



THE FOOD SECTOR: MEET LARGE RETAILERS IN EGYPT

Create relations to retailers and importers in Egypt: An emerging market with more than 100 million inhabitants and a large, growing middle class

The largest population in MENA, an increase in young inhabitants, a rising middle class, and a growing economy with a developing retail business in terms of large supermarket chains make Egypt an interesting, emerging market for Danish companies in the food sector.

The Egypt retail market is controlled by a number of importers as well as couple of supermarket chains. By participating in this digital meeting, you will meet retailers and an importer that are covering most of the Egyptian retail and HORECA market:

- HyperOne (6 mio. Customers in Egypt in 2019)
- HORECA STAR (importer)
- Lulu Supermarket (investing 500 million USD in Egypt the coming years)

Read more about the retailers below.

PROGRAM AND INDIVIDUAL MEETINGS

The organizers attempt to set up the digital framework for the companies to boost their exports. The program will consist of

- General introduction to the Egyptian retailers
- General introduction to the Danish food sector
- Short introduction by each of the participating companies
- Individual company presentations for the Egyptian participants. Each participating company will get an individual online meeting with all the Egyptian retailers to present products and services. In the online meeting, all the Egyptian retailers will be present at the same time.

WHEN AND WHERE?

19 October 2020, 10:00-13:00

Online meeting

SIGN UP

You can sign up by following this [link](#).

PRICE

2.500 DKK excl. VAT.

YOU WILL GET

- To build relations to some of the largest retailers in Egypt
- To be a part of an aggregate effort to showcase and substantiate that Danish solutions within the industry are world-class
- To present individually for the Egyptian participants
- To follow up on the meetings with a real export delegation in 2021 or individual assistance if demanded

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RETAILER PROFILES AND PRODUCT GROUPS

Below, you can read more about the individual retailers.

Hyperone

Hyperone is one of the biggest hypermarket chains in Egypt. Founded in 2005, Hyperone is a purely Egyptian owned, managed and funded venture that has a philosophy of implementing global quality standards along with a deep understanding of customer needs and purchasing habits.

Hyperone has 3 main branches located in 6th of October in Western Cairo, 10th of Ramadan on the Eastern outskirts and in the Sulaymaneya Area. The current workforce in Hyperone consists of more than 3,000 employees. Structurally, Hyperone is divided into 4 main departments, which are subdivided into 30 sections handling everything from daily groceries to modern electronics.

Hyperone has maintained double-digit growth for the past 14 years in terms of both volume and value. Additionally, Hyperone reached a record number of 6 million customers a year, with an average of 14 thousand satisfied and serviced customers every day in 2019. This growth has enabled them to maintain a strong relationship with their suppliers, with the goal of providing their end customers with the highest value for money products and after sale service. The retailer is particularly interested in the following product groups:

- Groceries
- fresh foods
- beverages
- home appliances
- beauty and personal care
- baby products
- electronics

CONTACT THE ORGANIZERS

With the purpose of initiating the contact and relations to the largest retailers in Egypt for Danish companies, the digital meetings are organized by the Confederation of Danish Industry and the Royal Danish Embassy in Cairo, Egypt.

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POSSIBILITIES AFTER THE MEETINGS

- An aggregate export delegation in 2021 in addition to the online business meetings
- Services by request of the individual participating company to leverage on the initial meetings

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HORECA STAR

HORECA STAR is a food service distribution company specialized in food and beverage products. They provide supreme distribution services to HORECA-Hotels, restaurants and cafes. They offer a wide portfolio of food and beverage products and rapid delivery services. Their brand portfolio includes Heinz, Cadbury, Østerberg and Lipton.

The retailer is particularly interested in

- food
- beverages

Lulu Supermarket

LuLu is a chain of hypermarkets which is operated by the Indian owned multinational conglomerate company, LuLu Group International. LuLu hypermarkets are amongst the largest and fastest growing retail chains in the Middle East with 191 outlets in the Gulf region. It serves as a one-stop shop providing conducive shopping environment, a wide plethora of quality products and competitive pricing in the market.

LuLu Group are key investors in the hypermarket environment in Egypt. They have recently opened in second hypermarket in Egypt with plans of opening 10 more as they aim to invest another \$500 million in Egypt over the coming years. This investment will also cover four mini markets and a state-of-the-art logistics center. LuLu Group currently employs more than 800 Egyptians and their expansion plans will provide over 7,500 direct and indirect job opportunities for Egyptians in the coming three years as well. The group views Egypt as a very important market in the region, as they aim for continuous regional expansion and entry into Africa.

The retailer is particularly interested in the following product groups:

- Grocery
- fresh foods
- beverages
- home appliances
- beauty and personal care
- baby products
- electronics
- mobile phones

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GENERAL INTRODUCTION TO EGYPT

Egypt's has a population of nearly 100 million inhabitants. The Egyptian economy has experienced an upswing in recent years, seeing solid growth in 2019 as its real GDP grew by 5.5%. Despite the COVID-19 outbreak, the Egyptian economy has shown its resiliency as its real GDP is still expected to experience a 2% increase in 2020. Growth of real GDP will be 4.6% in 2021 and is forecasted to grow at around 4.5% on average per year between 2022-2026.

THE CONSUMER MARKET – MATURITY AND FUTURE TRENDS

With a young population of nearly 100 million, Egypt has the largest consumer markets in the Middle East and North Africa region. Its expanding consumer market makes it a sizable market for retailers and fast-moving consumer goods manufacturers.

Hypermarkets have proven to be successful in Egypt. Egypt's hypermarkets channel experienced positive growth in 2019 to reach EGP22.4 billion in sales. Hypermarkets are largely favored by consumers over any other channel due to their large space, continuous promotional activities and their wide variety of products on offer. Additionally, hypermarkets also aim to meet consumer needs at a competitive price. This made them appeal more to consumer who sought greater value for money during times of high inflation in the country. Regional and foreign retail players have developed significant interest in hypermarkets channel with massive expansion plans on the horizon. The Egyptian government is also expected to facilitate foreign investment in hypermarkets, including easier access to land.

Save time and money on your ATA Carnets

Confederation of Danish Industry's Chamber of Commerce can help you and your company with an ATA Carnet. As a member you will save 50 per cent on the price. The ATA Carnet is a document permitting temporary duty-free and tax-free export and import of goods (up to one year). Using a carnet is the easiest way to speed through customs and save money. Please contact DI Certifikatservice (DI Chamber of Commerce), we are ready to help you with your ATA Carnet and answer your questions, if any. [Read more.](#)

THE FINE PRINT

The price is calculated on a fixed number of companies and a 75 per cent subsidy from the Danish Trade Council. If the number of participating companies changes or if the support from the Trade Council is not approved, we reserve the right to offer participation at a different price. Should this result in a higher price than the one quoted you have the right to cancel your participation.

Registration is in accordance with the General Terms and Conditions for participation in Export Promotion Events of the Confederation of Danish Industry. [Read more.](#)

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