



MARKETING *Club* 144th

144th Marketing Club
103rd Business Club
29th Cairo Club™



Importing Goods to Egypt Practical Approach

الاستيراد من الخارج لمصر



JOIN FREE

LIVE WEBINAR



Date	Time	Time	Time	Place
2-7-24 Tuesday	10 pm	KSA & Egypt		Online Zoom

CLUB FOUNDER, HOST
DR. MAHMOUD BANGAT
LEGENDARY DIRECTOR



Instructor
Dr. Hany Ahmed

Marketing Manager & Importing Consultant

	<div><div>Hani Salah Ahmed</div><div>Sales Marketing Director</div></div>	<div>Contacts :</div> <div>Phone : (+2) 01144492555</div> <div>Address : Ahmed Elsomor – Nasr City</div> <div>Email : hani.megidy@hotmail.com</div>
SUMMARY		
<div><div><div><div>• Dynamic, Professional, impeccably presented and driven Sales & Marketing Manager with multifunctional experiences in pharmaceutical Market by maximizing the awareness, sales and profitability utilizing all of company's resources to set integrated strategic, sales, marketing & financial plans and control through different KPT's.</div><div>• Also logistics, supply chain & emerging countries is add on experience.</div></div></div></div>		
PERSONAL SKILLS	ACADEMIC QUALIFICATIONS	
<div><div><div>• Self Esteem</div><div>• Selling Skills</div><div>• Negotiation Skills</div><div>• Generating Stress</div><div>• Presentation Skills</div><div>• Communication Skills</div><div>• Cross culture communication</div></div></div>	<div><div><div><div>• Bcs. : Science (Biology)2004</div><div>• Diploma: Microbiology2005</div><div>• Arbitration and Mediation Diploma2010</div><div>• MIBA (Marketing)2015</div><div>• Exporting & Importing Course at GOEIC 2018</div></div></div><div><div><div>PARIS</div><div>eslscs</div><div>BUSINESS SCHOOL</div></div></div></div>	
AREA OF EXPERTISE		
<div><div><div>✓ Market research</div></div></div>	<div><div><div>✓ Brand Management & IMC Planning</div></div></div>	
<div><div><div>✓ Strategic planning & Portfolio management</div></div></div>	<div><div><div>✓ Financial Management & Commercial Planning</div></div></div>	
<div><div><div>✓ People Management</div></div></div>	<div><div><div>✓ Key Account Management & Tender Business</div></div></div>	

WORK EXPERIENCE (18 years) continued.....		
✓ Company	Nefertari Body care (May 2021 – till now)	
• Title	Sales & Marketing Director	
• Title	○ The general manager of the organization through managing higher & Mid-levels	
Description	managers (Sales Manager – Medical Brand Manager – Operation Manager – Distribution & Store Manager)	
• Duration	2 Years 5 Months	
• Region	Egypt	
• Brands	○ More Than 400 Items of Nefertari 100% Natural Body Care Products (LE Savon De l'Egypte , Essential Oils, Serums, Creams, Scrubs, Lotions, Hydrosols, etc)	
✓ Company	Al Magharibia PHARMA LIBYA (Dec. 2019 – APRIL 2021)	
• Title	MARKETING MANAGER	
• Title	○ A head of functional organizational hierarchy by Managing higher & mid- level Managers (Sales Manager, Promotion Manager & Product Managers) to implement the strategies and achieving goals and objectives.	
Description		
• Duration	○ 1 year & 4 Months	
• Region	○ LIBYA	
• Brands	○ About 160 Generics of Mylan Brand serving Cardiovascular, Endocrine, Oncology, ICU, Psychiatry Markets furthermore, Antibiotic Markets and other OTC Brands etc.....	
• Responsibilities	○ Working as strategic Manager through conducting corporate strategic posture including Environmental Scanning, strategic risk analysis and determining corporate, marketing and sales strategy under umbrella of the Group policy.	
	○ Conduct a corporate Business Plan for Libyan market by integrating strategy with functional plans proposed by functional managers after defining KPI's required.	
	○ Setting (inbound & outbound) forecast through conducting a commercial plan integrated with financial plan to determine the feasible price.	
	○ Managing KOL's of distributors and Agents.	
	○ Contentious Development Training for higher level Manager	



Contents

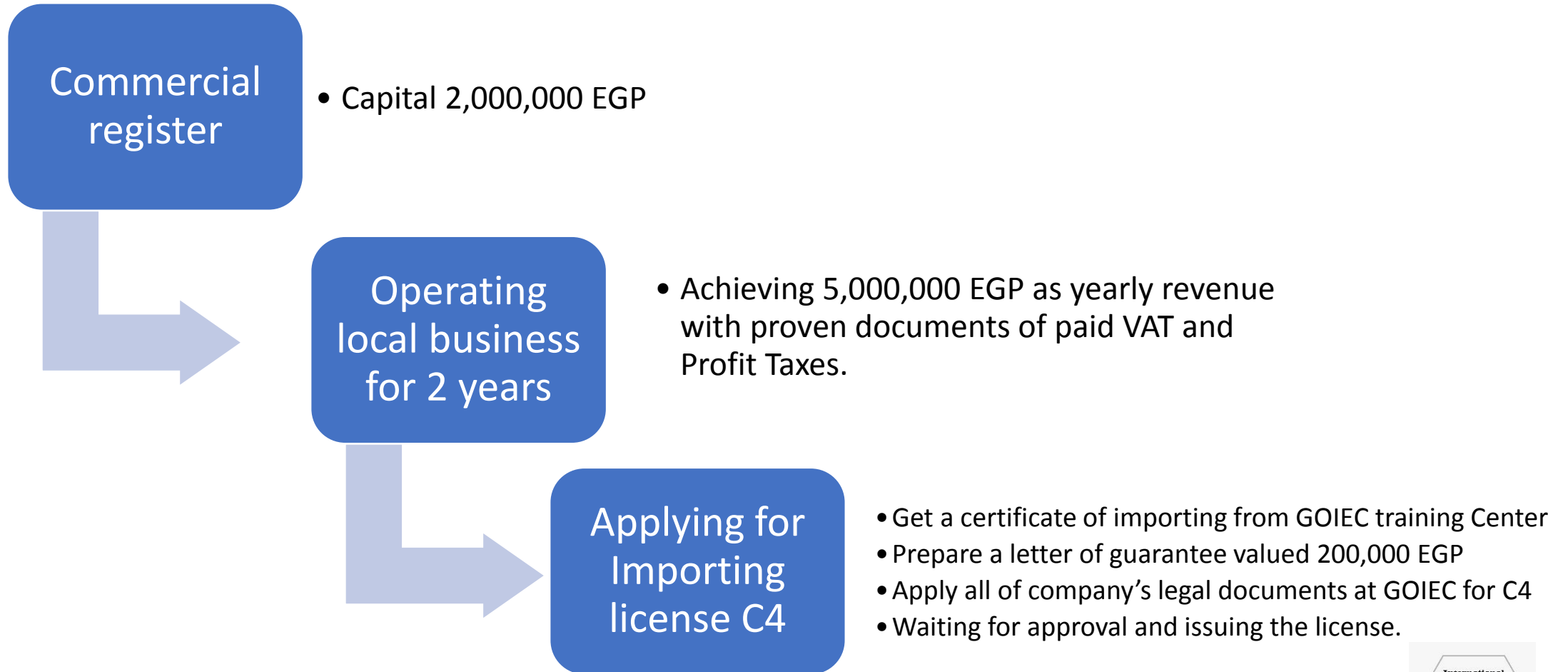
- *Introduction*
- *How to establish your own importing registration license C4*
- *The corresponding authorities involved in importing process*
- *Contracting*
- *Third parties*
- *Importing in medical sector*
- *How to import without importing license*

Introduction



- Importing to Egypt is a highly complicated process starting from establishment of the license reaching to each importing process and operation.
- Due to gap in GDP the government had to set new rules for importing and license of importing through increasing establishment capital and importing insurance further more the owner of the company should be qualified enough and certified in importing to get the license.
- And there is another challenges in every importing operation which depends foreign currency availability, new rules

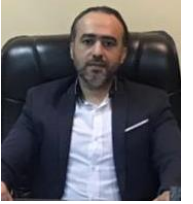
How to establish your own importing registration license C4



waiting the central bank of Egypt to recognize the company to issue the document 4 (may be 6 months)



The corresponding authorities involved in importing process



- **executive authority:**

General Organization for Export and Import Control (GOEIC)

Including importing legalization procedures and custom clearance

Required documents for custom clearance:

1- approval for custom dealer system

2- AWB

3- Original invoice

4- incoterm contract

4- packing list

5- label

6- documented original price

7- logistics procedures

8- approval from standard authorities

- **approval authorities:** Standard Authorities (EDA, Department of chemistry, food safety authority, etc)



Contracting & international agreements



- Contracting :
 - Shipment contracting (Incoterms)
 - Agency contracting
- International agreement :
 - Euro 1
 - Turkish Agreement
 - Aghadir
 - Comessa



Incoterms

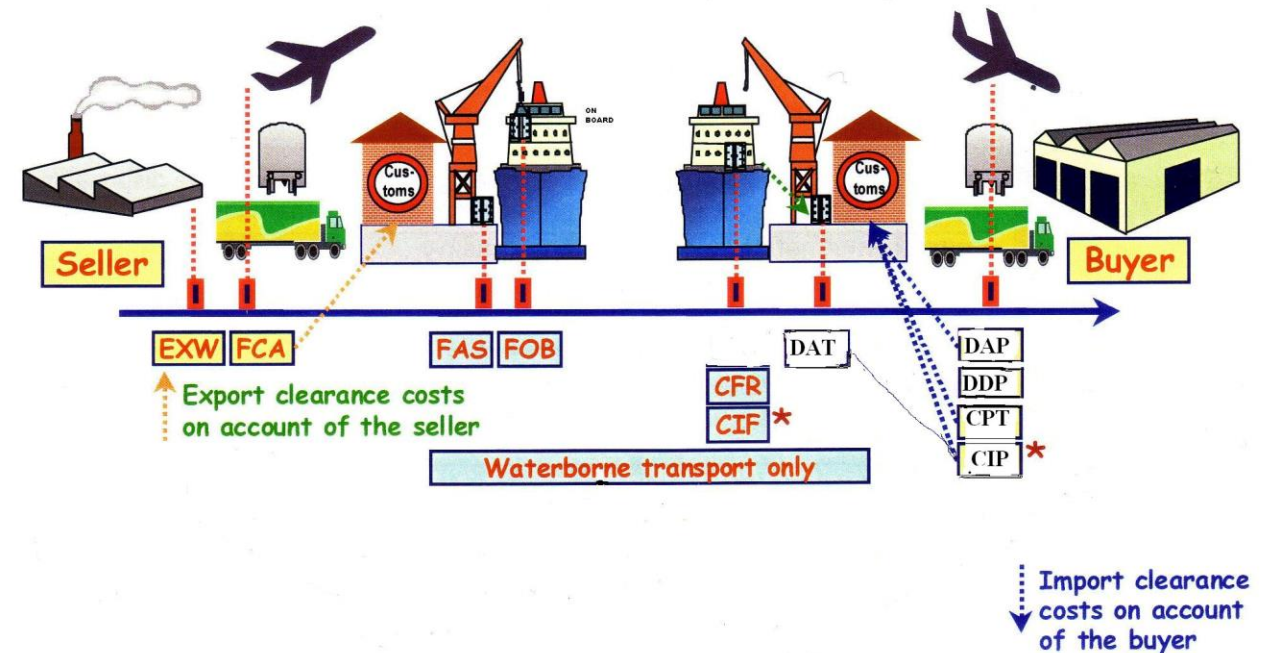


INCOTERMS 2010

Incoterms 2000		Incoterms 2010	
EXW	EX-Works	EXW	EX-Works
FAS	Free Alonside Ship	FAS	Free Alonside Ship
FCA	Free CARRIER	FCA	Free CARRIER
FOB	Free On Board	FOB	Free On Board
CPT	Carriage Paid To	CPT	Carriage Paid To
CFR	Cost and FReight	CFR	Cost and FReight
CIP	Carriage Insurance Paid to	CIP	Carriage Insurance Paid to
CIF	Cost Insurance Freight	CIF	Cost Insurance Freight
DEQ	Delivered Ex Quay	DAT	Delivered At Terminal
DAF	Delivered At land Frontier	DAP	Delivered At Place
DES	Delivered Ex Ship		
DDU	Delivered Duty Unpaid		
DDP	Delivered Duty Paid	DDP	Delivered Duty Paid

www.free-logistics.com ©

TRANSFER OF COSTS takes place at points that are sometimes different

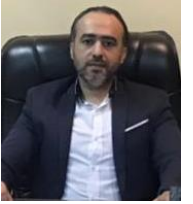


* Transport insurance costs on account of the seller

Unloading costs on account of the seller only if in its contract of carriage



Agency contracting

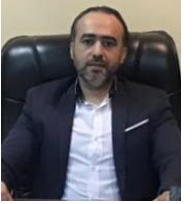


- Required from approval authorities
 - Sole agency
 - Needs a specific clause in the contract
 - Issue commercial agents license (C14)
 - Sole distributor
 - Sole distributor Clause should be mentioned in the contract



Third parties

- Custom clearance agent
- Shipping agent
- Importing company for others
- Standard authorities representatives

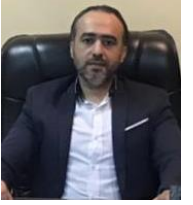


Importing in medical sector

- Documents required:
 - Commercial Register
 - GOEIC Importing license
 - Specialized Importing register
 - Dossier or invoice according to medical category
- Importing duration:
 - From one month to 1 year



Importing in medical sector

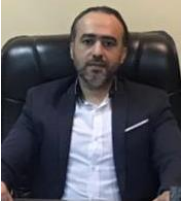


Production requirements

Finished Products

Semi-finished Products

Production requirements (Local Brands & Semi-finished Products)



API's



Packaging

Semi-finished products

Definition:

Importing semi manufactured products packed in Drums and converted into finished products at Egyptian plant through packaging the mixture under trade mark at country of origin

Registration state:

assembly in Egypt under license from Foreign supplier.

Advantages:

reduced custom tariff

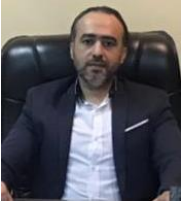
High quality

Owning brand through private label

Food Supplement

Cosmetics

Pharmaceuticals



finished products

Food Supplement

Cosmetics

Medical Device



Definition:

Importing finished manufactured products packed at final state to be marketed directly in the Egyptian market

Registration state:

imported

Advantages:

Low scale operations

High quality

Owning brand through private label



Cosmetics



Finished Product

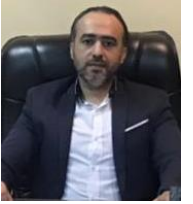
- classified as a provoking goods and the operations are restricted by the government like:
 - Manufacturer registration at Egyptian Ministry of Trade
 - Custom Tariff 30%
 - VAT 25%
 - Refusal of currency saving from the central bank of Egypt.

Semi-finished Product

- Classified as production requirements with no operation restriction
- Custom Tariff 5 – 10%
- VAT 14%
- Priority of currency savings
- Available for private label



Cosmetics legalization



Registration Procedures

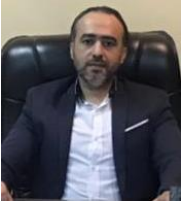
- Documents Required:
 - Contract Agreement
 - Free Sale Certificate
 - Certificate of analysis
 - Design Layout
 - Composition
 - Declaration of conformity
 - Origin of specific API
- Duration: 4 – 6 Months

Importing Approval

- documents: required:
 - Original Invoice
 - Registration notice
 - AWB original
 - C4 or importing register
 - Sample analysis
- Duration: 2 weeks



Food Supplement



Finished

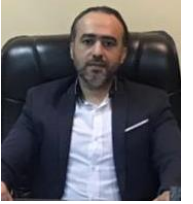
- No restriction to import food supplement from the government
- Custom tariff: Av. 20%
- VAT: 14%
- Low priority for currency savings

Semi-finished

- Classified as production requirements with no operation restriction
- Custom Tariff 5 – 10%
- VAT 14%
- Priority of currency savings
- Available for private label



Food Supplement



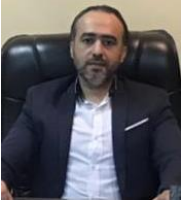
Registration procedures

- Importing register at FSA
- ISO Certificate
- GMP
- Free Sales Certificate
- Certificate of analysis
- Composition
- Medical Reference
- Declaration of conformity

Importing Approval

- documents: required:
 - Original Invoice
 - Registration notice
 - AWB original
 - C4 and importing register
 - Sample analysis
- Duration: 2-3 weeks

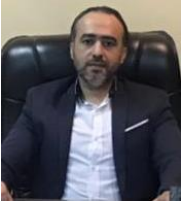




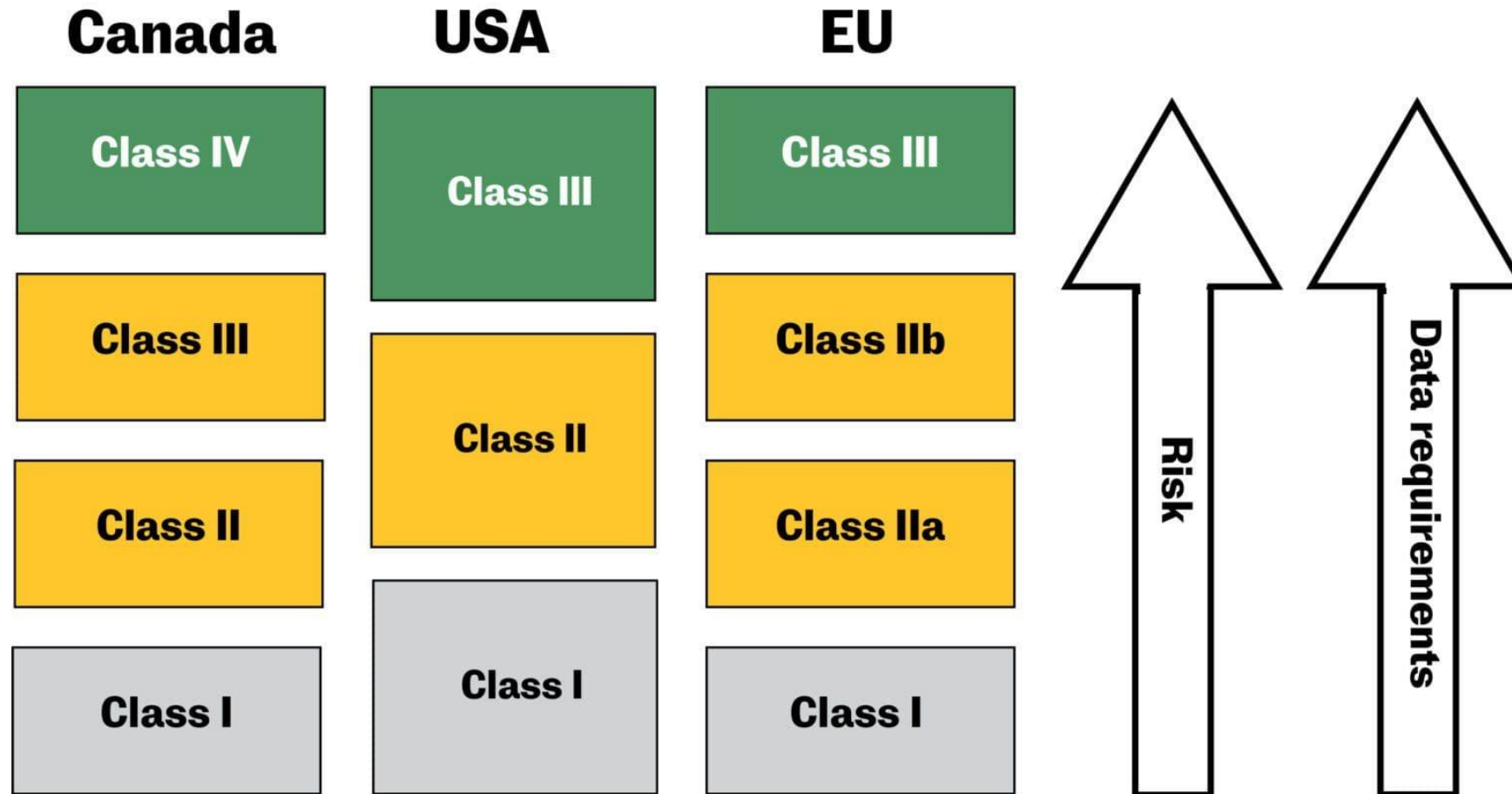
Medical Devices Imported

- Only finished products
- No governmental restriction for importing
- Varies in registration according to classification and categories.
- Custom Tariff 0% - 15%
- VAT 14%
- High priority for currency savings





Medical Device Classification



STERILE A

alamy

NON
STERILE

alamy





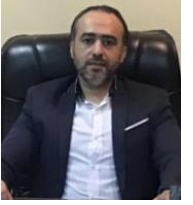
Medical Devices Categories

Pharmaceutical forms

implants

consumables

Furniture and wears



Medical Device Legalization

Registration procedures

- Importing register at EDA
- ISO 13485 Certificate or FDA
- GMP
- Free Sales Certificate
- CE MARK
- Certificate of analysis
- Composition
- Declaration of conformity
- GMDN
- Pharmacovigilance

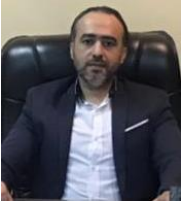
Importing Approval

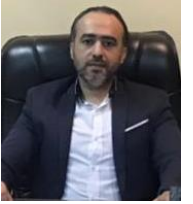
- documents: required:
 - Original Invoice
 - Registration notice
 - AWB original
 - C4 and importing register
 - Sample analysis
- Duration: 2-3 weeks



Importing Approval only

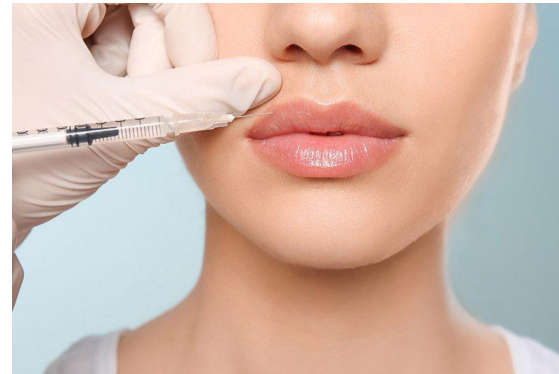
- All Furniture and wears
- Class 1 Non Sterile
- No medical use

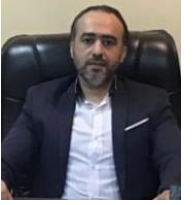




Medical Device Pharmaceutical Form

- Apply in Medical Device department
- Presented to pharma department
- Final decision according to the medical device class.





Thank you