



MARKETING *Club* 145th

145th Marketing Club
102nd Business Club
30th Cairo Club



CLUB FOUNDER, HOST
DR. MAHMOUD BANGAT
LEGENDARY DIRECTOR

Exporting Goods from Egypt

التصدير من مصر للخارج

Date	Time	Time	Time	Place
9-7-24	10 pm	KSA & Egypt		Online Zoom
Tuesday				



Instructor
Dr. Waleed Elmanzalawy
Marketing Consultant

ABOUT THE INSTRUCTOR

- Dr.Waleed Elmanzalawy

Worked as marketing manager in pharmaceutical companies and hospitals in Egypt and Gulf.

Holder of

- Sales and marketing certificate from A.U.C.
- Digital marketing from A.U.C.
- Human resources from A.U.C.

Owner of WAM consulting

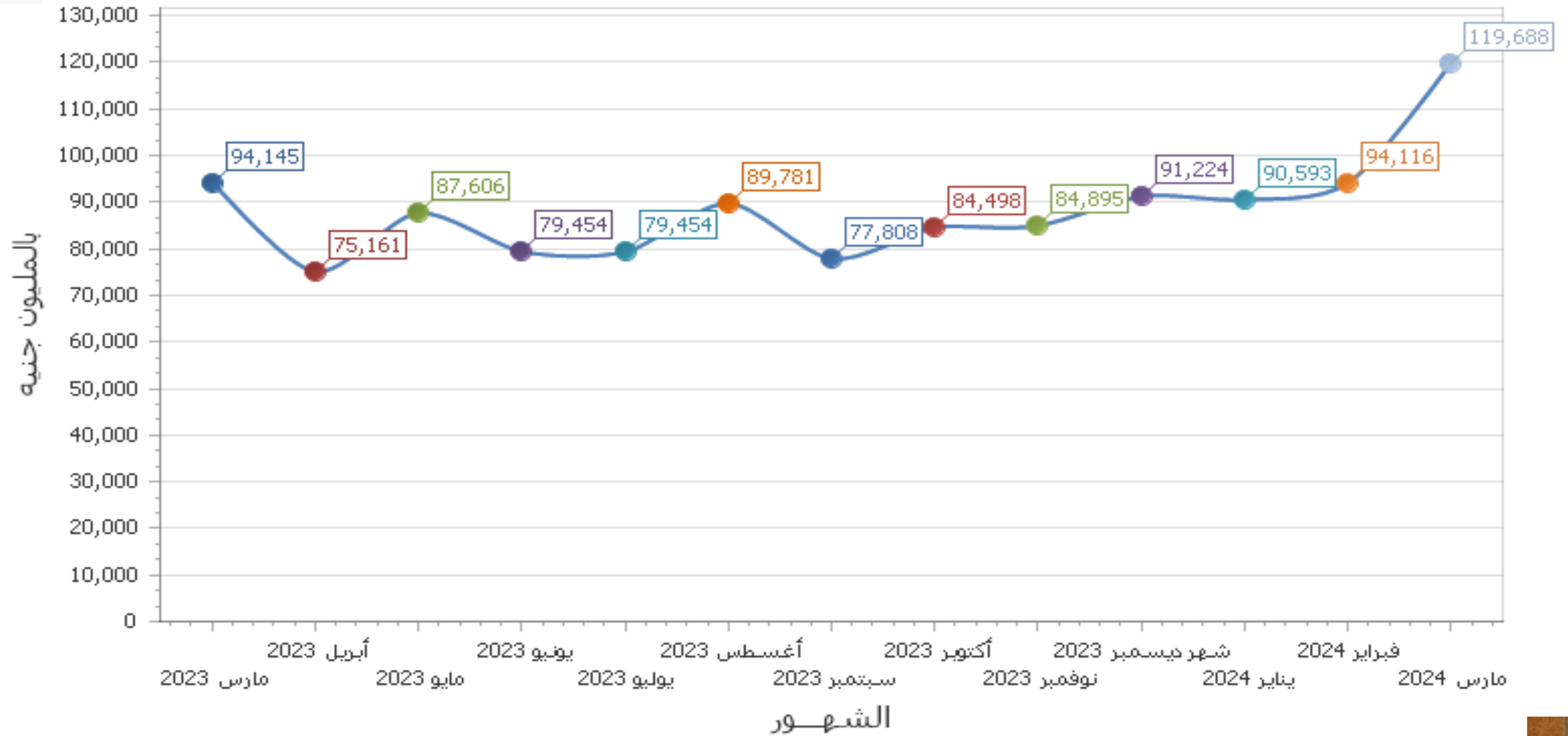


WHAT IS EXPORTING?

- Exporting is where a business sells raw materials, products or services to customers in another country.



قيمة الصادرات غير البترولية بالمليون جنيه



حقوق الملكية للجهاز المركزي للتعبئة العامة والأحصاء
مصدر الأساسي للأحصاءات الرسمية لجمهورية مصر العربية



Egypt Exports By Category	Value	Year
Mineral fuels, oils, distillation products	\$7.37B	2023
Electrical, electronic equipment	\$2.64B	2023
Fertilizers	\$2.46B	2023
Iron and steel	\$2.33B	2023
Plastics	\$2.29B	2023
Edible fruits, nuts, peel of citrus fruit, melons	\$2.22B	2023
Pearls, precious stones, metals, coins	\$1.86B	2023
Edible vegetables and certain roots and tubers	\$1.72B	2023
Articles of apparel, not knit or crocheted	\$1.63B	2023
Salt, sulphur, earth, stone, plaster, lime and cement	\$1.37B	2023
Inorganic chemicals, precious metal compound, isotope	\$932.82M	2023
Vegetable, fruit, nut food preparations	\$819.03M	2023
Articles of apparel, knit or crocheted	\$818.77M	2023
Essential oils, perfumes, cosmetics, toileteries	\$702.36M	2023
Aluminum	\$700.71M	2023
Copper	\$694.37M	2023
Sugars and sugar confectionery	\$630.60M	2023



Glass and glassware	\$608.57M	2023
Stone, plaster, cement, asbestos, mica or similar materials	\$601.15M	2023
Articles of iron or steel	\$536.75M	2023
Cotton	\$522.96M	2023
Oil seed, oleagic fruits, grain, seed, fruits	\$512.71M	2023
Milling products, malt, starches, inlin, wheat gluten	\$469.56M	2023
Miscellaneous edible preparations	\$458.79M	2023
Machinery, nuclear reactors, boilers	\$438.71M	2023
Paper and paperboard, articles of pulp, paper and board	\$398.64M	2023
Manmade filaments	\$363.63M	2023
Carpets and other textile floor coverings	\$359.60M	2023
Pharmaceutical products	\$352.75M	2023
Cereal, flour, starch, milk preparations and products	\$334.15M	2023
Soaps, lubricants, waxes, candles, modelling pastes	\$320.74M	2023
Tanning, dyeing extracts, tannins, derivatives, pigments	\$299.96M	2023
Ceramic products	\$298.07M	2023
Furniture, lighting signs, prefabricated buildings	\$295.02M	2023
Animal, vegetable fats and oils, cleavage products	\$275.92M	2023
Miscellaneous chemical products	\$263.35M	2023



Other made textile articles, sets, worn clothing	\$245.96M	2023
Dairy products, eggs, honey, edible products	\$244.53M	2023
Residues, wastes of food industry, animal fodder	\$236.59M	2023
Organic chemicals	\$229.12M	2023
Miscellaneous manufactured articles	\$223.52M	2023
Cocoa and cocoa preparations	\$183.15M	2023
Rubbers	\$142.98M	2023
Optical, photo, technical, medical apparatus	\$135.75M	2023
Vehicles other than railway, tramway	\$134.57M	2023
Manmade staple fibers	\$131.88M	2023
Tobacco and manufactures tobacco substitutes	\$110.13M	2023
Coffee, tea, mate and spices	\$107.31M	2023
Wadding, felt, nonwovens, yarns, twine, cordage	\$95.14M	2023
Knitted or crocheted fabric	\$82.38M	2023
Vegetable textile fibers not specified elsewhere, paper yarn, woven fabric	\$81.87M	2023
Raw hides and skins (other than furskins) and leather	\$61.14M	2023
Albuminoids, modified starches, glues, enzymes	\$55.35M	2023
Live animals	\$52.75M	2023
Fish, crustaceans, molluscs, aquatics invertebrates	\$52.35M	2023
Products of animal origin	\$51.16M	2023



Hottest Products to Import From Egypt in 2024

Below are the hottest products to export from Egypt, with large **growth potential**:

1. Cotton (\$522.96 Million in 2023)
2. Jewelry (**\$1.529 billion** in 2023)
3. Plastics (**US\$1.75 Billion** during 2023)
4. Food Exports (US\$5.1 Billion during 2023)
5. Ceramics (**US\$298 Million** in 2023)
6. Essential Oils, Perfumes and Cosmetics (**US\$620.99 Million** during 2022)



SOME EXPORT TERMINOLOGY

- EXW — تسليم المصنع
- FOB — التسليم على ظهر السفينة
- CFR — التكلفة والشحن
- CIF — التكلفة والتأمين والشحن



WHY DO I NEED TO EXPORT?

- For a wider customer base.
- Attracting hard currency.
- Very good profit. Without fluctuation of local currency.



IMPORTANT POINTS TO BE CONSIDERED

- What I want to export?
- What are the target countries?
- Regulations in both countries.
- Logistics.
- Pricing of products according to the receiving countries.
- Documents (starting from detailed quotation, certificates, products specifications, regulations, etc)



EXPORT STEPS

- Negotiation steps.

In this step the buyer and seller are negotiating about all the details including price, way of delivery, packaging, specs, etc.

A detailed contract is better to be done



- Delivery terms.

For example FOB and mentioning destination and time

- Payment terms.

Cash in advance or LC or other

- Bank information.
- Production/ preparation/ logistics



- Documents and certificates
 - The electronic invoice
 - The certificate of origin
 - Packing list
 - Quality certificates.



DISCUSSION

