AN INTERNATIONAL MARKET ACCESS PROGRAMME

Egypt–Oman Business Forum

MUSCAT • 1–11 NOVEMBER 2027

Proposed dates within the Nafath 2027 programme



EGYPTIAN PRODUCTS. OMANI OPPORTUNITIES.

Meet the market. Build the relationship.

Connecting Egyptian exporters with qualified Omani 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 Omani edition

The Egypt–Oman Business Forum connects Egyptian suppliers with Omani hypermarkets, food distributors, dairy and flour producers, contractors and furniture retailers. Oman already buys US$210m a year from Egypt, led by fresh fruit and vegetables, and Egyptian goods enter duty-free under the Greater Arab Free Trade Area.

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 OMAN

A steady buyer of Egyptian food. Building new cities.

An import-reliant Gulf economy with steady demand for fresh produce, dairy, building materials, electrical goods and furniture.

US$43.5bn
Merchandise imports / 2024

US$3.15bn
Electrical equipment imports / 2024

US$1.50bn
Iron and steel article imports / 2024

US$782m
Dairy product imports / 2024

RO2.4bn Investment in Sultan Haitham City, a new Muscat city for 100,000 residents

Multiple routes to market

Opportunities span hypermarket fresh and private-label programmes, FMCG distributors, dairy and food producers buying ingredients and packaging, contractors on new housing and infrastructure, and furniture and home retailers. Omani food registration, GSO conformity for building and electrical products, and reliable shipping to Sohar and Muscat are central to winning business.

Imports: UN Comtrade, 2024, via Trading Economics ↗
Sultan Haitham City: Muscat Daily, April 2026 ↗

04 / EGYPT–OMAN TRADE

A trading relationship to build on.

EGYPT'S NON-OIL EXPORTS TO OMAN / 2025

US$153m

Egypt-reported, all non-oil goods

FASTEST-GROWING SECTOR

▲ +81%

Garments & Textiles, 2025 vs 2024

TOTAL BILATERAL TRADE / 2025

US$741m

All goods, exports plus imports

EGYPT'S IMPORTS FROM OMAN

US$552m

2025

EGYPT'S EXPORTS TO OMAN BY MISSION SECTOR / 2025

3 of 11 sectors grew in 2025; fastest: Garments & Textiles **+81%**

Agricultural Produce

US$45.4m

+4% since 2020 −29% vs 2024

Food & Beverages

US$36.6m

▲ +12% vs 2024 **+11%** since 2020

Engineering, Electrical & Metals

US$24.8m

+6% since 2020 −40% vs 2024

Plastics

US$8.11m

▲ +6% vs 2024

Chemicals & Paints

US$6.07m

−30% vs 2024

Furniture & Home Textiles

US$5.31m

−36% vs 2024

Garments & Textiles

US$2.05m

▲ +81% vs 2024

+101% since 2020

Cosmetics & Personal Care

US$2.03m

+43% since 2020 −6% vs 2024

Detergents & Home Care

US$1.37m

−4% vs 2024

Building Materials, Marble & Ceramics

US$1.00m

−56% vs 2024

Printing & Packaging

US$0.49m

−43% vs 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 Oman, 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 already sells fresh produce, food and engineering goods to Oman, duty-free. New cities and rail links are opening room for building products, furniture and electrical goods.

0%

Customs duty on Egyptian goods under the Greater Arab Free Trade Area

RO2.4bn

Investment in Sultan Haitham City

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

▲ +81%

Garments & Textiles

US$2.05m in 2025, from US$1.13m in 2024

▲ +12%

Food & Beverages

US$36.6m in 2025, from US$32.7m in 2024

▲ +6%

Plastics

US$8.11m in 2025, from US$7.66m in 2024

+43%

Cosmetics & Personal Care

Since 2020: US$2.03m in 2025, from US$1.42m

30%

Target reduction in participation costs through Nafath

100,000

B2B meetings delivered by the organiser

US$2bn

Deals concluded by the organiser

Omani imports from Egypt, 2024: UN Comtrade via Trading Economics ↗

Omani imports by product, 2024: UN Comtrade via Trading Economics ↗

Egypt's trade with Oman, 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 Omani demand for building materials, electrical goods and furniture.

HOUSING / TO 2030

Sultan Haitham City

A new city in Muscat for 100,000 residents, with more than RO2.4bn of investment and 1,700 homes already sold.

POTENTIAL SECTOR FIT

Tiles, marble, sanitaryware, cables, doors, furniture.

RAIL / ONGOING

Hafeet Rail

A rail link between Sohar port and Abu Dhabi, built jointly by Oman and the UAE.

POTENTIAL SECTOR FIT

Steel, cement, cables, electrical systems.

INDUSTRY / ONGOING

Duqm Special Economic Zone

A port, refinery and industrial zone on the Arabian Sea, drawing new plants and housing.

POTENTIAL SECTOR FIT

Steel structures, electrical equipment, building materials.

Project summaries: Oman Ministry of Housing and Urban Planning; Hafeet Rail; OPAZ. 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.

Nine Nafath mission sectors, matched to what Omani buyers already source from Egypt.

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

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

SECTOR OPPORTUNITIES

Who buys, and how.

FOOD & AGRICULTURE

Fresh Produce & Retail Food

Citrus, grapes, potatoes, onions, frozen vegetables, cheese and processed foods.

TARGET RETAILERS & PROCUREMENT ORGANISATIONS

- LuLu Retail ↗
- Khimji Ramdas ↗
- Al Meera Oman ↗

BUYING ROUTE Category buyers, fresh-produce importers and distributors.

Food & Dairy Manufacturing

Dairy ingredients, cocoa products, edible oils and packaging.

TARGET RETAILERS & PROCUREMENT ORGANISATIONS

- A'Saffa Foods — Visit website ↗
- Mazoon Dairy — Visit website ↗
- Oman Flour Mills ↗

BUYING ROUTE Procurement and ingredient sourcing teams.

CONSTRUCTION & INDUSTRY

Building Materials, Marble & Ceramics

Marble, granite, tiles and sanitaryware for housing and new cities.

TARGET RETAILERS & PROCUREMENT ORGANISATIONS

- Omran Group ↗
- Galfar Engineering ↗

BUYING ROUTE Developer and contractor procurement.

Engineering & Electrical

Cables, transformers, switchgear and lighting.

TARGET RETAILERS & PROCUREMENT ORGANISATIONS

- Nama Group ↗
- Oman Electricity Transmission — Visit website ↗
- Galfar Engineering ↗

BUYING ROUTE Tenders and vendor registration with utilities and contractors.

Furniture & Home Textiles

Furniture, carpets, bedding and home accessories.

TARGET RETAILERS & PROCUREMENT ORGANISATIONS

IKEA Oman ↗

Danube Home ↗

Khimji Ramdas ↗

BUYING ROUTE Range buyers and franchise sourcing teams.

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 Omani 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 Omani 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 / OMAN

Your next market.
Your next connection.

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

Egypt–Oman Business Forum

Muscat · 1–11 November 2027

Proposed dates; event day and venue to be confirmed.

www.i-b2b.co ↗