

SIX THINGS TO KNOW FOR SMALL BUSINESS IN EGYPT



Small business is the engine of growth for the Egyptian economy, making up a astonishing 80% of Egypt's gross domestic product.

STREAMLINED MARKET ENTRY

The Prime Minister of Egypt established a federal agency that brought together government services into a "one-stop-shop" in order to better support the establishment of small industries.



NEW INVESTMENT LAW

Egypt has passed a new investment law that allows for easier repatriation of profits, access to foreign exchange, and tax cuts to promote the private sector.

EASIER ACCESS TO CAPITAL

Capital for entrepreneurs is more readily available – and growing. Egyptian banks signed a loan agreement with the European Investment Bank (EIB) to receive a \$20 million loan to finance SMES.



GROWING CONSUMER POPULATION

The growing "consumer population" means demand for more products and services.). As one example, Google just established a Mobile Application Launchpad to incubate successful mobile app developers in Egypt.

STABLE AND GROWING ECONOMY

The economy is stable and growing, which combined with political stability, makes Egypt one of the more appealing opportunities in the MENA region.



ENCOURAGING TO FOREIGN BUSINESS

Egyptians are welcoming of foreign companies given their long history of trade and commerce. And the Chinese might find the rituals of tea drinking and discussion familiar as an important part of building the trust necessary to be successful in the market