
Egypt Interested in Brazilian Beef, Juices, Wood and Petrochemicals

Contributed by Randa Achmawi
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The balance of the Brazilian stand in the 40th edition of Cairo International Fair is positive in the opinion of participants. In the evaluation of Tamer Mansur, the general supervisor at the Brazilian Halal Food Center (Cibal), exports of meats to Egypt and other countries in the region may increase by 30% in coming months.

"We are really optimistic as our work and the contacts made during the fair have exceeded our expectations. Meat has never been so greatly sought," he said.

According to the secretary general at the Arab Brazilian Chamber of Commerce, Michel Alaby, who is in Cairo, relations in the sector of meats have also improved in the institutional area.

"We met with the president of the meat importer's union, Alaa Radwan, who made a series of proposals to further improve our relations," stated Alaby.

"He asked us, for example, to seek exporters who could sell at lower quantities, like one or two containers," he added. The idea, according to him, is to permit that a greater number of Egyptian importers have a chance of buying Brazilian beef.

According to Alaby, the president of the union was invited to visit Brazil by the Cibal director general, Mohamed El Zobgi, who also participated in the meeting. "He accepted the invitation and told us that he will probably travel to Brazil in May or June. We evidently placed the Arab Brazilian Chamber at his disposal," he added.

Information Technology

Digitel, a Brazilian company specialized in the area of information technology and that is participating in the fair for the first time, considered its mission accomplished.

"The objectives have been reached as our intention was only to have an idea of the Egyptian market and do some prospecting for our products," stated the company representative, Beto Fleisch.

According to him, in Egypt, for example, only some companies are prepared to buy the product they make. "Our product

is very specific, we make optic modems for companies in the telecommunications area. Here, the only companies interested in them would be the Egyptian state-owned telecommunications company, Mobinil, Vodafone and Etisalat," stated Flesch.

According to him, the process for purchasing of the product is long and complex and in some cases may take over one year. "What we are seeking here is a company to operate as our local partner and work as an intermediary, as most of the time our projects are based on the specific needs of our clients," he explained.

The Brazilian stand, according to the foreign trade analyst at the Arab Brazilian Chamber, Zein El Abdine, received over 450 visitors over the last three days. According to him, 120 contacts were established with companies interested in the import of cattle beef, manufactured food, juices, agricultural machinery, wood, sugar, coffee and petrochemical products.

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