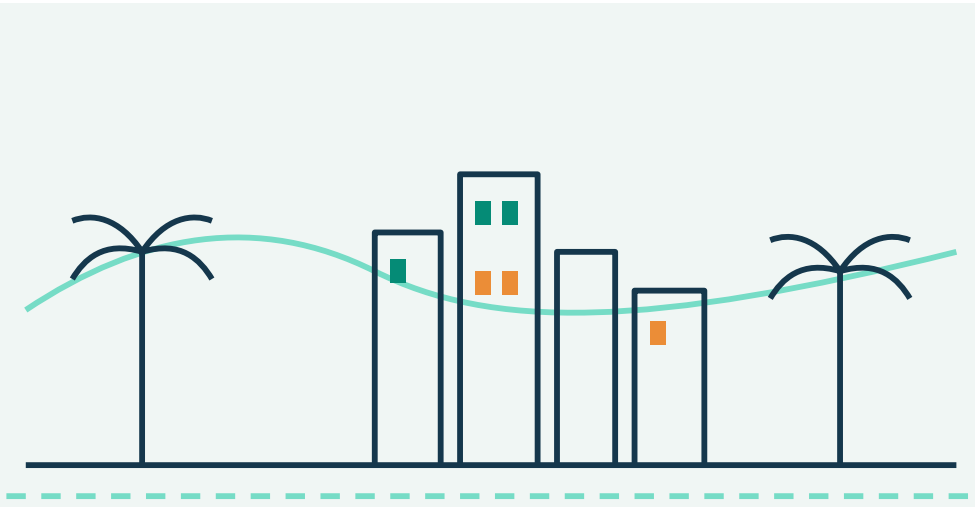
AN INTERNATIONAL MARKET ACCESS PROGRAMME

Egypt–USA Business Forum

LOS ANGELES • 8–17 SEPTEMBER 2027

Proposed dates within the Nafath 2027 programme



EGYPTIAN PRODUCTS. AMERICAN OPPORTUNITIES.

Meet the market. Build the relationship.

Connecting Egyptian exporters with qualified American 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 American edition

The Egypt–USA Business Forum in Los Angeles connects Egyptian suppliers with American apparel brands and off-price retailers, home and flooring chains, natural-stone importers, grocery groups and Middle Eastern food distributors on the West Coast. The US bought US$3.06bn from Egypt in 2025, and Egyptian apparel made in Qualifying Industrial Zones keeps its duty-free route.

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 USA

The world's largest buyer. Egypt is gaining ground.

US$3.5 trillion of imports a year, and Egyptian exports to the US grew almost 20% in 2025.

US$3.50tn
Merchandise imports / 2025

US$81.8bn
Apparel imports / 2025

US$66.6bn
Furniture and lighting imports / 2025

US$25.7bn
Fresh fruit and nut imports / 2025

+22% Growth in Egypt's non-oil exports to the US in 2025

Multiple routes to market

Opportunities span apparel brands and off-price chains, home-improvement and flooring retailers, stone and tile importers, grocery chains and Middle Eastern food distributors. FDA registration, CPSC compliance for consumer goods, QIZ rules of origin for apparel and reliable lead times to Los Angeles and Long Beach are central to winning business.

Imports: UN Comtrade, 2025, via Trading Economics ↗

Export growth: CAPMAS, via Amwal Al Ghad ↗

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

04 / EGYPT–USA TRADE

A growing trade relationship.

EGYPT'S NON-OIL EXPORTS TO USA / 2025

US$2.70bn

▲ **+22%** vs 2024 (US$2.22bn)

GROWTH SINCE 2020

+65%

Egypt's exports to USA, from US$1.63bn in 2020

TOTAL BILATERAL TRADE / 2025

US$15.48bn

All goods, exports plus imports

EGYPT'S IMPORTS FROM USA

US$12.78bn

2025

EGYPT'S EXPORTS TO USA BY MISSION SECTOR / 2025

8 of 11 sectors grew in 2025; fastest: Engineering, Electrical & Metals **+105%**

Garments & Textiles

US$1.36bn

▲ **+12%** vs 2024 **+62%** since 2020

Engineering, Electrical & Metals

US$385m

▲ **+105%** vs 2024 **×6.5** since 2020

Food & Beverages

US$208m

▲ **+24%** vs 2024

+254% since 2020

Agricultural Produce

US$182m

▲ **+18%** vs 2024

+100% since 2020

Building Materials, Marble & Ceramics

US$178m

▲ **+44%** vs 2024 **+9%** since 2020

Furniture & Home Textiles

US$127m

−8% vs 2024

Chemicals & Paints

US$74.2m

−19% vs 2024

Plastics

US$45.7m

−29% vs 2024

Cosmetics & Personal Care

US$16.0m

▲ **+3%** vs 2024

Printing & Packaging

US$13.0m

▲ **+33%** vs 2024

Detergents & Home Care

US$10.2m

▲ **+65%** vs 2024 **+21%** since 2020

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 USA, 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 US grew +22% in 2025, to US$2.70bn. Egypt still supplies under 0.1% of US imports.

▲ +22%

Growth in Egypt's non-oil exports to USA in 2025, to US$2.70bn

<0.1%

Egypt's share of US$3.5tn of US imports

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

▲ +105%

Engineering, Electrical & Metals

US$385m in 2025, from US$188m in 2024

▲ +65%

Detergents & Home Care

US$10.2m in 2025, from US$6.19m in 2024

▲ +44%

Building Materials, Marble & Ceramics

US$178m in 2025, from US$124m in 2024

▲ +33%

Printing & Packaging

US$13.0m in 2025, from US$9.77m 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

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

QIZ exports: RMGEC via Enterprise, Feb 2026 ↗

Export growth: CAPMAS via Amwal Al Ghad ↗

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

05 / THE PROJECT PIPELINE

Landmark projects. Future opportunities.

Three trade routes shaping US demand for Egyptian goods.

TRADE / ONGOING

Qualifying Industrial Zones

QIZ exports reached US$1.33bn in 2025, up 12%, and the apparel council is targeting US$2bn. Egypt is negotiating to widen QIZ membership.

POTENTIAL SECTOR FIT

Garments and textiles.

SOURCING / ONGOING

Near-shoring away from Asia

US brands are spreading apparel and home-goods sourcing beyond China, and Egypt's cotton base and shipping links make it a strong candidate.

POTENTIAL SECTOR FIT

Garments, home textiles, carpets, furniture.

HOUSING / ONGOING

Home renovation and new building

US home-improvement and flooring retailers are steady buyers of tiles, marble and granite.

POTENTIAL SECTOR FIT

Marble, granite, ceramics, glass.

Project summaries: RMGEC via Enterprise, CAPMAS and company reports. 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.

Eight Nafath mission sectors, matched to what American buyers already source from Egypt.

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

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

SECTOR OPPORTUNITIES

Who buys, and how.

FASHION & HOME

Garments & Textiles

Cotton knitwear, denim, workwear and basics for brands and off-price retail.

TARGET RETAILERS & PROCUREMENT ORGANISATIONS

- Gap Inc. ↗
- PVH ↗
- VF Corporation ↗
- Gildan (incl. Hanesbrands) ↗
- Burlington ↗
- Macy's ↗

BUYING ROUTE — Brand sourcing offices and off-price buying teams.

Carpets, Home Textiles & Furniture

Carpets, rugs, towels, bedding and furniture.

TARGET RETAILERS & PROCUREMENT ORGANISATIONS

- Target ↗
- Walmart ↗
- IKEA US ↗
- Mohawk Industries ↗

BUYING ROUTE — Home category buyers and importers.

BUILDING MATERIALS

Marble, Granite & Ceramics

Natural stone, tiles and sanitaryware for renovation and new homes.

TARGET RETAILERS & PROCUREMENT ORGANISATIONS

- MSI Surfaces ↗
- Floor & Decor ↗
- Daltile ↗
- The Home Depot ↗
- Visit website ↗

BUYING ROUTE — Stone importers and home-improvement category buyers.

FOOD & GROCERY

Food, Fresh Produce & Middle Eastern Foods

Processed fruit and vegetables, frozen foods, citrus, dates and ethnic foods.

TARGET RETAILERS & PROCUREMENT ORGANISATIONS

Sadaf Foods ↗ | Ziyad Brothers ↗ | Costco ↗ | Sprouts Farmers Market ↗ | Albertsons ↗

BUYING ROUTE — Ethnic-food importers and grocery category 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 American 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 American 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 / USA

Your next market.
Your next connection.

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

Egypt–USA Business Forum

Los Angeles · 8–17 September 2027

Proposed dates; event day and venue to be confirmed.

www.i-b2b.co ↗