

# *FoodGate / FreshGate*

## *Egypt*

*Sharm El Sheikh, 06– 08.12.2009*



# Main Topics:

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- Stake Holders
- FoodGate / FreshGate 2009
- Pavilion & Venue
- Marketing Support Activities
- Administrative procedures
- Travel & Logistics

## **Stake Holders:**

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- **Agriculture Export Council**
- **Food Export Council**
- **Egyptian Exporters Association**
- **Industrial Modernization Centre - IMC**
- **Co-Exhibitors**

# Event location:



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*Egypt*

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# Event fact sheet:

- **Event Name:** FoodGate / FreshGate EGYPT 2009
- **Event Date:** 06 – 08.12.2009
- **Location:** Sharm El Sheikh, Egypt
- **Venue:** Maritim Congress Center
- **Time Line:** from 02.00 p.m. – 08.00 p.m.
- **Type of event:** Closed B2B matchmaking event
- **Expected number of exhibitors:** 200
- **Expected number of invited International visitors:** 1000
- **Exhibited Products:** Processed Food, Fresh Produce & Cut Flowers

# Why Egypt ?

- Egypt has one of the most ancient cultures and civilizations in history. This self-proclaimed "mother of the world", was left with unique marks of previous foreign colonizers which helped build up and shape the modern Egypt of today. Nowadays, Egypt's Culture brings its own combination of art, food and tradition to the mix; whereby the diversity is evident more than ever.
- The Egyptian population exceeds 80 million and the economy of Egypt is increasing rapidly. This can be seen in the important transition phase of centralization of the market-oriented economy which has been in progress since 1991. Furthermore, the GDP growth rate has increased during the last 5 years from 3.5 to 4.5 percent.
- One of the main industrial sectors of the economy is the food sector with over 30 percent of the labor force and accounting 14.7 of the GDP, which represents over a third of Egypt's export of goods.
- Trade, in general, is supported by Egypt's exceptional strategic location acting as a gateway to Africa and the Middle East and is a regional mediator which ensures political as well as financial support from all over the world.

# Why Sharm El-Sheikh?

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- **Sharm El-Sheikh**
- Certainly, it is one of the most beautiful and most visited places in Egypt. Sharm El-Sheikh is exceptional in its location as it is settled between the Red Sea and the Mount of Sinai. The weather temperatures are average during winter season, which makes it a favorable target for tourists and a major industry for foreign as well as domestic tourism. The wide variety of activities with amazing scenery of nature is creating an attractive atmosphere as well as entrainment.

# Egypt's Fresh Produce sector:

- Nearly all of Egypt's agricultural production takes place in some 2.5 million hectares (6 million acres) of fertile soil in the Nile Valley and Delta. Desert land is being developed for agriculture, including the ambitious Toshka project in Upper Egypt.
- Egypt produces a wide range of vegetarian products, and due to the climate the land has high nutritional value whereby crops can be harvested up to three times a year. Egyptian high quality fresh produce is popular and export markets can consume more. The most common crops are onions, potatoes, tomatoes, fruits (mainly oranges, lemons, mango and watermelons). Apart from fruits and vegetables, flowers, herbs and spices and food ingredients also appeal to this market.

# Egypt's Processed Food sector:

- For the past six years, there has been an increase in the quality of the Egyptian Food production, as well as quantity; exports have grown 20 folds and are expected to increase further in the coming years.
- Overall, the food sector is very promising and diversified. It includes 27 sub-sectors, most important of which are processed fruits and vegetables, milk and dairy products, sugar and confectionery, olives and olive extracts, oils, juices, beverages and mineral water, processed meat, poultry and fish, and herbs and spices; to mention only a few. Due to its unique geographical position, Egypt acts as the gateway to Europe, Africa and the Middle East. Additionally, Egypt has a strong agricultural base that is being constantly modernized with the latest technology. It also enjoys a moderate climate, easy access to water from the Nile, and a huge pool of inexpensive labor; these influencing factors are what lead to high quality raw materials directly contributing to the manufacturing and production of an end product ready for exporting.

# Event Target Groups:

- **Exhibitor Target Groups:**

- Processed Food
- Fresh Fruits & Vegetables
- Food Ingredients
- Cut Flowers

- **Visitor Target Groups:**

- Importers
- Wholesalers
- Discount Store
- Retail Chain
- Hypermarkets
- Distributors

# Event Product Ranges

- **Processed:**
- Juice
- Confectionary
- Coffee
- Dairy Products
- Breakfast Cereals
- Olive oil
- Olives
- Frozen fruits & Vegetables
- Bakery ingredients
- Herbs & Spices
- Grains & Seeds
- Jam
- Pasta

# Event Product Ranges

- **Fresh Produce:**

- Citrus
- Grapes
- Potatoes
- Strawberry
- Artichokes
- Pomegranate
- Peas
- Green beans
- Peach
- Spring onion
- Garlic
- Capsicum
- Chili pepper
- Iceberg

# Pavilion & venue: Maritim Congress Center – Sharm El Sheikh



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# Marketing Activities:

## Procedures of inviting International Visitors :

- **Expolink & Exhibitors will send the E-invitation to the client with a company profile to be filled in.**
- **Interested Client will fill the company profile and send it back to us.**
- **Profile will be sent to Export council for approval.**
- **Once approved client will be contacted again for travel arrangements & bookings.**

# Marketing Activities:

## Sample of E- invitation :



**Register NOW** (by filling the attached profile)

and qualify for a FREE visit to Egypt 's  
1<sup>st</sup> B2B Food & Fresh Produce event

**FOODGate**  
The International Convention for Food Exporters  
EGYPT

**freshGate**  
The International Convention for Fresh Produce & Food Exporters  
EGYPT



**Sharm El Sheikh - Egypt , 06 – 08 December '09**

And meet more than 200 Food & Fresh Produce Exporters and explore a wide range of products and crops :

- Processed Food
- Fresh Fruits & Vegetables
- Herbs, Spices & Essential Oils
- Food Ingredients
- Cut Flowers

For more information on the event, please visit our websites:  
[www.food-freshgate.com](http://www.food-freshgate.com)  
or contact us at:  
[info@food-freshgate.com](mailto:info@food-freshgate.com) - [info@expolink.org.eg](mailto:info@expolink.org.eg)

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# Marketing Activities:

## Sample of Company Profile :

FoodGate EGYPT		FreshGate EGYPT	
1- Company Name:		5- Title:	
2- Contact Person:			
4- Corresponding Address:			
City/Province:		Country:	
3- Telephone #:			
6- Fax #:			
7- E-mail:			
8- Web Site:			
9- Year of Establishment:			
10- Number of Employees:			
11- Annual Turnover:			
12- Type of Activity:			
<input type="checkbox"/> Department Store	<input type="checkbox"/> Importer	<input type="checkbox"/> Wholesaler	<input type="checkbox"/> Discount Store
<input type="checkbox"/> Retailer	<input type="checkbox"/> Retail Chain	<input type="checkbox"/> Agent	<input type="checkbox"/> Hypermarkets
<input type="checkbox"/> Manufacturer	<input type="checkbox"/> Other		
13- If applicable, how many outlets do you operate (Chain Stores, Hypermarkets, etc.) ?			
14- In which country/ Market are you active?			
15- Currently buying from:			
16- Importing from Egypt:			
Through an agent	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
17- What is the targeted market segment of your products?			
<input type="checkbox"/> Low	<input type="checkbox"/> Middle	<input type="checkbox"/> Upper	
18- Annual Value of AgriFood Imports?			
19- Please indicate the product range that you are interested in:			
<input type="checkbox"/> For Agri		<input type="checkbox"/> For Food	
<input type="checkbox"/> Fresh Fruits	<input type="checkbox"/> Fine Foods:	<input type="checkbox"/> Milk & Dairy products	<input type="checkbox"/> Frozen Products:
<input type="checkbox"/> Fresh Vegetables	<input type="checkbox"/> Oils & Fats	<input type="checkbox"/> Bread & Baked Products	<input type="checkbox"/> Frozen Fruits
<input type="checkbox"/> Cut Flowers & Plants	<input type="checkbox"/> Canned Food	<input type="checkbox"/> Baking Ingredients	<input type="checkbox"/> Frozen Vegetables
<input type="checkbox"/> Food Ingredients	<input type="checkbox"/> Confectionery & Snack Products	<input type="checkbox"/> Organic Products	<input type="checkbox"/> Frozen Meat & Chicken
<input type="checkbox"/> Organic Fruits & Vegetables	<input type="checkbox"/> Dried Fruits & Vegetables	<input type="checkbox"/> Fruit Juices & Concentrates:	<input type="checkbox"/> Frozen Potatoes
	<input type="checkbox"/> Nuts (Peanut, Rice...)	<input type="checkbox"/> Pulp	<input type="checkbox"/> Hot Beverages:
	<input type="checkbox"/> Spices & Seasonings	<input type="checkbox"/> Herbs	<input type="checkbox"/> Tea
<input type="checkbox"/> Spreads	<input type="checkbox"/> Cereals	<input type="checkbox"/> Fruit Preparations	<input type="checkbox"/> Herbal Tea
		<input type="checkbox"/> Juice	<input type="checkbox"/> Coffee



**THANK YOU**

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