Wael El Shinnawy
Executive Director
Purpose of Presentation

To reflect on actual problems and difficulties, seeking experience and vision of participants
Content of Presentation

1. NGO approach to development
2. Introduction to HEIA activities
3. Logistics and Export
4. Standards and Export
5. PPP approach come true
How do we develop a sector?

1. Highlight the trends affecting the industry
2. Create a ten-year vision
3. Define Constraints facing the industry
4. Develop a 3-5 Year Strategic Directions
5. Implement a one-year Tactical plan
Trend Impacts - Imaginable Techniques

Trends Wave

Emerging Trends

Countertrends

Trends Quadrant

<table>
<thead>
<tr>
<th>Hi Likely Impact</th>
<th>Lo Likely Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monitor</td>
<td>Ignore</td>
</tr>
<tr>
<td>Critical</td>
<td>Monitor</td>
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</tbody>
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Hi ← Strength of Trend → Lo
## Trends Shaping the Future of Egyptian Horticultural Exports

<table>
<thead>
<tr>
<th>Emerging Trends</th>
<th>Mature Trends</th>
<th>Counter Trends</th>
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</thead>
<tbody>
<tr>
<td><strong>Increasing Export Related Production</strong></td>
<td><strong>Increasing Consumer Demands</strong></td>
<td><strong>Rising Role of Multinational Firms</strong></td>
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<tr>
<td>* Rising awareness of Egyptian food processing potential</td>
<td>* Consumer sophistication</td>
<td>* Concentration of multinational firms</td>
</tr>
<tr>
<td>* Demand for certified nurseries</td>
<td>* Healthy, safe food</td>
<td>* Rising role of retailers</td>
</tr>
<tr>
<td>* Open information and training</td>
<td>* Food safety Influences</td>
<td>* Globalization</td>
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<tr>
<td><strong>Increasing Public/Private Cooperation</strong></td>
<td><strong>More strict quality assurance</strong></td>
<td><strong>Restrictive Governmental Policies</strong></td>
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<tr>
<td>* Rising cooperation between public and private sector and among Private Sector</td>
<td>* Increasing social and gender Consideration</td>
<td>* Non-tariff barriers</td>
</tr>
<tr>
<td>* Trade agreements and export support</td>
<td>* Recycling concerns: &quot;Stewardship of Environment&quot;</td>
<td>* Adhoc governmental policy</td>
</tr>
<tr>
<td><strong>Increasing Technology Driven Production Systems</strong></td>
<td><strong>Increasing Global Competition</strong></td>
<td><strong>Regional Economic and Political Instability</strong></td>
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<tr>
<td>* Better crop allocation</td>
<td>* Quality competitiveness</td>
<td></td>
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<tr>
<td>* Rising use of precision farming</td>
<td>* Competition through liberalized markets</td>
<td></td>
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<tr>
<td>* Improving access to market information</td>
<td>* Integrated markets</td>
<td></td>
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<tr>
<td>* Intellectual property rights</td>
<td></td>
<td></td>
</tr>
<tr>
<td>* Improving brand EGYPT</td>
<td></td>
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<tr>
<td><strong>Improving Farming Systems</strong></td>
<td></td>
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<tr>
<td>* Increasing the number of small growers</td>
<td></td>
<td></td>
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<tr>
<td>* Diversification of production areas</td>
<td></td>
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<tr>
<td>* Rising importance of Upper Egypt</td>
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</tbody>
</table>
HEI A PRACTICAL 10-YEAR VISION

1. Horticultural Exports US$ 8 billion
2. Organic Exports 20% of total
3. Annual International Horticultural Trade Show
4. Enforced quality standards
HEI A PRACTICAL 10-YEAR VISION

1. Best business practices
2. Owns/operates export facilities
3. Market intelligence services
4. Effective advocacy capacity
5. Regional branches with 2,000 members
6. Serving 20 crop councils
7. HEI A quality seal recognized globally
HEIA PRACTICAL 10-YEAR VISION

1. Education & R&D programs
2. University and research linkages
3. Horticultural Center of Excellence
4. Effective procurement, nurseries, extensive and credit services
5. Nationwide coverage by HEIA
HEIA CONSTRAINTS ANALYSIS

1. Reactive government policy
2. Insufficient market intelligence
3. Ineffective promotional policies
4. Insufficient support services
5. Mostly irrelevant R&D
6. Limited competency of human resources
7. Weak management
8. Unfavorable image
9. Passive individualistic culture
HEIA STRATEGIC DIRECTIONS

1. HEIA/EGYPT Brand
2. Value added services
3. Business intelligence services
4. Technology catalyst
5. Stakeholder relations and advocacy
6. Inter-organizational collaboration
7. World class management
Introduction to HEIA Activities
Mission

HEIA is an industry driven association supporting the Egyptian horticultural community (exporters, growers, and processors) to increase exports of fresh and processed produce through continuous improvement of quality production, marketing, policy advocacy, training and management aspects, assuring Egypt’s international quality reputation and raising the agricultural labor force standards for a sustainable national economy.
HEIA Services

Technology Transfer

Over 60 OST to 18 countries benefiting over 125 exporter & producer

HEIA Members in Chile to observe grape production for export
HEIA Services

HR Development

1 - Over 360 Graduate from Mubarak-Kohl

2 – Re-writing the curriculum
HEIA Services

HR Development

1- Technical Training
120 training course for over 2000 trainee

2- Management Training
40 training course for over 600 trainee
HEIA Services

Certification
Certified 48 Companies
Another 40 in the pipeline
Certification covers
EUREP-GAP – HACCP
TESCO - .....
HEIA Services

Extension Services

All pre-harvest consultation and technical support

350 farm & 5000 trainee
HEIA Services

International Representation

Berlin

Fruit Logistica

International Fair
HEIA Cooperation
HEIA Cooperation
HEIA Post-harvesting
Information Dissemination

- Updated Website
- Magazine
- Bulletins
- Studies
- Seminars
- CDs & Videos
THANK YOU