



EGYPTIAN POTENTIAL EXPORTS AND TAREGT MARKETS OVERVIEW

PRODUCT CATEGORY: OLIVES, PROVISIONALLY PRESERVED
HS CODE: 071120

TARGET MARKETS:
ITALY

DEVELOPED BY:
EXPORT DEVELOPMENT AUTHORITY (EDA)

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INTRODUCTION ABOUT OLIVES, PROVISIONALLY PRESERVED

The olive tree, *Olea europaea*, is an evergreen tree or shrub native to the Mediterranean, Asia, and Africa. It is short and squat, and rarely exceeds 8–15 m (26–49 ft) in height. 'Pisciottana', a unique variety comprising 40,000 trees found only in the area around Pisciotta in the Campania region of southern Italy often exceeds this, with correspondingly large trunk diameters. The silvery green leaves are oblong, measuring 4–10 cm (1.6–3.9 in) long and 1–3 cm (0.39–1.18 in) wide. The trunk is typically gnarled and twisted.^[11]

The small, white, feathery flowers, with ten-cleft calyx and corolla, two stamens, and bifid stigma, are borne generally on the previous year's wood, in racemes springing from the axils of the leaves.

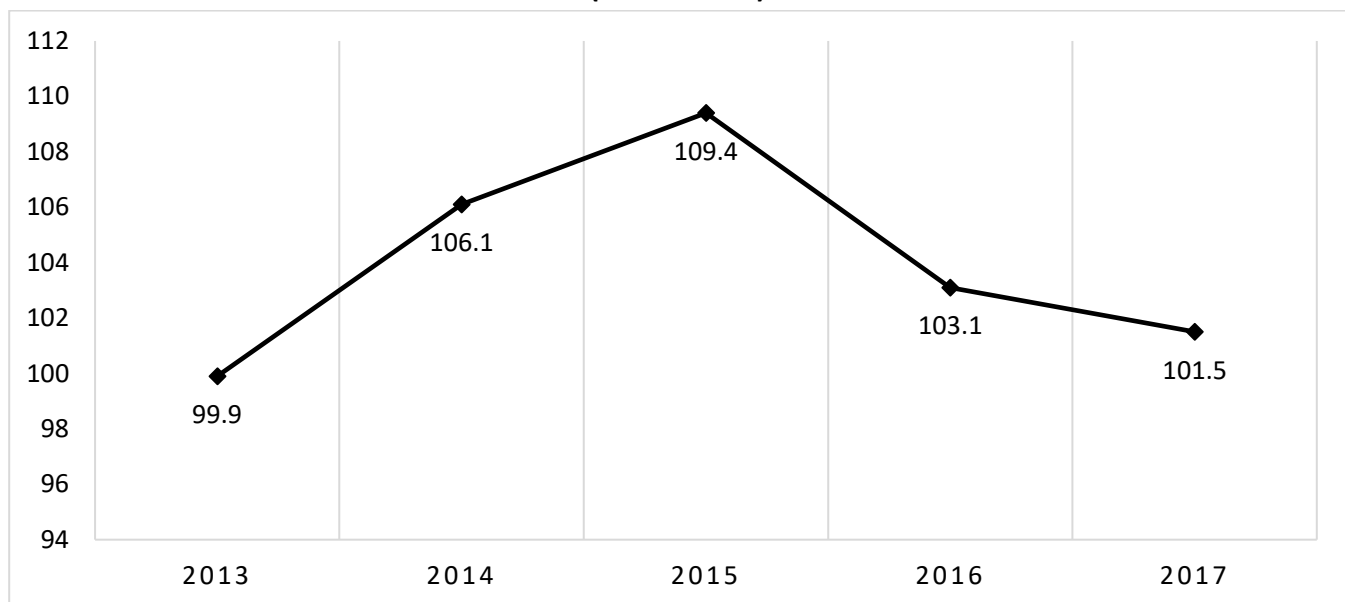
The fruit is a small drupe 1–2.5 cm (0.39–0.98 in) long, thinner-fleshed and smaller in wild plants than in orchard cultivars. Olives are harvested in the green to purple stage.^[12] Canned black olives have often been artificially blackened^[13] (see below on processing) and may contain the chemical ferrous gluconate to improve the appearance.^[14] *Olea europaea* contains a seed commonly referred to in American English as a pit or a rock, and in British English as a stone

Olives have a significant economic value, the world production from olive oil in 2016/2017 was more than 2.5 million tons.

For Egypt, Olives has very important economic yield. Egypt is ranked no. 8 among world producers with an amount of 563 Thousand tons. The Egyptian production from olive oil in 2016/2017 was 20 thousand tons.

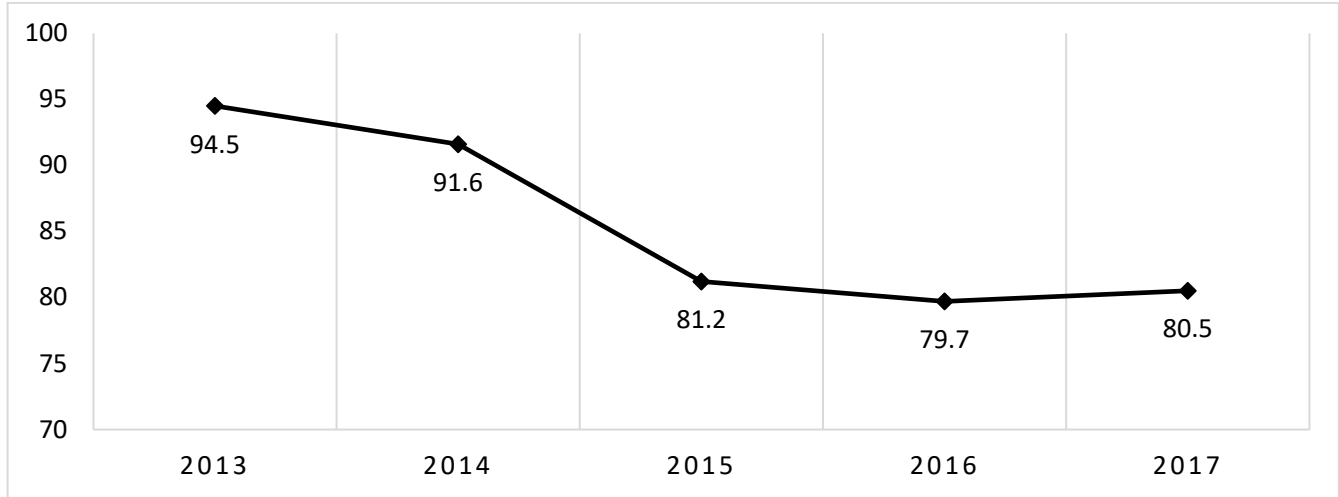
SECTION (1): WORLD TRADE STATISTICS

WORLD IMPORTS OF OLIVES, PROVISIONALLY PRESERVED PRODUCT CATEGORY (HS CODE: 071120) (USD Million)



Source: ITC - Trade Map

**WORLD EXPORTS OF OLIVES, PROVISIONALLY PRESERVED PRODUCT CATEGORY (HS CODE: 071120)
(USD MILLION)**



Source: ITC - Trade Map

LIST OF EXPORTING COUNTRIES:

**TOP EXPORTING COUNTRIES OF OLIVES, PROVISIONALLY PRESERVED PRODUCT CATEGORY
(HS CODE: 071120)
USD MILLION**

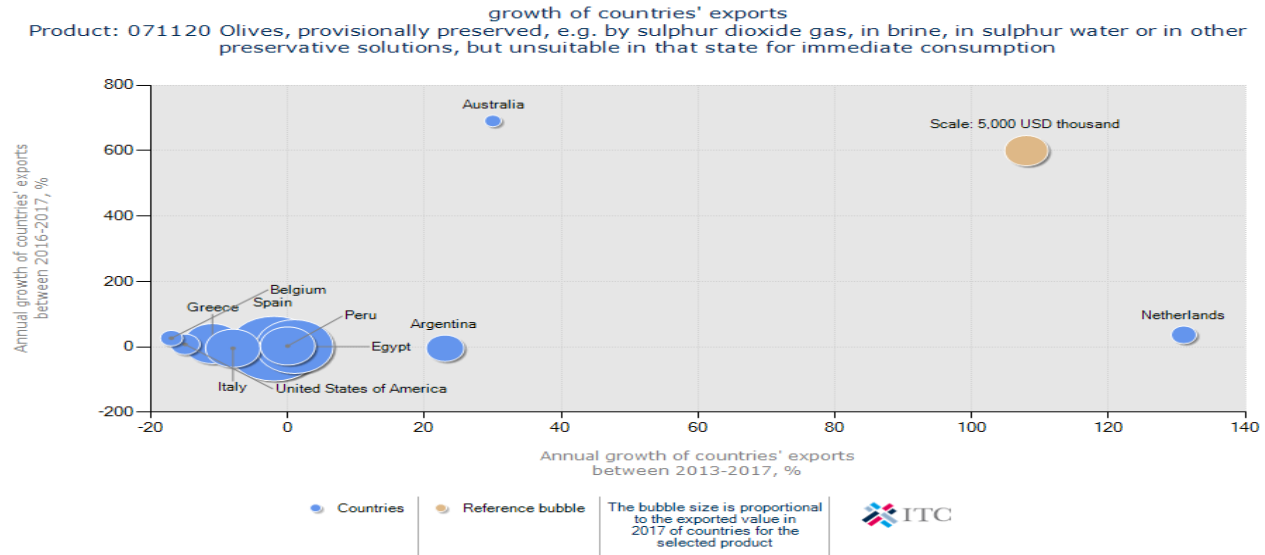
Exporters	2015	2016	2017
World	81.2	79.7	80.5
Spain	30.9	26.3	25.1
Egypt	8.3	16.5	16.7
Greece	12.4	8.4	9.2
Italy	10	8.7	8.3
Peru	9.1	7.9	8.2
Argentina	4	3.8	3.7
United States of America	2	2.1	2.3
Netherlands	0.05	1.1	1.5
Belgium	0.7	0.9	1.2
Australia	0.02	0.07	0.6

Source: ITC- Trade Map

World exports was amounted be to USD 80.5 Million in 2017 with growth rate that reached 0.9% compared to exports value in 2016. Spain was the biggest exporter shared with 31.2% from world exports, while Egypt was the second exporter country with a value of USD 16.7 Million in 2017.

EGYPT WAS RANKED TO BE THE 2ND LARGEST WORLDWIDE EXPORTING COUNTRY THAT SHARED WITH ALMOST 20.9% FROM WORLD EXPORTS IN 2017.

GROWTH OF COUNTRIES EXPORTS OF OLIVES, PROVISIONALLY PRESERVED PRODUCT CATEGORY (HS CODE: 071120)



Source: ITC- Trade Map

LIST OF IMPORTING COUNTRIES:

TOP IMPORTING COUNTRIES OF OLIVES, PROVISIONALLY PRESERVED PRODUCT CATEGORY (HS CODE: 071120) USD MILLION

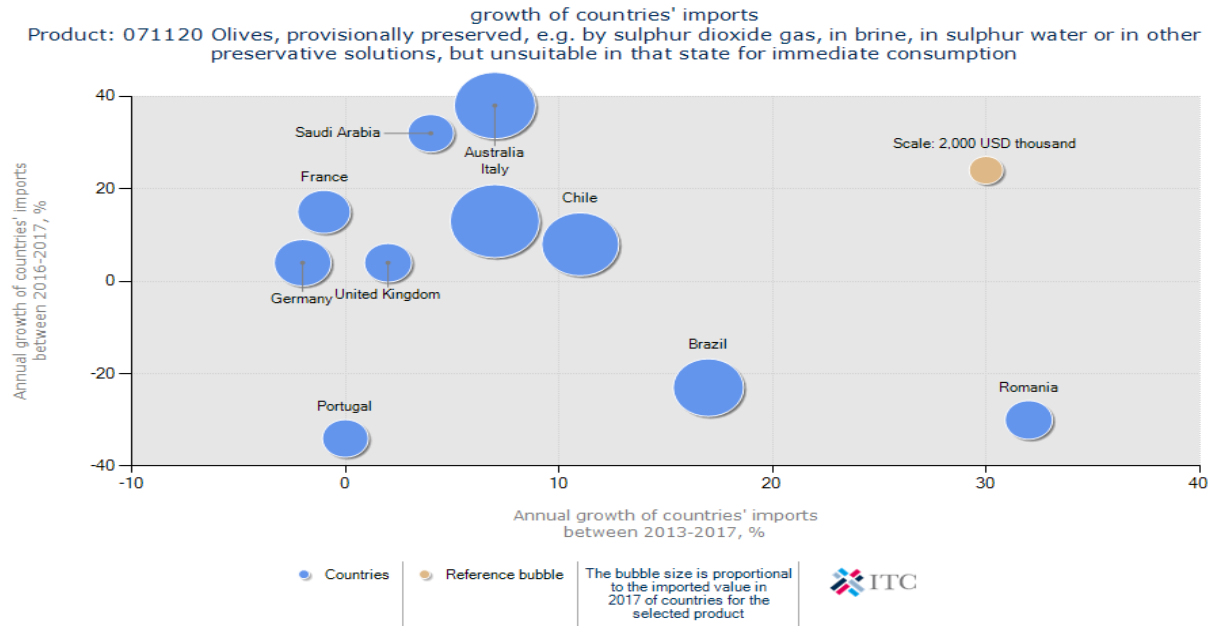
Importers	2015	2016	2017
World	109.4	103.1	101.5
Italy	11.4	11.9	13.5
Australia	7.9	8	11.1
Chile	8.1	9.1	9.9
Brazil	12.7	10.9	8.4
Germany	7	5.3	5.5
France	4.1	4.1	4.7
United Kingdom	2.8	3.6	3.8
Romania	2.5	5.3	3.7
Saudi Arabia	2.3	2.7	3.6
Portugal	4.9	5.5	3.6

Source: ITC- Trade Map

World imports decreased in 2017 to reach USD 101.5 million with a declination of 1.5% compared to 2016 imports. ITALY has the highest share of world imports with 13.3%.

Egypt is self-sufficient in this product

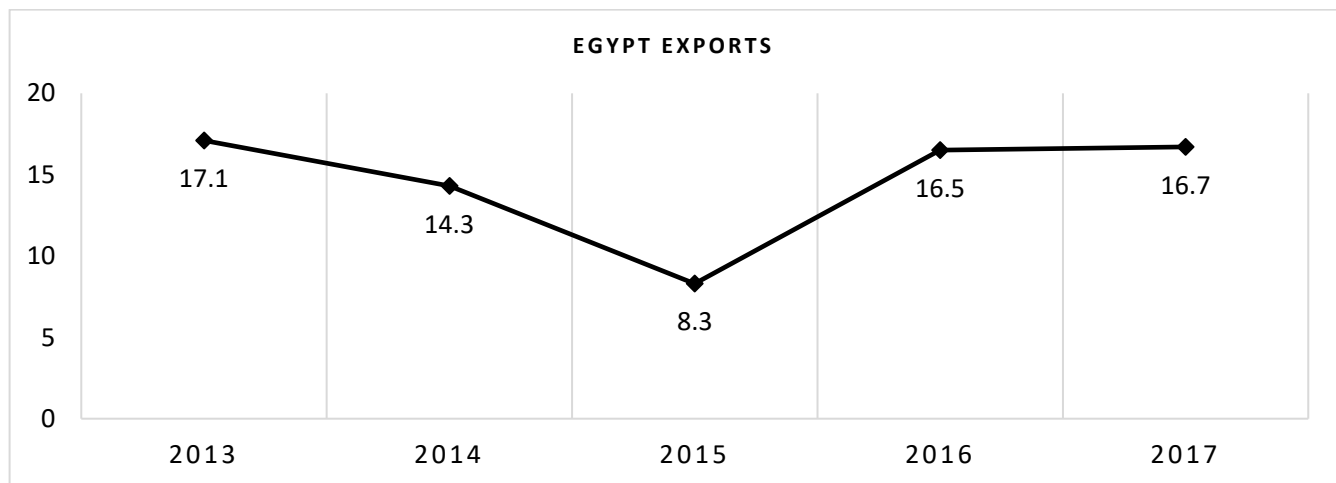
GROWTH OF COUNTRIES IMPORTS FOR OLIVES, PROVISIONALLY PRESERVED PRODUCT CATEGORY (HS CODE: 071120)



Source: ITC- Trade Map

SECTION (2): EGYPT'S TRADE STATISTICS FOR OLIVES, PROVISIONALLY PRESERVED (HS CODE: 071120)

EGYPT EXPORTS OF OLIVES, PROVISIONALLY PRESERVED PRODUCT CATEGORY (HS CODE: 071120) USD MILLION



Source: ITC- Trade Map

EGYPT REALIZED AN EXTENSIVE POSITIVE TRADE BALANCE FOR PRODUCT OLIVES, PROVISIONALLY PRESERVED (HS CODE 960710) DURING 2013-2017

**EGYPTIAN EXPORTS OF OLIVES, PROVISIONALLY PRESERVED PRODUCT CATEGORY
(HS CODE: 071120) BY IMPORTING COUNTRIES
(USD MILLION)**

Importers	2015	2016	2017
World	8.3	16.5	16.7
Brazil	0.7	1.7	3.5
Israel	0.1	0.9	2.2
Greece	0	1.1	1.3
Spain	0.5	1.4	1.1
Palestine, State of	0.7	1.4	1
Kuwait	0.9	0.6	0.9
Algeria	0.9	2.5	0.9
Jordan	0.8	0.4	0.7
Iraq	0.7	0.9	0.6
Italy	0.4	0.9	0.6

Source: ITC- Trade Map

**SECTION (3): EXPORTS POTENTIAL AND TARGET MARKETS FOR OLIVES, PROVISIONALLY PRESERVED
(HS CODE: 071120)**

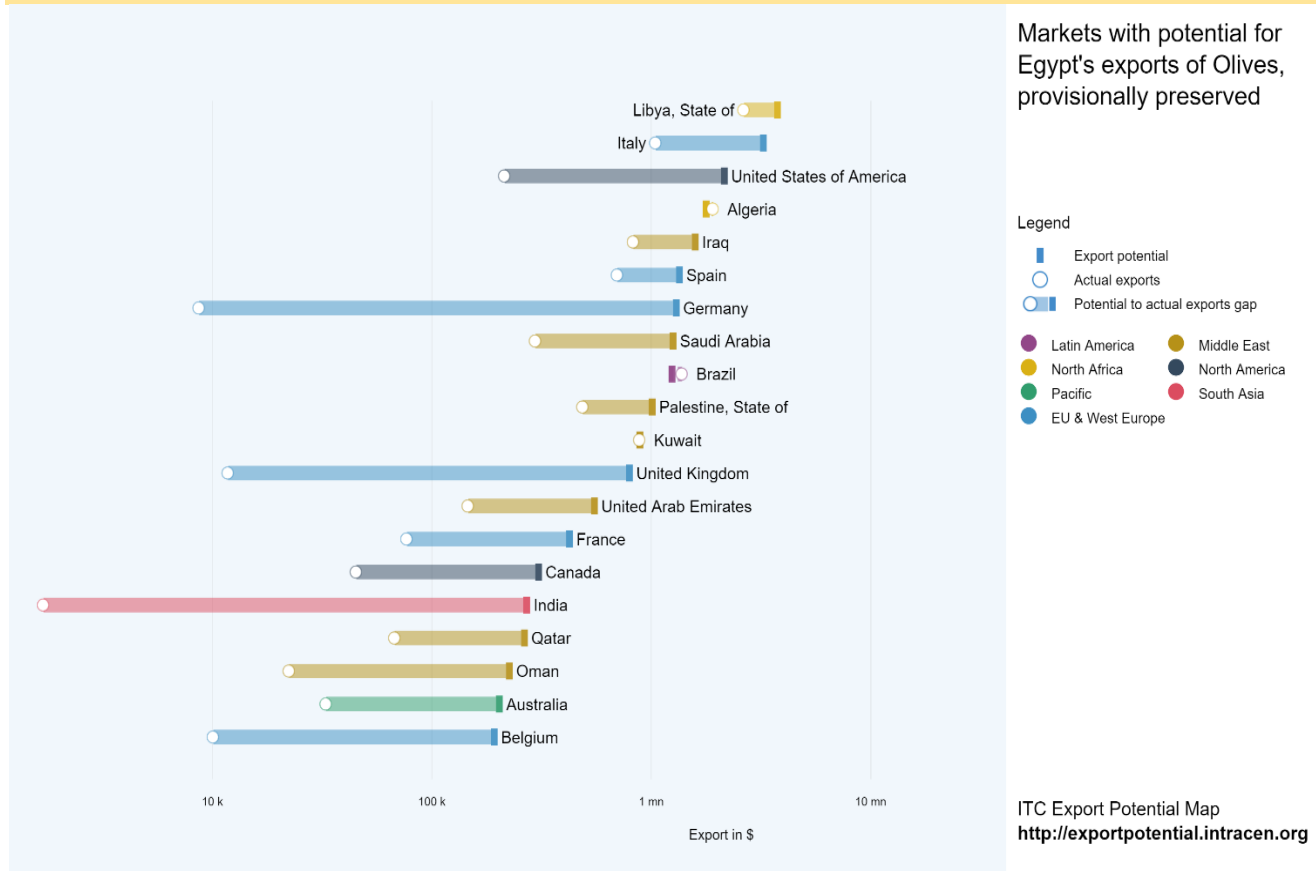
METHODOLOGY:

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 OLIVES, PROVISIONALLY PRESERVED PRODUCT CATEGORY (HS CODE: 071120)



Source: ITC - Export Potential Map

The markets with greatest potential for Egyptian exports of (HS Code: 071120) Olives Provisionally preserved are **Libya, Italy** and **United States of America** followed by **Algeria, Iraq** and **Spain**. Italy shows the largest absolute difference between potential and actual exports in value terms, leaving room to realize additional exports worth \$2 million. The next section will focus on profiling the target market (s) in details.

SECTION (4): TARGET MARKET PROFILE - ITALY

COUNTRY OVERVIEW

- **Country:** ITALY
- **Capital:** Rome
- **Total Area:** 301,340 sq km
- **Location:** Southern Europe, a peninsula extending into the central Mediterranean Sea, northeast of Tunisia
- **Chief of state:** President Sergio MATTARELLA
- **Head of government:** Prime Minister Paolo GENTILONI
- **Administrative divisions :** 15 regions
- **Official Languages:** Italian
- **Population:** 62.2 Million
- **Population Growth Rate:** 0.19%
- **Poverty Rate:** 29.9%
- **Age Structure:**
 - 0-14 years: 13.65% (male 4,334,457/female 4,146,726)
 - 15-24 years: 9.66% (male 3,008,228/female 2,996,854)
 - 25-54 years: 42.16% (male 12,933,634/female 13,265,541)
 - 55-64 years: 12.99% (male 3,914,061/female 4,159,859)
 - 65 years and over: 21.53% (male 5,758,197/female 7,620,245) (2017 est.)
- **Currency:** euros
- **Exchange Rate:** 1 USD = 0.89 EUR



Source: CIA World Fact Book – Italy

POLITICAL OVERVIEW:

Italy became a nation-state in 1861 when the regional states of the peninsula, along with Sardinia and Sicily, were united under King Victor EMMANUEL II. An era of parliamentary government came to a close in the early 1920s when Benito MUSSOLINI established a Fascist dictatorship. His alliance with Nazi Germany led to Italy's defeat in World War II. A democratic republic replaced the monarchy in 1946 and economic revival followed. Italy is a charter member of NATO and the European Economic Community (EEC) and its subsequent successors the EC and the EU. It has been at the forefront of European economic and political unification, joining the Economic and Monetary Union in 1999. Persistent problems include sluggish economic growth, high youth and female unemployment, organized crime, corruption, and economic disparities between southern Italy and the more prosperous north.

Source: World Bank

ECONOMIC OVERVIEW:

Italy's economy comprises a developed industrial north, dominated by private companies, and a less-developed, highly subsidized, agricultural south, with a legacy of unemployment and underdevelopment. The Italian economy is driven in large part by the manufacture of high-quality consumer goods produced

by small and medium-sized enterprises, many of them family-owned. Italy also has a sizable underground economy, which by some estimates accounts for as much as 17% of GDP. These activities are most common within the agriculture, construction, and service sectors.

Italy is the third-largest economy in the euro zone, but its exceptionally high public debt and structural impediments to growth have rendered it vulnerable to scrutiny by financial markets. Public debt has increased steadily since 2007, reaching 131% of GDP in 2017. Investor concerns about Italy and the broader euro-zone crisis eased in 2013, bringing down Italy's borrowing costs on sovereign government debt from euro-era records. The government still faces pressure from investors and European partners to sustain its efforts to address Italy's longstanding structural economic problems, including labor market inefficiencies, a sluggish judicial system, and a weak banking sector. Italy's economy returned to modest growth in late 2014 for the first time since 2011. In 2015-16, Italy's economy grew at about 1% each year, and in 2017 growth accelerated to 1.5% of GDP. In 2017, overall unemployment was 11.4%, but youth unemployment remained high at 37.1%.

Source: World Bank

ECONOMIC INDICATORS:

INDICATORS	2010	2016
GNI per capita, PPP (current international \$)	34970	38470
GDP (current US\$) (billions)	2125.06	1859.38
GDP growth (annual %)	1.7	0.9
Inflation, GDP deflator (annual %)	0.3	0.8
Agriculture, value added (% of GDP)	2	2
Industry, value added (% of GDP)	22	21
Exports of goods and services (% of GDP)	25	30
Imports of goods and services (% of GDP)	27	27
Foreign direct investment, net inflows (BoP, current US\$) (millions)	9,937	19,636

Source: World Bank

IMPORT REQUIREMENTS AND DOCUMENTATION:

The Single Administrative Document

The official model for written declarations to customs is the Single Administrative Document (SAD). The SAD describes goods and their movement around the world and is essential for trade outside the EU, or of non-EU goods. Goods brought into the EU customs territory are, from the time of their entry, subject to customs supervision until customs formalities are completed. Goods are covered by a Summary Declaration which is filed once the items have been presented to customs officials. The customs authorities may, however, allow a period for filing

the Declaration which cannot be extended beyond the first working day following the day on which the goods are presented to customs.

The Summary Declaration is filed by:

the person who brought the goods into the customs territory of the Community or by any person who assumes responsibility for carriage of the goods following such entry; or
the person in whose name the person referred to above acted.

The Summary Declaration can be made on a form provided by the customs authorities. However, customs authorities may also allow the use of any commercial or official document that contains the specific information required to identify the goods. The SAD serves as the EU importer's declaration. It encompasses both customs duties and VAT and is valid in all EU Member States. The declaration is made by whoever is clearing the goods, normally the importer of record or his/her agent.

European Free Trade Association (EFTA) countries including Norway, Iceland, Switzerland, and Liechtenstein also use the SAD. Information on import/export forms is contained in Council Regulation (EEC) No. 2454/93, which lays down provisions for the implementation of the Community Customs Code (Articles 205 through 221). Articles 222 through 224 provide for computerized customs declarations and Articles 225 through 229 provide for oral declarations.

Additional information on the SAD.

The Union Customs Code (UCC) was adopted in 2013 and its substantive provisions went into effect on 1 May 2016. It has replaced the Community Customs Code (CCC). In addition to the UCC, the European Commission published delegated and implementing regulations on the actual procedural changes.

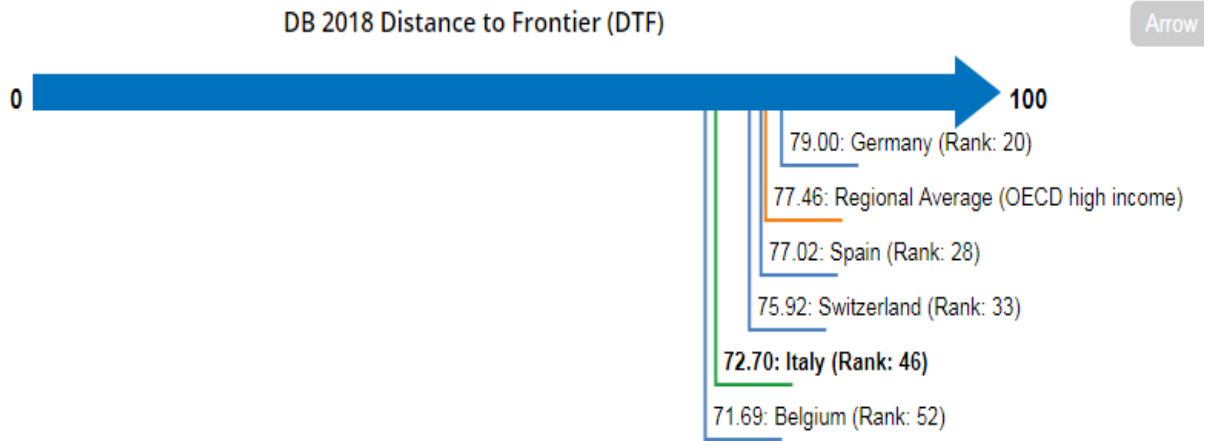
Economic Operator Registration and Identification (EORI)

Since July 1, 2009, all companies established outside of the EU are required to have an EORI number if they wish to lodge a customs declaration or an Entry/Exit Summary declaration. All U.S. companies should use this number for their customs clearances. An EORI number must be formally requested from the customs of the specific member state to which the company first exports. Member state customs authorities may request additional documents to be submitted alongside a formal request for an EORI number. Once a company has received an EORI number, it can use it for exports to any of the 28 EU Member States. There is no single format for the EORI number. Once an operator holds an EORI number s/he can request the Authorized Economic Operator (AEO: see below under “MRA”) status, which can give quicker access to certain simplified customs procedures.

Source: www.export.gov

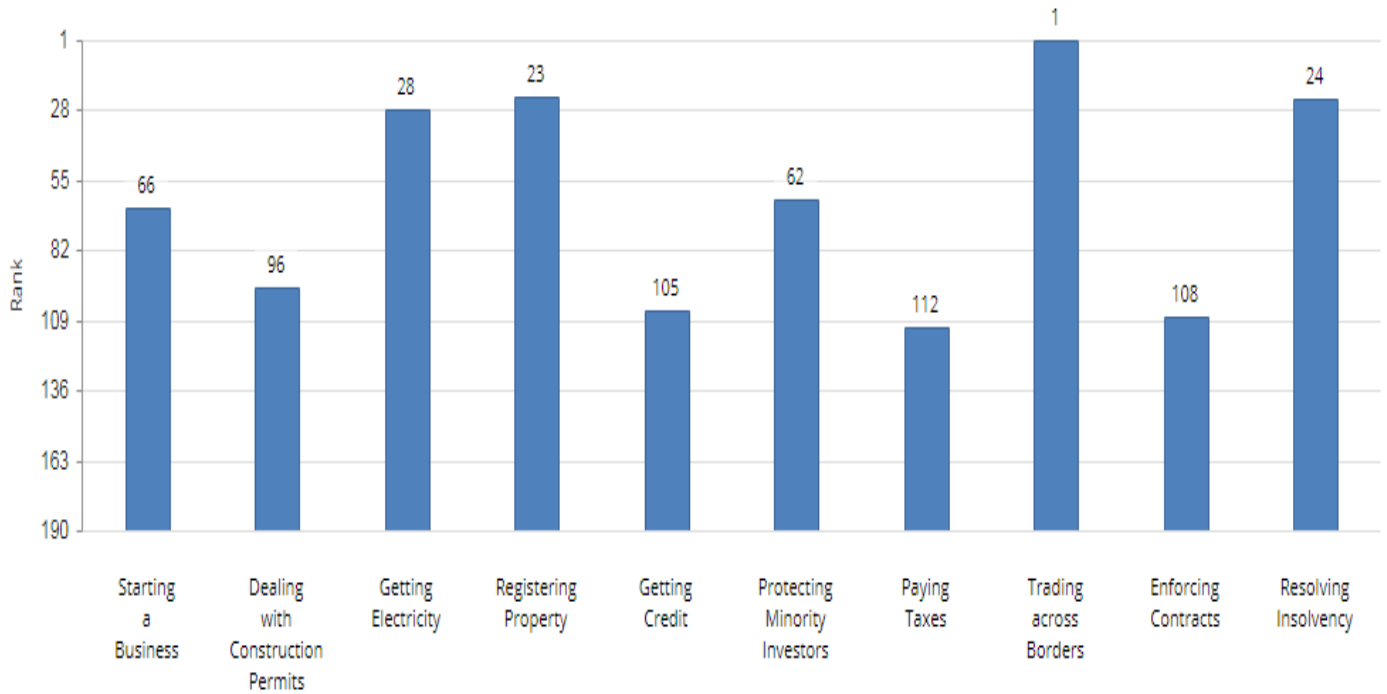
ITALY IN DOING BUSINESS REPORT:

STARTING A BUSINESS IN ITALY AND COMPARATOR ECONOMIES BASED ON DOING BUSINESS REPORT 2018:



Source: Doing Business Report 2018

RANKINGS ON DOING BUSINESS TOPICS – ITALY



Source: Doing Business Report 2018

ITALY – COUNTRY TRADE STATISTICS:

TRADE STATISTICS BETWEEN ITALY FEDERATION AND WORLD	
Total Imports	USD 451 Billion
Total Exports	USD 503 Billion
Main Exporting Countries to Italy	Germany 16.3% , France 8.8% ,China 7.1%, Netherlands 5.6% , Spain 5.3%
Main Exports commodities to Italy	Mineral fuels, mineral oils ,Vehicles ,Machinery, mechanical appliances ,Pharmaceutical products ,Plastics products ,Iron and steel
Main Importing Countries from Italy	Germany 12.5%, France 10.3%, United States of America 9.1% , Spain 5.2% ,
Main Imports commodities from Italy	Machinery, mechanical appliances, Vehicles other than railway, Electrical machinery ,Pharmaceutical products, Plastics products ,Articles of iron or steel

Source: ITC -Trade Map

TRADE STATISTICS BETWEEN ITALY AND EGYPT	
Italy Exports to Egypt	USD 3,283 million
Main Exporting Products to Egypt	Machinery, mechanical appliances, Mineral fuels ,Electrical machinery, Articles of iron or steel, Organic chemicals ,Iron and steel
Italy Imports from Egypt	USD 2,060 million
Main Importing Products from Egypt	Mineral fuels, Aluminum Fertilizers , Edible vegetables , Cotton ,Organic chemicals , Iron, steel and Plastics
Trade Balance Between Italy and Egypt	Positive Towards Italy With USD 1,232 Million

Source: ITC -Trade Map

PRODUCT TRADE STATISTICS

ITALY is the first country in demand for product (HS Code: 071120) Olives Provisionally preserved, ITALY's imports represent 13.3% of world imports for this product, its ranking in world imports is 1.

IMPORTS OF ITALY FROM OLIVES, PROVISIONALLY PRESERVED PRODUCT CATEGORY BY SUPPLYING COUNTRIES (HS CODE: 071120)

Exporters	Value imported in 2017 (USD Milion)	Share in Italy's imports (%)	Growth in imported value between 2013-2017 (% , p.a.)	Growth in imported value between 2016-2017 (% , p.a.)
World	13.5	100	7	13
Spain	5.7	42.2	7	-13
Greece	4.2	31.6	-2	39
Egypt	2.2	16.4	21	63
Morocco	0.4	3.5	131	8
Portugal	0.3	2.7	18	-7
Romania	0.2	1.7	22	634
Peru	0.1	1.2		17
Bulgaria	0.08	0.6		
Germany	0.01	0.1	22	-45
Belgium	0.006	0		

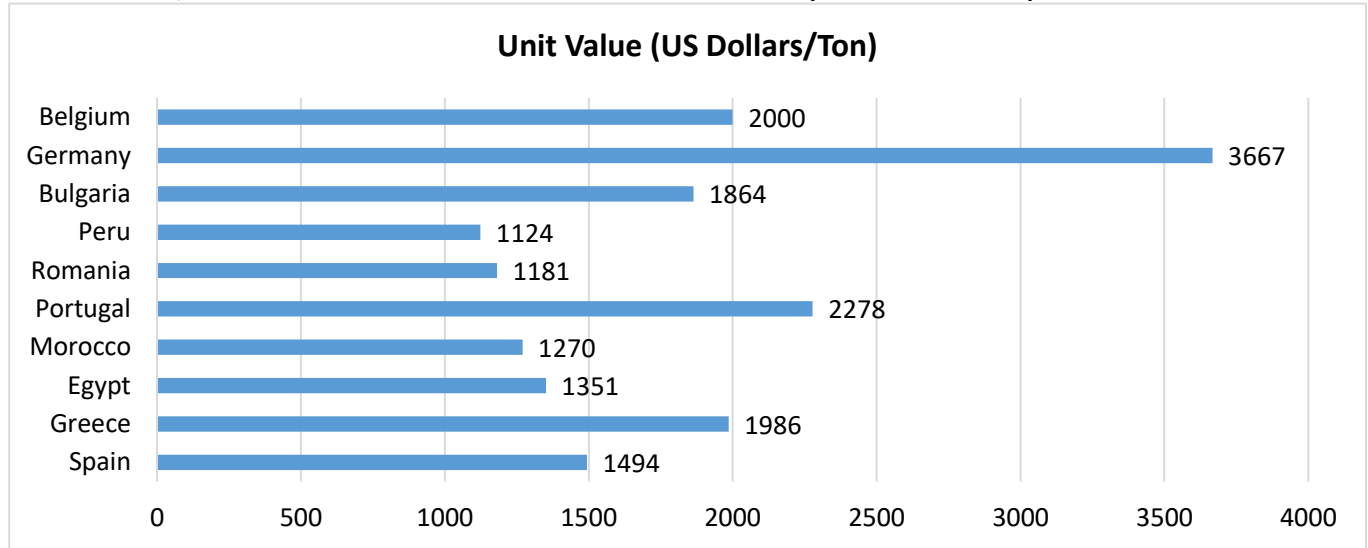
Source: ITC- Trade Map

QUANTITY IMPORTED OF ITALY FROM OLIVES, PROVISIONALLY PRESERVED PRODUCT CATEGORY BY QUANTITY (HS CODE: 071120)

Exporters	Quantity imported in 2017	Growth in imported quantity between 2013-2017 (% , p.a.)
World	8536	14
Spain	3820	13
Greece	2149	4
Egypt	1644	31
Morocco	370	31
Portugal	158	16
Romania	199	23
Peru	145	
Bulgaria	44	
Germany	3	41
Belgium	3	

Source: ITC- Trade Map

**UNIT VALUE FOR THE IMPORTS OF ITALY
FROM OLIVES, PROVISIONALLY PRESERVED PRODUCT CATEGORY (HS CODE: 071120)**

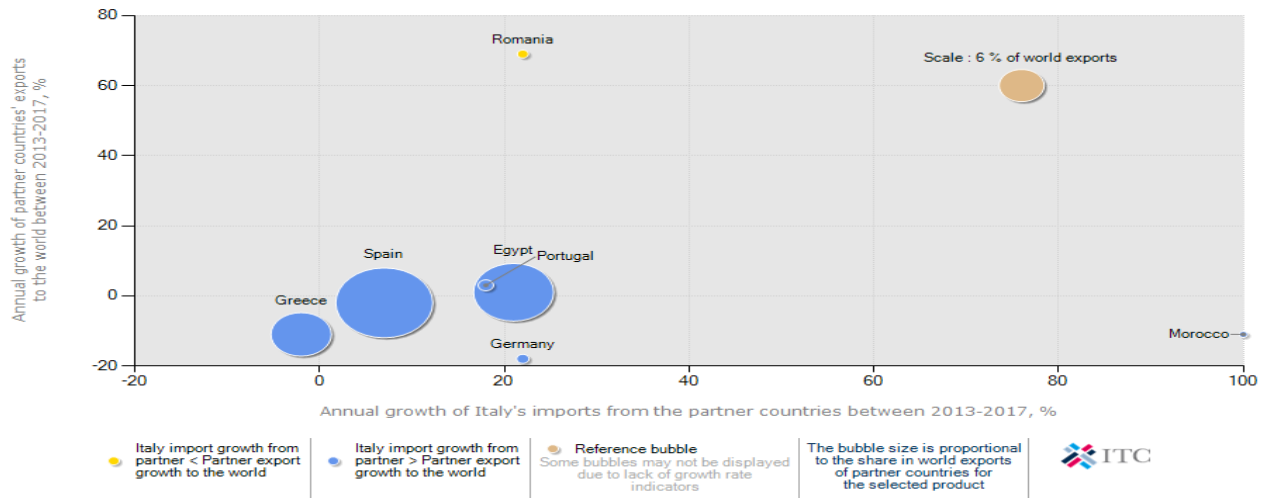


Source: ITC- Trade Map

Egypt is the 3rd supplier of the subject product (HS Code: 071120) to Italy with a value of USD 2.2 million and a quantity of 1644 tons. Italy's imports from Egypt for this product showed a growth rate in value of 63 % last year as well as growth in quantity with a rate of 31% between 2013 and 2017. The unit value of the product imported from Egypt to Italy is 1351 US Dollars / ton which gives Egypt a comparative advantage, as it is the fifth least unit value among ITALY's top 10 suppliers.

COMPETITIVENESS OF SUPPLYING MARKETS:

Competitiveness of supplying countries for a product imported by Italy in 2017
Product : 071120 Olives, provisionally preserved, e.g. by sulphur dioxide gas, in brine, in sulphur water or in other preservative solutions, but unsuitable in that state for immediate consumption



Source: ITC- Trade Map

Average Tariff Applied by Italy on Imports of Product 071120 Olives Provisionally Preserved:

Exporters	Value imported in 2017 (USD thousand)	Average tariff (estimated) applied by Italy (%)
WORLD	13.5	
SPAIN	5.7	0
GREECE	4.2	0
EGYPT	2.2	0
MOROCCO	0.4	0
PORTUGAL	0.3	0
ROMANIA	0.2	0
PERU	0.1	0
BULGARIA	0.08	0
GERMANY	0.01	0
BELGIUM	0.006	0

Source: ITC- Trade Map

Non-Tariff Measures

Product	Product description	Tariff regime	Applied tariff (as reported)	Applied tariff (converted)	Total ad valorem equivalent tariff
0711201000	Olives provisionally preserved, e.g. by sulphur dioxide gas, in brine, in sulphur water or in other preservative solutions, but unsuitable in that state for immediate consumption (excl. for oil production)	MFN duties (Applied)	0.064	0.064	0.064
0711209000	Olives provisionally preserved, e.g. by sulphur dioxide gas, in brine, in sulphur water or in other preservative solutions, but unsuitable in that state for immediate consumption, for oil production	MFN duties (Applied)	13.1 EUR/100 kg	140.26 \$/Ton	0.07013
0711201000	Olives provisionally preserved, e.g. by sulphur dioxide gas, in brine, in sulphur water or in other preservative solutions, but unsuitable in that state for immediate consumption (excl. for oil production)	Preferential tariff for Egypt	0	0	0
0711209000	Olives provisionally preserved, e.g. by sulphur dioxide gas, in brine, in sulphur water or in other preservative solutions, but unsuitable in that state for immediate consumption, for oil production	Preferential tariff for Egypt	0	0	0

Source: ITC, Market Access Map Data

MAIN IMPORTING COMPANIES:

IMPORTING COMPANIES IN ITALY FOR THE SUBJECT PRODUCT

Company name	City	Website
BUSCEMA FRANCESCO, Impresa individuale	CROTONE	http://www.buscema.com
HDS, SpA	ROVERETO	http://www.robospa.com
I.N.P.A., SpA	VINCI	http://www.inpa.it
LA CUCINOTTA, Snc	MESSINA	http://www.gustidicapopeloro.it
MENU', Srl	MEDOLLA	http://www.menu.it
NERI INDUSTRIA ALIMENTARE, Srl	LAMPORECCHIO	http://www.sottoli.it
ORTOCONSERVIERA CAMERANESE, Srl	CAMERANO	http://www.ortoconserviera.com
SIMENS ALIMENTARE, Srl	SAN MARTINO DI LUPARI	http://www.simensalimentare.it
CANNONE, Srl	CERIGNOLA	http://www.cannonealimentari.it
COELSANUS, SpA	SOSSANO	http://www.coelsanus.it
DI VITA, SpA	CARMAGNOLA	http://www.divita.it
ESPOSITO, Snc	ACERRA	http://www.espositopesce.it
FRATELLI CARLI, SpA	IMPERIA	http://www.oliocarli.it
I.N.P.A., SpA	VINCI	http://www.inpa.it
MADAMA OLIVA, Srl	CARSOLI	http://www.madamaoliva.it
NOV.AL., Srl	ORBASSANO	http://www.novalsrl.it

Source: ITC -Trade Map

SOURCES:

- ITC, Trade Map Data
- ITC, Market Access Map Data
- ITC, Export Potential Map Data
- ITC, Standards Map
- FAO Statistics, Food and Agriculture Organization
- World Bank Economic Indicators
- CIA World Fact Book
- Trade Help Desk
- Wikipedia
- FOCUS-ECONOMICS.COM
- Euromonitor international
- Export.gov

EXPORT DEVELOPMENT AUTHORITY (EDA)
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PLEASE VISIT WWW.EXPOEGYPT.GOV.EG