



PRESS RELEASE

**Egyptian Virtual Food Show Visitor Registration Now Open**

September 5, 2022

Cairo, Egypt - Forty Egyptian producers and exporters of fresh and processed fruits, vegetables and herbs will be exhibiting at the 2<sup>nd</sup> annual Egyptian Virtual Food Show on September 21st from 1 pm to 5 pm Cairo time (UTC +2). Last year's event brought over 130 international buyers to the digital platform to make connections with Egyptian exporters. Over 200 buyers are expected this year. The virtual tradeshow is sponsored by the Feed the Future Egypt Rural Agribusiness Strengthening Project, a USAID funded activity supporting Egyptian businesses in market expansion efforts.

Buyers representing importers, traders, manufactures and retailers can sign up to attend this free event through the registration link at <https://egyptianvirtualfoodshow.com/>. The event will allow international buyers to identify Egyptian companies that can meet their needs for product quality, quantity, certifications, and price. Through video chat and text on the virtual tradeshow platform, buyers and sellers can talk one on one and develop mutually beneficial business relationships. Seven Egyptian export service providers representing freight forwarding, insurance, packaging and trade support will be on hand to help buyers and sellers expand their business.

Through the Feed the Future Egypt Rural Agribusiness Strengthening Project, USAID aims to develop the horticulture industry's ability to better respond to domestic and international buyer demand and improve the industry's competitiveness by applying a market-driven, systems-strengthening approach. The project will ultimately create a more competitive and inclusive Egyptian economy through horticulture sector growth, with special focus on securing employment and increasing agriculture-related incomes of smallholder farms.

Over five years, the project will strengthen Egypt's horticulture market system and improve the capacity of smallholder farmers and processors, producer organizations, and horticultural institutions through agricultural knowledge transfer and training to familiarize farmers with higher-value production of horticulture crops. Improvement to the value chain will raise employment and incomes for vulnerable Egyptians and enhance food security throughout the country.



For more information about the Egyptian Virtual Food Show, contact Mr. Shawn Dooley, [shawn@2020dc.com](mailto:shawn@2020dc.com). Egyptian contact, Ms. Heike Hagenguth, [heike@2020dc.com](mailto:heike@2020dc.com).

For more information about Feed the Future Egypt Rural Agribusiness Strengthening Project contact Dr Walid Sallam, Chief of Party, Cairo, Egypt, [Walid\\_Sallam@abtassoc.com](mailto:Walid_Sallam@abtassoc.com).

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