

# Egypt – the rough diamond.

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Swiss Entrepreneur Trip to Egypt from 01.12. until 03.12.2010.



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## Egypt: Business Opportunities for Swiss Textile, Chemistry, Pharmaceutical, Metal and Machinery Companies.

To develop a comprehensive picture of the market potential on site and to obtain access to the decision makers, Osec is organising this Swiss entrepreneur trip to Egypt in cooperation with Swissmem.

Participants are offered a practice-oriented programme; contacts with the following representatives and organisations shall be facilitated:

- Potential customers and cooperation partners
- Representatives of the industry sectors and political representatives
- Representatives of Swiss companies operating in Egypt

### Insight into Egypt

Egypt is the most industrialised country in Africa today (industry currently has 35 % of GDP), after South Africa. The service sector generates half of the GDP; sector focus areas of the Egyptian economy are: textiles, automotive, medtech and shipbuilding.

In recent years, industrial production has shifted from state-owned enterprises to private enterprises. However, most private enterprises are small. More than 90 % of employees in the industry segment work in enterprises with 15 or fewer employees. **Apart from chemistry and petrochemistry, the most important sectors of the Egyptian industry segment are the food processing industry and the textile industry, in particular the clothing industry, 90% of which is in private hands. The proportion of the furniture, ceramics, pharmaceuticals, metal and machinery industry has been increasing, however, for several years. Even the cement industry and the steel industry are developing well and have great potential according to the GAFI (Egyptian investment promotion agency). In addition, the government is attempting to promote the computer software industry.**

There are 47 industrial zones (incl. 15 in new cities) in existence nationwide as of today where domestic and foreign enterprises – according to Investment Law No. 8/1997 – benefit from particularly favourable framework conditions (customs and tax privileges). For Swiss companies, the Egyptian economic zones are particularly interesting due to the delivery prospects: They open up marketing opportunities for the manufacturers of (textile) machines, facilities and equipment.

The Egyptian economy has proven robust against the effects of the international financial and economic crisis since it is directly exposed to structured products to a limited degree only and is minimally integrated in the international financial markets.



**To support the trade relationship between Switzerland and Egypt, a Free Trade Agreement was signed in January 2007 with the European Free Trade Association (EFTA) that became effective on 1 August 2007.**

Egypt is one of the most important trade partners of Switzerland in Africa. With regard to Swiss exports, Egypt was the second most important market in 2009 after South Africa. During the months of January – February 2010, Egypt even advanced to first place as the market for Swiss exports in Africa. Switzerland's main export goods were pharmaceutical products and machines.

In 2008, direct investments in the amount of CHF 110 million flowed from Switzerland to Egypt. About 100 Swiss companies are operating on site in Egypt. In the longer term, Egypt is attractive as an investment location due to the size of its domestic market and due to its function as a hub for the Middle East and North Africa.

The Swiss Entrepreneur trip will be accompanied by representatives of Osec.

This fact-finding trip is being supported by Osec with funding from the Confederation's Stabilization Program (special funding package) and designed to provide immediate and effective support to the Swiss economy.



Thursday,  
02 December 2010

**Morning:**

08:00 Round table with the embassy and the SEBA (Swiss Egyptian Business Association)

11:00 One-to-one meetings with potential companies from the respective line of business (arranged in advance according to their company profile and requirement)

14:30 Joint lunch

**Afternoon:**

16:00 Meeting with the export organisations (textile, foods, chemistry etc.)

18:00 Transfer to the hotel

**Evening:**

20:00 «Sound and Light Show» at the pyramids

21:30 Dinner after the show with selected businessmen

23:00 Transfer to the hotel

Friday,  
03 December 2010

09:00 Trip debriefing with Ambassador Furgler

11:30 Meeting at the GAFI with Mr. Osama Saleh, Chairman, GAFI (Egyptian investment promotion agency)

12:00 Business visit to the «one-stop-shop» GAFI

Departure to Zurich or individual continuation of the journey/departure

# Participant information.

Date	01 to 03 December 2010
Language	English
Participation costs	<p>For Osec members <b>free of charge</b> For non-members CHF 750.00</p> <p>Package includes:</p> <ul style="list-style-type: none"><li>• Local transfers (international flights are excluded)</li><li>• All meals (except free evenings)</li><li>• Lunch</li><li>• Entire stay coordinated and accompanied by representatives of the executing organisations</li></ul> <p>Package does not include:</p> <ul style="list-style-type: none"><li>• Flights to Egypt and back</li><li>• Hotel accommodation</li><li>• Drinks/snacks</li><li>• Personal expenditure</li><li>• Visa (visitors with Swiss or EU passports require a valid passport. A tourist visa will be issued on arrival at the airport, at a counter located in front of passport inspection. Charge approx. CHF 20.00.)</li><li>• Private programme or extension on site</li></ul> <p>Cancellations received up to 20 days before the travel date will be charged at 50%. After that time, payment of the participation fee is due in full. Replacement participants are welcome at no extra charge. Programme can be subject to change without prior notice.</p> <p>This fact-finding trip is being supported by Osec with funding from the Confederation's Stabilization Program (special funding package) and designed to provide immediate and effective support to the Swiss economy.</p> <p>Note: The costs of any face-to-face meetings and/or individual company visits (outside of the standard programme) will be charged separately.</p> <p>The Fairmont Nile City hotel in Cairo offers you a special group rate of USD 200/room (<a href="http://www.fairmont.com/nilecity">www.fairmont.com/nilecity</a>). Price includes breakfast. Please note in the registration.</p>
Contact/Administration	<p>Ruedi Büchi Senior Consultant Middle East &amp; Africa Tel. +41 44 365 53 63, Fax +41 44 365 52 21 <a href="mailto:rbuechi@osec.ch">rbuechi@osec.ch</a></p>
Registration deadline	November 15, 2010

# Registration.

Fax **+41 44 365 52 21**

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Yes, I wish to register. The price per person is (excl. VAT):

- free of charge** for members of Osec
- CHF 750.00 for non-members
  
- I would like to stay at the hotel suggested in the programme.
  
- I would like to become an Osec member and benefit from the membership opportunities offered for this trip (and others).
  
- Unfortunately, I can't participate in this fact-finding trip. Please keep me informed about future activities associated with Egypt.

Surname: \_\_\_\_\_ First name: \_\_\_\_\_

Company Name: \_\_\_\_\_ Position: \_\_\_\_\_

Street/No.: \_\_\_\_\_ PO Box/City: \_\_\_\_\_

Tel.: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ www: \_\_\_\_\_

Datum: \_\_\_\_\_ Signature: \_\_\_\_\_

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