



Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

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Egypt

ATO ACTIVITIES reports

Activity Trip Report to FMI Show

2001

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Report Highlights:

This year, the Egyptian delegation totaled 18 private business participants.

Includes PSD changes: No
Includes Trade Matrix: No
Unscheduled Report
Cairo [EG1], EG

MARKET CONSTRAINTS AND OPPORTUNITIES [2](#)
 Objective [2](#)
OUTCOME OF THE FMI SHOW [3](#)
SURVEY [4](#)
FINAL LIST OF FMI PARTICIPANTS [6](#)

ACTIVITY CODE AND NAME: NASDA/FMI
DATES: MAY 4-9, 2001
CITY/COUNTRY: Chicago, Illinois

MARKET CONSTRAINTS AND OPPORTUNITIES

U.S. and Egyptian business people could expand U.S. exports with more knowledge, contacts and confidence on both sides.

Objective

The objective of this trip was to promote links between U.S. exporters and Egyptian importers at the U.S. Food Export Showcase held in Chicago from May 6-8, 2001.

The Egyptian delegation for the FMI totaled 18 private business participants.

To facilitate the trip, FAS/Cairo organized the following:

- S** Developed a promotional brochure introducing the Egyptian delegation to U.S. suppliers. The brochure included profiles of each company and a brief description of all our promotional activities.
- S** Provided up a folder for each participant that included information on their agenda, field tours, hotel reservations, general information on the show, list of U.S. exhibitors and educational seminars, information on Chicago (weather, touristic sites, restaurants, shopping centers...etc.). All folders were distributed prior to their departure.
- S** Developed a questionnaire on the show to be filled by all Egyptian participants (see attachment).
- S** Will conduct a cocktail reception in honor of the Egyptian delegation attending the FMI to get feedback on the show.

OUTCOME OF THE FMI SHOW

- S Number of Egyptian participants totaled 18.
- S During the trip we promoted the three following activities:
 - S 1- The 4th Great American Food Fest to be held from September 6-14, 2001 at the Cairo Marriott Hotel.
 - S 2- Food Safety and Food Marketing Seminar to be held from October 30 -31, 2001.
 - S 3- The 3rd American Supermarket Festival to be held in 10 different outlets from November 1-9, 2001 to promote American products.
- S Introduced Egyptian importers and distributors to U.S. exporters. Several orders were placed and serious business contacts developed.
- S The following U.S. companies were among several companies that held fruitful business discussions with representatives from the Egyptian delegation: "Land O'Lakes" dairy products, "PS International, LTD", Sara Lee" processed meat products, "Purina" Pet foods, "Leroy" smoked salmon, " IBP beef liver, "Bridge House" cake concentrate, dairy- free whip topping and "RASKAS" cream cheese. The last two companies have already sent samples to Egyptian importers.
- S "Bridge House" and "RASKAS" companies established contacts with Egyptian importer "Light Foods" and samples were sent to the importer. Importer expects that he will import from Bridge house products worth \$250,000 during FY 2001/02 and about \$400,000 from RASKAS.
- S During the FMI show other members of the Egyptian delegation also developed a good business contacts with several U.S. exporters. As a result of these new contacts, post projects sales of U.S. high value food products from this mission at \$ 2 million. In addition, another \$ 2 million of U.S. raw materials exports are expected.
- S Surveys were sent to Egyptian delegates and total value of purchases will be provided by early October.
- S So far, post is confident that, at least \$ 2 million of projected sales will occur. Actual verification will be done by October.



**SURVEY
ON YOUR PARTICIPATION AT
THE 2001 FMI SHOW**

1) Is it your first time to visit the FMI Show? Yes () No ()

If No, how many times did you visit the FMI?

One () Two () Three () Other ()

2) What's your estimation on the quality of U.S. companies participated at the show? **Rate of a scale of 1 to 5 where 1 = excellent and 5 fair**

() 1 () 2 () 3 () 4 () 5

3) Did you find the U.S. suppliers interested in doing business in the Egyptian market?

Yes () No ()

If No, please explain why _____

4) In your judgement, what makes the FMI different from other shows?

5) In your opinion, what would you like to see at the FMI that you didn't find?

6) What actions did you take as a result of visiting the 2000 FMI Show? Check all that apply

() Sampled new products () Placed orders at the show
 () Compared competitive products () Got information updates
 () Found new suppliers () Other _____
 () Requested a proposal _____

7) Rate the knowledge of exhibitors about export sales procedures and requirements of 1 to 5 where 1 = not knowledgeable and 5 = very knowledgeable)

() U.S. Food Export Showcase Exhibitors

() FMI Exhibitors

- 2-

8) What is the approximate value of purchases your company has made or plans to make in the next 12 months as a result of your attendance at the FMI show?

Food U.S. \$

Equipment U.S. \$

9) Did you attend any of the workshops at the convention? Yes () No ()

If yes, how valuable did you find them ? **Rate on a scale of 1 to 5 where 1 = not valuable and 5 = very valuable**

() 1 () 2 () 3 () 4 () 5

10) Please evaluate our office organization in terms of group delegation, travel, registration, information on the show prior to your departure, field tours...etc.

11) How could this activity be improved next year? _____

12) Please comment on Thomas Cook's organization of the trip. _____

13) Any other comments: _____

THANK YOU FOR YOUR PARTICIPATION

Please fax this form to (02) 796-3989

FINAL LIST OF FMI PARTICIPANTS

As of May 6, 2001 (Total of 18)

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