



In partnership with:



Department for
International Trade



Webinar on Retail & E-Commerce in Egypt

Monday 28 September

10:00am UK time | 11:00am Egypt time

Free event

With a population of nearly 100 million, expanding by roughly 2 million every year, Egypt is a sizeable market for retailers and manufacturers of consumer goods. Following the implementation of major economic reforms, Egypt has seen notable improvements on the macro-level and was named one of the fastest growing economies in the world in 2019.

Join our webinar to learn more about the retail space in Egypt, and find out how to enter this fast-growing market.

PROGRAMME

- 10:00 AM** Welcoming Remarks
- 10:05 AM** **Macro-Economic Overview of the Egyptian Market**
Dr. Ibrahim Ashmawy, Deputy Minister of Supply & Internal Trade
- 10:20 AM** **Developing Integrated Communities: Retail and E-Commerce in Egypt**
Eng. Elhamy Elkerdany, Vice President of Commercial & Administrative Buildings Talaat Moustafa Group (TMG)
- 10:30 AM** **Matalan's Journey into Egypt**
Gamal Khaled, Brand Manager Egypt, Matalan
- 10:40 AM** **The Expansion of E-Commerce Platforms in Egypt**
Speaker tbc, Jumia Egypt
- 10:50 AM** Q&A

Finish at 11.15 AM UK time.

[Register Now](#)



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