



U.S. Commercial Service Egypt, Lebanon, Libya

Summer 2007

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Welcome to the U.S. Commercial Service Egypt

Welcome to our quarterly newsletter on commercial opportunities in Egypt, Lebanon and Libya. Our audience is our key stakeholder: U.S. exporters. This newsletter aims to be informative, providing market insight in addition to information on how the U.S. Commercial Service assists businesses enter and succeed in these markets.

At the U.S. Commercial Service Egypt (CS Egypt), we believe that information and communication technologies have the significant potential to open new opportunities for U.S. companies, particularly SMEs.

We hope you find the material helpful, and encourage you to contact us for more information.

Ambassador Highlights American Car Manufacturers in Egypt



U.S. Ambassador to Egypt Francis Ricciardone visited Cairo's annual AUTOMECH Expo to view the latest Ford and General Motors/Chevrolet automobiles now available in Egypt. Ambassador Ricciardone cut the ribbon at the Ford booth, addressing the audience on the importance of the growing Egyptian auto market, and congratulated Ford on their increasing sales. The Ambassador then visited the General Motors/Chevrolet booth to view their new models and congratulate the company on their increased sales and presence in Egypt.

CS Egypt Releases Newest U.S. Business Directory for Egypt

The latest version of the U.S. Business Directory is now available at CS Egypt. The Directory is an extensive resource that includes contact information for American companies invested in Egypt, as well as agents and distributors of American goods. The Directory is an invaluable resource for the sourcing of American goods in Egypt.

To obtain a copy of the U.S. Business Directory for Egypt, please contact Mr. Hisham Sami at: 2797-2689 or Hisham.Sami@mail.doc.gov.

CS Egypt To Promote Community Colleges at Upcoming U.S. College Fair

American educational institutions will take center stage at the annual AMIDEAST American College Fairs in Egypt. The fairs have the dual goal of promoting American educational institutions in the Egyptian market and encouraging Egyptian students to consider numerous options for higher education in the United States. University representatives will attend the fairs and present information on both undergraduate and graduate studies in the U.S. The fairs will be held in Alexandria on October 4, 2007 and in Cairo on October 5, 2007.

This year the Commercial Service Egypt will host a booth for U.S. community colleges eager to welcome Egyptian students. U.S. community colleges offer terrific opportunities for students: they are significantly more affordable than four-year U.S. colleges, they offer a wide array of technical and degree options, and they increase students' competitiveness both in the job market and in applying to four-year institutions. For more information on the AMIDEAST-Egypt American College Fair, please visit: http://www.amideast.org/programs_services/advising/cairo/news/announcements.htm

Department of Commerce Promotes Business in the Middle East, Gulf and Africa

The Department of Commerce held a seminar entitled "Doing Business with the Middle East, Gulf and Africa" on June 16th, 2007. The seminar was co-sponsored by, and took place at, the U.S. Chamber of Commerce in Washington, D.C. Roughly 150 U.S. companies attended this event, which was held to highlight the multitude of opportunities that exist for U.S. companies in the region. Commercial Specialists from 14 countries in the region presented market overviews, market entry strategies, and highlighted leading sectors for U.S. exports, in addition to major projects and trade events.

Trade Specialists from Egypt and Lebanon expounded on the opportunities in each country, and encouraged U.S. companies to investigate these growing and important markets.

Intellectual Property Rights Book Tour

CS Egypt and the U.S. Patent and Trademark Office (USPTO) organized a half-day program on June 19, 2007 to launch the USPTO Book Series entitled "Intellectual Property and You" in Egypt. The USPTO book series consists of two books: "Essentials of Intellectual Property: A Basic Primer for Everyone", and "Use & Protection of Intellectual Property: A Guide for Arab Professionals". The event was held in Embassy Cairo for an audience of over 40 Egyptian officials, business people, lawyers, journalists, librarians, and judges. An attorney-advisor from USPTO, Mr. Darren Pogoda, spoke on the importance of IPR enforcement, and Mr. Mohamed Omran, CEO of the Information Technology Industry Development Agency (ITIDA), discussed efforts in Egypt toward IPR protection and enforcement, specifically in the Information and Communications Technology sector. Copies of the English language books were distributed to attendees at the end of the program. The Arabic language books will be published and distributed later this year.

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Medical Sector Update

The medical equipment market in Egypt is the second largest in the Middle East, valued at roughly \$255 million, with an expected annual growth rate of 10%. With little domestic production, the market relies primarily on imports and is extremely receptive to American products. U.S. companies currently have 13% market share. Ongoing healthcare reform efforts are generating major demands for high-tech medical items in Egypt. With an increasing population of over 77 million, more hospitals, medical and healthcare centers are being built.

The Government of Egypt plans to roll out a universal healthcare system to cover the entire population by 2010. The Ministry of Health and donor partners are currently renovating and upgrading existing medical buildings with new technologies, with the priority on under-served areas. The USAID program has allocated \$24.7 million specifically for healthcare and family planning for the coming two years.

The U.S. Commercial Service in Egypt has a comprehensive list of industry contacts and is ready to assist companies enter or prosper in this attractive, long-term export market. The following are healthcare-related events organized by CS Egypt:

The Quarterly Healthcare Forum

On June 28th, 2007, Commercial Service Cairo, along with managers of U.S. pharmaceutical companies and medical device importers, held their quarterly healthcare forum; an executive roundtable to discuss business challenges and issues of importance to segments of the healthcare industry in Egypt. The forum is a venue for U.S. healthcare companies in Egypt to explore opportunities for collaboration between U.S. businesses, and to provide feedback to the Egyptian government to help transform the healthcare system into one that meets the needs of the Egyptian public, as well as the industry.

Healthcare Technologies Trade Mission

CS Egypt will be hosting a Healthcare Technology Trade Mission from October 30 to November 1, 2007. The mission will include representatives of U.S. medical equipment, dental, healthcare services, and biotechnology industries interested in entering or expanding existing business in the Egyptian market.

The Florida International Medical Expo

CS Egypt is organizing a business delegation of Egyptian medical and healthcare professionals to visit the Florida International Medical Expo (www.fimeshow.com) in Miami Beach, FL, August 15-17, 2007. The show offers a wide range of medical products and supplies.

For more information about the medical sector or these activities, please contact Mrs. Jihan.Labib@mail.doc.gov.

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2007 Trade Shows and Events in Egypt and Lebanon

A list of 2007 trade shows and fairs in Egypt and Lebanon is now available. These events are regional or international in scope, and may be of interest to U.S. companies. To view the list of events in Egypt, please go to http://www.buyusa.gov/egypt/en/egypt_trade_events.html. For events in Lebanon,

please go to http://www.buyusa.gov/lebanon/en/trade_fairs_lebanon.html. Please note that this information is provided as a service to U.S. companies. The Department of Commerce does not promote or support these shows.

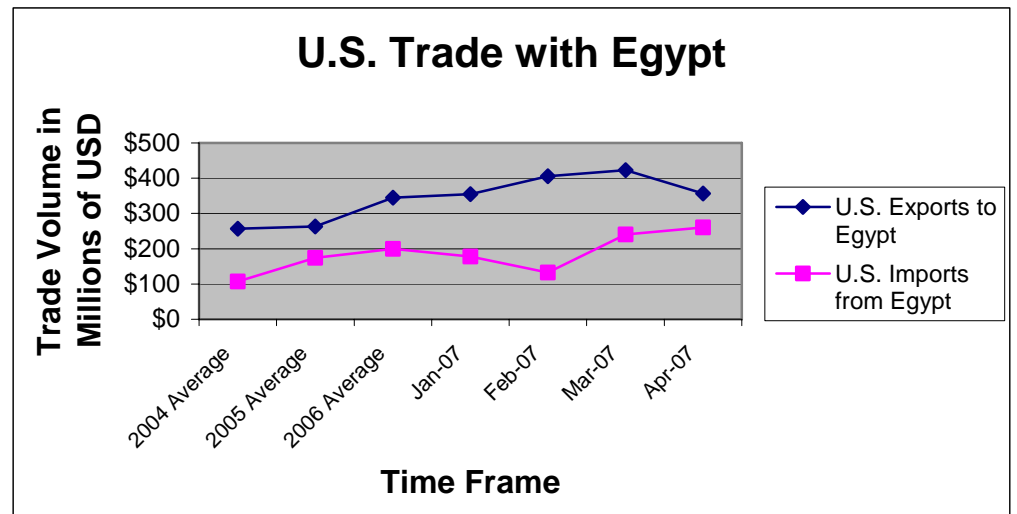
For more information on trade shows and events, please contact Mr. Hisham Sami at: Hisham.Sami@mail.doc.gov

Highlighted Upcoming Trade Events:

- CS Egypt will lead a delegation **PACK EXPO 2007**, which focuses on the latest developments in packaging technology and showcases exhibitors' state-of-the-art advances in packaging machinery, converting machinery, materials, packages and containers, and components. The Expo will be held October 15-17, 2007 in Las Vegas. For more information contact Heba.Abdel-Aziz@mail.doc.gov Or use the following link: <http://www.buyusa.gov/egypt/en/packexpo2007.html>
- Interested in learning more about the franchising business? Considering the purchase of a U.S. franchise? Are you a franchisor interested in selling your concept? The **U.S. Franchise Development Conference**, to be held October 24-25, 2007 in Cairo, will focus on the Egyptian franchise industry and opportunities. For more information contact Cherine.Maher@mail.doc.gov
- The upcoming **Projex Libya** focuses on addressing Libya's immediate priorities in terms of technological needs for the country's current and future development plans. The show will include plant and machinery, systems, materials, products, technology, consultancy services and management expertise for the expansion, upgrading and modernization of Libya's prime sectors. For more information, visit <http://www.tradefairgroup.com/projexlibya/index.asp>
- Market your American products and services to Egypt and the region in the upcoming **Made in the USA Exposition**, which will be held in Cairo on January 17-19, 2008. A perfect way to introduce new to market U.S. companies and goods, increase market penetration, and for Egyptian distributors/agents to make their U.S. products known to the local and regional markets. For more information contact Aliza.Totayo@mail.doc.gov or Hend.El-Sineity@mail.doc.gov.

U.S. – Egypt Trade

The U.S. Census Bureau has released statistics for U.S.-Egypt trade to April 2007.



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Catalogue Show Highlights U.S. Environment, Water, and Wastewater Companies

A catalogue show highlighting U.S. environment, water, and wastewater companies was held at the Environment 2007 Trade Show and Exhibition in Cairo. The Show is one of the premier water, wastewater, and energy shows held in Egypt, showcasing Egyptian, as well as international companies and their products.

The CS Egypt booth displayed catalogues for thirteen U.S. companies in the water, wastewater and energy sectors. CS specialists distributed company catalogues to well over a hundred visitors. For information on the participating U.S. companies, please contact Ms. [Rania Mekhail](#) or Mr. [Essam Tabarak](#).

Egyptian Service Providers

The U.S. Commercial Service maintains a list of Egyptian companies able to provide an array of business services to U.S. companies. Services include legal and financial, advertising, distributors and real estate services. A comprehensive list of subscribers is available on our webpage, including a listing of company services and contact information. For further information, visit our Business Service Providers at: <http://www.buyusa.gov/egypt/en/bsp.html>.

List of New Joined Business Service Providers in Egypt

El Joe co. for import & export
Evergrow for Specialist Fertilizers
Evision
Fox Freight
Gallery Samaha
Gateway to Egypt
MADINA for Engineering and Construction
Merge Business Development Consulting Co.
METROPOLE Advanced Printing Facilities
Meyag Factory for Textiles
MTM-Diarna Real Estate
Pangaea Services
Petra Travel Agency
SIK contracts interior Furniture
Superior Products International - SPI
The Egyptian Export & Forwarding EGYXpress

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The U.S. Commercial Service

The U.S. Commercial Service Egypt operates as the U.S. Embassy's Commercial Section for Egypt, Lebanon and Libya. We are a global network of American and country-based trade specialists dedicated to supporting U.S. commercial interests around the world.

We offer trade promotion assistance to both American exporters and overseas importers through a variety of programs and services. Our staff will help you do business in Egypt, Lebanon or Libya by identifying potential business partners, obtaining valuable market intelligence, and launching your company to these dynamic markets or to American suppliers. Find out more information about our services for American and foreign companies at: <http://www.buyusa.gov/egypt/en/>.

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