



TDMEP

Trade & Domestic Market Enhancement Programme
برنامج تعزيز التجارة والأسواق المحلية



Cairo, 11 February 2016

Press Release

EU provides support to fostering enterprise development and trade in Egypt

H.E. Mr. Tarek Kabil, Minister of Trade and Industry, and Ambassador James Moran, Head of the European Union Delegation to Egypt, inaugurated the **Trade and Domestic Market Enhancement Programme** in presence of senior officials of the Egyptian Government, business leaders and civil society organisations.

This EU funded programme supports the Ministry of Trade and Industry and its affiliates in their efforts to facilitate competitiveness and job creation in the Egyptian economy in line with the targets set in the Sustainable Development Strategy 2030. The programme works in close coordination with the private sector to ensure that the maximum benefits offered by the Egypt/EU partnership can be harvested by the private sector in a manner that generates inclusive growth and jobs in the Egyptian economy.

"This programme provides a re-enforcement to the already strong trade and economic relationship between Egypt and the EU. As the largest trading partner to Egypt and the leading foreign investor in the country, the EU is committed to support further economic development in Egypt. This new programme is very timely, coinciding with the economic reform programme announced within the Sustainable Development Strategy of Egypt. The EU is proud to be part of translating this nation-wide strategy into actions in the trade and industry sectors. Through our support we will support the building of a prosperous Egypt for benefit of all Egyptians", Ambassador Moran said during the kick-off event.

Engineer Tareq Kabil, Minister of Trade and Industry, said that launching this programme embodies Egypt-EU strategic partnership relations. With the EU being Egypt's biggest economic partner, there is a big opportunity to boost and develop such collaboration - whether under the bilateral Association Agreement or through the Union for the Mediterranean (UfM). He further referred to the EU implemented technical support programmes as means to spread the best work methods and to exchange expertise. The Minister emphasised that the TDMEP supports the Ministry's efforts in uplifting the industry and trade sectors in a way that contributes to enhancing the competitiveness capacity of the Egyptian industrial sectors and in promoting their quality levels to compete domestically and abroad, while providing youths more job opportunities.

In line with the Sustainable Development Strategy 2030 and the Ministry work plan, the Programme targets the following goals:

- 1- Boosting Egypt's role in international trade through benefiting from transparent policies and international trade agreements.
- 2- Boosting industrial development through improving quality infrastructure necessary for liberalising trade, especially towards the EU.
- 3- Minimising the economic differences and creating more job opportunities through focusing on developing SMEs.



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Background:

The Trade and Domestic Market Enhancement Programme, funded by the European Union, to the magnitude of EUR 20 million, are implemented by the Ministry of Trade and Industry. The Programme runs till the end of 2017. The general objective of the programme is to assist the Ministry in the implementation and execution of key policy reforms which help to improve Egypt's competitiveness and assist in its further integration into the regional and global economies. The Programme is structured around two components; foreign trade and trade agreements and industrial policy and quality infrastructure.

With support of the EU, the Trade and Domestic Market Enhancement Programme will reinforce the business environment in Egypt by strengthening the capacity of different stakeholders in the trade & industry supply chain through:

- Assisting the Ministry of Trade and Industry in developing the Trade and Industry Strategy for Egypt and in providing guidance and support for its implementation.
- Establishing a modern and supportive regulatory framework that facilitates the development of a competitive industrial sector in Egypt.
- Supporting the setup and development of EGYTRADER.
- Developing institutional support mechanisms & procedures for the National Trade Facilitation Committee (NTFC).
- Introducing risk management on border inspection and supporting electronic integration with other functionalities.
- Providing a supportive environment for MSMEs and informal actors, building on analyses of their business processes for export.
- Supporting the development of a modern, efficient and effective Quality Infrastructure that will enable Egyptian manufacturers to produce products that are safe, of good quality and competitive on international markets.
- Facilitating trade by strengthening of institutional structures and technical capacities of quality infrastructure institutions with the aim of concluding mutual recognition agreements with major trading partners (such as ACAA with the EU)

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