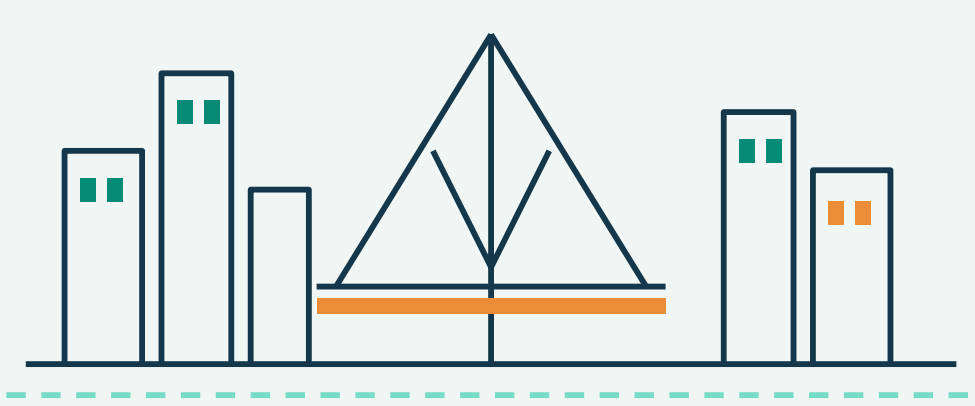
AN INTERNATIONAL MARKET ACCESS PROGRAMME

# Egypt–Brazil Business Forum

**SÃO PAULO • 16–27 AUGUST 2027**

Proposed dates within the Nafath 2027 programme



EGYPTIAN PRODUCTS. BRAZILIAN OPPORTUNITIES.

## Meet the market. Build the relationship.

Connecting Egyptian exporters with qualified Brazilian 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 Brazilian edition

The Egypt–Brazil Business Forum connects Egyptian suppliers with Brazilian fertiliser distributors, retailers and wholesalers, steel and glass users, plastics converters and home-improvement chains. Brazil already buys US$1.47bn a year from Egypt, led by fertilisers, and the Mercosur–Egypt Free Trade Agreement, in force since 2017, keeps cutting tariffs.

**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 BRAZIL

# Latin America's giant. A farm-powered economy.

The region's largest economy and one of the world's biggest buyers of fertilisers, chemicals and plastics.

**US$293.9bn**
Merchandise imports / 2025

**2.3%**
Real GDP growth / 2025

**+11.7%**
Agricultural output growth / 2025, on record harvests

**US$16.7bn**
Fertiliser imports / 2025

**R$12.7tn** Nominal GDP in 2025, the largest economy in Latin America

### Multiple routes to market

Opportunities span fertiliser blenders and distributors, cash-and-carry and supermarket groups, home-improvement and furniture retail, steel, glass and plastics users, and food importers in São Paulo. Portuguese labelling, INMETRO and MAPA registration and reliable lead times to Santos are central to winning business.

Growth and agriculture: IBGE, via ANBA, March 2026 ↗
Imports: UN Comtrade, 2025, via Trading Economics ↗

04 / EGYPT–BRAZIL TRADE

# A growing trade relationship.

EGYPT'S NON-OIL EXPORTS TO BRAZIL / 2025

**US$1.10bn**

▲ **+33%** vs 2024 (US$822m)

GROWTH SINCE 2020

**×5.4**

Egypt's exports to Brazil, from US$202m in 2020

TOTAL BILATERAL TRADE / 2025

**US$5.47bn**

All goods, exports plus imports

EGYPT'S IMPORTS FROM BRAZIL

**US$4.34bn**

2025

## EGYPT'S EXPORTS TO BRAZIL BY MISSION SECTOR / 2025

**8 of 11** sectors grew in 2025; fastest: Plastics **+148%**

### Plastics

**US$278m**

▲ **+148%** vs 2024 **×9.5** since 2020

### Chemicals & Paints

**US$225m**

**+179%** since 2020 −19% vs 2024

### Engineering, Electrical & Metals

**US$200m**

▲ **+14%** vs 2024 **×13.3** since 2020

### Agricultural Produce

**US$141m**

▲ **+90%** vs 2024 **×8.4** since 2020

### Food & Beverages

**US$89.9m**

▲ **+28%** vs 2024

**+150%** since 2020

### Building Materials, Marble & Ceramics

**US$82.7m**

▲ **+25%** vs 2024 **×8.1** since 2020

### Garments & Textiles

**US$33.2m**

▲ **+113%** vs 2024 **×4.0** since 2020

### Detergents & Home Care

**US$24.2m**

▲ **+91%** vs 2024 **×18.8** since 2020

### Furniture & Home Textiles

**US$11.1m**

▲ **+50%** vs 2024

**+244%** since 2020

### Printing & Packaging

**US$1.01m**

−13% vs 2024

### Cosmetics & Personal Care

**US$0.39m**

▲ 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 Brazil, 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 Brazil grew +33% in 2025 to US$1.10bn, more than five times their 2020 level, and the FTA is close to fully duty-free.

**▲ +33%**
Growth in Egypt's non-oil exports to Brazil in 2025, to US$1.10bn

**+11.7%**
Brazil's agricultural output growth in 2025, on record harvests

**US$293.9bn**
Brazil's merchandise imports in 2025

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

**▲ +148%**
**Plastics**
US$278m in 2025, from US$112m in 2024

**▲ +113%**
**Garments & Textiles**
US$33.2m in 2025, from US$15.6m in 2024

**▲ +91%**
**Detergents & Home Care**
US$24.2m in 2025, from US$12.6m in 2024

**▲ +90%**
**Agricultural Produce**
US$141m in 2025, from US$73.8m 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

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

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

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

05 / THE PROJECT PIPELINE

# Landmark projects. Future opportunities.

Three demand drivers shaping Brazil's purchases of farm inputs, materials and consumer goods.

AGRICULTURE / ONGOING

### Record grain harvests

Agricultural output rose 11.7% in 2025 on record soybean and maize crops, lifting demand for fertilisers and packaging.

**POTENTIAL SECTOR FIT**

Fertilisers, chemicals, packaging, bags.

TRADE / 2017–2027

### Mercosur–Egypt FTA

The agreement in force since 2017 phases out most tariffs over periods of up to ten years, so by 2027 most Egyptian goods enter at or near zero duty.

**POTENTIAL SECTOR FIT**

All sectors, especially food, chemicals, textiles.

RETAIL / ONGOING

### Cash-and-carry expansion

Atacadão and other cash-and-carry chains keep opening stores across Brazil, buying food and household goods in volume.

**POTENTIAL SECTOR FIT**

Food, detergents, home goods, plastics.

Project summaries: IBGE, ANBA and company websites. 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 Brazilian buyers already source from Egypt.

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

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

SECTOR OPPORTUNITIES

# Who buys, and how.

AGRICULTURE & CHEMICALS

## Fertilisers & Agricultural Inputs

Urea, nitrogen and phosphate fertilisers for soy, maize, sugar cane and coffee.

TARGET RETAILERS & PROCUREMENT ORGANISATIONS

Mosaic Fertilizantes ↗

Yara Brasil ↗

Fertipar ↗

Heringer ↗

**BUYING ROUTE** Importer-blenders and distributor networks.

## Plastics, Chemicals & Packaging

Polymers, plastic products, films and packaging.

**TARGET RETAILERS & PROCUREMENT ORGANISATIONS**

Braskem ↗ | JBS ↗ | GPA — Visit website ↗

**BUYING ROUTE** Converter and manufacturer procurement.

# FOOD & RETAIL

## Food, Fresh Produce & Detergents

Processed food, fresh fruit, frozen vegetables and detergents for retail and wholesale.

**TARGET RETAILERS & PROCUREMENT ORGANISATIONS**

Atacadão ↗ | Carrefour Brasil ↗ | GPA (Pão de Açúcar) — Visit website ↗ | Mercado Livre ↗

**BUYING ROUTE** Category buyers and approved importers.

## Garments, Furniture & Home

Apparel, home textiles and furniture for value and mid-market retail.

**TARGET RETAILERS & PROCUREMENT ORGANISATIONS**

Lojas Renner ↗ | C&A Brasil ↗ | Tok&Stok ↗

**BUYING ROUTE** Central sourcing teams.

# CONSTRUCTION & INDUSTRY

## Steel, Glass & Building Materials

Steel products, glass, marble, granite and ceramics for construction.

**TARGET RETAILERS & PROCUREMENT ORGANISATIONS**

Gerdau ↗ | Cebrace ↗ | Telhanorte ↗ | Leroy Merlin Brasil ↗ | Portobello ↗

**BUYING ROUTE** Industrial procurement and home-improvement category buyers.

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 Brazilian 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 Brazilian 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 / BRAZIL

# Your next market.
# Your next connection.

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

## Egypt–Brazil Business Forum

São Paulo · 16–27 August 2027

Proposed dates; event day and venue to be confirmed.

www.i-b2b.co ↗