


## OUTBOUND MISSION

# DESTINATION EGYPT: SEAFOOD FOCUSED OUTBOUND

Saturday, Apr 25 - Friday, May 1, 2026
Registration: Thursday, Jan 29 - Friday, Feb 27, 2026
Cairo & Alexandria | Egypt

https://www.wusata.org/e/F2SSSY3

## EVENT DETAILS

### Destination Egypt: Seafood Focused Outbound

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

"Egypt Seafood" - is specifically tailored for WUSATA seafood companies. This trade mission will dive-deep into the market, connecting U.S. suppliers with seafood importers, brokers and processors. The mission will further explore the Egyptian seafood sector and buyer interest through market and processor visits, seafood seminars/demonstration, and more, providing a unique opportunity to expand U.S. seafood exports to this growing market destination.

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

Seafood

## BUYER AUDIENCE

Egypt

The Western United States Agricultural Trade Association (WUSATA) is a non-profit trade association whose members are the thirteen western state departments of agriculture. WUSATA is administered by the USDA's Foreign Agricultural Service (FAS) and funded through the Market Access Program (MAP) with a mission to support and assist members and agribusinesses in the 13 western states in developing and enhancing international markets for U.S. food and agricultural products. 4601 NE 77th Ave, Suite 240, Vancouver, WA, 98662 | www.wusata.org | (360) 693-3373

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:**

Seafood: Food Service & Ingredient Bulk Seafood Products

**Registration Details:**

**Registration Opens:** September 9, 2025

**Deadline:** December 12, 2025

**Participation Fee:** $750

**Passes Available:** Egypt Seafood: 10 passes