian companies.