

Egypt

Market Environment

Automotive vehicle registration in Egypt stood at 3.5 million units in 1992. In 1991 10,500 new cars were sold in Egypt and 12,924 new trucks.

The demand for motor vehicles by the rapidly expanding and increasingly affluent Egyptian population far exceeds the country's production capability. Nearly 75% of Egypt's automotive requirements are imported.

Egypt's import market of repair and maintenance equipment in 1992 was valued at US \$ 108 million, local production at US \$ 12 million and the total market at US \$ 120 million. The import market was shared by the USA 25%, Germany 30%, Italy 30% and Taiwan 15%.

Equipment used in the maintenance facilities of the different makes is mostly provided by the vehicle assemblers i.e. Mercedes, Peugeot, Volkswagen, etc.. The independent garages buy the equipment of their choice.

The oil companies such as Mobile, Caltex and Esso have garages in 70 per cent of their gas stations. They are all using diagnostic equipment.

Export Marketing Opportunities

Good opportunities exist in the following lines: paint booths, hoists/lifts, wheel alignment equipment, electronic timing equipment, engine diagnostic equipment, body straightening equipment, compressors, measuring and testing equipment, washing equipment, power and hand tools.

Marketing Media

Exhibition: The Cairo International Fair is held annually in February or March.

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All electrical and electronic equipment must comply with VDE regulations which are published by Verband Deutscher Elektrotechniker (VDE) e.V. (Association of German Electrical Engineers), Stresemannallee 15, W-6000 Frankfurt/Main 70, tel 011-49-69-631-7000, fax 011-49-69-631-2925.