

“Source from Egypt”

expoolink
EGYPTIAN EXPORTERS ASSOCIATION
جمعية المصدرين المصريين

YOUR LINK TO THE WORLD



www.expolink.org

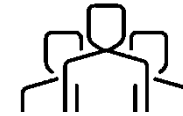


@expolink



VISION

To be the leading force in broadening and deepening Egypt's export community.



MISSION

The continuous empowerment of Exporter's capacities through export readiness and participation in promotional activities while Highlighting world markets' needs and effective market access of Egyptian manufacturers to export opportunities.



Goals

To be the main enabler for the Egyptian exports and exporters to achieve substantial & sustainable exports increase.
Maintain Financial Sustainability

About Us...



Founded in

1997

With an aim to become the main enabler for Exports, We worked closely with the donors' community in Egypt to manage and implement export development and promotional activities. We offers a full range of export development, and export promotion activities, to assist the export community in maximizing their global outreach, and international compliance.

In cooperation with related organizations, and institutions we work closely to embrace and collectively achieve nation-wide recognized goals, for sustainable economic growth.

What we do...



Ultimate Networking

Amongst industry peers and leading figures during meetings, seminars and workshops.



Priority participation

Priority **participation** in export promotion activities.



Global Exposure

Through and during year-round events



Market Information

Access to market information necessary for international market access



One on one

One on one export development coaching.

Key Figures

\$ 300 Million impact on exports



30,000

Export opportunities



5,000

International buyers



541

International trade fairs



65

Trade missions



1,604

Corporate image building profiles



Tanzania



Equatorial Guinea



Ethiopia



Zambia



Ghana



Nigeria



Kenya



Senegal



Uganda



Belarus



Cote D'ivoire



Brazil



Russia



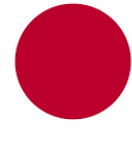
Rwanda



Morocco



Togo



Japan

Exporter's Journey/Export value chain

1- Market intelligence

Understand more about the right potential market with hands on experience and insights offered by local consultants and market access strategies.

2- Export Readiness

Enhance exporters' capacities to better leverage their competitive and comparative edge through trainings and international compliance

3- Certifications, Verifications & Logistics

Besides logistics and trade terms, there are critical waypoints that exporters need to acquire to avoid failure and or refusal of shipment



4- Product & Process Upgrade

Understand what consumers potential markets need and use. Be flexible to adjust to meet market standards and adequately compete.

5- Promotion & Marketing

Identify the right set of promotional tools and activities that fit with the potential market and your product by designing the "Promotional Road Map" (PRM)

6- Match Making Supplier & Buyers

Meet potential leads, and verify deals through the profile matchmaking while filling in the market knowledge gap through the eyes of the buyers.

| We create world-class Events

We've enabled thousands of Egyptian Exporters to reach buyers from over **190** countries. Egyptian Exporters Association is trusted by more than **4,000+** organizations of all sizes and causes, from major events like



We have two main divisions



Export Promotion



Export Development

Expolink's promotional activities provide platforms for exporters to compete with industry players and showcase their competitive edge in potential markets internationally.

Trade mission: inward and outward, pre-organized sectorial business trips to potential markets with pre-scheduled B2B meetings

Branded Trade Fairs: Specialized sectorial B2B trade fairs.

Roadshows: Pre-identified markets for product showcasing

Collective catalogues: catalogue compiling the finest products, industries, and services for international distribution & marketing.



Export Promotion

— Branded Events —

Med Gate , Agro Gate, Furniture Expo & Hotelier, Destination Africa
– Textiles, Additives & Feeding Industries, RAW (Feeding Industries)

— Global Networking —

Alpha Ports, Ghana, SPIF – St. Petersburg, Russia, IATF, Expo
2021 Dubai

— Inspection Trips —

Senegal-DR Congo-Djibouti-Brazil-Vietnam-Kenya-Sudan

— Outbound & Inbound Missions —

Furniture (Morocco KSA Kenya)

Agriculture (Japan)

Agriculture & Cross-Sector (Zambia)

Medical (Latin America/Brazil-CIS Countries-Multi-Sectoral-Sudan – Senega

Engineering (Morocco) Food (East Africa) Chemicals (Nigeria)

2021

Promotional Activities

Whether through **certified programs**, **capacity building sessions**, or **updated market alerts**.

Expolink's development activities ensure that exporters are equipped with the tools they need to sustainably and effectively navigate in global markets.

Informed Exporters with developed competencies are both empowered and self-reliant when facing dynamic trade environments.



Export Development



Capacity building



Marketing intelligence



Corporate Image Building

— Training & Capacity Building —

Training of Trainers (ToT), EIP, Regional, Export Readiness Program, EBRD, Africa Trade Program (AUC), Export Guarantee, Digital Transformation, Corporate Image Building, Export Strategy, Export SWOT, Export Promotion

— Market Intelligence Services —

Ad Hoc Reports – Prepared upon request for specific product ranges or regions.

Periodical Reports – Prepared with Expolink's market research partners.

Meet a Local – Market insights and access strategies presented by local professionals in target markets

— Support Services —

Webinars – Delivered by speakers from variety of professional backgrounds

2021
Development Activities

expoolink

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THANK YOU

