



هيئة تنمية الصادرات
Export Development Authority



Ministry of Trade & Industry
وزارة التجارة والصناعة

EGYPTIAN POTENTIAL EXPORTS AND TARGET MARKETS OVERVIEW

PRODUCT CATEGORY: OLIVES, PREPARED OR PRESERVED

HS CODE: 200570

**TARGET MARKETS:
UNITED KINGDOM**

**DEVELOPED BY:
EXPORT DEVELOPMENT AUTHORITY (EDA)**

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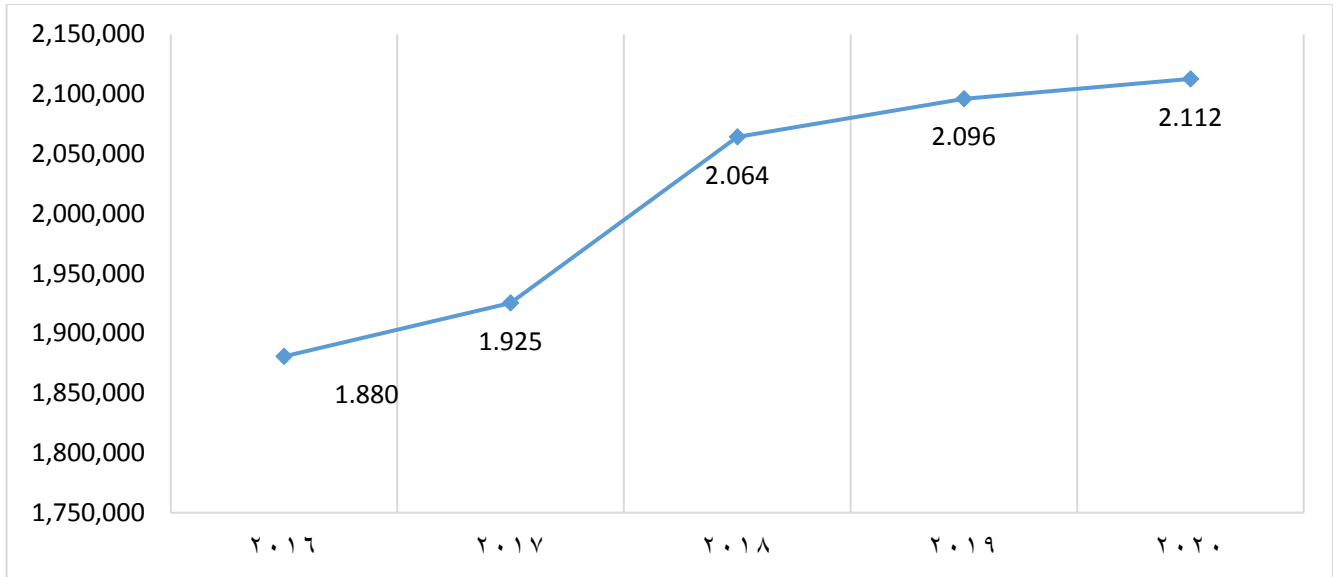
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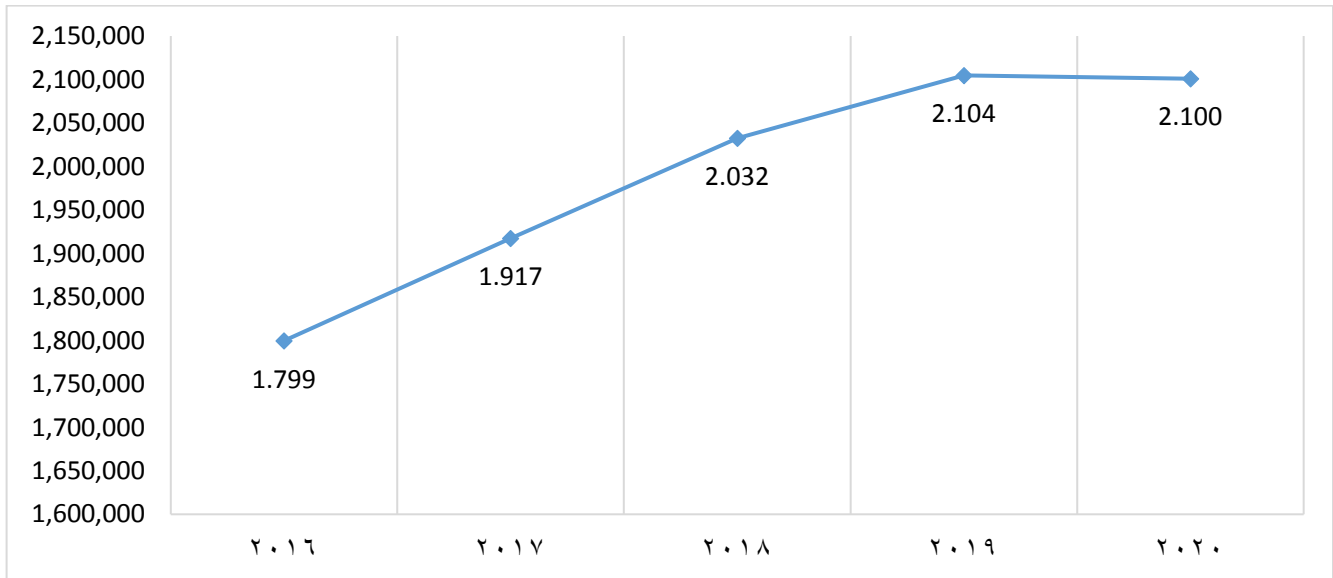
SECTION (1): WORLD TRADE STATISTICS

WORLD EXPORTS OF FOR OLIVES , PREPARED OR PRESERVED OTHERWISE THAN BY VINEGAR OR ACETIC ACID PRODUCT CATEGORY (HS CODE: 200570) (USD Million)



Source: ITC - Trade Map

WORLD IMPORTS OF FOR OLIVES , PREPARED OR PRESERVED OTHERWISE THAN BY VINEGAR OR ACETIC ACID PRODUCT CATEGORY (HS CODE: 200570) (USD Million)



Source: ITC - Trade Map

LIST OF EXPORTING COUNTRIES:

TOP EXPORTING COUNTRIES OF FOR OLIVES , PREPARED OR PRESERVED OTHERWISE THAN BY VINEGAR OR ACETIC ACID PRODUCT CATEGORY PRODUCT CATEGORY (HS CODE: 200570) (USD Million)

EXPORTERS	2018	2019	2020
WORLD	2064.1	2096.1	2112.8
SPAIN	774.9	772.9	760.6
GREECE	513.8	506.1	542.7
MOROCCO	159.1	157.9	140.3
TURKEY	115.2	127.9	129.9
EGYPT	75.1	62.1	88.2
ITALY	73.9	81.1	80.1
ARGENTINA	72.5	71.5	67.1
BELGIUM	62.9	62.3	60.2
PORTUGAL	44.4	46.2	38.2

Source: ITC- Trade Map

World exports amounted to USD 2.1112 billion in 2020 with an increase of 0.75 % compared to exports in 2019 . SPAIN is the biggest exporter with 35.9%, GREECE with 25.6 % and MOROCCO have also a share with 6.6 % of world exports.

EGYPT WAS RANKED TO BE THE 5thLARGEST WORLDWIDE EXPORTING COUNTRY WITH A VALUE OF USD 88.2 MILLION IN 2020.

LIST OF IMPORTING COUNTRIES:

TOP IMPORTING COUNTRIES OF ARTICLES OF FOR OLIVES , PREPARED OR PRESERVED OTHERWISE THAN BY VINEGAR OR ACETIC ACID PRODUCT CATEGORY PRODUCT CATEGORY (HS CODE: 200570) (USD Million)

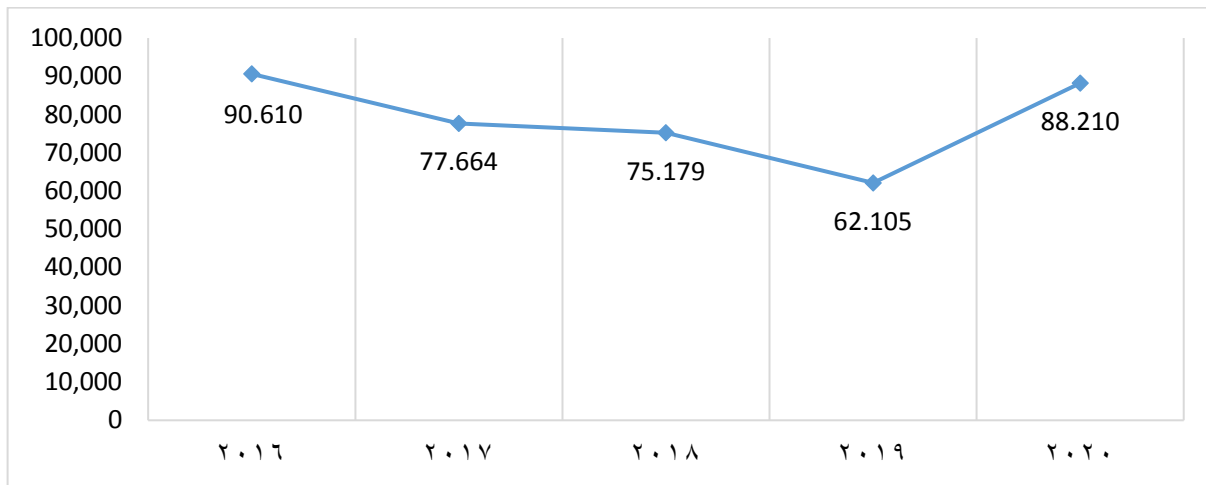
IMPORTERS	2018	2019	2020
WORLD	2032.5	2104.7	2100.8
UNITED STATES OF AMERICA	480.2	508.1	450.1
FRANCE	153.7	148.2	157.4
GERMANY	149.2	147.8	155.1
ITALY	125.3	141.1	124.6
BRAZIL	88.1	100.2	112.4
RUSSIAN FEDERATION	101,8	112.3	100.7
BELGIUM	67.2	74.9	87.6
UNITED KINGDOM	74.1	72.2	76.2
CANADA	60.2	59.6	61.7

Source: ITC- Trade Map

World exports amounted to USD 2.100 billion in 2020 with an decrease of 0.19 % compared to exports in 2019 . UNITED STATES OF AMERICA is the biggest exporter with 21.4%, FRANCE with 7.5 % and GERMANY have also share of world imports with 7 %.

SECTION (2): EGYPT'S TRADE STATISTICS FOR OLIVES (HS CODE: 200570)

EGYPT EXPORTS OF ARTICLES OF FOR OLIVES , PREPARED OR PRESERVED OTHERWISE THAN BY VINEGAR OR ACETIC ACID PRODUCT CATEGORY (HS CODE: 200570)(USD Million)



Source: ITC- Trade Map

EGYPTIAN EXPORTS OF ARTICLES OF OLIVES , PREPARED OR PRESERVED OTHERWISE THAN BY VINEGAR OR ACETIC ACID (HS CODE: 200570) BY IMPORTING COUNTRIES (USD THOUSAND)

IMPORTERS	2018	2019	2020
WORLD	75.1	62.1	88.2
BRAZIL	16.9	9.9	31.1
SPAIN	8.1	11.2	19.7
LIBYA, STATE OF	3.9	10.7	6.1
UNITED STATES OF AMERICA	5.1	4.4	4.7
IRAQ	5.6	0.6	4.6
ITALY	4.3	4.3	4.2
JORDAN	6.1	6.1	2.9
ROMANIA	2.8	1.9	1.7
CANADA	0.9	0.8	1.7

Source: ITC- Trade Map

**EGYPTIAN IMPORTS FOR OLIVES , PREPARED OR PRESERVED OTHERWISE THAN BY VINEGAR OR ACETIC ACID PRODUCT CATEGORY (HS CODE: 200570)
BY EXPORTING COUNTRIES
(USD MILLION)**

EXPORTERS	2018	2019	2020
WORLD	0.5	0.5	0.4
GREECE	0.4	0.3	0.4
SPAIN	0.02	0.03	0.02
SYRIAN ARAB REPUBLIC	0	0	0.02

Source: ITC- Trade Map

SECTION (3): EXPORTS POTENTIAL AND TARGET MARKETS FOR OLIVES (HS CODE: 200570)

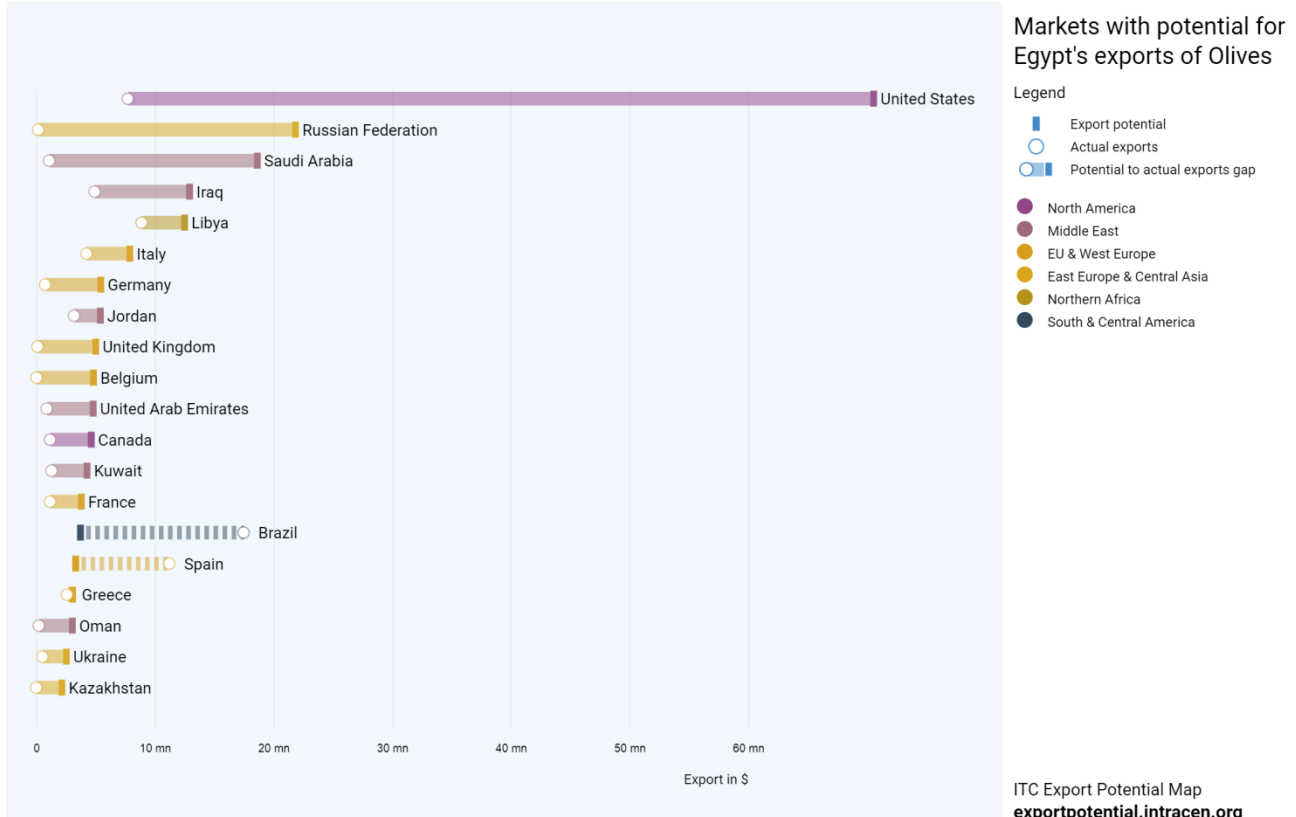
METHODOLOGY:

EXPORT POTENTIAL MAP:

Export Potential map is a strategic tool used by International Trade Centre (ITC) to identify market opportunities and investment resources where they will have the greatest return in the long run. Market potential analysis is not used for short-term forecasting, but can help to target markets with high growth potential in the future. Market potential analysis enables governments and companies to:

- Categorize countries as lead markets, break-out markets or emerging markets.
- Quantify market potential for a given product by country, region or globally, now and in the future.
- Identify growth drivers and barriers in those markets.
- Understand how to exploit growth markets by tailoring marketing, product development and production strategies to meet customer demands and overcome market barriers.

POTENTIAL MARKETS FOR EGYPTIAN EXPORTS FROM OILIVES (HS CODE: 200570)



Source: ITC - Export Potential Map

The markets with greatest potential for Egypt's exports of HS CODE 200570 olives are United States, Russian Federation and Saudi Arabia. United States shows the largest absolute difference between potential and actual exports in value terms, export potential \$70.0 MN and actual exports is 7.7 \$ MN, also Russian Federation has export potential with 21 \$ MN and actual export 166 K .

SECTION (4): TARGET MARKET PROFILE - UNITED KINGDOM

COUNTRY OVERVIEW

- **Country:** United Kingdom
- **Capital:** London
- **Total Area:** 243,610 km²
- **Location:** Western Europe, islands - including the northern one-sixth of the island of Ireland - between the North Atlantic Ocean and the North Sea; northwest of France
- **Chief of State:** Queen ELIZABETH II
- **Prime Minister:** Theresa MAY
- **Official Languages:** English
- **Population:** 65,6 Million
- **Population Growth Rate:** 0.52 %
- **Poverty Rate:** 15 %
- **Age Structure:**
 - 0-14 years: 17.53% (male 5,819,363/female 5,532,123)
 - 15-24 years: 11.9% (male 3,938,643/female 3,770,511)
 - 25-54 years: 40.55% (male 13,387,903/female 12,873,090)
 - 55-64 years: 11.98% (male 3,843,268/female 3,918,244)
 - 65 years and over: 18.04% (male 5,246,475/female 6,439,832)
- **Currency:** British Pound
- **Exchange Rate:** 1.00 GBP = 1.33 USD

Source: CIA World Fact Book – UK

ECONOMIC INDICATORS:

INDICATORS	2010	2020
GNI PER CAPITA, PPP (CURRENT INTERNATIONAL \$)	36,490	47,620
GDP (CURRENT US\$) (BILLIONS)	2,481	2,707
GDP GROWTH (ANNUAL %)	2.1	- 9.8
INFLATION, GDP DEFLATOR (ANNUAL %)	1.6	5.6
AGRICULTURE, VALUE ADDED (% OF GDP)	1	1
INDUSTRY, VALUE ADDED (% OF GDP)	19	17
EXPORTS OF GOODS AND SERVICES (% OF GDP)	28	27
IMPORTS OF GOODS AND SERVICES (% OF GDP)	30	28
FOREIGN DIRECT INVESTMENT, NET INFLOWS (BOP, CURRENT US\$) (MILLIONS)	66,735	2,237

Source: World Bank

IMPORT REQUIREMENTS AND DOCUMENTATION:

An import license is not needed to import the majority of industrial goods into the UK or EU. However, some industrial goods require import licenses issued by the Import Licensing Branch (ILB) as a result of controls imposed at national, EU or UN level. ILB publicizes these restrictions by issuing Notices to Importers. The Department for International Trade's (DIT) Import Licensing Branch is the UK licensing authority. A list of EU licensing authorities is available by contacting the DIT Import Licensing Branch import controls. The Department of International Trade provide further guidance on import controls.

There are numerous goods which are currently subject to import controls, whether because they are banned, subject to quotas or where the import is monitored with licenses. Examples of goods currently banned include offensive weapons (i.e. switch blades), self-defense sprays (i.e. pepper spray) and rough diamonds. The import of firearms is subject to monitoring.

There are certain goods that cannot be brought into the UK under any circumstances, and some goods that are restricted. This is to protect the UK from crime, pests and diseases. The following goods are banned completely regardless of country of origin: illicit drugs, flick and gravity knives, self-defense sprays such as pepper and CS gas sprays, stun guns, indecent and obscene material and counterfeit, pirated and patent-infringing goods. The UK government provides current and complete information on banned or restricted goods.

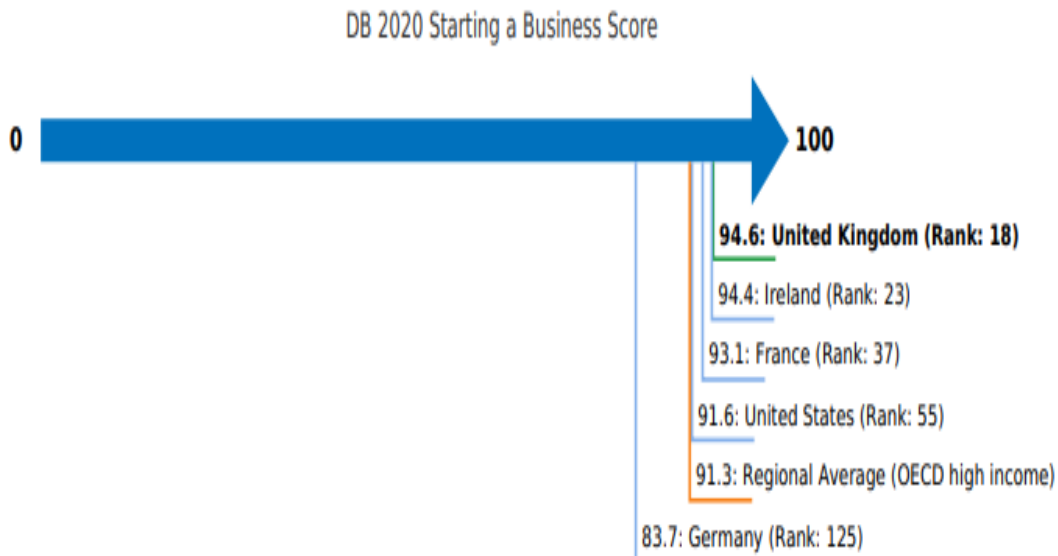
Customs duty is assessed on the fair market value of imported goods at the time they are landed in the UK. Import prices for products entering the UK from non-EU states generally consist of: Cost, Insurance, Freight and Duty, with VAT of 20% levied on the aggregate value.

The commercial invoice value is usually accepted as the normal price, but if a preferential arrangement has been established between the overseas supplier and the importer, or an unrealistic value has been declared, HM Revenue and Customs (HMRC) reserves the right to assess a fair market value for duty purposes. The duty is payable at the time the goods are imported, but established importers can defer payment for, on average, 30 days. In addition to customs duties on imported goods, an excise tax is levied on in-country sales of alcohol, tobacco, and road vehicles, and on sales of oil and petroleum products.

Source: World Bank

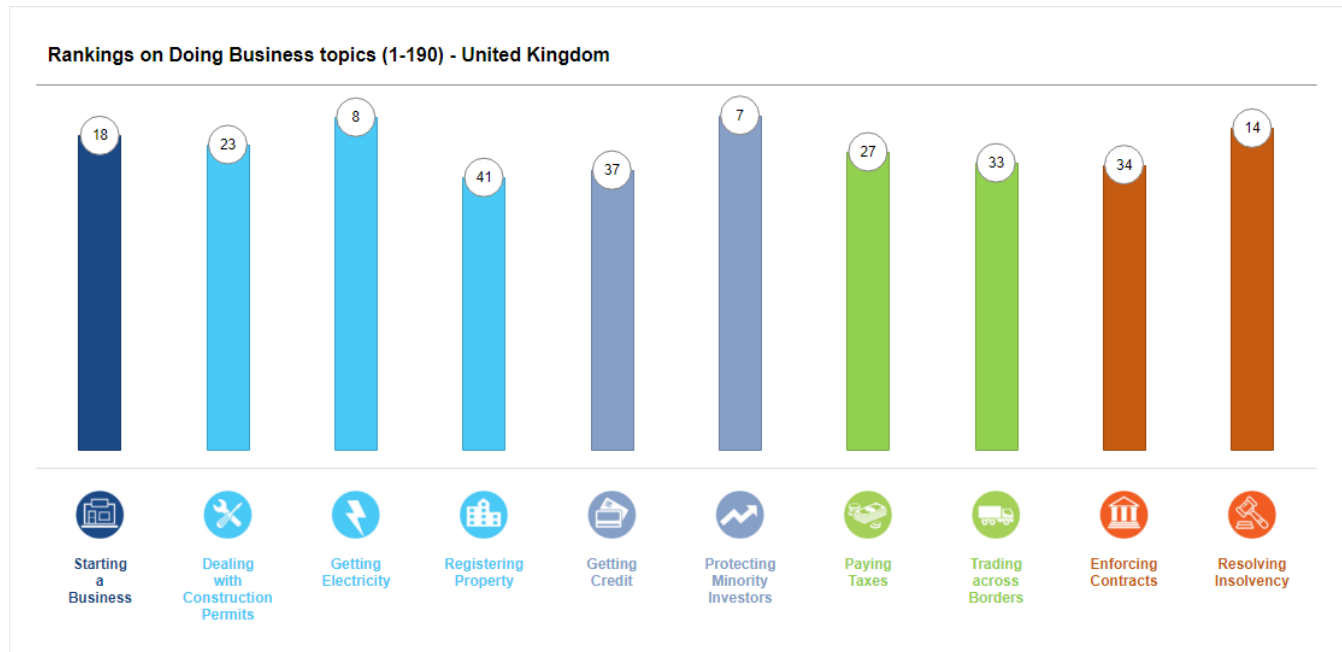
UNITED KINGDOM IN DOING BUSINESS REPORT:

STARTING A BUSINESS IN UK AND COMPARATOR ECONOMIES BASED ON DOING BUSINESS REPORT 2020:



Source: Doing Business Report 2020

RANKINGS ON DOING BUSINESS TOPICS – UK



Source: Doing Business Report 2020

UNITED KINGDOM – COUNTRY TRADE STATISTICS:

TRADE STATISTICS BETWEEN UNITED KINGDOM AND WORLD	
TOTAL IMPORTS	USD 6321.2 Billion
TOTAL EXPORTS	USD 399.6 Billion
Main Exporting Countries To United Kingdom	China 11.9%, Germany 11.5%, US 9.2%, Netherland 7.1%, France 4.6%
MAIN EXPORTS COMMODITIES	Machinery, electrical equipment, Vehicles and Mineral fuels
MAIN IMPORTING COUNTRIES FROM UNITED KINGDOM	US 14.3%, Germany 10.2%, Ireland 6.7% and Netherland 6.1 %
MAIN IMPORTS COMMODITIES	Machinery and electrical equipment, Vehicles mineral fuels and oils, pharmaceutical products

Source: World Bank

TRADE STATISTICS BETWEEN UNITED KINGDOM AND EGYPT

UNITED KINGDOM EXPORTS TO EGYPT	USD 1317 Million
MAIN EXPORTING PRODUCTS TO EGYPT	Iron and steel, Machinery, mechanical appliances, Pharmaceutical products and Electrical machinery and equipment
UNITED KINGDOM IMPORTS FROM EGYPT	USD 934 Million
MAIN IMPORTING PRODUCTS FROM EGYPT	Electrical machinery and equipment, Mineral fuels, Edible fruit and nuts, apparel and clothing accessories, Plastics, Onions and Fertilizers'
TRADE BALANCE BETWEEN UNITED KINGDOM AND EGYPT	Positive Towards United Kingdom With USD 383 Million

Source: World Bank

UNITED KINGDOM– PRODUCT TRADE STATISTICS

For Articles of OLIVES (Hs Code: 200570) United Kingdom's imports represent 3.6% of world imports for this product, its ranking in world imports is 8

IMPORTS OF UNITED KINGDOM FROM OLIVES
(HS CODE: 200570) BY SUPPLYING COUNTRIES

EXPORTERS (SUPPLYING COUNTRIES)	VALUE IMPORTED IN 2020 (USD MILLION)	SHARE IN UNITED KINGDOMI MPORTS (%)	GROWTH IN IMPORTED VALUE BETWEEN 2016-2020(%)	GROWTH IN IMPORTED VALUE BETWEEN 2019-2020 (%)
TOTAL	76,269	100	5	6
SPAIN	33,866	44.4	9	27
GREECE	21,338	28	0	0
ITALY	6,232	8.2	11	-13
TURKEY	4,638	6.1	9	-1
MOROCCO	4,079	5.3	-13	-27
IRELAND	2,622	3.4	518	2
FRANCE	1,665	2.2	14	25
GERMANY	662	0.9	-3	-46
NETHERLANDS	472	0.6	-28	-36
EGYPT	213	0.3	27	719

Source: ITC Trade Map

The total value of United Kingdom imports of product 200570 OLIVES USD 76.3 million, SPAIN is the 1st supplier of subject product to UK with a value of USD 33.9 million.

Egypt's is 10TH supplier of this product to United Kingdom is USD 0.2 Million and the untapped potential is USD 4.2 million.

EGYPT IS THE 10TH SUPPLIER OF THE SUBJECT PRODUCT (HS CODE: 200570) TO UK WITH A VALUE OF USD 0.2 MILLION

AVERAGE TARIFF APPLIED BY UK ON IMPORTS OF OLIVES (HS CODE: 200570)

EXPORTERS	VALUE IMPORTED IN 2020 (USD THOUSAND)	AVERAGE TARIFF (ESTIMATED) APPLIED BY UNITED KINGDOM (%)
TURKEY	2,938	0
BELGIUM	1,847	0
INDIA	1,591	8
CHINA	1,039	8
EGYPT	505	0
GERMANY	336	0
SPAIN	163	0
FRANCE	156	0
UNITED STATES OF AMERICA	80	8

Source: ITC – Trade Map

SOURCES:

- ITC, Trade Map Data
- ITC, Export Potential Map Data
- ITC, Standards Map
- World Bank Economic Indicators
- CIA World Fact Book
- Euro monitor International



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