

Mission: 341 Cairo

Market: 564 Arab Republic of Egypt

Key Sub-Sector: Fish, Shellfish and Other Products

Specific Product Opportunities Current Imports (\$Cdn)

Sardines	\$30.0M
Mackerel	\$27.6M
Herring	\$ 6.0M
Tuna	\$ 6.0M
Redfish	\$ 5.4M
Hake	\$ 2.3M
Salmon	\$ 1.2M

General Comments:

Egypt continues to have potential as a market for underutilized species. Due to diminishing budgets and foreign exchange limitations, the public sector imports have dropped significantly during the last few years and the government is now encouraging greater participation from the private sector, which for the most part, is an amalgamation of small and medium size firms with little or no processing facilities. Egypt is still a very price sensitive market, and Canadians are at a disadvantage to Europeans due to landing costs and reduced transportation costs based on geographic proximity. Products which are frozen-at-sea provide a perceived comparative advantage in terms of product quality.

Sardines:

Egyptian imports of sardines range from 60-85 thousand mt a year. The product is brought in exclusively from the USSR, at least 16 cm in size, and the product is usually salted and may be canned.

Mackerel:

Egypt currently imports approximately 45,000 mt of mackerel, this is largely due to the efforts of the private sector which account for approximately 75 percent of the foreign supplies. The product is sourced from EEC countries, Norway and the USSR, with product size of 23 cm and over. The mackerel is generally fried or grilled prior to distribution to the consumer.

Herring:

Imports of herring total approximately 9000 mt per year, with the majority coming from England, Holland and Norway. Half of the imports generally consists of roe herring. Size should be at least 23 cm (4-6 pcs/kg), the product is usually smoked with small amounts allocated to canning.