
**Egyptian Council for
Sustainable Development
(ECSD)
Trade Mission - Bulgaria**

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ECSD Trade Mission

- **Egypt Background**
- **Mission Objectives**
- **ECSD Background**

Egypt: The Cradle of Civilizations



Egypt Land of Pharaohs



Egypt

- **Population 95 million**
 - ✓ **60% rural - 40% urban**
 - ✓ **40% below age of 25**
 - ✓ **51% males - 49% females**

Opportunities

- Egypt has a favourable investment climate
- Egypt's value proposition
- Geographical location links to
 - Africa
 - Europe
 - M.E.

Opportunities (Cont.)

- Egypt's pro business government is undertaking a dynamic approach to encouraging investment
- Egyptian government is committed to reform, particularly in the following areas:
 - ✓ Investment regulations
 - ✓ Financial and banking sector
 - ✓ Tourism
 - ✓ Power
 - ✓ Agriculture

Committed to Reform

■ Tax Reform

- Various tax reforms were made, including streamlined collection procedures



■ Customs Reform

- Amendment aims to unify procedures at all customs points
- Establish and develop databases to achieve full computerization of customs procedures.
- Increase transparency of customs revenue procedures.



Committed to Reform

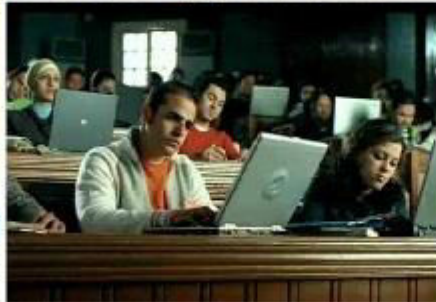
- ✓ Financial sector reforms
- ✓ Banking sector consolidated and restructured
- ✓ New international banks acquired existing joint venture banks with public shares



- ✓ Anti-money laundering regulations in line with international standards
- ✓ New mortgage finance system and strengthened bond market



Egypt's Value Proposition



Market Access

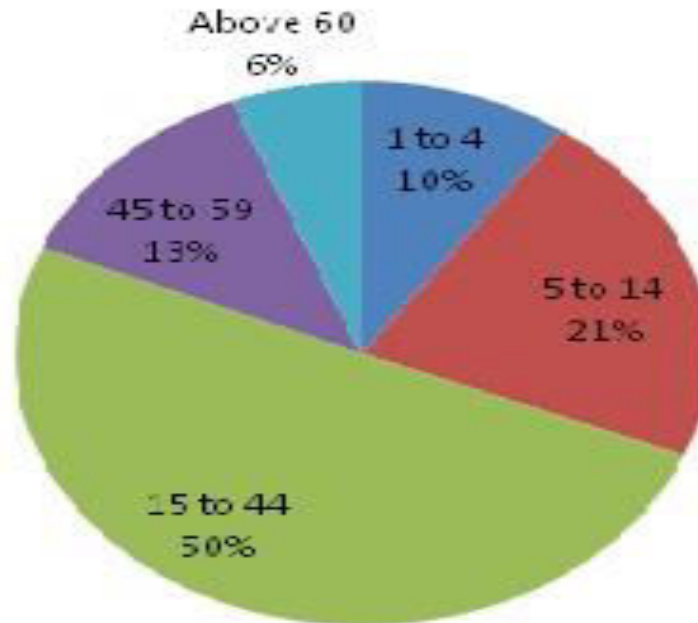


- Trade agreements with various markets in the world, such as:
 - EU through the “EUTA”
 - US through “QIZs”
 - Middle East through “GAFTA”
 - Africa through “COMESA”
- Large, fast-growing domestic market

Large, Young, Educated Workforce

- Workforce of 21 million available at highly competitive cost
- 50% of population between 15 and 44

Egyptian Population by Age Group



Large, Young, Educated Workforce

- 16 universities, local and international
- Many specialized technical institutions



Developed Infrastructure and Abundant Raw Materials

- Competitively priced and reliable supplies of power, water, gas
- Large investments in Axis Suez Canal
- Large, accessible supplies of raw materials
- Excellent access through major airports and port facilities
- Developed business support services



Quality of Life

- Hospitable, safe, convenient living environment
- Quality housing at competitive prices
- Modern health care facilities
- Quality educational institutions, including British, American, French, German and Canadian schools and universities



Quality of Life

- Pleasant climate year-round
- Outstanding beaches and resorts on Mediterranean and Red Sea with many activities such as: snorkeling, diving, windsurfing.



Success Stories

Egypt is a base for more than 3,800 international companies in a wide variety of sectors including more than 28 of the world's largest multinationals.



ECSD Mission Statement

- ECSD is a non-for-profit NGO committed to foster the relations between Egypt and other countries, especially those who still do not have a representation in terms of business councils or chambers of commerce in Egypt.
- Both parties will work on enhancing the economic and business levels with an aim to introduce new markets and business opportunities to ensure successful win-win collaborations.



Egypt loves you

Come and see for yourself...

THANK YOU