



THE EXPORT COUNCIL  
FOR MEDICAL INDUSTRIES  
المجلس التصديري للصناعات الطبية

# **The Export Council for Medical Industries - ECMI**

# Content

- ECMI role
- ECMI vision and mission
- ECMI goals and objectives
- ECMI services
- ECMI stakeholders and partners
- Sector's value propositions
- The sector's export development

# ECMI role

ECMI is designated by the Minister of Trade and Industry that gather industry related policy makers “producers, exporters and government representatives” to draft and implement export strategies that are compatible with the changing business environment and work as a consultative body to the minister .

ECMI main sectors:

- Pharmaceutical sector
- Cosmetics sector
- Medical devices
- Health Care services

# Vision and Mission

## Vision:

Positioning Egypt as a premium medical vendor to the regional & global community with an unremitting drive towards innovation, competitiveness and transparency.

## Mission:

- Boosting the sectors industrially, economically & socially.
- Leveraging sectors' exports.
- Improving workforce education and training.
- Encouraging international business investment.
- Opening new markets.
- Helping achieve economic prosperity and worldwide recognition.

# ECMI goals and objectives

- Promote Egypt's image and penetrate new markets.
- Integrate the stakeholders to the sector strategies implementation.
- Support the companies registration processes in the overseas markets.
- Drive the simplification of export and registration procedures domestically.
- Develop technical services and trainings to enhance the sector's capabilities and competitiveness.
- Doubling the sector's exports in three years.

# ECMI services' facilitator

- Promote the exports of medical supplies and cosmetics sectors, in line with Egyptian Development Export Fund regulations.
- Subsidize the participation in specialized trade shows and business missions according to the regulations of the Export Development Authority
- Subsidize the export shipping cost to African countries (up to 50%) as regulated by the Egyptian Development Export Fund.
- Conduct inward and outward promotion missions.
- Subsidize the product's registration and the quality certification for medicine and medical supplies in the target markets as regulated by the Egyptian Development Export Fund.
- Sector studies and market intelligences.

# ECMI stakeholders and partners

- Ministry of Health
- Ministry of Trade and Industry
- Ministry of Planning
- Ministry of Investment and International Cooperation.
- Donors, related NGOs and associations (i.e IMC, ITC..)
- ECS offices
- Expo and Convention Authority
- Export Development Authority
- Business councils
- Foreign embassies / commercial sections
- Export Development Fund

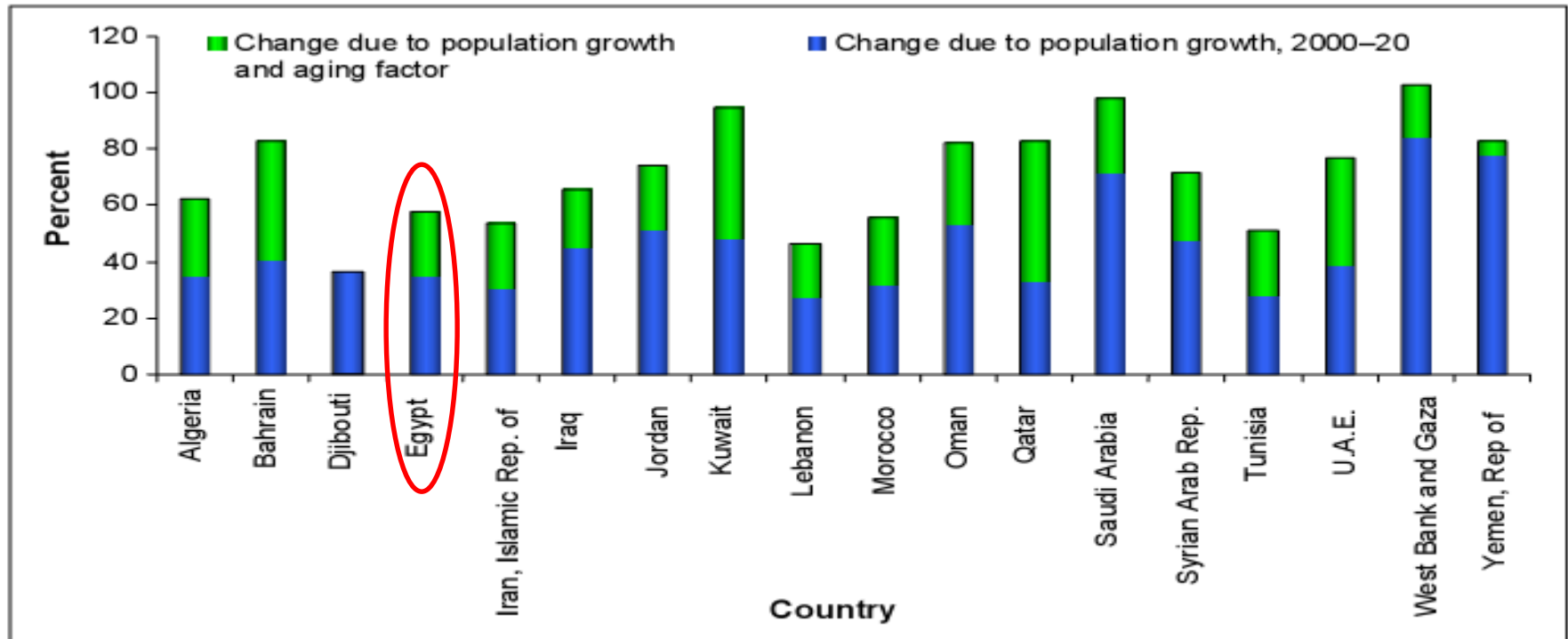
# **Sector's value propositions**

- **Low labor cost and taxes structure**
- **Low logistics cost**
- **High healthcare expenditure\***
- **Expansion of social health insurance**
- **Governmental support**
- **International sector growth by 7-10% yearly**
- **Domestic investment increase by 15-20% yearly**
- **Biomedical researches and educational academies**
- **Trends to OEM and private labeling business**

\* Government spending on healthcare has increased by 200% over the past 15 years.



# Projected regional changes in health spending due to population growth and aging, 2000–2020(%)



Source: World Bank estimates, 2005.

# The sectors exports' development (2014-2017)

Sector	2014	2015	2016	2017
Pharmaceutical	326	239	246	232
Cosmetics	210	208	194	88
Medical devices	118	95	92	153
Total exports	654	542	532	473

Values in million USD

Source: The General Organization for Export and Import Control

*Your Partner 4 Success*