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Cairo— Egypt

UNIDO Holds “Herbs of Egypt” International Conference and Matchmaking Event

Through its agro-industrial intervention, EMAP project “Upgrading the Medicinal and Aromatic Plants Value Chain – Access to Export Markets”, the United Nations Industrial Development Organization (UNIDO) organized “Herbs of Egypt”, an international conference and match-making event targeting medicinal and aromatic plants (MAPs) sector.

The event was held alongside Food Africa trade show (6-9

“Herbs of Egypt” also created an active business platform through organization of 160 matchmaking (business-to-business—B2B) sessions hosting 5 international buy-



B2B Matchmaking in Session

May 2015, Cairo – Egypt), to be the first specialized conference allowing national stakeholders to get in touch with industry experts, procurement agencies and international buyers of MAPs from all over the world.

Over the 4 days, “Herbs of Egypt” provided inspiring technical sessions delivered by international industry experts from Germany, Morocco, India and USA. Sessions covered several technical

ers (Germany, USA, UK) and around 35 Egyptian SMEs.

Through the sessions, business deals and market requirements were discussed, and deals and exchange of visits were also negotiated.

EMAP is an agro-industrial project implemented by UNIDO in collaboration with the Ministry of Industry, Trade and SMEs, and funded



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aspects, from seed to export of MAPs. It was well attended by representatives of the Ministry of Industry and Foreign Trade, private sector companies, export councils and research centers.

by the Swiss Secretariat for Economic Affairs (SECO).

Over the past years, EMAP succeeded in designing framework of the 1st Egyptian quality scheme for MAPs, introducing and fostering trade of new varieties, providing technical support to all levels of supply chain, supporting value addition and market access through specialized programs.

“MAP production in Egypt has great impact on the social income of poor people...” said Dr. Mathias Lorenz, Senior Plant Cultivation Expert and International Buyer. “On the other hand, there seems to be lack of knowledge and connection, thus compliance with international quality standards still threaten the positioning of Egypt in the world markets...” Dr. Lorenz added

