

Egypt's Furniture Industry

Investor Document
May 2016

Country Overview

- After 4 years of subdued economic activity and investments, Egypt achieved a remarkable economic turnaround in FY14/15. Foreign investors acknowledged that Egypt is on the right path and correspondingly Net Foreign Direct Investments (FDIs) jumped to USD 6.4 billion in and total investments grew by 26% in FY14/15
- In 2013, Egypt's political roadmap was announced to steer the nation back to political and economic stability, being completed in 2015 with the finalization of the Parliament.
- Egypt has embarked on a regulatory and structural reform revolution aiming to streamline investment procedures, increase transparency and open up new sectors for private investment.
- Macroeconomic strategy of FY14/15-FY 18/19 targets a 30% decrease in unemployment, and a USD 8.6 billion and USD 316 billion increase in FDIs and total investments, respectively . By 2030, the government is targeting to increase GDP and investment rate by 10%, and 16% respectively.

Furniture Industry

- It is the 3rd largest industrial sector in terms of the number of establishments and employment. In the last decade, the furniture industry has witnessed a boom mainly due to the growth of the Egyptian exports which was fuelled by the increase in demand from the Middle East North African (MENA) countries.
- Between 2010-2014 production and exports have increased by 67% and 79% respectively. The entire market size has increased 56% between 2010-2014, and is estimated to increase an additional 31% by 2017.
- The Egyptian furniture industry enjoys very strong fundamentals, including strong local demand, attractive economics for manufacturers, strong governmental support, and high consumption levels with 81% of the population below the age of 45 years.
- Also, growing real estate, retail and hospitality sectors by default complement the growth of the furniture market
- Egypt's competitive edge is its low labor cost, which is less than the USA, France, and China by 94%, 92%, and 57%, in addition to low transportation costs.
- The Government of Egypt (GoE) has capitalized and began investing in mega-projects, which enhances the outlook for the furniture industry such as the New Capital which will generate massive demand

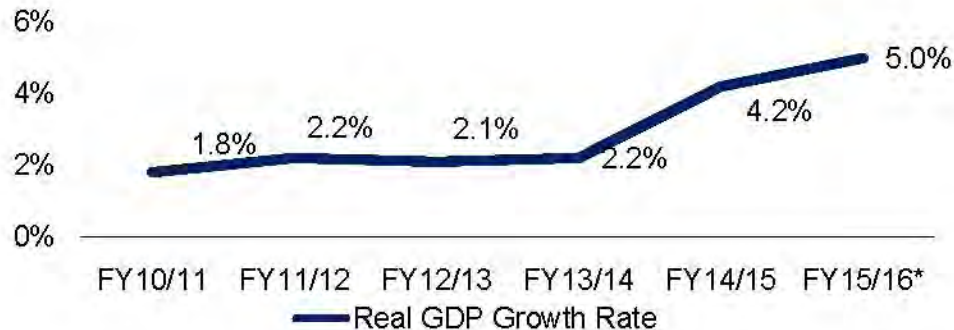
Advantages & Opportunities

- Capitalizing on its strategic location, Egypt has all the prerequisites to become a furniture export hub, most importantly its proximity to international markets gives it the competitive edge of saving cost and time. Additionally to having 8 trade agreements signed, giving products preferential access to a huge number of consumers in some of the world's most promising markets
- Damietta Furniture City, inspired by the successful Dachong City in China, aims to be a game-changer for the furniture industry in Egypt. The aim of this center is to make the process of furniture manufacturing more efficient, enhance quality, and set the required necessities for export business. It sets to offer technological, economical, and human developments assistance.
- In addition, the Suez Canal Development Project presents another promising opportunity, with several zones in East Port Said, Ismailia, Suez, and Ain Sokhna for light and medium industries planned to be export hubs

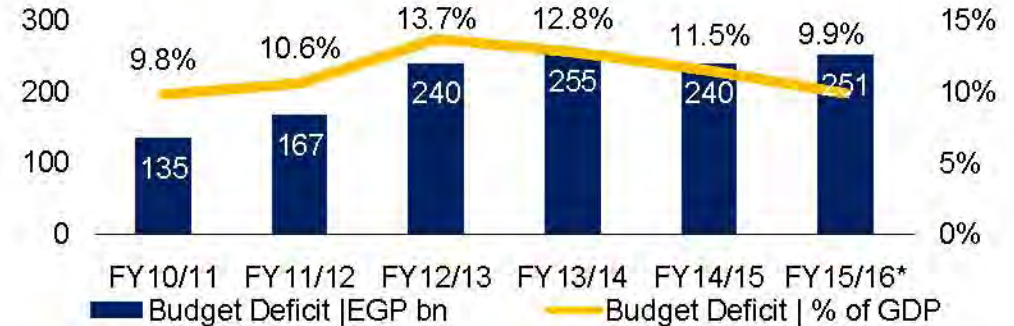
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Section 1: Country Overview-Why Egypt

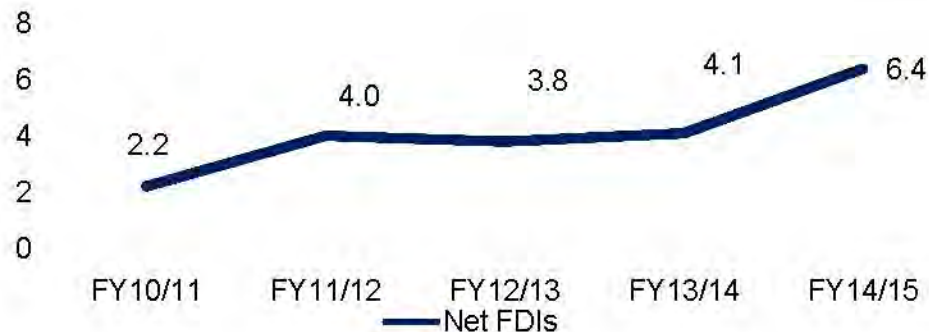
After stagnating at 2.0% for 4 years, real GDP growth rebounded in FY14/15 to 4.2%, with a targeted 5.0% in FY15/16



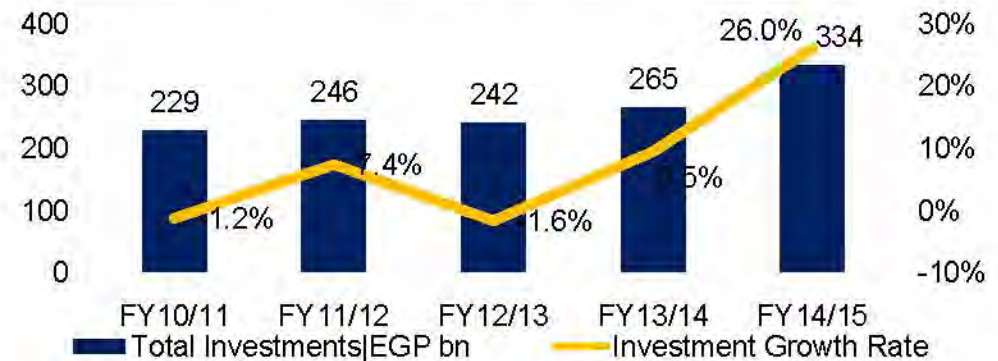
Brave fiscal consolidation measures paid off in FY14/15 to cut the deficit to 11.5% of the GDP, with 9.9% targeted in FY15/16



Foreign investors acknowledged that Egypt is on the right path: Net FDIs in FY14/15 jumped to USD 6.4 billion



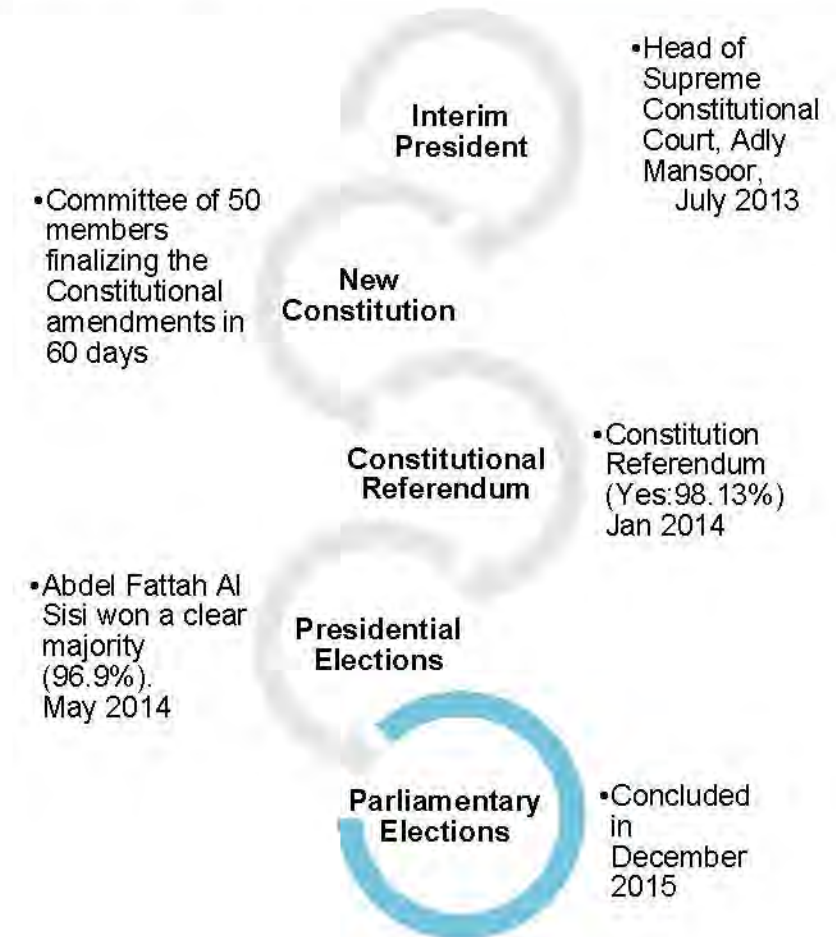
The business community in general welcomed the new developments: total investments grew by 26.0% in FY14/15



Political and Security Situation 2011-2015

- Since the January 25th revolution, a state of political uncertainty and security void created a hostile environment for business.
- Egypt saw 4 different political leaderships and 6 different governments in the period 2011-2013.
- A significant decline in protests and public unrest was visible since then
- The Roadmap started by appointing an interim President, Adly Mansour, as of July 2013, followed by holding the Constitutional Referendum in January 2014 and the Presidential Elections in May 2014.
- The finalization of the Parliamentary Elections in December 2015 marked the conclusion of the Political Roadmap.
- The security situation got better in parallel with Egypt's steady strides towards political stability.
- Egypt witnessed considerably lower crime rates and terrorist attacks in 2014 as compared to 2013.
- The aggressive terrorism wave that engulfed the world in 2015 hit Egypt as well, but attacks are largely concentrated in North Sinai.

Political Roadmap



Fiscal Reforms

- Egypt has been plagued with chronic fiscal distortions that inhibited the economy
- FY14/15 marked a significant shift in Egypt's fiscal policy, with several bold reforms.
- **Fiscal reforms enacted:**
 - Raising fuel and electricity prices
 - Criminalizing non-issuance of tax invoices
 - Increasing cigarettes and alcohol taxes
 - Taxing the profits made by Egyptian-based companies abroad
 - Activating the property tax law
 - Commencing public wages reform
 - Implementation of anti-double taxation measures
 - Enacting energy mix reforms
- **Fiscal reforms in the pipeline**
 - Shift to the VAT
 - New Customs Law
 - Activating the fuel smart card system

Regulatory and Structural Reforms

- Egypt's rigid regulatory framework has been always pinpointed as a major deterrent to doing business.
- Egypt has embarked on a wide regulatory and structural reform revolution aiming to streamline investment procedures, increase transparency and open up new sectors for private investment.
- Reforms enacted include

<ol style="list-style-type: none"> 1. Micro-Finance Law 2. New Mining Law 3. New Electricity Law 4. Feed-in Tariff Law 5. Investment Law 	<ol style="list-style-type: none"> 6. Amendments to Competition Protection Law 7. Suez Canal Economic Zone Law 8. Real Estate Financial law
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- Reforms in the pipeline include:

<ol style="list-style-type: none"> 1. Natural Gas Law 2. Commercial Register Law 3. Financial Markets Law 4. Customs Law 	<ol style="list-style-type: none"> 5. Industry Law 6. Labor Law 7. Amendments to Procurement and Tenders Law 8. Companies Law 9. Bankruptcy Law
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Social Safety Nets

- The government now prioritizes adopting effective social safety measures to parallel economic reforms so as not to repeat mistakes of the past.
- Social measures include cash-transfers programs, human capital formation and bread subsidy reform.

Macroeconomic Strategy FY14/15-FY18/19

- Its main objectives are to *fix macroeconomic distortions, achieve social justice and reach a high and sustainable growth.*
- Includes measures for fiscal consolidation, external sector reform, social safety nets, structural and regulatory reforms.
- The strategy sets the following targets:

	Actual FY14/15	Target FY18/19
Real GDP growth	4.2%	6-7%
Budget deficit	11.5%	8-9%
Public debt	89.7% of GDP	80-85% of GDP
Foreign Direct Investments	USD 6.4 billion	USD 15 billion
Total Investments	EGP 334 billion	EGP 650 billion
Unemployment	12.9%	9.0%

Export Development Strategy 2014-2018

- A key component of Egypt's external sector reform.
- The strategy has the "*overarching objective of rendering Egypt a regional and global export hub.*"
- Identifies penetrating promising markets (for example, African, South American and Asian markets), while maintaining the market share in Egypt's traditional markets as a prerequisite for success.
- **Draws 2 scenarios:**
 - Double all Egyptian exports by 2018
 - Double all Egyptian exports, while achieving a 400% growth in the exports of select products

Section 2: Egyptian Furniture Industry

Furniture Industry

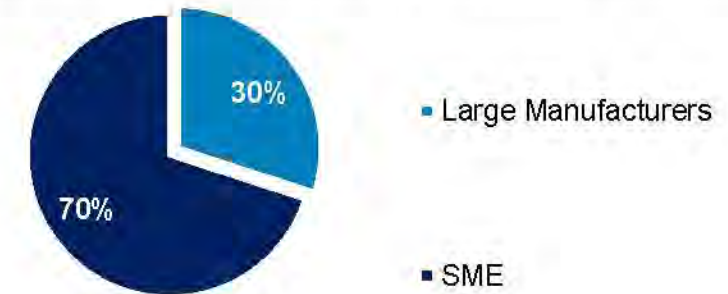
- The furniture sector is one of the most important industrial sectors, which contributes to the growth of the labor force. It is the 3rd of the largest industrial sector in terms of the number of establishments and employment.
- The growth of the sector is associated with the growth of complementing sectors such as the real estate, hospitality, tourism and education.
- In the last decade, the furniture industry has witnessed a boom due to the growth of the Egyptian exports which was fuelled by the increase in demand mainly from the MENA countries and Europe. In addition, the African market has a large potential which requires penetration
- The sector includes thousands of factories and workshops which accounts for 13.0% of total industrial employment. The number of workers exceeded one million workers. (direct and indirect labor)
- Damietta, located on the Mediterranean coast, is considered the main hub of furniture manufacturing in Egypt, where 70.0% of its population is involved in the industry directly and indirectly. It is known for its highly skilled and relatively low cost labor

Source: EFEC

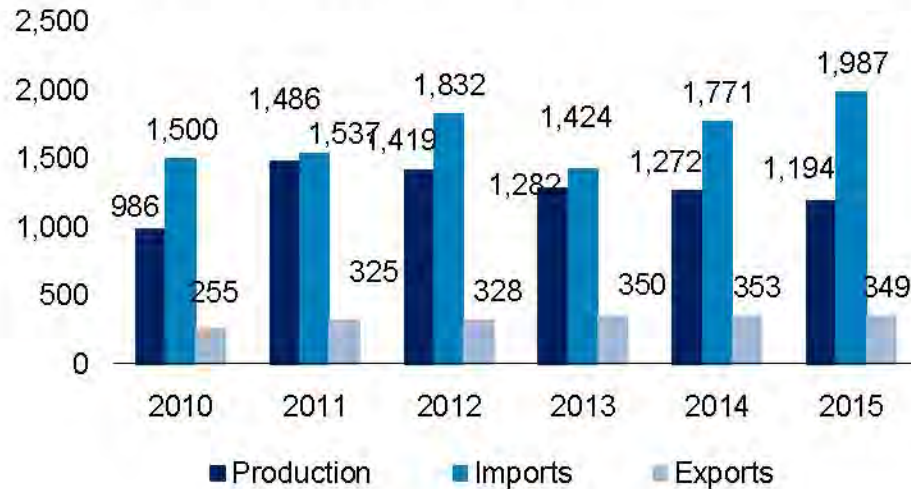
Production Hubs



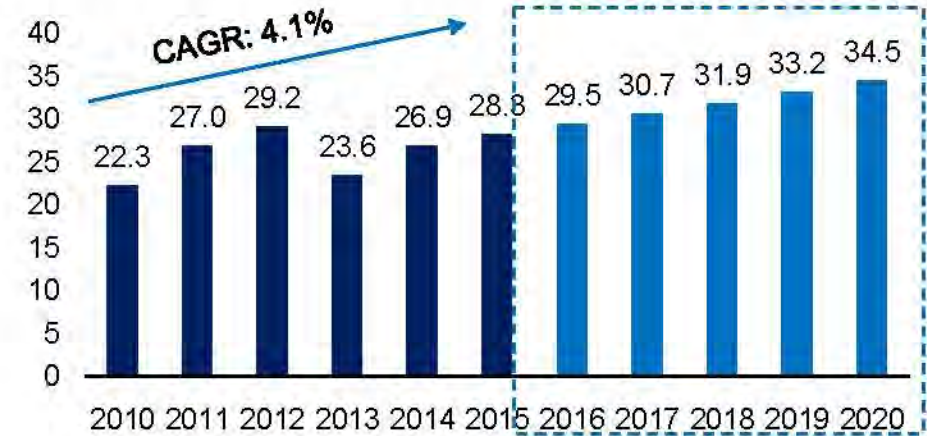
The Egyptian Furniture Industry Market Distribution



Production, Import and Export | USD Million



Furniture Market Size | USD Billion



Market size = production + imports - exports

Commentary

- Stronger demand for Egyptian furniture from MENA countries has largely fuelled the industry the industry's growth since 2010, and enabled the industry to weather the turbulent time since the January 25th revolution.
- Exports grew by almost 30% in 2011, as compared to 2010, and by almost 20% in 2013, as compared to 2012.
- In 2015, the local market size stood at USD 28.3 billion, growing by almost 5% as compared to 2014.
- Assuming the same CAGR*, it is estimated that the market will reach EGP 34.5 billion in 2020.
- This is a safe assumption, given the turbulent past years since 2011.
- The above figures are an estimate due to the under invoicing, so it is fairly assumed that the furniture industry is three times larger.



Strong Local Demand

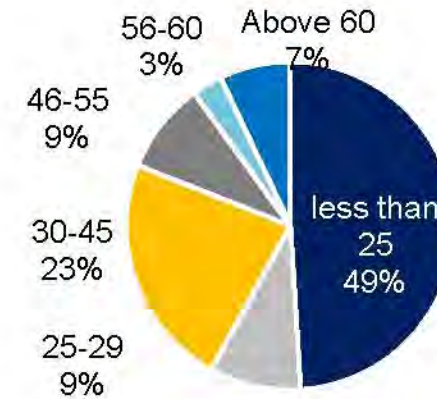
attractive Economies

Strong Gov't Support

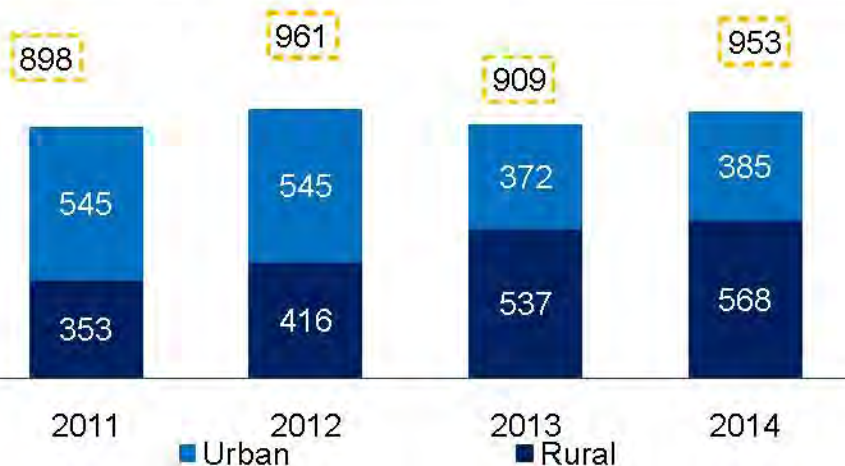
Egyptian Population | Million



Population Distributed by Age | 2014



Marriages | '000



Commentary

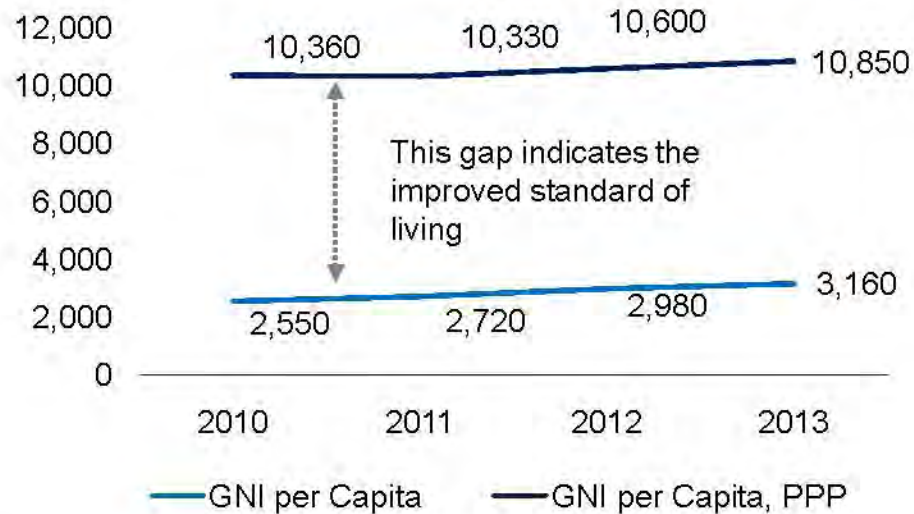
- Egypt has one of the largest populations in the MENA region, around 90 million people and growing at an average annual rate of 2.4%.
- Egypt's population is young, with 49% below the age of 25 years and 81% below the age of 45 years.
- In turn, Egypt witnesses a large number of marriages each year.
- Urban marriages and rural marriages grew by 3.4% and 5.8% in 2014 compared to 2013 respectively.
- This guarantees strong demand and high consumption levels.

Strong Local Demand

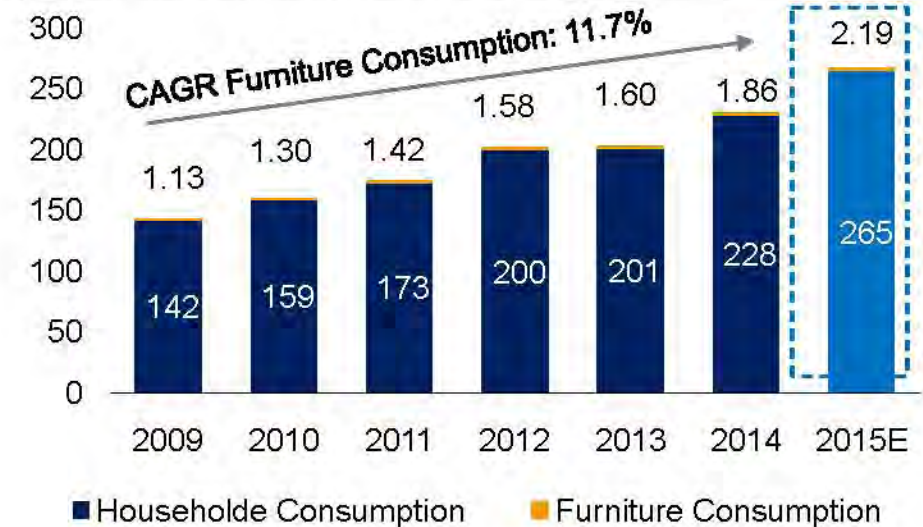
attractive
Economies

Strong Gov't
Support

Standard of Living | USD

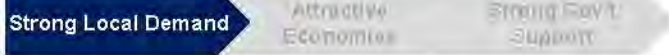


Household & Furniture Consumption | USD Billion

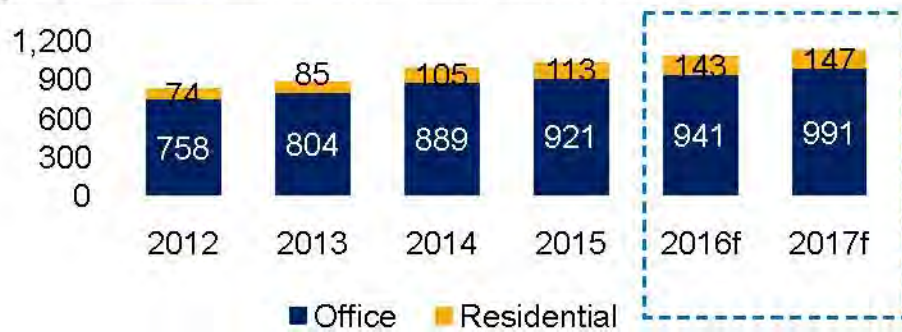


Commentary

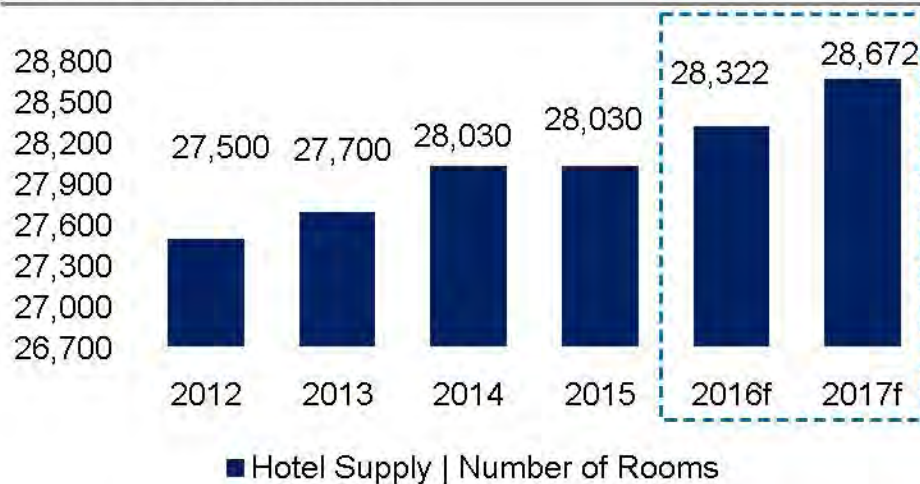
- As their economy grows, Egyptians' wealth and standard of living is increasing, which in turn increases the consumption levels.
- EIU forecasts that household consumption on furniture will reach USD 2.19 billion in 2015.
- It is not farfetched to assume that the value will increase even more in following years as the country moves towards political stability.



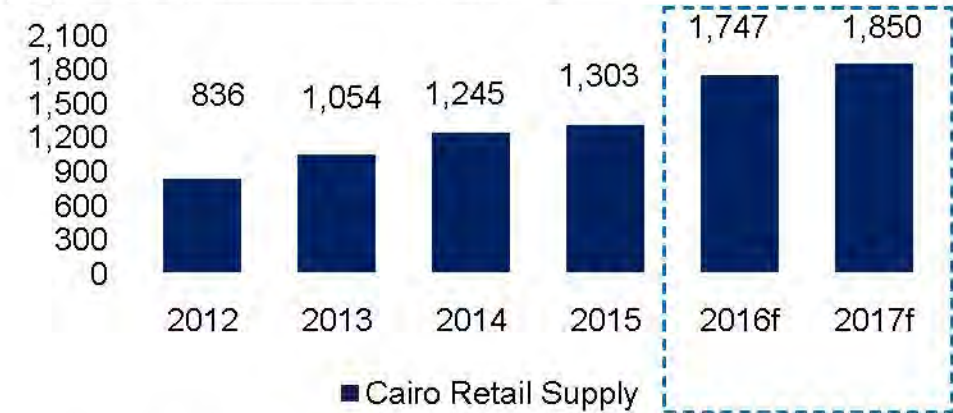
Office & Residential supply is on the rise | '000 sqm



Despite all the challenges, Egypt still witnesses an increase in the supply of rooms which indicates investors' confidence in the potential of the tourism sector



Growing investments in retail | '000 sqm



Commentary

- Egypt's growing population, large number of marriages and increasing income support the boom in real estate and retail.
- Tourism is one of Egypt's most vital sectors, and one of the main sources of foreign currency, which supports sustained investments in the sector.
- The government targets to attract 20 million tourists by 2030.
- Retail supply is expected to increase by 25% in 2016 and 41% in 2017
- Furniture is considered a complimentary sector to real estate, retail and tourism.

Strong Local Demand

Attractive
Economies

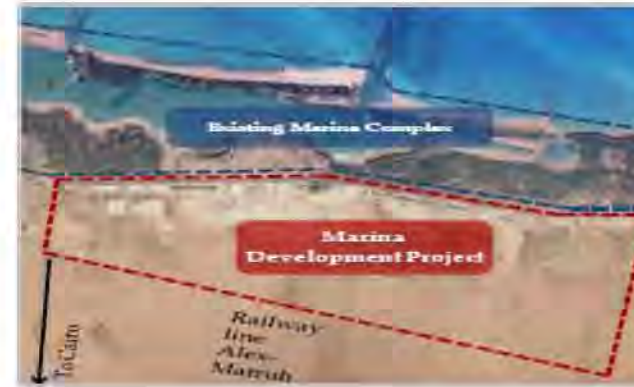
Strong Gov't
Support

North Coast South Marina

- North Coast South Marina project shall be developed within a land area of 2,800 acres.
- The project will include residential areas, hotels, commercial centers, and labor housing units.
- The project will also include sports club and aqua park, Bedouin village, artificial lake, hospital and school facilities.
- **Stakeholders:** New Urban Communities Authority (NUCA), Ministry of Housing, Utilities, and Urban Development
- **CAPEX: USD 4 billion-5 billion**

October Oasis Mega Urban Development Project

- Land is located in 6th of October City, with a total area of 42 km².
- The project is a high income, mid-to-low income residential housing.
- The construction period is around 10-15 years over 5 different phases.
- The estimated investment cost is **USD 20 billion**.
- **Stakeholders:** NUCA, Ministry of Housing, Utilities, and Urban Development
- **CAPEX: USD 20 billion**



North Coast South Marina City located in the Western side of the North Coast

6th of October Urban Oasis City

- Located in 6th of October, the project will be established on a 1,100 acres of land.
- The project includes a touristic sports and recreational facilities.
- **Stakeholders:** (NUCA, Ministry of Housing, Utilities, and Urban Development)
- **CAPEX: USD 3.1 billion**

Strong Local Demand

Attractive Economies

Strong Gov't Support

New Administrative Capital

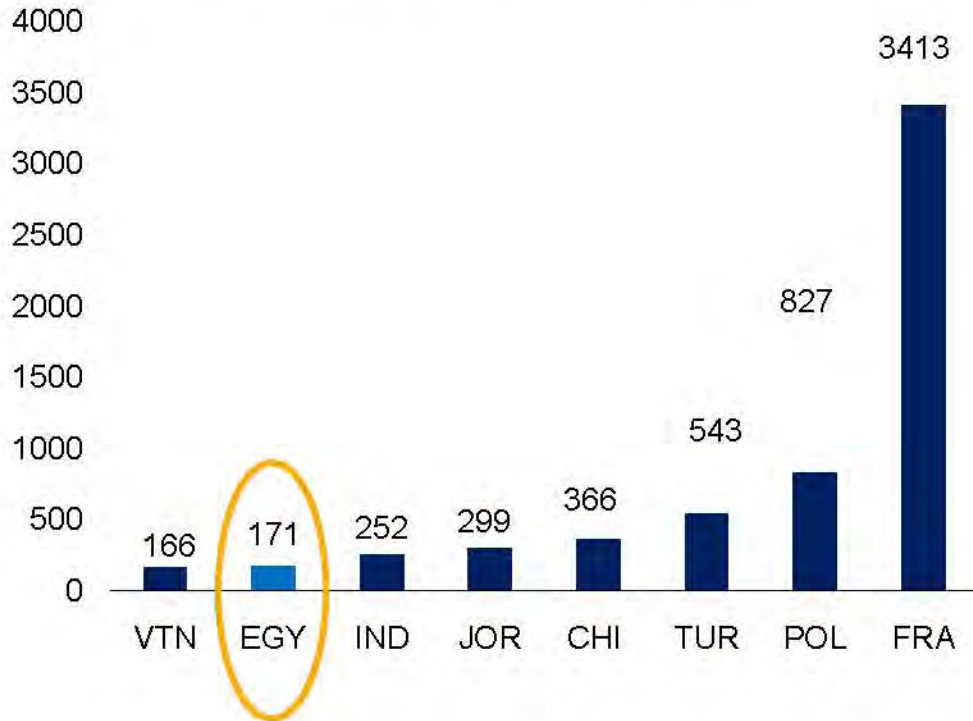
- The Capital Cairo is situated 45 km to the east of Cairo (between the Cairo-Suez and Cairo-Sokhna roads). It is located at 32 km from Cairo International Airport and 80 km from Suez. With a total area of 700 sq km, the development is estimated to require a capital investment of more than USD 40 billion.
- The New Capital will host the Presidential Palace, Parliament, embassies, government ministries and other public institutions.
- In addition, it will be supplemented with:
 - 21 residential districts,
 - 100 neighborhoods,
 - 91 square km of energy farms,
 - Airport,
 - 40,000 hotel rooms,
 - 900 schools,
 - 663 healthcare facilities.
- **Stakeholder:** Ministry of Housing and Utilities
- **CAPEX: USD 40-70 billion**



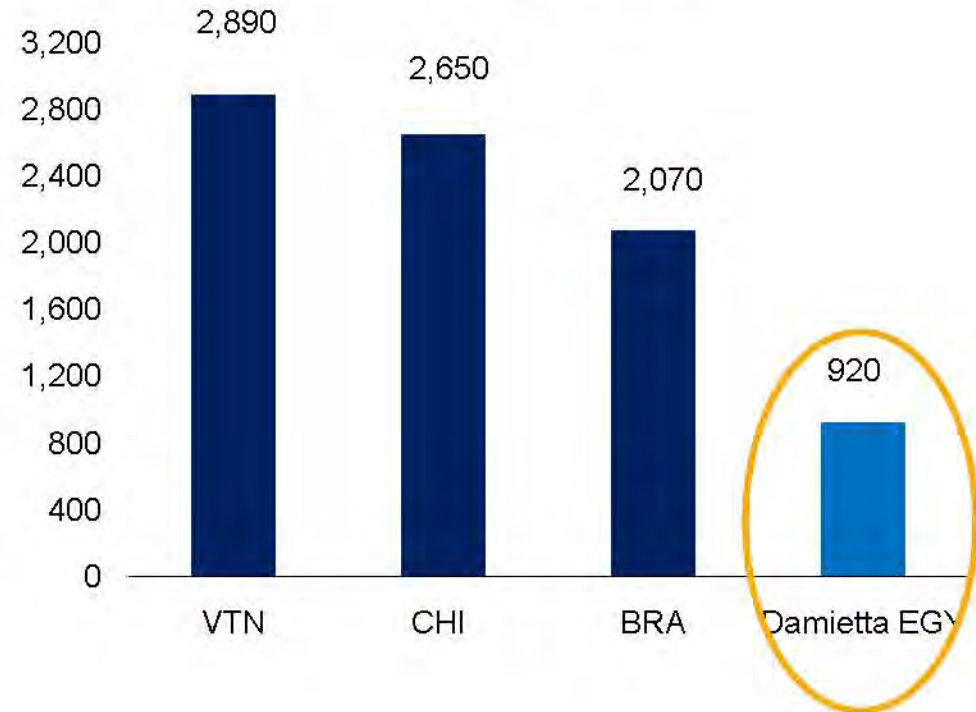


Attractive Economies: Low Labor Cost and Transportation Cost to Primary Markets

Annual Employee Wages | 2010/2011 USD

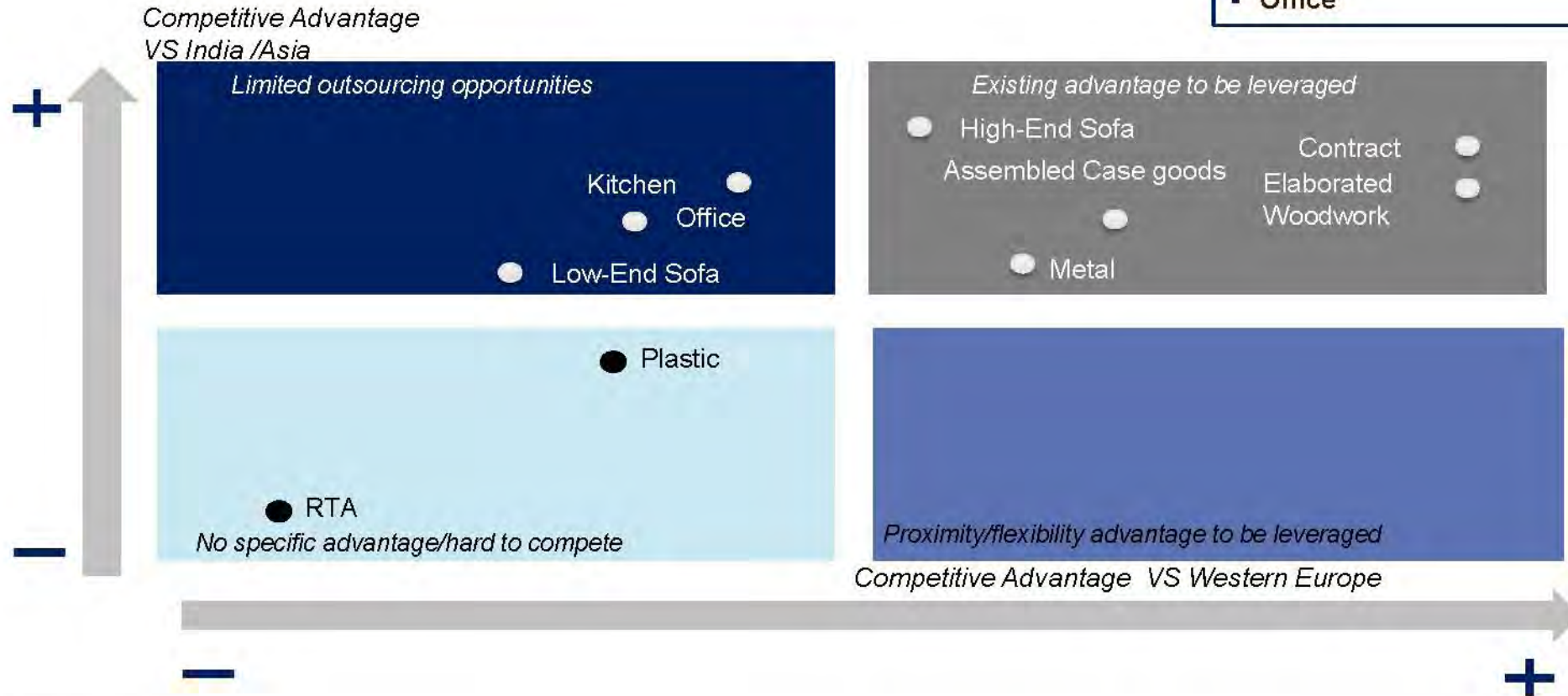


Transportation Cost of 20 ft container to Europe in USD 2010





- Products to be analyzed are:
- Low End Sofa
- Contract
- Assembled Case Goods
- Metal
- Kitchen
- Office



Strong Local Demand

Attractive
Economies

Strong Gov't
Support

Technical Assistance

- The IMC is built to provide technical assistance to furniture producers to enhance the quality of the product, and provide training for manufacturers.
- The center is funded by GoE, the private sector, and the EU. The IMC, which is part of the Ministry of Trade & Industry and SMEs (MTI), is also supporting manufacturers by subsidizing software needs and requirements for design development.

Export Subsidy

- The export subsidy program is a program sponsored by the MTI. The program is a mandate of the Export Development Fund (EDF). Law No. 155/2002 was signed to establish the EDF to create an incentive for Egyptian companies to push for more exports.
- It requires the support of specialized Export Councils, which are responsible for developing Egypt's exports in each sector.

Product Awareness Abroad

- The EFEC is mandated to develop the export business of Egyptian furniture.
- The main focus of the EFEC is to promote Egyptian products abroad, and to improve the visibility of Egyptian furniture abroad.
- The Council focuses on quality designs, and its promotion is delivered through number of workshops and exhibitions.
- The council plays a vital role in the industry by supporting the companies to export through trade missions and roadshows, world exhibitions such as FURNEX.



Strengths

- Established Infrastructure
- Skilled Labor
- Competitive labor costs
- Strategic location
- Flexibility of the industry
- Access to large number of consumers via the signed trade agreements

- Strong fundamentals boost the industry's outlook
- Increasing tourist numbers
- Booming real estate and retail sectors
- National mega projects such as the Damietta Furniture City
- Suez Canal turning Egypt into a logistical center of international trade



Opportunities



Weaknesses

- Fragmented market players, mostly workshops, and large family businesses
- Lack of unified strategy among manufacturers
- Inadequate marketing for Egyptian furniture abroad
- Lower labor productivity
- Weak protection of IPR

- Tampering of import invoices to pay less customs
- Government reform measures takes time to materialize
- China dominates imports putting direct pressure on local manufacturers to compete
- Weak export subsidy program



Threats

**SWOT
Analysis**

Section 3: Opportunities

Proposed Action Plan

- Identifying an entity to be responsible for establishing a committee to manage execution plan
- Pooling available resources and already established infrastructure to speed up execution process

Project Stakeholders/ Partners in Execution

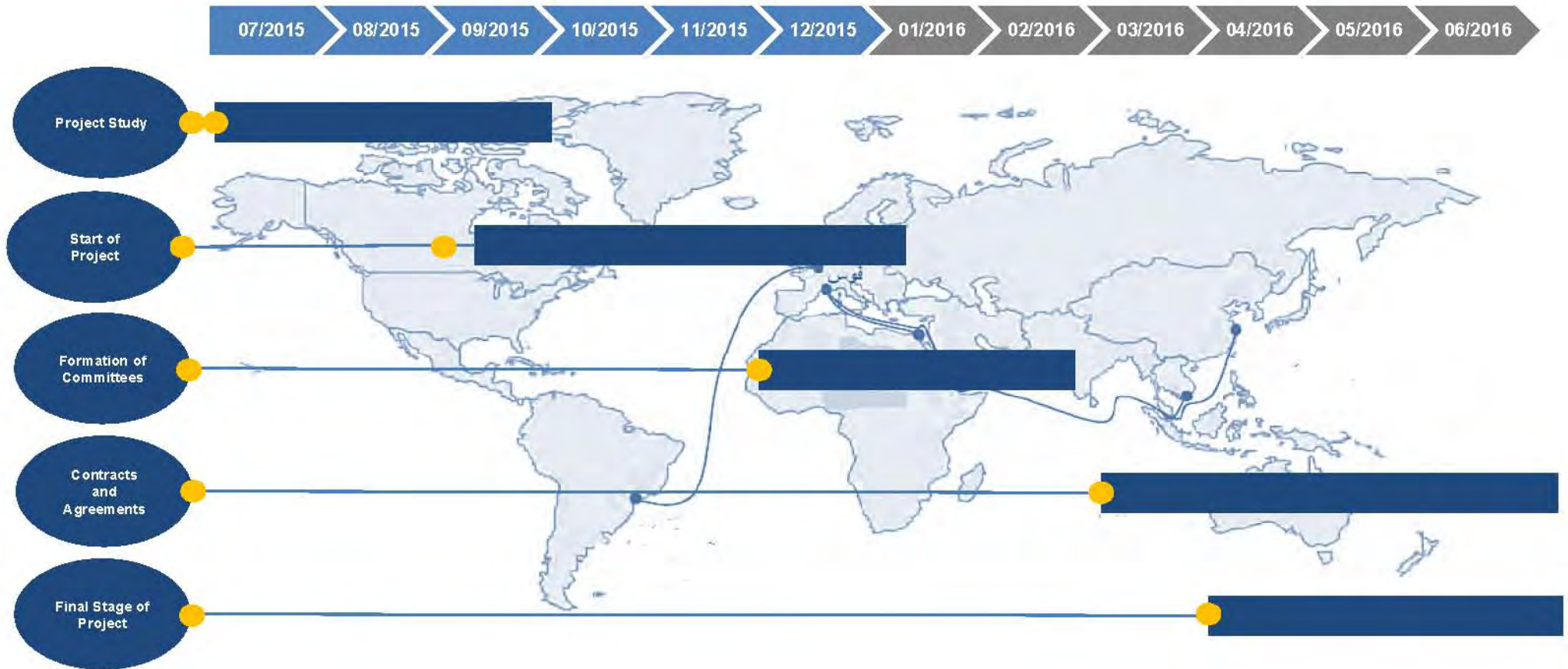
- Ministry of Planning
- Ministry of Industry and Trade through the following entities
 - Egyptian Furniture Export Council (EFEC)
 - Chamber of Furniture and Wood Products Manufacturing
 - Furniture Technology Centers
- Damietta Governorate

Other Components to Furniture City

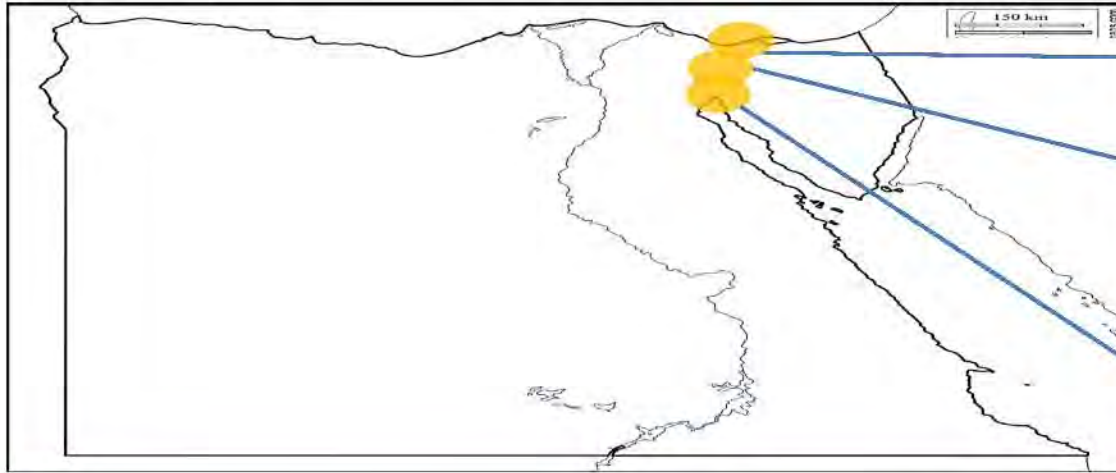
- Administrative building
- Government Services Building
- Power Station to supply the Furniture City – planned to use renewable energy sources (solar and/or wind)
- Connection between the Furniture City and the Suez Canal Axis



1. Government Services Building
2. Hotel
3. Shopping Mall (Egypt's Furniture Mall)
4. Administrative Building
5. Recycling Units
6. Stores and Raw Materials trading center
7. Furniture Manufacturing Center
8. Medium sized manufacturing Center
9. Power Station (Renewable)
10. Academy for Furniture and R&D center



II- In addition, the Suez Canal Development Project presents another promising opportunity, with several zones for light and medium industries planned to be export hubs



According to the Master Plan, **East Port Said** shall become a hub for medium and light manufacturing industries.(easy access to East Port Said Port)

Ismailia, both Eastern and Western parts of Ismailia, will be home of medium and light industries, supported by planned retail and commercial centers. The city has its international access through Adabeya Port.

Suez city will accommodate medium and light industries, yet mostly occupied by energy related industries. (access to Ain Sokhna Port)

SCZone – Economic Zones of East Port Said and Ain Sokhna

East Port Said



63% of Land Budget is for Light and Medium Industries

15% of land budget is allocated for heavy industries

Ain Sokhna



32% of Land Budget is for Light and Medium Industries

17% of land budget is for heavy industries

Among 6 main furniture components categories assessed...



Painting: Lacquer and other paintings



Fittings:
Screws, Hinges, Handles, Connectors, locking system, drawers and runners systems, interior furniture equipment



Glue: Glue for Furniture and Glue for wood-based furniture



Foam: Polyurethane flexible foam and ecological soy-based foam



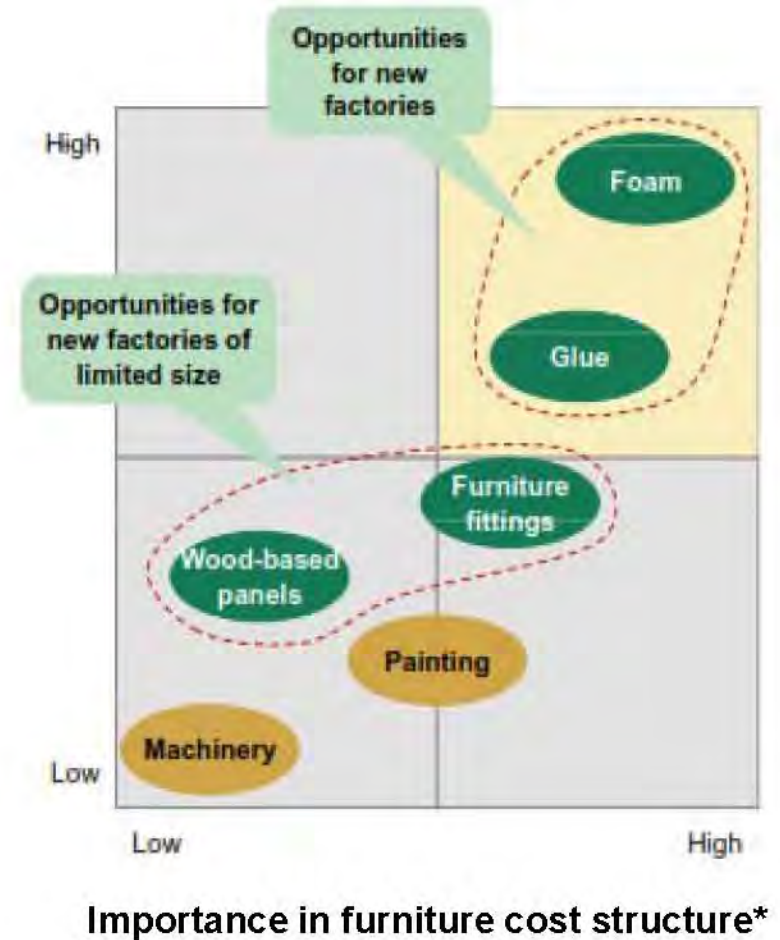
Wood-based Panels: Raw particleboard, surface finished products such as melamine faced particleboard, laminated flooring



Machinery: all kind of machinery required for furniture production

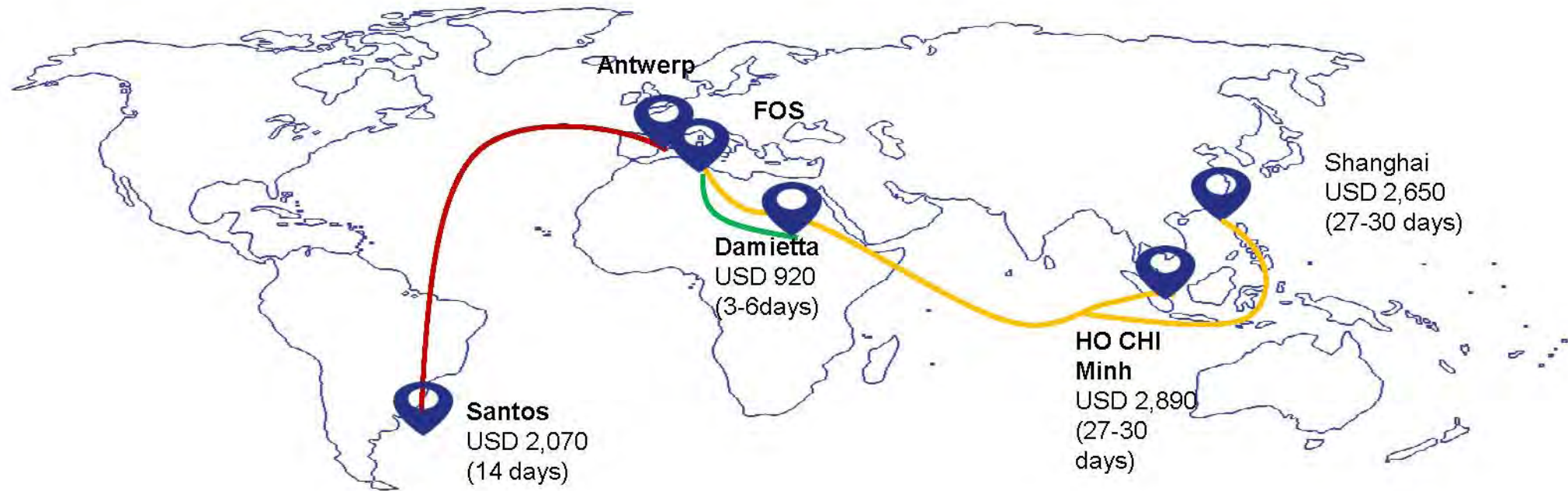
...four appear to be priority targets for Egypt

Attractiveness of Business Model



Proximity to International Markets

- The main furniture production hubs in Egypt (**Cairo**, **Alexandria**, and **Damietta**) are directly supported by infrastructure base (whether highways, freight rail lines, and airports), making easy access to international markets, giving the furniture industry a strong advantage shipping cost and time.



55%-70% advantage for Egypt on shipping cost approximately 3 weeks for transit time

Common Market for Eastern and Southern Africa (COMESA)

- Access to 450 billion consumers, the second largest trade agreement in terms of consumer base after the EU Partnership Agreement
- COMESA is composed of 19 member states. 15 of them enjoy 100% tariff reduction including Egypt, Libya, Djibouti, Kenya, Sudan, Madagascar, Comoros, Congo, Burundi, Zambia, Eretria, Ethiopia, Mauritius, Seychelles, Swaziland, Uganda, Zimbabwe and Malawi
- **Provides access to around 380 million consumers.**



EU Partnership

- The partnership is between the EU and Egypt aiming to establish a FTA in 12 years
- **The objectives of the partnership:**
 - establishes an adequate framework for a political dialogue to develop close political ties between the parties
 - Paving the way for continuous liberalization of trade in goods, services and capital.
 - Developing balanced economic and social relations through mutual cooperation.
 - Contributing to the process of economic and social development in Egypt.
 - Promoting cooperation in other fields of mutual interest
- **Provides access to more than 500 million consumers.**



European Free Trade Agreement ("EFTA")

- This treaty covers European countries that are not part of the EU Partnership
- The Agreement includes eliminating of trade barriers as well as trade-related disciplines including rules of competition, state monopolies and subsidies.
- Members of the EFTA agreement: Iceland, Norway, Switzerland and Liechtenstein
- **Provides access to around 14 million consumers.**



Aghadir

- A treaty to harmonize Mediterranean trade, as a first step towards a Euro-Med FTA
- Egypt, Jordan, Morocco, and Tunisia
- **Provides access to more than 50 million consumers.**



Turkey

- Treaty aims to establish a Free Trade Agreement between the two countries after a 12 year transitional period, and to remove restrictions on all goods including agricultural goods
- Members of the agreement: Egypt and Turkey
- **Provides access to approximately 77 million consumers.**



Qualifying Industrial Zone ("QIZ")

- Goods produced in specially designated areas, called the qualified industrial zones, are granted preferential access to the US market. The products have to have a 35% local component and a 10.5% Israeli component to benefit from the QIZ.
- U.S. tariffs on textile and apparel goods are relatively high, which makes production of these goods in QIZs especially attractive
- Members of the agreement: Egypt, Israel and Jordan
- **Provide access to approximately 324 million consumers**



Locations of QIZs

Tripartite Free Trade Agreement ("TFTA")

- The most recent development in Egypt's initiative to enhance its trade agreements is the launching of the TFTA. On the 10th of June 2015, the three major African trade blocs, Common Market for Eastern and Southern Africa (COMESA), South Africa Development Community (SADC), and East African Community (EAC), met to launch the new TFTA agreement.
- The agreement will be active in 2018
- **Provides access to almost 620 million consumers.**

COMESA
EAC
SADC



Greater Arab Free Trade Agreement ("GAFTA")

- The GAFTA is a free trade agreement between Arab countries that facilitates Arab trade through preferential treatment and full exemptions on all products
- The agreement has 17 members including Algeria, Bahrain, Egypt, Iraq, Kuwait, Lebanon, Libya, Morocco, Oman, Palestine, Qatar, Saudi Arabia, Sudan, Syria, Tunisia, United Arab Emirates and Yemen
- **Provides access to approximately 400 million consumers.**



Egypt's Exports Strategy to Boast Exports

Furniture Exports Targets in USD bn



Most of targeted markets are in proximity to Egypt. Making the best use of Egypt's foreign trade agreements positions Egypt as a highly competitive trade hub

Targeted Markets Categorized

Future Markets and Targets

-  Saudi (USD 170mn by 2017)
-  UAE (USD 65mn by 2017)
-  Qatar (USD 39mn by 2017)
-  Oman (USD 25mn 2017)
-  Jordan (USD 25mn 2017)
-  Iraq (USD 25mn by 2017)
-  USA (USD 7mn by 2017)
-  Italy (USD 6.5mn by 2017)
-  Russia (USD 6mn by 2017)
-  Canada (USD 4mn by 2017)
-  Kenya (USD 2mn by 2017)
-  Germany (USD 1.9mn by 2017)

Section 4: Main Stakeholders



Overview

- GAFI broadened its scope from the traditional regulatory framework into a more effective and proactive investment promotion agency through its Research and Market Intelligence, Promotion and Facilitation and Investor Aftercare bodies.
- As Egypt's One Stop Shop for investment, GAFI eases the way for global investors looking to harness opportunities presented by Egypt's fast-growing domestic economy and the nation's robust competitive advantages as an export hub for Europe, the Arab world and Africa.
- It also helps you to obtain all necessary national and local approvals to facilitate a fast start-up of your operation in Egypt.
- Provides all necessary licenses and approvals required for the establishment of businesses.
- GAFI's Mission is to enable and sustain Egypt's economic growth through investment promotion, facilitation, efficient business services, and advocacy of investors' friendly policies.

Contact: Alaa Omar (Head of GAFI) a.omar@gafinet.org.eg

Role

**Ministry of Investment
Ashraf Salman**

**GAFI
Alaa Omar**

**Head of Investors Care Unit
Nagy Aboul Elaa**

**Head of Investment Promotion
Eva Seddik**

Role:

- Promote Egypt's potential sectors
- Attract new investments and promote re-investments and expansions.
- Facilitate and provide services to investors through expanding GAFI "One Stop Shop"
- Support and accelerate the development of competitive strategic clusters
- Stimulate the development of innovation
- Implement Policy Advocacy Strategy.



Overview

- The EFEC was established via a Ministerial Decree to become a separate entity supporting the furniture industry
- EFEC services package is designed to meet manufacturers' needs and is always developing and improving
- The EFEC aims to enhance the competitiveness of the Egyptian furniture industry through various services and activities including - but not limited to - offering business strategy consultancy, export opportunities, matchmaking services, updates on export-related regulations and trade agreements, assistance in locating and joining international exhibitions, in addition to organizing conferences, training seminars and workshops in collaboration with different local and international experts.
- The EFEC guides investors to the furniture industry and also to network within the industry.

EFEC Website: www.efec.org.eg

**Contact: Ihab Derias Chairman of EFEC
and Yasmine Helal (Executive Director of EFEC-
info@efec.org.eg)**

Role

- Marketing and business development activities
- Assist potential exporters to develop and have access to the right markets to export
- Training programs and design projects
- Develop the export strategy for the sector and present it to the government then monitor and evaluate the implementation.
- Lobby against any regulations that may affect the interest of furniture sector and present solutions to the government to overcome
- Locating funding opportunities and different kinds of support and subsidy programs and present them to the exporters community
- Continuous collaboration and coordination with chambers of commerce, businessmen councils and different local and int'l trade organizations with the aim of developing the exports.



Overview

- A Presidential Decree established the IMC in Dec 2000 as an incentive for a sustainable, modernized, vibrant and competitive Egyptian industry.
- The IMC is funded by the GoE, private sector and the EU to provide technical assistance to producers
- The aim is to support the industrial enterprises, create an enabling business environment for the industrial sector, in coordination with the Ministry of Industry, Trade and SMEs

Strategic Vision

- The IMC works towards becoming Egypt's leading industrial development agency; focusing on ameliorating competitiveness, investment, export and employment by acting as a support to all industrial enterprises as individuals or as a sector through tailored business development competitiveness programs.
- IMC is an Implementing Agency for projects such as:
 - Energy saving, CSR, Sustainability, R&D, Technology development and transfer
 - Facilitating access to finance to the industry
 - Training and employment generation
 - Women empowerment targeting lesser-developed areas

Role

Expertise:

- Comprehensive outreach through 19 branches
- Team of 300 well developed/professional staff
- Over 13,000 Clients, more than 100,000 services across 9 industrial sectors
- More than 50 sectorial development studies/strategies
- Capacity building to various affiliated entities within Ministry of Industry, Trade and SMEs



IMC Website: imc-egypt.org

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Overview

- The CWWFI was created under the Presidential Decree No.453 of 1958 along with other 16 industrial chambers. The CWWFI is found under the Federation of Egyptian Industries (“FEI”)
- The CWWFI is the main representative body of the Egyptian furniture industry
- The CWWFI’s role is to support all Egyptian furniture players and products as well as handling any issues and hurdles facing the sector as a whole
- The CWWFI sets up meetings with various governmental bodies to voice the industry players issues and concerns
- CWWFI has access to the Egyptian furniture sector and ensures that companies have industrial registry in order to become a CWWFI member

CWWFI

Contact: Shereef Abdelhady, President of
CWWFI

info@cwwfi.com

Role

- Investigates and addresses all hurdles and obstacles that faces the sector in collaboration with key stakeholders and governmental bodies
- Participation in the study and discussion of all legislations of interest to the industry Represents manufacturers of wood and furniture products to the public and private entities locally and globally
- Partners with all the related agencies and authorities to develop the services that the CWWFI provides
- Intervenes to resolve any complaints

For more information on how to invest in the Furniture Industry in Egypt please contact
the Egyptian Furniture Export Council on
Contact: Ihab Derias Chairman of EFEC
and Yasmine Helal (Executive Director of EFEC- info@efec.org.eg)
and for more information please visit the website:
www.efec.org.eg

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