Round Table with
H.E. Amb. Angelina Eichhorst
Head of the European Union Delegation to Egypt
and the League of Arab States
on Wednesday the 25th of June 2025

EBA has held a meeting with H.E. Amb. Angelina Eichhorst, Head of the European Union Delegation to Egypt and the League of Arab States headed by Eng. Ali Eissa, Chairman of EBA and attended by Eng. Magd El Manzalawi, Secretary General of EBA, and with the presence of some of EBA committee chairmen and their deputies, and a number of members of EBA

Main points of Discussions:

Opening Remarks:

- Eng. Ali Eissa started the meeting by welcoming H.E. Ambassador Angelina Eichhorst and provided a brief overview of the Egyptian Businessmen's Association:
  - Egyptian Businessmen's Association, is the first business association established in Egypt in 1979 and is a key non-governmental organization supporting Egypt's economy through the collective efforts of over 700 members and 1,500 companies across all sectors.
  - EBA maintains global partnerships in over 75 countries and works closely with embassies and institutions. Each year, EBA organizes more than 250 events and host over 50 international delegations to strengthen economic ties.
  - EBA's relationship with the EU Delegation has always been of great value
  - He also mentioned that we are committed to deepening our collaboration with the EU to support private sector development and promote resilient, sustainable economic relations.

Speech of H.E. Ambassador Angelina Eichhorst:

- She stressed on the strong levels of trust and transparency in EU–Egypt bilateral relations.
- She expressed pride in Egypt's development and emphasized the manufacturing sector as a key pillar for future progress.
- The EU is Egypt's primary trade partner, accounting for 25% of Egypt's total volume of trade.

- Since the signing of the Association Agreement in 2004, bilateral trade between Egypt and the EU has significantly increased by 4 folds
- Total trade in goods has reached 32.5 billion
- Egypt's exports to the EU amounted to 12.6 billion Euro, mainly in agri-food, minerals, and electrical machinery.
- Egypt exports to the Eu are three times more than its exports to its trading partners in the world (Russia, China, Brazil, India and the U.S.)
- Egypt exports to the EU more than to any other group of countries globally — three times the combined total of exports to
- The ratio of EU exports over imports from Egypt, for every 1.6 euros that is exported from EU, EU will import 1 Dollar of Egyptian goods
- In 2024, the EU recorded a trade deficit of $300 million in agri-food with Egypt, which is considered advantageous for Egypt given the EU's high-quality standards.
- Trade in services between Egypt and the EU reached €15 billion. The EU has a €2.8 billion surplus, exporting €8.9 billion and importing €6.1 billion, including tourism and transport.
- The EU is Egypt's largest investor.
- Total Exports from EU to Egypt amounted to 20 Billion Euro mainly in industrial inputs, machinery, chemicals and pharmaceuticals
- In 2023, the stock of EU Foreign Direct Investment (FDI) in Egypt was 35 billion Euro, compared to 35.7 billion Euro pre-COVID.
- The 2023 Investment Conference was a major success, attracting over 2,000 companies, 600 from the EU. A total of 35 agreements were signed, 29 of which involved EU partners and were valued at €49 billion.
- The EU has provided €7.4 billion in financing to Egypt, the second-largest package globally after Ukraine, demonstrating the strategic nature of the EU–Egypt partnership.
- The EU recognizes Egypt's readiness to move closer to further integration and to be closer for EU internal Marketing
- An upcoming investment event is scheduled to be held in Brussels in October 2025.
- She mentioned the Sustainable Investment Facilitation Agreement (SIFA), highlighting that it aims to implement practical measures to attract foreign direct investment and increase transparency in investment-related policies. She explained that when a country signs a SIFA with the European Union, it sends a

strong signal of trust to investors and makes EU investors view the country such as Egypt, in a more favorable light. However, she noted that the agreement is still under negotiation.

- EU and Egypt successfully concluded negotiations on Horizon Europe, the EU's flagship research and innovation funding program, The Agreement is expected to be signed by November 2025
- The Ambassador referenced the TIGARA project, funded by the EU and implemented by UNIDO in cooperation with the Egyptian Ministries of Planning, Industry, and Investment. The project aims to boost trade and support Egypt's economic development by enhancing export competitiveness in the industrial sector.
- The Ministry of Planning, Economic Development & International Cooperation has launched the EU–Egypt Investment Guarantee Development Mechanism following the Investment Conference. This platform aims to attract investment in sectors such as clean energy, water and wastewater management, sustainable agriculture, and digital transformation.
- The Ambassador emphasized the importance of supporting Egyptian SMEs, particularly in high-challenge sectors.
- She also expressed optimism regarding sustainable investment tools and increased ministerial engagement.

Open Discussion and EBA Recommendations:

- During the open discussion the following points were raised:
    - Establishing an Advisory Committee between EBA and the EU Delegation to provide technical support to the private sector.
    - The committee should also support the alignment of the tourism and agriculture sectors with green technologies and issue carbon footprint certificates to eligible companies, helping them comply with international sustainability standards.
    - Emphasis was placed on the need for "Ro-Ro" shipping lines to boost exports of perishable agricultural goods.
    - After 21 years since the trade agreement was signed, it is important to revisit the agreement and put forward concrete proposals for reviewing the goods included.

- Enhance industrial and export capabilities, through:
    - Transitioning factory operations to solar energy to promote sustainability.
    - Supporting factories in obtaining relevant EU certifications to meet international standards.
    - Working on qualifying factories to comply with CBAM (Carbon Border Adjustment Mechanism) requirements.
    - Implementing programs aimed at raising labor efficiency within the industrial sector.
- Additionally, the following proposals were discussed to support small and medium enterprises (SMEs):
    - Launching a digital platform or catalog for SMEs to showcase their products, facilitating access to European markets.
    - Organize AI exhibition to overcome challenges of high cost of travel
- MSMEDA established a new export sector to help small and Medium enterprises to scale by overcoming the challenges they face such as: Lack of marketing, lack of access to finance and technology
- PRIMA program is now only targeting the government where it was proposed to direct some of its funds to the private sector companies
- Creating specific workgroups and promoting relations between EU Delegation and EBA Members
- It was suggested also to produce some medicines (Tumor) in Egypt by using EU technology and finance
- Establishing technical school in collaborations with EU in order to localize Egypt talents to serve EU such as nursing
- Help Egypt in digital transformation process
- Establish a framework between EU and Egypt in ICT sector such as the one executed in Morocco
- It was asked also about How to integrate the tradable certificate in Egypt with the CBAM regulations