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## Big opportunities in modern day Egypt

This special issue highlights where the biggest opportunities are in Egypt for Canadian exporters.

"Egyptians recognize that Canada is a source of leading edge technologies and expertise in many fields," says Richard Dubuc, Senior Trade Commissioner with the Canadian Embassy in Cairo.



Government of Egypt

Egyptian President Hosni Mubarak (left) and Prime Minister Ahmed Nazif at the launch of the 450-acre high-tech "Smart Village," just one way the country is modernizing its ICT infrastructure.

In Egypt's education sector, Canada is recognized as a leader when it comes to providing quality education and developing schools, training centres and universities. With high student enrolment and a government

committed to reform, this market is looking up for Canada.

Canada has also noted the immense potential in Egypt's information and communication technologies (ICT) sector, which is becoming one of the best outsourcing destinations.

And when it comes to agriculture, there is a lot of room for growth since the country imports most of its food. With rising incomes and lower tariffs on agricultural products, opportunities should be plentiful.

As for oil and gas, this sector accounts for about 9% of Egypt's gross domestic product and the country is now the seventh-largest liquefied natural gas exporter in the world. It has also become one of the largest domestic gas markets in Africa and the developing world.

With significant growth in these and other sectors, Egypt is fast becoming the ideal springboard market to the rest of Africa, Europe and Asia. With a soaring gross domestic product, buoyed by a growing population, Egypt is a place Canadian exporters can't afford to miss out on.

"After all," says Dubuc, "Canadian companies stand out as excellent partners with innovative services."

**For more information** on these business opportunities, turn to pages 4, 5 and 6.

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