AN INTERNATIONAL MARKET ACCESS PROGRAMME

Egypt–Russia Business Forum

MOSCOW • 4–14 OCTOBER 2027

Proposed dates within the Nafath 2027 programme



EGYPTIAN PRODUCTS. RUSSIAN OPPORTUNITIES.

Meet the market. Build the relationship.

Connecting Egyptian exporters with qualified Russian 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 Russian edition

The Egypt–Russia Business Forum connects Egyptian suppliers with Russian grocery chains, discount and off-price retailers, e-commerce platforms and wholesale importers. Russia is already the leading market for Egyptian oranges, and October puts the forum at the start of the citrus season. The planned Russian Industrial Zone in the Suez Canal Economic Zone deepens the partnership.

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 RUSSIA

Egypt's biggest citrus market. A season to plan for.

One of Europe's largest consumer markets, a fellow BRICS member, and a year-round buyer of Egyptian fruit and vegetables.

US$811m
Egypt's non-oil exports to Russia / 2025

+34%
Growth / 2025 vs 2024

+95%
Growth since 2020

US$7bn
Planned Russian investment in the SCZone industrial zone

+37% Growth in Egypt's agricultural produce exports to Russia in 2025

Multiple routes to market

Opportunities span national grocery chains, discount and fixed-price retailers, e-commerce marketplaces, cash-and-carry wholesale and fresh-produce importers. Rosselkhoznadzor phytosanitary rules, EAEU conformity for packaged goods, fruit size grading and payment routes that comply with all applicable sanctions are central to doing business.

Orange share: FreshPlaza, 2025 ↗

Industrial zone: SteelRadar ↗

Mandarins: FreshPlaza, 2026 ↗

Egypt's trade figures: UN Comtrade, Egypt as reporter (retrieved 9 Nov 2026) ↗

04 / EGYPT–RUSSIA TRADE

A growing trade relationship.

EGYPT'S NON-OIL EXPORTS TO RUSSIA / 2025

US$811m

▲ **+34%** vs 2024 (US$607m)

GROWTH SINCE 2020

+95%

Egypt's exports to Russia, from US$416m in 2020

TOTAL BILATERAL TRADE / 2025

US$6.00bn

All goods, exports plus imports

EGYPT'S IMPORTS FROM RUSSIA

US$5.19bn

2025

EGYPT'S EXPORTS TO RUSSIA BY MISSION SECTOR / 2025

6 of 10 sectors grew in 2025; fastest: Building Materials, Marble & Ceramics **+117%**

Agricultural Produce

US$744m

▲ **+37%** vs 2024

+112% since 2020

Food & Beverages

US$15.8m

▲ **+2%** vs 2024 **+245%** since 2020

Plastics

US$15.3m

+115% since 2020 −8% vs 2024

Building Materials, Marble & Ceramics

US$8.61m

▲ **+117%** vs 2024

+36% since 2020

Engineering, Electrical & Metals

US$6.84m

−34% vs 2024

Detergents & Home Care

US$5.57m

▲ **+8%** vs 2024

Chemicals & Paints

US$4.89m

▲ **+28%** vs 2024

+120% since 2020

Cosmetics & Personal Care

US$1.18m

+101% since 2020

▲ up from under US$0.5m in 2024

Garments & Textiles

US$0.93m

▲ **+78%** vs 2024

Furniture & Home Textiles

US$0.69m

−38% 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. Sectors under US$0.1m in 2025: Printing & Packaging.

Egypt's trade with Russia, 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 Russia grew +34% in 2025, to US$811m, led by fresh produce. Processed food, home care and textiles can follow the same route.

▲ +34%

Growth in Egypt's non-oil exports to Russia in 2025, to US$811m

US$7bn

Planned Russian investment in the SCZone industrial zone

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

▲ +117%

Building Materials, Marble & Ceramics

US$8.61m in 2025, from US$3.97m in 2024

▲ +37%

Agricultural Produce

US$744m in 2025, from US$543m in 2024

▲ +28%

Chemicals & Paints

US$4.89m in 2025, from US$3.83m in 2024

▲ +8%

Detergents & Home Care

US$5.57m in 2025, from US$5.17m 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

Egypt exports to Russia, 2025: UN Comtrade via Trading Economics ↗

Egypt's trade with Russia, 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 deepening Egypt–Russia trade.

INDUSTRY / FROM 2026

Russian Industrial Zone, SCZone

A Russian industrial zone at East Port Said on a 50-year usufruct, with a developer selected in July 2026 and at least 15 Russian companies committed.

POTENTIAL SECTOR FIT

Building materials, packaging, chemicals, engineering services.

AGRICULTURE / EVERY SEASON

Citrus and vegetable season

The October to May season drives Russian demand for oranges, mandarins, potatoes and onions, with mandarin exports up 47% in 2025–26.

POTENTIAL SECTOR FIT

Fresh produce, packaging, cartons.

TRADE / ONGOING

BRICS partnership

Egypt joined BRICS in 2024, and both governments are working to expand trade and investment.

POTENTIAL SECTOR FIT

Food, home care, textiles.

Project summaries: Ahram Online, Enterprise, SteelRadar and FreshPlaza. 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 Russian buyers already source from Egypt.

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

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

SECTOR OPPORTUNITIES

Who buys, and how.

FOOD & AGRICULTURE

Fresh Fruit & Vegetables

Oranges, mandarins, grapes, potatoes, onions and garlic, sized and graded for Russian retail.

TARGET RETAILERS & PROCUREMENT ORGANISATIONS

X5 Group ↗ | Magnit ↗ | Visit website ↗ | VkusVill ↗ | Metro Russia ↗

BUYING ROUTE — Fresh-category importers and retail sourcing programmes.

Food, Beverages & Detergents

Processed fruit and vegetables, frozen foods, juices and home-care ranges.

TARGET RETAILERS & PROCUREMENT ORGANISATIONS

X5 Group ↗ | Magnit ↗ | Fix Price ↗ | Ozon ↗

BUYING ROUTE — Category buyers, importers and marketplace sellers.

FASHION & HOME

Garments & Home Textiles

Cotton apparel, towels and home textiles for value retail.

TARGET RETAILERS & PROCUREMENT ORGANISATIONS

Gloria Jeans ↗ | Familia ↗ | Ozon ↗ | Fix Price ↗

BUYING ROUTE — Central sourcing teams and marketplace importers.

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 Russian 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 Russian 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 / RUSSIA

Your next market.
Your next connection.

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

Egypt–Russia Business Forum

Moscow · 4–14 October 2027

Proposed dates; event day and venue to be confirmed.

www.i-b2b.co ↗