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# **BUSINESS EGYPT'S VALUE CHAIN DEEP DIVE INTO THE PACKAGING VALUE CHAIN - FOCUS GROUP DISCUSSION:**

## **Packaging Value Chain: Egyptian Ecosystem, Opportunities, and Challenges**

30 July 2024



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Dear Sir / Madam,

Business Egypt program, funded by the United States Agency for International Development (USAID) and implemented by DAI, cordially invites you to attend and participate in the “Packaging Value Chain: Egyptian Ecosystem, Opportunities, and Challenges” to uncover the challenges facing the packaging industry and identify opportunities for MSMEs to address the obstacles and enhance empowerment for Egyptian youth and woman.

### **PURPOSE OF FOCUS GROUP**

The packaging value chain in Egypt is a crucial component of the logistics sector, contributing significantly to its efficiency and effectiveness. In recent years, Egypt's packaging industry has seen major growth, driven by rising consumer demand and increased export activities. Accordingly, it is expected to grow substantially, with innovations in sustainable materials and design playing a key role. Quality packaging is essential for accessing international markets, as environmentally conscious consumers demand high-quality, recyclable, or reusable materials. Innovative packaging solutions not only provide competitive advantages by reducing costs and increasing profitability but also bolster brand image and consumer trust.

USAID's Business Egypt program is interested to explore current challenges in the packaging industry, along with uncovering the business opportunities in Egypt. Hence, this focus group discussion is therefore called for as part of the necessary value chain analysis of packaging in Egypt, encompassing a diverse group of pioneers and key stakeholders that includes startups, existing MSMEs, government, decision-makers, and investors.

### **Outcomes of the Focus Group**

The purpose of this focus group is to gather insights and answers to the following key questions:

1. What is the current state of the packaging ecosystem, including accelerators, incubators, and BDS centers?
2. What gaps, deficiencies, or underserved elements exist within the packaging value chain?
3. What challenges are faced by key players in the packaging industry, including startups and MSMEs?
4. What potential solutions, policies, and areas of intervention can Business Egypt support?



## AGENDA

### Packaging Value Chain: Egyptian Ecosystem, Opportunities, and Challenges

Venue: Four Seasons Hotel Cairo, Nile Plaza, Garden City

Date: 30, July 2024

Time	Session
10:00 – 10:30 am	<b>Registration &amp; Welcome Coffee</b>
10:30 – 10:45 am	<p><b>Welcome Remarks</b>            Ms. Yomna Mustafa, USAID’s Business Egypt program Chief of Party            Eng. Nadim Elias, Chairman, Chamber of Printing and Packaging / Export Council for Printing, Packaging, and Paper            Dr. Hadir Mostafa, Packaging Committee Leader, Egyptian Organization for Standards &amp; Quality.</p> <p><b>USAID’s Business Egypt program and its Value Chain Activities</b>            Nermin Helmy, USAID’s Business Egypt program Value Chain Senior Manager</p>
10:45 – 11:30 am	<p><b>The Packaging Value Chain in Egypt, the Ecosystem, and What We Know</b>            Addressing current analysis of the packaging value chain, and the status of the entrepreneurs, startups, and SMEs            Dr Hazem Sabry, USAID’s Business Egypt program Packaging Senior Expert</p>
11:30 – 11:45 am	<p><b>The Role of Packaging Innovation Labs for Reinforcement the Sustainable Growth of Packaging Industry in Egypt</b>            Identifying the role of innovation labs for achieving a sustainable growth of packaging sector in Egypt            Dr. George Nobar, Dean of Faculty of Design &amp; Creative Arts, Ahram- Canadian University</p>
11:45 – 12:00 pm	<p><b>The Role of Research &amp; Development to Strengthen the Printing &amp; Packaging Industry</b>            Elaborating the importance role of R&amp;D for enabling a sustainable printing and packaging industry in Egypt            Dr. Ahmed Sadek, Laboratory Director, Faculty of Nano technology, Cairo University.</p>
12:00 – 12:30pm	<b>Coffee Break</b>



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12:30 – 2:00 pm

**Group Activity & Discussion**

Developing the challenges and problem tree of packaging industry (split between plastic packaging and paper packaging)

Dr Hazem Sabry, USAID's Business Egypt program Packaging Senior Expert

2:00 – 3:00 pm

**Group Activity & Discussion**

Developing the objectives and possible solutions tree possible including possible area interventions in which USAID's Business Egypt program can offer support

Dr Hazem Sabry, USAID's Business Egypt program Packaging Senior Expert

3:00– 3:30 pm

**Closing & Moving Forward**

Nermin Helmy, USAID's Business Egypt program Value Chain Senior Manager

3:30 – 4:30 pm

**Networking & Lunch**



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## **CONSULTANT BIOGRAPHY**

Hazem Sabry is a senior strategist and value chain expert based in Cairo, Egypt. As strategic planning consultant in many consulting firms, value chain expert in the industrial field including packaging industry, and international markets expert, he is responsible for the developing strategies, business plans, and value chain analysis studies on both the sectoral level and corporate level. In recent years, he worked with the industrial modernization center for leading the team of sector heads, those responsible for mapping and identifying the industrial sectors' challenges and developing the improvement plan for each sector.

He participated with a team of experts with the BCG consulting group to develop the national strategy for industrial development & trade enhancement, this strategy covered many industrial value chains including the packaging value chain. On the corporate level, he developed growth strategies for many companies in the packaging field.