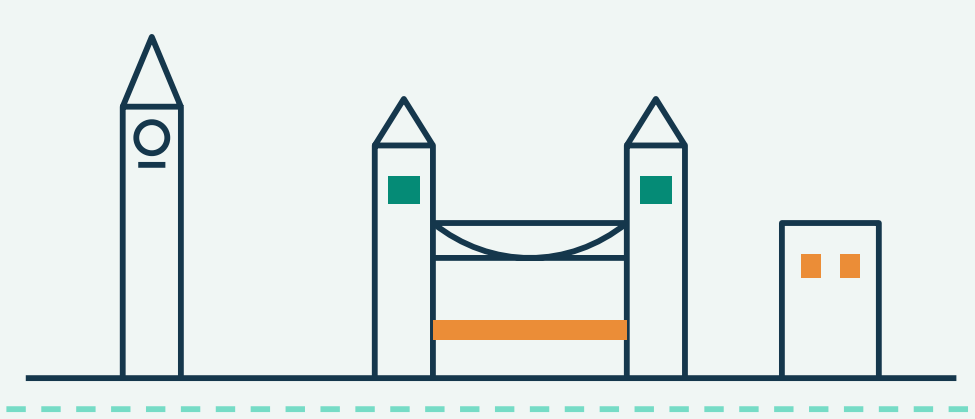
AN INTERNATIONAL MARKET ACCESS PROGRAMME

Egypt–United Kingdom Business Forum

LONDON • 20 JUNE–1 JULY 2027

Proposed dates within the Nafath 2027 programme



EGYPTIAN PRODUCTS. BRITISH OPPORTUNITIES.

Meet the market. Build the relationship.

Connecting Egyptian exporters with qualified British 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 British edition

The Egypt–UK Business Forum connects Egyptian suppliers with British supermarkets, discounters, fashion and home retailers, builders' merchants and wholesale importers. The UK already buys US$1.9bn a year from Egypt, led by fresh produce, electrical goods and apparel, and Egyptian industrial goods enter duty-free under the UK–Egypt Association Agreement.

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 UNITED KINGDOM

A premium market. Built on fresh produce.

One of the world's largest importers, with year-round demand for fruit, vegetables, apparel and home goods.

US$949bn
Merchandise imports / 2025

1.4%
Real GDP growth / 2025

US$8.29bn
Fresh fruit and nut imports / 2025

US$13.8bn
Furniture and lighting imports / 2025

£38bn Sizewell C nuclear power station, approved in July 2025

Multiple routes to market

Opportunities span supermarket fresh-produce programmes, discount and value retail, fashion sourcing, home and DIY chains, builders' merchants and ethnic-food wholesale. Retailer standards such as BRCGS and GLOBALG.A.P., UKCA marking and reliable lead times are central to winning business.

Imports: UN Comtrade, 2025, via Trading Economics ↗
Growth: ONS, via AJ Bell, March 2026 ↗
Sizewell C: UK Government, July 2025 ↗

04 / EGYPT–UNITED KINGDOM TRADE

A growing trade relationship.

EGYPT'S NON-OIL EXPORTS TO UNITED KINGDOM / 2025

US$1.57bn

▲ **+14%** vs 2024 (US$1.38bn)

GROWTH SINCE 2020

+111%

Egypt's exports to United Kingdom, from US$745m in 2020

TOTAL BILATERAL TRADE / 2025

US$3.26bn

All goods, exports plus imports

EGYPT'S IMPORTS FROM UNITED KINGDOM

US$1.67bn

2025

EGYPT'S EXPORTS TO UNITED KINGDOM BY MISSION SECTOR / 2025

8 of 11 sectors grew in 2025; fastest: Cosmetics & Personal Care **+71%**

Engineering, Electrical & Metals

US$630m

▲ **+6%** vs 2024 **+147%** since 2020

Agricultural Produce

US$384m

▲ **+27%** vs 2024

+104% since 2020

Garments & Textiles

US$143m

▲ **+32%** vs 2024 **+81%** since 2020

Plastics

US$81.3m

+27% since 2020 −0% vs 2024

Food & Beverages

US$71.8m

▲ **+69%** vs 2024

+177% since 2020

Chemicals & Paints

US$61.3m

+251% since 2020 −38% vs 2024

Building Materials, Marble & Ceramics

US$59.4m

▲ **+18%** vs 2024 **+39%** since 2020

Printing & Packaging

US$58.3m

▲ **+49%** vs 2024 **+51%** since 2020

Cosmetics & Personal Care

US$29.5m

▲ **+71%** vs 2024 **×7.1** since 2020

Furniture & Home Textiles

US$19.2m

▲ **+14%** vs 2024

Detergents & Home Care

US$0.35m

▲ 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.

Egypt's trade with United Kingdom, 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 the UK have doubled since 2020, to US$1.57bn in 2025, and Egypt still supplies just 0.2% of UK imports. There is room to grow in every sector.

▲ +14%
Growth in Egypt's non-oil exports to United Kingdom in 2025, to US$1.57bn

0.2%
Egypt's share of the UK's US$949bn imports

0%
Duty on Egyptian industrial goods under the UK–Egypt Association Agreement

FASTEST-GROWING MISSION SECTORS IN UNITED KINGDOM / EGYPT'S EXPORTS

▲ +71%
Cosmetics & Personal Care
US$29.5m in 2025, from US$17.3m in 2024

▲ +69%
Food & Beverages
US$71.8m in 2025, from US$42.5m in 2024

▲ +49%
Printing & Packaging
US$58.3m in 2025, from US$39.1m in 2024

▲ +32%
Garments & Textiles
US$143m in 2025, from US$109m 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

UK imports from Egypt, 2025: UN Comtrade via Trading Economics ↗

UK imports by product, 2025: UN Comtrade via Trading Economics ↗

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

05 / THE PROJECT PIPELINE

Landmark projects. Future opportunities.

Three infrastructure programmes shaping British demand for building products, electrical goods and materials.

ENERGY / 2025–2030S

Sizewell C nuclear plant

A £38bn plant in Suffolk, approved in July 2025, expected to power six million homes.

POTENTIAL SECTOR FIT

Cables, steel, electrical components, building materials.

RAIL / ONGOING

HS2 high-speed rail

The London–Birmingham high-speed line, one of Europe's largest construction projects.

POTENTIAL SECTOR FIT

Steel, cement, electrical systems, glass.

POWER / ONGOING

Grid upgrades

National Grid is expanding transmission to connect offshore wind and new demand.

POTENTIAL SECTOR FIT

Cables, transformers, switchgear.

Project summaries: UK Government, Sizewell C, HS2 and National Grid. 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 British buyers already source from Egypt.

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

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

SECTOR OPPORTUNITIES

Who buys, and how.

FOOD & AGRICULTURE

Fresh Fruit & Vegetables

Citrus, grapes, potatoes, onions, sweet potatoes and herbs for year-round retail programmes.

TARGET RETAILERS & PROCUREMENT ORGANISATIONS

- Tesco ↗
- Asda ↗
- Morrisons ↗
- Lidl GB ↗
- Aldi UK ↗
- Marks & Spencer ↗

BUYING ROUTE Category teams and their approved importers and packers.

Food, Beverages & Ethnic Foods

Processed foods, frozen vegetables, juices and Middle Eastern foods for retail and wholesale.

TARGET RETAILERS & PROCUREMENT ORGANISATIONS

- Tesco ↗
- Co-op ↗
- Iceland ↗
- Bestway Wholesale ↗
- Costco UK ↗

BUYING ROUTE Category buyers, wholesale importers and private-label programmes.

FASHION & HOME

Garments & Textiles

Cotton apparel, denim, knitwear and home textiles.

TARGET RETAILERS & PROCUREMENT ORGANISATIONS

- Marks & Spencer ↗
- Next ↗
- Primark ↗
- JD Sports ↗
- Boohoo ↗

BUYING ROUTE Central sourcing teams and agents.

Furniture & Home

Furniture, home textiles and home accessories.

TARGET RETAILERS & PROCUREMENT ORGANISATIONS

- IKEA UK ↗
- Dunelm ↗
- Next Home ↗

BUYING ROUTE Range buyers and supplier development teams.

CONSTRUCTION & INDUSTRY

Building Materials, Marble & Ceramics

Marble, granite, tiles and sanitaryware for housing and refurbishment.

TARGET RETAILERS & PROCUREMENT ORGANISATIONS

Wickes ↗

Travis Perkins ↗

Balfour Beatty ↗

BUYING ROUTE

Merchant category teams and contractor procurement.

Engineering & Electrical

Cables, wiring, lighting and electrical components.

TARGET RETAILERS & PROCUREMENT ORGANISATIONS

National Grid ↗

Balfour Beatty ↗

Travis Perkins ↗

BUYING ROUTE

Utility and contractor procurement, subject to UKCA marking.

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 British 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 British 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 / UNITED KINGDOM

Your next market.
Your next connection.

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

Egypt–United Kingdom Business Forum

London · 20 June–1 July 2027

Proposed dates; event day and venue to be confirmed.

www.i-b2b.co ↗