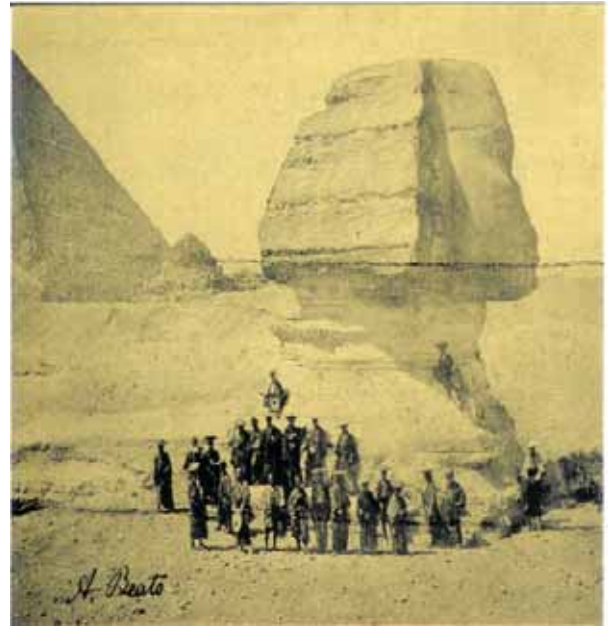


## *EGYPT: CRADLE OF CIVILIZATION, LAND OF PROMISE*

Straddling the crossroads of global trade, Egypt is a major commercial center and trans-shipment destination. It occupies the northeastern corner of Africa, and is bordered by the Mediterranean to the north, Palestine, Israel, the Gulf of Aqaba and the Red Sea to the east, Sudan to the south, and Libya to the west. The country thus has a unique geo-strategic location at the epicenter of Africa, Asia and Europe.

Known as the world's greatest open air museum, Egypt is home to half of the world's antiquities, housing the vestiges of Pharaonic, Coptic, Byzantine, Roman and Islamic civilizations. Visitors can travel through time without taking a step, and draw inspiration from the monuments erected by these magnificent civilizations over the millennia. And while it may be the custodian of our common global heritage, Egypt is also moving forward with unparalleled determination to regain its once prominent position on the world stage.



Throughout the years, Japan has been a reliable friend and an important partner of Egypt ever since diplomatic relations were established between the two countries in 1922. This relationship is built on a solid foundation of mutual respect and admiration, and the boundaries for its future growth are limitless. We have a lot to learn from each other, with Japan providing a shining example as an unrivalled success story built around its national identity and cultural values, and Egypt providing an unparalleled strategic prism to Africa, the Arab World and the wider Middle East.

### *Egypt: An Emerging Market Economy and Arab Tiger*

The bilateral economic relationship between Egypt and Japan has never been stronger. The Government and people of Egypt are grateful for the generous assistance extended by Japan over the years, but Egypt is looking far beyond this singular dimension to further strengthen its ties with Japan and attract more Japanese investments into the increasingly diversified sectors of the Egyptian economy. Japanese powerhouses such Hitachi, Sumitomo, Nissan, Toshiba and Mitsubishi already have long established investments and operations in Egypt, and yet we are eagerly seeking much more.

Egypt is moving forward with speed and determination to establish itself as the first *Arab Tiger*, and it has all the necessary ingredients for becoming a haven for foreign

investments. Its political stability and established foreign relations ensure that it remains well connected to the world's most globalized and influential economies. It has a large domestic market of over 70 million potential consumers and it is positioning itself as a potential hub to reach over 1.4 billion additional consumers through its trade agreements with African States (the Common Market for Eastern and Southern Africa), the European Union (the Euro-Mediterranean Partnership Agreement), and the Arab World (the Greater Arab Free Trade Area). It has a dynamic financial market and well developed infrastructure of roads, railways, airports, seaports and telecommunications. It has a developed and expanding capital market where securities transactions can be undertaken without limits, and local and international insurance services against non-commercial risk. And with a full range of incentives and tax exemptions, as well as a large pool of skilled labor, Egypt is an unrivalled investment destination in a region with boundless horizons.



The Government of Egypt is committed to maintaining an appropriate economic environment that is favorable towards attracting foreign investments. The program already underway intends to increase confidence, of both domestic and international investors, in the investment climate in Egypt. It will eliminate administrative barriers and reduce financial burdens imposed on investments in new projects. It will provide quality service to investors, primarily through the newly restructured General Authority for Investment and Free Zones.

The public and private business sectors will be enhanced and investors will be encouraged to participate in the modernization of Egypt's production and services base. Egypt's export infrastructure will be developed, and trade with promising foreign markets will be enhanced, with more attention being paid to the competitive advantage of Egyptian products and services. Incentives and additional facilities will be provided to multinational companies intending to establish production facilities in Egypt, which in turn will result in the transfer of new technologies and expertise into the Egyptian economy. And finally, the program intends to take advantage of Egypt's natural and human resources that enjoy a relative advantage, namely tourism, agriculture, petrochemicals and information and communications technologies.

### *The Tourism Sector: Custodian of the World's Heritage, Mainstay of the Egyptian Economy*

The Greek historian Herodotus once said that Egypt is the Gift of the Nile. The Nile Valley gave birth to one of the world's oldest human settlements and remained for thousands of years the primary habitat of the Egyptian people. For many, the scope of Egypt's history is impossible to comprehend. It is a window on humanity's distant

past, it gave rise to humankind's greatest achievements, and it witnessed both the rise and fall of the world's greatest empires. Perhaps no other sites on earth are as endowed with archeological wealth as Cairo, with its museum housing the world's greatest collection of Egyptian antiquities, or Giza with its Great Pyramids and Sphinx, or Luxor which is home to the ancient capital of Thebes and the legendary Valley of the Kings, or Aswan with its breathtaking temple of Abu Simbel.



And while no tourist will ever be able to explore all of the monuments and temples that attest to the grandeur that was ancient Egypt in one single visit, Egypt offers a range of other diverse tourist attractions, that include leisure tourism on Egypt's Red Sea and Mediterranean coasts, eco-tourism, desert safaris, therapeutic tourism, as well as Cairo's renowned bazaar scene and night-life. It is no surprise then that Egypt attracted a record eight million tourists last year, and the Government has embarked on a plan to

increase this figure to over 20 million tourists by the year 20017. In doing so, Egypt is offering both domestic and foreign investors a unique mix of investment opportunities in what is one of the most promising sectors of the Egyptian economy.

### *The Petrochemical Industry: Unlimited Potential, Endless Opportunities*

The future prospects of the petrochemical industry in Egypt have never been so promising. Egypt has the necessary potential to develop a world class petrochemical industry, and it has adopted a national plan that includes the establishment of 14 petrochemical complexes over the next 20 years which will ensure that the local market is self sufficient and add 3 billion USD in annual revenues from exports, in addition to providing 100,000 direct and indirect job opportunities. And with proven reserves of over 60 trillion cubic feet, natural gas is increasingly becoming the mainstay of the petrochemical industry in Egypt, which by 2006 will place Egypt as the world's sixth largest LNG exporter.

Attracting investments into the oil, gas and petrochemical industry represents the cornerstone of the Petroleum Ministry's strategy. The Petroleum sector succeeded in attracting a record amount of investments last year totaling approximately 3 billion USD, and it is expected that this figure will rise to 3.5 billion USD this year. It also aims to increase the production of oil, gas, petroleum and petrochemical products to 100 million tons per year by 2010, to include 40 million tons for export of which 50 percent will be natural gas.

Egypt is continuously searching for and promoting new investment opportunities in all fields of oil, gas, petrochemicals and mineral wealth, including gas exploration,

production and export projects, projects related to the national plan for petrochemicals, mineral resources projects, and direct investment in the petroleum companies that have been established, in addition to projects for the production of petroleum and gas equipment and the development of refining capacities.

With Japan's rising demand for oil, and the expertise of its petrochemical and trading companies, Egypt provides a lucrative destination for Japanese investments that will undoubtedly benefit from the expanding opportunities that can be found under its desert sands and coastal waters.



### *Information Technology: The Final Frontier*

The Government of Egypt has designed a strategy that aims to develop a world-class high tech industry by drawing on a large pool of skilled manpower and access to international markets. The IT sector holds great promise for investment, further growth and development. With the markets of the advanced economies already saturated, and strong domestic demand in Egypt, the Government is offering an extensive range of investment opportunities and incentives in this sector.

Wide ranging measures intended to upgrade infrastructure, provide fiscal incentives and encourage investment to broaden internet access have become the hallmark of the Government's policy during the past few years. The Pyramids Smart Village, which is the first true communication and information technology park in Egypt, was opened in September 2003. It will eventually accommodate 30,000 IT employees, provide a high tech working environment for IT and telecommunications companies, and offer 10 year tax exemptions to companies that choose to operate there. International giants such as Microsoft, Oracle, Compaq, Cisco, and Alcatel have already signed agreements to establish their operations in the Village. Egypt is also working to establish a high-speed telecommunications network that will transform it into the telecommunications hub of the Arab World and Africa. With an estimated cost of 1 billion USD, the project will be executed over a period of three years.

Japanese companies are famous for their development and use of cutting edge technologies. Egypt is keen to learn from their experience and benefit from their applications. The investment potential that Egypt offers in this dynamic sector is perhaps unparalleled in Africa and the Middle East, and potential investors can expect that the dividends on their investments will rise incrementally as the sector continues to develop and expand over the coming years.

## *Egypt and Japan: Forging a Strategic Partnership*



The bilateral ties that bind Egypt and Japan are perhaps the most cordial that Egypt enjoys with any country. We have worked together and benefited from each other. But we must do more. The Egyptian pavilion in Expo Aichi will serve as the lens through which you will be able to view Egypt's enormous potential and abundant opportunities. But it is only a lens. Come and visit Egypt and you will find history that can be found nowhere else. Come and invest in Egypt and you will find a welcoming business climate. Come and explore Egypt's deserts and waters and you will find reserves of oil and natural gas ready for extraction. And come and participate in the development of Egypt's information super highways and you will find a future frontier waiting to be crossed.

### ***Contacts of Exhibitors:***

General Organization for International Exhibitions & Fairs  
Address : Exhibition Ground , Nasr city , 11783 , Cairo , Egypt  
Tel : + 202 2607846 / 2607852  
Fax : + 202 2607845 / 2607848  
E-mail : [goief@idsc.net.eg](mailto:goief@idsc.net.eg)  
URL : [www.goief.gov.eg](http://www.goief.gov.eg)



## SWOT ANALYSIS OF THE EGYPTIAN INVESTMENT CLIMATE

### Key Factors for Foreign Investors

#### Perceived Strengths

- **Political Stability.**
- **Excellent political relationship** and connections with most global and influential economies.
- **Large domestic market** ( 71.2 million potential consumers).
- **Regional market** of 1.4 billion potential consumers due to trade agreements with Middle East, African nations and EU.
- **Dynamic financial market.**
- **Well-developed infrastructure :**  
(Roads, railways, airports, seaports, telecom,...etc).
- **Availability of natural resources.**
- **Availability of utilities** at competitive prices. (gas, water, electricity, land, raw materials, ..etc).
- **Guarantees and incentives for investors.**
- **Local and international insurance** services against non-commercial risk.
- **Developed capital market** where securities transactions can be undertaken without limits.
- **The government** has undertaken key legislative initiatives to further enhance the investment climate.
- **Investors** may resort to dispute settlement mechanisms outside of court channels.
- **Transparency** has become a feature of Egypt's new order.
- **After-care services** offered to investors by GAFI, from the first contact point and during the lifetime of the project.
- **Egypt** has a full range of incentives and tax exemptions.
- **20 million** potential pool of skilled labor available at 7% of the EU labor cost.

## Potential Sectors



### Agriculture

- Reclamation and cultivation of barren and desert lands
- Livestock, poultry and fish production, agro business and food industries.



### Industrial projects

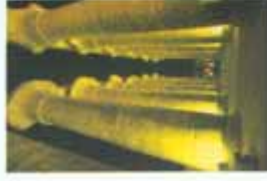
- Food industries.
- Leather industries.
- Textile industries.
- Metallurgical industries.
- Engineering industries.
- Feeding automotive industries.
- Feeding industries for household appliances.
- Feeding industries for machinery and equipment.
- Electric and electronic industries.
- Mining industries.
- Chemical and pharmaceutical industries.



## Potential Sectors

### Tourism

- Marinas.
- Tourist hotels, tourist villages, safer villages.
- Scuba diving centers, golf playgrounds, tennis courts.
- Commercial centers.



### Oil & Gas

- Exploration and production.
- Petrochemicals industry development requires US\$ 10 bln. for the next 20 years.
- Gas export: LNG, GTL and pipeline.
- Direct investment in established companies.
- Refining capabilities upgrade and development.
- Manufacturing of oil & gas equipment and materials (vessels, valves, heat exchangers.).



### IT

- Upgrading the analogue switching to digital.
- E-government.
- E-commerce.
- Wireless local loop networks.
- Mobile services.



## Mega Projects

### Agricultural projects

- Toshka
- East Owinat
- North Sinai

### Industrial & Services projects

- Port Said axial port.
- Port Said Industrial Zone.
- North West Suez Gulf.
  - Production of fertilizers project
  - Production of DI ammonium phosphate (DAP).
  - Production of graphite electrodes.

## Projects Under Bot System

- Electricity & energy.
- Transportation:
  - Airports
  - Roads
  - Tunnels
  - Under ground
  - River – ports
- Communication and information technology.
- Petroleum (oil & gas industry in Egypt).
- Infrastructure.
- Water & waste water treatment projects.
- Solid waste collection and recycling projects.

## USEFUL LINKS

1.	The Egyptian Presidency.	<a href="http://www.presidency.gov.eg">www.presidency.gov.eg</a>
2.	Tour Egypt.	<a href="http://www.touregypt.net">www.touregypt.net</a>
3.	The Industrial Modernization Program (IMP).	<a href="http://www.moi.gov.eg">www.moi.gov.eg</a>
4.	Egyptian Postage Stamps.	<a href="http://www.stamps.npo.gov.eg">www.stamps.npo.gov.eg</a>
5.	The Egyptian Museum.	<a href="http://www.egyptianmuseum.gov.eg">www.egyptianmuseum.gov.eg</a>
6.	General Organization For Exhibitions & Fairs.	<a href="http://www.goief.gov.eg/">www.goief.gov.eg/</a>
7.	Management Development Center For Business Sector (MDCI).	<a href="http://www.mdc.gov.eg">www.mdc.gov.eg</a>
8.	The National Council for Childhood & Motherhood (NCCM).	<a href="http://www.nccm.org.eg">www.nccm.org.eg</a>
9.	Al Azhar Al Sharif and Islamic Research Academy.	<a href="http://www.alazhar.org/index5.htm">www.alazhar.org/index5.htm</a>
10.	Egypt's State Information Service.	<a href="http://www.sis.gov.eg">www.sis.gov.eg</a>
11.	Ministry of Agriculture and Land Reclamation.	<a href="http://www.agri.gov.eg/">www.agri.gov.eg/</a>
12.	Ministry of Manpower and Emigration.	<a href="http://www.emigration.gov.eg">www.emigration.gov.eg</a>
13.	Ministry Of Foreign Trade.	<a href="http://www.moft.gov.eg">www.moft.gov.eg</a>
14.	Ministry Of Foreign Affairs.	<a href="http://www.mfa.gov.eg">www.mfa.gov.eg</a>
15.	Egyptian Armed Forces.	<a href="http://www.mmc.gov.eg">www.mmc.gov.eg</a>
16.	The People's Assembly.	<a href="http://www.assembly.gov.eg">www.assembly.gov.eg</a>
17.	The Shoura Assembly.	<a href="http://www.shoura.gov.eg">www.shoura.gov.eg</a>
18.	Egypt Information Highway.	<a href="http://www.highway.idsc.gov.eg">www.highway.idsc.gov.eg</a>
19.	Egypt's Tourism Net.	<a href="http://www.tourism.egnet.net">www.tourism.egnet.net</a>
20.	Egyptian preservation.	<a href="http://www.ipgd.idsc.gov.eg">www.ipgd.idsc.gov.eg</a>
21.	Egyptian Ministries.	<a href="http://www.misrnet.idsc.gov.eg">www.misrnet.idsc.gov.eg</a>
22.	Information Technology Institute ( ITI ).	<a href="http://www.iti.idsc.gov.eg">www.iti.idsc.gov.eg</a>
23.	Egyptians Abroad Services.	<a href="http://www.haneen.com.eg">www.haneen.com.eg</a>
24.	Egypt's Health Net.	<a href="http://www.idsc.gov.eg/health">www.idsc.gov.eg/health</a>
25.	Egypt's Governorates Net.	<a href="http://www.idsc.gov.eg/govern">www.idsc.gov.eg/govern</a>
26.	The Egyptian Cabinet's Information and Decision Support Center Library.	<a href="http://www.idsc.gov.eg/library">www.idsc.gov.eg/library</a>



27.	Egyptian Economic Bulletin.	<a href="http://www.economic.idsc.gov.eg">www.economic.idsc.gov.eg</a>
28.	Egypt Electronic Commerce ITN.	<a href="http://www.egypt-ec.egnet.net">www.egypt-ec.egnet.net</a>
29.	Information Technology Community Center (INFTEC).	<a href="http://www.tacc3.egnet.net">www.tacc3.egnet.net</a>
30.	Advanced Library Information System (ALIS).	<a href="http://www.alis.idsc.gov.eg">www.alis.idsc.gov.eg</a>
31.	Egyptian Libraries Network.	<a href="http://www.library.idsc.gov.eg">www.library.idsc.gov.eg</a>
32.	Culture Of Egypt.	<a href="http://www.idsc.gov.eg/culture">www.idsc.gov.eg/culture</a>
33.	Electronic Commerce and Information. Technology Community Center [ECOITE].	<a href="http://www.tacc2.egnet.net">www.tacc2.egnet.net</a>
34.	The New Law For NGO's.	<a href="http://www.ngolaw.org.eg">www.ngolaw.org.eg</a>
35.	Technology Access Community Center In El Sharkia.	<a href="http://www.tacc1.egnet.net">www.tacc1.egnet.net</a>
36.	Luxor City.	<a href="http://www.idsc.gov.eg/luxor">www.idsc.gov.eg/luxor</a>
37.	The Egyptian Banking Institute.	<a href="http://www.ebi.gov.eg">www.ebi.gov.eg</a>
38.	Environmental Information Highway.	<a href="http://www.idsc.gov.eg/env">www.idsc.gov.eg/env</a>
39.	Egyptian libraries.	<a href="http://www.idsc.gov.eg/libdirectory">www.idsc.gov.eg/libdirectory</a>
40.	People's Assembly.	<a href="http://www.assembly.gov.eg/indexe.htm">www.assembly.gov.eg/indexe.htm</a>
41.	The Cabinet.	<a href="http://www.sis.gov.eg/egypt/inf/politics/cabinet/html/index.htm">www.sis.gov.eg/egypt/inf/politics/cabinet/html/index.htm</a>
42.	Ministry of Education.	<a href="http://www.frcu.eun.eg/www/homepage/moe/newsite1.htm">www.frcu.eun.eg/www/homepage/moe/newsite1.htm</a>
43.	Egyptian Geological survey & mining Authority.	<a href="http://www.egsma.gov.eg/EGSMA.HTM">www.egsma.gov.eg/EGSMA.HTM</a>
44.	Egyptian Cultural & Educational Bureau Washington DC,USA.	<a href="http://www.eceb-usa.org">www.eceb-usa.org</a>
45.	Banque Misr.	<a href="http://www.banque.com.eg">www.banque.com.eg</a>
46.	National Bank of Egypt.	<a href="http://www.nbe.com.eg">www.nbe.com.eg</a>
47.	Misr Exterior Bank.	<a href="http://www.misrext.com/">www.misrext.com/</a>

48.	Arab Investment Bank.	<a href="http://www.arab-investment-bank.egypt.com">www.arab-investment-bank.egypt.com</a>
49.	ElShark Insurance Company.	<a href="http://www.egypt.com/company/chark/index.htm">www.egypt.com/company/chark/index.htm</a>
50.	National Societe Generale bank.	<a href="http://www.nsgb.com.eg">www.nsgb.com.eg</a>
51.	Housing &Development Bank.	<a href="http://www.hdb-eg.com">www.hdb-eg.com</a>
52.	Commercial International Bank.	<a href="http://www.cibeg.com">www.cibeg.com</a>
53.	Arab African International Bank.	<a href="http://www.aaibank.com">www.aaibank.com</a>
54.	Arab Bank.	<a href="http://www.arabbank.com">www.arabbank.com</a>
55.	Suez Canal Bank.	<a href="http://www.scbank.com.eg">www.scbank.com.eg</a>
56.	Misr Romanian Bank.	<a href="http://www.mrb.com.eg/">www.mrb.com.eg/</a>
57. #	Mohandes Bank.	<a href="http://www.mohandesbank.com">www.mohandesbank.com</a>
58.	Arab Banking Corporation Egypt.	<a href="http://www.arabbanking.com">www.arabbanking.com</a>
59.	Egyptian American Bank.	<a href="http://www.eab-online.com">www.eab-online.com</a>
60.	Misr Exterior Bank.	<a href="http://www.misrext.com">www.misrext.com</a>
61.	Arab Investment Bank.	<a href="http://www.Maier.datum.com.eg/aib/">www.Maier.datum.com.eg/aib/</a>
62.	Al-Watany Bank of Egypt.	<a href="http://www.alwatany.com.eg">www.alwatany.com.eg</a>
63.	National Bank of Oman.	<a href="http://www.nbo.com">www.nbo.com</a>
64.	General Authority & Free Zones.	<a href="mailto:gafi-info@gafinet.net">gafi-info@gafinet.net</a>