OUTBOUND MISSION

DESTINATION EGYPT: SEAFOOD FOCUSED OUTBOUND

Saturday, Apr 25 - Friday, May 1, 2026
Registration: Thursday, Jan 29 - Friday, Feb 27, 2026
Cairo & Alexandria | Egypt

https://wusata.avibe-stag.com/e/F2SSSY3

EVENT DETAILS

INDUSTRY FOCUS

Seafood

BUYER AUDIENCE

Egypt

Destination Egypt: Seafood Focused Outbound

Destination Egypt will combine two separate trade activities, maximizing visibility for Western U.S. companies.

"Egypt Seafood" - is specifically tailored for WUSATA seafood companies. This trade mission will dive-deep into the market, connecting U.S. suppliers with seafood importers, brokers and processors. The mission will further explore the Egyptian seafood sector and buyer interest through market and processor visits, seafood seminars/demonstration, and more, providing a unique opportunity to expand U.S. seafood exports to this growing market destination.

This Outbound will be held together with a second activity: Destination Egypt: Ingredient Focused Outbound

Destination Egypt participants will receive:

- Personalized business itinerary with 8+ buyer meetings

- Country Market briefing by U.S. Government Officials

- Market visits and tours of processing/manufacturing facilities

- Business networking opportunities with buyers and suppliers

- Up to six nights of hotel accommodations for one participant

- In-market travel to meetings/events.

All other costs (meals, airfare and other miscellaneous expenses) are the responsibility of the participant.

Benefits of Participation:

- One Market Destination - Two Focused Trade Missions.
- Destination Egypt will combine two separate trade activities, maximizing visibility for Western U.S. companies.
- U.S. Agricultural Exports are value at more than $1.3B, surpassing Thailand, Brazil and Singapore as a market destination. Rapid urbanization and a growing young demographic are creating a dynamic consumer base in the market, driving demand for a wide range of food products. Don't miss this opportunity to explore the Egyptian market and connect with buyers!
- FUNDMATCH ELIGIBLE - Leverage WUSATA's FundMatch Program to expand your marketing dollars and increase trade opportunities. Program provides matching funds to support travel, sample shipments, registration fees and more.

Tentative Itinerary:

Saturday, April 25: Arrival (Cairo, Egypt)

Sunday, April 26: Market Briefing/Site Visits(Cairo)

Monday, April 27: Business Meetings/Events (Cairo)

Tuesday, April 28: Business Meeting/Events (Cairo)

Wednesday, April 29: Business Meetings/Events (Alexandria)

Thursday, April 30: Activity Debrief & Market Tour

Friday, May 1: Depart

Please note that "Egypt Seafood" and "Egypt Ingredient" will have separate schedules and events focusing on the specific industry sector.

Suitable Products:

Seafood: Food Service & Ingredient Bulk Seafood Products

Registration Details:

Registration Opens: September 9, 2025

Deadline: December 12, 2025

Participation Fee: $750

Passes Available: Egypt Seafood: 10 passes