



A Bi-monthly Newsletter issued by the Economic and Commercial Office of the Egyptian Embassy in Berlin, Germany  
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## Foreword

Our main goal as the Economic and Commercial office of Egypt in Berlin is to promote trade and investment between our two countries. We hope that through this newsletter you may get a better glimpse for doing business with Egypt. Please feel free to contact our office for clarifications or information in this regard.

## Increase in Egyptian Exports to Germany by 20%

Trade figures between Egypt and Germany have shown an increase during 2017, as the year end figures show a total trade volume of 5.8 Billion Euro, which is a 4.9% increase compared to 2016. This increase is mainly due to an increase in Egyptian imports from Germany by 1% to read 4.45 Billion Euro, and an increase in Egyptian exports to Germany by 20% to read 1.36 Billion Euro. Petroleum exports represent about 48% of total Egyptian exports to Germany.

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## Industry in Focus

### The Egyptian Leather Industry

The Egyptian Leather industry is one of the most important sectors of the economy. It is made up mainly of small and medium enterprises working in the industry in leather tanning, and manufacturing of finished products. The leather industry employs 250,000 workers, through 3500 production workshops, 50 shoe factory, 150 workshop of leather production, 20 shoe insole factory, more than 100 small workshop, 300 tanneries, 15 wooden mold workshop. Total production of tanned leather reached 200 Million sqft and the quality of the Egyptian raw hides ranks the 7th in the world. The average total number of leather footwear produced in 2015 was 70 million pairs. Egyptian Tanneries export top international luxury brands for fashion such as Gucci, Burberry, Clarks, Louis Vuitton, through agents.

In order to upgrade this important industrial sector, the Robbiki Leather City (RLC) has been set up near the Suez Canal. Robbiki Leather City is an integrated industrial city specialized in tanning and leather industry with a total area of about 1629 acres. It is one of the most important national projects in Egypt. It is the first industrial city specialized in the leather industry in the Middle East and Africa. Designed by top Italian Specialized Companies.

Robbiki Leather City consists of 3 different phases:

- Phase 1: represents an area of 165 acres built exclusively to accommodate tanneries relocating from Magra El Oyoum area (322 tanneries)
- Phase 2: represents an area of 116 acres reserved for additional space for tanneries if needed, in addition to feeding industries (Chemical factories, gelatin manufacturers,...)
- Phase 3: represents an area of 235 acres reserved for leather products manufacturers and value added industries.

RLC has of Leather Technology Transfer Center of which its main objective is to assist the factories to develop and upgrade techniques used in manufacturing that copes with the latest technologies to enhance the quality of leather produced as well as enhance their innovation and design skills.

## Economic Updates of Egypt

In March 2018 the Egyptian Central Bank announced further increase of the international reserves to reach USD 42.5 billion. In addition, the primary budget deficit for July–December fell to a multi-year low, due to tight wage bill control and higher tax revenue. The improved macroeconomic position led Fitch Ratings to recently revise its outlook on Egypt's Long-Term Foreign-Currency Issuer Default Rating (IDR) to Positive from Stable. The government is still pushing ahead with reforms, as shown by Egypt's first bankruptcy law that was passed in January, to simplify the bankruptcy procedure and encourage foreign investment.

### Investment Opportunities

**El Robbiki Leather City.** The new complex is part of a major expansion drive of a sector Egypt considers as one of its most competitive and the trade ministry has set an official target for leather exports to reach over \$1 billion a year in 2020, from about \$200 million a year currently. Robbiki will house the entire supply chain, from animal slaughtering to finished leather production, allowing global manufacturers to source materials and export final goods in a single location. For more information on investing in this sector please contact us.

### Upcoming Events in Egypt

**Egypt International Conference & Exhibition for Security, Safety and Sustainable Development EGYSEC 2018:** It is one of the leading conferences and exhibitions for security and safety industry. The event will be held during 8-10 May 2018. For more information please check the following link: [www.egysec-eg.com](http://www.egysec-eg.com)

## Import Opportunities from Egypt



### Leather Shoes and Bags

**Wiikii for Export Premium and Genuine Leather Shoes and Bags** is offering to export genuine leather shoes and bags.

Email: [tharwt@wiikii.info](mailto:tharwt@wiikii.info)  
Mobile: +201288389201

### Leather Export Council

One of the main objectives of the council is to support the Egyptian Leather exporters and manufacturers to increase their exports and competitiveness in the global markets in comply with government's export strategy for the Leather sectors in Egypt. A list of all members can be found on the following website:

[www.lecegypt.org](http://www.lecegypt.org)

### Processed Food

**Rozana Foods Co.** is offering to export Individually Quick Frozen (IQF) Fruits and Vegetables such as Frozen Artichoke, cut Green Beans, Okra, Broccoli, Cauliflower, Sweet Corn, Carrots, Strawberries, Mango, Guava.

[www.rozanafoods.com](http://www.rozanafoods.com)  
Email: [ahmedsadek@rozanafoods.com](mailto:ahmedsadek@rozanafoods.com)

### Fruits & Vegetables

**Jolly Food Industries** is offering fresh fruits and vegetables and herbs. For more information please contact the company as follows:

Email: [info@jolly.com.eg](mailto:info@jolly.com.eg)  
[www.jolly.com.eg](http://www.jolly.com.eg)

### Home Textiles

**Oottn company** is offering home textiles such as bed linen, kitchen linen, and towels. For more information please contact the company as follows:

[www.gottn.com](http://www.gottn.com)  
Email: [info@gottn.com](mailto:info@gottn.com)

### Heat exchangers

**El Teriak Co.** is offering to export heat exchangers for home and central air-conditioning and cooling industries.

Email: [teriak-he@elteriak.com](mailto:teriak-he@elteriak.com)

### Fans and Ventilators and small domestic Appliances

**Marc company** is offering fans and ventilators for domestic use, in addition to small domestic appliances such as chopper, blender, and yoghurt maker.

For more information on this company please contact the company as follows:

[www.sonaiworld.com](http://www.sonaiworld.com)  
[www.margroup-eg.com](http://www.margroup-eg.com)  
Email: [amal.ghazal@martc.com](mailto:amal.ghazal@martc.com)

## Services we Provide



As part of our Egyptian Commercial Services (ECS), if your company is interested in visiting Egypt to invest or import, we can support you by providing the necessary information for the decision-making process, arranging match-making and B2B meetings in addition to appointments with government officials or business communities if needed.

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