

Executive Summary of the Report on the visit to Cairo for promoting participation of Indian companies in Cairo Fashion & Tex

Background of the visit:

The Council deputed an Officer to visit Cairo to meet Heads of leading Trade Bodies, a few Buyers, Organizers of the Fair and the Officials of Embassy of India in Cairo for promoting participation of Indian companies in Cairo Fashion & Tex from 13th to 16th September 2017.

Basic Objectives for the visit:

1. To discuss with Officials of the Organizers of Cairo Fashion & Tex to promote visit of Buyers to India Pavilion.
2. To discuss with Officials of leading Trade Bodies to publicize/promote participation of Indian companies in Cairo Fashion & Tex among its members for their visit to India Pavilion.
3. To meet some leading Buyers/Traders/Producers of textiles, besides visiting local market of wholesalers in Cairo for collecting useful inputs about design/color and demand of certain products.

Methodology used for collecting necessary market intelligence:

1. Sent a **structured Questionnaire** for Feedbacks to buyers of textiles in Egypt.
2. **Personal visits** to select Buyers, Garment manufacturers and Officials of the prominent Trade Bodies.
3. Arranging a **“Power Point Presentation”** on Indian Textile Industry, and its Trade.
4. **Visiting the local Textile Market of Wholesalers.**

List of Trade Bodies/Associations, Buyers of textiles, and others, who were met during the visit is enclosed (Refer Annexure A). The Council has also compiled an Album – containing the required inputs, which is enclosed herewith for their ready reference (Refer Annexure B). (For details please see the main report).

Inputs collected on the basis of the following during the visit:

1. Current business atmosphere for exports to Egypt (for details please see the main report).
2. Specific textile items, among others, that are in demand (for details please see the main report).

Suggestions made by select buyers/Trade Bodies on exhibiting textile items during Cairo Fashion & Tex:

For understand the suitability of products for exporting to Egypt, one needs to see the type of market segment in Egypt – Domestic Market, or Garment Making Sector. Accordingly, a prospective supplier is to make decisions on the basis of the following:

1. Textile items targeting the domestic/Egyptian market (for details please see the main report).
2. Textile Items targeting for Garment Manufacturing Sector (for details please see the main report).

A list of Do's and Don'ts for quick understanding of some important inputs

Do's	Don'ts
<p>1. Fabric designs for the domestic market should preferably be according to local customers' design/color preferences.</p> <p>2. For Evening Wears (Ladies) multiple colors may be acceptable.</p> <p>3. Though finished product like garments, made-ups and furnishing are not preferred by the current policies of the Egyptian</p>	<p>1. Finished products (garments, made-ups, and home textiles) are not appreciated for exporting to Egypt by the current Egyptian Govt. Policies.</p> <p>However, though demand of finished/high value added products exists in the domestic market, the percentage of duty will be very high.</p>

<p>Government, some traders said that they need those too.</p> <p>4. Registration of exporting companies is not needed if products are exported to a manufacturing company in Egypt. Or in other words, registration is not needed by any Indian company for exporting any raw materials like fibre, yarn, and fabrics.</p> <p>5. Most preferred mode of payments by garment producers/buyers includes: (a). Cash Against Documents (CAD). (b). Letter of Credit (LC) on 120 days. (c). 25% Cash down Payment with 180 days credit facility without LC. (d). Commonly used mode of payment for doing trade with Govt. companies is 10-20% Cash down Payment & balance payment against Documents.</p> <p>6. For knowing the credibility of any new/first-time Egyptian buyers, exporters, if needed, may like to consult with the Embassy of India/any leading Chamber of Commerce in Cairo.</p> <p>7. To be on the safer side, Indian suppliers/exporters should get their samples of required textile items approved by their concerned buyers.</p> <p>8. Though considered as finished products by the current policies of the Egyptian Govt., handmade embroidered fabrics enjoy high demand in the market. This means embroidered materials can be exported but with high duty, as very less preference is given by the Egyptian current policies for importing finished and value</p>	<p>2. No heavy embroidered fabrics are preferred by the market.</p> <p>3. Registration of exporting companies is required for selling finished products to Egyptian market.</p> <p>4. Before finalizing any export order with a new trader of textiles (not garment producers), it is advisable not to hurriedly finalize any deal with him, unless the same is verified by the Commercial Section of the Embassy of India/or a leading Chamber of Commerce in Cairo for avoiding any problems later.</p> <p>5. For wedding dresses (for ladies), base fabrics and embroidery work should preferably not be of different color. White color as base fabrics is widely demanded.</p> <p>6. Exhibitors should not carry exhibits/sample products as passenger baggages. They need to send their exhibits through a Clearing Agents in advance for avoiding any Customs related problems.</p> <p>7. For doing business with Traders – not known, it's advisable not to do business without 50% down payments and 50% against documents.</p> <p>8. For very risky Egyptian Traders with bad Credit Rating record, none should do business without 100% cash down payments.</p> <p>9. For avoiding any risk, first-time business with traders may be of small amount. However, later when the business</p>
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added textile products.	relationship will grow, the value of Business may be comparatively bigger.
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Inputs for sending exhibits/sample-products to Cairo Fashion & Tex by participating Indian companies: (For details please see the main report).

As advised by the Embassy of India in Cairo, all the Indian participants need to send their exhibits/sample-products for displaying during the Fair through a “**Clearing Agent**” appointed by the Organizer well in advance from the date of the Fair for avoiding any Custom related problems. Accordingly, as suggested by the Organizers of Cairo Fashion & Tex, **M/s. International Freight & Exhibition** may be used as the Clearing Agent by the Indian participating companies.

Promotion of Indian participation in “Cairo Fashion & Tex” for enhancing the effectiveness of the same by ensuring footfalls of a good number of Buyers to India Pavilion:

1. Assurance received from **M/s. Pyramids International Group:**

- ❖ Publicize the India Pavilion among visiting Buyers through appropriate posters at the entrance of the venue.
- ❖ Delegation of Buyers will be informed separately to visit India Pavilion.

2. Assurance received from (a). **Egyptian Chamber of Apparel and Home Textile Industries (ECAHT)** (b). **Cairo Chamber of Commerce** (c). **Egyptian Chamber of Textile Industries**, and (d). **Cotton & Textile Industries Holding Co:**

- ❖ Publicize Indian participation in “Cairo Fashion & Tex” to their respective members through appropriate mails and In-house Magazines.
- ❖ Respective Heads of the above Trade Bodies will also attend the inaugural program for promoting the Indian participation.

- ❖ SRTEPC will also be allowed to use the database of members of the above Trade bodies for publicizing the Indian participation in Cairo Fashion & Tex.

3. Assurance received from **Ambassador of India**:

- ❖ Putting an appropriate message in the website of the Embassy.
- ❖ If a write-up is sent on “**Indian Textile Industry** with a special emphasis of participation of Indian companies” for showcasing specific products during the Fair, the same will be publicized by the Embassy of India through its Magazine/Newsletter to the Egyptian Buyers/Traders.
- ❖ **A Team of Dancers** can also be used by the “Cultural Section” of the Embassy (with a very nominal charge USD 300-400) at the India Pavilion during the show to attract buyers at the booths of Indian participants.
- ❖ The Embassy of India will help the Council organize a **Press Conference** at his premises.
- ❖ Ambassador of India will also **inaugurate** the India Pavilion.

A Report on the visit to Cairo for promoting participation of Indian companies in Cairo Fashion & Tex in Egypt from 13th to 16th September 2017

Background of the visit to Cairo:

Since the Council is scheduled to organize participation of Indian companies in “Cairo Fashion & Tex ” from 13th to 16th September 2017, the Chairman and the Vice Chairman of the Council, as part of their considered thought decided to depute an Officer of the Council for an advance visit to Cairo for meeting Senior Representatives/Officials of the leading Trade Bodies, some prominent buyers/traders of textiles and those important to ensure participation of member companies with rewarding experience in the forthcoming International Fair in Egypt.

Basic objectives for the visit:

1. To discuss with **M/s. Pyramids International Group**, the Organizers of Cairo Fashion & Tex to make effective arrangements to publicize the “India Pavilion” at Cairo Fashion & Tex for attracting Buyers of textiles and others connected for discussing business with representatives of participating Indian companies.
2. To meet Officials of prominent Trade Bodies of textiles for publicizing the participation of Indian companies among their respective concerned members to visit “**India Pavilion**” to meet and discuss business with their visiting Indian counterparts during the Fair.
3. To meet some Buyers/Traders, producers of textiles, besides visiting the local market of wholesalers of textiles at Attaba, Down Town, Cairo to gather useful information including design/color inputs of textiles for brightening the prospect of visiting Indian companies for discussing business with their target buyers.

Methodology used for collecting necessary inputs to get a first-hand idea about the Egyptian market and the specific items of textile that are in demand in the market for sourcing the same from India:

5. Sent a **structured Questionnaire** with specific points for “Feedbacks” to buyers of textiles in Egypt in advance from the date of visit.
6. Making **personal visits** to select Buyers, Garment manufacturers and Officials of the prominent Trade Bodies including the organizers of the Fair for discussing the needful on one-to-one basis.
7. Giving a **“Power Point Presentation”** – showcasing the Indian Textile Industry, and its Trade to those, I met during the visit.
8. **Visiting the local Textile Market of Wholesalers** and distributing an Exhibition Flyer to the owners of various textile shops for collecting design/color inputs from them, besides inviting them to visit the Cairo Fashion & Tex from 13th to 16th September 2017.

List of Trade Bodies/Associations, Buyers of textiles, and others, who were met during the visit is enclosed (Refer Annexure A).

Inputs collected on the basis of the following during the visit:

3. Current business atmosphere for exports to Egypt:

In a highly anticipated move, the Central Bank of Egypt (CBE) on November 3, 2016 floated the Egyptian Pound allowing it to trade freely. As a result, the pound was devalued by 32% rate in the beginning with a new rate set at 13 to a dollar, compared with the previous official rate of 8.88 within a 10 percent band above or below the new rate. This move was seen as a must to rebalance currency markets after weeks of turbulence, during which the pound has repeatedly dropped to records in the black market and depreciated to as high as 17.89 per dollar. Since then the Pound has been within the range of 15-18 to a dollar.

As per CBE, the new move is meant to "eliminate the parallel market of foreign currency, boost the economy and achieve higher growth rates." This was successfully achieved and the parallel (black) market has no substantial presence since then. Moreover, the banks are requested to provide any amount of US\$ to cover invoices of any commercial transactions through them. The only shortage in currency is when a buyer requests US\$ in cash with no LC to cover the same.

On the other hand, the Egyptian Government has issued a New Investment Law in June 2017, which added several incentives that encourage the FDIs in Egypt. The devaluation of the currency along with encouraging the foreign investments will surely create new investments, as it looks more attractive to start a business with less cost in terms of US\$ compared to previous period.

Exports to Egypt:

Regarding the issue of making due payments on exports to Egypt, the Embassy of India received as much business disputes from India as from Egypt, where one of the parties transfer the advance payment and doesn't receive the consignments. In order to ensure smooth and safe transactions, according to the Embassy of India in Cairo, the best practice for the Indian companies is to request an advance payment (commonly it is 30% of the total shipment value) and the rest to be Cash against Documents CAD (Bank-2-Bank). While some minority of the Egyptian importers might refuse the same because of previous bad experiences, many others are accepting this term of payment and importing normally. At that point, the Embassy of India encourages all Indian exporters to approach the Commercial Wing of the Embassy before dealing with any Egyptian company to check whether there has been any complaints registered against it with the Embassy or not.

4. Specific textile items, among others, that are in demand:

- a. Shirtings: Some of the main varieties include 100% Cotton, 65% Polyester 35% Cotton Blended, 100% Viscose, Polyester Viscose Blended, 65% Cotton 35% Polyester Blended.

- b. Suitings: Some of the main varieties include 100% Cotton, 65% Cotton 35% Polyester, 65% Polyester 35% Cotton Blend, Gabardine (98% Cotton 2% Lycra), Polyester/Viscose Blend, Polyester/Wool Blend.
- c. Dress Fabrics: Some of the main varieties include 100% Cotton, 100% Viscose, Polyester/Cotton Blend, Polyester/Viscose Blend, 100% Polyester.

For Dress fabrics, light fashion – not too much design, light embroidery work etc. are preferred by Egyptian buyers. Base fabrics for embroidery work, particularly for wedding dresses, white or off white color is preferred.

Specific type of Fabrics that enjoy high demand:

This include **Gabardine** (both for Trousers and Shirts for winter wears), Jeans for Trousers of high quality for the Garment Sector. However, low and medium qualities are also demanded by the local Egyptian Market. Estimated requirements: 2000 Million meters. Specifications: 98% Cotton and 2% Lycra Blend.

- d. Made-ups: Some of the main varieties include 100% Cotton, 100% Viscose, Polyester/Cotton Blend, 100% Polyester.
- e. Home Textiles: Among other items, 100% Terry Towel and Bed Linen/Bed Covers of Polyester Cotton Blend.
- f. Yarns: Main varieties include 100% Cotton, 100% Viscose, Polyester Cotton Blend, Polyester Viscose Blend, 100% Polyester, Polyester Wool Blend and Value Added Yarns.

Some of the popular counts include: for 100% Cotton Yarn (30/1, 40/1), for 100% Viscose (30/1), 20 to 40 Ne single. Other counts include: 20/2 Ne, 40/2 Ne twisted yarn (or Ply Yarn), fancy yarn, and small quantity of 80 Ne to 100 Ne.

- g. Fibres: Polyester Staple Fibre (PSF), Viscose Staple Fibre (VSF) and Acrylic Staple Fibre (ASF). Estimated combined requirement of fibres is around 50,000 tons.

Suggestions made by select buyers/Trade Bodies on exhibiting textile items during Cairo Fashion & Tex:

In order to understand the suitability of products for exporting to Egypt, one needs to see the type of market segment in Egypt (Domestic Market, or Garment Making Sector), a particular supplier (exhibitor) is targeting for selling his products. Accordingly, a prospective supplier is to make decisions on the basis of the following:

1. **Textile items targeting the domestic/Egyptian market:** As most of the products, which are to be showcased by participating Indian companies, may be targeted to meet the specific requirements of the domestic (Egyptian market), one needs to consider exhibiting products according to the preferences of its local customers. For this, one need to consider the following:
 - a. Designs/Colors of exhibiting products by Indian participating companies may largely be according to the sample-designs collected from the market. So, one may like to refer the photographs of the sample-designs taken from the local wholesale market at Attaba, Down Town, Cairo – covering products like shirtings, suitings, dress materials and furnishing fabrics. Purple color, appears to be a common choice for a base color, among others. **Some buyers including the President of the Apparel Chamber have identified some sample-design from the SRTEPC Coffee Table Book. In this regard, in order to enable the prospective member-companies to get an idea about the specific design/color inputs that were collected from the local wholesale market and the SRTEPC Coffee Table Book, the Council has compiled an Album – containing the required inputs, which is enclosed herewith for their ready reference (Refer Annexure B).** Following Websites may also be visited to get an idea about color/type of material used by Egyptian market:

1. www.jumia.com.eg

2. www.fashion.souq.com

b. Since the local Egyptian market appears to be price-sensitive, it was suggested by some traders of textiles that concerned Indian exhibitors should have both low and medium price range of products. Some varieties of high quality and pricy products may also be exhibited to meet demand of those need for high Value Added Products.

2. Textile Items targeting for Garment Manufacturing Sector:

- a. Since a Garment Manufacturing Company (Buyer) is to sell its products (garments/apparels) to International markets like USA, Europe etc., not much thought may be needed by them to position their products in tune with the choice of the local Egyptian market. Hence, since the Egyptian Garment Sector exports its apparel items to USA, Turkey, Italy, UK, Spain, Germany, Saudi Arabia, including India, among other countries, products that are normally exported to those markets by Indian exporters, are very much acceptable to Egyptian garment manufacturers for catering to their requirements for making garments for exports to various markets abroad.
- b. Fabrics enjoying good demand for Garment Producers include Gabardine and Jeans of high quality. Estimated demand for the combined requirements for these types of fabrics was projected by the President of the Apparel Chamber in Cairo to around 2000 Million meters a year.

Sample-fabrics not needed or not much in demand include items like heavy embroidered fabrics and those with bead works. Specific designs of the same have also been shown in the enclosed Album of Designs/Colors for quick reference purpose.

A list of Do's and Don'ts for quick understanding of some important inputs:

Do's	Don'ts
<p>1. Fabric designs for the domestic market should preferably be according to local customers' design/color preferences.</p> <p>2. For Evening Wears (Ladies) multiple colors may be acceptable.</p> <p>3. Though finished product like garments, made-ups and furnishing are not preferred by the current policies of the Egyptian Government, some traders said that they need those too.</p> <p>4. Registration of exporting companies is not needed if products are exported to a manufacturing company in Egypt. Or in other words, registration is not needed by any Indian company for exporting any raw materials like fibre, yarn, and fabrics.</p> <p>5. Most preferred mode of payments by garment producers/buyers includes: (a). Cash Against Documents (CAD). (b). Letter of Credit (LC) on 120 days. (c). 25% Cash down Payment with 180 days credit facility without LC. (d). Commonly used mode of payment for doing trade with Govt. companies is 10-20% Cash down Payment & balance payment against Documents.</p> <p>6. For knowing the credibility of any new/first-time Egyptian buyers, exporters, if needed, may like to consult with the Embassy of India/any leading Chamber of Commerce in Cairo.</p>	<p>1. Finished products (garments, made-ups, and home textiles) are not appreciated for exporting to Egypt by the current Egyptian Govt. Policies.</p> <p>However, though demand of finished/high value added products exists in the domestic market, the percentage of duty will be very high.</p> <p>2. No heavy embroidered fabrics are preferred by the market.</p> <p>3. Registration of exporting companies is required for selling finished products to Egyptian market.</p> <p>4. Before finalizing any export order with a new trader of textiles (not garment producers), it is advisable not to hurriedly finalize any deal with him, unless the same is verified by the Commercial Section of the Embassy of India/or a leading Chamber of Commerce in Cairo for avoiding any problems later.</p> <p>5. For wedding dresses (for ladies), base fabrics and embroidery work should preferably not be of different color. White color as base fabrics is widely demanded.</p> <p>6. Exhibitors should not carry exhibits/sample products as passenger baggages. They need to send their exhibits through a Clearing Agents in advance for avoiding any Customs related problems.</p>

<p>7. To be on the safer side, Indian suppliers/exporters should get their samples of required textile items approved by their concerned buyers.</p> <p>8. Though considered as finished products by the current policies of the Egyptian Govt., handmade embroidered fabrics enjoy high demand in the market. This means embroidered materials can be exported but with high duty, as very less preference is given by the Egyptian current policies for importing finished and value added textile products.</p>	<p>7. For doing business with Traders – not known, it's advisable not to do business without 50% down payments and 50% against documents.</p> <p>8. For very risky Egyptian Traders with bad Credit Rating record, none should do business without 100% cash down payments.</p> <p>9. For avoiding any risk, first-time business with traders may be of small amount. However, later when the business relationship will grow, the value of Business may be comparatively bigger.</p>
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Inputs for sending exhibits/sample-products to Cairo Fashion & Tex by participating Indian companies:

As advised by the Embassy of India in Cairo, all the Indian participants need to send their exhibits/sample-products for displaying during the Fair through a “**Clearing Agent**” appointed by the Organizer well in advance from the date of the Fair for avoiding any Custom related problems. Accordingly, as suggested by the Organizers of Cairo Fashion & Tex, **M/s. International Freight & Exhibition** may be used as the Clearing Agent by the Indian participating companies. The address and contact details of the Clearing Agent are as follows:

Mr. Ahmed Adel Fayad
C/O Mr. Abdel Fayad
General Manager,
International Freight & Exhibition (iFE)
Cell Phone No.: +20-1223169052
Email id: ifeintl@soficom.com.eg

Currently, the Council is in the process of collecting the following information from the above Agency:

1. Name of its India based Agent to enable participating Indian companies to co-ordinate the needful with them.
2. Documents needed for sending exhibits by the Indian companies to Cairo by Air.
3. Time needed by the Clearing Agent for arranging to send their exhibits etc to the venue of the Fair.
4. Charges needed for sending exhibits of Indian participating companies to Cairo.

Promotion of Indian participation in “Cairo Fashion & Tex” for enhancing the effectiveness of the same by ensuring footfalls of a good number of Buyers to India Pavilion:

4. Assurance received from **Mr. Mohammad Sherif Hashem, Chairman, M/s. Pyramids International Group:**
 - ❖ Publicize the India Pavilion among visiting Buyers through appropriate posters at the entrance of the venue.
 - ❖ Delegation of Buyers will be informed separately to visit India Pavilion.
5. Assurance from (a). Mr. Mohamed Abdel Salam, **President, Egyptian Chamber of Apparel and Home Textile Industries (ECAHT)** (b). Mr. Khaled M Moustafa, **Head of Commercial and Economic Affairs, Cairo Chamber of Commerce** (c). Mr. Khaled El Behairy, **Executive Director, Egyptian Chamber of Textile Industries** (d). Dr. Ahmed Moustafa Mohamed, **Chairman, Cotton & Textile Industries Holding Co:**

- ❖ Publicize Indian participation in “Cairo Fashion & Tex” to their respective members through appropriate mails and In-house Magazines.
- ❖ Respective Heads of the above Trade Bodies will also attend the inaugural program for promoting the Indian participation.
- ❖ SRTEPC will also be allowed to use the database of members of the above Trade bodies for publicizing the Indian participation in Cairo Fashion & Tex.

6. H. E. Shri. Sanjay Bhattacharyya, **Ambassador of India** has assured all helps including the following:

- ❖ Putting an appropriate message in the website of the Embassy.
- ❖ If a write-up is sent on “**Indian Textile Industry** with a special emphasis of participation of Indian companies” for showcasing specific products during the Fair, the same will be publicized by the Embassy of India through its Magazine/Newsletter to the Egyptian Buyers/Traders.
- ❖ **A Team of Dancers** can also be used by the “Cultural Section” of the Embassy (with a very nominal charge USD 300-400) at the India Pavilion during the show to attract buyers at the booths of Indian participants.
- ❖ The Embassy of India will help the Council organize a **Press Conference** at his premises.
- ❖ Ambassador of India will also **inaugurate** the India Pavilion.

Annexure A

List of Trade Bodies/Associations, Buyers of textiles, and others, who were met during the visit to Cairo

On 24th July (Monday)

1. Embassy of India, Cairo

- a) H. E. Shri. Sanjay Bhattacharyya
Ambassador of India
- b) Shri. Bharat Babu
Counsellor
- c) Shri(Dr.) Vinod Bahade
First Secretary (Com.)
- d) Shri. B. Kamal
Second Secretary

2. Mr. Sheriff Elzahar General Manager Golden Fabrics (Import Export & Trade of Wool Textiles)

3. Cairo Chamber of Commerce

- a) Mr. Khaled M. Mostafa
Head of Commercial Economic Affairs,

- b) Ms. Amira Ahmed Ibrahim
Head of Public Relations Specialists.

- c) Mr. Mohamed Samir Fahmy
Public Relations Manager

4. National Systems

- a) Mr. Karim Hamza
CEO
Mobile : +20-1002191096
E-mail : khamza@national-system.com
- b) Mr. Alaa Zakaria
Public Relation Manager

On 25th July (Tuesday)

5. Mr. Khaled El Behairy
Exexecutive Director
Egyptian Chamber of Textiles & Industries.
E-mail : kbehairy@fee.org.eg
Cell : +20100-5397793

6. M/s. Pyramids International Group.

- a) Mr. Mohamed Sherif Hashem
Chairman
(Organizers of Cairo Fashion & Tex)
Cell : +201001589792
+9647706549010
+905324220093
E-mail : msherif@pyramidsfaireg.com
msherif@pyramidsfair.com
- b) Ms. Dina Hashem
Operation Manager
Cell : +20111631048
E-mail : dina@pyramidsfaireg.com
7. Mr.Mohammed Abdel Salem
President,
Egyptian Chamber of Apparel and Home Textiles Industries (ECAHT)
Federation of Egyptian Industry.
Mobile : +201006633633 E-mail : msalam01@habilraco.com
8. Mr. Ahmed Dory
Sales Manager,
Hilton Hotels & Resorts.
Cell : +201001920930 E-mail : ahmed.eldory@hilton.com

On 26th July (Wednesday)

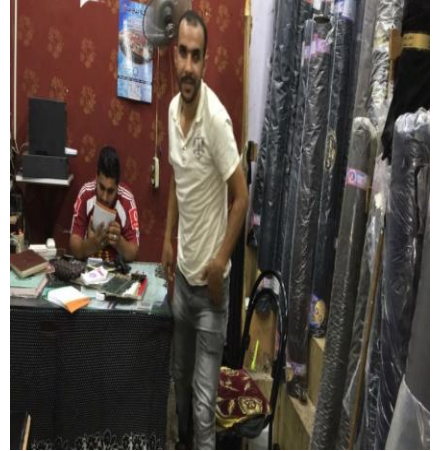
9. Mr. Moustafa Abdel Maaboud
Procurement Manager,
Consolidated Casuals Limited
Cell : +20122437754 E-mail : moustafa.abdelmaboud@cc-egypt.com
10. Mr. Yehica Mostafa
General Manager
EGYTEX
Mobile : +201222145850 E-mail : yehica@egytex.com / sahara@egytex.com
11. **Cotton & Textile Industries Holding Company**
- a) Dr. Ahmed Moustafa Mohamed
Chairman
Mobile : +201223648797
E-mail : amoustafa@fei.org.eg / ctihc_egypt@hotmail.com
- b) Mr. Ahmed El Sawi Sliman
Dy. Chairman & Member of the Board
Mobile : +201006030604 E-mail : ctihc_egypt@hotmail.com

On 27th July (Thursday)

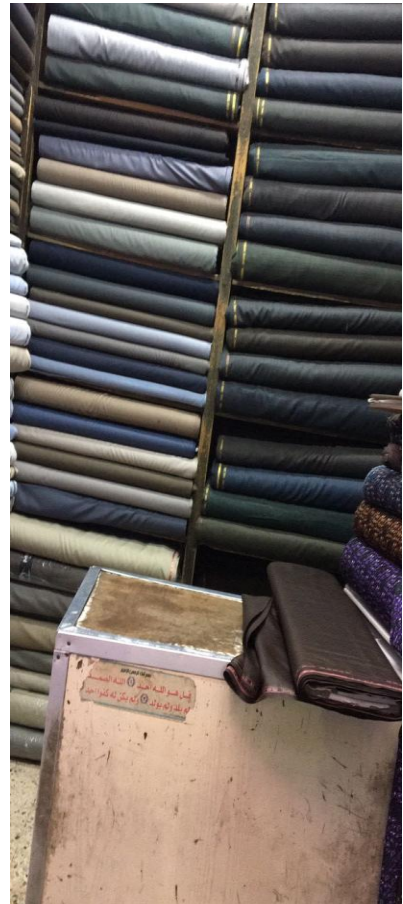
12. Mr. Ahmed Adel Fayad (Son)
C/o. Mr. Adel Fayad (Father)
General Manager
International Freight & Exhibition (iFE)
Cell : +201223169052 E-mail : ifeintl@soficom.com.eg
13. Mr. Qaed Johar Ebrahim
Egypt Representative
Confederation of Indian Industries
Cell : +201099911470 E-mail : ciiegyptrep@cii.in
14. **Dcode Economic & Financial Consulting**
- a) Mr. Mohamed Farids Saleh
Chairman & CEO
Cell : +201003445744 E-mail : m.farid@decodeefc.com
- b) Mr. Mohamed Youssef
Vice Chairman
Cell : +201001020067 E-mail : m.youssef@decodeefc.com

Album containing designs/color sample of some Fabrics in demand in Egypt

Item : Suiting Fabrics



Item : Suiting Fabrics



Item : Ladies Dress Material Fabrics



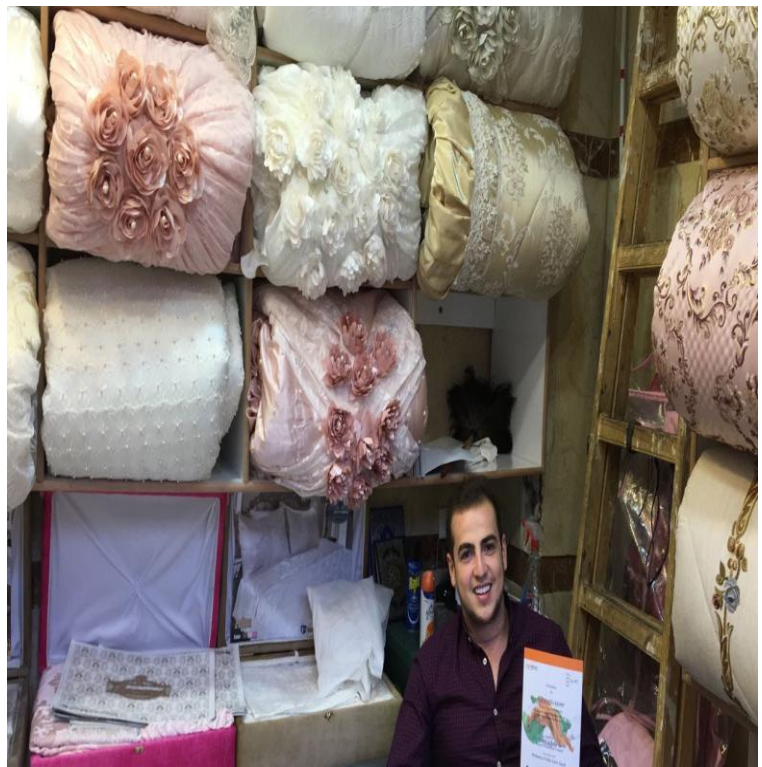
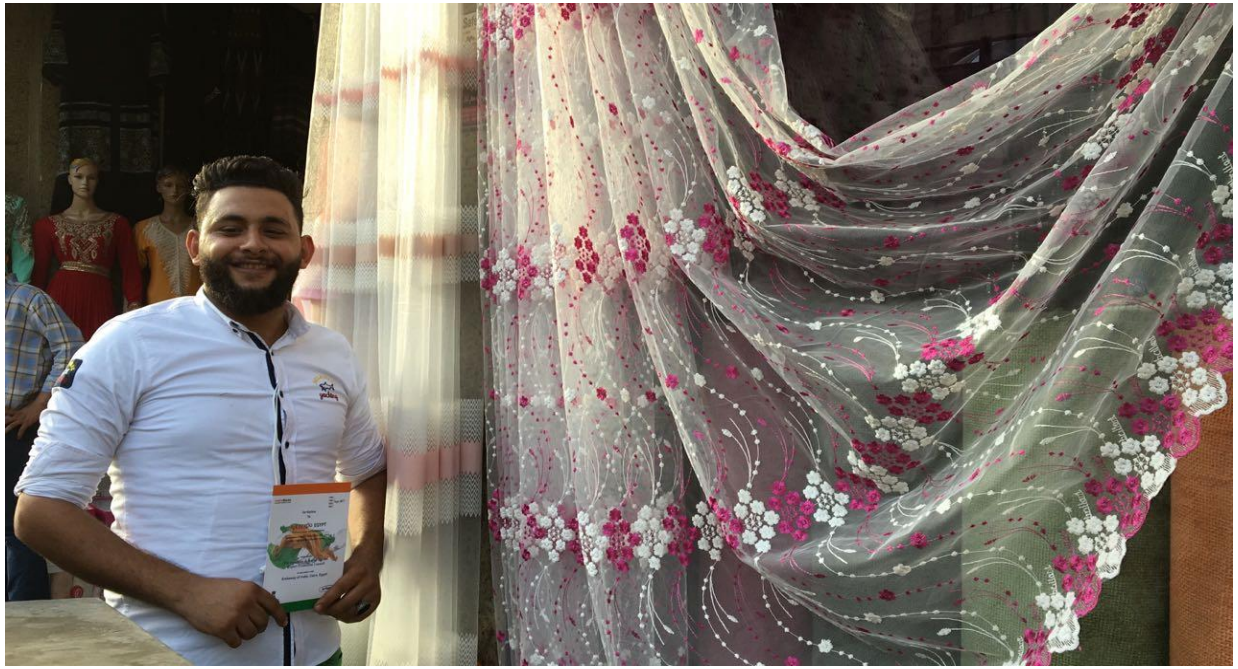
Item : Ladies Dress Material Fabrics



Item : Ladies Dress Material Fabrics



Item : Embroidered Fabrics



Item : Home Furnishings



Item : Home Furnishings



Item : Apparels



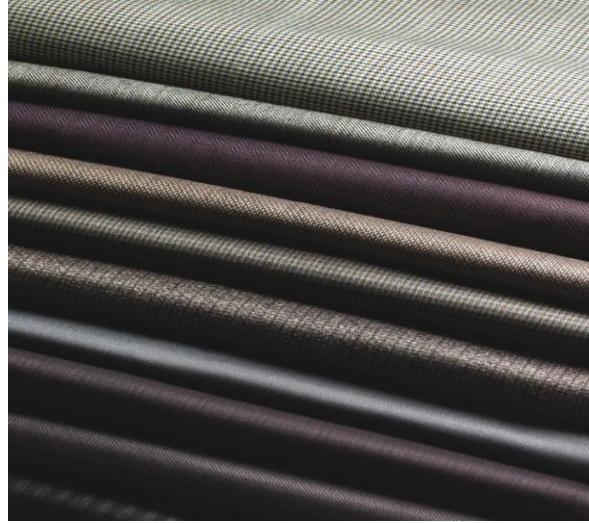
Item : Accessories



Source : The above design/color inputs were collected by visiting the wholesale market at Attaba, Down Town in Cairo

Specific variety of Fabrics identified by Egyptian Garment Makers

Item : Suiting Fabrics (from SRTEPC Coffee Table Book)



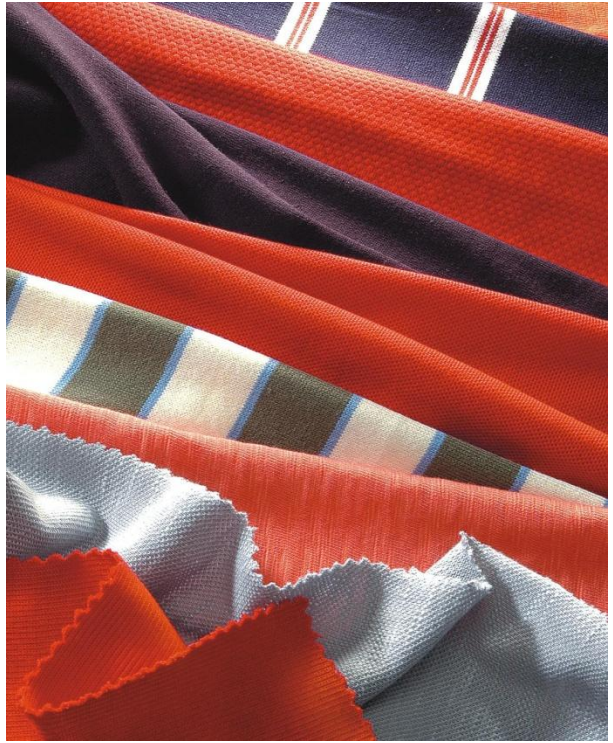
Item : Shirting Fabrics (from SRTEPC Coffee Table Book)



Item : Ladies Dress-materials (from SRTEPC Coffee Table Book)



**Item : Embroidered Fabrics/Fashion Fabrics
(from SRTEPC Coffee Table Book)**



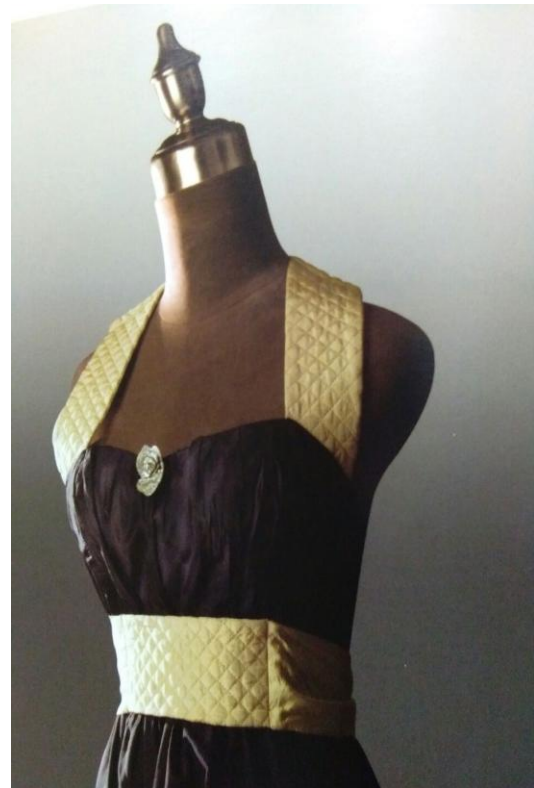
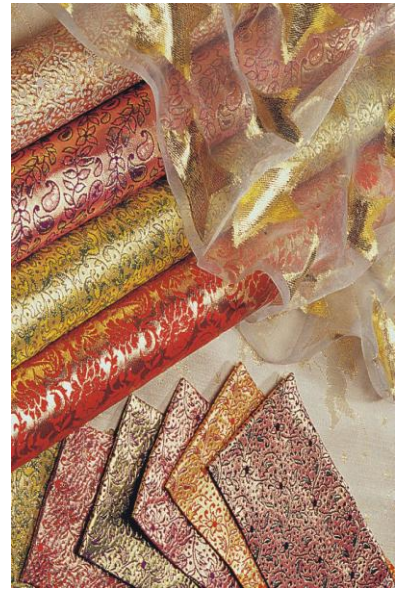
Item : Accessories (from SRTEPC Coffee Table Book)



Item : Furnishing Fabrics



Fabric-designs not in demand in Egypt



Source : SRTEPC Coffee Table Book