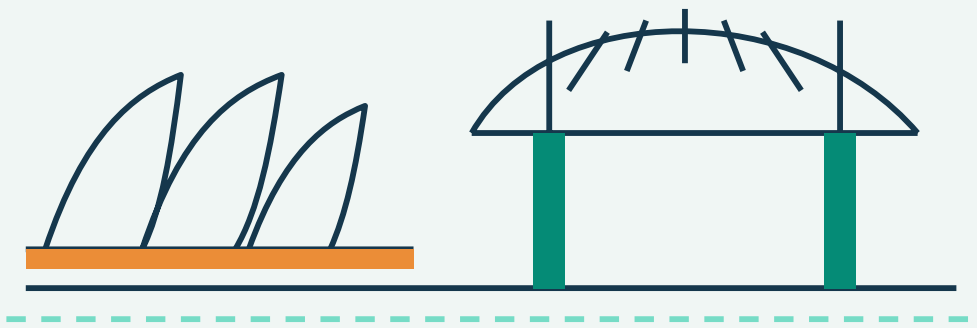
AN INTERNATIONAL MARKET ACCESS PROGRAMME

Egypt–Australia Business Forum

SYDNEY • 10–21 OCTOBER 2027

Proposed dates within the Nafath 2027 programme



EGYPTIAN PRODUCTS. AUSTRALIAN OPPORTUNITIES.

Meet the market. Build the relationship.

Connecting Egyptian exporters with qualified Australian buyers through focused, mutually matched business meetings.

Organised by B2B Matchmaking

01 / ABOUT NAFATH

Opening markets. Creating connections.

Nafath is an export development programme designed to connect Egyptian companies with qualified international buyers through sector-focused trade missions and business forums.

The programme brings together market intelligence, exporter preparation, buyer selection and structured matchmaking to help companies build lasting commercial relationships.

The Australian edition

The Egypt–Australia Business Forum connects Egyptian suppliers with Australian supermarkets, department stores, home and fashion retailers, tile and bathroom merchants, and fertiliser and farm-input distributors. Australia imports US$310bn a year, and its housing and Olympic building programmes are lifting demand for stone, tiles, cement and fit-out products.

100
Trade missions targeted annually

1,000
Egyptian exporters targeted

30%
Target reduction in participation costs

A practical route from market understanding to meaningful business conversations.

Programme figures are targets, rather than results achieved by this forum.

02 / THE ORGANISER

B2B Matchmaking

An Egyptian company specialising in the development and delivery of trade missions and business forums, connecting exporters with international purchasing networks.

800
Trade missions in the company's track record

100,000
B2B meetings delivered

US$2bn
Deals concluded

16 years
Experience by 2027

A team of 75 international trade specialists supports activity across Africa, the Middle East, Europe, Asia and the Americas.

Explore B2B Matchmaking ↗

Company credentials and performance figures supplied by the organiser.

03 / WHY AUSTRALIA

A US$310bn import market. Building for 2032.

A wealthy, import-dependent economy with year-round demand for food, apparel, home goods, building materials and fertilisers.

US$310bn
Merchandise imports / 2025

2.6%
Real GDP growth / 2025

US$3.63bn
Fertiliser imports / 2025

US$5.77bn
Furniture and lighting imports / 2025

1.2m New homes targeted under the National Housing Accord, July 2024 to June 2029

Multiple routes to market

Opportunities span supermarket private label and Middle Eastern food ranges, department-store and fast-fashion sourcing, tile and stone merchants, bathroom and plumbing suppliers, and fertiliser and farm-input distributors. Retailer food-safety standards, Australian biosecurity rules and reliable sea-freight lead times are central to winning business.

Imports: UN Comtrade, 2025, via Trading Economics ↗
Growth: Australian Bureau of Statistics ↗
Housing Accord: Australian Treasury ↗

04 / EGYPT–AUSTRALIA TRADE

A growing trade relationship.

EGYPT'S NON-OIL EXPORTS TO AUSTRALIA / 2025

US$51.2m

▲ **+3%** vs 2024 (US$49.9m)

GROWTH SINCE 2020

+46%

Egypt's exports to Australia, from US$35.0m in 2020

TOTAL BILATERAL TRADE / 2025

US$426m

All goods, exports plus imports

EGYPT'S IMPORTS FROM AUSTRALIA

US$375m

2025

EGYPT'S EXPORTS TO AUSTRALIA BY MISSION SECTOR / 2025

4 of 9 sectors grew in 2025; fastest: Cosmetics & Personal Care **+115%**

Food & Beverages

US$14.0m

▲ **+11%** vs 2024 **+54%** since 2020

Agricultural Produce

US$11.1m

−6% vs 2024

Building Materials, Marble & Ceramics

US$9.66m

▲ **+15%** vs 2024

+132% since 2020

Garments & Textiles

US$6.63m

+199% since 2020 −19% vs 2024

Furniture & Home Textiles

US$3.19m

−6% vs 2024

Cosmetics & Personal Care

US$2.06m

▲ **+115%** vs 2024

+168% since 2020

Engineering, Electrical & Metals

US$1.73m

+49% since 2020 −39% vs 2024

Plastics

US$1.66m

▲ **+80%** vs 2024

Chemicals & Paints

US$0.44m

▲ up from under US$0.5m in 2024

US$ values of Egypt's reported exports. Non-oil exports exclude mineral fuels (HS 27) and gold and precious metals (HS 71). Growth compares 2025 with 2024 and with 2020; small 2024 bases (under US$0.5m) are not given a rate. Mission sectors by HS chapter: food & beverages 04, 11, 15–22; agricultural produce 06–10, 12–14; building materials 25, 68–70; engineering, electrical & metals 72–76, 78–91; garments & textiles 50–56, 58–62; furniture & home textiles 57, 63, 94; plastics 39; printing & packaging 48–49; chemicals & paints 28–29, 31–32, 38; detergents 34; cosmetics 33. Sectors under US$0.1m in 2025: Printing & Packaging, Detergents & Home Care.

Egypt's trade with Australia, 2020, 2024 and 2025: UN Comtrade, Egypt as reporter, HS chapters (retrieved 9 Nov 2026) ↗

WHY JOIN THIS FORUM

Room to grow. Reasons to join.

Egypt's non-oil exports to Australia have grown +46% since 2020, to US$51.2m, in a market that imports US$310bn a year. Every sector Egypt already supplies has room to scale.

▲ +3%
Growth in Egypt's non-oil exports to Australia in 2025, to US$51.2m

0.03%
Egypt's share of Australia's US$310bn imports

1.2m
New homes Australia aims to build by 2029

FASTEST-GROWING MISSION SECTORS IN AUSTRALIA / EGYPT'S EXPORTS

▲ +115%
Cosmetics & Personal Care
US$2.06m in 2025, from US$0.96m in 2024

▲ +80%
Plastics
US$1.66m in 2025, from US$0.92m in 2024

▲ +15%
Building Materials, Marble & Ceramics
US$9.66m in 2025, from US$8.40m in 2024

▲ +11%
Food & Beverages
US$14.0m in 2025, from US$12.6m in 2024

30%
Target reduction in participation costs through Nafath

100,000
B2B meetings delivered by the organiser

US$2bn
Deals concluded by the organiser

Australian imports from Egypt, 2025: UN Comtrade via Trading Economics ↗
Australian imports by product, 2025: UN Comtrade via Trading Economics ↗
Housing Accord: Australian Treasury ↗
Egypt's trade with Australia, 2020, 2024 and 2025: UN Comtrade, Egypt as reporter, HS chapters (retrieved 9 Nov 2026) ↗

05 / THE PROJECT PIPELINE

Landmark projects. Future opportunities.

Three programmes shaping Australian demand for building products, fit-out and materials.

HOUSING / 2024–2029

National Housing Accord

A national target of 1.2 million new homes over five years, agreed by National Cabinet.

POTENTIAL SECTOR FIT

Tiles, marble, sanitaryware, cement, cables, home textiles.

VENUES / TO 2032

Brisbane 2032 venues

A A$7.1bn venue programme, with 17 new or upgraded venues including a 63,000-seat stadium.

POTENTIAL SECTOR FIT

Stone, ceramics, steel, glass, electrical fit-out.

TRANSPORT / TO 2032

Brisbane 2032 transport

A$12.4bn for transport projects, including Bruce Highway upgrades and faster rail to the Gold Coast.

POTENTIAL SECTOR FIT

Cement, steel, cables, electrical components.

Project summaries: Australian Treasury; Department of Infrastructure, Brisbane 2032. Sector fit is indicative analysis; procurement opportunities depend on project schedules and supplier qualification. No affiliation or participation is implied.

06 / PARTICIPATING SECTORS

One forum. Multiple buying channels.

Ten Nafath mission sectors, matched to what Australian buyers already source from Egypt.

- Chemicals & Paints
- Building Materials, Marble & Ceramics
- Garments & Textiles
- Food & Beverages
- Agricultural Produce
- Furniture & Home Textiles
- Engineering, Electrical & Metals
- Plastics
- Printing & Packaging
- Cosmetics & Personal Care

Product-level qualification determines the buyer shortlist for every exporter.

SECTOR OPPORTUNITIES

Who buys, and how.

FOOD & AGRICULTURE

Food, Beverages & Fresh Produce

Frozen vegetables, citrus, dates, olives, cheese, juices and Middle Eastern foods for retail.

TARGET RETAILERS & PROCUREMENT ORGANISATIONS

- Woolworths ↗
- Coles ↗
- ALDI Australia ↗
- Costco Australia ↗
- Harris Farm Markets ↗

BUYING ROUTE — Category buyers, private-label teams and approved importers.

Fertilisers & Farm Inputs

Urea, phosphates and nitrogen fertilisers for broadacre farming.

TARGET RETAILERS & PROCUREMENT ORGANISATIONS

- Incitec Pivot ↗
- Dyno Nobel ↗
- Elders ↗

BUYING ROUTE — Procurement teams and fertiliser importers.

FASHION & HOME

Garments & Textiles

Cotton apparel, knitwear, denim and home textiles.

TARGET RETAILERS & PROCUREMENT ORGANISATIONS

- Myer ↗
- Cotton On ↗
- Woolworths ↗

BUYING ROUTE — Sourcing teams and buying agents.

Furniture, Carpets & Home

Furniture, rugs, carpets and home accessories.

TARGET RETAILERS & PROCUREMENT ORGANISATIONS

- Harvey Norman ↗
- Temple & Webster ↗
- Myer ↗

BUYING ROUTE — Range buyers and online category teams.

CONSTRUCTION & INDUSTRY

Building Materials, Marble & Ceramics

Marble, granite, porcelain tiles and stone for housing and commercial projects.

TARGET RETAILERS & PROCUREMENT ORGANISATIONS

Beaumont Tiles ↗

Tiles & More ↗

CDK Stone

Visit website ↗

BUYING ROUTE

Merchant buyers and stone importers.

Bathroom & Plumbing

Sanitaryware, taps, fittings and bathroom products.

TARGET RETAILERS & PROCUREMENT ORGANISATIONS

Reece ↗

Beaumont Tiles ↗

BUYING ROUTE

Category managers and private-label sourcing.

Illustrative invitation targets; attendance and purchasing interest are subject to qualification and confirmation. Names identify their respective owners.

Product fit

Positioning, ingredients, pack formats and category relevance.

Supply readiness

Pricing, capacity, documentation and reliable replenishment.

07 / HOW TO APPLY

Your route to the Australian market.

A clear, six-step journey from registration to business meetings.

01 **Register your interest**
Submit your contact and company details, website, participating sector and product information.

02 **Analyse your export opportunities**
We assess your product's potential in the Australian market and identify relevant opportunities and buyer categories.

03 **Confirm your participation**
Review and sign the participation agreement to formalise your company's place in the forum.

04 **Review the initial buyer list**
Receive an initial list of potential buyers, review their profiles and share your feedback on relevance.

05 **Submit your buyer wish list**
Nominate the buyers you would like to meet. Your preferences inform outreach and the matchmaking process.

06 **Attend your B2B meetings**
Take part in the scheduled business meetings with buyers, based on mutual interest and confirmed availability.

YOUR PRIORITIES SHAPE THE MATCHMAKING

The initial buyer list is provided for your review. You may also submit a wish list of additional buyers you would like to meet.

Buyer nominations are subject to qualification, interest and availability. A wish-list submission does not guarantee an appointment.

NAFATH / AUSTRALIA

Your next market.
Your next connection.

Bring an export-ready product. Meet a relevant purchasing partner.

Egypt–Australia Business Forum

Sydney · 10–21 October 2027

Proposed dates; event day and venue to be confirmed.

www.i-b2b.co ↗