



# EGYPTIAN POTENTIAL EXPORTS AND TARGET MARKETS OVERVIEW

**PRODUCT CATEGORY: FRESH OR DRIED DATES**

**HS CODE: 080410**

**TARGET MARKETS:  
UNITED KINGDOM**

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

## TABLE OF CONTENT:

### INTRODUCTION ABOUT FRESH OR DRIED DATES

#### SECTION (1): WORLD TRADE OF FRESH OR DRIED DATES (HS CODE: 080410)

- Exports and Imports Values
- List of Exporting Countries
- List of Importing Countries

#### SECTION (2): EGYPT'S INTERNATIONAL TRADE STATISTICS FOR FRESH OR DRIED DATES (HS CODE: 080410)

- Exports and Imports Values
- List of Exporting Countries
- List of Importing Countries

#### SECTION (3): EXPORT POTENTIALS AND TARGET MARKETS FOR FRESH OR DRIED DATES (HS CODE: 080410)

- Methodology
- Potential Markets

#### SECTION (4): UNITED KINGDOM MARKET PROFILE

- Country Overview
- Economic Indicators
- Import Requirements and Documentation
- Ranking on Doing Business Report
- Trade Statistics (World and Egypt)
- List of Importing Countries to U.K from Fresh or Dried Dates
- Imported Quantity and Unit Value
- Competitiveness of Supplying Markets
- Category Growth Performance in U.K
- Tariff Applied



## INTRODUCTION ABOUT FRESH OR DRIED DATES

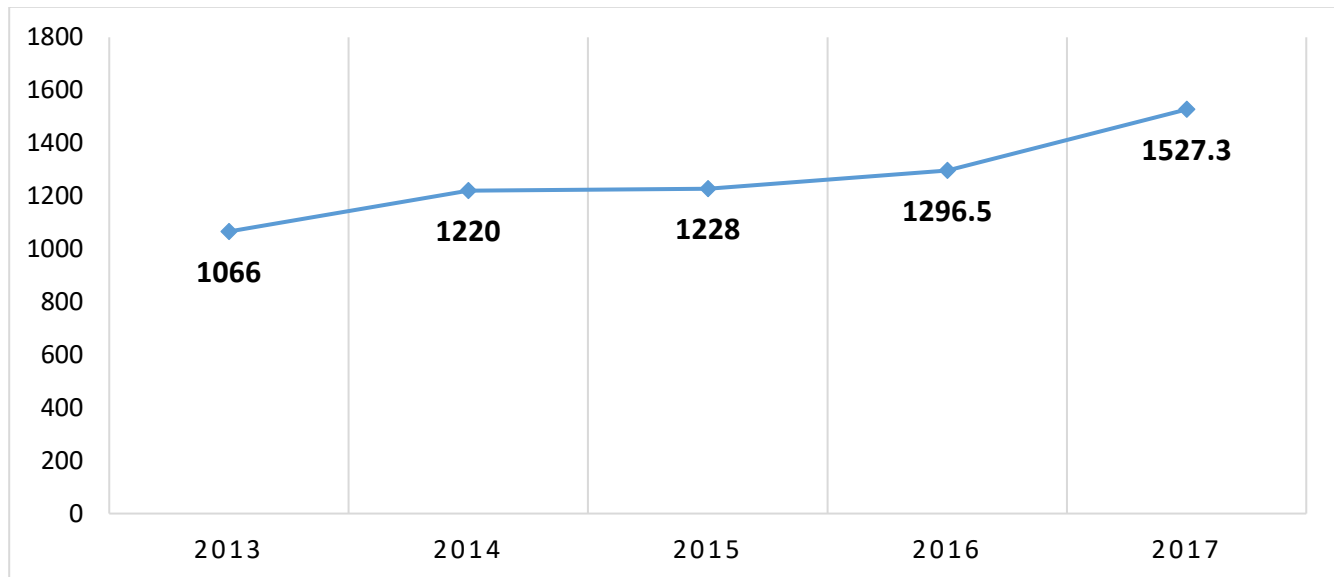
Dates are one of the oldest tree crops from the Middle East, dating back to more than 5000 years ago. The fruit was commonly traded and date palm tree orchards grew throughout the Middle East. Later trading spread the palm trees to Northeast Africa and Eastern Mediterranean regions.

The benefits of dates include relief from constipation, intestinal disorders, heart problems, anemia, diarrhea, abdominal cancer, and many other conditions. Dates also help for a healthy weight gain. They are rich in several vitamins, minerals, and fiber. These delicious fruits contain oil, calcium, sulfur, iron, potassium, phosphorous, manganese, copper and magnesium, which are all beneficial for health.

Egypt is the world leader in date production and cultivation. Each year, this country produces approximately 1,084,529 metric tons of dates. This represents a little over 17% of global date production but only 3% of world exports.

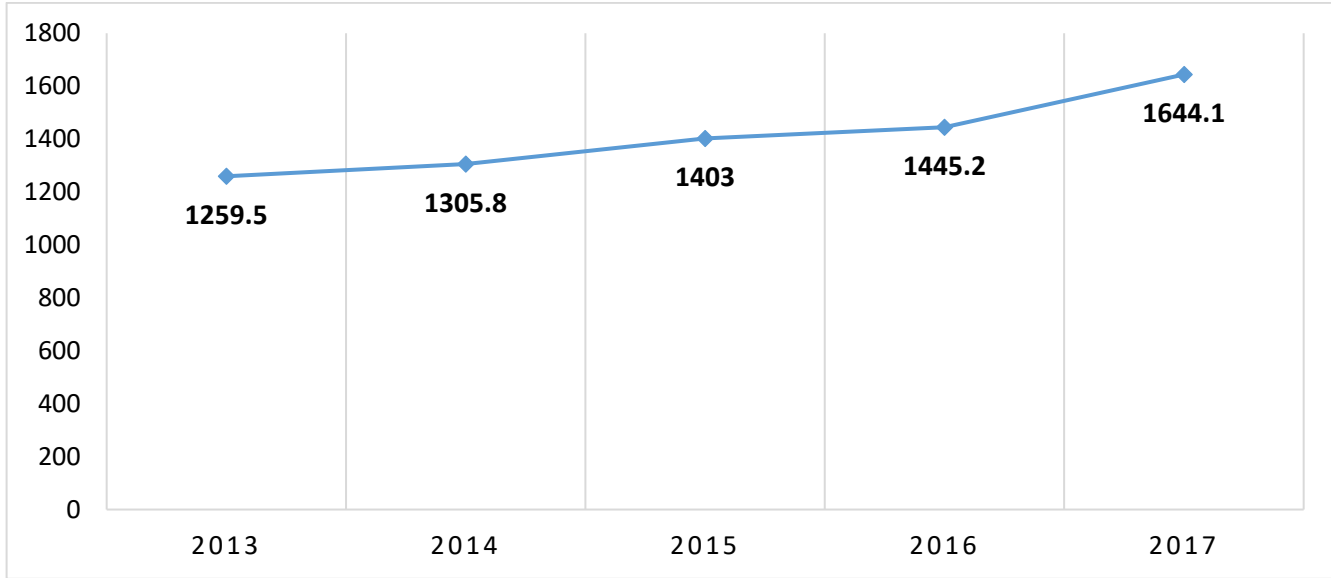
## SECTION (1): WORLD TRADE STATISTICS

**WORLD IMPORTS OF FRESH OR DRIED DATES PRODUCT CATEGORY (HS CODE: 080410)**  
USD Million



Source: ITC - Trade Map

**WORLD EXPORTS OF FRESH OR DRIED DATES PRODUCT CATEGORY (HS CODE: 080410)  
USD MILLION**



Source: ITC - Trade Map

**LIST OF EXPORTING COUNTRIES:**

**TOP EXPORTING COUNTRIES OF FRESH OR DRIED DATES PRODUCT CATEGORY (HS CODE: 080410)  
USD MILLION**

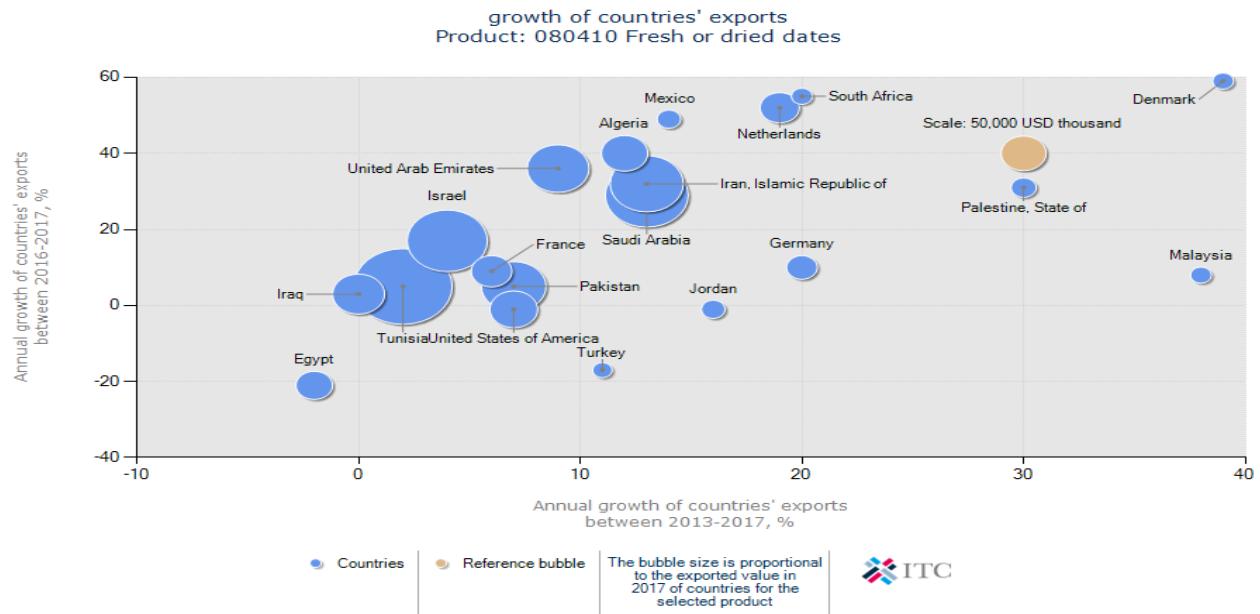
Exporters	2015	2016	2017
<b>WORLD</b>	<b>1403.0</b>	<b>1445.2</b>	<b>1644.1</b>
IRAN, ISLAMIC REPUBLIC OF	233.0	208.5	250.5
TUNISIA	227.0	226.6	230.0
SAUDI ARABIA	136.3	141.6	182.4
ISRAEL	138.7	141.5	181.2
UNITED ARAB EMIRATES	171.9	160.2	167.5
IRAQ	108.3	116.8	146.5
PAKISTAN	83.2	102.6	107.5
UNITED STATES OF AMERICA	54.9	58.7	58.3
ALGERIA	34.8	37.5	52.3
FRANCE	34.5	37.8	41.1

Source: ITC- Trade Map

World exports was amounted be to USD 1644.1 Million in 2017 with a positive change of 13.8 % compared to exports value in 2016. Iran was the biggest exporter shared with 15.2% from world exports.

**ALSO, EGYPT IS ONE OF THE BIGGEST DATE PRODUCERS IT WAS RANKED TO BE THE 12<sup>TH</sup> LARGEST WORLDWIDE EXPORTING COUNTRY THAT SHARED WITH ALMOST 2.0% FROM WORLD EXPORTS IN 2017.**

## GROWTH OF COUNTRIES EXPORTS OF FRESH OR DRIED DATES PRODUCT CATEGORY (HS CODE: 080410)



Source: ITC- Trade Map

### LIST OF IMPORTING COUNTRIES:

#### TOP IMPORTING COUNTRIES OF FRESH OR DRIED DATES CATEGORY (HS CODE: 080410)

USD MILLION

Importers	2015	2016	2017
<b>WORLD</b>	<b>1228.0</b>	<b>1296.5</b>	<b>1527.3</b>
<b>INDIA</b>	188.7	211.1	241.7
<b>UNITED ARAB EMIRATES</b>	114.7	118.8	152.8
<b>MOROCCO</b>	109.8	96.2	115.5
<b>FRANCE</b>	73.6	76.7	88.4
<b>GERMANY</b>	46.5	49.6	58.7
<b>UNITED KINGDOM</b>	52.9	56.1	58.2
<b>MALAYSIA</b>	46.0	42.2	54.1
<b>INDONESIA</b>	29.7	33.0	53.4
<b>TURKEY</b>	20.2	36.5	51.3
<b>UNITED STATES OF AMERICA</b>	60.3	49.7	49.7

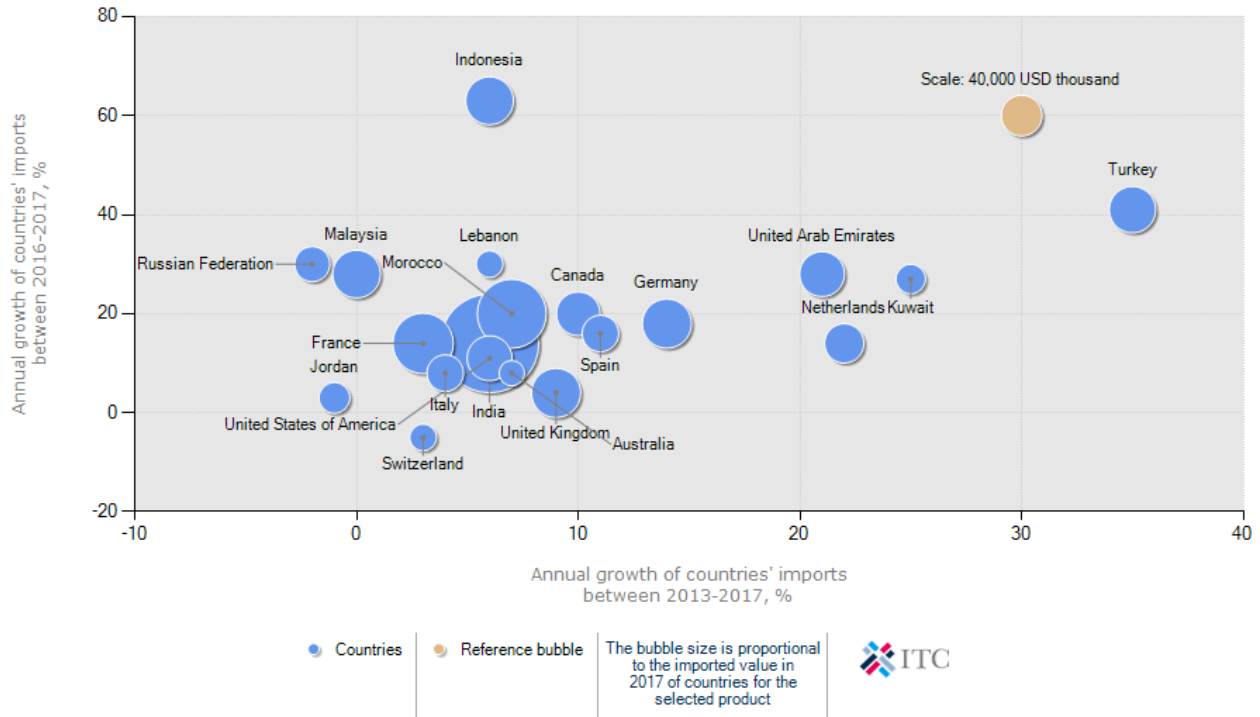
Source: ITC- Trade Map

World imports increased in 2017 to reach USD 1527.3 million with a positive change of 17.8% compared to 2016 imports. India has the highest share of world imports with 15.8%.

**IMPORTS OF EGYPT FROM THIS PRODUCT WAS RANKED TO BE 49<sup>TH</sup> AMONG WORLD COUNTRIES, AND REPRESENTING 0.20% FROM WORLDWIDE IMPORTS IN 2017.**

### GROWTH OF COUNTRIES IMPORTS FOR FRESH OR DRIED DATES CATEGORY (HS CODE: 080410)

growth of countries' imports  
 Product: 080410 Fresh or dried dates

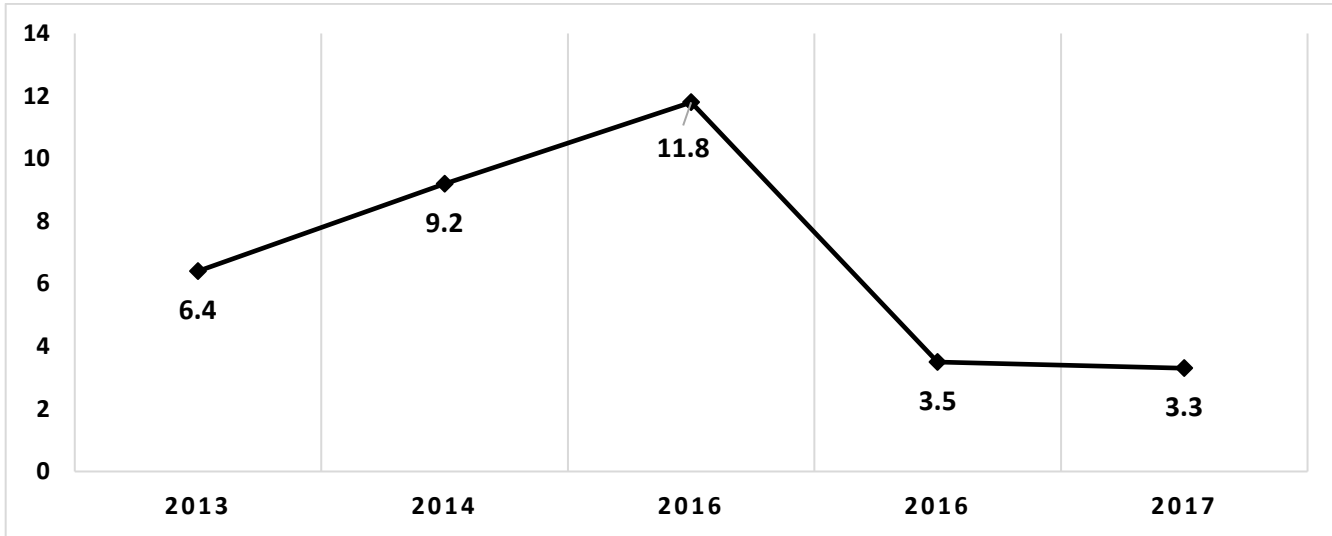


Source: ITC- Trade Map

**SECTION (2): EGYPT'S TRADE STATISTICS FOR FRESH OR DRIED DATES CATEGORY (HS CODE: 080410)**

**EGYPTIAN IMPORTS OF FRESH OR DRIED DATES CATEGORY (HS CODE: 080410)**

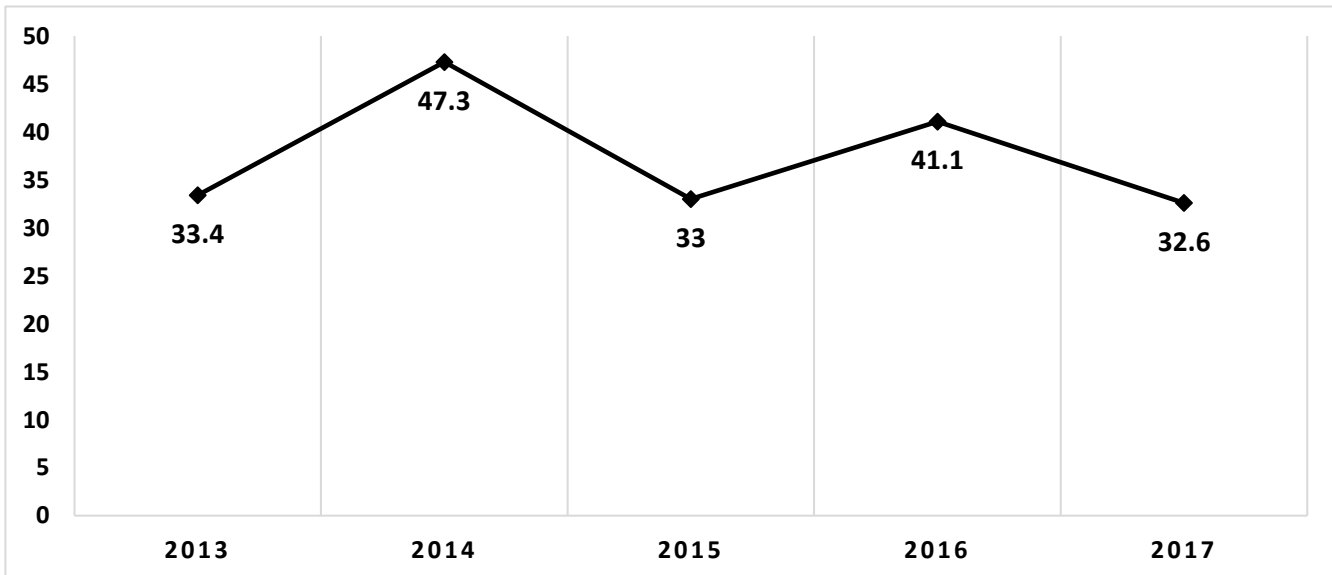
USD MILLION



Source: ITC- Trade Map

**EGYPT EXPORTS OF FRESH OR DRIED DATES CATEGORY (HS CODE: 080410)**

USD MILLION



Source: ITC- Trade Map

**EGYPT REALIZED AN EXTENSIVE POSITIVE TRADE BALANCE FOR PRODUCT FRESH OR DRIED DATES (HS CODE 080410) DURING 2013-2017**

**EGYPTIAN EXPORTS OF FRESH OR DRIED DATES PRODUCT CATEGORY (HS CODE: 080410)  
BY IMPORTING COUNTRIES  
(USD MILLION)**

Importers	2015	2016	2017
<b>WORLD</b>	<b>33</b>	<b>41.1</b>	<b>32.6</b>
INDONESIA	9.8	6.6	14.2
MOROCCO	16.1	26.2	11.5
MALAYSIA	3.8	3.7	2.5
THAILAND	0.1	0.4	0.6
VIET NAM	0.2	0.4	0.3
SRI LANKA	0	0.3	0.3
JORDAN	0.1	0.9	0.3
GERMANY	0.3	0.4	0.2
INDIA	0.1	0.08	0.2
SINGAPORE	0.1	0.1	0.2

Source: ITC- Trade Map

**EGYPTIAN IMPORTS OF FRESH OR DRIED DATES PRODUCT CATEGORY (HS CODE: 080410)  
BY EXPORTING COUNTRIES  
(USD MILLION)**

Exporters	2015	2016	2017
<b>WORLD</b>	<b>11.8</b>	<b>3.5</b>	<b>3.3</b>
SAUDI ARABIA	4.2	1.9	1.8
IRAQ	5.3	0.8	1.2
JORDAN	0.3	0.2	0.1

Source: ITC- Trade Map



### SECTION (3): EXPORTS POTENTIAL AND TARGET MARKETS FOR FRESH OR DRIED DATES (HS CODE: 080410)

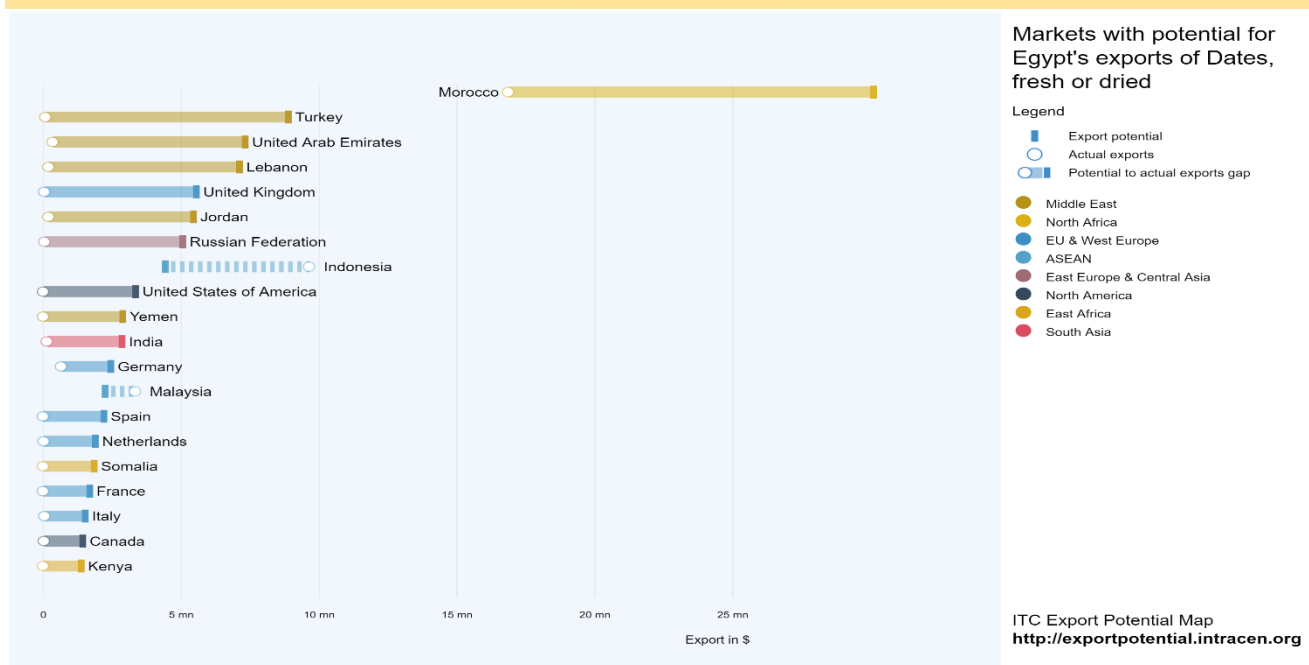
#### METHODOLOGY:

#### 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 FRESH OR DRIED DATES PRODUCT CATEGORY (HS CODE: 080410)



Source: ITC - Export Potential Map

The markets with greatest potential for Egyptian exports of (HS Code: 080410) FRESH OR DRIED DATES are **Morocco, Turkey and United Arab Emirates** followed by **Lebanon, United Kingdom and Jordan**. Morocco shows the largest absolute difference between potential and actual exports in value terms, leaving room to realize additional exports worth \$16.9 million. **The next section will focus on profiling the target market (s) in details.**

## SECTION (4): TARGET MARKET PROFILE - UNITED KINGDOM (U.K)



- **Country:** United Kingdom
- **Capital:** London
- **Total Area:** 243,610 km<sup>2</sup>
- **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
- **Administrative divisions:** 27 two-tier counties, 32 London boroughs and 1 City of London or Greater London, 36 metropolitan districts, 56 unitary authorities
- **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

### POLITICAL OVERVIEW:

The United Kingdom (UK) consists of England, Wales, Scotland (who together make up Great Britain) and Northern Ireland. The UK's geography is varied, and includes cliffs along some coastlines, highlands and lowlands and many islands off the coast of Scotland.

The United Kingdom is a constitutional monarchy and parliamentary democracy. The main chamber of parliament is the lower house, the House of Commons, which has 646 members elected by universal suffrage. About 700 people are eligible to sit in the upper house, the House of Lords, including life peers, hereditary peers, and bishops. There is a Scottish parliament in Edinburgh with wide-ranging local powers, and a Welsh Assembly in Cardiff which has more limited authority for Welsh affairs but can legislate in some areas.

Source: World Bank

### ECONOMIC OVERVIEW:

The UK, a leading trading power and financial center, is the third largest economy in Europe after Germany and France. Agriculture is intensive, highly mechanized, and efficient by European standards, producing about 60% of food needs with less than 2% of the labor force. The UK has large coal, natural gas, and oil resources, but its oil and natural gas reserves are declining; the UK has been a net importer of energy since 2005. Services, particularly

banking, insurance, and business services, are key drivers of British GDP growth. Manufacturing, meanwhile, has declined in importance but still accounts for about 10% of economic output.

In 2008, the global financial crisis hit the economy particularly hard, due to the importance of its financial sector. Falling home prices, high consumer debt, and the global economic slowdown compounded the UK's economic problems, pushing the economy into recession in the latter half of 2008 and prompting the then BROWN (Labor) government to implement a number of measures to stimulate the economy and stabilize the financial markets. Facing burgeoning public deficits and debt levels, in 2010 the then CAMERON-led coalition government (between Conservatives and Liberal Democrats) initiated an austerity program, which has continued under the Conservative government. However, the deficit still remains one of the highest in the G7, standing at 3.6% of GDP as of 2017, and the UK has pledged to lower its corporation tax from 20% to 17% by 2020. The UK had a debt burden of 90.4% GDP at the end of 2017.

The UK's economy has begun to slow since the referendum vote to leave the EU in June 2016. A sustained depreciation of the British pound has increased consumer and producer prices, weighing on consumer spending without spurring a meaningful increase in exports. The UK has an extensive trade relationship with other EU members through its single market membership and economic observers have warned the exit will jeopardize its position as the central location for European financial services. Prime Minister MAY is seeking a new "deep and special" trade relationship with the EU following the UK's exit. However, economists doubt that the UK will be able to preserve the benefits of EU membership without the obligations

Source: World Bank

#### ECONOMIC INDICATORS:

INDICATORS	2010	2017
GNI per capita, PPP (current international \$)	36,170	41,560
GDP (current US\$) (billions)	2,441.17	2,622.43
GDP growth (annual %)	1.7	1.8
Inflation, GDP deflator (annual %)	1.6	2.0
Agriculture, value added (% of GDP)	1	1
Industry, value added (% of GDP)	18	19
Exports of goods and services (% of GDP)	28	31
Imports of goods and services (% of GDP)	31	32
Foreign direct investment, net inflows (BoP, current US\$) (millions)	66,735	64,685

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.

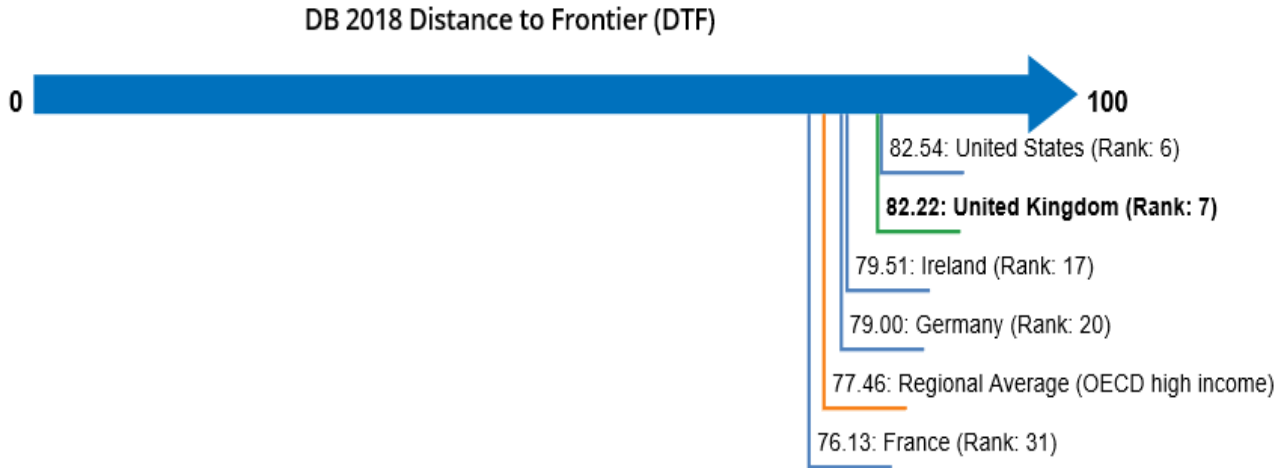
Customs duty is assessed on the fair market value of imported goods at the time they are landed in the UK. Import prices for products entering the UK from non-EU states generally consist of: Cost, Insurance, Freight and Duty, with VAT of 20% levied on the aggregate value.

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: [www.export.gov](http://www.export.gov)

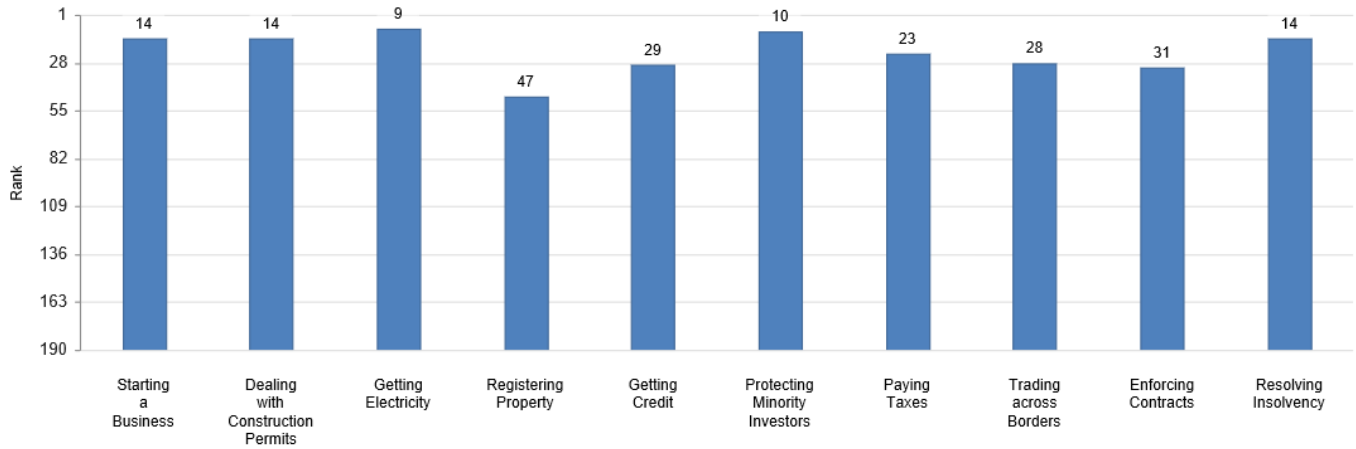
**UNITED KINGDOM IN DOING BUSINESS REPORT:**

**STARTING A BUSINESS IN UNITED KINGDOM AND COMPARATOR ECONOMIES BASED ON DOING BUSINESS REPORT 2018:**



Source: Doing Business Report 2018

**RANKINGS ON DOING BUSINESS TOPICS – UNITED KINGDOM**



Source: Doing Business Report 2018

## UNITED KINGDOM – COUNTRY TRADE STATISTICS:

TRADE STATISTICS BETWEEN UNITED KINGDOM AND WORLD	
<b>TOTAL IMPORTS</b>	USD 641 Billion
<b>TOTAL EXPORTS</b>	USD 444 Billion
<b>MAIN EXPORTING COUNTRIES TO UNITED KINGDOM</b>	Germany 13.9%, China 9.3%, US 9.2%, Netherland 8.1%, France 5.6%,
<b>MAIN EXPORTS COMMODITIES</b>	Machinery and electrical equipment, Vehicles mineral fuels and oils, pharmaceutical products
<b>MAIN IMPORTING COUNTRIES FROM UNITED KINGDOM</b>	US 13.3%, Germany 10.5%, France 7.4% and Netherland 6.2 %, Ireland 5.6%
<b>MAIN IMPORTS COMMODITIES</b>	Machinery and electrical equipment, Vehicles, Electrical Machinery and Mineral fuels

Source: ITC- Trade Map

TRADE STATISTICS BETWEEN UNITED KINGDOM AND EGYPT	
<b>UNITED KINGDOM EXPORTS TO EGYPT</b>	USD 1593 Million
<b>MAIN EXPORTING PRODUCTS TO EGYPT</b>	Iron & Steel, Machinery, Electrical machinery, Mineral fuels, Sugars
<b>UNITED KINGDOM IMPORTS FROM EGYPT</b>	USD 1089 Million
<b>MAIN IMPORTING PRODUCTS FROM EGYPT</b>	Electrical machinery, Mineral fuels, Edible fruit, Articles of apparel, Plastics
<b>TRADE BALANCE BETWEEN UNITED KINGDOM AND EGYPT</b>	Positive Towards United Kingdom with USD 504 Million

Source: ITC- Trade Map

## UNITED KINGDOM – PROUCT TRADE STATISTICS

United Kingdom's imports represent 3.8% of world imports for this subject product, its ranking in world imports is 6<sup>th</sup>.

### IMPORTS OF UNITED KINGDOM FROM FRESH OR DRIED DATES PRODUCT CATEGORY (HS CODE: 080410) BY SUPPLYING COUNTRIES

EXPORTERS	VALUE IMPORTED IN 2017 (USD MILLION)	SHARE IN UNITED KINGDOM 'S IMPORTS (%)	GROWTH IN IMPORTED VALUE BETWEEN 2013-2017 (%)	GROWTH IN IMPORTED VALUE BETWEEN 2016-2017 (%)
WORLD	58,1	100	9	4
ISRAEL	15,5	26.8	10	1
PAKISTAN	8,0	13.8	13	88
UNITED STATES OF AMERICA	5,3	9.2	56	-12
TUNISIA	4,8	8.4	2	-18
SAUDI ARABIA	3,7	6.5	11	86
FRANCE	3,6	6.3	-7	14
IRAN	3,6	6.3	-1	-34
PALESTINE	2,9	5.1	26	1
UNITED ARAB EMIRATES	1,7	3	4	2
NETHERLANDS	1,1	1.9	9	-17

Source: ITC Trade Map

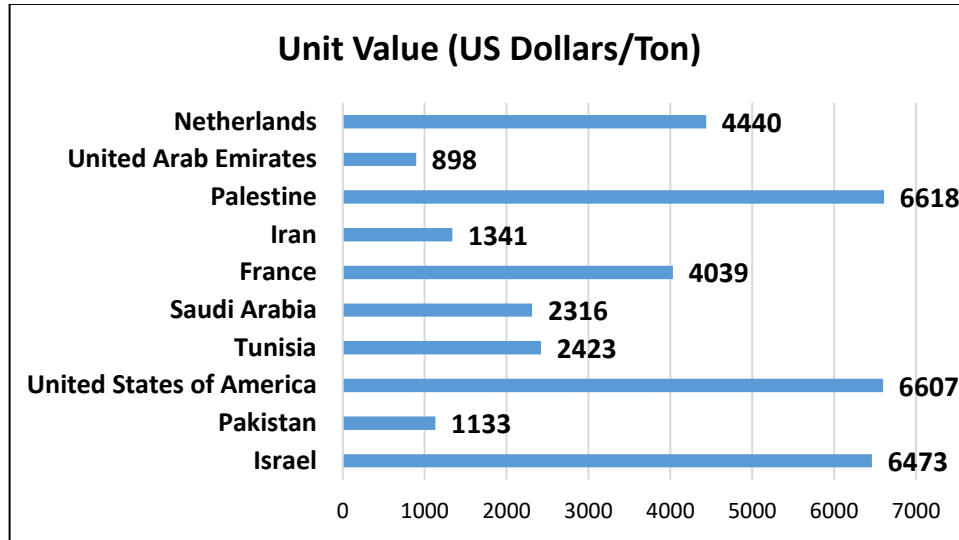
### QUANTITY IMPORTED BY UNITED KINGDOM FROM FRESH OR DRIED DATES PRODUCT CATEGORY (HS CODE: 080410)

EXPORTERS	QUANTITY IMPORTED IN 2017	QUANTITY UNIT	GROWTH IN IMPORTED QUANTITY BETWEEN 2013-2017 (% , P.A.)
WORLD	21,951	Tons	7
ISRAEL	2,410	Tons	7
PAKISTAN	7,115	Tons	13
UNITED STATES OF AMERICA	812	Tons	57
TUNISIA	2,008	Tons	8
SAUDI ARABIA	1,622	Tons	11
FRANCE	906	Tons	-11
IRAN, ISLAMIC REPUBLIC OF	2,727	Tons	-3
PALESTINE, STATE OF	450	Tons	22
UNITED ARAB EMIRATES	1,921	Tons	13
NETHERLANDS	250	Tons	4

Source: ITC Trade Map

Israel is the 1<sup>st</sup> supplier of subject product to United Kingdom with a value of USD 15.5 million and quantity of 2410 tons

**UNIT VALUE FOR THE IMPORTS OF UNITED KINGDOM  
 FROM FRESH OR DRIED DATES PRODUCT CATEGORY (HS CODE: 080410)**



Source: ITC - Trade Map

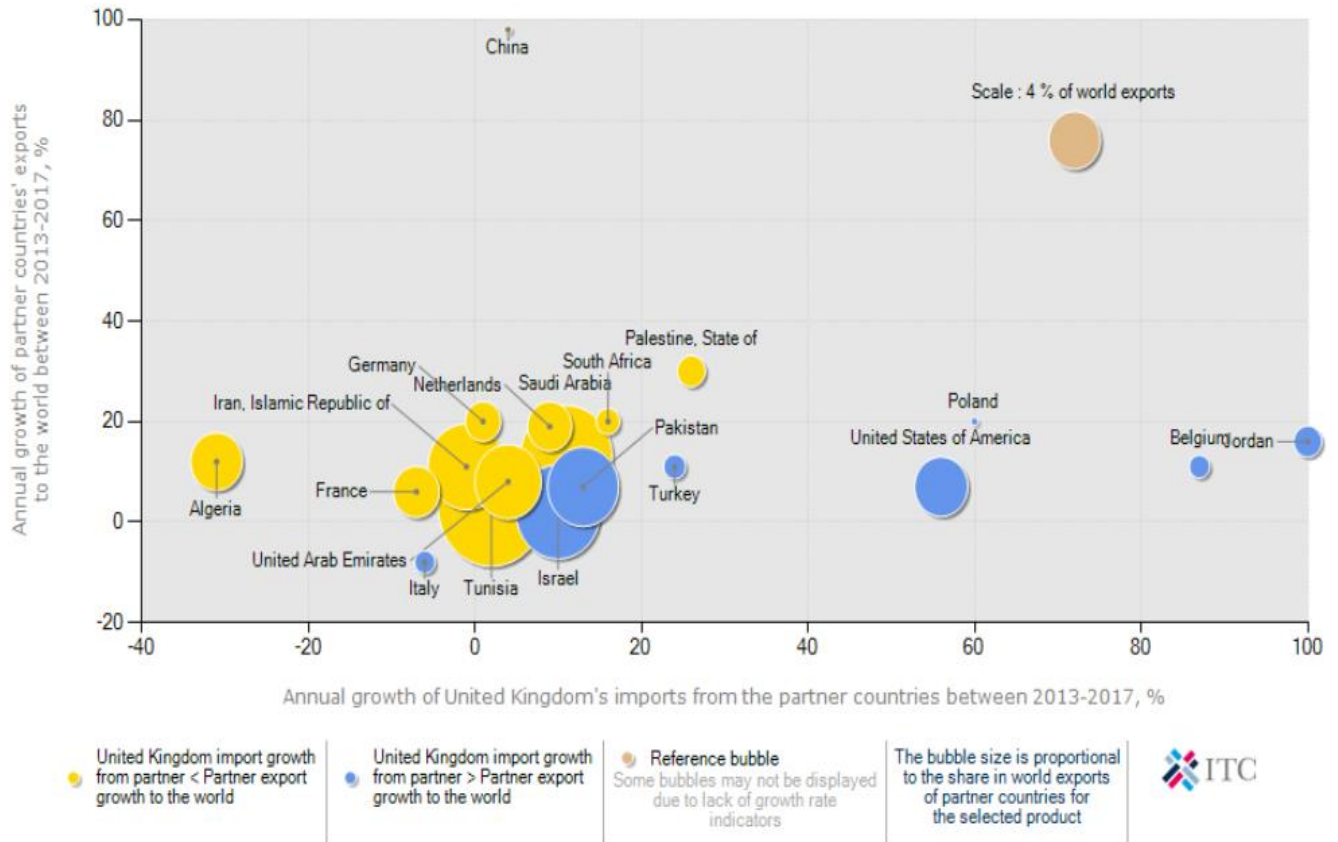
Egypt is the 23<sup>rd</sup> supplier of the subject product (HS Code: 080410) to United Kingdom with a value of USD 68 thousand and a quantity of 23 tons. United Kingdom's imports from Egypt for this product showed a growth rate in value of 183 % last year and declination in quantity with a rate of 16% between 2013 and 2017.

The unit value of the product Exported from Egypt to Morocco is 2957 US Dollars / ton which gives Egypt a comparative advantage, as it is less than five of United Kingdom's top 10 suppliers.



## COMPETITIVENESS OF SUPPLYING MARKETS:

Competitiveness of supplying countries for a product imported by United Kingdom in 2017  
 Product : 080410 Fresh or dried dates



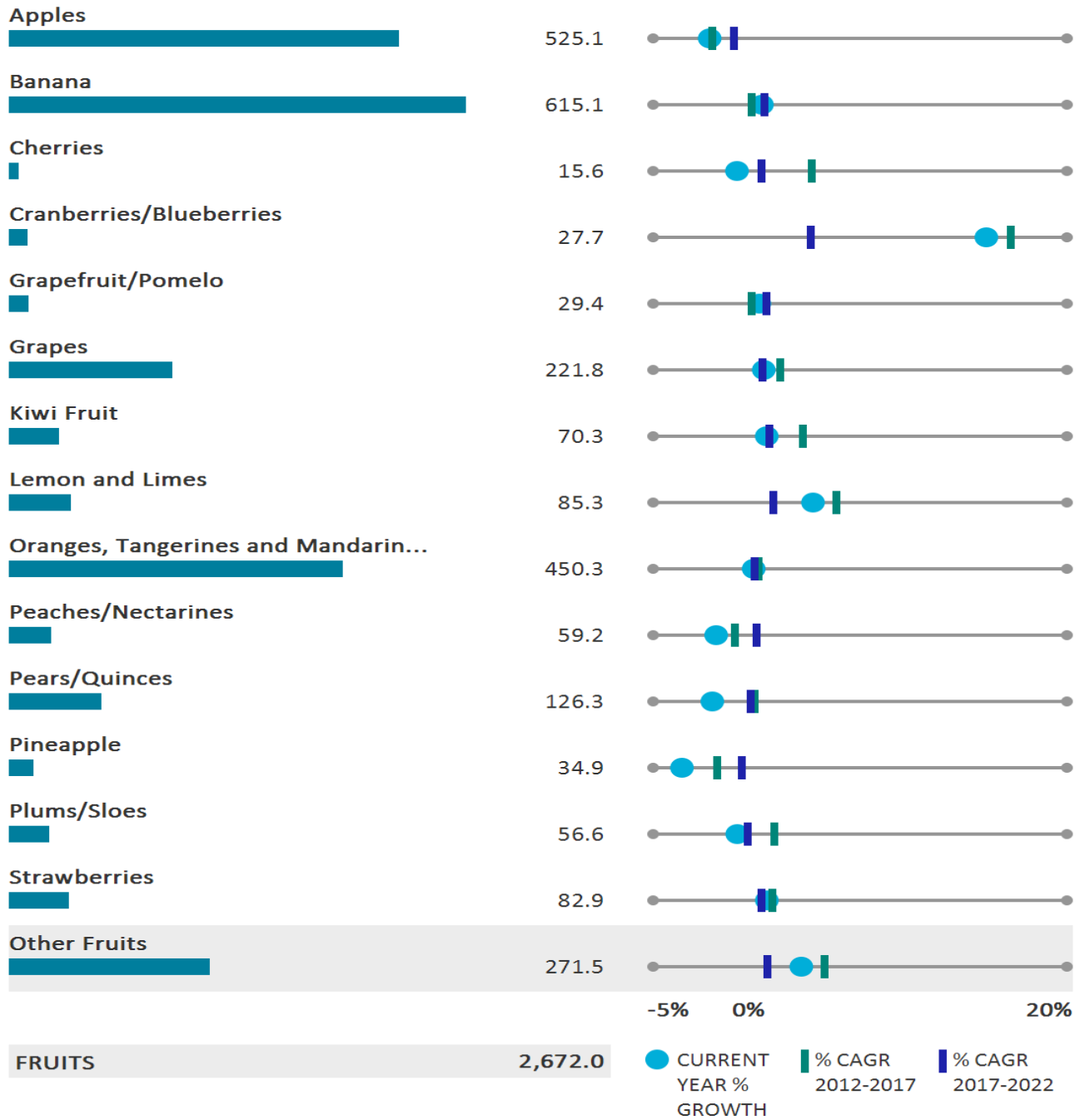
Source: ITC – Trade Map

**CATEGORY GROWTH PERFORMANCE IN U.K:**

**Sales of Fruits in United Kingdom by Category**

Total Volume - '000 tonnes - 2017

Growth Performance



Source: Euromonitor international

**AVERAGE TARIFF APPLIED BY MOROCCO ON IMPORTS OF PRODUCT 080410 FRESH OR DRIED DATES:**

EXPORTERS	VALUE IMPORTED IN 2017 (US\$ MILLION)	AVERAGE TARIFF (ESTIMATED) APPLIED BY UNITED KINGDOM (%)
ISRAEL	15,5	0
PAKISTAN	8,0	0
UNITED STATES OF AMERICA	5,3	7.7
TUNISIA	4,8	5.1
SAUDI ARABIA	3,7	7.7
FRANCE	3,6	0
IRAN	3,6	7.7
PALESTINE	2,9	0
UNITED ARAB EMIRATES	1,7	7.7
NETHERLANDS	1,1	0

Source: ITC – Trade Map

According to Preferential tariff Egypt enjoys 0% tariff due to EU Trade Agreement, The MFN duties applied on Egypt regardless the trade agreement is 7.7%

PRODUCT	PRODUCT DESCRIPTION	TARIFF REGIME	APPLIED TARIFF (AS REPORTED)	APPLIED TARIFF (CONVERTED)	TOTAL AD VALOREM EQUIVALENT TARIFF
0804100030	Fresh or dried dates : Dates, fresh or dried, for use in the manufacture (excluding packing) of products of drink or food industries	MFN duties (Applied)	0.077	0.077	0.077
0804100091	Fresh or dried dates : Other : In immediate containers of a net capacity not exceeding 35  kg	MFN duties (Applied)	0.077	0.077	0.077
0804100099	Fresh or dried dates : Other	MFN duties (Applied)	0.077	0.077	0.077
0804100030	Fresh or dried dates : Dates, fresh or dried, for use in the manufacture (excluding packing) of products of drink or food industries	Preferential tariff for Egypt	0	0	0
0804100091	Fresh or dried dates : Other : In immediate containers of a net capacity not exceeding 35  kg	Preferential tariff for Egypt	0	0	0
0804100099	Fresh or dried dates : Other	Preferential tariff for Egypt	0	0	0

Source: ITC Market Access Map Data

## SOURCES:

- ITC, Trade Map Data accessed at 31/12/2018
- ITC, Market Access Map Data
- ITC, Export Potential Map Data
- ITC, Standards Map
- World Bank Economic Indicators
- CIA World Fact Book
- Trade Help Desk
- Export.gov
- Euromonitor International



هيئة تنمية الصادرات  
Export Development Authority



Ministry of Trade & Industry  
وزارة التجارة والصناعة

---

**EXPORT DEVELOPMENT AUTHORITY (EDA)**  
**FOR MORE MARKET STUDIES AND COUNTRY PROFILES**  
**PLEASE VISIT [WWW.EXPOEGYPT.GOV.EG](http://WWW.EXPOEGYPT.GOV.EG)**