



هيئة تنمية الصادرات
Export Development Authority



Ministry of Trade & Industry
وزارة التجارة والصناعة

EGYPTIAN POTENTIAL EXPORTS AND TAREGT MARKETS OVERVIEW

PRODUCT CATEGORY: GRAPES, FRESH
HS CODE: 080610

TARGET MARKETS:
RUSSIAN FEDERATION

DEVELOPED BY:
EXPORT DEVELOPMENT AUTHORITY (EDA)

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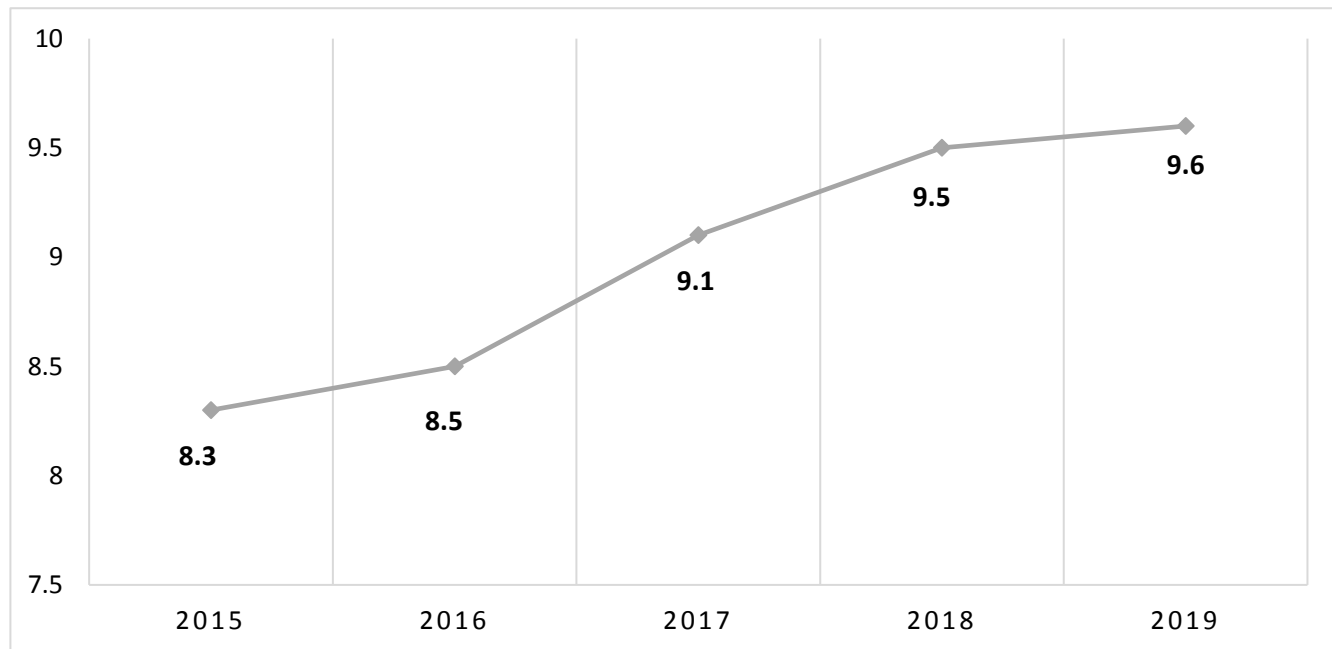
INTRODUCTION ABOUT GRAPES

Grapes are a type of fruit that grow in clusters of 15 to 300, and can be crimson, black, dark blue, yellow, green, orange, and pink. "White" grapes are actually green in color, and are evolutionarily derived from the purple grape. Mutations in two regulatory genes of white grapes turn off production of anthocyanins, which are responsible for the color of purple grapes. Anthocyanins and other pigment chemicals of the larger family of polyphenols in purple grapes are responsible for the varying shades of purple in red wines. Grapes are typically an ellipsoid shape resembling a prolate spheroid.

According to the USDA GAIN report, grapevines are among the most suitable fruit crops for sandy soils and newly reclaimed land, as well as for the older Egyptian land traditionally farmed next to the Nile river. For this reason, cultivated areas of table grapes exist across the country.

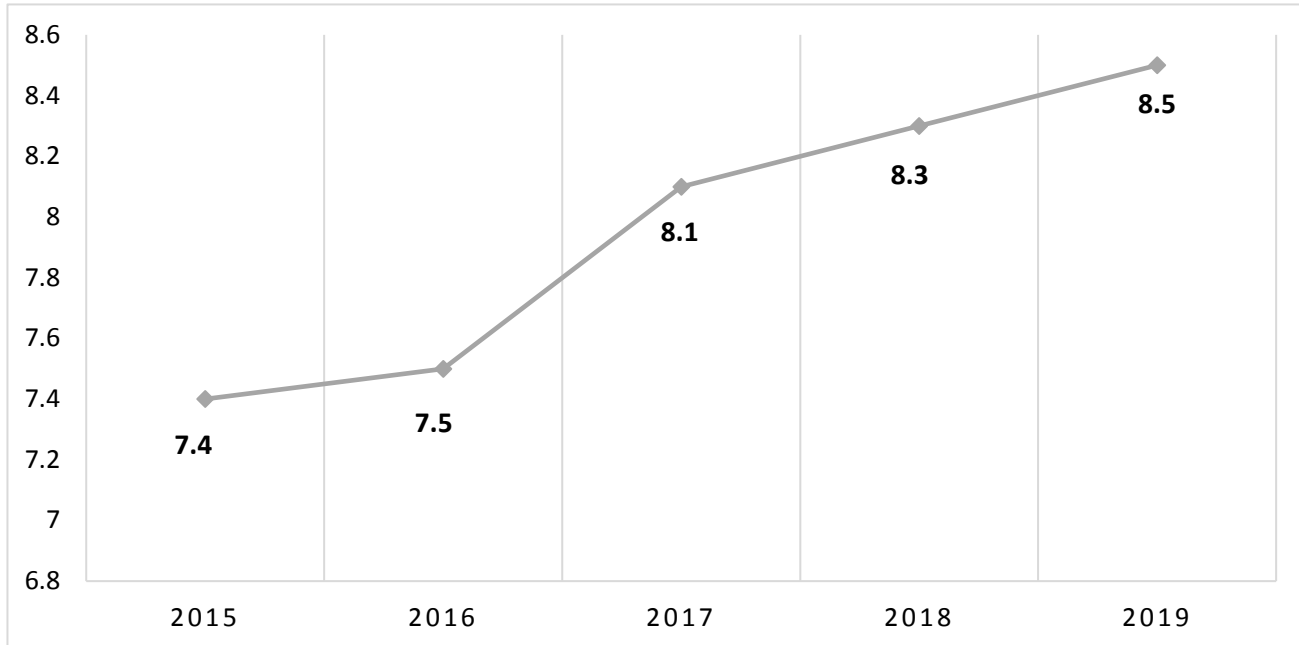
SECTION (1): WORLD TRADE STATISTICS

WORLD IMPORTS OF Fresh Grapes
PRODUCT CATEGORY (HS CODE: 080610)
(USD BILLION)



Source: ITC - Trade Map

**WORLD EXPORTS OF FRESH GRAPES
PRODUCT CATEGORY (HS CODE: 080610)
(USD BILLION)**



Source: ITC - Trade Map

LIST OF EXPORTING COUNTRIES:

**TOP EXPORTING COUNTRIES OF GRAPES PRODUCT CATEGORY
(HS CODE: 080610)
USD MILLION**

EXPORTERS	2017	2018	2019
WORLD	8142.8	8305.9	8486.4
CHINA	735.2	689.6	987.2
CHILE	993.0	1074.2	949.7
UNITED STATES OF AMERICA	903.0	924.5	856.0
PERU	653.5	763.1	811.8
NETHERLANDS	653.3	778.1	721.7
ITALY	863.5	799.8	719.7
SOUTH AFRICA	541.7	541.9	521.2
AUSTRALIA	299.4	295.9	406.4
HONG KONG, CHINA	363.7	369.2	396.2
SPAIN	338.0	410.4	343.2
EGYPT IN RANK 13	237.4	221.6	234.9

Source: ITC- Trade Map

- World exports of Fresh Grapes product (HS Code: 080610), amounted to 8.5 billion \$ in 2019 with a increase of 2.1% compared to exports in 2018. CHINA is the biggest exporter with 11.6%.

EXPORTS OF EGYPT FROM THIS PRODUCT WERE RANKED TO BE 13 AMONG WORLD COUNTRIES, AND REPRESENTING 2.8% FROM WORLD WIDE EXPORTS IN 2019

LIST OF IMPORTING COUNTRIES:

**TOP IMPORTING COUNTRIES OF GRAPES PRODUCT CATEGORY
(HS CODE: 080610)
USD MILLION**

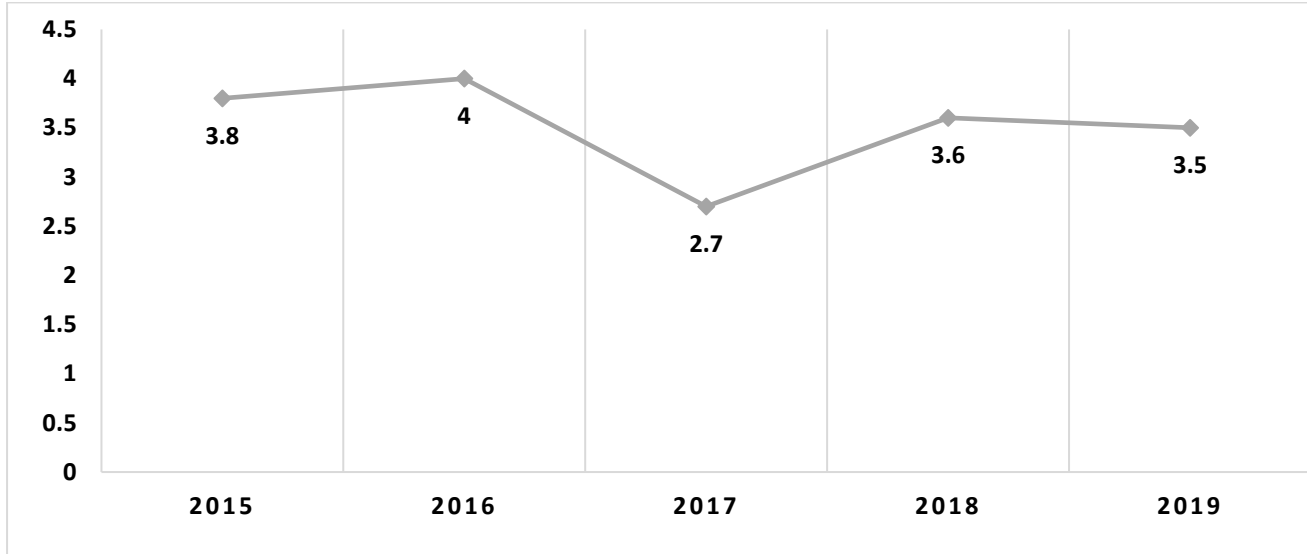
IMPORTERS	2017	2018	2019
WORLD	9093.2	9445.7	9618.4
UNITED STATES OF AMERICA	1720.2	1746.3	1804.3
NETHERLANDS	691.8	823.5	798.9
GERMANY	729.3	757.6	680.0
UNITED KINGDOM	668.3	687.3	664.4
CHINA	589.2	586.2	643.9
HONG KONG, CHINA	487.8	497.0	522.7
CANADA	422.3	421.3	432.7
INDONESIA	252.1	311.5	372.6
RUSSIAN FEDERATION	398.4	319.8	324.0
KOREA, REPUBLIC OF	150.6	171.9	202.3

Source: ITC- Trade Map

- World imports increased in 2019 to reach USD 9.6 billion with a positive change of 1.8% compared to 2018 imports. United States has the highest share of world imports with 18.8%.

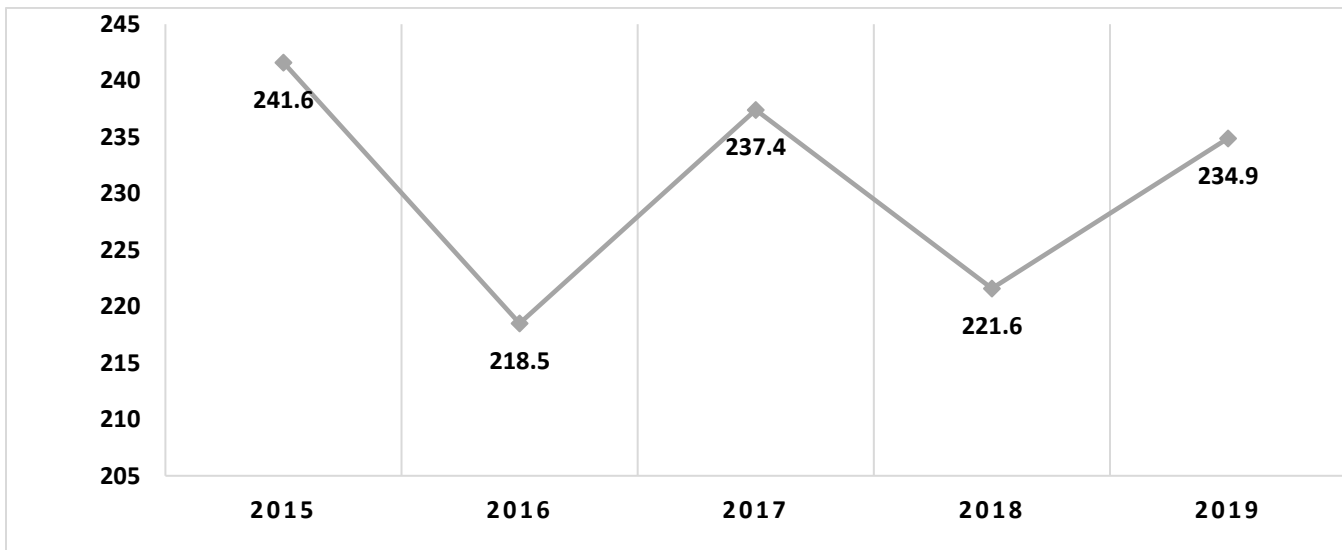
SECTION (2): EGYPT'S TRADE STATISTICS FOR GRAPES (HS CODE: 080610)

**EGYPTIAN IMPORTS OF GRAPES PRODUCT CATEGORY (HS CODE: 080610)
USD MILLION**



Source: ITC- Trade Map

**EGYPT EXPORTS OF GRAPES PRODUCT CATEGORY (HS CODE: 080610)
USD MILLION**



Source: ITC- Trade Map

**EGYPT REALIZED A POSITIVE TRADE BALANCE FOR PRODUCT GRAPES
(HS CODE 080610) DURING 2017-2019**

**EGYPTIAN EXPORTS OF GRAPES PRODUCT CATEGORY
 (HS CODE: 080610) BY IMPORTING COUNTRIES
 (USD MILLION)**

IMPORTERS	2017	2018	2019
WORLD	237.4	221.6	234.9
UNITED KINGDOM	58.3	60.0	57.5
NETHERLANDS	59.3	55.4	50.9
GERMANY	21.5	26.6	23.7
RUSSIAN FEDERATION	25.2	16.7	19.5
SLOVENIA	7.2	7.5	13.5
MALAYSIA	4.7	6.8	8.0
SOUTH AFRICA	5.6	6.1	7.1
ITALY	7.4	5.4	6.0
SINGAPORE	4.1	3.9	5.1
UNITED ARAB EMIRATES	7.8	5.1	5.0

Source: ITC- Trade Map

**EGYPTIAN IMPORTS FOR GRAPES PRODUCT CATEGORY
 (HS CODE: 080610) BY EXPORTING COUNTRIES
 (USD THOUSAND)**

EXPORTERS	2017	2018	2019
WORLD	2,725	3,605	3,596
LEBANON	1,591	3,012	3,391
SOUTH AFRICA	305	568	91
ITALY	462	0	69
INDIA	0	0	36
AUSTRALIA	0	0	9

Source: ITC- Trade Map

SECTION (3): EXPORTS POTENTIAL AND TARGET MARKETS FOR GRAPES (HS CODE: 080610)

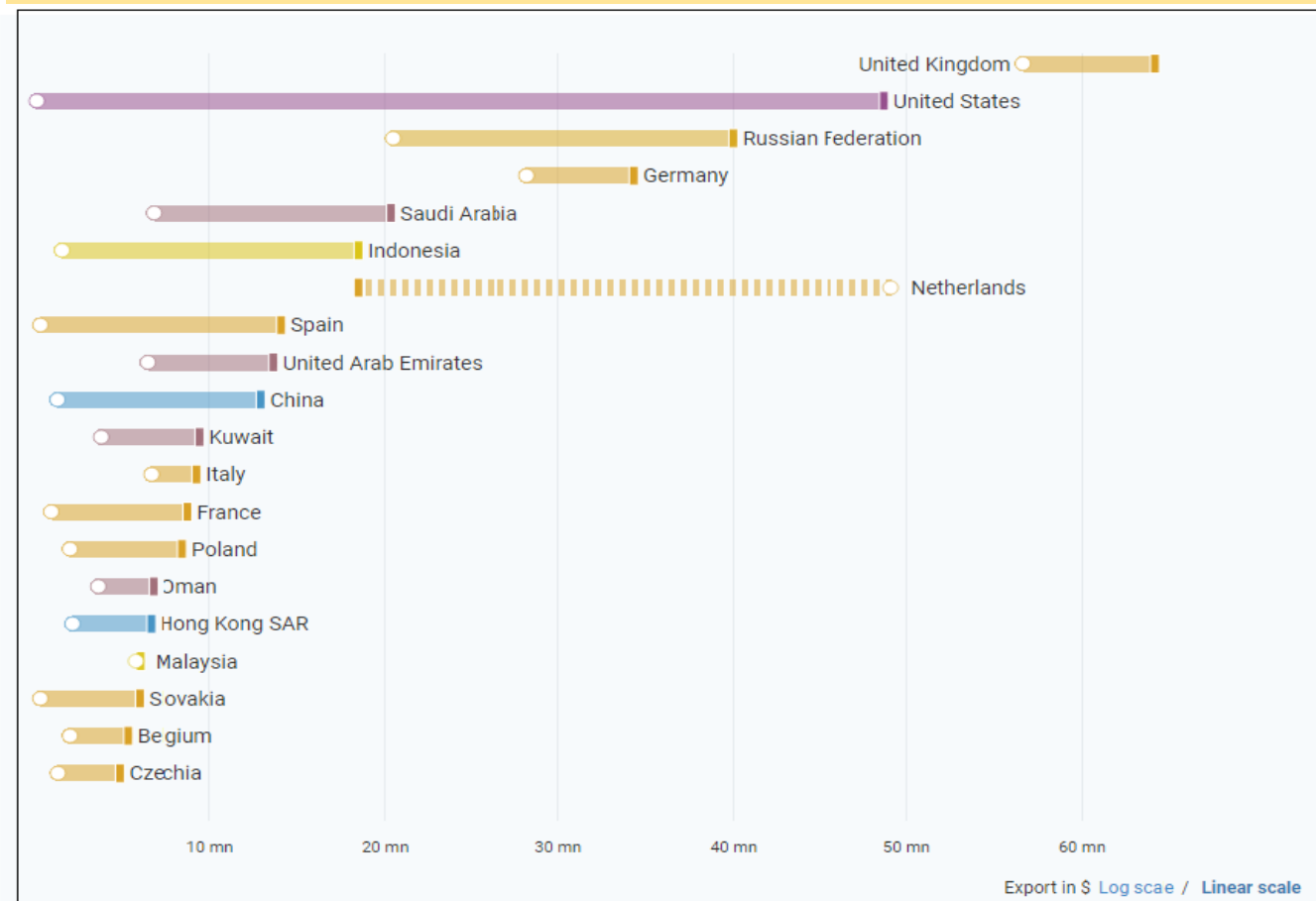
METHODOLOGY:

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 GRAPES PRODUCT CATEGORY (HS CODE: 080610)



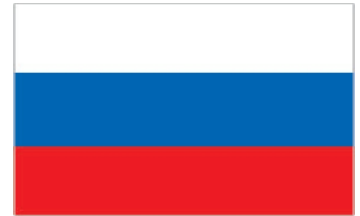
Source: ITC - Export Potential Map.

- The markets with greatest potential for Egyptian exports of (HS Code: 080610) Grapes, fresh are **United Kingdom, United States of America and Russian Federation.**
- United States of America shows the largest absolute difference between potential and actual exports in value terms, leaving room to realize additional exports worth \$6.9 Million.

SECTION (4): TARGET MARKET PROFILE - RUSSIA FEDERATION

COUNTRY OVERVIEW

- **Country:** Russian Federation
- **Capital:** Moscow
- **Total Area:** 17,098,242 sq km
- **Location:** North Asia bordering the Arctic Ocean, extending from Europe (the portion west of the Urals) to the North Pacific Ocean
- **Chief of state:** President Vladimir Vladimirovich PUTIN (since 7 May 2012)
- **Head of government:** Premier Mikhail MISHUSTIN (since 16 January 2020)
- **Administrative divisions:** 46 provinces (oblasti, singular - oblast), 21 republics (respubliki, singular - respublika), 4 autonomous okrugs (avtonomnyye okrugi, singular - avtonomnyy okrug), 9 krays (kraya, singular - kray), 2 federal cities (goroda, singular - gorod), and 1 autonomous oblast (avtonomnaya oblast')
- **Population:** 142,320,790 (July 2020 est.)
- **Languages:** Russian (official) 85.7%, Tatar 3.2%, Chechen 1%, other 10.1% (2010 est.)
- **Religion:** Russian Orthodox 15-20%, Muslim 10-15%, other Christian 2% (2006 est.)
- **Life expectancy:** 66.61 years (men), 78.05 years (women)
- **Population Growth Rate:** -0.2% (2021 est.)
- **Poverty Rate:** 13.3%
- **Age structure:**
 - 0-14 years: 17.24% (male 12,551,611/female 11,881,297)
 - 15-24 years: 9.54% (male 6,920,070/female 6,602,776)
 - 25-54 years: 43.38% (male 30,240,260/female 31,245,104)
 - 55-64 years: 14.31% (male 8,808,330/female 11,467,697)
 - 65 years and over: 15.53% (male 7,033,381/female 14,971,679) (2020 est.)
- **Currency:** Russian rubles (RUB)
- **Exchange Rate:** Russian rubles (RUB) per US dollar: 73.7569 (2020 est.)



ECONOMIC, SOCIAL AND POLITICAL OVERVIEW OF RUSSIA FEDERATION

POLITICAL OVERVIEW:

description: bicameral Federal Assembly or Federalnoye Sobraniye consists of: Federation Council or Sovet Federatsii (170 seats; 2 members in each of the 83 federal administrative units (see note below) - oblasts, krays, republics, autonomous okrugs and oblasts, and federal cities of Moscow and Saint Petersburg - appointed by the top executive and legislative officials; members serve 4-year terms)

State Duma or Gosudarstvennaya Duma (450 seats (see note below); as of February 2014, the electoral system reverted to a mixed electoral system for the 2016 election, in which one-half of the members are directly elected by simple majority vote and one-half directly elected by proportional representation vote; members serve 5-year terms)

Judicial branch

highest courts: Supreme Court of the Russian Federation (consists of 170 members organized into the Judicial Panel for Civil Affairs, the Judicial Panel for Criminal Affairs, and the Military Panel); Constitutional Court (consists of 11 members, including the chairperson and deputy); note - in February 2014, Russia's Higher Court of Arbitration was abolished and its former authorities transferred to the Supreme Court, which in addition is the country's highest judicial authority for appeals, civil, criminal, administrative, and military cases, and the disciplinary judicial board, which has jurisdiction over economic disputes

judge selection and term of office: all members of Russia's 3 highest courts nominated by the president and appointed by the Federation Council (the upper house of the legislature); members of all 3 courts appointed for life

subordinate courts: regional (kray) and provincial (oblast) courts; Moscow and St. Petersburg city courts; autonomous province and district courts; note - the 21 Russian Republics have court systems specified by their own constitutions

ECONOMIC OVERVIEW:

Russia has undergone significant changes since the collapse of the Soviet Union, moving from a centrally planned economy towards a more market-based system. Both economic growth and reform have stalled in recent years, however, and Russia remains a predominantly statist economy with a high concentration of wealth in officials' hands. Economic reforms in the 1990s privatized most industry, with notable exceptions in the energy, transportation, banking, and defense-related sectors. The protection of property rights is still weak, and the state continues to interfere in the free operation of the private sector.

Russia is one of the world's leading producers of oil and natural gas, and is also a top exporter of metals such as steel and primary aluminum. Russia is heavily dependent on the movement of world commodity prices as reliance on commodity exports makes it vulnerable to boom and bust cycles that follow the volatile swings in global prices. The economy, which had averaged 7% growth during the 1998-2008 period as oil prices rose rapidly, has seen diminishing growth rates since then due to the exhaustion of Russia's commodity-based growth model.

A combination of falling oil prices, international sanctions, and structural limitations pushed Russia into a deep recession in 2015, with GDP falling by close to 2.8%. The downturn continued through 2016, with GDP contracting another 0.2%, but was reversed in 2017 as world demand picked up. Government support for import substitution has increased recently in an effort to diversify the economy away from extractive industries.

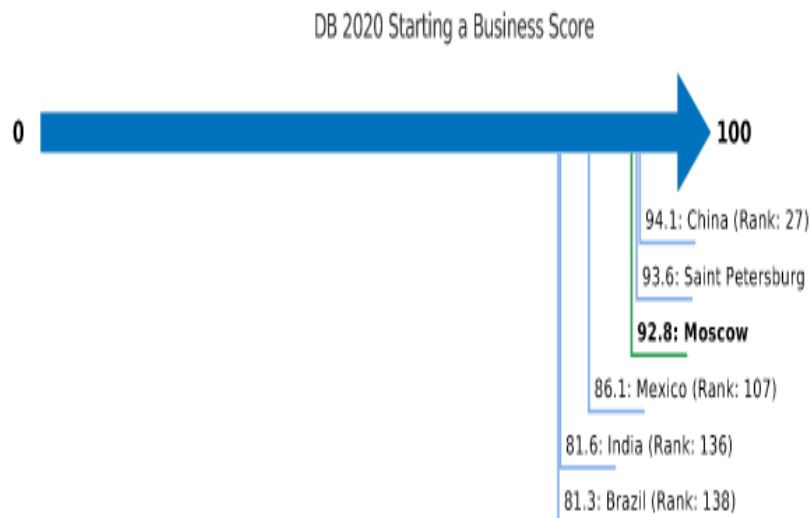
ECONOMIC INDICATORS:

INDICATORS	2010	2019
GNI PER CAPITA, PPP (CURRENT INTERNATIONAL \$)	19,860	28,270
GDP (CURRENT US\$) (BILLIONS)	1,524.92	1,699.88
GDP GROWTH (ANNUAL %)	4.5	1.34
INFLATION, GDP DEFLATOR (ANNUAL %)	14.2	3.78
AGRICULTURE, VALUE ADDED (% OF GDP)	3	3.45
INDUSTRY, VALUE ADDED (% OF GDP)	30	32.17
EXPORTS OF GOODS AND SERVICES (% OF GDP)	29	28.31
IMPORTS OF GOODS AND SERVICES (% OF GDP)	21	20.76
FOREIGN DIRECT INVESTMENT, NET INFLOWS (BOP, CURRENT US\$) (MILLIONS)	43,168	21.92

Source: World Bank

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

Figure - Starting a Business in Moscow and comparator economies - Ranking and Score



RANKING ON DOING BUSINESS REPORT

Rankings on Doing Business topics - Russian Federation



Source: Doing Business Report 2020

TRADE STATISTICS BETWEEN RUSSIAN FEDERATION AND WORLD

TRADE FIGURES BETWEEN RUSSIAN FEDERATION AND WORLD (USD BILLION)

	2018	2019	2020
RUSSIAN FEDERATION IMPORTS FROM WORLD	238.2	243.8	231.6
RUSSIAN FEDERATION EXPORTS TO WORLD	449.4	422.8	335.5
TRADE BALANCE	211.2	179.0	103.9

Source: ITC, Trade Map

EXPORTS OF RUSSIAN FEDERATION BY PARTNER COUNTRY (USD BILLION)

IMPORTERS	2018	2019	2020
CHINA	56.0	56.8	48.9
NETHERLANDS	43.5	44.8	24.8
UNITED KINGDOM	9.8	13.3	23.2
GERMANY	34.1	28.1	18.5
BELARUS	21.8	20.5	16.0
TURKEY	21.4	21.1	15.5
KAZAKHSTAN	12.9	14.1	14.0
KOREA, REPUBLIC OF	17.8	16.4	12.5
UNITED STATES OF AMERICA	12.5	13.2	11.0
ITALY	16.4	14.3	10.0

Source: ITC, Trade Map

EXPORTS OF RUSSIAN FEDERATION BY PRODUCT (USD BILLION)

CODE	PRODUCT LABEL	2018	2019	2020
'27	Mineral fuels, mineral oils and products of their distillation; bituminous substances; mineral . . .	237.6	220.9	141.3
'99	Commodities not elsewhere specified	63.8	55.3	38.1
'71	Natural or cultured pearls, precious or semi-precious stones, precious metals, metals clad . . .	10.1	15.3	30.4
'72	Iron and steel	23.4	18.1	16.0
'10	Cereals	10.5	7.9	9.5
'84	Machinery, mechanical appliances, nuclear reactors, boilers; parts thereof	9.2	9.0	8.3
'44	Wood and articles of wood; wood charcoal	9.0	8.6	8.2
'31	Fertilisers	8.2	8.4	7.0
'74	Copper and articles thereof	5.4	5.2	5.6
'76	Aluminium and articles thereof	6.6	5.8	5.5
'03	Fish and crustaceans, molluscs and other aquatic invertebrates	4.3	4.7	4.6
'85	Electrical machinery and equipment and parts thereof; sound recorders and reproducers, television . . .	4.9	5.6	4.4
'26	Ores, slag and ash	3.7	4.2	4.3
'15	Animal or vegetable fats and oils and their cleavage products; prepared edible fats; animal . . .	2.7	3.4	4.0
'39	Plastics and articles thereof	3.2	3.0	3.8

Source: ITC, Trade Map

IMPORTS OF RUSSIAN FEDERATION BY PARTNER COUNTRY (USD BILLION)

EXPORTERS	2018	2019	2020
CHINA	52.2	54.1	54.9
GERMANY	25.5	25.1	23.4
UNITED STATES OF AMERICA	12.7	13.4	13.3
BELARUS	12.2	12.8	12.6
ITALY	10.6	10.9	10.2
FRANCE	9.6	8.6	8.3
KOREA, REPUBLIC OF	7.0	8.0	7.2
JAPAN	8.8	9.0	7.1
TURKEY	4.2	5.0	5.1
KAZAKHSTAN	5.3	5.6	5.0

Source: ITC, Trade Map

IMPORTS OF RUSSIAN FEDERATION BY PRODUCT (USD BILLION)

CODE	PRODUCT LABEL	2017	2018	2019
'84	Machinery, mechanical appliances, nuclear reactors, boilers; parts thereof	43.6	43.2	43.1
'85	Electrical machinery and equipment and parts thereof; sound recorders and reproducers, television . . .	29.9	29.8	30.2
'87	Vehicles other than railway or tramway rolling stock, and parts and accessories thereof	23.6	23.7	18.4
'30	Pharmaceutical products	10.6	14.1	10.8
'39	Plastics and articles thereof	9.8	9.8	9.3
'99	Commodities not elsewhere specified	7.1	6.2	9.1
'90	Optical, photographic, cinematographic, measuring, checking, precision, medical or surgical . . .	6.8	7.3	8.1
'73	Articles of iron or steel	5.8	6.5	5.6
'08	Edible fruit and nuts; peel of citrus fruit or melons	5.1	5.1	5.3
'29	Organic chemicals	4.1	4.5	4.6
'62	Articles of apparel and clothing accessories, not knitted or crocheted	3.7	3.8	3.9
'72	Iron and steel	5.3	5.0	3.7
'40	Rubber and articles thereof	3.9	4.0	3.6
'38	Miscellaneous chemical products	3.4	3.4	3.5
'28	Inorganic chemicals; organic or inorganic compounds of precious metals, of rare-earth metals, . . .	3.8	3.8	3.1

Source: ITC, Trade Map

TRADE STATISTICS BETWEEN EGYPT AND RUSSIAN FEDERATION (MILLION USD)
EGYPTIAN EXPORTS TO RUSSIAN FEDERATION BY PRODUCT (MILLION)

CODE	PRODUCT LABEL	2017	2018	2019
'08	Edible fruit and nuts; peel of citrus fruit or melons	170.0	205.9	180.8
'07	Edible vegetables and certain roots and tubers	163.1	138.5	104.5
'85	Electrical machinery and equipment and parts thereof; sound recorders and reproducers, television . . .	25.1	22.7	20.3
'20	Preparations of vegetables, fruit, nuts or other parts of plants	1.5	0.781	9.2
'39	Plastics and articles thereof	1.8	2.2	6.4
'34	Soap, organic surface-active agents, washing preparations, lubricating preparations, artificial . . .	4.9	6.1	6.3
'12	Oil seeds and oleaginous fruits; miscellaneous grains, seeds and fruit; industrial or medicinal . . .	6.0	5.2	6.1
'04	Dairy produce; birds' eggs; natural honey; edible products of animal origin, not elsewhere . . .	2.0	3.0	3.7

'57	Carpets and other textile floor coverings	3.8	2.8	3.3
'40	Rubber and articles thereof	1.0	1.7	3.1
'30	Pharmaceutical products	3.1	2.9	2.7
'25	Salt; sulphur; earths and stone; plastering materials, lime and cement	3.1	2.6	2.1
'33	Essential oils and resinoids; perfumery, cosmetic or toilet preparations	0.426	1.8	1.2
'62	Articles of apparel and clothing accessories, not knitted or crocheted	0.771	1.6	0.966
'52	Cotton	0.467	0.784	0.874

Source: ITC, Trade Map

EGYPTIAN IMPORTS FROM RUSSIAN FEDERATION BY PRODUCT(MILLION)

CODE	PRODUCT LABEL	2017	2018	2019
'10	Cereals	1,600.2	2,067.7	1,448.3
'72	Iron and steel	637.0	898.8	696.1
'44	Wood and articles of wood; wood charcoal	359.3	509.3	440.0
'27	Mineral fuels, mineral oils and products of their distillation; bituminous substances; mineral . . .	436.9	684.1	267.5
'15	Animal or vegetable fats and oils and their cleavage products; prepared edible fats; animal . . .	211.6	268.6	178.8
'74	Copper and articles thereof	86.9	26.1	153.0
'85	Electrical machinery and equipment and parts thereof; sound recorders and reproducers, television . . .	1.6	109.2	110.7
'73	Articles of iron or steel	50.9	95.6	80.5
'26	Ores, slag and ash	27.9	56.5	44.9
'48	Paper and paperboard; articles of paper pulp, of paper or of paperboard	29.5	46.4	37.1
'29	Organic chemicals	13.0	38.6	35.7
'28	Inorganic chemicals; organic or inorganic compounds of precious metals, of rare-earth metals, . . .	20.4	27.9	28.4
'87	Vehicles other than railway or tramway rolling stock, and parts and accessories thereof	5.7	11.2	11.9
'40	Rubber and articles thereof	15.4	15.6	11.6
'07	Edible vegetables and certain roots and tubers	14.4	8.2	9.1

Source: ITC, Trade Map

TRADE POTENTIALS BETWEEN EGYPT AND RUSSIAN FEDERATION
(1) POTENTIAL EGYPTIAN EXPORTS TO RUSSIAN FEDERATION

HS CODE	PRODUCT	POTENTIAL VALUE (MILLION USD)
080510	ORANGES, FRESH OR DRIED	152.4
080610	Grapes, fresh	39.4
070190	Potatoes, fresh	35.7
961900	Sanitary articles	29.4
0805XX	Citrus fruits nes, fresh or dried	26.9
330290	Mixtures of odoriferous substances used as raw materials in industry	20.2
070310	Onions & shallots, fresh	20.0
200570	Olives	19.5
330210	Mixtures of odoriferous substances used in food & drink	18.7
8528Xc	Reception apparatus for television	14.4
3004Xb	Medicaments consisting of mixed or unmixed products, for retail sale	14.3
0810XX	Fruits nes, fresh	13.6
390120	Polyethylene, specific gravity $\geq 0,94$, in primary forms	11.3
081010	Strawberries, fresh	11.2
620342	Men's trousers & shorts of cotton	10.7
851610	Electric water/immersion heaters	10.1
081110	Strawberries, raw, steamed or boiled, frozen	9.7
080550	Lemons & limes, fresh or dried	9.0
6907	Unglazed ceramic flags, paving, hearth, wall tiles, mosaic cubes & the like, nes	8.7
070200	Tomatoes, fresh	8.5
210690	Food preparations	7.5
390410	Preparations and charges for fire-extinguishers; charged fire-extinguishing grenades	7.5
340220	Surface-active, washing, auxiliary washing & cleaning preparations	7.2
392020	Non-cellular ethylene polymers, in flat shapes	7.1
390210	Polypropylene, in primary forms	7.0

Export Potential Map, ITC

(2) POTENTIAL EGYPTIAN IMPORTS FROM RUSSIAN FEDERATION

HS CODE	PRODUCT	POTENTIAL VALUE (MILLION USD)
4407Xa	Coniferous wood sawn/chipped lengthwise, sliced/peeled	719.3
740311	Copper cathodes	264.3
100590	Maize (excl seed for sowing)	155.1
151211	Crude sunflower-seed or safflower oil	153.7
720839	Flat-rolled products of iron or non-alloy steel	122.1
0303Xa	Fish nes, whole, frozen	100.7
4412	Plywood, veneered panel & similar laminated wood	90.5
030351	Herrings, frozen	89.6
48XXa	Newsprint & uncoated paper(-board)	70.2
480421	Unbleached sack kraft paper, uncoated, in rolls >36cm	58.9
730511	Line pipe used for oil or gas pipelines	41.6
720719	Semi-finished products of iron or steel	32.5
1001Xa	Durum wheat	29.5
720837	Flat-rolled products of iron or non-alloy steel	27.7
852610	Radar apparatus	23.7
870590	Special purpose motor vehicles, nes	23.6
760120	Aluminium alloys, unwrought	22.7
740811	Wire of refined copper	21.7
760110	Aluminium, not alloyed, unwrought	20.9
7304Xc	Oil/gas casing & tubing	19.4
390210	Polypropylene, in primary forms	19.2
854511	Carbon electrodes, for electric ovens	19.0
310520	Mineral or chemical fertilisers	18.9
150710	Crude soya-bean oil	17.5
120600	Sunflower seeds	17.3

Export Potential Map, ITC

SOURCES

- CIA Fact Book
- Doing Business Report
- ITC, Trade Map Data accessed on 18/3/2021
- ITC, Export Potential Map Data
- World Bank Economic Indicators

EXPORT DEVELOPMENT AUTHORITY (EDA)
FOR MORE MARKET STUDIES AND COUNTRY PROFILES
PLEASE VISIT WWW.EXPOEGYPT.GOV.EG