



# EGYPT

## Improving Egypt's quality infrastructure and preparing the way for more exports

Standardization in Egypt dates back more than 7,000 years, to a time when standardized weights and measures were used to build its world-famous pyramids, monuments and other structures.

But it was in 1957 that the Egyptian Organization for Standardization and Quality Control (EOS) was created and it became an International Organization for Standardization (ISO) member that same year (it now participates in more than 300 ISO technical committees).



Our expertise is not only confined to standards. We can really help countries to facilitate trade and improve investment flows."

**Ornella Leone**  
BSI Project Manager

### Enhancing competitiveness

Despite facing major challenges in recent years, Egypt's economy has grown. The World Bank predicts better times ahead, but Egypt remains one of the largest and most diverse economies in the region, with tourism, agriculture, transportation, manufacturing and services each important sectors.

The Egyptian government wants to enhance the competitiveness of the economy to fuel future economic growth. To this end, we're working with Egypt's Ministry of Trade and Industry to build capacity and improve Egypt's quality infrastructure, to ultimately benefit the national economy and Egypt's SMEs.

The 27-month (Technical Assistance in areas of Domestic Market and Industrial Competitiveness) project started in September 2015. Its key aims are to:

- strengthen the capacity of Egypt's quality infrastructure institutions
- support Egypt's industrial development
- improve Egypt's business-enabling environment
- enhance support services for Egypt's SMEs
- improve laws and regulations for the initiation of negotiation on ACAA agreement.

### Removing trade barriers

"Support for quality infrastructure development in Egypt has formed a key part of BSI International Project's strategy since 2011. Technical Assistance in areas of Domestic Market and Industrial Competitiveness is BSI's fourth quality infrastructure related project in Egypt since then, and will see a substantial stepping-up of regulatory reform and enterprise capacity development activities," says Mohammad Shohaieb, BSI Principal Consultant.

As well as benefitting from a more modern, more streamlined quality infrastructure, the project aims to help more Egyptian SMEs to become exporters or grow their existing export orders to the EU. Greater entrepreneurial success will aid the national economy and generate more jobs, while consumers will also benefit from improved market surveillance to better ensure product quality and safety.

We have a team based in Cairo for the duration of the project. "In a very short time we were able to bring together a project team of highly experienced experts to work on this important project," Ornella Leone adds "Our expertise is not only confined to standards. We can really help countries to improve trade facilitation and improve investment flows."

"Support for quality infrastructure development in Egypt has formed a key part of BSI International Project's strategy since 2011. Technical Assistance in areas of Domestic Market and Industrial Competitiveness is BSI's fourth quality infrastructure related project in Egypt since then, and will see a substantial stepping-up of regulatory reform and enterprise capacity development activities."

**Mohammad Shohaieb** – BSI Principal Consultant

#### Did you know?

Covering an area of 1,001,450 sq km (386,660 sq mi), Egypt is the world's 30th largest country.

#### Did you know?

Most population centres in Egypt are concentrated along the narrow Nile Valley and Delta. In fact, 99 per cent of Egypt's 89m people live on just 5.5 per cent of the country's total landmass.

#### Contact us

For more information on international projects, please contact:

**E:** [projects@bsigroup.com](mailto:projects@bsigroup.com)

**T:** +44 20 8996 7080

[bsigroup.com/our-services/international-projects](http://bsigroup.com/our-services/international-projects)

 Follow @BSI\_UK