



# U.S. Commercial Service – Egypt, Lebanon, Libya

Summer 2006

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## Welcome to the U.S. Commercial Service Egypt

Welcome to our first 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, we believe that information and communications technologies have the significant potential to open new opportunities for U.S. companies, particularly SMEs. The newsletter will disseminate topical articles, reports and papers of interest to U.S. businesses.

We hope you find the material helpful, but if you don't wish to be on our list, please scroll to the end of the newsletter to use our unsubscribe facility.

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## Egypt Highlighted by Department of Commerce as April's Market of the Month

The U.S. Department of Commerce dedicated Egypt as Market of the Month for April 2006. The Department highlights international markets that are up and coming and hold promise for U.S. businesses. A market synopsis was hosted on the homepage of the International Trade Administration and disseminated to U.S. Export Assistance Centers worldwide to help promote U.S. companies' awareness of Egypt.

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## Upcoming Trade Shows and Events in Egypt

CS Egypt has compiled a list of upcoming trade shows and fairs in Egypt that may be of interest to U.S. companies. To view the list, please go to <http://www.buyusa.gov/egypt/en/tradeevents.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.*

To request information on trade shows and events in Egypt, please contact Trade Assistant Hisham Sami at: [Hisham.Sami@mail.doc.gov](mailto:Hisham.Sami@mail.doc.gov)

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## 2005 U.S. Exports to Egypt

The National Trade Database recently released trade statistics for U.S. exports to Egypt from 2005 and the first quarter of 2006. Below are the details:

Product	Value (\$)	Percent
Nuclear Reactors, Boilers, Machinery; Parts	569,692,841	18 %
Cereals	553,430,784	17.5 %
Vehicles, except railway or tramway and parts	344,491,664	10.9 %
Aircraft, spacecraft, and parts thereof	230,719,847	7.3 %
Arms and ammunition; parts and accessories	172,656,922	5.4 %
Electric machinery etc; Sound Equipment; TV equipment; parts.	172,324,595	5.4 %
All Others	1,125,603,627	35.5 %
<b>Grand Total</b>	<b>3,168,920,280</b>	<b>100 %</b>

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## U.S. Companies Establish Healthcare Forum in Egypt

On June 20<sup>th</sup>, Commercial Service Egypt hosted an executive roundtable to discuss the business challenges and costs of doing business in Egypt for U.S. healthcare companies, including pharmaceuticals and medical device manufacturers. Principals of 15 U.S. companies in Egypt discussed opportunities for collaboration between U.S. businesses and the Egyptian government to help transform the healthcare system into one that meets the needs of industry and the Egyptian public. There was an outstanding confluence of ideas, energy and thought-leadership on the challenges and opportunities in healthcare. As a follow-up, CS Egypt will organize a meeting for the group with the Egyptian Minister of Health.

The **U.S. Medical Catalog Show**, located within the **Mena Meditech Fair**, will be held September 14-17, 2006, at the Cairo International Fairgrounds. For more information or to have your company's catalogues on display, please contact [Jihan.Labib@mail.doc.gov](mailto:Jihan.Labib@mail.doc.gov)

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## Commercial Service Egypt Launches Arabic Website

The Commercial Service Egypt is proud to announce the launch of our new Arabic website. The site describes the mission and role of the Commercial Service (CS), as well as the services offered to Egyptian, Lebanese, and Libyan businesses. By promoting our role and services to local businesses, we will increase the reach of the CS and thereby be able to offer better products and services to U.S. businesses. The Arabic website can be access at <http://www.buyusa.gov/egypt/ar/>

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## Safety and Security Trade Mission to Egypt

From March 21-23, Commercial Service Egypt hosted the Safety and Security Trade Mission to Egypt. Thirteen representatives from nine companies (Brooks Equipment Company Inc., Comtech Mobile Datacom, Field Forensics Inc., Iridian Technologies Inc., L-3 Communications Corporation, Northrop Grumman Mission Systems, Paratus Ltd., SafeView Inc., and Rapiscan Systems) attended more than 90 matchmaking appointments with Egyptian counterparts. CS Cairo Trade Specialists escorted participants to a tour of one of Egypt's most advanced ports, the Soukhna Port, to view current port security and learn about Egyptian port security needs. The mission was highly successful, with one representative agreement already signed, and several under negotiation, in addition to a number of equipment sales.

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## Egypt Market Research Reports

CS-Egypt produces market research reports on sectors of importance to U.S. companies. Sector reports highlight Egyptian sectors receptive to U.S. goods and services, and provide an overview of the size and strength of the sector, the major players/suppliers, and opportunities, in addition to valuable sector contacts. The CS boasts an extensive library of market research reports available to U.S. companies. The reports published this year by CS Egypt:

- **Safety and Security Equipment**
- **Industrial Packaging Equipment**
- **Agricultural Machinery**
- **Safari Tourism**
- **Air Traffic Control Equipment**
- **Drugs and Pharmaceuticals**
- **Telecommunications Market**
- **Port Development Services**
- **Waste Water Treatment**

To access this or other market information, please contact us at: [cairo.office.box@mail.doc.gov](mailto:cairo.office.box@mail.doc.gov)

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## 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>. A list of new Egyptian service providers can be found on the last page of this newsletter.

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## Trade Leads – Business Intelligence

The U.S. Government has resources world-wide in Embassies and Consulates that help identify promising leads for U.S. exporters. The Export.gov Trade Leads Database contains pre-screened, time-sensitive leads and Government Tenders gathered through U.S. Commercial Service offices around the world. You can search leads and receive notification when new leads are posted. Leads can be searched by country, key word, or industry.

To view trade leads for Egypt, please visit the export.gov website at:  
[http://www.export.gov/eac/trade\\_leads.asp](http://www.export.gov/eac/trade_leads.asp)

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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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