



Tobias Ellwood, Minister for the Middle East and North Africa, will lead a UK trade delegation to Egypt from 12-16 January 2015.

UKTI are offering an exclusive programme of high-level events to promote British companies, brands and expertise in the energy, retail, and infrastructure/construction sectors and we would like you to be involved.

The programme has been designed to open up specific and targeted opportunities for exports and investment in key sectors where Egypt's market growth matches areas of UK excellence. Through tailored briefings, seminars, networking opportunities, site visits and B2B meetings, you will gain better insight and understanding of the opportunities in this high-growth market. The event will also include a visit to the Suez Canal at Ismailia where mission delegates will have the opportunity to speak to the Suez Canal Authority about the proposed £20 billion development project.

Egypt is the largest consumer market in the MENA region with a diversified and resilient economy returning to accelerating growth after three years of political economic slow-down. Even in the difficult years the market size meant continued profitably and growth for the established British companies in Egypt. The UK has a strong brand and good access to political and business relationships as by far the largest foreign investor in Egypt.

We have identified particular opportunities for new business in the following sectors:

Retail

Egypt's population of ninety million is growing by two million a year. Egypt is seeing high-growth in the sector, driven by strong demographics, a growing affluent middle class, low penetration levels of modern retail shops as well as an increased acceptance of 21st century retail concepts.

More retail complexes are opening around the country and increasing numbers of new brands are entering the market.

At least 30 well known UK retail brands are currently trading successfully in Egypt such as: Marks & Spencer, Debenhams, The Body Shop, Mothercare, Next, Topman/Topshop, Claire's Accessories and Ted Baker.

UKTI sees high potential for UK companies in the clothing, food retail and consumer goods sectors.

Energy

Increasing energy production is an area of vital economic and political focus for Egypt.

The oil and gas sector accounts for 15 percent of national GDP in Egypt and 31 percent of Foreign Direct Investment (FDI). There are around 50 international petroleum companies currently operating in Egypt in exploration, drilling and oil extraction.

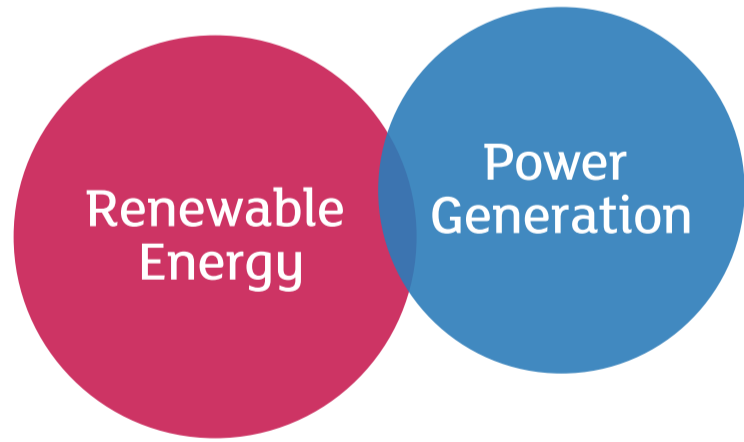
There are approximately 143 rigs in operation.

BP and BG are likely to make investments worth many billions in their Mediterranean gas concessions in the next five to seven years, creating new opportunities for companies in the offshore supply chain.

There are also opportunities for UK companies within the construction of two new refineries near the Suez Canal and Ain Sokhna on the Red Sea.

Major opportunities are opening up in **renewable energy**, especially in solar and wind production, for which the government recently announced new feed-in tariffs.

There are also opportunities for new **power generation** and transmission projects for which the Egyptian Ministry of Electricity has approved £14 billion worth of funding between 2012 and 2017.



Construction / Infrastructure

The Suez Canal economic development corridor project is estimated to attract £20 billion over 15 years. Growth in Africa, and an increase in canal traffic are likely to encourage multinational firms to set up a logistic base in the region.



There are also prospects for free trade zone production facilities, and other shipping and trade services.

With the right investment, the Suez Canal zone is a natural contender.

This presents UK companies with major opportunities in several sectors including:

- ICT infrastructure
- Ports and logistics development
- New industrial zones and urban areas
- New transport infrastructure
- Power generation
- Water desalination
- Waste water treatment plants

i If you are interested in participating in this Mission, please contact:
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