OUTBOUND MISSION

DESTINATION EGYPT: INGREDIENT FOCUSED OUTBOUND

Saturday, Apr 25 - Friday, May 1, 2026
Registration: Tuesday, Sep 9, 2025 - Friday, Feb 27, 2026
Cairo & Alexandria | Egypt

https://www.wusata.org/e/X9KVOP2

EVENT DETAILS

Destination Egypt: Ingredient Focused Outbound

Destination Egypt will combine two separate trade activities, maximizing visibility for Western U.S. companies.

"Egypt Ingredient" - serves as a traditional trade mission experience, connecting WUSATA consumer-oriented ingredient suppliers with importers, distributors and food manufacturers through one-on-one business meetings. Participating companies will meet at buyer office locations - accompanied by trade advisors/interpreters. The mission will also include food manufacturing and processor visits. Don't miss this opportunity to connect with buyers in one of WUSATA's top Africa market destinations.

This Outbound will be held together with a second activity: Destination Egypt: Seafood Focused Outbound

Destination Egypt participants will receive:

- Personalized business itinerary with 8+ buyer meetings

- Country Market briefing by U.S. Government Officials

- Market visits and tours of processing/manufacturing facilities

- Business networking opportunities with buyers and suppliers

- Up to six nights of hotel accommodations for one participant

- In-market travel to meetings/events.

All other costs (meals, airfare and other miscellaneous expenses) are the responsibility of the participant

Benefits of Participation:

- One Market Destination - Two Focused Trade Missions.
- Destination Egypt will combine two separate trade activities, maximizing visibility for Western U.S. companies.
- U.S. Agricultural Exports are value at more than $1.3B, surpassing Thailand, Brazil and Singapore as a market destination. Rapid urbanization and a growing young demographic are creating a dynamic consumer base in the market, driving demand for a wide range of food products. Don't miss this opportunity to explore the Egyptian market and connect with buyers!
- FUNDMATCH ELIGIBLE - Leverage WUSATA's FundMatch Program to expand your marketing dollars and increase trade opportunities. Program provides matching funds to support travel, sample shipments, registration fees and more.

Tentative Itinerary:

Saturday, April 25: Arrival (Cairo, Egypt)

INDUSTRY FOCUS

Consumer Oriented | Ingredient

BUYER AUDIENCE

Egypt

Sunday, April 26: Market Briefing/Site Visits(Cairo)

Monday, April 27: Business Meetings/Events (Cairo)

Tuesday, April 28: Business Meeting/Events (Cairo)

Wednesday, April 29: Business Meetings/Events (Alexandria)

Thursday, April 30: Activity Debrief & Market Tour

Friday, May 1: Depart

Please note that "Egypt Seafood" and "Egypt Ingredient" will have separate schedules and events focusing on the specific industry sector.

Suitable Products:

Consumer Oriented (Ingredients): Tree Nuts; Dried Fruit; Dairy Ingredients; Beef Products; Processed Vegetables; Food Preparations;

Consumer Oriented (Value-Added): retail food/beverage suppliers with diverse product portfolios

Registration Details:

Registration Opens: September 9, 2025

Deadline: December 12, 2025

Participation Fee: $750

Passes Available: Egypt Ingredient: 10 passes