



Ministry Of Trade & Industry
وزارة التجارة والصناعة

Southern Mediterranean roundtables on MSMES export development (Rome – Italy – June 2023)



EGYPT



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EXPORT CHALLENGES FACING MSMES BUSINESS SECTORS IN EGYPT

01

The increasing costs of trade logistics

02

The increasing costs of the product compliance certificates

03

Low knowledge of market research and intelligence

04

Lack of export guarantee in some international markets

05

Lack the necessary export knowledge

06

Lack of resources and access to finance

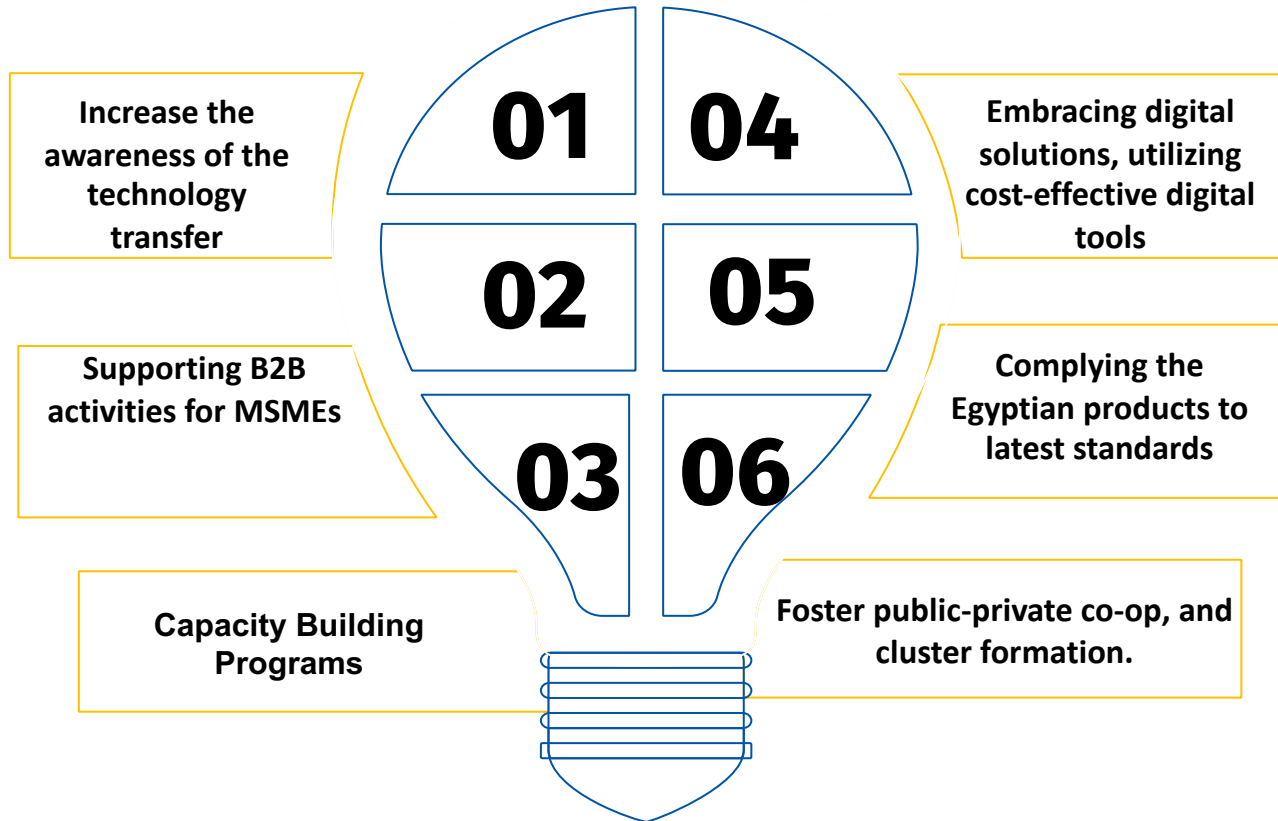
07

Lack the necessary export knowledge

08

Inability to keep pace with new technologies and digital channels

IMC POLICIES SUPPORTED BY ITS PROGRAM SERVICES TO OVERCOME MSMES EXPORT CHALLENGES IN EGYPT



IMC INDUSTRIAL DEVELOPMENT IMPACT ON MSMES IN EGYPT

IMC
Expertise



15 branches



9,000
served
factories

81,000
delivered
service

Strategic
partners



giz





Supporting- Opportunities for
MSMEs through Expolink to
overcome challenges in Egypt

Exporter's Journey®

1- Market intelligence

Understand more about the right potential market with hands on experience and insights offered by local consultants and market access strategies.

2- Export Readiness

Enhance exporters' capacities to better leverage their competitive and comparative edge through trainings and international compliance

3- Certifications, Verifications & Logistics

Besides logistics and trade terms, there are critical waypoints that exporters need to acquire to avoid failure and or refusal of shipment



4- Product & Process Upgrade

Understand what consumers potential markets need and use. Be flexible to adjust to meet market standards and adequately compete.

5- Promotion & Marketing

Identify the right set of promotional tools and activities that fit with the potential market and your product by designing the "Promotional Road Map" (PRM)

6- Match Making Supplier & Buyers

Meet potential leads, and verify deals through the profile matchmaking while filling in the market knowledge gap through the eyes of the buyers.

Export Incubator Program - EIP



According to the rising demand for export in Egypt and the need to enable new exporters, Egyptian Exporters Association “Expolink” **provides Export Incubator Program (EIP)** as a recurrent academic – practical program that aims to build the export capacity in Egypt for (MSMEs and SMEs)

which in turn on the long term reach its impact for more job creations, adding to inclusive social and economic development

We started October 2020

We did more than 8 rounds

Number of new exports generated more than 200 new Export SMEs

Expolink- Export Promotion impact on MSMEs in Egypt



Provided more than 30.000
Export Opportunities



5000
International Buyers



Participated in 541
International Trade Fairs



Has been organized 67
Trade Missions



1604
Corporate Image-building Profiles