



JOIN AN EXPORT SALES MISSION TO
CAIRO, EGYPT

MAY 15–19, 2022



We are pleased to invite you to participate in Enterprise Florida's (EFI) Export Sales Mission to Cairo, Egypt from May 15-19, 2022.

Enterprise Florida will lead a business delegation of Florida small and midsize manufacturers and services providers to facilitate business conversations between the Florida delegates and their counterparts in Egypt. This trade mission underscores EFI's goal to help Florida exporters diversify the markets they are doing business in by visiting this North African nation.

Egypt is the United States' 42nd largest goods export market in the world, the top export market for U.S. goods and services in Africa, and the fifth largest in the Middle East. U.S. exports to Egypt average about \$5 billion per year with soybeans, diesel-electric locomotives, and aircraft among the leading products.

Strategically located on the Red Sea with over 100 million people, Egypt not only provides excellent opportunities in its market but also serves as a regional export hub for Florida companies wanting to enter other key markets in the Middle East and North Africa.

Enterprise Florida is collaborating with the U.S. Commercial Service in Cairo to coordinate the mission and facilitate one-on-one business meetings for the Florida participants. Additionally, mission participants will have the opportunity to participate in networking events.

We encourage you to join EFI on this important mission as we continue the work of creating jobs in Florida through the promotion of international trade.

MISSION ITINERARY*

Sunday, May 15

- Delegation Departs John F. Kennedy/ New York Airport (overnight flight)

Monday, May 16

- Delegation arrives in Cairo, Egypt
- Transfer to Hotel for Check-in
- Welcome Reception

Tuesday, May 17

- Country Commercial Breakfast Briefing by the U.S. Embassy Staff
- Gold Key One-on-one Appointments

Wednesday, May 18

- Gold Key One-on-one Appointments
- Networking Reception Hosted by U.S. Ambassador

Thursday, May 19

- Delegation Departs Cairo, Egypt

*Subject to Change





BEST EXPORT OPPORTUNITIES

The industry sectors listed below provide the best opportunities for exports from the United States to Egypt. There are many opportunities that may not be explicitly listed. If your industry is not mentioned below, please contact us for a no-obligation assessment.

Information & Communications Technology

- E-Education Software
- E-Finance Applications
- Artificial Intelligence
- Cybersecurity
- Surveillance Equipment
- Telecommunications Infrastructure

Infrastructure

- Project Management & Consulting
- Design
- Construction Equipment, Materials & Chemicals

Safety & Security

- Aircraft Spare Parts
- Border & Perimeter Control Equipment
- Surveillance & Jamming Equipment
- IED Detectors & Diffusers

Medical Equipment/Devices

- Diagnostic Imaging Equipment
- Digital Equipment
- ICU Monitoring Equipment
- Laboratory & Scientific Equipment
- Medical Disposable Supplies
- Mobile Clinics
- Oncology & Radiology Equipment

Water & Environment

- Water Supply Management
- Solid Waste Management
- Wastewater Recycling
- Hazardous Waste Management

U.S. COMMERCIAL SERVICE IN CAIRO, EGYPT

As part of EFI's Gold Key Package, participants will have the opportunity to take advantage of the unparalleled trade facilitation services provided by the U.S. Commercial Service (USCS) in Cairo. The USCS will coordinate all one-on-one Gold Key appointments. The USCS offers a variety of products and services designed to facilitate U.S. exports.



GOLD KEY PACKAGE



GOLD KEY PACKAGE

- ☐ **Primary Company Representative \$1,300**
(Limited to 15 companies)
- ☐ **Additional Company Representative \$600**

Package includes the following:

- Customized counseling on market entry/expansion strategy.
- Pre-screened one-on-one matchmaking appointments.
- Country briefing by U.S. Embassy officials.
- Admission to all mission events.
- Airport transfers in-country when traveling on official mission flights.
- Ground transportation to all official mission events.
- Benefit from networking events and meeting contacts outside of the scheduled one-on-one matchmaking appointments.

Gold Key participation will be limited to Florida manufacturers and professional service companies that best meet the participation criteria. Final selection will be determined by the U.S. Commercial Officer after a review to ensure market suitability.

Once Enterprise Florida receives your application form, USCS officers in Cairo will conduct an assessment of your product or service. You will be notified of approval within approximately 10 business days.

GRANTS

EFI will offer a limited number of Gold Key Service Packages (one-on-one appointments) through the USCS to qualified Florida companies. The price of this service is \$1,300; however, companies who qualify for the Gold Key as a “small business” based on SBA size standards may qualify for a **Gold Key Grant** from Enterprise Florida which will reimburse 100% of the **Gold Key Package Registration Fee** for the first company representative. A separate application process will be provided to companies once they are approved by the USCS for the Gold Key Package as a small business to determine if they qualify for the grant.

TRAVEL ARRANGEMENTS

Enterprise Florida has contracted the services of Protea Travel Services, an independent travel agency, to coordinate all airline and hotel reservations. This service is strictly optional.

If interested, please contact **Protea Travel Services:**
(954) 927-5558.

ESTIMATED TRAVEL COSTS

Hotel in Cairo, Egypt (includes breakfast and WiFi)
Standard Single or Double.....US \$240/night + tax (approx.)

CANCELLATIONS

Cancellations prior to March 18, 2022 must be made in writing and sent to Joseph Bell at jbell@enterpriseflorida.com. **No VERBAL cancellations will be accepted.** For a full refund, cancellations must be received by March 18, 2022.

Contact Joseph Bell for further details.
305-240-9717 or jbell@enterpriseflorida.com.

MISSION REGISTRATION

GOLD KEY REGISTRATION DEADLINE: MARCH 4, 2022

For More Details and Registration Application, Please Contact:
Joseph Bell | jbell@enterpriseflorida.com | 305-240-9719

Registration will not be considered final until ALL event and travel registration forms and payment have been received.