



U.S. Commercial Service Egypt, Lebanon, Libya

Spring 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 communications 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.

Deputy Secretary Sampson Promotes Bilateral Trade During Visit to Egypt

U.S. Deputy Secretary of Commerce Dr. David Sampson visited Cairo from January 26-31, 2007 to inaugurate the U.S.-Egypt Business Council and to meet with his Egyptian counterparts on issues of importance to the U.S.-Egypt trade relationship. Dr. Sampson held bilateral meetings with the Minister of Trade & Industry, Minister of Health, Minister of Finance, Minister of Transport, and Minister of Communications and Information Technology. Dr. Sampson advocated for a strong intellectual property rights regime in Egypt, underscoring the importance of WTO obligations that will help expand the U.S.-Egypt bilateral trade relationship. Sampson was also involved in an event designed to underscore American companies' corporate social responsibility programs in Egypt. While in Cairo, the Deputy Secretary joined the first MENA Regional AmCham conference and delivered the keynote address entitled "The U.S. Trade Agenda in the MENA Region: Current Status and Future."

U.S.- Egypt Business Council Meets in Cairo

On January 29, 2007, Egyptian Minister of Trade and Industry Rachid and U.S. Commerce Deputy Secretary Sampson inaugurated the US-Egypt Business Council. The Council discussed many areas of cooperation including opportunities for collaboration in the transport and energy sectors. The U.S.-Egypt Business Council (originally the Presidents' Council) was established in April 1995 with the mission to develop and enhance Egyptian and American economies by promoting joint private sector business growth, liberalizing and expanding trade and investment, and increasing exports.

Customs Tariff Amendments

The Government of Egypt recently overhauled its customs tariff through Presidential Decree 39/2007 in order to come into compliance with the World Customs Organization's 2007 version of the Harmonized Commodity and Description of Coding System. The changes include a simplification of the tariff system by reducing the number of tariff rates and a cascading tariff approach with lowered duties on input materials required for domestic production. Frozen meat and poultry, medications, serums, and vaccines, will also benefit from a reduction or exemption of duties. For more information contact Cherine Maher, Senior Commercial Assistant, at cherine.maher@mail.doc.gov

Seminars Highlight Intellectual Property Rights

Three one-day Intellectual Property Rights (IPR) seminars in Cairo and Alexandria, entitled "Intellectual Property in the Global Marketplace", were held February 19-21, 2007. The seminars were designed to raise awareness among Egyptian government officials on accepted standards for intellectual property protection, and educate the local public and business community as to how they benefit from IP protection here and abroad. Speakers from the U.S. Patent and Trademark Office as well as the U.S. Copyright Office gave presentations touching on U.S., Egyptian and international patent, trademark, and copyright systems, as well as intellectual property rights enforcement laws and practices, and ISP liability systems.

IPR Toolkit Available Online

An IPR Toolkit is now available on the CS Egypt website. In easily understandable language the Toolkit explains for U.S. businesses and the public the regime for intellectual property rights protection and enforcement in Egypt. The Toolkit provides information on applicable legislation, what is protectable in Egypt, and how to protect it, as well as approaches for addressing infringement of rights for all major forms of intellectual property. The toolkit is located at: <http://www.buyusa.gov/egypt/en>

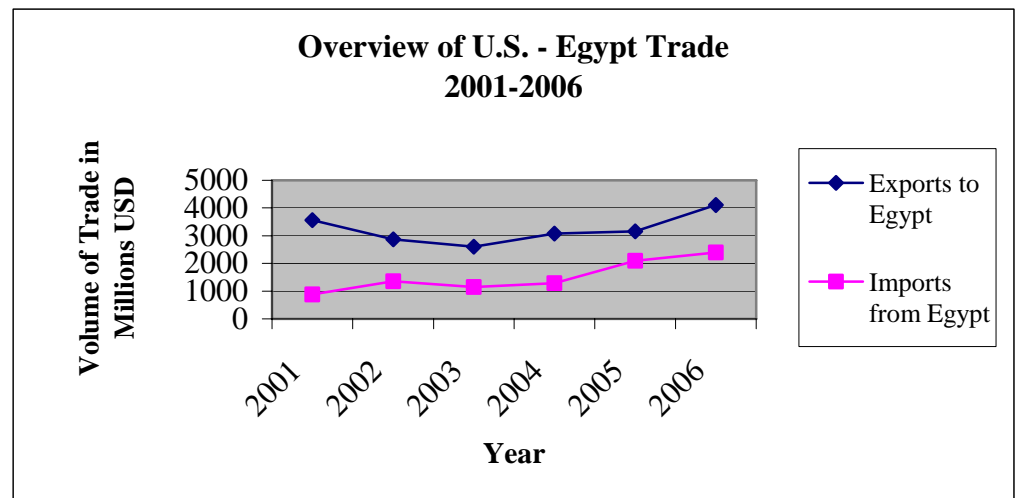
Egyptian Trade Delegation Returns from Atlanta, Georgia

CS Egypt led a delegation of Egyptian businessmen to the International Poultry and International Feed Expositions in Atlanta from January 22-28, 2007. The 30 member strong delegation consisted of Egypt's top poultry and beef producers, farmers, feed, agricultural equipment and vaccine importers. CS Egypt Commercial Officer Totayo and Senior Commercial Assistant Maher organized meetings between the Egyptian buyers and American exhibitors. Several delegation members are currently negotiating representative/agent agreements with American firms. CS Egypt staff also met with and briefed interested U.S. companies on the basics of exporting to Egypt and provided overviews of the Egyptian agricultural sector.

U.S. - Egypt Trade 2006

The U.S. Census Bureau released the latest statistics for 2006 U.S.-Egypt trade. U.S. exports to Egypt in 2006 were \$4.1 billion, an almost 30% increase over 2005. This translated into a trade surplus of \$1.7 billion. Total U.S.-Egypt bilateral trade in 2006 totaled \$6.5 billion. The top five exports categories were:

1. Aircraft and parts: \$481 million
2. Maize: \$450 million
3. Arms and ammunition: \$354 million
4. Telecommunications equipment: \$244 million
5. Wheat: \$235 million



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U.S. Franchise Development Conference

Commercial Service Egypt in partnership with Egypt's International Economic Forum will organize the U.S. Franchise Development Conference, which will be held in Cairo on September 9 & 10, 2007. The conference is a one-stop opportunity for U.S. franchisors to meet with prospective franchisees from the North Africa and Middle East Region. U.S. franchisors will meet one-to-one with potential investors and also have the opportunity to present their products and services through customized presentations.

For further information on the U.S. Franchise Development Conference contact Ms. Cherine Maher at +2-02-797-2688 or via e-mail: cherine.maher@mail.doc.gov

Made in the USA Exposition

The U.S. Department of Commerce will support the first "Made in the USA" trade show in Egypt in Cairo from January 17-19, 2008. The show will be a platform for American companies to launch products and services to the Egyptian/Middle Eastern marketplace, as well as expand their market visibility and scope of their operations. The trade show will showcase American companies selling products or services in the Middle East, North Africa and Arabian Gulf. The show will be heavily marketed towards buyers, agents, distributors, and franchisees. Sponsorship opportunities exist for interested companies. For more information on how to sponsor or exhibit, please contact the trade fair organizers, ACG-ITF, at 20-2-753-8401 or visit the website at www.madeintheusa-cairo.com

Sector Highlight: Railway

The Egyptian Minister of Transportation recently modified the railway law allowing private sector participation and operation of railway projects. There is significant demand in the Egyptian railway market as a majority of the current equipment is old and in need of rehabilitation and/or replacement. U.S. firms have enormous opportunities to enter the local railway market through BOT or PPP projects, while partnering with a local company. Best opportunities exist in railway safety and security equipment, electrical and mechanical spare parts, signaling systems, locomotives and spare parts, and electrification and maintenance, provided that prices are competitive.

TDA Grant Signed for the Egyptian Ministry of Transport

The U.S. Trade and Development Agency (USTDA) approved a \$600,000 grant to the Egyptian Ministry of Transportation (MOT) to fund the cost of technical assistance related to the development of a traffic management system for the Egyptian National Railways (ENR). The objective of the grant is to assist the MOT in building a safe railway traffic management system to operate trains on schedule, minimize operating expenses, and promote safety oversight and enforcement within ENR.

The opportunity to provide technical assistance to the MOT under this grant will be competed on the Federal Business Opportunities website (www.fbo.gov). Interested U.S. firms should submit proposals following the instructions in the Federal Business Opportunities announcement. The Egyptian Ministry of Transportation will select the U.S. firm for the contract.

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Environment / Energy Catalog Show

U.S. companies providing products and services in the environment, wastewater, energy conservation and renewable energies sectors are invited to participate in the Commercial Service's catalog show at the 5th International Conference and Exhibition for Environmental Technologies, Services and Funding. Environment 2007 will be held in Cairo between the 21st and 23rd of March. As a cost-effective alternative to attending the exhibition, the CS Egypt will exhibit U.S. company catalogs at an exclusive CS booth. Commercial Specialists will act as exhibitors' personal representatives, develop contacts with interested Egyptian firms, and provide U.S. companies with full contact information of interested Egyptian purchasers. These services are provided at a cost of \$200. For more information on the expo or to participate in the catalog show visit: <http://www.buyusa.gov/egypt/en/env2007.html>

U.S. - Libya Trade Events

The U.S. Commercial Service is engaged in the developing trade relations between the U.S. and Libya. Limited services are now available to U.S. companies interested in pursuing business opportunities in Libya. Available services are outlined at: <http://www.buyusa.gov/libya/en/>

Two important commercial events organized by the CS to promote trade include:

Libyan Trade Delegation to the International Franchise Exposition

CS Egypt has organized a delegation of Libyan businesspeople to attend the International Franchise Exposition held in Washington, DC March 30-April 1, 2007. Senior Commercial Officer Amer Kayani will lead the delegation. The U.S. Export Assistance Center Arlington, VA, and the U.S.-Libya Business Association, will hold a one-day seminar on March 28 in Arlington entitled "Doing Business with Libya".

USA Pavilion at the Tripoli International Fair

Libya holds increasing potential for farsighted U.S. exporters. The U.S. Commercial Service has made exclusive arrangements to showcase American companies' literature at the Tripoli International Fair from April 2 - 12, 2007. Hundreds of visitors will view catalogue information inside this prestigious pavilion, which provides a low cost and hassle free way to promote U.S. goods and services. For more information on these events, please contact us at: American.Products@mail.doc.gov

Upcoming International Buyer Program Events

Each year the U.S. Commercial Service Egypt selects and promotes several trade shows in the U.S. representing leading industrial sectors. Commercial specialists in our offices in Cairo and Alexandria organize and escort groups of business persons to attend these shows to meet with U.S. companies at major trade shows in the U.S. To view of list of these shows go to: <http://www.buyusa.gov/egypt/en/ibp2006a.html>

Upcoming IBPs include:

National Association of Broadcasters	Dates: April 16-19	Las Vegas, NV
Website: http://www.nabshow.com/		
WasteExpo 2007	Dates: May 7-9	Washington, DC
Website: http://www.wasteexpo.com/		
FIME Int'l Medical Expo 2007	Dates: August 14-18	Miami Beach, FL
Website: http://www.fimeshow.com/		

For more information on IBPs, contact us at Cairo.Office.Box@mail.doc.gov

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2007 Trade Shows in Egypt & Lebanon

A list of 2007 trade shows and fairs in Egypt and Lebanon is now available at:

Egypt: http://www.buyusa.gov/egypt/en/egypt_trade_events.html.

Lebanon: http://www.buyusa.gov/lebanon/en/trade_fairs_lebanon.html.

Egyptian Service Providers

The U.S. Commercial Service maintains a list of Egyptian companies eager 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>.

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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