



General Authority for
Investment and Free Zones

Egypt's Investment Climate: An Overview

**General Authority For Investment
(GAFI)**



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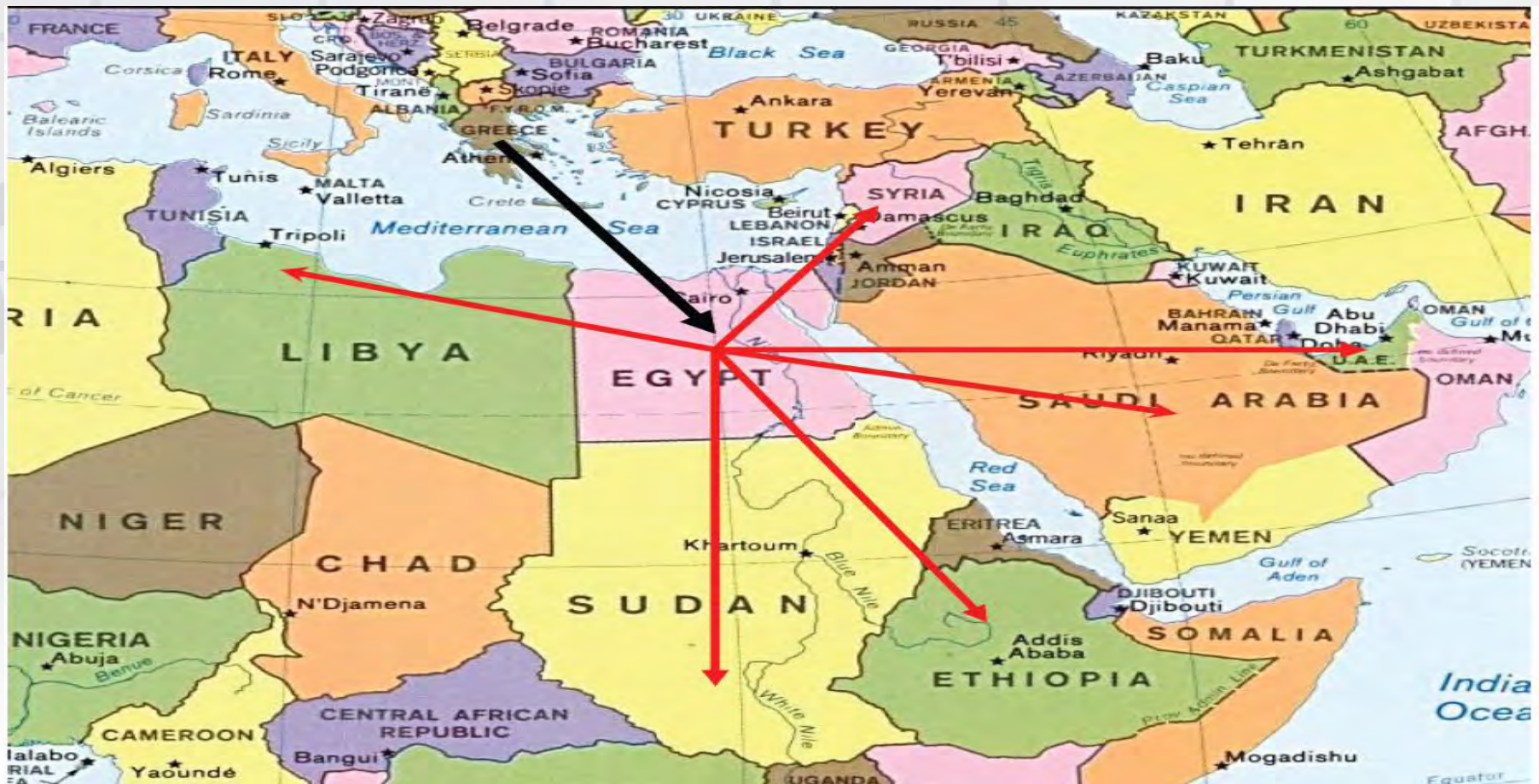
Egypt

The most promising market in
the

Middle East - North Africa



Egypt: Gateway to Africa and the Middle East





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- Strategic location in the Mediterranean ,the Middle East and Africa
- The largest market in the Arab world
- The most stable country in a volatile region





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Area: 1.001.450 sq. km.
Population: 85.000.000 in.
Density: 3 in. / Km²

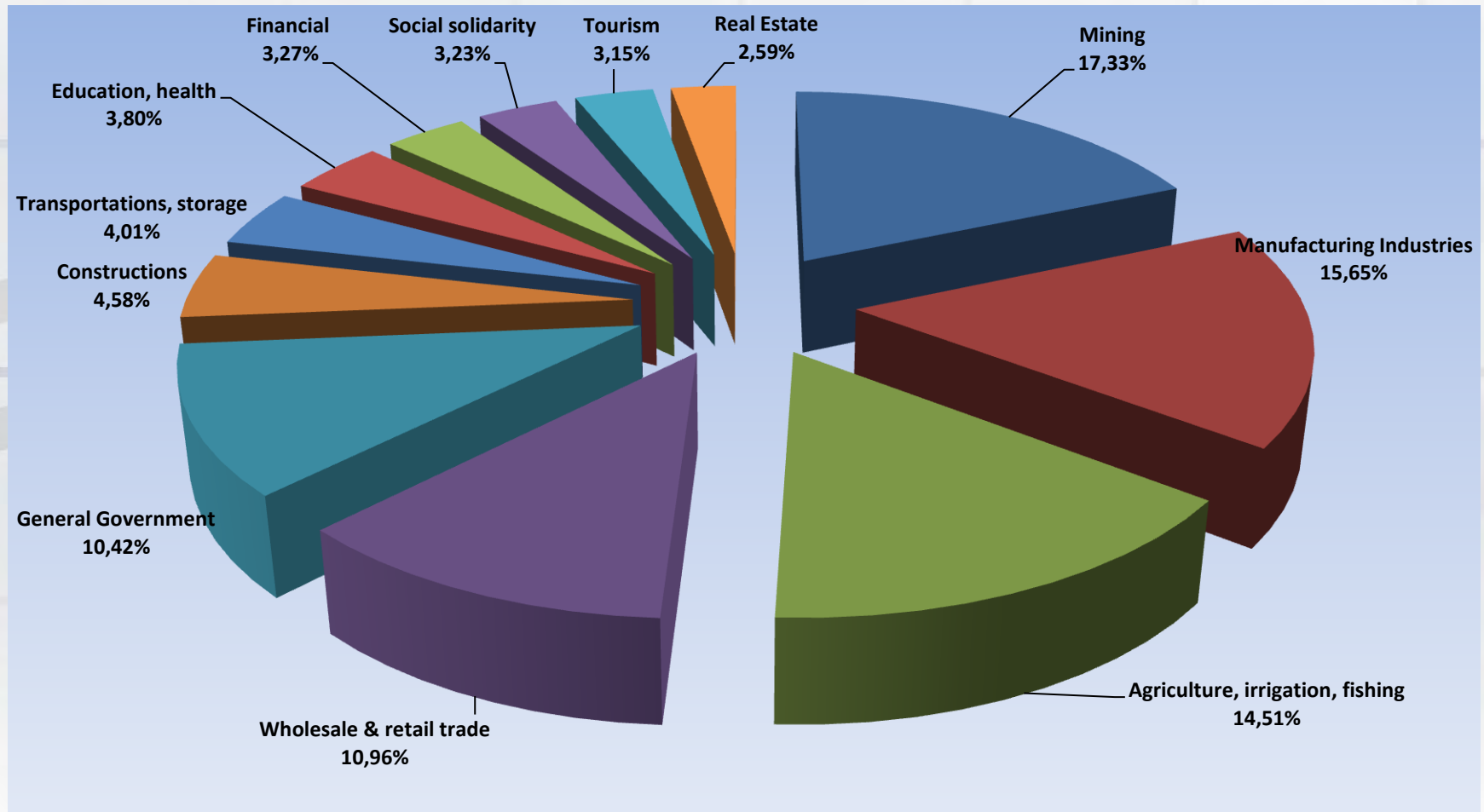
Largest cities

Cairo:	14.000.000
Alexandria:	4.500.000
Port Said:	610.000
Suez:	550.000
Luxor:	490.000



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GDP structure





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Government Priorities

- Restarting the economy, attracting foreign investment
- Ongoing investment program: 15 mega projects of \$ 100 billion to boost economy (Canal Suez Corridor, new land for agricultural use, road, railway network)
- Infrastructure, security, education, housing, health, energy, agriculture, renewable energy resources.



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Sectors plus growth rates

- Energy (renewable)
- Infrastructure
- Telecommunications - new technologies
- Transportation
- Health
- Education
- Agriculture



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Energy





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RENEWABLE ENERGY SOURCES

- State target: Cover 20% of energy needs by 2020
- Significant solar and wind resources
- Funding: State budget, international organizations and developmental tools of western countries





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- Government has adopted new law establishing new Feed-In Tariffs for solar and wind energy (at 0.8 and 1.05 piaster per kW respectively). This might stimulate alternative energy investments





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HEALTH SECTOR

- Drugs - medical equipment: 10% increase in demand per year
- The vast majority of medical equipment is imported
- Upgrading the health system creates business opportunities (hospital supply)
- Private medical centers





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Construction





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INFRASTRUCTURE

- Highways
- Railway network
- Airports
- Inland road network
- Hospitals, schools
- Power stations, RES
- Housing units
- Tourist complexes
- Water - drainage
- Desalination plant



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The Ambitious “ Suez Canal Development projects”

- Ports
- Industrial zones
- Tunnels
- Residential areas
- Tourist areas
- Fish farming
- Logistics centers





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FOODSTUFF

- Egypt imports basic foodstuff
- The world's largest importer of wheat
- Meat and poultry products: Halal certification
- Packaged agricultural products, juices, milk, snacks, pre-prepared meals, pastries, frozen meats, seafood





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ENTRY TO THE MARKET - PROMOTION

- Direct sale: dealer - distributor
- Tenders
- Participation in exhibitions
- Trade mission organized by business entities
- franchising



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TECHNIQUES

- Cultural specificities: every price is negotiable, sluggish bureaucracy
- Advertising in newspapers and magazines, growing role of TV, street posters, “junk mail advertisement”





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Sectors of the Egyptian Economy

- Energy: Renewable energy
- Environment – water treatment, recycling
- Transportation
- Shipping: construction - expansion ports, passenger transport
- Construction: undertake projects, construction materials
- Agriculture: agricultural machinery, irrigation equipment, construction equipment and greenhouses, fertilizers, oil formulation, aquaculture, agribusiness
- Health (hospitals, medical equipment, drugs)
- Education and training
- Manufacturing - industrial cooperation
- Foodstuff
- Transportation
- Telecommunications



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- New technologies
- Freight and passenger transport
- Shipbuilding
- Financial Sector
- Security systems for companies, individuals, government
- Franchising (foods. Wear, foreign languages, furniture, accessories-gifts,





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Sample of The largest international Companies working in Egypt

مجموعة الحكير
al hokair group



Al-Futtaim الفطيم



PEGAS
NONWOVENS



HSBC

vodafone Libyaninvestment.com

Bank Audi
Audi Saradar Group



AMERICANA
QUALITY

L'ORÉAL
PARIS



بنك المؤسسة العربية المصرفية
ABC Bank

Misr

DAMAC



ADIB مصرف أبوظبي الإسلامي



MITSUBISHI
CHEMICAL



Bavarian Auto Group
Driving To Better Future

البركة

EGB
البنك اقطري الخليجي

CITADEL
CAPITAL
القلعة

gsk
GlaxoSmithKline

Coca-Cola

Nokia Siemens
Networks

LAFARGE
bringing materials to life™

QNB
ALAHLI



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THANK YOU

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