**IN PARTNERSHIP WITH**

British Embassy Yerevan

UKaid from the British people

IFC International Finance Corporation WORLD BANK GROUP

*Creating Markets, Creating Opportunities*

*Delivered by IFC/World Bank Group in partnership with the UK Government's Good Governance Fund*

# MIDDLE EAST AS AN ALTERNATIVE MARKET FOR ARMENIA:

Greenhouse Crops, Berries, Flowers, Nuts and Processed fruits (dried/frozen)

*This Report was prepared by International Center for Agribusiness Research and Education (ICARE) foundation*

DISCLAIMER

This report is made possible by the generous support of the IFC. The contents are the responsibility of ICARE and do not necessarily reflect the views of the IFC.

# ACKNOWLEDGMENT

"Middle East as an Alternative Market for Armenia'' study has been conducted within the scope of the World Bank Group (WBG)/International Finance Corporation (IFC) "Economic Growth" Advisory Project. This three-year (2019-2021) Project is implemented in partnership with the United Kingdom Government's Good Governance Fund.

The study was conducted by International Center for Agribusiness Research and Education (ICARE) foundation during January – May 2020 under the management of Lusine Tadevosyan, Research Director. The following expert team took key part in development of this report:

- Hasmik Hovhannisyan, PhD, Technical Lead/Policy expert
- Armen Asatryan, PhD, Agricultural expert
- Lusine Tadevosyan, Trade expert
- David Pipoyan, Sanitary and Phytosanitary expert
- Astghik Sahakyan, Senior researcher
- Hasmik Hayrapetyan, Senior researcher

The project team would like to express its gratitude to the colleagues at IFC, Mr. Arsen Nazaryan, Ms. Gayane Mkrtchyan and Ms. Siranush Iskandaryan, for effective collaboration throughout the project. Furthermore, project team would like to thank Ms. Felicia Pricop, WBG, Agriculture Policy Consultant, Mr. Bekzod Shamsiev, WBG, Senior Agriculture Economist and Mr. Christophe Ravry, IFC, Senior Industry Specialist, for their valuable comments and recommendations on the report.

The project team would also like to extend its gratitude to all the stakeholders and organizations that supported project implementation through fruitful discussions and individual meetings, in particular, Mr. Arman Khojoyan, the Deputy Minister of Economy of RA, staff for the relevant departments of the Ministry of Economy of RA, local producers, exporters, associations and non-governmental organizations (NGOs).

# TABLE OF CONTENT


EXECUTIVE SUMMARY ..... 10

1. RESEARCH METHODOLOGY ..... 16

2. SUPPLY SIDE: PRODUCTION OF PTPS IN ARMENIA ..... 17

2.1. Overview of Armenia's Agricultural Sector ..... 17

2.1.1. Greenhouse production and exports ..... 19

2.1.2. Vegetable production and exports ..... 20

2.1.3. Flowers production and exports ..... 21

2.1.4. Fruits production and exports ..... 22

2.1.5. Berries production and exports ..... 22

2.1.6. Nuts production and exports ..... 23

2.2. Limitations in Production ..... 23

2.2.1. Knowledge and skills ..... 23

2.2.2. Access to finance ..... 23

2.3. Domestic Supply Chain ..... 24

2.4. Armenia Trade Regime with the ME Countries ..... 26

2.5. Keystones of Export Policy of Armenia ..... 27

2.6. SWOT Analysis of Supply Side ..... 28

3. DEMAND SIDE: ANALYSIS OF THE ME MARKETS ..... 29

3.1. Overview of the ME Market ..... 29

3.2. Production, Consumption and Imports of PTPs in PTCs ..... 29

3.2.1. Case of UAE ..... 29

3.2.2. Case of Qatar ..... 36

3.2.3. Case of Kuwait ..... 36

3.2.4. Case of Egypt ..... 38

3.2.5. Case of Jordan ..... 39

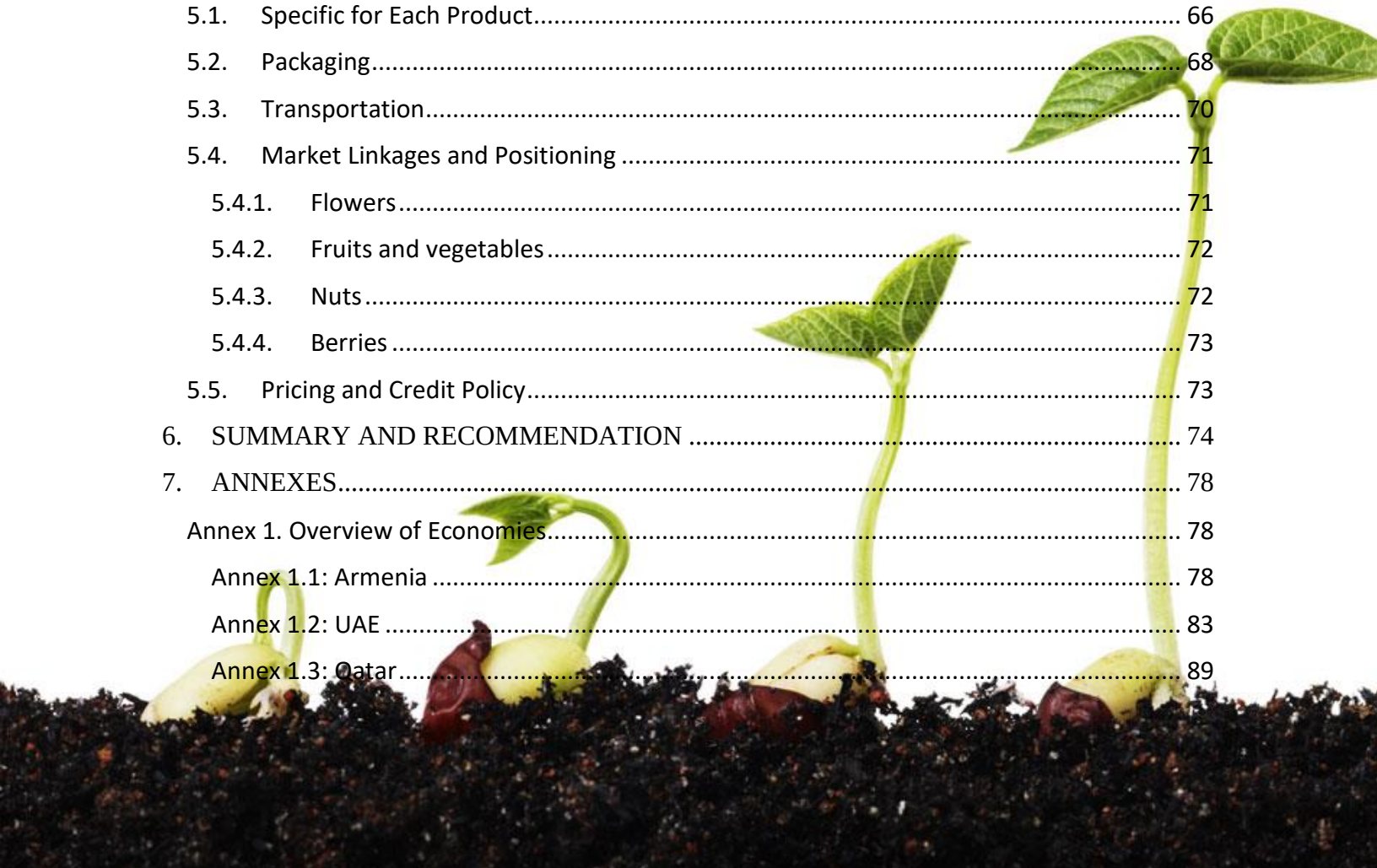
3.3. Market/Buyers Requirements Towards the Selected Products ..... 40

3.3.1. Demand structure and channels of distributions of the UAE ..... 40

3.3.2. Demand structure and channels of distribution of the Qatar ..... 43

3.3.3. Demand structure of Kuwait ..... 46

3.3.4. Demand structure of the Egypt ..... 47
3.3.5. Demand structure of Jordan ..... 49
3.4. VAT Policy in the PTCs ..... 51
3.5. Import Policy of the GCC ..... 54
3.5.1. Labelling/marking requirements ..... 55
3.5.2. Prohibited and restricted imports ..... 56
3.6. Import Policy of Egypt ..... 56
3.7. Import Policy of Jordan ..... 58
3.8. SWOT Analysis of Demand Side ..... 59
4. DEALING WITH THE ME BUYERS ..... 61
4.1. The UAE Case ..... 61
4.2. Kuwait Case ..... 62
4.3. Case of Qatar ..... 64
4.4. Egypt Case ..... 64
4.5. Case of Jordan ..... 65
5. MARKETING PROGRAM ..... 66
5.1. Specific for Each Product ..... 66
5.2. Packaging ..... 68
5.3. Transportation ..... 70
5.4. Market Linkages and Positioning ..... 71
5.4.1. Flowers ..... 71
5.4.2. Fruits and vegetables ..... 72
5.4.3. Nuts ..... 72
5.4.4. Berries ..... 73
5.5. Pricing and Credit Policy ..... 73
6. SUMMARY AND RECOMMENDATION ..... 74
7. ANNEXES ..... 78
Annex 1. Overview of Economies ..... 78
Annex 1.1: Armenia ..... 78
Annex 1.2: UAE ..... 83
Annex 1.3: Qatar ..... 89



Annex 1.4: Kuwait ..... 92
Annex 1.5: Egypt ..... 102
Annex 1.6: Jordan ..... 105
Annex 2. Summary of In-depth Interviews ..... 106
Annex 3. Prices of PTPs in the ME ..... 108
Annex 4. List of Key Players of PTPs in PTCs ..... 117
Annex 5. Tariffs Rate ..... 134
Annex 6. Additional Import Policy Information ..... 138
Annex 6.1. Additional information on the import policy of the UAE ..... 138
Annex 6.2. Additional information on the import policy of Qatar ..... 142
Annex 6.3. Additional information on the import policy of Kuwait ..... 144
Annex 6.4. Additional import policy information on Egypt ..... 146
Annex 6.5. Additional import policy information on Jordan ..... 150
Annex 7. Project Targeted Products ..... 154

# ABBREVIATIONS

| | |
|---|---|
| ADFCA | Abu Dhabi Food Control Authority |
| AED | Arab Emirates Dirham |
| ASYCUDA | Automated System for Customs Data |
| AV | Ad Valorem |
| CAGR | Compound Annual Growth Rate |
| CAPQ | The Central Administration of Plant Quarantine |
| CIS | Commonwealth of Independent States |
| CITS | Customs Integrated Tariff System |
| COOC | Country of origin certificate |
| COVID-19 | Coronavirus disease |
| DFC | The Dubai Flower Centre |
| EAEU | Eurasian Economic Union |
| ECA | Egypt Customs Authority |
| ECAS | Emirates Conformity Assessment Scheme |
| EDI | Electronic Data Interchange |
| EFTA | European Free Trade Area |
| ENAS | Emirates National Accreditation Scheme |
| EOS | Egypt Organization for Standards |
| EQM | Emirates Quality Mark |
| ESMA | The Emirates Authority for Standardization and Metrology |
| EU | European Union |
| EUR | Euro |
| FCL | Full Container Load |
| FDI | Foreign direct investment |
| FSIS | Food Safety Inspection Service |
| FTZ | Free Trade Zones |
| GAFTA | Greater Arab Free Trade Area |
| GAFTA | Greater Arab Free Trade Agreement |
| GAO | Gross Agriculture Output |
| GCC | Gulf Cooperation Council |
| GDP | Gross Domestic Product |
| GMO | Genetically modified organism |
| GNP | Gross National Product |
| GoAM | Government of the Republic of Armenia |
| GOEIC | General Organisation for Export and Import Control |
| GSO | Gulf Standardization Organization |
| HS | Harmonized System |
| HORECA | Hotel, Restaurant and Cafe |

| | |
|---|---|
| ICARE | International Center for Agribusiness Research and Education |
| IEC | International Electrotechnical Commission |
| IFC | International Finance Corporation |
| ILAC | International Laboratory Accreditation Cooperation's |
| IMF | International Monetary Fund |
| IPR | Intellectual Property Rights |
| ISO | International Organization for Standardization |
| JFDA | Jordan Food and Drug Administration |
| JISM | Jordan Institution for Standards and Metrology |
| JSMO | Jordan standards and metrology organization |
| KCCI | Kuwait Chamber of Commerce and Industry |
| KSS | Kuwait Standard Specification |
| L/C | Letter of Credit |
| LCL | Less Container Load |
| LLC | Limited Liability Company |
| MALR | Ministry of Agriculture and Land Reclamation |
| ME | Middle East |
| MENOPE | Middle East Natural & Organic Products Expo |
| MFN | Most-Favored-Nation |
| MOCCAE | Ministry of Climate Change and Environment |
| MOH | Ministry of Health |
| MTI | Ministry of Trade and Industry |
| NFSA | National Food Safety Authority |
| NGO | Non-governmental organization |
| OECD | Organisation for Economic Co-operation and Development |
| OIC | Organization of the Islamic Cooperation |
| OPEC | Organization of the Petroleum Exporting Countries |
| PTC | Project targeted country |
| PTP | Project targeted product[1] |
| QGOSM | Qatar General Organization for Standards and Metrology |
| RA | Republic of Armenia |
| RAKEZ | Ras Al Khaimah Economic Zone |
| SAD | Single Administrative Declaration |
| SC | Statistical Committee |
| SPS | Sanitary and Phyto Sanitary certificate |
| SWOT | Strengths, Weaknesses, Opportunities, and Threats |
| TFA | Trade Facilitation Agreement |

[1] Detailed list of PTP can be found in Table 11.1. Annex 11

| | |
|---|---|
| TRIPS | Trade-Related Aspects of Intellectual Property Rights |
| TRQ | Tariff rate quotas |
| UAE | United Arab Emirates |
| UK | United Kingdom |
| UN Comtrade | United Nations Commodity Trade |
| UNCTAD | United Nations Conference on Trade and Development |
| USA | United States of America |
| USD | United States dollar |
| VAT | Value-added tax |
| WBG | World Bank Group |
| WIPO | World Intellectual Property Organization |
| WTO | World Trade Organization |

# EXECUTIVE SUMMARY

As a result of successful implementation of the Advisory Projects implemented by International Finance Corporation (IFC) since 2009, the Government of Republic of Armenia (GoAM) has requested IFC to continue assistance in improvement of the investment climate in Armenia. Therefore, a new Armenia Economic Growth Project was started in October 2019, which aims to improve the GoAM's ability to attract export oriented foreign direct investment (FDI) in high value-added segments and promote exports of specific agricultural products. The Project will assist the Government to refine its investment policy to attract investments in high value-added export sectors and increase exports of specific agricultural produce. In this context, ICARE has been contracted by IFC to conduct a "Middle East as an Alternative Market for Armenia'' study.

The structure of the Report is based on five sections, as follows:

- The first section represents the research methodology.
- Section two focuses on the assessment of the supply side of the project targeted products (PTPs), including overview of the agricultural sector of Armenia, production and exports of the PTPs, knowledge, skills and access to finance available for the PTPs, domestic supply chain, Armenian trade regime with the Middle East (ME) countries, including strengths, weaknesses, opportunities, and threats (SWOT) analysis.
- The third section represents the overview of the ME markets, production, consumption and import of PTPs in project targeted countries (PTCs), including market requirements, demand structure, import and import related policies summing up with the SWOT analysis of the ME market.
- The fourth section represents the business etiquettes in the PTCs, while the fifth sector sheds light on product, packaging, transportation, promotion, and pricing strategy of entering the ME market. In the final section, recommendations for development potential market entrance strategy for Armenian producers into the ME market are presented.

**While this research was being conducted the world experienced a major logistic and economic shock due to the COVID-19 pandemic. According to Ms. Kristalina Georgieva, International Monetary Fund (IMF) Managing Director, the global economy is going through a deep recession and the recovery is expected in 2021. The negative economic impact of the pandemic will be especially severe for the emerging economies and low-income countries (IMF, March 2020).**

**In the research, the team did its best to address the possible impact of the recession on the marketing strategy of exports to the ME countries by the domestic producers.**

The main aims of the mapping of the export supply chain of the PTPs (shown in detail in Annex 7, Table 7.1) of the report are:

1. assess the export market possibilities, including structure of consumptions and consumers' behaviors, and channels of distributions for the PTPs,
2. identify issues present in the PTPs domestic production, including production capacity, potential for the export, export supply chain, and market imperfections and policy,
3. provide recommendations to resolve the challenges for diversification of export market for PTPs for domestic producers, and
4. provide recommendations to enhance the investment attractiveness of the PTPs production sector.

For the mapping exercise, the supply chain and its effectiveness are viewed from a business perspective, covering primary producers, processors, retailers and wholesalers, exporters, and transporters. In order to compile necessary background information, meetings and discussions were held with supply chain participants, including public and private stakeholders as well as with the relevant Embassies represented in Armenia. As a result, it was agreed with the stakeholders to target the agri-markets of the United Arab Emirates (UAE), Egypt, Qatar, Kuwait and Jordan, with a special focus on the UAE, as the pilot export promotion countries for Armenia.

The analysis is based on local and international information sources, official statistical data, and local and international reviews, and analytical materials pertaining to PTPs production.

The Executive Summary of the report can serve as a standalone document, summarizing key findings, along with recommendations to resolve the challenges.

## I. Key Trends and Issues in PTPs Domestic Production Sector

According to Armenian's official statistics, Armenia's PTPs production during last 10 years, on average, has had a positive growth, accompanied with not only import substitution impacts but also export increase.

Overall, it could be summarized that:

- The main export market of almost all PTPs is still Russia (more than 90%). Some small-scale exports were organized to the UAE, Qatar, Egypt, and Saudi Arabia over the past decade.
- On average the prices in the ME market for PTPs are remarkably higher than in the Eurasian Economic Union (EAEU) market.

- The main crops produced in Armenian greenhouses are: Vegetables - tomato, cucumber, pepper, and greens; Flowers - rose, gerbera, dianthus and alstroemeria; Seedlings, mainly of vegetables. Growing of berries is increasing as well.
- There is a strong capacity to produce premium quality PTPs in Armenia.
- The major competitor countries to Armenian produce in PTCs are different based on product type and include European Union (EU) countries (Netherlands, Spain, etc.), Egypt, Turkey, etc.
- Consumption of all PTPs in the ME countries was increasing with high rate before Coronavirus disease (COVID-19).
- It would be extremely difficult to compete in the ME market focusing on the mass production. Therefore, the emphasis should be on niche marketing based premium products.
- COVID-19 has already shown its short-run negative impacts on the logistics system servicing the Armenian export, especially on the agri products' export. The drastic devaluation of the Russian currency due to the oil price war with Saudi Arabia is another hit to our agricultural export oriented industries, because the imports of inputs are in terms of United States dollar (USD) and the exports are in terms of week Russian rouble, thus making export to Russia less profitable. Similar negative situation could take place in the ME market.
- A lesson learned from the current pandemic is that Armenia should attract investors to improve logistics network to open up affluent markets, such as Gulf countries, to increase storage capacity for high-value perishable products, and to improve production as well as waste management of high-value non-perishable agricultural products, such as nuts.

## II. Key Results from in depth/key informant interviews

Based on in-depth interviews with the key informants of the private, public and NGO sectors, it has been concluded that:

- Overall, there were occasional experiences of exports to the UAE, Qatar, Egypt and Saudi Arabia. However, the ME market have not been fully explored by Armenian producers. There is no any established Armenian supplier or brand in the ME market.

- The UAE is considered as the main market of exports by the surveyed sector representatives, although they are also interested to learn more about market opportunities in Qatar, Kuwait, Jordan and Iraq.

- There is a strong competition in the ME market for the PTPs. Exports of products amounting to less than USD 0.1 million are extremely difficult to promote through local ME agents. However, the Armenian products have significant advantage to the competition there in terms of product qualities, such as taste, freshness, and appearance.

- There is a lack of information about the ME market's opportunities and how to export there. And there is also a lack of well-established partnership between local businesses and the ME partners.

- Armenian producers have faced with logistic shipment problems for the exports to the ME market. Specifically, the ME market exporters of high-value fresh fruits and vegetables to are in need of regular air cargo transportation with temperature control.

- Russian market is still more attractive for the domestic producers, because of better market knowledge, absence of language and cultural barriers, and presence of established and relatively manageable logistics inherited from the Soviet Union. However, the representatives of the relevant RA Governmental agencies, industry, and NGOs value the exports to the ME market as an alternative market for Armenia.

- The ME market players require stability in volume, quality, and competitive price. As of now, the Armenian producers, except for the greenhouse strawberry growers, are unable to meet these requirements.

- Armenian producers are expecting that the state bodies or international organizations establish strategic alliances between Armenian producers and the intermediaries and retail chains in the ME countries and support the establishment of export-oriented logistics centres.

## III. Key Results from the ME market Assessments

Based on the research, it could be concluded that:

- The ME is a large market with 315 million consumers and with forecasted boom of population in the near future.
- The share of PTPs production in the economy of the PTCs is relatively low, while the share and growth trends of PTPs consumption were rather high before the COVID-19. It is assumed that the demand of these products would still be significant in the UAE, as it serves as a major regional trade hub and is the commercial capital for the ME and North Africa. At the same time, the UAE has one of the most liberal trade regimes among the Gulf countries. Moreover, there are several suppliers in the UAE, which are well established in the other Gulf countries as well. The other four countries are mainly interesting for the FDIs promotion into Armenia in the PTPs sector, which will directly lead to the increase of the export to this market.
- Supermarkets are well presented in the PTCs.
- E-commerce is developing with high trends mostly in the UAE.

- There are dozens of Free Trade Zones (FTZs) in the UAE making easy to establish representation in the country.
- The import requirements and import policy related to the PTPs are almost the same, especially in the Gulf Cooperation Council (GCC) countries.
- Armenia has all required economic inter-governmental relation documentations signed with the PTCs plus a possibility of a free trade agreement with Egypt. This year there have been new uphold of relationship between Armenia and Jordan related with the visit of the King of Jordan.
- Without reliable local partnership and presence in the PTCs market it is almost impossible to enter to the market.
- The large-scale businessmen of the ME countries are interested in investmenting in the agri-sector of other countries.

## IV. Recommendations

Having in mind that during any recession the demand and business interests related to the PTPs are decreased, sometimes drastically, the following recommendations have been elaborated for possible exports promotion and investments generation in Armenia at different levels.

Based on the assessment, it could be stated that, overall, there are two major directions for export strategy to the ME market for Armenia. And both directions assume a strong presence of the Armenian Government. The role of government became even more prominent during the COVID-19 pandemic in terms of supporting the stability of production and exports.

### A. Export Promotion Direction

*Related to the Exports Promotion for the GoAM the following actions are recommended:*

- Effectively promoting consolidation of the PTPs producers through unions and or associations.
- Aggressively providing information on how to export to PTCs market and showing opportunities there.
- Assisting in finding reliable partners in the PTCs.
- Officially assisting and supporting participation of domestic PTPs sector producers in the big international events taking place in the ME market.
- Supporting of publication of export promotional materials for the PTPs value chain actors of Armenia.
- Supporting establishment of cargo transportation infrastructure (the COVID-19 pandemic has demonstrated that Armenia needs to focus on its air cargo transportation solutions as well), etc.

*Related to the Exports Promotion for the Domestic Producers the following actions are recommended:*

- Focusing on premium quality and high price (including eco and organic products) to be exported to the PTCs.
- Participating in the big international events related to the sector taking place in the ME market.
- Increasing knowledge and skills in how to export to the ME market.
- Focusing on organizing PTPs production and processing in a way to provide a stable supply for the ME market, etc.
- Acquiring technologies for cost-effective high-quality production.
- Establishing reliable partnership with middlemen in the PTC by engaging the Embassies of Armenia and the PTCs and the prominent Armenian diaspora in the PTCs.
- Establishing reliable partnership with the major restaurant and hotel chains in the PTCs.

**B. The Investments Generation Direction**

FDI generation is a critical role of the government in many countries. Regarding the investment generation market sourcing of the ME countries, the main competitors of Armenia are: Turkey, Georgia, Eastern Europe, and the South-West regions of Russia. Taking into consideration that the Armenian producers of the PTPs are in significant disadvantage in terms of logistics reaching the PTCs compared to our competitors, the PTPs sector needs strong incentives and tools suggested by the GoAM to generate FDIs, among which it has been recommended:

- at least five years of profit tax holidays with the limits of minimal FDI level, employment number and export volume in the targeted export markets,
- targeting potential investors,
- organizing investment roadshows to the targeted countries to present the competitive advantages of PTPs sectors and opportunities for investments in Armenia. The involvement of high-level government officials is critically important in such events,
- participation in the international events organized in the ME region in the PTPs sectors on an official level,
- subsidizing and supporting continuous operation of temperature-controlled cargo transportation, including airplanes. The immediate impact of the COVID-19 pandemic was on cargo transportation. Armenia needs its own diverse cargo transportation system, with strong State support, etc.

# 1. RESEARCH METHODOLOGY

The research methodology used by the Team contains mixed methods including:

- Extensive desk research
  - Literature review
  - Analysis of national and international databases
  - Assessment of import/export legal acts about the ME markets and Armenia
- In-depth key informant interviews with stakeholders
- Validating workshops.

At the initial stage, the research team acquired general information about the ME market and trade flows of the PTPs for Armenia and the PTCs. This task was achieved through detail review of existing up-to-date literature, including market studies and commercial guides developed by different international consulting companies, available on the public domain and provided by the IFC. Secondary data on current state of the ME market, domestic production of Armenia, and exports and imports of countries of the ME and Armenia were collected from the National Statistic Services of Armenia and target countries, as well as the United Nations Conference on Trade and Development (UNCTAD), banks, research NGOs and from the website of the International Trade Administration of the US Department of Commerce (https://www.trade.gov/export-solutions).

Face to face interviews were done in Armenia with local agents and value chain players (Armenian) who are producing and exporting PTCs. Team also contacted experts and sector representatives in some PTC countries. Requested official info about Food safety requirements in PTCs with the help of the Food Safety Inspection body of Armenia. At the same time, the Project team closely collaborated with the Ministry of Economy and other stakeholders for the analysis of current export policy and related legislation of Armenia as well as the import requirements of the targeted products of the selected countries of the Middle East.

In general, in-depth key informant interviews with 20 representatives of the relevant ministries of the RA, producers/exporters, retailers/middlemen, Business Armenia, Organic Association in Armenia, higher education institutes, research and development NGOs, embassies and food safety agencies of the PTCs, were implemented.

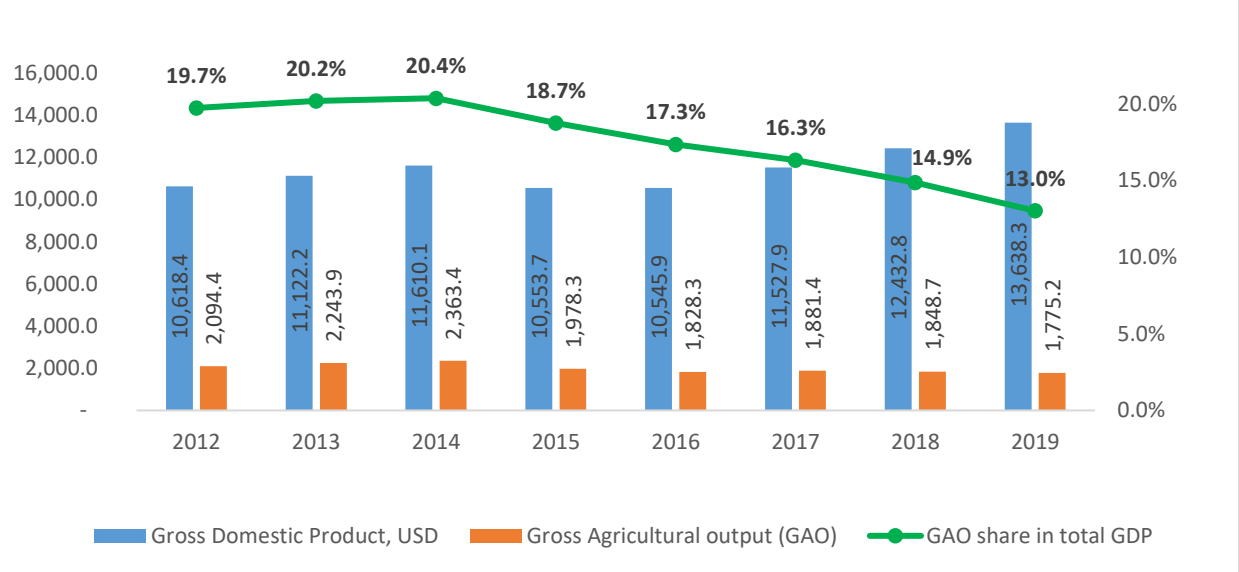
After collection and analysis of the necessary information, validation workshops were organized with sector related stakeholders to validate the results obtained during the initial stage of the project, including project team's directions/recommendations on the export opportunities for Armenia to the ME Market. The stakeholders' suggestions were included in the report as well.

# 2. SUPPLY SIDE: PRODUCTION OF PTPS IN ARMENIA

## 2.1. Overview of Armenia's Agricultural Sector

Agriculture in Armenia has been and still is one of the most important sectors for rural employment and in terms of contribution to the Country's Gross Domestic Product (GDP). Over the past fifteen years, the GDP of the Republic of Armenia demonstrated an overall increasing trend with a slight downturn in 2008-2009 related to the global financial crisis due to targeted Government strategy, private sector investments and support from international organizations. In 2014, the value added of agriculture in GDP of Armenia comprised 20% showing a steady increase after 2008-2009 financial crises. Since 2014, the share of agriculture in the total GDP has been steadily decreasing and reached 13% in 2019, which was decreased by about 4% compared to 2018 (see Figure 1). However, over the years agriculture has been improving with the targeted government support, private sector investments, and support from international organizations.

**Figure 1.** Volume of GDP and Gross Agriculture Output (GAO) of RA, in millions USD




The GAO of Armenia is comprised of two sub-sectors – plant growing/crop production (46.6%) and animal husbandry (53.4%). The gross agricultural output produced by commercial organizations have a small portion compared to those produced by family farms in both animal husbandry and plant growing/crop production sectors (Statistical Committee (SC) of RA, Agriculture/Yearbook 2019).

The agriculture sector continues to be a main source of the income, especially for vulnerable rural population. The sector has the largest share of the employment compared to other sectors. In 2018, about 225 thousand people were employed in this sector, which accounted for about 24.8% of total employment of Armenia[2].

[2] https://www.armstat.am/file/doc/99516743.pdf

The state policy of the Republic of Armenia aims to introduce modern technologies, the further development of intensive agriculture and the diversification of the markets. The effective implementation will enhance food security and safety, promote of agricultural exports, increase the quality and the productivity of the sector, which in turn will increase the overall competitiveness of the sector.

In addition, due to COVID-19 pandemic, the agricultural sector may face several challenges, including inflation. Almost all inputs used for land cultivation are imported, and the output price increase will have a devastating impact on the sector, unless the Armenian government takes appropriate measures to directly and indirectly support the Armenian producer.

In 2018, there were about 1,600 organizations (over 90% of which are small organizations) working in the processing sector.[3] Such a large share of small farms has its both positive and negative sides. Small firms are flexible to adapt to the change in the market, while for the exportation they are met with high transportation cost and have no bargaining power.

In terms of production volume, vegetable crops are in first place in 2017-2019, followed by fruit and berry production. There has been a reduction in production due to a number of objective and subjective conditions compared to 2017 (see Annex 1.1, Tables 1.1.1, 1.1.2, 1.1.4 and Figure 1.1.3).

There is a positive production trend of ecologically clean products in Armenia as well. However, it is not a large sector and needs financial support for certification and promotion in PTCs.

Armenia joined EAEU in 2015, which allows the domestic producers to access to the EAEU member markets without any customs. On the other hand, customs duties for agricultural products imported from non-EAEU members were increased. Hence, the membership will create favourable price conditions for the Armenian producers within the EAEU market.

It would take some time to assess the full negative impact of the COVID-19 pandemic, but the short-term impact is reduced demand on Armenian agricultural products. With the complete halt of the passenger air traffic, truck-based exporting is the only option available. However, this option is also not stable. A vivid example is when on April 4, 2020, Spayka Limited Liability Company (LLC) reported that 40 of its trucks, transporting vegetables to Russia, were stuck on the Armenia-Georgia border for 15 days. This resulted in discarding agricultural products worth USD 1.5 mln[4]. And this time the issue was not with the Lars border crossing but with the Georgian government, which did not allow the trucks to pass through.

The drastic devaluation of the Russian currency due to the oil price war with Saudi Arabia is another hit to our agricultural exports, because the imports of the key inputs are in terms of USD and the exports are in terms of roubles. This means that our exports to Russia is getting profitable. It is also expected that the economic crises will reduce the mid-income population in Russia, thus reducing demand for high-value perishable goods. The Saudi riyal did not lose much of the oil price war in the short-term, but it is difficult to predict the negative impact on the currency if the Saudi-Russia standoff continues. The UAE has also

3 http://old.minagro.am/

[4] Tert.am newspaper-https://www.tert.am/am/news/2020/04/04/Spayka/3255216

been hit seriously since its economy includes a large tourism sector and the country is a hub for international trade and travel.

A lesson learned from the current pandemic is that Armenia should attract investors in improving logistics network to open up other affluent markets, including Gulf countries, expanding modern temperature-controlled storage capacity, processing and waste management of high-value perishable agricultural products, as well as production of high-value non-perishable agricultural products, such as nuts.

The geographical location of Armenia is beneficial from the perspective of trade since it is located nearby three affluent markets: Russia, EU, and the ME. Furthermore, the ME market has a strong price advantage position relative to the Russian market (see Table 1 and Annex 3, Tables 3.1, 3.2 and 3.3). Table 1 present the general retail price differences in the Russian and the UAE market as of February 2020. The import average prices of the Project Targeted Countries were also higher compared with the export average prices of Armenia to the Russian Federation for the PTPs (see Annex 3, Figures 3.1 and 3.2).

**Table 1. Retail Prices for fruits and vegetables in Russia and UAE as of February 2020**

| | **Russia** | **UAE** |
|---|---|---|
| **Product** | Price (kg/USD) | Price (kg/USD) |
| **Nuts** | 9.87 | 18.06 |
| **Dried fruits** | 4.64 | 17.54 |
| **Frozen vegetables** | 3.36 | 4.75-10.87 |
| **Tomato** | 2.55 | 2.28 |
| **Cucumber** | 2.80 | 2.28 |

In the scope of the project, five types of products, including vegetables, fruits (fresh, frozen and dried), nuts, flowers and berries, were considered for export to the ME. In order to develop a targeted strategy and to ensure the continuation of the supply, the project team focused on assessing the export potential of each commodity, taking into consideration the specific demand of targeted countries in the ME.

### 2.1.1. Greenhouse production and exports

The total area of greenhouses operating in Armenia has increased from about 30 hectares to 1,300 hectares in the years of 2011-2019. Most of the greenhouses are in Kotayk, Armavir and Ararat regions[5].

Soil based greenhouses and greenhouses using hydroponic technologies are the main types of greenhouses operating in Armenia. The main crops produced in Armenian greenhouses are:

- vegetables: tomato, cucumber, pepper, and greens;
- flowers: rose, gerbera, dianthus, and alstroemeria;

[5] RA Government, State Support Program for the Establishment of Small and Medium Greenhouses
Link: http://www.irtek.am/views/act.aspx?aid=102533

- seedlings, mainly of vegetables.

Investments in modern greenhouses are well anticipated in Armenia. In 2019, the Armenian Government approved the program of State support for the establishment of small and medium-sized greenhouses, thus prioritizing the sector's development.

Currently, greenhouses using modern technologies in Armenia occupy more than 177 ha. These greenhouses are mainly engaged in production of tomatoes, cucumbers, strawberries, and flowers, most of which exports to the Russian market. Small greenhouse operators aim to supplying to the local market, with the production cycle organized in a way that it does not coincide with the open-field production of fresh vegetables.

In the past several years, the local modern greenhouses have improved their export volumes considering increased demand for the greenhouse crops in Russia and the UAE markets. Among these companies are Spayka LLC, MAVAS Group, and Rock Berry LLC[6].

### 2.1.2. Vegetable production and exports

Approximately 18% of total vegetables produced are tomatoes. Tomatoes also play a significant role in the country's agricultural exports. Local tomato producers have not yet fully explored the export market potential for dried tomatoes, demand of which is increasing in the world, including Russia and the ME.

Cabbage production is in the second place due to the special demand for cabbage among Armenian consumers. Overall, domestic production is significantly more than the import. More detail information on the production and import of main locally grown vegetables is presented in Annex 1.1, Table 1.1.2.

In 2018, the export value of local tomatoes (USD 23 mln) was the highest among the locally grown vegetables, followed by mushrooms (USD 2 mln) and cucumbers (USD 1 mln) (see Annex 1.1, Tables 1.1.2 and 1.1.3). The main market of export still remains the Russian Federation.

Out of all the ME countries, tomatoes have been exported only to the UAE during the last 4 years. The small volumes indicate that these exports were trial attempts to enter the UAE market (see Table 2).

**Table 2. Tomato export to UAE, 2015-2018 (in USD)**

| | 2015 | 2016 | 2017 | 2018 |
|---|---|---|---|---|
| **UAE, USD** | 10 | 1,501 | 122 | 21,543 |

*Source: World Integrated Trade Solution*

Currently, mushroom is turning into major exporting products into the UAE from Armenia. For the last three years Armenian mushroom were exported to Georgia, Russia and the UAE and in 2019 it has reached to USD 2,9 mln. In 2018, the share of exports to the UAE was 24 percent, while in 2019 it was more than 64 percent of total export of mushroom of Armenia. In 2018, the import value of mushrooms was more than USD 19 mln in UAE, where Armenia was among the top import partners of the UAE (Oman (56.9%),

[6] SME DNC, Greenhouse sector in RA
Link: https://www.smednc.am/hy/inner/532

Netherlands (17.7%), Iran (8.7%), Armenia (5.9%), Poland (1.9%)). Mirak Group, which is one of the largest suppliers of fruits and vegetables in the UAE, owns and operates a mushroom contract farm in Armenia. It exports the mushrooms to the UAE.

### 2.1.3. Flowers production and exports

In Armenia, flowers are grown mostly in greenhouses, using both soil and hydroponic growing systems. For the past decade or so, the local flower production has been providing more than 95% of the domestic demand and recording a growing tendency in export. In Armenia, mainly rose, gerbera, alstroemeria, carnation and some other flowers are grown, which can be collected during the whole year, except for 2-3 months which is the resting period for flower plants.

Unlike vegetables, greenhouse grown flowers are mainly grown with rootstocks. Seed-based growing is not widely used and is mainly applied for production of local flower varieties. It is also worth mentioning that there is no company in Armenia specialized in the production of flower seeds or rootstocks, therefore either the entire amount of seeds and rootstocks needed are imported or the companies reproduce them on their own.

In 2019, more than 60 million flowers were produced in Armenia, which was 15% more than in 2018. The production of flowers is mostly concentrated in Kotayk followed by Ararat region (Annex 1.1, Table 1.1.4). Fuel, rootstocks, labour and transportation account for the lion's share of the expenses in flower production.

Freshly cut flowers exports amount to more than USD 8 mln (Annex 1.1, Figure 1.1.2), with Russia remaining the main market. According to United Nations Commodity Trade (UN Comtrade), in 2015 and 2016, a small-scale export was organized to the UAE (USD 1,248 and 12,568, respectively) and, in 2017, to the Kingdom of Saudi Arabia (USD 1,293).

Nonetheless, the entire potential of greenhouse flower production is not used in Armenia, which is explained by the number of preconditions such as:

- lack of targeted, affordable, and accessible funding that should be allocated to:
    - expand operations,
    - enhance the technical equipment of greenhouses,
    - introduce new technologies and efficient heating systems, as well as
    - cover the operational expenses during the heating season;
- lack of special energy price discounts for greenhouse farms, especially during cold weather;
- lack of strict control over the quality of imported seeds, chemicals and fertilizers;
- lack of need for ensuring access to information on local and export markets;
- insufficient knowledge and skills on modern technologies;
- lack of qualified agronomists and greenhouse system operators;
- lack of quality review and management system;
- lack of marketing (including branding) and logistics capacity.

Armenia's proximity to the Russian market is a key advantage of the local greenhouse flower industry relative to the Latin American or African competitors. However, the expenses and the time of shipping from Armenia to the ME market remain uncompetitive with the peer countries.

### 2.1.4. Fruits production and exports

Fruits grown in Armenia have always stood out for their exceptional flavour. Apple production is in the lead position (32% of total fruits production in 2019) due to its long shelf life and sizable local demand. Apricots are in second place due to its demand in both local and foreign markets and peach is third, again, for the same reasons (30.2% and 15.2% of total fruits production in 2019, correspondingly). Annual apricot and peach production fluctuations largely depend on weather conditions, which are difficult to be efficiently controlled by local producers. Another issue is that storage time for apricot and peach are quite short, which makes time-consuming export operations not attractive for local producers (the volume of fruits produced is presented in Annex 1.1, Table 1.1.5). However, the demand for frozen and/or dried apricots and peaches is also high both globally and in the PTCs.

In 2018, export of fruits totalled to USD 17.6 mln. Fresh apricot had the largest share in export in that year (28.6%), with fresh grapes comprising 2.8%, and pear and quince comprising 15.3%. Normally, export of pear and plum is disregarded; however, these are demanded fruits in the ME market, and, in case of proper organization of shipping they can be a profitable operation (Annex 1.1, Table 1.1.6).

Russia remains Armenia's main fruit export market; however, also small volumes are exported to other countries. Among the countries of the ME, the UAE is the main export destination (Annex 1.1, Table 1.1.7).

Next sub-sector directly related to the fruits production is dried and frozen fruit production. Over the past five years, the volume of dried and frozen fruit production has increased more than twice, reaching about 7,700 tons in 2018 (Annex 1.1, Table 1.1.8). Export of dried and frozen fruits has made more than USD 1 million in 2018. The lion's share of dried apricot, apple and plums have been exported to Russia. Dried fruits were also exported to Kuwait, though in small volumes. In 2018, the export of dried apricots was almost USD 0.16 million, the export of dried prunes was almost USD 0.164 mln, while dried apple was USD 0.093 mln. And, this is not the whole potential of domestic capacity of dried fruits of Armenia, given the inadequate waste management in the country.

### 2.1.5. Berries production and exports

In 2018, the production of berries in Armenia reached to 6 thousand tons. The production of berries varies depending on the fluctuations in the export market demand (mainly Russian one) (see Annex 1.1, Figure 1.1.3). It is possible to establish profitable production of multiple cropping strawberries, raspberries, blackberries, and blueberries in several regions of Armenia. Interestingly, not only strawberry but also some other types of berries can be grown in both open-field and in greenhouses. Moreover, given the possibilities of developing production of high-value berries on small land plots, as well as the growing demand in the global market, production of berries is becoming more and more attractive as a investment opportunity in Armenia.

Strawberries account for the lion's share of berries in terms of volume; however, the other berries also have a rather big potential, with the possibility to grow them in greenhouses. In 2018, fresh strawberries made the largest share in berry export (USD 474,343) - mainly to Russia. Frozen strawberries, raspberries and blackberries made more than USD 10,000, again, with Russian market being the main destination. Export of berries to the ME countries started in 2014 - strawberries were exported to the UAE and Kuwait (see **Table 3**).

**Table 3. Export of strawberries from Armenia to ME in 2014-2018 (USD)**

| | 2014 | 2015 | 2016 | 2017 |
|---|---|---|---|---|
| **Kuwait** | 2,092 | - | 1,328 | - |
| **United Arab Emirates** | 2,615 | 5,263 | 34,956 | 16,836 |
| **ME (Total)** | 4,707 | 5,263 | 36,284 | 16,836 |

*Source: World Integrated Trade Solution*

#### 2.1.6. Nuts production and exports

Another product category targeted within the scope of the project is nuts that have a growing demand in the international market, especially in the ME, where nuts are consumed as everyday food.

The production of nuts had been recording a stable increase before 2018, followed by a decrease, making about 2 million tons in 2018. In the same year, the total export of nuts was more than USD 1.5 million, with over 74% comprising the share of pistachio, fresh or dried, and 22.1% comprising hazelnuts (Annex 1.1, Table 1.1.9). In 2018 the main market for exported nuts from Armenia was Russia: more than 98.6% of exports.

## 2.2. Limitations in Production

### 2.2.1. Knowledge and skills

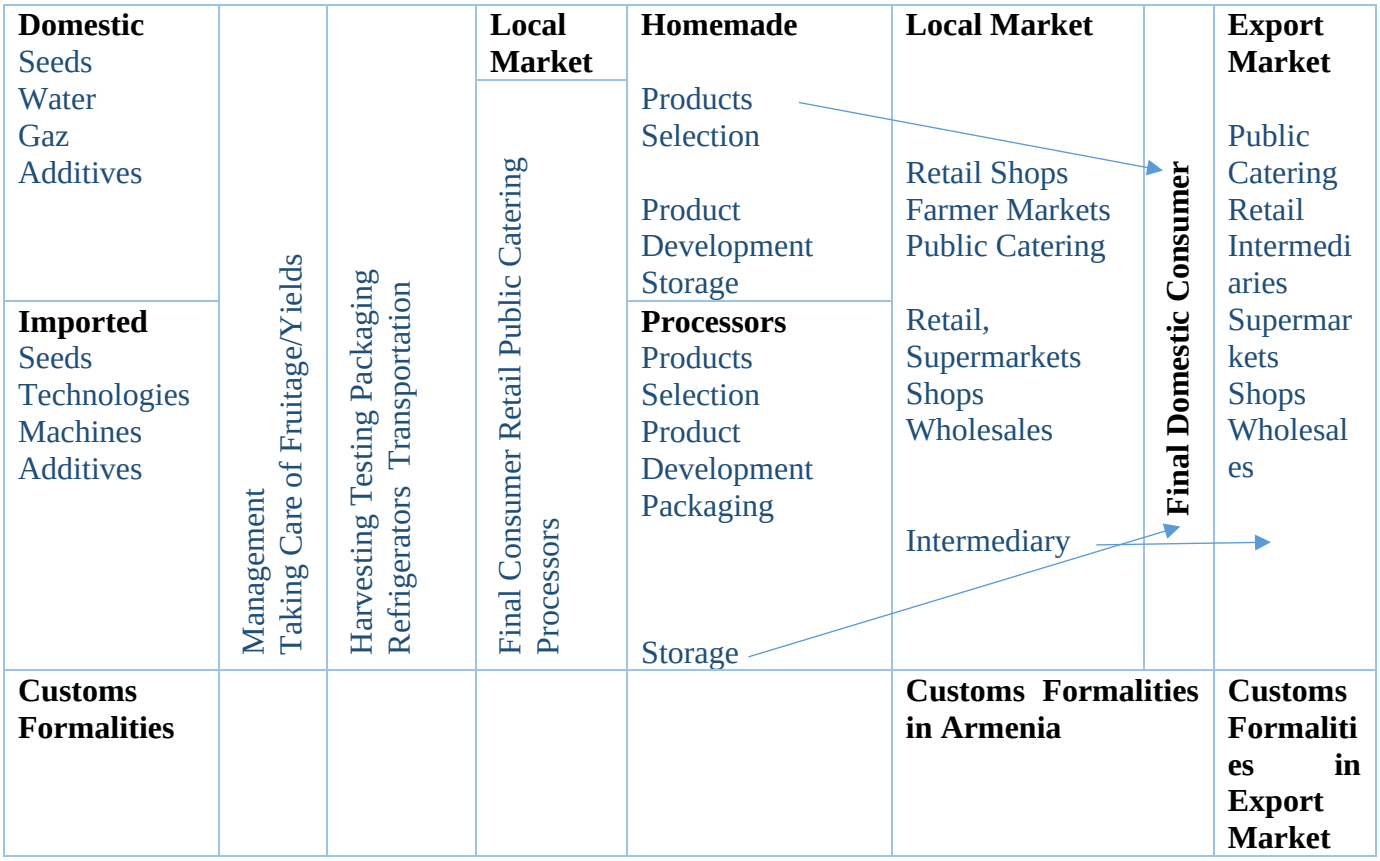
There is lack of knowledge and skills in Armenia about advanced production technologies and practices across all supply chains of the PTPs, which is a significant constraint for the export competitiveness. In particular, there is lack of knowledge and skills related to growing and post-harvest management, marketing, product quality, and safety management. This issue is present equally in all sizes of enterprises, but it is especially critical among the small and medium-size enterprises. To spur the development of the sector, it is necessary to enhance knowledge and skills regarding export markets and export opportunities among economic entities and to organize distribution networks. At the same time, to ensure effective marketing by small and medium-size entities, it is necessary to enhance their knowledge and skills for joint marketing as well as effective organization of trade logistics.

### 2.2.2. Access to finance

The introduction of advanced technology complexes and equipment and the expansion of production require significant financial investments. Meanwhile, such investments often require considerable long-term funding. It is difficult for businesses to access long-term loans in Armenia with appropriate rates, which seriously hampers investment promotion. Other financing resources are not accessible, such as large-scale leasing, project financing, and credit lines, among others.

## 2.3. Domestic Supply Chain

**Diagram 1. Production and Export Supply Chain in Armenia**




Coming to the product quality, sorting and packaging, it is vivid that are not yet widespread among local enterprises with exception of relatively large enterprises, which apply advanced technologies for product sorting and packaging, improved product sorting technologies that ensure stable quality and appearance, packaging, and marketing. The practice of "branding together" has not yet been adopted among businesses in Armenia.

There are more than 300 companies, engaged in different types of transportation and shipments in Armenia. The leader amongst them is Spayka LLC, which has its own truck fleet, storage capacity, as well as different production operations of agricultural products. Spayka is also the major buyer for the exports from small and medium-size farmers. To reduce transportation costs, sometimes small companies come together to jointly export to targeted markets (for transportation costs please see Table 4).

**Table 4. Transportation Prices between Armenia and Major PTCs Destinations**

| From | To | Transportation | Unit | Rate Unit/USD |
|---|---|---|---|---|
| **Yerevan** | Bahrain | FCL | Full container | 2950 |
| **Yerevan** | Qatar | FCL | Full container | 3450 |
| **Yerevan** | Dubai | FCL | Full container | 2050 |
| **Yerevan** | Dubai | LCL | 1m3 | 150 |
| **Yerevan** | Sharjah | LCL | Kg | 0.9 |

*FCL (Full Container Load), LCL (Less Container Load)
** The transportation costs were taken right before COVID-19. During preparation of this report, no any transporting company was able to quote the price during or after the COVID-19.

There are few experiences of exporting to the ME market mainly to the UAE. There were very few cases of exports to Qatar, Kuwait and Egypt in different years, on occasion. There was no any valuable experience to export to Jordan.

There is a need for major improvement of cargo infrastructure reaching the ME market, especially air shipment as most of fresh PTPs require short time to reach the final consumer.

## 2.4. Armenia Trade Regime with the ME Countries

Armenia has diplomatic relation with several countries of the ME, which was one of the key reasons for targeting specific countries for the export at this point. Egypt and Jordan are targeted taking into consideration the recent developments of diplomatic relations. There is coming free trade agreement between Egypt and the EAEU. While with Jordan, the President of Armenia welcomed the King of the Country in Armenia in the past year.

The following are the lists of major official documentations signed between Armenia and the PTCs so far:

**With the UAE**

- On mutual encouragement and protection of investments: April 20, 2002, Abu Dhabi
- On avoiding of double taxation of profits and estate: April 20, 2002, Abu Dhabi
- On economic and technical cooperation: April 20, 2002, Abu Dhabi
- On legal assistance in criminal matters: April 20, 2002, Abu Dhabi
- On extradition: April 20, 2002, Abu Dhabi
- On cooperation in the field of healthcare and medical assistance: April 20, 2002, Abu Dhabi
- On cooperation in the field of agriculture: April 20, 2002, Abu Dhabi
- On cultural cooperation: April 20, 2002, Abu Dhabi
- On financing of Arpa-Sevan water channel: December 10, 2007, Abu Dhabi
- On cooperation in the field of Air Services: November 20, 2012, Abu Dhabi.

With KUWAIT

- On cooperation in the field of tourism (November, 2009)
- On cooperation in the field of agriculture (November, 2009) •
- On avoidance of double taxation (November, 2009)
- For the Encouragement and Reciprocal Protection of Investments (13 June 2010)
- on Economic and Technical Cooperation (December 9, 2010)
- On Air Communication (October 05, 2011)

With QATAR:

- On Economic cooperation, April 22, 2002, Doha
- On mutual encouragement and protection of investments, April 22, 2002, Doha
- On avoiding of double taxation, April 22, 2002, Doha
- On cooperation in the field of air transport, April 22, 2002, Doha
- On cooperation in the field of agriculture, April 22, 2002, Doha

**With JORDAN**

- On economic cooperation (October, 2014)
- On encouragement and mutual protection of investments (October, 2014)
- On cooperation in the field of tourism (October, 2014)
- On cooperation in the field of agriculture
- On air (November, 2018)

With EGYPT

- on Economic, Technical and Scientific cooperation (May, 1992)
- for the Promotion and Protection of Investments (June 1996)
- on Cooperation on Agriculture (April,1997)
- Exchange of Foreign Money Orders between the Postal Administration (September 1999)
- On Air Services Agreement (May, 2001)
- on Cooperation and Mutual Assistance in the Field of Customs (April 2007)
- on Establishing the Armenian-Egyptian Business Council (April 2007)

Overall, the major trade facilitation measures done by the Government so far were for the PTCs are:

- supporting domestic producers to participate in exhibitions in the region,
- organization of Investment Forums in March 2017 in Abu Dhabi and in April 2018 in Dubai, UAE,

- organization of business forums accompanied with official visits; The first such forum was organized in 2010 in Yerevan,
- organization of the UAE-Armenia Intergovernmental Commission in 2019 in Yerevan,
- general assessment of markets of the UAE, Qatar and Iran by the Ministry of Economy of Armenia.

## 2.5. Keystones of Export Policy of Armenia

Till now, Armenia has no any export limitation/duties for the PTPs, but after COVID-19 they could be some restriction of exports to the third countries to ensure sufficient trade and consumption within the EAEU.

According to the Customs Code of Armenia, all goods exported from Armenia are subject to customs declarations. Goods must be declared at the regional customs office closest to the exporter's location, with the exception of goods exported via Yerevan International Airport, which must be declared at the airport customs office.

There are no export restrictions and export taxes in Armenia, and there is no system of minimum export prices. Exported goods and ancillary services are zero rated for value-added tax (VAT) purposes.

The list of documents necessary for customs control:

a) customs declaration,
b) invoices or the contract of acquisition, or other corresponding substitute documents, and
c) documents establishing the goods' transport arrangement (goods-transport consignment note).

In addition, in border inspection point, the existence of the following documents is necessary:

- Phyto -sanitary certificate for the cargo containing raw agricultural products,
- quality assurance certificate,
- conformity assessment certificate.

## 2.6. SWOT Analysis of Supply Side

**STRENGTHS**

- Promotion of export-oriented horticulture is one of the prime goals of the State.
- Availability of conditions for producing high quality PTPs
- Good reputation on traditional markets in Russia and other Commonwealth of Independent States (CIS) countries
- Improvement of both primary production and processing technologies, including intensive orchard, greenhouse, and organic production, in recent years
- Highly developed
- Presence of an internationally recognized organic certification and inspection body, ECOGLOBE LLC, in Armenia

**WEAKNESSES**

- Insufficient volume and irregularity of supply/demand which limits the further growth of the sector
- High seasonality of production, except for greenhouse production
- Limited production capacity (insufficient for sector growth)
- Shortage of specialists/professionals in each PTPs
- Low accessibility of investment and financial resources
- Poor marketing in terms of exportable products types and market penetration as well as lack of control of distribution networks in export markets
- Lack or insufficiency of production quality and quality control of the products going to non-CIS markets
- Insufficient supporting infrastructure for export-oriented horticulture
  - Limited laboratory and logistics network available to export fresh fruits and vegetables
  - Imperfections of the educational system (inability to prepare high quality specialists)

**OPPORTUNITIES**

- Production of new types of PTPs demanded in export markets that can be kept longer
- Increase of Demands in the ME Market
- Improved networking and cultural understanding due to increased tourism flows between Armenia and the PTCs
- Improvements in logistics infrastructure connecting to the ME market
- Favourable conditions for investments (import of production complexes and equipment exempted from VAT)

**THREATS**

- Continuous high dependence on one market – Russian market
- High-scale Russian investments in agriculture and entry of Iran into the Russian market
- Intensification of competition in the ME market – entry or strengthening of positions of foreign competitors in the ME market
- More stringent quality and safety requirements in the ME market
- The ME consumers further shifting towards well known international brands
- More frequent presence of pandemic diseases significantly reducing global economy and trade

# 3. DEMAND SIDE: ANALYSIS OF THE ME MARKETS

## 3.1. Overview of the ME Market

The ME is a transcontinental region covering the Western Asia and Egypt. It includes 19 countries among which 13 countries are part of the Arab World with 315 mln consumers. Arabs are the largest ethnic group here, followed by Iranians and then by Turkic speaking groups. The ME continues to be characterized with easier access and low taxation than the EU market for the importers besides its diversified population, which makes it an attractive market for most producers. It is expected that the gap between the taxation levels among these two markets will increase due to the recession.

The ME is considered a market with forecast of an explosive economic and population growth in the coming years. The growth of population is fuelled by the expatriates, explained by possible shift in the global economy as the ME is considered one of the world's fastest-growing markets led by Dubai. The affluent ME market will continue putting more attention on the quality and origin of food products, including where they were grown, how they were harvested and packaged.

Certainly, the COVID-19 pandemic will have its negative impacts on possible foreign trade flow in the region as well. The first impact is already noticeable as the prices of oil dropped below the minimal level. Although it is expected that the ME countries will have about 1% Gross National Product (GNP) growth on average in 2020, most of them are already now staring at a recession in their non-oil economies. In this region, many businesses related to the consumer-facing sectors, including tourism, are under severe pressure as tourism has become a mainstay of the non-oil economy in the ME, especially in Bahrain and the UAE. This situation will have a negative impact on the performance of the broader economy and directly on consumption of the PTCs.

The UAE is the major commercial, logistic and tourism hub in the region. Among PTCs, the UAE, Kuwait and Qatar are members of the GCC[7] having almost the same import/export policies. Iran is the closest ME country to Armenia, but taking into consideration the last years of recession in that country, closed foreign trade policy as well as the impact of the COVID-19 pandemic on the economy, the market is currently considered as less interesting from the point of view of Armenian producers of the PTPs.

## 3.2. Production, Consumption and Imports of PTPs in PTCs

### 3.2.1. Case of UAE

The UAE relies heavily on imports to meet its food demand (See Annex 1.2: Overview of the UAE economy). The high level of internationalization of the country is one of the major factors creating demand for imported agri-food products, at the same time leading on diversified demand on food and foodstuffs. The major Food Import Partners are: United States, Oman, Saudi Arabia, Germany, India, Netherlands, France, the United Kingdom (UK), Turkey, Thailand and Bulgaria. In 2018, its major PTPs import partners

[7] Gulf Cooperation Council website: www.gcc-sg.org)

were: Australia, Canada, Iran, India and United States of America (USA) (Annex 1.2, Figure 1.2.1) and it is forecasted that they would stay as major partners in 2020 as well. The total import of PTPs were more than USD 3 billion in 2018, which was 16% less than in 2017. The year of 2020 will have tangible decrease of imports attributable to reduction of expat community due to the impact of the COVID-19 pandemic.

The UAE is a hub for re-export in the region. For the past 7 years, re-export of the agriculture products of the UAE to the regional countries constituted more than 71% of total agriculture products re-exports. The annual growth trends of re-export of the UAE to the region for the past 2 years were more than 18%, on average. At the same time re-exports of the UAE constituted on average almost 23.6% in total agriculture product import of the country.

#### 3.2.1.1. Flowers

Consumption of flowers has been gradually increasing in the ME markets, where the UAE is increasing its presence on the world stage as a major hub for the flowers and plants trade. In particular, Dubai has turned into a busy botanical trading hub for flowers, live trees, seedlings, roots and bulbs. The **Dubai Flower Centre (DFC)** at the Dubai International Airport is currently considered as the most modern logistics centre for the ME's flowers and plants market.

The lilies are the leader in the cut flowers market of the ME followed by roses, chrysanthemums and carnations. Being used in bouquets and other arrangements together with traditional flowers, tropical foliage is more preferable than tropical flowers. According to experts, the UAE's plant and flower market is expected to achieve an annual growth of 20 per cent, driven by factors such as strong economic growth and the expansion of the real estate market.

Because of their long vase life, tropical flowers are often used in flower arrangements in hotel lobbies, government buildings and office receptions. Tropical flowers are also popular for special occasions. In this market segment, interesting new products that surprise consumers are valued accompanied with novelties and less-known varieties. For weddings, preference is still given to traditional flowers. Tropical flowers and foliage are mainly imported by specialised importers that supply local wholesalers and retailers. A small share is re-exported to neighbouring countries.

Most flowers sold in the UAE are standard assortment and very much in line with European markets (mostly using same supplying countries). Variety of flowers consumption is mostly based on colour or obvious external features, including available stem lengths in the UAE as the Emiratis have a preference for strong and bright colours (not pastels). The household buyout survey of the flowers in UAE conducted by Tulips, which is a leading flower outlet in Dubai City, revealed that[8]:

- 30% of all households purchase freshly cut flowers at least once in a year,
- mean rate of purchase ranges between USD 60 to USD 70,
- main share of buyers are women,
- income from bulk delivery accounts for only 27%.

[8] https://www.ukessays.com/essays/management/uae-flower-industry.php

Another important information about the market of the UAE is although tropical flowers and foliage are sold year-round, the high season is considered from October to May. The sales are low from June to September, because of a large drop in tourism and expats leave the country due to the heat. Foliage shows more stable imports year-round, because of its use in bouquets. There are minor peaks throughout the year, such as in February, because of Valentine's Day.

#### 3.2.1.1.1. Key players and channel of distribution for flowers

Key players in the UAE market are:

- Black Tulip Flowers (Dubai, Qatar) - imports, online shop and a number of florist shops in Dubai (www.blacktulipflowers.com)
- Al Lokrit (Dubai) - imports, wholesale, retail (www.lokrit.com)
- Allisar (UAE, Qatar, Jordan, Syria, Lebanon) - import, wholesale (www.alissarflowers.com)
- Oleander Group (Dubai) - import, wholesale, supermarket supplier (www.oleandergroup.com)
- Hansa Flowers (Dubai, Ethiopia) - imports, wholesale, production (www.hansaflowers.com)
- Flowers by Contempo (Dubai) - events, retail (www.flowersbycontempo.com), etc.

A good website and brochures are essential marketing tools for the flower market. The sell-targeted search engine marketing is a good choice as Google (Arabic), and to a lesser extent Yahoo and Bing are used. In the UAE, tropical flowers are sold by high-end florists and event planners located in shopping malls, near large hotels or in the business district. Several florists are part of a larger wholesale company.

Supermarkets mainly sell mainstream flowers/bouquets, and sometimes offer bouquets that include tropical foliage. Supermarket bouquets are mostly produced in the UAE by specialised companies, such as the Oleander Group, which imports flowers and foliage separately.

#### 3.2.1.1.2. Imports structure of flowers

Even though, the UAE has made significant investment in greenhouses for floriculture production covering 30 ha, the extreme temperatures and water scarcity makes the UAE to remain highly dependent on imports of tropical flowers and foliage.

The import of flowers has been increasing steadily during past eight years. In 2018, the total amount of import of flowers constituted USD 52,733,000. The annual average increasing trend of import of flowers of the UAE for the period from 2014-2018 was 8% (Annex 1.2, Figure 1.2.2), although an essential drop of consumption is forecasted in 2020 due to COVID-19.

The major import partners of the UAE for flowers continued to be India, Netherlands, China, Germany, Sri Lanka and Ecuador in 2018 (see Annex 1.2, Table 1.2.1). Another interesting trend is increase of in-house growing flowers purchase as well as exotic ones.

#### 3.2.1.1.3. Import requirements of flowers

There are no specific requirements for the packaging of the flowers for import, as well as statutory labelling requirements for cut flowers and foliage. In general, the labelling covers:

- destination, including the name and address,
- description of the product and variety,
- pack size/count,
- code/reference/line number,
- information on the supplier, and
- special care or specific care and handling information.

Although each country and Emirate operates its own customs authority, the general guidelines for the plant imports is Plant Quarantine Law of GCC which aims to prevent the introduction and spread of plant pests, to protect the environment and plant resources, and to facilitate trade. There is no specific phytosanitary status for tropical flowers and foliage in the UAE and a phytosanitary certificate is required for customs clearance and market access and is issued by the appropriate plant health authorities of the country of origin.

There are no specific provisions in the UAE on quality grade standards for cut flowers and the country relies on the standards available in the international market, for example on the internal quality control systems used in the British mass market chains or the Dutch auctions. At the Dutch auctions, cut flowers are traded in 3 quality groups: A1, A2 and B1, depending on the extent to which they meet the quality and grading criteria. A1 roses must meet all the minimum requirements on internal quality, freshness, freedom from parasites, damage, deficiencies, deviations, contamination, absence of leaves on the lower 10 cm of the stem, stems that are straight and sturdy enough to bear the flower, uniformity of colour, thickness, sturdiness and bouquet volume, and proper packaging. Any failure to meet these requirements may result in downgrading from A1 to A2, or B1[9]. Growers bear the responsibility for grading and the reliability of the information they provide with their lot at the Dutch flower auction.

The major documents that required for the import of flowers and plants are:

- commercial invoice,
- pro forma invoice,
- packing list,
- certificate of origin,
- air waybill,
- bill of lading,
- customs import declaration (by importer),
- registration with the customs authorities (by importer),
- commercial registration and trade licence (by importer),
- phytosanitary certificate, agricultural activity licence (by importer), and
- permit to import agricultural goods (by importer).

[9] https://www.cbi.eu/sites/default/files/market_information/researches/product-factsheet-dutch-market-fresh-cut-roses-2016.pdf

#### 3.2.1.2. Fresh fruits and vegetables

##### 3.2.1.2.1. Fresh fruits

Compound Annual Growth Rate (CAGR) for all categories of the fresh fruit market in the UAE registered positive trend in the past years and are projected to keep rising over the next period.

In the first place are apricots, avocados, melons, mangoes and figs with 5.2% CAGR annually; however, their growth is expected to drop to 2.4% per year in upcoming years. In the second place are oranges and mandarins with similar increase and drop characteristics. In the third place are bananas, apples and lemons. Among the fruits, plums are the only category expected to increase in CAGR for the upcoming years.

Consumers in the UAE have particularly appreciated more exotic fruits in recent years, such as berries or pineapples.

##### 3.2.1.2.2. Vegetables

Consumption of almost all vegetable categories has been rising and will grow further, excluding 2020. The market for fresh vegetables in the UAE largely relies on carrots, cabbages, pumpkins, peppers and other green vegetables, followed by onions, tomatoes and eggplants. There is emerging consumption for parsley and coriander.

Overall, the fruits and vegetables market in the UAE is well consolidated with leading players using price promotion to make it difficult for new entrants. But the growth rate of the population and the middle-class is creating opportunities for newcomers.

The market for processed fruits and vegetables mainly comprises frozen products with 9.3% per year growth rate forecast stressing particularly frozen exotic fruits, especially berries which are also used in many yoghurt desserts or snacks.

##### 3.2.1.2.3. Key players in fresh fruits and vegetable markets

There are several fruit and vegetables processing domestic companies operating in the UAE. The leader is the Gulf Food Industries, which specializes in shelf stable products with almost 15% of value share; followed by UAE based General Mills and Del Monte Foods producing both frozen and shelf stable products. There are no specific provisions in the UAE on the protection of geographical indications for processed fruit and vegetables.

However, the UAE market for processed fruit and vegetables is characterized by strong presence of international products as high number of expatriates reside in the UAE. It is important to notice that entry procedures and related documentation differ throughout the UAE, which relate to different bodies, implemented systems, required documentation, payments as well as other services connected to handling the consignments[10]. Processed fruits and vegetables are sold through hypermarkets (61.5%) or

[10] See details **for Abu Dhabi** https://www.adfca.ae/English/PolicyAndLegislations/AdvisoryGuidlines/Documents/Guide-en.pdf

supermarkets (20.4%). Internet retailing share was 1.4% in terms of value, while small grocers' share was around 2.0% in 2017.

#### 3.2.1.2.4. Import structure of fresh fruits and vegetable markets

The imports of fruits, including dried and frozen, have been more or less stable in the UAE for the past 8 years. In 2018, it amounted to USD 1.21 billion, while it was still by 13% less than in 2017. The major import partners of fruits, including dried and frozen, of the UAE are South Africa, Ecuador, Saudi Arabia, Philippines, Egypt, and USA.

Although the import of greenhouse crops showed decrease in 2018 reaching to USD 934 mln, which is USD 360 mln less compared to 2017, on average it showed almost 0.18% increase annually in the UAE for the period of 2014-2018. The major import partners of the UAE for these products are India, China, Germany, Netherlands, Pakistan, Iran, Saudi Arabia, Lebanon, the US and Australia.

#### 3.2.1.2.5. Import requirements for fresh fruits and vegetable markets

Imports of processed fruits and vegetables to the UAE are combined with strict market entry procedures as the Government of the UAE pays great attention to food safety measures. It is important to meet all the necessary requirements and documentation.

### 3.2.1.3. Nuts

The market for nuts is growing in the UAE. Although the internal market consumption is relatively small, the stress is on re-export to the other ME countries. The prices for nuts depend on season as well as religious festivals, when demand jumps up.

Walnuts are the most demanded, especially by the higher income groups in the UAE. On the pick season of demand the price could jump up to USD 30 per kg. Lower-income groups prefer cheaper nuts, such as groundnuts and roasted peanuts.

The demand for apricot kernels is increasing as well, especially for re-export.

#### 3.2.1.3.1. Key players in nuts market

Imports of nuts are shared between a few companies, which are mainly located in Dubai among which are Best Food, Gyma, Albogari General Trading, Nuts Valley, and Emirates Pearl General Trading. They are involved not only import, but also perform wholesale, distribution, and re-export activities.

#### 3.2.1.3.2. Import structure in nuts market

For nuts, the major import partners for the last years of the UAE were India, US, Australia, Chile, Sri Lanka, Vietnam, Turkey, China, Iran and Pakistan. Overall, the import of nuts has increasing trends starting

**for Dubai** http://www.foodsafe.ae/pic/requirements/Food_Import_and_Reexport_Requirements_Eng.pdf
**for Sharjah** https://www.sharjahcustoms.gov.ae/en/import-procedures

from 2010 in this country, although it could be considered instable. In 2018, the value of import of nuts reached USD 658.52 mln.

#### 3.2.1.4. Berries

The consumption of berries in the UAE is increasing with high rates. Domestic production is increasing as well with the main stress on strawberries and blueberries.

##### 3.2.1.4.1. Import structure in berry market

Although during the last two years there were overall negative trends of berries import into the UAE, import of berries equalled almost USD 168 mln in 2018. The major import partners for the UAE for berries were quite different (see Annex 1.2. Table 1.2.2). Any company operating in the berries market planning to import into the UAE, should consider its major competitors from the US, Netherlands, France, India, Egypt and Chile. The geographical range on import partners of these products shows that with a well-developed strategy, it is quite easy to enter this market and there is huge demand for the products.

Key-players are almost the same as with the fruits and vegetables.

### 3.2.2. Case of Qatar

Contribution of Agriculture (including forestry and fisheries) to the country's Gross Domestic Product in 2018 constituted USD 0.34 billion, approximately 0.18% of the total GDP (Annex 1.3). The Government of Qatar promotes local production. They have 13 initiatives to make its food system more robust against potential supply shock scenarios in the future[11].

Consumption of local agricultural production in the country becomes very popular for the last years. In 2017 around 1300 farms were registered in Qatar however, the commercial farms portion didn't exceed 7% of total registered farms. The largest agricultural producers in the country at that point of time were Agrico, Global Farm for Agricultural Supplies, and Al Sulaiteen Industrial Complex (SAIC). In 2017, five organic farms were registered in the country and among them Al Safwa which holds GCC and international organic certificates. As Qatar has unfavourable climate for agriculture most of the farmers choose hydroponic system for production. The country provides subsidy for water and electricity bill to local producers to enhance local production[12].

The main vegetable crops grown in Qatar are tomato, pumpkin, eggplant, cabbage, cucumber, onion, and cauliflower and their total plantation areas in 2018 accounted for 48% of total plantation areas under fruit and vegetable crops. By the year 2023, Qatar aims to achieve 70% of self-sufficiency in terms of vegetables[13].

Local production of fruits and vegetables were respectively 29.27 thousand tones and 74.65 thousand tones in 2018[14]. Production of fruits decreased from 2014 to 2018 meanwhile, vegetables production increased. However, in Qatar 270 thousand tons of fruits and 512.8 thousand tons of vegetables were available for consumption due to imports (Annex 1.3, Table 1.3.2).

#### 3.2.2.1. Imports structure of Qatar in the agricultural sector

Qatar imports over the 90% of its food requirements. Qatar is also a net importer in terms of fruits and vegetables. In 2018, Qatar imported fruits and vegetables 246.24 thousand tons and 439.62 thousand tons, respectively. Country's self-sufficiency level in 2018 for fruits and for vegetables was respectively 10.68% and 14.1% (Annex 1.3, Table 1.3.2. and Figure 1.3.1). In terms of flowers the import value for 2018 constituted to be USD 20.7mln and imports had increased by 13% from 2014 to 2018. In 2018, the main import partners in terms of PTPs were India, Iran, United States, Jordan, Lebanon, South Africa, Philippines, Netherlands, and Australia.

### 3.2.3. Case of Kuwait

[11] Qatar experienced a blockade which started on June 5, 2017 and until today their diplomatic relations with neighboring countries isn't fully recovered.
[12] Locally Grown: Farming in Qatar, Magazine Doha Family
[13] Qatar Fruits and Vegetables Market (2020 - 2025), Mordor Intelligence
[14] Category 'Fruits' under subheadings "Case of Qatar" includes berries and nuts.

Kuwait is a GCC member country (Annex 1.4.: Overview of Kuwait's Economy). Due to soil infertility, water scarcity, unfavorable climate and lack of trained labor force, the agricultural sector plays a small role in the Kuwaiti economy (0.4% of GDP), thus making. Kuwait totally dependent on food imports. The main agri-products produced in Kuwait are fresh vegetables, cow milk and poultry meat. All these commodities are destined to local human consumption. It is important to mention also that tomatoes, cucumbers, lettuce, bell peppers, etc. and fruit such as strawberries are grown in the local greenhouses.

In 2018, vegetable production and fruits production totaled to 308 mln metric tons and 105.4 mln metric tons, respectively. The increasing market for fruits and vegetables in Kuwait is attributed to the growing disposable incomes and the increasing health concerns of the Kuwaiti population. The Kuwaiti government is encouraging private companies to invest in farm projects abroad with a goal of importing their products back into Kuwait.

#### 3.2.3.1. Imports structure of Kuwait in the agricultural sector

Fresh cut flowers and buds are mainly imported from the Netherlands (32%), Ecuador (29%), Kenya (8.6%), Colombia (6.8%) and Ethiopia (4.7%). And these statistics are almost the same for the past 5 years. In 2018, the import of flowers increased more than 17% after 8.5% increase in 2017. In 2015, there was a pick of flowers import increase, which was more than twice.

Import of vegetables is very large in Kuwait. Although, for the past 4 years, it had a negative growth of around 0.6 percent annually reaching to USD 309 mln in 2018. The major imported vegetable is fresh or chilled spinach, followed by mushrooms and truffles (Annex 1.4, Tables 1.4.1 and 1.4.2). The major import partners for vegetables are UAE, China, Cyprus, Colombia, Dominican Republic, Egypt, and Germany.

The import of fruits was more than USD 74 mln in 2018. The major import countries for plums are South Africa, Lebanon, Austria and Tunisia, for apple are USA, Chile, France, Lebanon and Italy, for apricot are Lebanon, South Africa, Australia, Turkey, Jordan and Tunisia, for cherries are Lebanon, Australia and for pears and quinces are Lebanon and South Africa (Annex 1.4., Table 1.4.3.).

For dried and frozen fruits, the imports reached to 5 mln USD in 2018 and the major import partners are US, Saudi Arabia, Turkey, Thailand and India. The major dried fruits are apricots, prunes followed by apples.

The import of nuts is steadily growing in Kuwait by more than 18 % annually, on average, for the past five years and it reached to USD 69 mln in 2018. Major import partners are USA, India, Vietnam, and Iran for the same period.

The major berries of import are strawberries (USD 24 mln in 2018). Seventy eight percent of this amount was imported from USA, twelve percent from Egypt and six percent from Austria. The next imported berries are raspberries, blackberries, mulberries and logan, the import of which were USD 18 mln in 2018. The major import partner is USA.

### 3.2.4. Case of Egypt

Egypt and Jordan are countries of the ME which are also significant exporters of food products, including PTPs (Annex 1.5: Overview of Egypt Economy).

Due to a favourable climate and the availability of fertile areas, Egypt is one of the largest producers of fruit and vegetables in the world. Citruses like **oranges, mandarins and lemons** are the most important fruits produced there, which are consumed locally and exported. Egypt is a large producer of **grapes** (1.8 mln tons in 2018). The other important fruits produced in Egypt are **bananas** (1.4 mln tons in 2018) and **apples** (0.7 mln tons in 2018)[15]. Within the vegetables' category, Egypt is a major producer of **maize** (7.3 mln tons in 2018), **tomatoes** (6.6 mln tons in 2018) and **potatoes** (4.9 mln tons in 2018). The country also produces cucumber, artichokes, cabbage, eggplants, papers, garlic, broccoli, etc.

#### 3.2.4.1. Exports/imports structure of Egypt in the agricultural sector

Egypt is a net exporter in terms of fruits, including nuts, and vegetables. Both export and import values of vegetables has been fluctuating over the years, amounting to USD 911.4 mln for export and USD 476.1 mln for import in 2018. The major import partners for vegetables are Turkey, Lithuania, Australia, UK, etc. The export of fruits and nuts had an increasing trend, reaching to approximately USD 1.4 billion in 2018. Meanwhile, the import of fruits and nuts has been fluctuating and reached USD 426.8 mln in 2018 (Annex 1.5, Figure 1.5.1). The major import partners for fruits are Vietnam, United States, Turkey, Indonesia, etc.

Egypt is also a net exporter in terms of flowers. Total import of targeted flowers comprised approximately USD 1.3 mln. The major import partners are the Netherlands, Thailand, and Kenya (see flowers import structure of Egypt by country in 2018 (Annex 1.5, Table 1.5.1)).

Driven by a heavy domestic production, fresh fruit and vegetables are among the most popular amongst product categories in Egypt. Fruit and vegetables are indeed staple foods, present in most traditional dishes.

In 2017, local consumers purchased over 8.8 mln tons of fresh fruits. Oranges, tangerines and mandarins were the most popular segment and accounted for 37% of total consumption by volume, followed by grapes (1.8 mln tons), bananas (1.2 mln tons), and apples (1 mln ton). The remaining segments accounted for 17% of total consumption by volume (i.e. over 1.5 mln tons), with pears/quinces (273,500 tons), lemon and limes (251,500 tons), and peaches/nectarines (147,500 tons) taking the lead. **Strawberries, cherries,** plums/sloes, and pineapples were the least popular segments, overall accounting for less than 2% of the total consumption in the category.

Growth rates widely varied between different categories, with pears/quinces and **strawberries** recording the most extraordinary historical yearly growth in recent years, by 17.8% and 15.3%, respectively.

[15] http://www.fao.org/faostat/en/#data/QC

Notably, **strawberries** are expected to record an extraordinary 31% growth rate, with almost all the other segments projected to record a single-digit growth for last 5 years. Among the most purchased commodities, oranges, tangerines and mandarins are projected to record the fastest annual growth (9.5%) for last years.

The important commodities imported into Egypt include apricots, cherries, peaches (valued at euro (EUR) 18 mln), as well **as strawberries and other berries** (over EUR 11 mln).

Consumption of fresh vegetables is significantly higher, amounting to over 15.4 mln tons in 2017. With nearly 4.7 mln tons sold in 2017 (or 30% of total consumption by volume), tomatoes are the most popular vegetables commodities purchased by Egyptians, followed by maize (2.1 mln tons), onions (522,200 tons), as well as cauliflowers and broccoli (131,300 tons). The "other vegetables" segment – including potatoes, green salad, eggplant, beet and other vegetables commonly available in Egypt – accounted for half of the total sales in this category.

As meat is an expensive good for most consumers in Egypt, the population's diet is quasi-vegetarian. Fresh fruit and vegetables, along with pulses, bread, and cheese are hence considered the pillars of the traditional Egyptian cuisine.

Some fruits **(notably nuts and strawberries)** are commonly used to top and decorate popular Egyptian desserts. Furthermore, fresh fruits are usually served as a dessert, both at home and at restaurants. Notably, they are usually served the form of a rich fruit salad, commonly known as "Fakhfakhina", which includes juice cocktails and ice cream. Fruit salad includes seasonal fruits, so consumers can get different tastes over the year. On top of that, **nuts are popular snack foods in Egypt**, and vendors can be found selling them nearly anywhere. The most popular types are hazelnuts, almonds and pistachios[16] .

Although consumption of fruit and vegetables is very high, and this is a growing trend, the Egyptian population is more likely to purchase domestic products, which are more affordable to the local population. As the Egyptians' purchasing power is relatively low, Syrian, Lebanese and Turkish products, which are rather affordable, represent a substantial competition for other international suppliers.

### 3.2.5. Case of Jordan

Agriculture's contribution to GDP in Jordan has been quite stable over the past 5 years, fluctuating from 5.1% of GDP in 2015 to 5.63% in 2018[17] (Annex 1.5: Overview of the Jordan's Economy). Agriculture employs nearly 2-3% of the labor force and provides a small share of the local food consumption. Agricultural production in the country is very much typical to its geography and climate, mainly being

[16] Food, Drink and the Culinary Arts of Egypt, http://www.touregypt.net/food.htm
[17] Statistica, ''Distribution of gross domestic product (GDP) across economic sectors Jordan 2018''
Link: https://www.statista.com/statistics/385505/jordan-gdp-distribution-across-economic-sectors/

composed of citrus fruits, cucumbers, olives and tomatoes[18]. Thus, the country is 98% dependent on imports of food products[19].

Main import countries for fresh fruits and vegetables are Greece, Lebanon, Spain and Egypt. The Netherlands, Thailand, Ethiopia and India are the main importers for fresh cut flowers and buds.

In Jordan, the imports with high value are only nuts among PTPs. The major import partners are USA, Ukraine, Bulgaria, Turkey, India, Iran, etc.

Apricots are imported from Turkey and Thailand, while strawberry is imported from Egypt. Flowers are coming from the Netherlands, Thailand, Ethiopia and India, which amount about USD 0.787 mln..

Other berries are not yet well positioned in the market. For all other PTPs, Jordan itself is an exporting country. Jordan has a competitive advantage as a supplier of fresh fruit and vegetables, because of the fertile Jordan Valley. A number of export products have shown strong increasing trends, such as strawberries, oranges and mandarins.

Traditionally, there was a strong mutual cross-border trade between Syria and Jordan. Syria also exported considerable volumes of fresh fruit and vegetables to Jordan. Main products supplied by Syria to Jordan were nuts, apples, citrus fruit and onions. Jordanian exports of fruit (HS08, including nuts) have been growing steadily until 2013.

## 3.3. Market/Buyers Requirements Towards the Selected Products

### 3.3.1. Demand structure and channels of distributions of the UAE

The composition structure and demography of the population of the UAE has a strong impact on the nature of demand in the country. The distinguishing characteristics of this country is confluence of luxury, Muslim, Japanese and low-income consumptions making difficult to draw an overall straightforward consumer profile. At the same time there are different requirements and restrictions in each Emirate of the country. Currently, consumers could be grouped into:

- **Emiratis**, who makes up 15% of the population. These are consumers with high salaries and beneficiaries of favourable economic policies as the native population. About 90% of employed Emiratis work in the public sector. This segment of consumers is characterized as luxury buyers, where the demographic is more balanced in terms of age and gender than other demographics.

[18] Glenn Ojeda, ‘’Agricultural Production and Trade in Jordan’’
Link: https://farmfolio.net/articles/agricultural-production-trade-jordan/
[19] United States Department of Agriculture, Foreign Agricultural Service, Exporter Guide-2019 Annual
Link:https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Exporter%20Guide_Amman_Jordan_12-31-2019

- **Western expats**, who make up around 8-10% of the population and who are high income earners. They occupy multinational CEO and managerial positions. They are also luxury consumers with demand for different types of cuisine.
- **Low income expats** constituting around 65% of the UAE population, who are employed in manual or lower skilled labour. They spend most of their earnings on food, accommodation (often shared), while saving money to send back to their home countries. They are price sensitive and they do not spend money on discretionary or luxury items.

Women are another important consumer segment. Women are a minority in the UAE with a ratio of 2.2 to 1, but among citizens the ratio is almost balanced. They mostly do not work and are engaged in social activities such as visiting beauty salons and luxury shops. Among them, there is growing tendency of home growing berries, fruits, vegetables and flowers just for fun.

Since the UAE is a Muslim country, it is important to respect all rules written in Islam. Thus, for foreign non-Muslim businessmen is strongly advisable to follow the Islamic calendar, which impacts consumption style as well in the country. Even the left hand is considered unclean and its use is avoided during official meetings.

The UAE is also a major hub for regional food trade, which is very important incentive for the trading generation, where nearly 90% of food consumption in the GCC region relies on imports. Currently, Dubai, as well as Abu Dhabi, have become significant re-export centres, where the food is not imported only for domestic consumption, but for further value adding activities and redistributing to the rest of the world.

In general, UAE consumers prefer more sweet tastes, especially when it comes to fresh fruits. In the recent years it added a more health-conscious approach to dietary habits leading to more consumption of fresh fruits and vegetables. Quality of products is also becoming important issue for consumers in this market.

The focus on price is more important for everyday fruit and vegetables (such as tomatoes and onions) rather than more exotic products (such as acai berries, cherries, blueberries or strawberries). At the same time, there is a tendency for preference of locally produced products.

Concerns over health have impacted government regulations as well as the use of heavy pesticides. It led to the banning of imported fresh fruit and vegetables from several ME countries, such as Egypt, Oman, Jordan, Lebanon and Yemen. The scope of banned fruits and vegetables varies and includes products such as peppers, cabbage, lettuce, beans, etc., as well as apples from Lebanon and all fruit from Yemen. The prohibition of imports from certain countries offers an opportunity for new entrants.

Unpackaged fruit and vegetables are generally preferred, as consumers are able to check their quality. However, due to matters of convenience, some consumers are increasingly choosing packaged products. Demand of packaged products will especially increase during and after COVID-19 pandemic. Thus, the importers should consider product packaging development. Retailers have been increasing their portfolio

of organic products, although the demand for these types of products is expected to decrease due to COVID-19.

*Distribution Channels (Full list of possible contacts are presented in Annex 4, Table 4.1):* Distribution channels in the UAE are multi-layered (including importers, transporters, wholesalers, retailers, etc) heavily relying on a strong network of contacts as well as personal relationship. Involving local commercial agents allows overcoming several challenges and costs. Food imports are typically handled by commercial agents/companies specializing in import and distribution of food products to wholesalers and retailers (List of key players are presented in the Annex 4).

*Retail channel:* The UAE food retail sector has traditionally been characterized by a high number of retailers, with the top five retailers accounting for about a fifth of the total food retail share in 2015[20]. The UAE food market is dominated by imports; domestically produced foods represent only about a quarter of food products available at retail stores.

**Supermarkets:** Big hypermarkets and supermarkets have become the main outlet for food shopping due to convenience. In 2017, hypermarkets and supermarkets accounted for 56% and 20% respectively of total food retail sales offering large discounts to price-sensitive consumers, to premium price, luxury foods and responding to growing interest in more recent trends, such as healthy, organic, additive free, and ethical foods[21].

The most popular choices, particularly for the western expat community, include western retail brands such as Carrefour, Geant and Waitrose[22]. Retail brands that are mostly well known in the ME are Spinneys, Choithram, LuLu, and Hyper Panda.

**Convenience stores:** The increasingly urban lifestyles have resulted in convenience stores, which are becoming more popular in residential zones with delivery services. The number of convenience stores was 313 in 2017, although their share of retail sales is relatively marginal (just 2% in 2016)[23].

**Hotels, restaurants, and cafés:** With high growth rate, it is becoming popular to dine out for any event (nearly 90% of the population). Currently only in Dubai there are more than 16,000 food outlets, including international chains. Most popular cuisines are Indian and Lebanese, followed by Italian and local dishes.

**e-Commerce:** The e-commerce in the UAE has been continuously growing, with Noon and Amazon some of the major players to have recently arrived on the market. Other notable digital retailers include

[20] Agriculture and Agri-Food Canada. Grocery retail trends in United Arab Emirates: Global Analysis Report (February, 2016) http://www.agr.gc.ca/eng/industry-markets-and-trade/international-agri-food-market-intelligence/middle-east-and-africa/market-intelligence/grocery-retail-trends-in-the-united-arab-emirates/?id=1459445540542

[21] Euromonitor International: Economies and Consumers, 2018

[22] Both Carrefour and Geant are operated by the UAE conglomerate MAF.

[23] Euromonitor International: Economies and Consumers, 2018

Mumzworld, Namshi, Awok, and Wadi. Among the three large Emirates, on-line sales are most developed in Dubai, which is more popular among young professionals. Although still marginal, household spending on online food and drink increased by nearly 30% from 2015 to 2017, according to Euromonitor.

In the UAE, more than 90% of the population has access to the internet (8.8 mln users), and this country has the highest smartphone penetration in the world (74%). Thus, the UAE online shopping market presents an enormous potential.

*Intermediaries:* Goods can only be imported and distributed in the UAE by a company that is registered in the UAE with a relevant licensed business activity. By Federal law, the commercial agent for mainland import must be either a UAE national or a company owned by UAE nationals. Last year, there was a little simplification with ownership related with the FTZs. There are no specific laws on franchising and general contract and commercial law are applicable to franchise agreements, including therefore the historical 51% threshold of ownership by UAE nationals.

**Fairs and exhibitions:** In addition to the digital approach, some companies choose to advertise their products on various trade fairs, which has a growing presence on the UAE market.

Further lists of such events may be found online on websites such as:

- https://10times.com/unitedarabemirates/food-beverage
- https://www.tradefairdates.com/Fairs-UAE-Z2-S1.html
- https://www.guide2dubai.com/events/food/13

### 3.3.2. Demand structure and channels of distribution of the Qatar

Qatari population's sex distribution is also not proportionate. Out of around 2.8 mln people living in Qatar only 27% are female. About seventy three percent of the entire population is between 25 to 64 years old. The country also has high portion of expats, around 90%, like UAE.

Monthly salaries in Qatar lay within a range of USD 300 and USD 23,900. However, the monthly median salary is almost USD 3,500, meaning that more than the half of population earns less than USD 3,500[24].

Price is considered to be a key factor also for Qatari consumers' decision making. They are positively responding to promotions and sales. Meanwhile, they are also positively responding to value and new-to-market products. Qatar is also one of the largest markets in the World for luxury products. Main advertisement for food and other fast-moving products is done through newspaper. However, word of mouth converts more consumers as Qatari consumer trust other consumer's feedback more than to advertisement[25].

[24] Online Qatar-https://www.onlineqatar.com/living/expat-life/salary-and-employment-benefits-in-doha-qatar
[25] Societe Generale-https://import-export.societegenerale.fr/en/country/qatar/market-consumer

Qataris prefer to buy from wholesale markets as it is 50% cheaper compared to retail markets, meanwhile they also visit retail markets for various types of vegetables and fruits[26].

Qatar's main shipping ports are Doha Port and Hamad Port, the top cargo airports are Hamad International Airport and Doha International Airport[27].

Private supermarkets (60%) are the main locations for selling PTPs, followed by cooperatives (20%), institutional users (10%), and wholesalers and convenience (5%). Wide range of products and services are used by the Government of Qatar. However, in order for foreigners to participate in a government procurement process they need to appoint a local commercial agent.

#### 3.3.2.1. Fruits and vegetables

As it was described recently in Qatar National Food Security Strategy (2018-2015), published in January 2020, the value chain participants for fruits and vegetables include customs service for imported products, farmers for locally produced products, central markets, wholesalers, retailers, and end consumers. Some of the key players are address in detail below:

***Central markets***: In Qatar the fruits and vegetables can be found at central markets almost 50% cheaper than in retail outlets. Central markets usually have fruits and vegetable markets, fish markets, and abattoir. In central markets, local as well as imported products are sold. In recent years, the market managers renovated markets' conditions to meet the needs of producers, traders and consumers. Besides the wholesalers, sometimes the catering and Hotel, Restaurant and Cafe (HORECA) sector also becomes a customer for central markets. The Hassad Food is the biggest investor in the Qatar's food sector established Aswaq subsidiary and under this company they are operating new markets. Awaq coordinates their operation with the relevant government entities.

List of central markets in Qatar is as follows: Al Sailiya Central Market, Qatar Central Market in the name of AL SHARQ, Doha Central Market, Al Wakra Central Market, etc.

***Wholesalers***: The wholesalers' scope of business is quite large. They are importing the products (even directly from growers), packing, storing and supplying to retailers, catering companies and HORECA sector.

The Alraed Fresh is the main local wholesaler. More than the 50% of national products are sourced and distributed through this company. They work with brands such as Dole Food Company, Blue Whale, Del Sol Foods, the Greenery and Unifrutti. There are many other wholesalers in the market, including Haidari Trading Company WLL, Abu Khalifa Trading, AbdulAziz Trading Est.

[26] Qatar Fruits and Vegetables Market (2020 - 2025), Mordor Intelligence
[27] Alliance Experts-https://www.allianceexperts.com/en/knowledge/countries/africa/exports-to-qatar/

***Retailers***: Most retail sales are done through the supermarkets. The key players here are Carefour Supermarkets and Hypermarkets, Lulu Hypermarket, Mega Mart, Monoprix, Al Meera Group[28].

#### 3.3.2.2. Flowers

In terms of flowers, the participants of value chain are again customs service for imported product, local farms for local produce, distributors, wholesalers, and flower shops.

Participant's scope of business is different. Some of them cover large part of the supply chain by importing flowers, distributing them among small and big distributors, wholesalers and retail businesses, also offering services for event organizers. For example, Ferrari Bridge Flowers, imports flowers from all over the World into Qatar and distributes them among wholesalers, the BlackTulipFlowers not only imports but also owns farms in Kenya and India. Besides their farm production, they also import from Holland, Malaysia, Thailand etc. Other large distributors of imported flowers, floral products, plants, garden accessories are Al Maktab Al Qatari Al Hollandi. A leading wholesaler is Citiscape.

The main retailers are flower shops and the known name among them is OnlyRoses. This brand has been founded in London and currently owns shops not only in ME but also in Los Angeles. Another flower shop is Plaza Hollandi, they have flower shop in all around Qatar and they are key business unit of Al Maktab Al Qatari Al Hollandi.

#### 3.3.2.3. Communication/ digital marketing

With 2.4 mln users, Qatar has one of the highest social media penetration rates in the world, according to a report by Hootsuite. Qatar also has the highest percentage of any population using social media through mobile devices (around 95%). Most internet users in Qatar use WhatsApp (93%) and about two-thirds use Instagram and Snapchat (70% and 64%, respectively, according to MidEastMedia). Fewer than one in four Qatari internet users use Facebook. The most popular web search engines in Qatar are Google (97%), Bing and Yahoo (1.5% and 1.1%, respectively). Qatar is also trying to expand its e-commerce market as the country has many of the key ingredients for a favorable online market. However, it is estimated that only 14% of the population actually makes online purchases, mainly due to the fact that credit card penetration rates are still rather low and that consumers prefer to see the product and interact with a seller, who could give them direct information before making a purchase. In general, Qatari consumers seek reviews and comments before considering purchasing a product or service. Currently, advertisements in newspapers are the most common way to promote food and other fast-moving consumer goods.

Distribution channel (for the list of possible contacts see Annex 4, Table 4.3):

- ✓ importer or agent sells to private supermarkets (60%),
- ✓ cooperatives (20%),
- ✓ institutional users (10%),

[28] Nordeatrade- https://www.nordeatrade.com/en/explore-new-market/qatar/distribution

- ✓ wholesalers and convenience stores (5%).

Wholesalers sell directly to consumers, small supermarkets and restaurants. According to Euromonitor, private supermarkets account for the vast majority of retail sales, and this sector is currently expanding. The main supermarkets are:

- **Carrefour** with both hypermarkets and supermarkets (Carrefour market) in most of the shopping malls (City Center, Villagio, Ezden Mall, Lagoona Mall, Salam Mall).
- **Lulu Hypermarket** with big stores and a good electronic appliance mix of products.
- **Mega Mart** with a large assortment of imported products.
- **Monoprix** with a large range of food products (50% of the store) and cosmetics products**.**
- **Al Meera Group** in a partnership with the Géant French.

### 3.3.3. Demand structure of Kuwait

Consumer behavior is mainly explained in the way as Kuwaitis see their purchasing power fluctuate with oil prices. High GDP per capita and the growing popularity of modern retail concepts and formats have also helped to position the country as a major hub for global luxury brands. They are also avid online shoppers with 2.4 mln individuals (out of 4 mln) already using e-commerce services. Some of the most popular e-commerce websites in the country are digumz.com, xcite.com, taw9eel.com, ubuy.com, souq.com.kw, theyard-kw.com, and thouqi.com.

**The distribution system in Kuwait** is divided between shopping centres, foreign markets and supermarket chains.

There are *two types of distribution networks*:

1. *The cooperative network*: each residential zone has a cooperative society comprising of a set of services and a supermarket. Most of these supermarkets are run by the Union of Consumers Cooperative Societies;
2. *The private network*: a number of private actors dominate the market, including Carrefour, Sultan Center, Gulfmart, Lulu Hypermarket.

Retail sector organizations are: Kuwait Chamber of Commerce, Industry Ministry of Commerce, and Industry of Kuwait.

Roads are modern and well-maintained in Kuwait. There is no rail transport in the country. There are seven airports in the country. However only one of them respects the standards of international business. Kuwait has modern ports: Shuwaikh and Shuaiba are the most important. *This is the best way to transport goods to the country.*

### 3.3.4. Demand structure of the Egypt

The composition structure and demography of the population of the Egypt has a strong impact on the nature of demand in the country. High income consumers in Egypt make up much of the demand for the imported food products, while low and middle-income consumers prefer domestic alternatives over the imported ones[29].

**High net worth individuals**: There were nearly 18,000 millionaires in Egypt as of 2017, which takes the country to the second place in the continent, first being South Africa. These consumers often choose high-quality products, as well as famous restaurants and shops.

**Affluent consumers**: This group of consumers pay much attention to the quality of the product. They are attracted by new and foreign products in the domestic market. Affluent consumers are usually present in the main urban areas and make up 5-10% of total population.

**Middle class consumers**: Consumers are known for high price-sensitivity, compared to high-income consumers, which is usually because of lower disposable income. Moreover, middle class consumers are known for their loyalty towards local producers.

As of 2017, middle class in Egypt made up to slightly below 1/3 of country's population and is expected to increase in future considering restructuration of economy as well as population growth in Egypt.

**Young consumers**: This group is more interested in imported goods, thanks to high degree of novelty seeking. Young consumers have been highly influenced by different commercial campaigns and trends. It should be mentioned that imported products are not always available to young consumers considering limited financial resources. Though, in light of the economic progress in the country, this consumer segment is predicted to drive the imported food and beverages market in Egypt[30].

#### 3.3.4.1. Distribution channels

Traditional outlets currently dominate the Egyptian market and account for 98% of total number of outlets. The outlets generate 75% of total sales. However, the number of modern retail outlets and the volume of sales of outlets is also increasing.

Supermarket and hypermarket chains in Egypt prevail increased price sensitivity by offering product promotions, providing loyalty programs and bulk discounts. In some cases, domestic products have been substituting imported ones in support of local producers. Small traditional groceries still dominate the retail outlet market in Egypt. These outlets are located in urban parts of the country, offering a wide

[29] USDA Foreign Agricultural Service, ''Egypt, Retail Sector Report-Annual 2019''
Link:https://apps.fas.usda.gov/newgainapi/api/report/downloadreportbyfilename?filename=Retail%20Foods_Cairo_Egypt_6-27-2019.pdf

[30] Consumers, Health, Agriculture and Food Executive Agency (Chafea), ''The Food and Beverage Market Entry Handbook, Egypt''
Link: https://ec.europa.eu/chafea/agri/sites/chafea/files/handbook-egypt-2019_en.pdf

variety of food and beverages. Two supermarket chains, BIM and Egyptian Kazyon successfully followed this model and set up chains of small stores in the country. The former now has 300 outlets throughout the Egypt, while the Egyptian Kazyon has 414 locales[31].

In contrast, rural regions of Egypt lack sophisticated retail channels and consumers more often buy food products from wet markets there. Another common aspect about retail market in rural areas is that the imported products are usually not available in rural areas and consumers usually rely on local alternatives[32].

*Distribution*

Distribution in Egypt is multi-layered, with levels of manufacturers, wholesalers, retailers etc. It is advised to interact with groups involved through an established business partner, as many procedural formalities may require the Arabic language. It should be pointed out that the Egyptian food and beverage market highly relies on traditional grocers and wet markets, which dominate the retail sector.

*Retail channel constitutes:*

- *Supermarkets and hypermarkets:* This segment remains rather small and is available only in major urban locations of the country. In case of supermarkets, the number of small-scale facilities has been on rise with major chains including Carrefour, Hyper 1, Spinneys, Metro Market, Fathalla and Saudi.
- *Convenience stores:* Convenience stores noted a strong growth, which have been associated with kiosks or petrol station locations. Egyptians appreciate making small purchases in stores, mostly due to their high availability in the country.
- *Traditional grocers and wet markets*: This segment constitutes by far the most common retail channel in Egypt. Individual grocery firms are spread throughout the country and often constitute the primary channel for shopping. Moreover, this retail segment is characterized by strong level of consumer loyalty, as it is based on neighborhood consumer base, offering credits to local consumers etc. Traditional grocers and wet markets are often limited with operating space.
- *HORECA*: There is an abundance of restaurants and cafés in Egypt, which are mainly spread in urban locations. The segment comprises tourist-oriented smart and high-quality restaurants as well as variety of budget and street food places. Furthermore, cafés play a major role in Egyptian routine, which are open for most of the day and night.

[31] USDA Foreign Agricultural Service, ''Egypt, Retail Sector Report-Annual 2019''
Link:https://apps.fas.usda.gov/newgainapi/api/report/downloadreportbyfilename?filename=Retail%20Foods_Cairo_Egypt_6-27-2019.pdf

[32] Consumers, Health, Agriculture and Food Executive Agency (Chafea), ''The Food and Beverage Market Entry Handbook, Egypt''
Link: https://ec.europa.eu/chafea/agri/sites/chafea/files/handbook-egypt-2019_en.pdf

- *E-Commerce (for list see Annex 4, Table 4.4)*: 54% of population use Internet connection[33]. E-commerce is mostly popular among young adults, which are more tech savvy. It should be pointed out though, that vast majority of products are distributed through store-based retailers.

*Intermediaries*

Companies that wish to export into Egypt are advised to closely work with distributors/agents from different areas, to broaden their distribution network. In order to find distributors/agents, specialists recommend going on a trade mission, which provide one-on-one meetings with pre-screened distributors and networking events with local businesses. However, directly working with big retailers may speed up the export procedure and make it easy to reach the target consumers.

### 3.3.5. Demand structure of Jordan

Traditionally, Jordan consumers have been price sensitive, but their preferences and behavior have been changing recently. Youth lifestyle lead into style of modern purchases due to larger exposure to the recent global trends. This group of consumers accounts for Jordan's highest gross income concentration. In 2016, average yearly expenditure for upper-income households was USD 39,000 and an estimated 20% of discretionary spending was directed to purchasing food. Meanwhile, middle-income population in the country spent on average USD 14,000 per year and an estimated 40% of discretionary spending was for purchasing food[34].

*Distribution Channels (for the list of possible contacts see Annex 4. Table 4.2):* Imported goods mainly arrive at the Port of Aqaba and/or Queen Alia International Airport. Having a local partner/agent is very helpful at the customs points.

Market structure in Jordan is straightforward. Major importers are manufacturers, food processors, and agents working with the clients abroad. There are also wholesalers working in the Jordanian market who import a variety of agricultural products. Supermarket chains are the largest channel for promoting imported food, thus, targeting middle and upper-income population. Among the largest supermarkets are Carrefour, Ctown and Safeway. Although modern retailing is expanding, traditional grocery outlets still dominate, presenting 85% of total outlets and 90% of total sales.

Jordan's retail network is currently transforming from traditional shops and markets to American-style malls and hyper-markets. Several large malls have opened in Amman and there are plans for outlet stores

[33] Egyptian E-commerce Market today; https://egyptinnovate.com/en/innovation_digest/e-commerce-egyptpaved-or-bumpy-road

[34] United States Department of Agriculture, Foreign Agricultural Service, Exporter Guide-2019 Annual Link:https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Exporter%20Guide_Amman_Jordan_12-31-2019

in southern Amman. Limitations in border crossings to the north with Syria and Iraq have a huge negative impact on actual realization of exports; products cannot physically reach their normal markets.

Jordanian commercial activity is concentrated around Amman and in large provincial cities such as Aqaba, Zarqa and Irbid. There are considerable differences in consumer behavior within the country.

Foodstuffs are distributed basically by 4 channels:

- supermarkets and hypermarkets,
- Cozmo and El Ahlia Plaza are local ones,
- C-Town and Safety are operated under franchise agreement.

**There are also four major retail chains: Cozmo, Al-Ahlia Plaza, C-Town and Safeway.**

It should be noted that the Carrefour Group has opened four hypermarkets and more than ten Carrefour markets in the country, with its local partner Majid Al Futtaim.

#### 3.3.5.1. Traders and central markets

Over 90 percent of farmers sell directly to a wholesaler, sometimes through a middleman / agent / dealer. The work of the wholesalers concentrates at the central wholesale market in Amman or any of the 70 municipality wholesale markets (of which the ones in Irbid and Zarqa are the most important). The production of fruit and vegetables by Jordanian farmers and a significant part of imported vegetables transit through one of these markets, mainly sold in auctions. However, this price setting mechanism is far from professional and transparent.

As in the case of the other PTCs, the easiest way to enter the Jordanian market is to have a local agent, distributor or partner. The most relevant associations in the fruit and vegetables sector are[35]:

- Jordan Farmers Union (JFU),
- Jordan Dates Association (JODA),
- Merchants Union of Vegetables and Fruit Traders (Syndicate),
- Agriculture Materials Traders and Producers Association (Syndicate) Jordan Farmers Union (also called Jordan Farmers Association),
- *JEPA – The Jordan Exporters and Producers Association for Fruit and Vegetables.*

Given that 70% of the population does not have a bank account, cash-on-delivery is the most popular payment method among Jordanian consumers. However, while that may be an option when buying from local websites, it becomes a hurdle when it comes to making cross-border purchases. Some of the most popular e-Commerce websites in the country are: souq.com, automart-me.com, mansoura.com, semiramispastries.com and markavip.com.

[35] http://www.bureauleeters.nl/data/103-wsXTPO1yf418/export-value-chain-fruit-vegetables-jordan-2016.pdf

## 3.4. VAT Policy in the PTCs

### 3.4.1. Egypt

In addition to tariffs, imports are subject to a VAT of 14% which also applies to domestically produced goods; exported goods are VAT exempt and services are zero-rated. No sales tax is applied[36].

Agricultural Goods Exempt from VAT are:

- tea, sugar, coffee, dairy products and all kinds of bread;
- agricultural products which will be sold in their natural state except tobacco;
- manufactured fruits, vegetables other than potatoes and juices and their concentrates;
- beans, grains, salt and spices;
- food that is manufactured and sold to the end consumer directly through non-touristic restaurants and shops.

The registration threshold is USD 31,757 (EGP 500,000) per annum.

### 3.4.2. Jordan

Imported products, as well as locally produced goods are subject to a 16 percent VAT.

Imported products are subject to a VAT based on the cost-insurance-freight (CIF) value. Jordan converts commercial invoice values into Jordanian dinars at the official rate. Agricultural products are exempt from the 16 percent sales tax. Non-basic foodstuffs are subject to a 4 percent general sales tax[37].

### 3.4.3. Gulf Cooperation Council

The GCC states have executed the GCC VAT framework agreement in February 2017.

#### 3.4.3.1. UAE

Imported products, as well as locally produced goods are subject to a 5 percent VAT, registration threshold of USD 102,096 (AED 375,000) per annum. This is in addition to customs duty levied on imports. The rate of VAT applicable on imports is kept same as the VAT rate applicable on domestic supplies. Businesses which are registered for VAT in the UAE are able to defer the payment of import VAT and account for the VAT due on their VAT returns via the reverse charge mechanism, whereas non-VAT registered importers are required to make cash payments of the VAT due at the point of import[38].

[36] https://www.pwc.com/m1/en/tax/documents/pwc-newsalert-egypt-vat-law-sept2016.pdf

[37] https://agriexchange.apeda.gov.in/IR_Standards/Import_Regulation/FoodandAgriculturalImportRegulationsandStandardsReportAmmanJordan12162018.pdf

[38] https://tallysolutions.com/mena/uae-vat/export-import-under-vat-uae/

#### 3.4.3.2. Qatar

The country has introduced a 5% VAT, with registration threshold of USD 99,979 (QAR 364,000) per annum, in January 2020.

#### 3.4.3.3. Kuwait

VAT rate is 0%. However, the GCC framework agreement is currently under discussion in the Parliament while the draft Law is under preparation by the government.

**Table 5.** VAT in PTCs

| Country | VAT |
|---|---|
| Jordan | 16% |
| UAE | 5% |
| Qatar | 5% and 0% |
| Kuwait | 5% and 0% |
| Egypt | 10% |

**The UAE, Qatar, and Kuwait are members of the GCC, which includes a customs union**. The GCC's trade regime is comparatively open in the region with low tariffs and few non-tariff barriers. Since 2015, a single point of entry principle and the GCC Unified Guide for Customs Procedures have been applied to imports into the GCC customs area, thus goods entering any port in the GCC States are subject to the single customs declaration with same import procedures including payment of tariffs. At the same time, there is a process of harmonization of food safety standards and other requirements applying on food imports within the GCC, but it is not currently applied in the UAE. It is important to re-check before import. All three countries are also World Trade Organization (WTO) Members.

Goods imported into the GCC undergo the Customs clearance unless it is not imported into one of the FTZs and it is carried out by customs brokers (natural and legal citizens of the GCC States obtaining a license from the customs administration of their State). Customs offices are located in the airports, seaports and entry/exit points on land borders.

After clearance, goods are issued with appropriate documentation for free circulation throughout the GCC customs area. According to the GCC Guide, the required attached documents to the single customs declaration for imports are **the original invoice and original certificate of origin**. No documents are required for goods in transit, while additional documents for food products are required depending on type if it.

The consignee/agent should obtain a delivery order from the Shipping Agent and submit original standard trade documentation per the following:

- commercial invoice from the exporter addressed to the importer with details about quantity, description of goods and total value of each imported item,

- certificate of origin, stating the country of origin and approved by the Chamber of Commerce in the country of origin,
- detailed packing list including weight, method of packing, and Harmonized System (HS) code for each item,
- import permit from the competent agencies in case of importing restricted goods or duty exempted goods,
- bill of entry or airway bill.

For all food products, the following certificates are required in addition to the above:

- original health certificate issued by the appropriate government agency in the exporting country, attesting to the product's fitness for human consumption.
- original Halal slaughter certificate for meat and poultry products.

Depending on the product, several certificates may be also required, which could include a Health Certificate from the competent authority of the exporting country, an Organic certificate (If claimed on the label) and a Genetically modified organism (GMO)-free Certificate (if claimed on the label).

For the importer, it is very important to provide the labelling and adjoining explanatory statements for food in Arabic, alongside another language, which in most cases is English. Mandatory labelling of pre-packaged foods must include the following:

- product name,
- a list of all ingredients declared in descending order of weight,
- a list of food additives,
- name and address of the manufacturer and packer,
- date of production,
- instructions for storage,
- an indication next to the name of the food product with the international food irradiation symbol: in cases where the food has been treated with ionizing radiation,
- other labelling depending on the product and the state or Emirate, which is why it is strongly advisable to verify labelling before importing goods to the GCC.

The UAE and Kuwait are members of the World Intellectual Property Organization (WIPO), Convention for the Protection of Industrial Property. Qatar, however, is not a member of the WIPO nor does it belong to the Paris Convention for Protection of Intellectual Property. Within Qatar, therefore, owners of trademarks and copyrights and holders of patents are dependent on Qatar's own national laws and regulations for protection[39].

[39] http://www.infoprod.co.il/country/qatar2d.htm

## 3.5. Import Policy of the GCC

**The UAE, Qatar, and Kuwait are members of the GCC, which includes a customs union**. The GCC's trade regime is comparatively open in the region with low tariffs and few non-tariff barriers. Since 2015, a single point of entry principle and the GCC Unified Guide for Customs Procedures have been applied to imports into the GCC customs area, thus goods entering any port in the GCC States are subject to the single customs declaration with same import procedures including payment of tariffs. At the same time, there is a process of harmonization of food safety standards and other requirements applying on food imports within the GCC, but it is not currently applied in the UAE. It is important to re-check before import. All three countries are also WTO Members.

Goods imported into the GCC undergo the Customs clearance unless it is not imported into one of the free trade zones and it is carried out by customs brokers (natural and legal citizens of the GCC States obtaining a license from the customs administration of their State). Customs offices are located in the airports, seaports and entry/exit points on land borders.

After clearance, goods are issued with appropriate documentation for free circulation throughout the GCC customs area. According to the GCC Guide, the required attached documents to the single customs declaration for imports are **the original invoice and original certificate of origin**. No documents are required for goods in transit, while additional documents for food products are required depending on type if it.

The consignee/agent should obtain a delivery order from the Shipping Agent and submit original standard trade documentation per the following:

- commercial invoice from the exporter addressed to the importer with details about quantity, description of goods and total value of each imported item,
- certificate of origin, stating the country of origin and approved by the Chamber of Commerce in the country of origin,
- detailed packing list including weight, method of packing, and HS code for each item,
- import permit from the competent agencies in case of importing restricted goods or duty exempted goods,
- bill of entry or airway bill.

For all food products, the following certificates are required in addition to the above:

- original health certificate issued by the appropriate government agency in the exporting country, attesting to the product's fitness for human consumption,
- original Halal slaughter certificate for meat and poultry products.

Depending on the product, several certificates may be also required, which could include a Health Certificate from the competent authority of the exporting country, an Organic certificate (if claimed on the label) and a GMO-free Certificate (if claimed on the label).

For the importer, it is very important to provide the labelling and adjoining explanatory statements for food in Arabic, alongside another language, which in most cases is English. Mandatory labelling of pre-packaged foods must include the following:

- product name,
- a list of all ingredients declared in descending order of weight,
- a list of food additives,
- the name and address of the manufacturer and packer,
- date of production,
- instructions for storage,
- in cases where the food has been treated with ionizing radiation, an indication next to the name of the food product with the international food irradiation symbol,
- other labelling depending on the product and the state or Emirate, which is why it is strongly advisable to verify labelling before importing goods to the GCC.

Tariff ratings are for the PTPs are presented in Annex 5.

### 3.5.1. Labelling/marking requirements

Labelling requirements in the GCC apply to almost all products, while the specific labelling requirements are stated in the regulation and/or the applicable standards according to the Gulf Standardization Organization (GSO) standard GSO 9:2013. According to this standard, labelling information is required in Arabic or in Arabic and English, either as part of the packaging or as an affixed label. It should include the following:

**Table 6. List of labelling requirements in the GCC market**

| | |
|---|---|
| Product and brand names | Net content weight in metric units |
| Lot identification/lot number | List of ingredients and additives (Using their "E" number and group names are acceptable) in descending order of proportion |
| Production and expiry dates | All fats and oils used as ingredients |
| Country of origin | Product barcode |
| Manufacturer name | Name of the food, packer, distributor or importer |
| Instruction for storage and use | Warning statements, if any |
| Manufacturer address | Nutritional declaration |

It is strongly advisable that a company consider cultural norms and values when designing and developing product packaging. For "GMO Free" products a company must provide a GMO-free certificate from a competent authority issued at the country of origin to verify the claim.

Imports of goods into the GCC for re-export within six months are exempt from customs duties, while a deposit or submission of a bank guarantee is required by Customs. The deposit or bank guarantee is refunded/released by the local customs authority on proof of re-export. Goods remaining in the GCC after six months are liable for customs duty.

### 3.5.2. Prohibited and restricted imports

Restricted imports include **alcoholic beverages, tobacco products, and pork products**.

In Qatar, import licenses are not required except for liquor (consumption of which is limited to non-Muslims). Customs duties are 100% for alcoholic beverages tobacco and 150% for cigarettes (for additional import policy and import requirements see Annex 6, 6.1, 6.2 and 6.3 Paragraphs).

## 3.6. Import Policy of Egypt

Egypt is a member of the WTO. Egypt has ratified the Trade Facilitation Agreement (TFA) of WTO and accepted the Protocol Amending the Trade-Related Aspects of Intellectual Property Rights (TRIPS) Agreement. Final bound duties on fruits, vegetables, and plants is 37.94%, on average[40].

Importer must be registered in the Register of Importers of the General Organisation for Export and Import Control (GOEIC) and hold Egyptian nationality, in addition to a number of other conditions such as the requirement of a minimum capital and past commercial experience.

The Egypt Customs Authority (ECA)[41] is the body in charge of implementing customs procedures and trade-related legislation issued by different ministries. The ECA offices are located in Egyptian airports, seaports and entry/exit points on land borders. Customs release time varies from two hours to more than two weeks. Such wide range can be a serious issue for the Armenian fresh fruits and vegetables exporters.

For an imported shipment to be accepted at Customs in Egypt, the shipment must have the following documents:

- Commercial Invoice: Two copies plus the original document are required. Legalization by the Egyptian consulate in the country of origin is required in most cases[42].
- Certificate of Origin: Two copies plus the original document are required. The Certificate of Origin must be authenticated by the Egyptian Consulate in the country of origin. Natural products are considered to originate in the country where the goods are extracted. The Certificate of Origin

[40] https://www.wto.org/english/res_e/statis_e/daily_update_e/tariff_profiles/EG_E.pdf
[41] http://customs.gov.eg/
[42] https://www.privacyshield.gov/article?id=Egypt-Import-Requirements-Documentation

must bear a statement that the information given is true and correct to the best of the shipper's knowledge.

- Packing List: A packing list may be required by the consignee and is recommended in most cases.
- Bill of Lading: A bill of lading must show the name of the shipper, the address, and the number of bills of lading issued. There are no regulations specifying the form or number of bills of lading required for shipment. The number of bills of lading required depends upon the carrier.
- Pro Forma Invoice: This is an invoice required by the importer for submission along with the import license. It must show the country where the goods were manufactured.
- Letter of Credit (L/C): The Central Bank of Egypt advises all banks operating in Egypt that L/Cs must be covered 100 percent in cash by the importer, except for some food items. In general, the exporter may not ship the goods before the Egyptian bank has provided notification of the opening of a L/C.
- Content Analysis of the Commodity: Required for those products that may be subject to standards testing.

All certificates issued concerning the shipment of product, and the product description, must be countersigned by the Chamber of Commerce and notarized by the Egyptian Embassy or Consulate in the country of origin. For all food products, the following certificates are required in addition to the above:

- Original health certificate issued by the appropriate government agency in the exporting country, attesting to the product's fitness for human consumption.
- Organic certificate (If claimed on the label) and a GMO-free Certificate (If claimed on the label) from the competent authority of the exporting country.

Expiration Period: In order to release food commodities, with the exception of grains and oilseeds, the expiration period left for human consumption starts from the day the shipment arrives in Egyptian ports or when customs issues the clearance certificate.

a) Products with shelf life of six months or more must arrive at Egyptian ports with at least three months of remaining shelf life.
b) Products with shelf life of more than three months but less than six months must arrive at Egyptian ports with at least one month of remaining shelf life.
c) Products with shelf life of more than sixteen days to three months shelf life must arrive at Egyptian ports with at least one week of remaining shelf live.
d) Products with at least fifteen days shelf life must arrive at Egyptian ports with at least three days of remaining shelf life.

For more information about Import Policy and Import Requirements of Egypt see Annex 6, 6.4 paragraph.

## 3.7. Import Policy of Jordan

Jordan is a member of WTO and has several bilateral and multilateral trade agreements, including a regional Greater Arab Free Trade Agreement (GAFTA). Electronic Data Interchange (EDI) of Jordan's customs clearance follows the Automated System for Customs Data (ASYCUDA World). As part of its WTO accession agreement, Jordan set a reduced tariff rate ceiling of 0 to 30 percent for most imported products.

Final bound duties on fruits, vegetables, and plants is 23.4%, on average[43]. Total associated time and cost of imports for a standard goods shipment are about 134 hours and about USD 211 (SAR 792), respectively[44].

Mandatory documents for importing include the following five documents: Bill of Landing; Commercial Invoice; Packing List; Certificate of Origin; and Customs Import Declaration.

Food products importers have to provide the following additional documents to the Customs:

1. Import License/Pre-import clearance, which is provided by Jordan Food and Drug Administration (JFDA); Ministry of Health.
2. Importer Card/Registration Number, which is provided by the Ministry of Trade and Industry.

Any imported agricultural or food product may be inspected and tested for human consumption. Virtually all prepared and mixed foods are tested at the border. JFDA has the authority to inspect food products at the retail and wholesale levels. A representative may enter any locality and collect samples for testing. If a product fails to meet technical requirements or is found unfit for human consumption, it is removed from the distribution channels and destroyed.

**Labelling Requirements**: Imported products must comply with labelling and marking requirements issued by Jordan Standards and Metrology Organization (JSMO)[45]; refer to It is strongly advised that the supplier asks his/her importer to provide him/her with an authentic copy of the latest Jordanian standard for the type of the product he/she would like to export to Jordan, failing to meet the Jordanian standard " equitable to international standards" would lead to the rejection of the consignment to the country of origin.

Jordanian legal requirements for labelling are fairly standard. All labels must either be in Arabic or have a stick-on label in Arabic. In general, the label should contain:

- the name of the product,
- the manufacturer's name and address,
- net weight,

[43] https://www.wto.org/english/res_e/statis_e/daily_update_e/tariff_profiles/JO_E.pdf
[44] https://www.saudiexports.sa/ar/Export-Information/Documents/Jordan%20English%20Import%20Procedure%20Guide_Final_201016.pdf
[45] http://www.jsmo.gov.jo/

- fortifying matter (like added vitamins and minerals),
- lot number,
- "use before" or "best before" date. Jordan Institution for Standards and Metrology (JISM) does interpret "Best Before" as the expiry date. No food is permitted for sale if it is after the "best before" date
- Nutritional labelling is mandatory in certain categories of food including infant formula, food for dietary use, etc.

The law holds an importer fully accountable for the contents of shipment labels. A shipment might be rejected based on ambiguous labelling content even if it is only a printing error.

**Food safety and other food certification requirements:** Jordan requires the following two certificates for importing fresh fruits and vegetables:

1. ***Country of origin certificate (COOC):*** The goals of this certificate are custom valuation, health and risk control Attestation required on certificate by the exporter country government or Chamber of Commerce. The requesting state body is the JFDA of the Ministry of Agriculture of Jordan.

2. ***Quarantine pests free Sanitary and Phyto Sanitary certificate (SPS):*** The goal of this certificate is safeguarding plant health. Attestation required on certificate by the Exporter's Food Safety Inspection Service (FSIS) or Animal and Plant Health Department of Agriculture (EDA)- The requesting state body is the Customs Department (CA) of Jordan.

For more information about Import Policy and Import Requirements of Jordan see Annex 6, 6.5 paragraph.

## 3.8. SWOT Analysis of Demand Side

| STRENGTHS | WEAKNESSES |
|---|---|
| • Increasing tendency of demand on imported products, from an international customer base;<br>• High demand on premium, high-value foods;<br>• Well-developed logistical services and transportation infrastructure;<br>• Increasing tendency of demand on premium food products and foodstuffs;<br>• Existence of dozens of free trade zones;<br>• Stable, freely convertible currency pegged to the US dollar;<br>• No foreign-exchange controls; | • Complex regulatory framework on imports with differences between Emirates, Qatar, Kuwait, Jordan and Egypt;<br>• Trade ties with Armenia are not officialised at a high official level;<br>• Eastern style of doing business;<br>• Strong competition in the market for Armenian exporters;<br>• Difficult and complex logistics importing from Armenia to the ME Countries;<br>• Each Emirate has its own business setup rules and regulations;<br>• Not an English common law jurisdiction; |

| | |
|---|---|
| • Healthy balance of payments;<br>• No trade barriers;<br>• Competitive labour costs;<br>• Competitive real estate costs. | • One needs a network of people in order to expand opportunities. |
| **OPPORTUNITIES**<br>• Readiness of Arab partners to look for new market partners;<br>• Interests of Arab businessmen to make investments in Armenia, especially in agriculture;<br>• Trade missions and agreements with major industrial countries (Japan, Singapore, EU, Mercosur, India, Turkey, China) and many more upcoming. | **THREATS**<br>• Rising cost of living;<br>• Perceived real estate-induced economic volatility as potential risk;<br>• Heavy government subsidies on utilities and agriculture and its obsolete tax system;<br>• Sandstorms and dust storms occur frequently;<br>• Unstable situation in the region and closing Armenia's border with Iran and Georgia. |

# 4. DEALING WITH THE ME BUYERS

## 4.1. The UAE Case

**Major cultural characteristics:** Although Arabic is the official language of the UAE, English is next widely spoken one. Other widely spoken languages are Persian, Hindi, Urdu, Bengali and Chinese. The religion direction of UAE is predominantly Sunni Muslim. Thus, all social, business and political issues are driven by Sharia law. Among other Muslim countries, the UAE is the most tolerant in terms of religion, although it is forbidden for the representatives of other faiths to persuade Muslims.

The major celebration days are: Jan 1st **New Year** – 1 day, November 30th – **Commemoration Day,** December 2nd – **National Day**, and the following religious days, which have moving dates: **Israa wal Miraj Night, Eid al-Fitr**; **Arafah Day**; **Eid al-Adha**; **Hijri** (Islamic Calendar) **News Years Day** and **Mawlid.** The work week in the UAE runs from Sunday to Thursday, while Friday and Saturday are considered as weekend. Public sectors office hours are between 07:30 and 15:00, private office hours are between 07:30 and sometimes can go as late as 21:00, while a three to four-hour break in the day is usual.

Social classes are clearly set in the UAE between Emirati Nationals and the immigrant population. The ruling Sheikh families as the highest class followed by the merchant classes; next defined class middle class professionals followed by lower income class, including pearl divers, farmers and Bedouin settlers. There is a social system division among immigrants too starting from top level of executives followed by technocrats, international contractors, teachers, technicians, sales personnel, nursing staff, semi-skilled and unskilled service workers.

**Major Keys of business culture and communication approaches:** Personal contacts are half of business in the UAE, thus building relations before meeting is quite important, which takes a time and much efforts. Before singing business agreements it is better to pass it by a lawyer. If there is a doubt about the outcomes of negotiations, then it is advisable not to express it too negatively with avoiding the word "No". It is better not to use "high pressure tactics" as it is not welcomed in the Muslim Countries, where the approach of "as God will bless or show" is quite common for the business as well.

It is also preferable to establish new business contacts via an introduction by mutual contact, exhibitions, networking receptions or through the Embassy.

The boss often holds a fairly paternalistic role. As such, it's not uncommon for conversations to move to more personal matters during discussions between boss and team member. Managers are more conservative in the UAE, which affects the speed and nature of change in the business. Managers without consultation with stakeholders do not make a decision.

It is strongly advisable to dress conservatively (Men - a neat suit and tie, women - smart and modest dress with covered regardless of temperature). It is expected formality and respect with recognition of

position in front and addressing by titles (ex. It is common to address the head of the department or company as 'Sheikh').

In the UAE, business cards are given before the meeting, which had to be printed preferably in two languages - Arabic one is a must. The business card should be presented the Arabic side up. It must be remembered that you should not use left hand for a present and receiving business cards with your right hand.

Appointments are made at least two weeks ahead, which had to be confirmed a day or two before the meeting. The meeting can take place in a cafe or restaurant or hotel's restaurant/café. Punctuality is must. The meeting is usually starting with informal small talk, which is essential to building relationships. As a social face is very important in the Muslims countries, it is forbidden any criticism or conflict.

The followings are the major DO NOTs in the UAE

1. Don't point the toe or heel or any part of the foot at any person.
2. Don't show the sole of your foot or use the foot to move anything as it is viewed as the lowliest body part.

## 4.2. Kuwait Case

**Major cultural characteristics:** Arabic is the official language in Kuwait. English is widely spoken second language. Next languages are Farsi and Urdu.

Islam is the official religion in the country, which regulates the personal, political, economic and legal lives. Islam emanated from Saudi Arabia is also the case in Kuwait.

Muslims have to pray five times a day - at dawn, noon, afternoon, sunset, and evening, while time is listed in the local newspaper each day. Friday is the Muslim Holy Day and everything is closed.

Like the UAE, Kuwait is known for its religious tolerance, where three Churches practice too. Moreover, Kuwait is the only Gulf Country that has established relations with the Vatican.

It is very important to behave according to the cultural norms of Kuwait. Handshakes are welcome among individuals of the same sex. Naming convention in Kuwait is starting with the name of the person then it comes to father's name followed by grandfather's name and family name like Farrukh Al-Suleyman Al- Mustafa Al-Sabah (Farrukh, son of Suleyman, grandson of Mustafa of the Sabah family/tribe). Impatience in behavior in Kuwait is viewed as criticism of the culture. Do not use your left hand for giving business cards, presents, etc.

**Major Keys of business culture and communication approaches:** As in the previous cases, in Kuwait, the business is done with those with whom they have a personal relationship. A face-to-face business is preferable. At the same time, appearances are also very important here and it is strongly advisable to

dress and present yourself well. In Kuwait, the education is respectful, thus if you have an advanced degree it is preferable to mention on business card, which had to have Arabic side as well.

It is also preferable to establish new business contacts via an introduction by mutual contact, exhibitions, networking receptions or through the Embassy.

It is advisable to schedule meetings in the morning with government officials, who work a 6-hour day, while with the businessmen in the early evening. In all ME countries it is advisable not to schedule meeting in July and August as many locals leave the country because of the summer heat.

As in all Islam counties you have to be ready that the meetings may be interrupted during prayer times. Meeting could be interrupted with different discussions as in previous cases. You have to be patient until the new person leaves the meeting.

Kuwaitis will start to discuss about business only and only if atmosphere of trust and friendship has been established. As in previous cases, Kuwait is a hierarchical society, where most of the companies are structured around the family. Decisions are reached slowly. If you try to rush things, you will give offence and risk your business relationship. As in previous cases, “the high-pressure sales tactics” is not welcomes.

It is advisable to repeat the main points again and again, which proves that you are telling the truth. As in previous cases Kuwaitis do not like to tell bad news and “no answer” means negative answer to your deal. It is usual to discuss problems outside the meeting in a one-on-one situation and not during the group meeting.

It is also advisable to keep simple the proposals and contracts, which must be in Arabic independently that it would be formed in two or more languages and the Arabic will be the one followed. Thus, it is strongly advisable to have Arabic speaking good lawyer.

Dressing is important and it has to be in good quality, conservative, while for women it should not to be tight fitting and has to cover the knees and the elbows, and the neck had to be fasten. For addressing it is advisable to use "Mister" and any academic or political title and the first name. “Sheikh” is used for the members of the royal family and for old men.

Major Do NOTS in Kuwait are:

1. Do not show the bottoms of your shoes or feet or moving/passing objects with your feet is considered very rude.
2. Do not show any sort of hostile looking arm movements, especially when driving, are to be avoided.

## 4.3. Case of Qatar

In Qatar all cultural characteristics and business culture and communication approaches are the same as for the cases of Egypt, Kuwait and the UAE. The differences are minor.

## 4.4. Egypt Case

**Major cultural characteristics:** Arabic is the official language of Egypt, French and English are next spoken languages. Islam is the official religion in the country which governs their personal, political, economic and legal lives and it is emanated from Saudi Arabia. Muslims had to pray five times a day - at dawn, noon, afternoon, sunset, and evening, while time is listed in the local newspaper each day. Friday is the Muslim holy day and everything is closed. The weekend in Egypt covers Thursday and Friday. At the same time, during the holy month of Ramadan it is only permitted to work six hours per day with fasting. Expatriates are not required to fast; but they must not eat, drink, smoke, or chew gum in public. Thus, businesses are slower during Ramadan, while shops may be open and closed at unusual times.

Social class is very clear in Egypt as it determines your access to power and position. There is little social class mobility in Egypt, which is by birth and is defined more by family background than by absolute wealth. Thus, an honor is an important facet of interpersonal relationships and respect and appreciation for people is a “must”. According to this people dress according to their wealth showing proper respect and deference to their elders and authority. In this country a man's word is considered his bond, to step back from it leads to bring dishonor to your family

**Major Keys of business culture and communication approaches:** As in the UAE, Egyptians prefer to do business with those they know and respect, so it is important to network and cultivate contracts. Thus, in Egypt, who you know is more important than what you know. During any meeting Egyptians offer coffee or tea which had to be accepting as in opposite case it is considered as rejecting the person.

It is also preferable to establish new business contacts via an introduction by mutual contact, exhibitions, networking receptions or through the Embassy

Eye contact is welcomed here as it is a sign of honesty and sincerity. Hand gestures are common, although Egyptians use to speak softly. Egypt is a country, where hierarchy and rank are very important thus it is advisable to demonstrate deference to the most senior person. Bye the way, this person makes decisions, although latter are reached after great deliberation.

It is important to remember that greetings are based on both class and the religion of the person. Handshakes are welcome among individuals of the same sex followed with a hearty smile and direct eye contact. If your relationship has been already established then kiss on one cheek and then the other while shaking hands, men with men and women with women is common. It is common head bowing between different sex.

Appointments should be made in advance with confirmation again a week than a day or two before meeting through email or phone. As Egyptians judge people on appearances, it is advisable to wear good quality conservative, dark coloured, lightweight business suits during all meetings. Wearing visible jewelry, especially around the face and neck for men is not welcomed. Women dresses had to be more conservative covering knees and most of the arms.

In general, Egyptians have an open-door policy, even when they are in a meeting, which assumes frequent interruptions even with a different discussion. You must wait until the new person leaves. At the same time, business meetings generally start after prolonged inquiries about health, family, weather, etc. Any documentation had to be written in at least two languages an English and Egyptian Arabic translation. Be a patient, making a business in this country as business moves at a slow pace, where the society is extremely bureaucratic and plan to make several visits to accomplish a simple task.

Egyptians like to trade and they seldom see an offer as final. They do not like to say “no” and if they do not respond, it usually is a negative sign. “High-pressure tactics” for negotiation are not welcome here, while Egyptians are tough negotiators.

Business cards are given without formal ritual at the start of meeting, which had to have written side in Egyptian Arabic. This side had to be up when presenting it. It is advisable to study any business card when you receive it.

The followings are the major DO NOTs in Egypt:

1. Do not wear sleeveless tops and short skirts or shorts.
2. Alcohol or pork is not something you should offer your local guests.
3. Do not use your left hand for any case.
4. Don’t point the toe or heel or any part of foot or sole of your shoe at any person.
5. Egyptian society is very conservative, especially in rural areas. Thus, do not show emotions in public, drinking, being casual while dealing with a member of the opposite sex, wearing revealing clothes if you are a female, etc.

## 4.5. Case of Jordan

In Jordan all cultural characteristics and business culture and communication approaches are the same as for the cases of Egypt, Kuwait and the UAE, with little differences like:

- Here people tend to be very direct with their communication style regardless of what the discussion is about.

- Jordanians partners will often be very interested about your political background, religious beliefs, how much you pay for things, your salary and even details about your family and prospects for marriage. However, it is considered impolite to discuss your relationship with your spouse.

And there are several specific DO NOTs in Jordan among the ones mentioned above like:

- Do not use ‘ok’ symbol, which is putting your thumb and index finger together and raise the other three fingers up, which is a threatening gesture meaning that you will or would hit and/or are very angry with the person or the situation.
- Avoid crossing your legs when in the presence of elders as it is considered disrespectful.

# 5. MARKETING PROGRAM

Unlike the CIS consumers, the ME consumers are not aware of the Armenian brand products. Hence, together with retailers, the exporters should implement appropriate strategies for information and confidence building in Armenia produced products. Proper positioning and building long-term partnerships, with the engagement of Armenian diaspora representatives or the Armenian officials wherever possible, is critically important for the successful establishment of the Armenian products in this market.

It is expected that the Armenian producers will face fierce price competition from the other suppliers unless the ME consumers differentiate Armenian products as more tasteful and higher quality. As described in the study, the PTPs grown in Armenia have price and quality advantages in the GCC market. And with good contacts it would be very easy to enter the market.

COVID – 19 will have its negative impact on consumption of all PTPs for sure as tourists will drastically decrease for a period, as well as on the cost of transportation from Armenia to the ME market, which means that currently, it is better to concentrate on high value quality products with small quantity and applying premium pricing strategy than on mass production as the region has several countries which are major suppliers for the mass produced PTPs.

This marketing program is mostly focused on the UAE, Qatar, and Kuwait. As for Egypt and Jordan, these two countries are not attractive for Armenian exporters. However, taking into consideration the last political development between our countries, the business partnership may become attractive. For almost all PTPs, it is best to establish partnership of exchange of experience supported by the official levels of both countries as well as joining to the contacts of their channel of distribution and being present in the ME market under their label. At the same time, is advisable to target the businessmen in the PTPs sector from these two countries promoting them making investments in Armenia to export to the ME countries.

## 5.1. Specific for Each Product

**Flowers:** There is a huge demand for exotic and long-lasting flowers in the UAE. As these flowers have high prices, then the cost of shipment by air will be justified for the domestic producers even after COVID-19.

**Fresh Fruits and Vegetables**: Taking into consideration that the consumers of the UAE prefer sweat taste of fruits and vegetables, then the presence of agri-products of Armenia is becoming meaningful in the market. The emphasize had to be on qualitative products by all means starting from taste and ending with external appearance and packaging.

**Dried/Frozen Fruits**: These products are in high demand in this market as well because of traditional use of them in their national cousin besides the tendency of preference for healthy life. Although imports of them requires more certificates than in case of import of fresh ones.

**Berries:** Strawberries have strong opportunity to be present in this market, because of their tastes, but other berries can also be turned into a profitable business, because of increase of domestic consumption as well as a re-export potential to the other GCC countries.

**Nuts**: As nuts require higher investment with longer time for return on investments, at this point, it is better to come to this type of products after the end of the recession period.

As a rule, the Armenian producers should focus on quality. However, application of improved product sorting and packaging technologies ensuring high quality and appealing appearance are not yet widespread among local enterprises, with the exception of relatively large enterprises.

Another hurdle is the strong demand by the ME partners for continuous and stable supply in all seasons. This requirement can be met only by the processors and greenhouse producers. The suppliers of fresh fruits need to focus on value added processing to make a stable entry to the market.

Furthermore, as it has been already mentioned, the practice of branding together in order to market the production jointly has not yet been adopted in Armenia. Agricultural producers' unions and cooperatives may play an important role in that process. To unite the capacities of producers, it is also very important to ensure the availability of cold storage facilities/collection units, where product can collected, sorted, and packaged according to the requirements of the export market. Furthermre, defining and enforcement of internationally compatible standards and technical requirements among producers should be highly prioritized.

The stakeholders, who have worked with the retail sector in the ME countries, have been insisting that eco-friendly and organic products are gaining popularity among consumers in these countries, and Armenian producers can compete in premium quality products sector. Large supermarket chains allocate special shelves for "organic'', "eco'' and "natural'' products and, as mentioned by one of the interviewees, people love to see famous organic labels, particularly the EU organic label and the USDA organic in their markets. The reason is these labels are very popular worldwide and are a proof that the products follow the organic standards.

Luckily, there is an internationally recognized organic certification and inspection body "ECOGLOBE'' LLC in Armenia and there are 53 certified organic producers in the country[46]. This provides an opportunity to Armenian producers to obtain the certificates, that are acceptable in ME countries.

## 5.2. Packaging

The export-oriented greenhouse producers did not mention packaging as a hurdle. However, packaging can be significantly improved for the open-field fruits and vegetables producers.

The packaging of open-field fruits and vegetables for local consumption is mainly based on second-hand banana or other cartons, which are not adequately sized for fragile produce and cause bruising of the fruits and vegetables. Furthermore, the banana cartons have traces of chemicals used to treat the fruit during the shipment. Hence such boxes are unfit for the transportation of premium quality produce.

There are also number of locally produced boxes made of carton, wood, and plastic available in the country. This type of packaging is used for both local and export markets. The price per such box is about 320 AMD, on average (see Table 6). Many of these packages have "Armenian" brand printed on them, for example "Armenian Product" and "Armenian Fruits". This is a sign that consumers (mainly the CIS based) are aware of the quality of the Armenian fruits and vegetables.

**Table 6: Various packaging boxes used by the Armenian fruits and vegetables exporters**

Price per box -- 320 AMD

Source: https://www.list.am/item/8402745

Price per box -- 320 AMD

Source: https://www.list.am/item/11310787

[46] ECOGLOBE LLC, list of operators
Link: https://ecoglobe.com/operators/

Price per box -- 330 AMD

Source: https://www.list.am/item/13041619

Price per box -- 280 AMD

Source: https://www.list.am/item/11154345

However, there is almost no small-size packaging available for fresh fruits and vegetables, for example unit based, 0.5 kg, 1 kg, or 1.5 kg, ready to be displayed in the shop. However, these types of packaging are already widely used in the western supermarkets. Table 7 shows some of innovative packaging options used in the developed world.

**Table 7: Various fruits and vegetables packaging used in the developed world**

Examples of per fruit and vegetables packaging containers

It would be recommended to engage the Armenian design firms, such as the internationally recognized Backbone Branding studio, to help the Armenian producers with design and packaging. The Backbone Branding has already provided highly successful creative solutions in packaging Armenian agricultural products. For example, their innovative packaging design for Pchak brand for nuts and dried fruits has garnered them a Gold Award from the 2017 Pentawards. Table 8 below shows some of their design works.

**Table 8: Innovative packaging designs by the Armenian company named Backbone Branding studio**

## 5.3. Transportation

For PTPs exports to the ME market, a critical obstacle continues to be transportation including cost and time period of shipment to reach the final consumer. Time period of the shipment is critically important for the export of fresh perishable agricultural products.

There are different factors the Armenian exporters need to consider for product transportation to the ME market. For the perishable PTPs, it is crucial to take temperature-controlled containers. Temperature control requirements are different for different products: while for walnuts it is up to 25°C but never higher than 30°C, for blueberries and raspberries it needs to be up to 5°C. Walnuts can be stored in a

refrigerator. In this case, they will stay fresh for up to 3 months. They also can be kept fresh for up to one year if they are frozen. However, blueberries and raspberries can be only kept for 20-21 days. Furthermore, it is critical to cool the berry right after pick-up. Cultivated blueberries have almost twice longer storage duration (up to 42 days) than wild berries.

Also, the exporters need to consider what type packaging to use. For example, in case of raspberries, many of them prefer packaging in 125g trays with less than 125g raspberries being packed. In such trays, the producers arrange raspberries with one layer. This technique ensures a longer shelf life of the produce. In contrast, producers use 250g or larger trays for packaging raspberries for local market.

The other important factor that the Armenian exporters should consider is the volume and weight of the shipment container. For example, a 40-feet temperature-controlled container, with maximum internal container load for up to 23 tons, has an almost 63-67 cubic meter of loadable volume[47]. For reference, one ton of walnut in 55 kg fabric bags occupies about 2.1 cubic meter space. And one ton of blueberries occupies 2.86 to 4 cubic meters space if it is packaged in a palletized carton. However, it should be noted that the occupied space will also differ dependent on the packaging size. The smaller trays occupy more space relative to larger trays. Thus:

- *Flowers* -- The best way of transportation for the fresh-cut-flowers is the air-cargo, because of the required time-limit. For non-cut-flowers the road-transportation is the best alternative, but which is not yet in producing list-interests for the Armenian companies.
- *Fruits and vegetables* -- Both types (air and road) transportations could be used in this case depending upon the costumers' requirements for freshness and the products' specific requirements.
- Berries -- Air cargo is recommended for the fresh berries, while road transportation for frozen ones.
- *Nuts and processed fruits and vegetables* – road transportation is recommended due long shelf life of these products.

## 5.4. Market Linkages and Positioning

### 5.4.1. Flowers

For the first stage, it is strongly recommended that an active Union of Flower Producers to be established in Armenia and/or the appropriate department within the Ministry of Economy, which will efficiently promote the potential of flowers exports from Armenia by appropriate w-sites operating in the UAE, Qatar and Kuwait. While for Egypt and Jordan the Union will look for export partners to other ME markets.

47 This kind of REEFER container will cost from Armenia to ME PTCs almost USD 5,500, on average. However, on average it takes 40-50 days to get from Armenia to ME PTC countries. Currently, the Armenia-based transporters couldn't provide the experts with the average price for air cargos as there are no flights to quote an average rate, due to COVID-19.

Simultaneously, the Union should work with the major importing companies to push "Made in Armenia flowers" into their choice-countries import list as de facto it is not possible to import without their intermediation and investing decision countries' list.

The appropriate information about the consuming market potential of the UAE could be a good base to promote the Armenian flower producers to start the businesses in this direction as well.

For non-cut-flowers the luxury hotels as buyers could be considered as well for the specific and exotic flowers.

Taking into consideration that there is a flower park in Dubai, Armenian producers by the intermediation of the GOAM could take an initiative to have an Armenian corner of flowers there in the Park, which will indirectly promote the interests of importers for the flowers grown in Armenia.

### 5.4.2. Fruits and vegetables

Taking into consideration that at the current stage, Armenian producers could not compete with mass production imports in the UAE, Qatar and Kuwait, it is recommended to stress on premium quality/high price and exotic foods and vegetables, which will also justify high transportation and positioning costs.

There are two major directions for the Armenian producers to be presented in this country:

- work directly with luxury restaurants and hotels,
- work directly with importing companies/intermediaries for the large retailers.

In both cases, the Armenian producers should be well presented to the Emirates' partner/s either through Armenian diaspora representatives or the Armenian officials. The trust-building process should be taken deeply seriously. In this case, both Unions and the producers could directly work with the UAE, Kuwait, and Qatar partners. Both bodies could work with business representatives of Egypt and Jordan for business partnership and investment attraction.

### 5.4.3. Nuts

There are two major directions for the Armenian producers to be presented in this country:

- work directly with luxury restaurants and hotels,
- work directly with importing companies/intermediaries for the large retailers.

In both cases, the Armenian producers had to be well presented to the Emirates', Qatar, Kuwait, Jordan and Egypt partner/s either through Armenian diaspora representatives or the Armenian officials. The trust-building process should be taken deeply seriously. In this case, both Unions and the producers could directly work with the PTCs' partners.

As demand for apricot kernels is increasing in the PTCs, Armenian producers could consider this market as one of the major directions. Air transportation is the most preferable one for the export of nuts.

### 5.4.4. Berries

Taking into consideration that at the current stage, Armenian producers could not compete with mass production in the PTPs, it is recommended to stress on premium quality/high price berries, which will also justify high transportation and position costs.

There are two major directions for the Armenian producers to be presented in this country:

- directly to work with luxury restaurants and hotels,
- directly to work with importing companies/intermediaries for the large retailers.

In both cases, the Armenian producers should to be well presented to the Emirates' partner/s either through Armenian diaspora representatives or the Armenian officials. The trust-building process should be taken seriously. In this case, both Unions and the producers could directly work with the Emirates' partners.

The list of possible partners/key players are presented in Annex 4 for Armenian businessmen interested in exported to the PTCs market. They could be contacted during the business events as well as through both countries' embassies intermediations.

## 5.5. Pricing and Credit Policy

In the early phase of the ME market entry, the price and promotion are two variables of the marketing mix more important than the product and distribution.

As already mentioned, the prices on average in this market are much higher than in Armenia for the quality products and still higher than in Russian market, which makes this location next best location for the export.

Elasticity of demand for organic foods based on price is much higher than for conventional food which means that the efforts of market participants to lower prices will lead to considerable increase in demand[48]. Hence it would be advised to have a temporary price reduction for market entry. However, long-term decrease in prices will make organic farming less desirable for Armenian farmers. The same approach applies for high quality non-organic agricultural products.

The Armenian exporters should use a **premium pricing strategy**. I.e., the prices should be of low rigidity, which means alternating some price reductions with regular prices to introduce the product to a larger group of consumers. It is very important that the discounts to not be on extended periods of time so that consumers do not lose confidence in those products.

As mentioned previously, there is a consumer segment in the ME who are affluent and concerned about their health. Those consumers are more willing to pay extra for an organic food. For the organic

48 Wier, M., Calverley, C. (2002) Market potential for organic foods in Europe, British Food Journal, Vol. 104(1), pp. 45-62.

producers it is important to target the marketing efforts toward this group, since the organic brand makes a clear distinction between an organic product quality and quality of a product obtained in conventional manner.

The Armenian exporters should also bear in mind that there are many ME distributors and supermarkets with high bargaining power. They usually offer very low prices, have high demands on quality, quantity and delivery terms and high trade markup for these products.

And at the end, some internet-based platforms of agricultural exporters have stories of how credit-based contracts were abused by ME partners. So, it would be advised to that the Armenian exporters try to insist on advance payment mechanism.

# 6. SUMMARY AND RECOMMENDATION

After the EAEU, the ME market is the second alternative for Armenian producers due to the following reasons:

- geographically being close to Armenia,
- presence of wealthy and respected Armenian Diaspora,
- huge market with high rate of population growth,
- high demand for quality foods with low opportunity for producing them in their countries,
- existence of many FTZs in the UAE,
- high interests in quality, taste and ecological cleanness of the imported foods,
- increasing tendencies for families to eat out,
- readiness of Arab partners to look for new market partners,
- interests of Arab businessmen in making investments in economies like Armenia's, especially in agriculture.

Alongside the advantages of entering into the ME market there are also some threats, including the following:

- Heavy government subsidies on utilities and agriculture, especially after COVID-19 pandemic;
- Unstable situation in the region and occasional closing of the borders with Iran and Georgia.

There are several actions to facilitate the ME market access among which are:

- Assistance to participate in international trade related events taking place in the region.
- Organizing business visits of heads of key supply chain actors to Armenia with well-planned business tour to show the production of PTPs.
- Organizing targeted business forums in the PTCs with presentations of the PTPs which would be sponsored by the official of both sides.

- Development of export guides to the ME market as well information presenting the advantages of the PTPs in the targeted market.
- Organizing trainings how to export to the ME market.
- Involving the embassies from both sides to assist the possible partnership among the businessmen.
- Creating complete database of producers of PTPs by the Ministry of Economy of RA.
- Promoting quality in branding and marketing campaign as well as creating mechanism to assure export of premium "Made in Armenia" agri-products in the target market.
- Sustaining regular truck and air cargo shipment between Armenia and PTCs.

One of the platforms where Armenian qualitative products can be introduced to the ME consumers is the famous ME Organic & Natural Products Expo (MENOPE) organized in Dubai every year. The Armenian producers who participated in the Expo noted, that the Expo provides an ideal opportunity for the producers to introduce Armenian products to buyers and meet representatives from the retail chain and negotiate a business deal.

However, the PTPs are not essential products, while during any recession the consumption of these products decreases, sometimes drastically. Thus, exports (and therefore investments) of the PTPs will also decrease, which has to be considered for any strategic development.

The focus has to be on high quality and organic products. The ME market is too big for Armenian producers to cover in mass production fields. It would be quite difficult for domestic producers to compete in the mass production field with high cost of transportation to the ME market, regardless of distance. The COVID-19 pandemic has demonstrated that Armenia needs to focus on its air cargo transportation solutions and have at least one national company. At the same time the impact of the COVID-19 pandemic as well as the fall of oil international prices and decreasing inflow of tourists will lead to lower income levels within the ME countries, which means that the mid-income consumers will look for mass produced inexpensive products.

Based on the assessment, it could be stated that, overall, there are two major directions for export strategy to the ME market for Armenia. Both of them assume a strong presence of the Armenian Government. The role of government became even more prominent after the start of the COVID-19 pandemic in terms of supporting their production and exports. Thus, having in mind that during any recession the demand and business interests related to the PTPs are decreased, sometimes drastically, the following recommendations have been elaborated for possible exports promotion and investments generation in Armenia at different levels.

## B. Export Promotion Direction

*Related to the Exports Promotion for the GoAM the following actions are recommended:*

- Effectively promoting consolidation of the PTPs producers through unions and or associations by the Government.
- Aggressively providing information on how to export to PTCs market and showing opportunities there.
- Assisting in finding reliable partners in the PTCs.
- Assisting and supporting participation of domestic producers in the big international events related to the PTPs sector taking place in the ME market on the official level.
- Supporting of publication of export promotional materials for the PTPs value chain actors of Armenia.
- Supporting establishment of cargo transportation infrastructure (the COVID-19 pandemic has demonstrated that Armenia needs to focus on its air cargo transportation solutions as well), etc.

*Related to the Exports Promotion for the Domestic Producers the following actions are recommended:*

- Including the ME market into their export mapping and not limiting themselves with the Russian market only.
- Getting appropriate technology, knowledge and skills to guaranty smooth and steady supply of the PTPs in the PTCs.
- Hiring market specialist responsible for the export to the ME market.
- Helping the farmers on improving productivity without compromising quality, taste and appearance of the product.
- The one of the major supply chains is transportation which is costly for Armenian producers. After COVID-19, transportation became problematic. It could be highly recommended that the domestic producers to come together as a union or association and to procure chartered air cargo flights making joint shipments.
- Establishing an online platform which would aggressively promote Armenian products and producers in the ME market.
- Armenian producers should also try to find clients among the large restaurant chains, in addition to working closely with major suppliers of the ME market. To start, focus should be placed on the markets of the UAE, Kuwait and Qatar, as Armenian producers have already gained some experience in exporting to these markets. Reliable middlemen should be found through the embassies of partner countries as well as through participation in the international events organized in the region in the PTPs sectors.
- Focusing on premium quality/high price and eco-products to be exported to the PTCs.
- Participating in the big international events related to the sector taking place in the ME market.
- Increasing knowledge and skills in how to export to the ME market.
- Getting and/or exchange of technologies for organization of effective production.
- Establishing reliable partnership with middlemen in the PTC by applying the Embassies of both Armenia and the PTCs.
- Establishing reliable partnership with the major restaurants and hotels chains in the PTCs for the supply of premium products.

- Focusing on organizing PTPs production in a way to provide a stable supply for the ME market, etc.

**B. The Investments Generation Direction**

FDI generation is critical goal of the government of most of the countries. Taking into consideration that in the investment generation market sourcing the ME countries the main competitors of Armenia are: Turkey, Georgia, Eastern Europe, and the South-West regions of Russia and that the Armenian producers of the PTPs are in significant disadvantage in terms of logistics reaching the PTCs compared to our competitors, the PTPs sector needs confirmed tools suggested by the GoAM to generate FDIs, among which it has been recommended:

- At least five years of profit tax holidays with the limits of minimal FDI level, employment number and export volume in the targeted export markets.
- Targeting potential investors.
- Organizing investment road-shows to the targeted countries for the presentation of the competitive advantages of PTPs sectors for making investments in Armenia. The involvement of high-level government officials is critically important during these events.
- Participation in the international events organized in the ME region in the PTPs sectors on an official level.
- Subsidizing and supporting continuous operation of temperature-controlled cargo transportation, including airplanes. The immediate impact of the COVID-19 pandemic was on cargo transportation. Armenia needs its own diverse cargo transportation system, with strong State support, etc.

# 7. ANNEXES

## Annex 1. Overview of Economies

### Annex 1.1: Armenia

**Figure 1.1.1: Procurement of fruits, vegetables, and grapes by processing companies in 2012-2018, in tons**

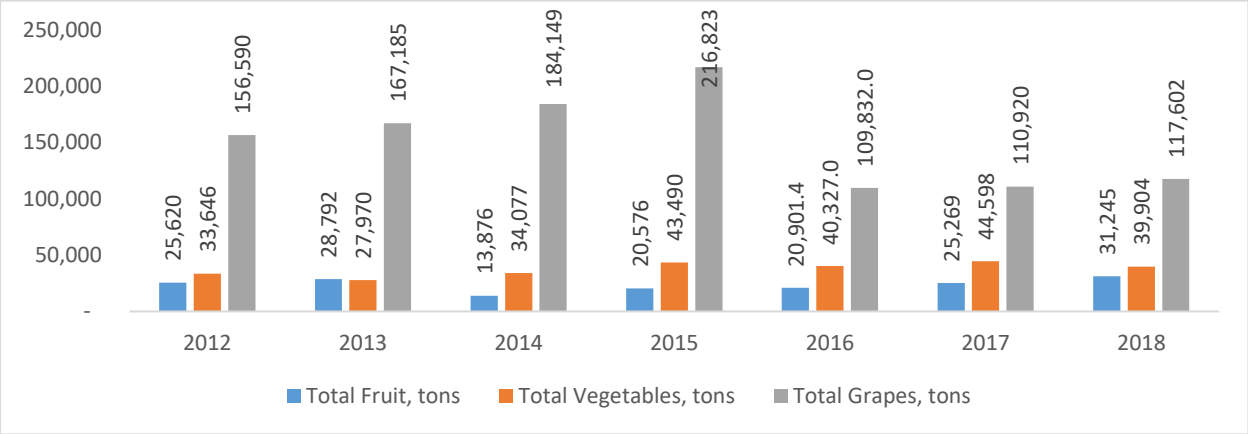



**Table 1.1.1: The production area and the volume of the main agricultural sub-sectors**

| | 2019 | | 2018 | | 2017 | |
|---|---|---|---|---|---|---|
| | Area, ha | Total production, 1000 tons | Area, ha | Total production, 1000 tons | Area, ha | Total production , 1000 tons |
| **Grain and leguminous crops** | 121,179 | 198.7 | 130,163 | 337.6 | 155,247 | 302.5 |
| **Vegetables, including greenhouse crops** | 20,616 | 621.6 | 21,658 | 628.2 | 28,280 | 861 |
| **Melons** | 4,257 | 128 | 4,602 | 126.8 | 6,812 | 215.8 |
| **Fruits and berries** | 43,411 | 291 | 43,035 | 343.4 | 42,269 | 361.6 |
| **Grape** | 16,497 | 217.5 | 16,099 | 179.7 | 15,814 | 209.9 |

**Table 1.1.2: Production and import of main vegetables in Armenia, in 1000 tons**

| | | 2005 | 2010 | 2015 | 2016 | 2017 | 2018 |
|---|---|---|---|---|---|---|---|
| **Vegetables Total** | **Production** | 781.6 | 840.1 | 1294.4 | 1204.8 | 1076.8 | 755 |
| | **Import** | 16.2 | 22.6 | 26 | 19.5 | 27 | 38.9 |
| **Cabbage** | **Production** | 107.2 | 114.3 | 141.8 | 134.5 | 117.1 | 89.5 |
| | **Import** | 0 | 0.1 | 5.8 | 0.4 | 0.9 | 1.6 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| **Cauliflower** | **Production** | 5.6 | 9.9 | 15.5 | 13.2 | 16.8 | 14.9 |
| | **Import** | 0 | 0 | 0 | 0.1 | 0 | 0.2 |
| **Cucumber** | **Production** | 64.4 | 63.3 | 92.1 | 84.9 | 74.3 | 50.6 |
| | **Import** | 1 | 1.3 | 1.1 | 0.7 | 1.5 | 1.9 |
| **Tomato** | **Production** | 234.9 | 251.9 | 320.2 | 298.1 | 234.2 | 138.1 |
| | **Import** | 1.4 | 0.7 | 2.4 | 1.6 | 1.9 | 9.8 |
| **Carrot** | **Production** | 17.1 | 20.4 | 24.6 | 24.2 | 18.8 | 16.7 |
| | **Import** | 0 | 0 | 0.8 | 1.7 | 2.1 | 3 |
| **Garlic** | **Production** | 8.7 | 8.8 | 13.2 | 14.2 | 12.6 | 10.5 |
| | **Import** | 0.1 | 0.1 | 0.2 | 0.1 | 0.1 | 0.1 |
| **Eggplant** | **Production** | 0 | 0 | 77.3 | 78.6 | 84.5 | 51.3 |
| | **Import** | 0 | 0 | 0 | 0.1 | 0.1 | 0.3 |
| **Pepper** | **Production** | 0 | 0 | 80.2 | 79.9 | 83.3 | 50.1 |
| | **Import** | 0 | 0 | 0.1 | 0.2 | 0.3 | 0.4 |

*Source: National Statistical Committee*

### Table 1.1.3: Export of Vegetables of Armenia 2018

| Product Name | USD |
|---|---|
| **Tomatoes, fresh or chilled** | 23,149,968 |
| **Mushrooms, fresh or chilled** | 1,854,881 |
| **Cucumbers and gherkins, fresh or chilled** | 1,143,769 |
| **Beetroot, salsify, celeriac, radish & similar edible roots, fresh/chilled, n.e.s.** | 647,120 |
| **Other vegetables, fresh or chilled** | 418,212 |

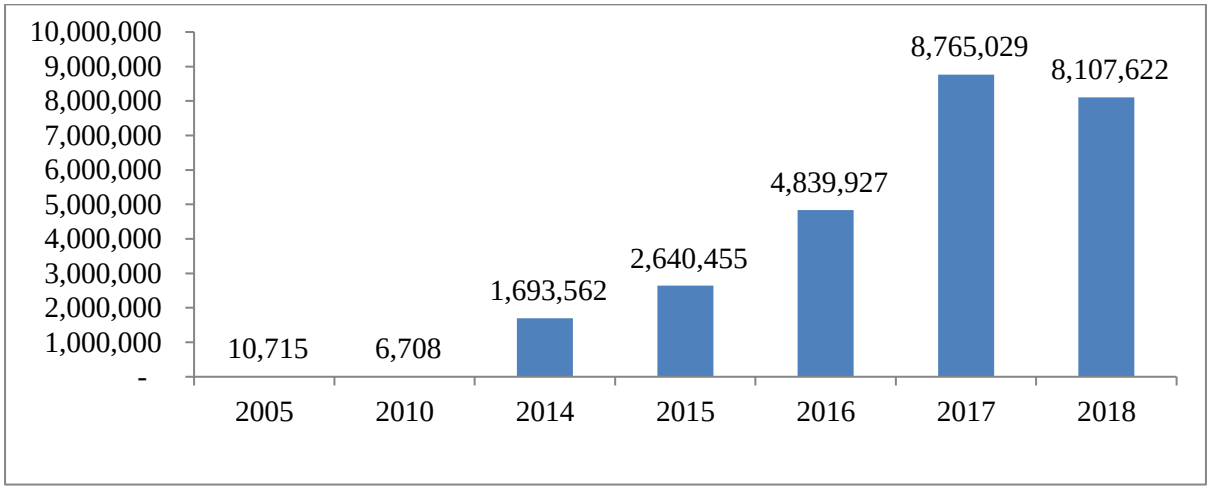
*Source: World Integrated Trade Solution*

### Table 1.1.4: Flower production in Armenia, in 1000 units

| | 2015 | 2016 | 2017 | 2018 | 2019 |
|---|---|---|---|---|---|
| **Total Production in RA, in 1000 units** | **34,361** | **44,967** | **68,672** | **52,597** | **60,484** |
| **Yerevan** | 84 | 112 | 1,276 | 1,282 | 2,044 |
| **Aragatsotn** | - | 2 | 2,741 | 642 | 902 |
| **Ararat** | 8,861 | 14,181 | 23,923 | 18,160 | 19,702 |
| **Armavir** | 6,799 | 6,230 | 2,991 | 3,097 | 7,116 |
| **Gegharkunik** | - | - | - | - | - |
| **Lori** | - | - | - | 11 | 1 |
| **Kotayk** | 18,187 | 23,870 | 36,629 | 29,305 | 30,337 |
| **Shirak** | 415 | 493 | 1,100 | 6 | 172 |
| **Syunik** | - | - | - | 88 | 72 |
| **Vayots Dzor** | - | 70 | - | - | - |
| **Tavush** | 15 | 9 | 12 | 6 | 138 |

*Source: National Statistical Committee*

**Figure 1.1.2: Flower export in 2005-2018 (USD) in Armenia**




*Source: World Integrated Trade Solution*

**Table 1.1.5: Fruit production in Armenia, 2009-2018 (in 1000 tons)**

| | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 |
|---|---|---|---|---|---|---|---|---|---|---|
| Fruit production | 332.2 | 128.5 | 239.4 | 331.7 | 338.1 | 291 | 377.1 | 242.6 | 361.6 | 343.4 |
| Apple | 120.8 | 56.5 | 77.6 | 110.3 | 111.9 | 132.6 | 127 | 62.6 | 116.1 | 109.9 |
| Pear | 28.2 | 16.6 | 23 | 23.1 | 24.6 | 25.4 | 19.7 | 13.1 | 18.2 | 14.2 |
| Quince | 1.4 | 0.7 | 1.2 | 1.9 | 2.1 | 2.5 | 2.3 | 1.4 | 2.1 | 2.3 |
| Apricot | 80.6 | 7.7 | 49.4 | 76.2 | 89 | 4.2 | 116.3 | 62.1 | 87.3 | 104 |
| Peach | 57.9 | 23.8 | 43.8 | 63.5 | 55.8 | 74.4 | 49.9 | 50.1 | 73.2 | 52.2 |
| Cherry | 7.7 | 1.7 | 7.5 | 10.1 | 10.2 | 9.1 | 14.4 | 12.1 | 8.4 | 12.5 |
| Plum | 10.3 | 4 | 12.4 | 18.7 | 15.7 | 21.7 | 18 | 15.7 | 24 | 21.2 |
| Sour cherry | 3.7 | 1.6 | 2.9 | 4.7 | 3.8 | 3.7 | 4.1 | 3.8 | 4.1 | 4.7 |
| Fig | 0.5 | 0.5 | 0.7 | 1.2 | 1.8 | 0.9 | 1.4 | 1.5 | 0.9 | 1.2 |

*Source: National Statistical Committee*

**Table 1.1.6: The structure of fruit export in 2018 (%) in Armenia**

| | Share in Total Fruits export |
|---|---|
| **Fresh grapes** | 22.8 |
| **Fruit, edible; melons, other than watermelons, fresh** | 0.4 |
| **Apples, fresh** | 8.8 |
| **Pears and quinces, fresh** | 15.3 |
| **Fruit, edible; apricots, fresh** | 28.6 |
| **Cherries, fresh** | 0.7 |
| **Peaches, Including Nectarines** | 18.8 |
| **Plums and sloes, fresh** | 4.6 |

*Source: World Integrated Trade Solution*

### Table 1.1.7: The main export markets for fruits from Armenia in 2018

| | Grapes, fresh | Melons (excl. watermelons), fresh | Apples, fresh | Pears & quinces, fresh | Apricots, fresh | Cherries, fresh | Peaches, incl. nectarines, fresh | Plums & sloes, fresh |
|---|---|---|---|---|---|---|---|---|
| **Share of fruit export to Russia in total (%)** | 98.8 | 0.0 | 99.7 | 100.0 | 98.0 | 47.6 | 100.0 | 82.9 |
| **Share of fruit export to UAE in total(%)** | | 100.0 | 0.2 | 0.0 | 0.3 | 37.6 | 0.0 | 5.3 |
| **World (USD)** | **4,009,904** | **66,959** | **1,545,981** | **2,692,105** | **5,041,367** | **122,042** | **3,318,454** | **811,562** |

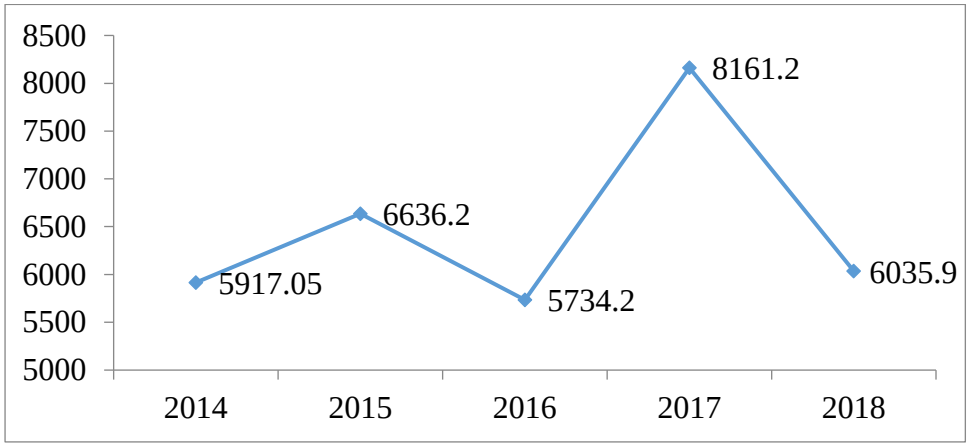
*Source: World Integrated Trade Solution*

### Table 1.1.8: Dried fruit production volumes in Armenia in 2014-2018 (tons)

| Processed Fruits(dried/frozen) | 2014 | 2015 | 2016 | 2017 | 2018 |
|---|---|---|---|---|---|
| **Production (tons)** | 2,584.10 | 3,509.00 | 4,217.00 | 5,470.70 | 7,677.10 |

*Source: National Statistical Committee*

### Figure 1.1.3: Volume of berry production in Armenia in 2014-2018 (tons)




*Source: National Statistical Committee*

**Table 1.1.9: Export of nuts from Armenia in 2018**

| HS Code | Name | Export Value USD | Share in Total Nuts export (%) |
|---|---|---|---|
| 080120 | Brazil nuts, fresh or dried | 6,186 | 0.4 |
| 080130 | Cashew nuts, fresh or dried | 8,970 | 0.6 |
| 080212 | Almonds without shells, fresh or dried | 22,902 | 1.5 |
| 080221 | Hazelnuts in shell, fresh or dried | 8,764 | 0.6 |
| 080222 | Hazelnuts without shells, fresh or dried | 335,890 | 21.5 |
| 080231 | Walnuts in shell, fresh or dried | 12,012 | 0.8 |
| 080232 | Walnuts without shells, fresh or dried | 654 | 0.0 |
| 080240 | Chestnuts, fresh or dried | 6,248 | 0.4 |
| 080250 | Pistachio, fresh or dried | 1,159,755 | 74.1 |
| 080290 | Other nuts, fresh or dried, n.e.s. | 3,889 | 0.2 |

*Source: National Statistical Committee*

## Annex 1.2: UAE

The UAE, a federation of seven individual Emirates is a market with a population of approximately 9.8 million, where from 80-90% are expatriates according to different sources. It has the second largest economy among Gulf countries and the 30th largest in the world with the 20th highest GDP per capita (USD 42,000). Abu Dhabi, a political capital, is the largest Emirate (87% of the overall land mass and 38% of the population), while Dubai is the second largest (30% of the population)[49].

The country holds almost 6% of the world's proven oil reserves and is the seventh largest in the world with its gas reserves. Despite the last two decades, the UAE's diversification strategy led to the development of several non-oil sectors. Now, non-oil sectors contribute close to 70% of GDP and covers trade, travel, tourism and real estate[50].

Despite the global economic instability, the economy of the UAE is characterized by stable macro-economic environment, good infrastructure (with the world's largest man-made port, one of the world's busiest airports, etc.), the effectiveness of its government institutions and ease of access to finance. Moreover, according to the World Economic Forum, the UAE is in first place in the world for the quality of its roads, low inflation and the absence of organized crime and is the de-facto financial centre between Singapore and London. Even during the current economic recession, it is expected that the UAE will continue to be the leading commercial, logistic and tourism hub serving in the region as income will continue to be generated from oil "drilling" to be spent most possibly on food consumption due to the region's limited production opportunities. UAE is also home to the biggest international trade shows in multiple sectors providing expanded opportunities for foreign companies to discover the market and the region.

There are dozens of FTZs in the UAE, which allow 100% foreign ownership, quick registration and good logistical support, and they are often organized along sectoral lines. In July 2019, the UAE Cabinet approved outright foreign ownership for 13 economic sectors covering agriculture as well.

The UAE is a member of a number of multilateral organisations, including the League of Arab States, GCC (Kuwait and Qatar are members too), the Organisation of the Islamic Cooperation (OIC), and the Organization of the Petroleum Exporting Countries (OPEC). Currently the GCC only has a few free trade agreements in place, including those with the Greater Arab Free Trade Area (GAFTA), the European Free Trade Area (EFTA) and Singapore. Free trade agreements with New Zealand, India and the EU are also in the process.

Finally, the UAE is a fast-moving start-up arena for all businessmen all over the world. Its failure to be as such can be extremely costly and waste considerable time and resources. All businesses require a license, and licensing procedures vary from one emirate to another. Specific information

[49] https://www.worldbank.org/en/country/gcc/publication/gulf-economic-monitor-december-2019
[50] https://www.eia.gov/international/analysis/country/ARE

is available for each emirate through the Chambers of Commerce and Industry or Departments of Economic Development for each Emirate appropriate websites.

In the last few decades, there have been many changes in the agriculture sector of the UAE where the emphasis is on agriculture development with minimum water usage. As a result, there have been huge investments in the modern irrigation systems and hydroponics engagements and now the agriculture has become an economic activity that heavily relies on the use of the latest technologies. The major vegetables produced **are tomatoes, cabbage, eggplant, squash, and cauliflower** and it is mostly produced in Ras Al Khaimah Economic Zone (RAKEZ). Fruits include citrus and mangoes. Canning facilities are concentrated in Al Ain with the capacity to process 120 tons per day.

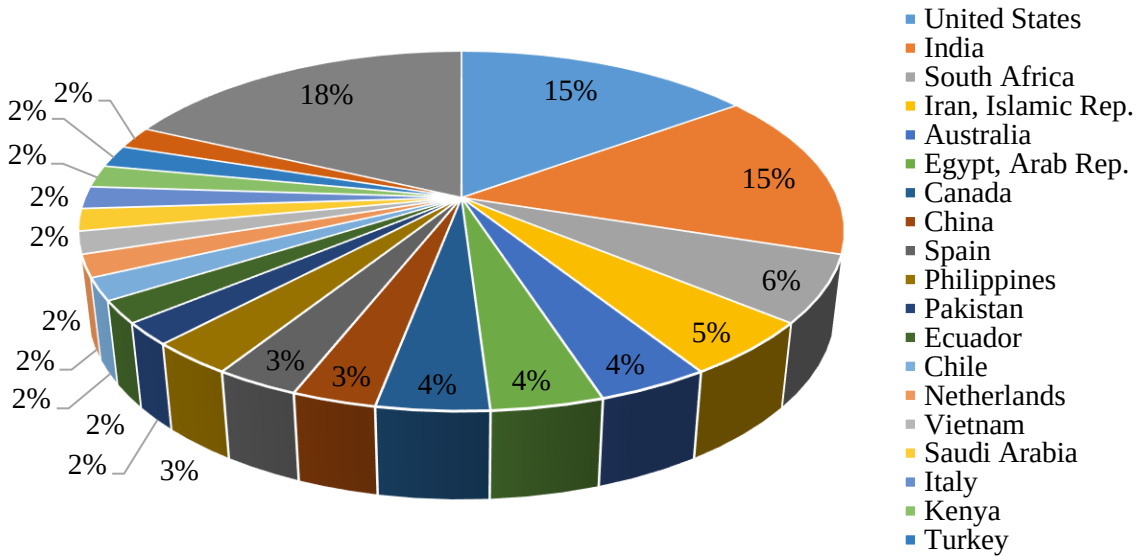
The UAE government also supported domestic farmers to switch to organic farming. As of 2018, organic farmland in UAE is 4687 ha and organic area share in total farmland is 1.21%. There are 94 organic producers and the main products produced are vegetables, fruits and dates, meat products, poultry, eggs and other products. The Emirates Authority for Standardization and Metrology (ESMA) oversees an organic food certification scheme since 2012, which comes with a logo of organic products easily differentiating them from non-organic products.

However, the sector of agriculture still continues to contribute a minor part of the economy (based on different estimates it ranges from 1% to 3%) where is employed not more than 7% of population. Despite there are federal and emirate government incentives to farmers including loans for machinery and technical assistance, the import of food constitutes about 70% of its food requirements.

Taking into consideration the fact that food trade makes up 11% of the UAE's GDP and it is forecasted that it will grow by 70% till 2030 (although it will be less due to the COVID-19 pandemic), the Government decided to launch Dubai Food Park free zone in 2020, which would be the region's largest free zone—a regional hub for food trade and re-export of foodstuffs. It will suggest dull services including customs and quarantine clearance, licensing, food safety and supervision, processing, packaging and re-packaging, logistics and government services[51].

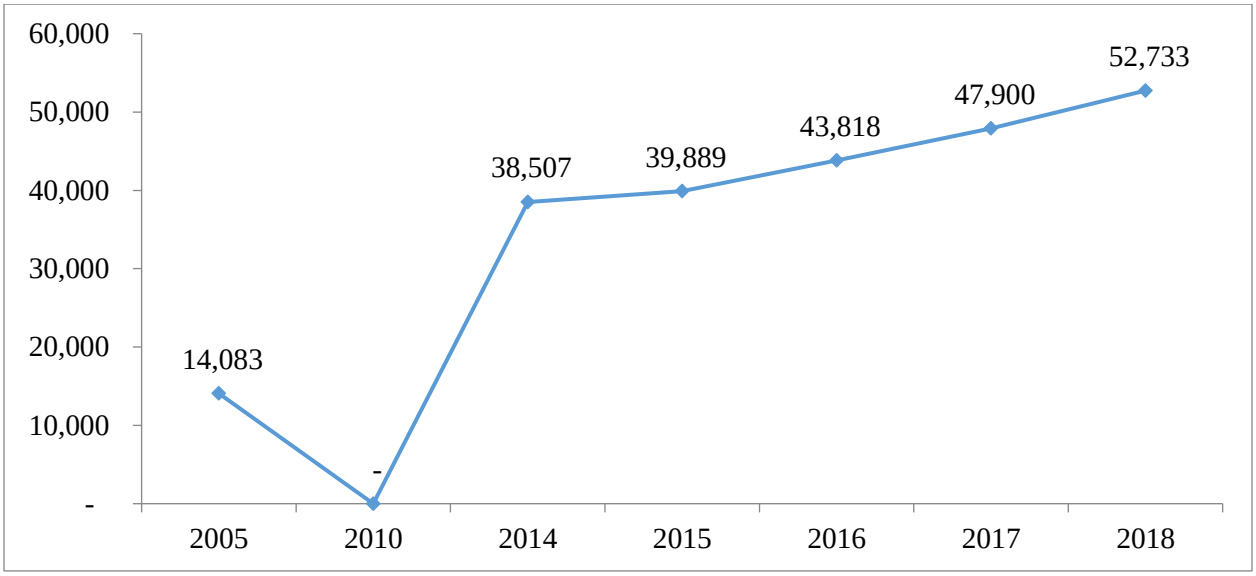
[51] http://www.dubaided.ae/StudiesAndResearchDocument/Dubai-Economic-Report-2018-Full-Report.pdf

**Figure 1.2.1: Import structure of the UAE for PTPs in 2018, %[52]**




*Source: World Integrated Trade Solution*

**Figure 1.2.2: UAE Imports of Flowers in 2005-2018 (in 1000 USD)**




*Source: World Integrated Trade Solution*

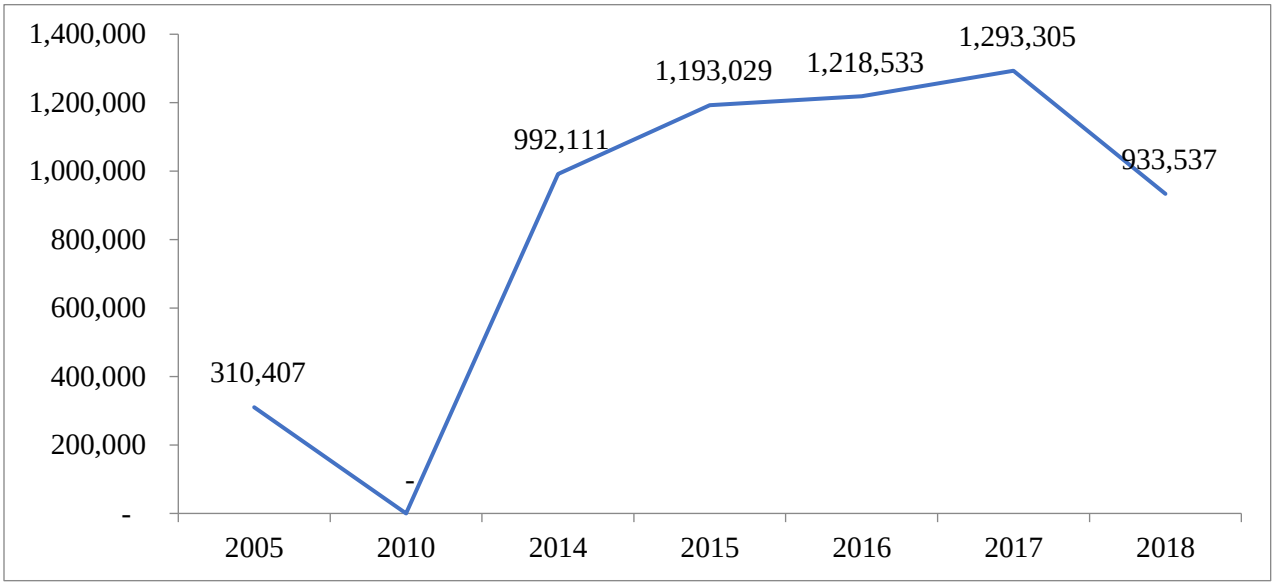
[52] Calculation has been made by the team based on data from UN Comtrade

**Table 1.2.1: Flowers Import Structure of the UAE by country in 2018**

| HS Code | Country | Share in Total Imports (%) | HS Code | Country | Share in Total Imports (%) | HS Code | Country | Share in Total Imports (%) | HS Code | Country | Share in Total Imports (%) |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 60390 Dried, dyed, bleached or otherwise prepared cut | China | 2.7 | 60310 Fresh cut flowers and buds | Ethiopia | 8.5 | 60491 Fresh parts of plants, without flowers or buds, and grasses | Colombia | 2.6 | 60499 Parts of plants, without flowers or buds | Norway | 4.339493 |
| | South Africa | 2.8 | | India | 8.8 | | Australia | 5.1 | | Finland | 4.714329 |
| | Italy | 3.3 | | Kenya | 27.4 | | Italy | 6.7 | | Netherlands | 4.865423 |
| | Thailand | 4.2 | | Netherlands | 31.5 | | Malaysia | 7.5 | | Spain | 4.961564 |
| | Kenya | 5.3 | | | | | United States | 9.7 | | Germany | 16.79665 |
| | Ecuador | 18.5 | | | | | Sri Lanka | 16.6 | | China | 26.67103 |
| | Netherlands | 25.4 | | | | | Netherlands | 18.3 | | India | 27.75705 |
| | India | 28.8 | | | | | India | 26.5 | | | |

*Source: World Integrated Trade Solution*

**Figure 1.2.3: The UAE Import of Greenhouse crops in 2005-2018 (in 1000 USD)**




*Source: World Integrated Trade Solution*

**Table 1.2.2: Major import partners of the UAE for berries in 2018**

| HS Code | Country | Share in Total Group Import | HS Code | Country | Share in Total Group Import | HS Code | Country | Share in Total Group Import |
|---|---|---|---|---|---|---|---|---|
| 81020 Raspberries, blackberries, mulberries and logan | Peru | 4.8 | 81030 Black, white or red currants and gooseberries, fresh | United States | 1.1 | 81010 Strawberries, fresh | Netherlands | 4.4 |
| | Netherlands | 5.6 | | Mexico | 2.5 | | Australia | 8.0 |
| | Spain | 6.1 | | Chile | 13.1 | | Morocco | 9.1 |
| | Mexico | 25.6 | | India | 30.5 | | Egypt, Arab Rep. | 14.6 |
| | United States | 48.6 | | Netherlands | 48.6 | | United States | 49.3 |
| 81090 Other fruit, fresh, nes | Spain | 4.6 | 81040 Cranberries, milberries…etc, fresh | Chile | 8.7 | 81110 Strawberries, frozen | Morocco | 2.2 |
| | United States | 5.1 | | Mexico | 11.7 | | France | 2.3 |
| | New Zealand | 5.2 | | South Africa | 12.7 | | Netherlands | 3.6 |
| | Italy | 6.6 | | Spain | 13.1 | | Belgium | 7.5 |
| | Vietnam | 7.0 | | United States | 13.5 | | Poland | 21.9 |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Thailand | 7.4 | | Canada | 16.7 | | Egypt, Arab Rep. | 57.9 |
| | India | 35.7 | | United Kingdom | 2.1 | | | |
| **81120 Raspberries, blackberries...etc, frozen** | United Kingdom | 7.5 | | Iran, Islamic Rep. | 3.2 | | | |
| | Poland | 7.8 | | United States | 6.8 | | | |
| | Serbia, FR(Serbia/Montenegro) | 11.6 | | Thailand | 33.9 | | | |
| | France | 15.6 | | India | 41.2 | | | |
| | Netherlands | 19.5 | | | | | | |
| | Belgium | 20.0 | | | | | | |

*Source: World Integrated Trade Solution*

## Annex 1.3: Qatar

The Qatar is a market with a population of around 2.8 million[53]. Qatari nationals in 2019 made up only 10.5% of a total population[54]. GDP in 2018 was USD 191 billion. It was decreased between 2014 and 2017 but improved its position from 2017 to 2018.

### Table 1.3.1: GDP structure of Qatar (2014-2018), in billion USD

| | 2014 | 2015 | 2016 | 2017 | 2018 |
|---|---|---|---|---|---|
| **Gross Domestic Product (GDP)** | 206.22 | 161.74 | 151.73 | 166.93 | 191.36 |
| **Contribution of Agriculture, forestry and fishing** | 0.24 | 0.26 | 0.28 | 0.31 | 0.34 |
| **Portion of Agriculture, forestry and fishing** | 0.12% | 0.16% | 0.18% | 0.19% | 0.18% |

*Source: General Economic Statistics, 2019*

Still Qatar is high income country with USD 68,793 per capita GDP. The Qatar's economy is the third largest in the GCC and the 54$^{th}$ in the World. The prosperity of Qatar is heavily dependent on international trade and it adopts an open economy. Qatar is a member of the GCC and its trade regime is comparatively open. Qatar has also cooperative partnership with the organisation for Economic Cooperation and Development (OECD).

Cultivated land distribution have the following picture: the highest portions of cultivated land are under green fodder (58%), vegetables (21%) and date palm (18%).

Qatar's consumer spending increased between 2010 and 2018[55]. Also, per capita consumer spending has increased through the year (2000-2017)[56].

### Table 1.3.2: Aggregate supply and self-sufficiency of fruits (including dates) and vegetables, 2018

| 2018 | | | | | | |
|---|---|---|---|---|---|---|
| **Product** | **Self-sufficiency, %** | **Re-exports, tons** | **Exports, tons** | **Available for consumption, tons** | **Imports, tons** | **Local production, tons** |
| **Fruits (including dates)** | 10.68 | 1,085.00 | 435.00 | 274,004.00 | 246,247.00 | 29,277.00 |
| **Dates** | 75.24 | 409.00 | 435.00 | 38,557.00 | 10,389.00 | 29,012.00 |
| **Fruits** | 0.11 | 676.00 | - | 235,447.00 | 235,858.00 | 265.00 |
| **Vegetables** | 14.56 | 1,404.00 | - | 512,863.00 | 439,617.00 | 74,650.00 |

*Source: Doha Family website*

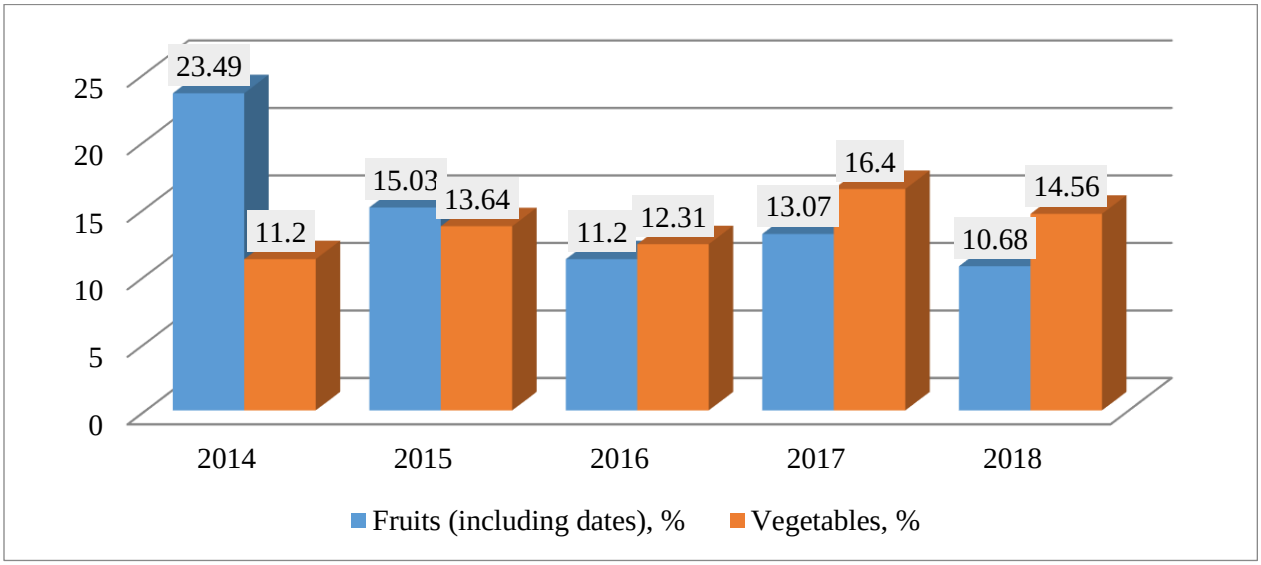
[53] Planning and Statistics Authority-https://www.psa.gov.qa/en/statistics1/StatisticsSite/Pages/KeyIndicators.aspx
[54] Priya Dsouza Communications-http://priyadsouza.com/population-of-qatar-by-nationality-in-2017/
[55] Trading Economics-https://tradingeconomics.com/qatar/consumer-spending
[56] Macrotrends-https://www.macrotrends.net/countries/QAT/qatar/consumer-spending

**Table 1.3.3: Large agricultural producers**

| Commercial farm | Product | Sales point |
|---|---|---|
| **AGRICO** | Tomato, cucumber, lettuce and other leafy green haseolustte, capsicum, spring onion, beans, aubergine, chili, strawberry | Al Meera, Carrefour, the Fruit and Vegetable Market, Lulu Hypermarket, Monoprix |
| **Global Farm For Agricultural Supplies** | Lettuce, cucumber, tomato, strawberry, aubergine, chilli, mint, broccoli, capsicum, cabbage, honey | Al Meera, farmers' markets, Carrefour |
| **(SAIC)ict** | Tomato, cucumber, aubergine, capsicum, strawberry, cauliflower, seedless eggplant, Chinese cabbage, Korean radish | the Fruit and Vegetable Market, Family Food Center |

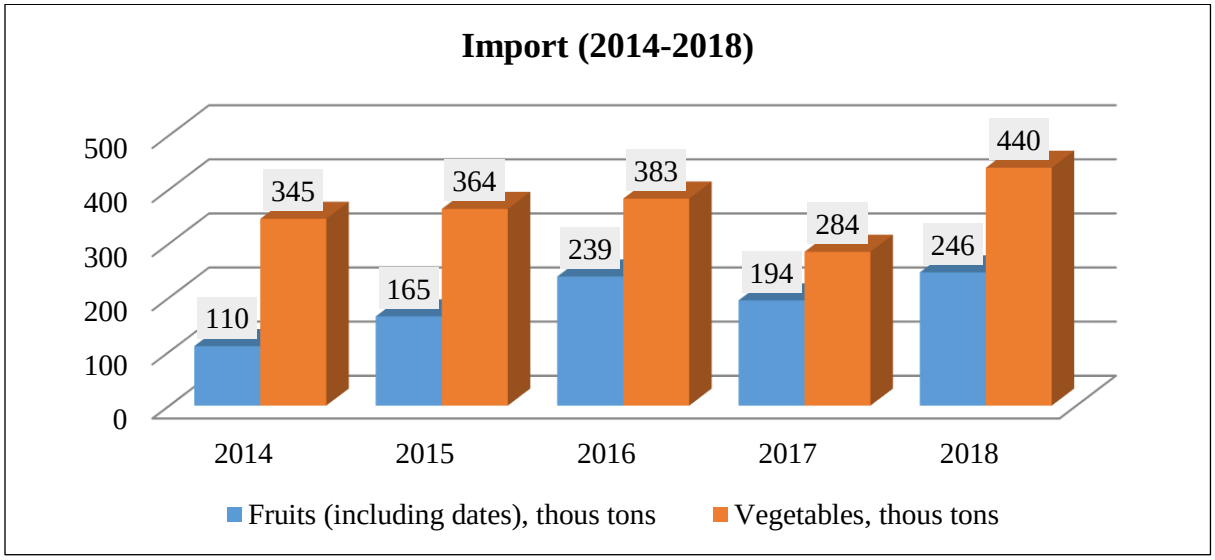
*Source: Doha Family website*

**Figure 1.3.1: Self-sufficiency in terms of fruits and vegetables (2014-2018)**




*Source: Planning and Statistics Authority of Qatar, Agricultural Statistics, 2018-2014*

**Figure 1.3.2: Import of fruits and vegetables (2014-2018)**




*Source: Planning and Statistics Authority of Qatar, Agricultural Statistics, 2018-2014*

Qatar imports over the 90% of its food requirements. Qatar is also a net importer in terms of fruits and vegetables. In 2018, Qatar imported fruits and vegetables 246.24 thousand tons and 439.62 thousand tons, respectively. Country's self-sufficiency level in 2018 for fruits and for vegetables was respectively 10.68% and 14.1% (Annex 1.3, Table 1.3.2 and Figure 1.3.2). In terms of flowers the import value for 2018 constituted to be USD 20.7mln and imports had increased by 13% from 2014 to 2018. In 2018, the main import partners in terms of PTPs were India, Iran, United States, Jordan, Lebanon, South Africa, Philippines, Netherlands, and Australia.

### Annex 1.4: Kuwait

Kuwait is a small, but wealthy, relatively open country with 3 mln population, where the crude oil reserves are more than 6% of world reserves. Currently, the oil sector is over half of GDP and 92% of export, thus it constitutes 90% of government income. The public sector employs about 74% of citizens, but last few years, the Government started activities to diversify its economy or bolster the private sector but with small success.

Major export partners of Kuwait are South Korea, China, Japan, India, Singapore, and US. The major export countries are: oil and refined products and fertilizers. The major import partners are: China, US, UAE, Saudi Arabia, Germany, Japan, India and Italy. The major import products are: food, construction materials, vehicles and parts, clothing, etc.

## Table 1.4.1: Imports Structure of PTPs of Kuwait in 2018

| Product | HS Code | Country | USD | Product | HS Code | Country | USD | Product | HS Code | Country | USD |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Fresh cut flowers and buds | 60310 | India | 631,034 | Tomatoes, fresh or chilled | 70200 | Turkey | 839,399 | Vegetables, brassica; edible, nes in heading no. 0704, fresh or chilled | 70490 | India | 1,765,437 |
| Fresh cut flowers and buds | 60310 | Egypt | 770,591 | Tomatoes, fresh or chilled | 70200 | Egypt | 2,646,394 | Cabbage lettuce, fresh or chilled | 70511 | Saudi Arabia | 449,354 |
| Fresh cut flowers and buds | 60310 | Thailand | 893,942 | Tomatoes, fresh or chilled | 70200 | Netherlands | 2,649,863 | Cabbage lettuce, fresh or chilled | 70511 | Egypt | 1,026,640 |
| Fresh cut flowers and buds | 60310 | Ethiopia | 1,074,682 | Tomatoes, fresh or chilled | 70200 | Jordan | 23,792,687 | Cabbage lettuce, fresh or chilled | 70511 | Spain | 1,424,435 |
| Fresh cut flowers and buds | 60310 | Colombia | 1,552,335 | Onions and shallots, fresh or chilled | 70310 | Saudi Arabia | 489,983 | Cabbage lettuce, fresh or chilled | 70511 | Lebanon | 3,476,573 |
| Fresh cut flowers and buds | 60310 | Kenya | 1,963,506 | Onions and shallots, fresh or chilled | 70310 | Turkey | 548,969 | Cabbage lettuce, fresh or chilled | 70511 | Netherlands | 4,204,247 |
| Fresh cut flowers and buds | 60310 | Ecuador | 6,694,524 | Onions and shallots, fresh or chilled | 70310 | United States | 555,368 | Cabbage lettuce, fresh or chilled | 70511 | Jordan | 4,664,064 |
| Fresh cut flowers and buds | 60310 | Netherlands | 7,345,292 | Onions and shallots, fresh or chilled | 70310 | Spain | 1,496,567 | Cabbage lettuce, fresh or chilled | 70511 | United States | 8,790,751 |

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Parts of plants, without flowers or buds | 60499 | Sri Lanka | 780,911 | Onions and shallots, fresh or chilled | 70310 | Yemen | 1,526,156 | Carrots and turnips, fresh or chilled | 70610 | Turkey | 465,501 |
| Seed potatos | 70110 | France | 696,107 | Onions and shallots, fresh or chilled | 70310 | Pakistan | 2,130,467 | Carrots and turnips, fresh or chilled | 70610 | United States | 1,181,355 |
| Other potatoes, fresh or chilled | 70190 | France | 526,633 | Onions and shallots, fresh or chilled | 70310 | Egypt | 3,628,581 | Carrots and turnips, fresh or chilled | 70610 | Saudi Arabia | 1,599,334 |
| Other potatoes, fresh or chilled | 70190 | Netherlands | 547,390 | Onions and shallots, fresh or chilled | 70310 | Iran | 5,749,723 | Carrots and turnips, fresh or chilled | 70610 | Australia | 4,396,205 |
| Other potatoes, fresh or chilled | 70190 | Syria | 566,898 | Onions and shallots, fresh or chilled | 70310 | India | 19,640,112 | Carrots and turnips, fresh or chilled | 70610 | China | 4,484,017 |
| Other potatoes, fresh or chilled | 70190 | United States | 1,419,853 | Garlic, fresh or chilled | 70320 | China | 9,313,253 | Vegetables, root; salad beetroot, salsify, celeric, radishes and similar edible roots, fresh or chilled | 70690 | Sri Lanka | 547,534 |
| Other potatoes, fresh or chilled | 70190 | Iran | 2,122,166 | Cauliflowers and headed broccoli, fresh or chilled | 70410 | Spain | 719,187 | Vegetables; cucumbers and gherkins, fresh or chilled | 70700 | India | 3,324,581 |
| Other potatoes, fresh or chilled | 70190 | India | 2,183,743 | Cauliflowers and headed broccoli, fresh or chilled | 70410 | Egypt | 941,092 | Vegetables, leguminous; beans (vigna spp94haseoluslus spp.), shelled or unshelled, fresh or chilled | 70820 | India | 803,191 |

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Other potatoes, fresh or chilled | 70190 | Germany | 4,165,483 | Cauliflowers and headed broccoli, fresh or chilled | 70410 | Netherlands | 1,026,450 | Vegetables, leguminous; (other than peas and beans), shelled or unshelled, fresh or chilled | 70890 | Saudi Arabia | 578,790 |
| Other potatoes, fresh or chilled | 70190 | Pakistan | 4,910,242 | Cauliflowers and headed broccoli, fresh or chilled | 70410 | Australia | 1,322,743 | Vegetables, leguminous; (other than peas and beans), shelled or unshelled, fresh or chilled | 70890 | India | 755,189 |
| Other potatoes, fresh or chilled | 70190 | Lebanon | 9,632,777 | Cauliflowers and headed broccoli, fresh or chilled | 70410 | Saudi Arabia | 1,523,521 | Vegetables; asparagus, fresh or chilled | 70920 | Thailand | 1,621,386 |
| Other potatoes, fresh or chilled | 70190 | Egypt | 1,0587,837 | Cauliflowers and headed broccoli, fresh or chilled | 70410 | Jordan | 1,711,096 | Vegetables; aubergines, (egg plants), fresh or chilled | 70930 | India | 914,520 |
| Tomatoes, fresh or chilled | 70200 | Morocco | 589,630 | Brussels sprouts, fresh or chilled | 70420 | Jordan | 706,582 | Vegetables; aubergines, (egg plants), fresh or chilled | 70930 | Jordan | 1,067,871 |
| Tomatoes, fresh or chilled | 70200 | Syria | 598,944 | Brussels sprouts, fresh or chilled | 70420 | Saudi Arabia | 2,667,007 | Vegetables; aubergines, (egg plants), fresh or chilled | 70930 | Egypt | 1,140,973 |
| Aubergines, fresh or chilled | 70930 | Saudi Arabia | 1,707,029 | Sweet corn, frozen | 71040 | United States | 1,344,679 | Nuts, edible; cashew nuts, fresh or dried, whether or not shelled or peeled | 80130 | Brazil | 1,447,508 |
| Celery, fresh or chilled | 70940 | United States | 1,308,677 | Sweet corn, frozen | 71040 | Spain | 1,443,517 | Nuts, edible; cashew nuts, fresh or dried, | 80130 | Vietnam | 3,317,951 |

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | whether or not shelled or peeled | | | |
| Mushrooms, fresh or chilled | 70951 | Oman | 1,316,797 | Sweet corn, frozen | 710 40 | New Zealand | 2,101,685 | Nuts, edible; cashew nuts, fresh or dried, whether or not shelled or peeled | 80130 | India | 17,531,050 |
| Mushrooms, fresh or chilled | 70951 | Lebanon | 1,347,261 | Vegetables, frozen, nes | 710 80 | Egypt | 3,820,995 | Almonds without shells, fresh or dried | 80212 | Spain | 455,598 |
| Mushrooms, fresh or chilled | 70951 | Morocco | 1,606,049 | Mixtures of vegetables, frozen | 710 90 | Belgium | 559,724 | Almonds without shells, fresh or dried | 80212 | Chile | 526,114 |
| Mushrooms, fresh or chilled | 70951 | Tunisia | 2,275,595 | Mixtures of vegetables, frozen | 710 90 | New Zealand | 706,179 | Almonds without shells, fresh or dried | 80212 | UAE | 602,474 |
| Mushrooms, fresh or chilled | 70951 | Netherlands | 7,772,264 | Mixtures of vegetables, frozen | 710 90 | Egypt | 1,299,950 | Almonds without shells, fresh or dried | 80212 | Australia | 1,160,111 |
| Mushrooms, fresh or chilled | 70951 | Iran | 54,730,624 | Dried chickpeas, shelled | 713 20 | Turkey | 574,339 | Almonds without shells, fresh or dried | 80212 | United States | 13,875,029 |
| Other vegetables, fresh or chilled, nes | 70990 | Sri Lanka | 947,874 | Dried chickpeas, shelled | 713 20 | Mexico | 815,196 | Walnuts in shell, fresh or dried | 80231 | United States | 632,510 |
| Other vegetables, fresh or chilled, nes | 70990 | Egypt | 1,099,037 | Dried chickpeas, shelled | 713 20 | Russia | 1,116,561 | Walnuts without shells, fresh or dried | 80232 | Chile | 1,797,317 |
| Other vegetables, | 70990 | Thailand | 1,131,811 | Dried chickpeas, shelled | 713 20 | India | 2,041,316 | Walnuts without shells, fresh or dried | 80232 | United States | 3,765,801 |

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| fresh or chilled, nes | | | | | | | | | | | |
| Other vegetables, fresh or chilled, nes | 70990 | Lebanon | 1,712,540 | Dried chickpeas, shelled | 713 20 | UAE | 4,004,500 | Chestnuts, fresh or dried | 80240 | China | 475,683 |
| Other vegetables, fresh or chilled, nes | 70990 | Iran | 2,166,202 | Dried beans, shelled, nes | 713 39 | UAE | 561,213 | Pistachio, fresh or dried | 80250 | United States | 3,163,420 |
| Other vegetables, fresh or chilled, nes | 70990 | Jordan | 3,231,714 | Dried lentils, shelled | 713 40 | Turkey | 2,770,092 | Pistachio, fresh or dried | 80250 | Iran | 3,224,017 |
| Other vegetables, fresh or chilled, nes | 70990 | Saudi Arabia | 3,296,397 | Dried lentils, shelled | 713 40 | UAE | 5,086,257 | Other nuts, fresh or dried, n.e.s | 80290 | Australia | 1,464,436 |
| Other vegetables, fresh or chilled, nes | 70990 | Bangladesh | 4,050,011 | Dried broad beans and horse beans, shelled | 713 50 | Egypt | 499,745 | Other nuts, fresh or dried, n.e.s | 80290 | United States | 1,724,386 |
| Other vegetables, fresh or chilled, nes | 70990 | United States | 4,322,968 | Dried leguminous vegetables, shelled, nes | 713 90 | UAE | 3,788,523 | Other nuts, fresh or dried, n.e.s | 80290 | Pakistan | 1,812,873 |
| Other vegetables, fresh or chilled, nes | 70990 | Netherlands | 8,782,529 | Sweet potatoes, fresh or dried | 714 20 | Egypt | 1,273,021 | Strawberries, fresh | 81010 | Australia | 1,321,275 |
| Other vegetables, | 70990 | India | 21,876,663 | Coconuts, fresh or dried | 801 10 | Indonesia | 483,391 | Strawberries, fresh | 81010 | Egypt | 2,818,210 |

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| fresh or chilled, nes | | | | | | | | | | | |
| Potatoes, frozen | 71010 | United States | 459,776 | Coconuts, fresh or dried | 80110 | Vietnam | 1,352,303 | Strawberries, fresh | 81010 | United States | 18,566,445 |
| Shelled or unshelled peas, frozen | 71021 | New Zealand | 803,938 | Coconuts, fresh or dried | 80110 | India | 2,961,121 | Raspberries, blackberries, mulberries and logan | 81020 | Mexico | 816,001 |
| Spinach, frozen | 71030 | Egypt | 494,222 | Cashew nuts, fresh or dried | 80130 | United States | 756,594 | Raspberries, blackberries, mulberries and logan | 81020 | South Africa | 1,073,974 |
| Raspberries, blackberries, mulberries and logan | 81020 | United States | 12,256,452 | Other fruit, fresh, nes | 81090 | Thailand | 1,123,696 | Fruit, edible; fruit and nuts n.e.s. in heading no. 0812, provisionally preserved, but unsuitable in that state for immediate consumption | 81290 | India | 867,622 |
| Other fruit, fresh, nes | 81090 | Turkey | 491,303 | Other fruit, fresh, nes | 81090 | Italy | 1,357,335 | Fruit, edible; apricots, dried | 81310 | Turkey | 600,083 |
| Other fruit, fresh, nes | 81090 | Peru | 580,943 | Other fruit, fresh, nes | 81090 | New Zealand | 1,985,977 | Fruit, edible; fruit n.e.s. in heading no. 0812, dried | 81340 | Saudi Arabia | 463,379 |
| Other fruit, fresh, nes | 81090 | Spain | 640,542 | Other fruit, fresh, nes | 81090 | Yemen | 1,991,847 | Fruit, edible; fruit n.e.s. in heading no. 0812, dried | 81340 | Thailand | 899,470 |
| Other fruit, fresh, nes | 81090 | Chile | 863,647 | Other fruit, fresh, nes | 81090 | Egypt | 3,244,757 | Fruit, edible; fruit n.e.s. in heading no. 0812, dried | 81340 | India | 931,628 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| Other fruit, fresh, nes | 81090 | Greece | 1,084,378 | Other fruit, fresh, nes | 81090 | India | 7,875,438 |
| Other fruit, fresh, nes | 81090 | Tunisia | 1,091,450 | Other fruit, fresh, nes | 81090 | Lebanon | 9,062,386 |
| Other fruit, fresh, nes | 81090 | Thailand | 1,123,696 | Strawberris, frozen | 81110 | Egypt | 1,191,181 |

*Source: World Integrated Trade Solution*

### Table 1.4.2: Major Imported Vegetables in 2018 of Kuwait

| Product | HS Code | Share in Total Veg. Imports |
|---|---|---|
| **Vegetables; edible, n.e.s., fresh or chilled** | 70990 | 55.51% |
| **Vegetables; spinach, New Zealand spinach and orache spinach (garden spinach), fresh or chilled** | 70970 | 20.73% |
| **Vegetables; truffles, fresh or chilled** | 70952 | 7.93% |
| **Vegetables; mushrooms, fresh or chilled** | 70951 | 8.27% |

*Source: World Integrated Trade Solution*

### Table 1.4.3: Fruits import of Kuwait in 2018

| Products | Country | Imports in US | Share in Total Product Code | Products | Country | Imports in US | Share in Total Product Code |
|---|---|---|---|---|---|---|---|
| **Plums** | World | 6104546 | | Apple | World | 34637165 | |
| **Plums** | South Africa | 1242000 | 20.35 | Apple | United States | 6861032 | 19.81 |
| **Plums** | Lebanon | 1012558 | 16.59 | Apple | Chile | 4927502 | 14.23 |
| **Plums** | Australia | 987920 | 16.18 | Apple | France | 4919396 | 14.20 |
| **Plums** | Tunisia | 674058 | 11.04 | Apple | Lebanon | 4213234 | 12.16 |
| **Plums** | Turkey | 438220 | 7.18 | Apple | Italy | 3709683 | 10.71 |
| **Plums** | Egypt, Arab Rep. | 405321 | 6.64 | Apple | China | 1992931 | 5.75 |
| **Plums** | United States | 367773 | 6.02 | Apple | Iran, Islamic Rep. | 1627222 | 4.70 |
| **Plums** | Italy | 275607 | 4.51 | Apple | South Africa | 1586070 | 4.58 |
| **Plums** | Chile | 254471 | 4.17 | Apple | New Zealand | 1318753 | 3.81 |
| **Plums** | Spain | 233217 | 3.82 | Apple | Turkey | 886829 | 2.56 |
| **Peaches** | World | 9598352 | | Apple | Poland | 497749 | 1.44 |
| **Peaches** | Lebanon | 5167674 | 53.84 | Apple | Greece | 476500 | 1.38 |
| **Peaches** | Australia | 1579635 | 16.46 | Apple | Spain | 397088 | 1.15 |
| **Peaches** | Jordan | 1035546 | 10.79 | Cherries | World | 8057226 | 0.00 |
| **Peaches** | South Africa | 803462 | 8.37 | Cherries | Lebanon | 6406144 | 79.51 |
| **Peaches** | United States | 302660 | 3.15 | Cherries | Australia | 892372 | 11.08 |
| **Peaches** | Tunisia | 300593 | 3.13 | Cherries | Turkey | 191172 | 2.37 |
| **Peaches** | Turkey | 115174 | 1.20 | Cherries | United States | 168630 | 2.09 |
| **Peaches** | Egypt, Arab Rep. | 101962 | 1.06 | Cherries | Syrian Arab Republic | 106309 | 1.32 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| **Apricots** | World | 3502356 | 0.00 | Pears and quinces | World | 12389036 | 0.00 |
| **Apricots** | Lebanon | 1912841 | 54.62 | Pears and quinces | Lebanon | 7719742 | 62.31 |
| **Apricots** | South Africa | 367099 | 10.48 | Pears and quinces | South Africa | 2861920 | 23.10 |
| **Apricots** | Australia | 318975 | 9.11 | Pears and quinces | Spain | 657944 | 5.31 |
| **Apricots** | Turkey | 298186 | 8.51 | Pears and quinces | Turkey | 237204 | 1.91 |
| **Apricots** | Jordan | 243490 | 6.95 | Pears and quinces | United States | 194233 | 1.57 |
| **Apricots** | Tunisia | 221372 | 6.32 | Pears and quinces | Chile | 175804 | 1.42 |
| **Apricots** | Saudi Arabia | 40657 | 1.16 | Pears and quinces | China | 173607 | 1.40 |
| **Apricots** | Syrian Arab Republic | 40362 | 1.15 | Pears and quinces | Belgium | 123957 | 1.00 |

*Source: World Integrated Trade Solution*

### Annex 1.5: Egypt

Egypt is the most populous (approximately 98.4 million (2018)) country in the ME and having a tendency of population growth (high fertility ra–e - 3.2 birth/female). The Egyptian economy suffered in mid 2010s from drastic falls in foreign investment and tourism revenues, as well as due to fuel shortages, the devaluation of Egyptian currency and rapid increases of food prices.

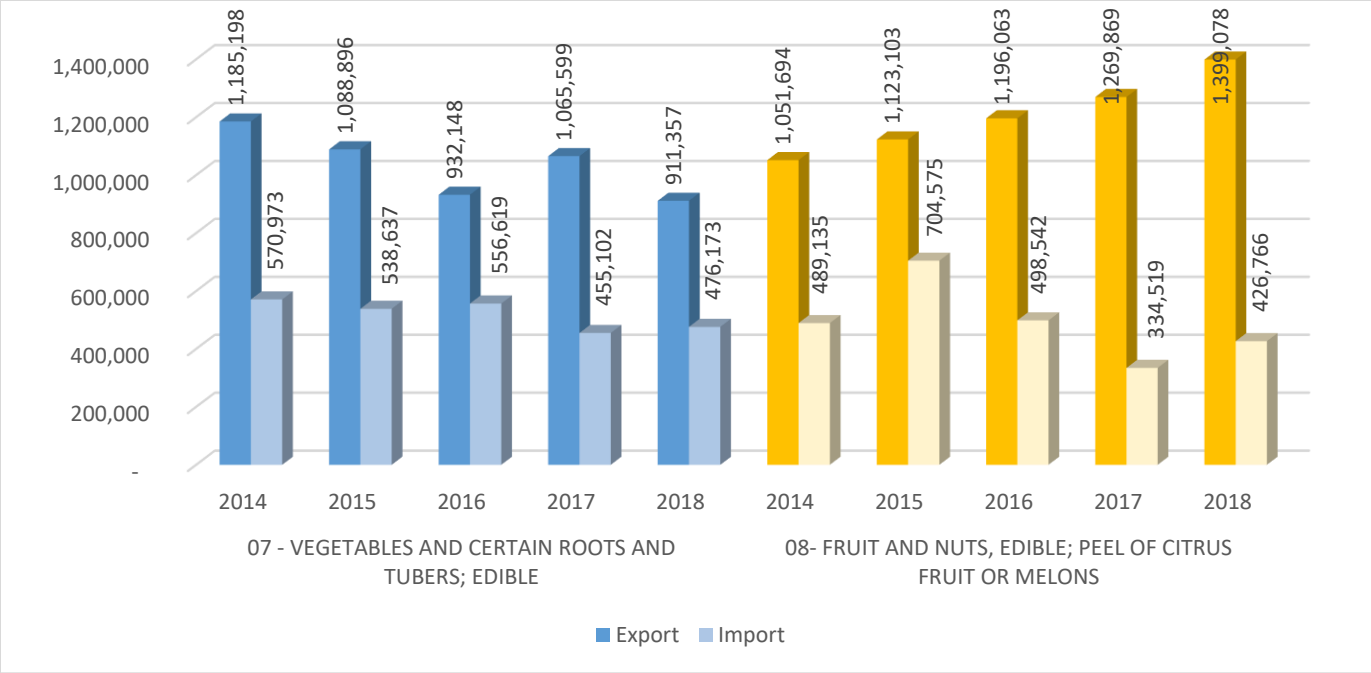
Current economic situation shows signs of recovery – the inflation drops, unemployment rate decreases and tourism sector recovers. According to the IMF, the per capita GDP of USD 3.48 thousand (IMF, October 2019)[57]. The oil industry dominates the Egyptian industry, as the country constitutes a significant player in the global market in the energy sector. Moreover, Egypt also produces considerable quantities of natural gas.

Agriculture is a major component of the Egyptian economy, contributing 14.5 percent of the country's GDP. Total agriculture land is around 37,338 square kilometres in 2016 (World bank) , which comprised about 3.7% of total land of the Egypt[58]. Moreover, the arable land comprised about 2.8% of total land in Egypt. Egypt's agriculture sector is dominated by small farms using traditional practices that do not meet international standards (USAID mission in Egypt)[59].

Egypt has the largest population of Internet users in the MENA region, amounting to 45 million users[60] [61]. Most internet users are between 15 and 44 years-old, have tertiary education, and are almost equally likely to be male or female. Most of them uses the mobile phones to access the web and social medias, as over 97% Egyptians owns one. Among internet users, social medias such as Facebook, YouTube, Twitter, and Instagram are becoming increasingly popular. Currently, Egyptians spend an average of three hours on social networks, mostly to exchange messages[62] . Social media platforms provide several opportunities for brand marketing in the Egyptian market. However, in order to plan and implement a successful advertising strategy through social medias, it is essential to understand the different platforms and digital advertising agencies may provide companies with support to develop a successful digital marketing strategy.

[57] https://www.imf.org/external/datamapper/NGDPDPC@WEO/OEMDC/ADVEC/WEOWORLD/EGY
[58] https://data.worldbank.org/indicator/AG.LND.AGRI.ZS?locations=EG
[59] https://www.usaid.gov/sites/default/files/documents/1883/USAIDEgypt_EG-Agriculture_Fact_Sheet_September_2019_EN.pdf
[60] Advertising and marketing in Egypt, https://www.nordeatrade.com/fi/explore-new-market/egypt/marketing
[61] 2017 Trends Report: The Top Online Statistics in Egypt, http://consultyasser.com/egypt-digital-report-2017-toponline-statistics/
[62] Euromonitor International: Consumers Lifestyles, 2018

**Figure 1.5.1. Export and import figures for fruit and vegetable (in 1000 USD)**




*Source: World Integrated Trade Solution, World Bank*

**Table 1.5.1. Import structure of flowers of the Egypt by country in 2018 (in 1000 USD)**

| HS code | Country | In 1000 USD | HS code | Country | In 1000 USD |
|---|---|---|---|---|---|
| **60310**<br>**Fresh cut flowers and buds** | China | 0.2 | **60390**<br>**Dried, dyed, bleached or otherwise prepared cut** | China | 7.0 |
| | Spain | 2.6 | | India | 8.2 |
| | Finland | 0.3 | | Kenya | 75.5 |
| | France | 0.4 | | Netherlands | 28.3 |
| | India | 14.8 | | Thailand | 14.1 |
| | Kenya | 759.0 | **60491**<br>**Fresh parts of plants, without flowers or buds, and grasses** | Italy | 30.9 |
| | Netherlands | 214.6 | | Netherlands | 23.6 |
| | Saudi Arabia | 1.0 | **60499** | China | 3.8 |

| | | | | | |
|---|---|---|---|---|---|
| | Thailand | 89.6 | **Parts of plants, without flowers or buds** | Nigeria | 0.0 |
| | Uganda | 7.9 | | Netherlands | 3.3 |
| | | | | Unspecified | 1.5 |

## Annex 1.6: Jordan

The Hashemite Kingdom of Jordan (Jordan) is a small (88,802 square kilometers), largely landlocked country in western Asia. The country is highly urbanized, with 91% of the population living in urban areas. GDP in Jordan was 44.4 billion USD in 2019. In 2019, Jordan performed important structural reforms, introducing new regulations and becoming one of the top 20 performers in the World Bank's 2020 Doing Business report.[63]The country has been ranked 75 from 190 countries in the ''Ease of Doing Business'' category in 2019 which is a big step forward from 104 in 2018[64].

The economically active population in Jordan is around 6.25 million people, which is 61% of the population including the refugees.

Agriculture's contribution to GDP in Jordan was quite stable over the last 5 years, fluctuating from 5.1% of GDP in 2015 to 5.63% in 2018[65]. Agriculture employs nearly 2-3% of the labor force. Agriculture in Jordan provides a small share of the local food consumption. Agricultural production in the country is very much typical to its geography and climate, mainly being composed of citrus fruits, cucumbers, olives and tomatoes[66].

Syrian Civil War and the crisis in Iraq had their adverse effects on Jordan's economy. Lack of the liquidity in the market has led Jordanian consumers to cut back purchases of imported products. The country is 98% dependent on imports of food products[67].

Exports of fruits (including nuts) from Jordan are mainly targeted to Gulf states, top export markets for vegetables were traditionally Syria and Iraq, but after the crisis hit the countries, export of vegetables shifted to Gulf countries[68].

Jordan has 6 Free Zones that are open to foreign investors: Quees Alia International Airport Free Zone, Karama Free Zone, Karak Free Zone, Aqaba Free Zone, Sahab Free Zone and Zarqa Free Zone. Free Zones are considered as outside of the customs territory. That is, the economic activities held in the zone are regarded as outside the Kingdom[69].

[63] The World Bank Group, ''The World Bank in Jordan'', https://www.worldbank.org/en/country/jordan/overview
[64] Trading Economics, ''Ease of Doing Business in Jordan'', https://tradingeconomics.com/jordan/ease-of-doing-business
[65] Statistica, ''Distribution of gross domestic product (GDP) across economic sectors Jordan 2018'', https://www.statista.com/statistics/385505/jordan-gdp-distribution-across-economic-sectors/
[66] Glenn Ojeda, ''Agricultural Production and Trade in Jordan'', https://farmfolio.net/articles/agricultural-production-trade-jordan/
[67] United States Department of Agriculture, Foreign Agricultural Service, Exporter Guide-2019 Annual, https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Exporter%20Guide_Amman_Jordan_12-_31-2019
[68] Bureau Leeters ''Export Value Chain Analysis Fruit and Vegetables Jordan'', http://www.bureauleeters.nl/data/103-wsXTPO1yf418/export-value-chain-fruit-vegetables-jordan-2016.pdf
[69] USAID, ''Development and Free Zones in Jordan'', http://amcham.jo/wp-content/uploads/2018/12/IB-Free-Zones-Development-Zones.pdf

## Annex 2. Summary of In-depth Interviews

As of March 31, 2020, a total 20 in depth/key informant interviews were conducted by the ICARE research team within the project.

- Russia still continues to be the main export market for PTPs.
- The ME market have not been fully explored yet.
- The UAE should be targeted as the main export destination among the PTCs, because of ease of doing business, more or less available logistic, more or less market information due to being one of the preferred destination for tourism for Armenians, already established contacts with UAE partners.
- The main export products to the ME were fresh strawberries, fresh tomatoes, fresh apricots, and fresh cherries.
- The export was mostly organized through passenger air transportation, thought the tomatoes were shipped via trucks.
- The prices for almost all PTPs are higher in the UAE than in Russia.
- Albion variety of strawberry is the one preferred in the GCC.
- Still they are critical shipment logistic issues for the producers.
- Armenian producers target the health-conscious affluent consumer groups in the ME market and therefore make sure that the small quantities supplied are well in line with tastes and other requirements of consumers.
- Product qualities, such as taste, freshness, and appearance, are the main competitive advantages of the Armenian products.
- There is no any established Armenian supplier this market.
- There is a need for the State Support to establish strategic alliances with the partners in the ME Countries, exporting to these countries, in cargo shipment, etc.

**Summary of interviews of Intermediaries**

- The intermediaries used the services of Fly Dubai Cargo and Qatar Airways for transportation of fresh fruits of up to 1 ton.
- Ground transportation has not been tested.
- Transportation of fresh fruits of up to 1 ton is efficient via air transportation and more tons via by sea. The latter was not yet tried as the attempts previously made were experimental and of up to 1 ton.
- Cooperation with the ME agents is difficult, as they may fail to work as agreed even when everything was collaboratively planned.
- Exports to less than USD 100,000 are extremely difficult to promote through local agents.

- Differences in religion should also be considered.

**Summary of interviews of other Project targeted groups**

- All bodies representatives stressed the importance of this market for Armenia and readiness to support.
- Target is still the UAE with its increasingly diverse market.

## Annex 3. Prices of PTPs in the ME

### Table 3.1: Price in Carrefour UAE, as of 12-Feb-2020

| Product name | Price in AED | Price in USD | Package in g | Per KG | Detailed information |
|---|---|---|---|---|---|
| **VEGETABLES** | | | | | |
| ***Tomato*** | | | | | |
| Red cherry tomatoes | 6.5 | 1.50 | 250 | | Red cherry tomatoes |
| Round tomato | 5.4 | 1.24 | | Yes | Round tomato |
| Red tomato bunch | 15.7 | 3.61 | | Yes | Red tomato bunch |
| Tomato beef medium | 9.9 | 2.28 | | Yes | Tomato beef medium |
| **Cucumber** | 4.95 | 1.14 | 500 | | |
| **Radish Red Round** | 3.95 | 0.91 | 125 | | Radish Red Round |
| **Sweet Potato (Lowest Price)** | 6.95 | 1.60 | | Yes | Sweet Potato (Lowest Price) |
| **Carrot** | 6.95 | 1.60 | | Yes | Carrot |
| **Beetroot** | 4 | 0.92 | | Yes | |
| ***Dried fruit*** | | | | | |
| Apple Rings | 13 | 2.99 | 80 | | Seeberger Apple Rings |
| Dried Strawberries | 75.15 | 17.28 | | Yes | Bayara Dried Strawberries |
| Mixed Dried Fruits & Nuts | 11.75 | 2.70 | 200 | | Bayara Mixed Dried Fruits & Nuts |
| Dried Fruits Figs | 18.8 | 4.32 | 200 | | Nectaflor Premium Selection Dried Fruits Figs |
| Dried Cranberries | 19.2 | 4.42 | 125 | | Seeberger Dried Cranberries |
| Dry Fruit Apricots | 15.25 | 3.51 | 200 | | Nectaflor Dry Fruit Apricots |
| Dried Pitted Prunes | 15.25 | 3.51 | 200 | | Nectaflor Dried Pitted Prunes |
| Dried Original Cranberries | 9.75 | 2.24 | 150 | | Ocean Spray Craisins Dried Original Cranberries |
| Fruits Figs | 19.95 | 4.59 | 200 | | Nectaflor Soft Fruits Figs |
| Dried Apricot | 13.4 | 3.08 | 250 | | Bayara Dried Apricot |

| | | | | | |
|---|---|---|---|---|---|
| Cranberries Fruit Snacks | 11 | 2.53 | 170 | | Del Monte Premium Cranberries Fruit Snacks |
| Dried Cranberries | 10.4 | 2.39 | 125 | | Bayara Dried Cranberries |
| Dried Cranberries with Orange Dried | 2.5 | 0.58 | 35 | | Mani Fruitality Dried Cranberries with Orange Dried |
| Fruits Prunes | 18.65 | 4.29 | 200 | | Nectaflor Soft Fruits Prunes |
| Fruit Snacks Cherries | 27.5 | 6.33 | 142 | | Del Monte Fruit Snacks Cherries |
| Apricots | 15.4 | 3.54 | 200 | | Seeberger Apricots |
| Prunes | 15.75 | 3.62 | 200 | | Seeberger Fitted Soft Prunes |
| Prunes Pitted | 15.6 | 3.59 | 200 | | Seeberger Prunes Pitted |
| Dried Apricots | 20.75 | 4.77 | 400 | | Bayara Dried Apricots Jumbo |
| Cranberries | 19 | 4.37 | 125 | | Nectaflor Soft Cranberries |
| Dried Figs | 26.95 | 6.20 | 500 | | Sofia Premium Turkish Dried Figs |
| ***Berries*** | | | | | |
| Blueberries | 17.95 | 4.13 | 312 | | Driscoll's Blueberries |
| Blueberries | 8.75 | 2.01 | 170 | | Driscoll's Blueberries |
| Blueberries | 7.35 | 1.69 | 125 | | Blueberries (Lowest Price) |
| Driscoll's Blackberries | 19.1 | 4.39 | 170 | | Driscoll's Blackberries |
| Red Currants | 16.45 | 3.78 | 125 | | |
| Strawberries | 17.95 | 4.13 | 250 | | Driscoll's Strawberries |
| Strawberries | 19.95 | 4.59 | | Yes | |
| Driscoll's Strawberries | 32.6 | 7.50 | 454 | | Strawberries |
| Strawberries | 3.95 | 0.91 | 250 | | Strawberries 250g (Egypt Origin) |
| Driscoll's Raspberries | 14.7 | 3.38 | 170 | | Raspberries |
| ***Nuts*** | | | | | |
| Cashew Nuts | 27.6 | 6.35 | | | Best Raw Cashew Nuts 325g |

| | | | | | |
|---|---|---|---|---|---|
| Almond Raw | 27.6 | 6.35 | | | Best Almond Raw Nuts 325g |
| Pecan Nuts | 28.6 | 6.58 | 125 | | Bayara Pecan Nuts Premium |
| Raw Almond Nuts | 24.15 | 5.55 | 500 | | Goodness Foods Raw Almond Nuts |
| Salted Mix Nuts | 28.1 | 6.46 | 375 | | Best Super Salted Mix Nuts |
| Brazil Nuts Shelled | 20.5 | 4.72 | 200 | | Seeberger Brazil Nuts Shelled |
| Mix Nuts | 12.3 | 2.83 | 300 | | Castania Regular Mix Nuts |
| Raw Cashew Nuts 240 | 58.55 | 13.47 | | Yes | Goodness Foods Raw Cashew Nuts 240 |
| Jumbo Salted Pista Nuts | 36.95 | 8.50 | 500 | | Goodness Foods Jumbo Salted Pista Nuts |
| Bayara Mixed Dried Fruits and Nuts | 50.4 | 11.59 | | Yes | Mixed Dried Fruits and Nuts |
| Salted Pistachios | 25.7 | 5.91 | 300 | | Bayara Salted Pistachios |
| Salted Pistachios | 13.8 | 3.17 | 160 | | Sunbites Salted Pistachios |
| Roasted & Salted Pistachio | 32.95 | 7.58 | 350 | | Crunchos Roasted & Salted Pistachio |
| Pistachio | 9.7 | 2.23 | 100 | | |
| Salt and Pepper Pistachios | 47.5 | 10.93 | 450 | | Salt and Pepper Pistachios 450g |
| Peanuts in Shell | 10.8 | 2.48 | 200 | | Castania Peanuts in Shell |
| Salted Peanuts | 11 | 2.53 | 300 | | Best Salted Peanuts |
| Salted Peanuts | 9.85 | 2.27 | 300 | | Bayara Salted Peanuts |
| Peanuts | 9.3 | 2.14 | 300 | | Crunchos Peanuts |
| Macadamias | 145.5 | 33.47 | | Yes | Bayara Premium Macadamias |
| Smoked Almonds | 5.0 | 1.15 | 40 | | Camel Smoked Almonds |
| Almonds Smoked | 24.4 | 5.61 | 200 | | Al Rifai Almonds Smoked |

| | | | | | |
|---|---|---|---|---|---|
| Walnuts | 108.55 | 24.97 | | Yes | Bayara Premium Walnuts |
| Walnuts | 26.6 | 6.12 | 250 | | Best Raw Walnuts |
| Walnuts | 15.25 | 3.51 | 125 | | Bayara Walnuts Jumbo |
| Walnuts | 31.25 | 7.19 | 200 | | Bayara Walnuts Chile |
| Walnuts | 46 | 10.58 | | Yes | Bayara Regular Walnuts |
| Walnuts | 78.5 | 18.06 | | Yes | Bayara Jumbo Walnuts |

**Table 3.2: Prices in Qatar, as of 12-Feb-202070**

| Product name | Price in QAR | Price in USD | Package in g | Per KG |
|---|---|---|---|---|
| **VEGETSBLES** | | | | |
| **Cherry tomato** | 28 | 7.56 | | Yes |
| **Tomato** | 10 | 2.70 | | Yes |
| **Cherry tomato orange** | 16.75 | 4.52 | 250 | |
| **Cucumber – Salad** | 4 | 1.08 | | Yes |
| **Cucumber** | 10 | 2.70 | | Yes |
| **Cucumber- Gherkins** | 18 | 4.86 | | Yes |
| **Zucchini** | 18 | 4.86 | | Yes |
| **Radish Red** | 5 | 1.35 | 125 | |
| **Sweet Potato** | 10 | 2.70 | | Yes |
| **Carrot** | 6 | 1.62 | | Yes |
| **Beetroot** | 11 | 2.97 | | Yes |
| ***Dried fruit &Nuts*** | | | | |
| **Peanuts** | 16 | 4.32 | | Yes |
| **Ground nuts** | 11.5 | 3.11 | | Yes |
| **Wonderful pista roast & salted** | 13 | 3.51 | 115 | |
| **AL RIFAI ALMOND SMOKED** | 25 | 6.75 | 200 | |
| **AL RIFAI PEANUT SALTED** | 11.25 | 3.04 | 250 | |
| **RAJWA WALNUT W/O SHELL** | 17.25 | 4.66 | 200 | |
| **RAJWA ALMOND PLAIN** | 14.25 | 3.85 | 200 | |
| **RAJWA CASHEW NUT WHITE** | 16.75 | 4.52 | 200 | |
| **Lulu Safawi Dates** | 19.75 | 5.33 | 375 | |
| **Lulu Mabroom Dates** | 24.75 | 6.68 | 375 | |
| **Lulu Mabroom Dates 750g** | 44.75 | 12.08 | 750 | |
| **Raisin Golden** | 14.75 | 3.98 | | Yes |

[70] https://getit.qa/

| | | | | |
|---|---|---|---|---|
| **Black Raisins** | 24.75 | 6.68 | | Yes |
| **Dehydrated Strawberry Whole** | 29.75 | 8.03 | 500 | |
| **Lulu Organic Dates Majdoul** | 37.25 | 10.06 | 500 | |
| **Dry Blueberries** | 32.25 | 8.71 | 250 | |
| **Dehydrated Cantaloupe Chunk** | 15 | 4.05 | 300 | |
| **Almond USA** | 22.25 | 6.01 | 500 | |
| **Cashew Nuts W320** | 56.5 | 15.26 | | Yes |
| **Dry Cranberry** | 10 | 2.70 | 250 | |
| **Al Rifai Egyption Seeds** | 14.25 | 3.85 | 180 | |
| **Wonderful Pistachios Roasted Salted** | 42.25 | 11.41 | 450 | |
| ***Berries*** | | | | |
| **Blueberry(Clam shell)** | 20.5 | 5.54 | 170 | |
| **Strawberry (Clam shell)** | 22 | 5.94 | 250 | |
| **Blackberry (Clam shell)** | 18 | 4.86 | 170 | |

### Table 3.3: Prices in Egypt, as of 12-Feb-2020

| Product name | Price in LE | Price in USD | Package in g | Per KG |
|---|---|---|---|---|
| **VEGETABLES** | | | | |
| **Tomato** | 8 | 0.51 | | Yes |
| **Organic tomatoes** | 24.95 | 1.60 | | Yes |
| **Greenhouse cucumber** | 12 | 0.77 | | Yes |
| **Organic cucumbers** | 29.99 | 1.92 | | Yes |
| **Radish - bunch** | 10 | 0.64 | | |
| **Sweet Potato** | 10 | 0.64 | | Yes |
| **Carrot** | 10 | 0.64 | | Yes |
| **Organic carrots** | 29.9 | 1.91 | | Yes |
| ***Dried fruit and nuts*** | | | | |
| **In shell cheese pistachios** | 56.7 | 3.63 | 100 | |
| **Shelled raw almonds** | 42 | 2.69 | | |
| **Roasted salted cashew** | 49.9 | 3.19 | 100 | |
| **Shelled raw pistachios** | 75.6 | 4.84 | 100 | |
| **Shelled walnuts** | 44.1 | 2.82 | 100 | |
| **Shelled raw hazelnuts** | 37.8 | 2.42 | 100 | |
| **Shelled raw pecan** | 85 | 5.44 | 100 | |
| **Shelled smoked almonds** | 46.2 | 2.96 | 100 | |
| **Shelled raw macadamia** | 95 | 6.08 | 100 | |
| **In shell salted pistachios** | 56.7 | 3.63 | 100 | |

| | | | | |
|---|---|---|---|---|
| **Shelled salted pecan** | 85 | 5.44 | 100 | |
| **Roasted hazelnuts** | 37.8 | 2.42 | 100 | |
| **Smoked pistachios** | 56.7 | 3.63 | 100 | |
| **Light raisins** | 29 | 1.86 | 250 | |
| **Dried apricots** | 47.5 | 3.04 | 250 | |
| **Plums prunes** | 45 | 2.88 | 250 | |
| ***Berries*** | | | | |
| **STRAWBERRY** | 25 | 1.60 | | Yes |

**Figure 3.1: Import Average Prices of PTPs in PTCs**

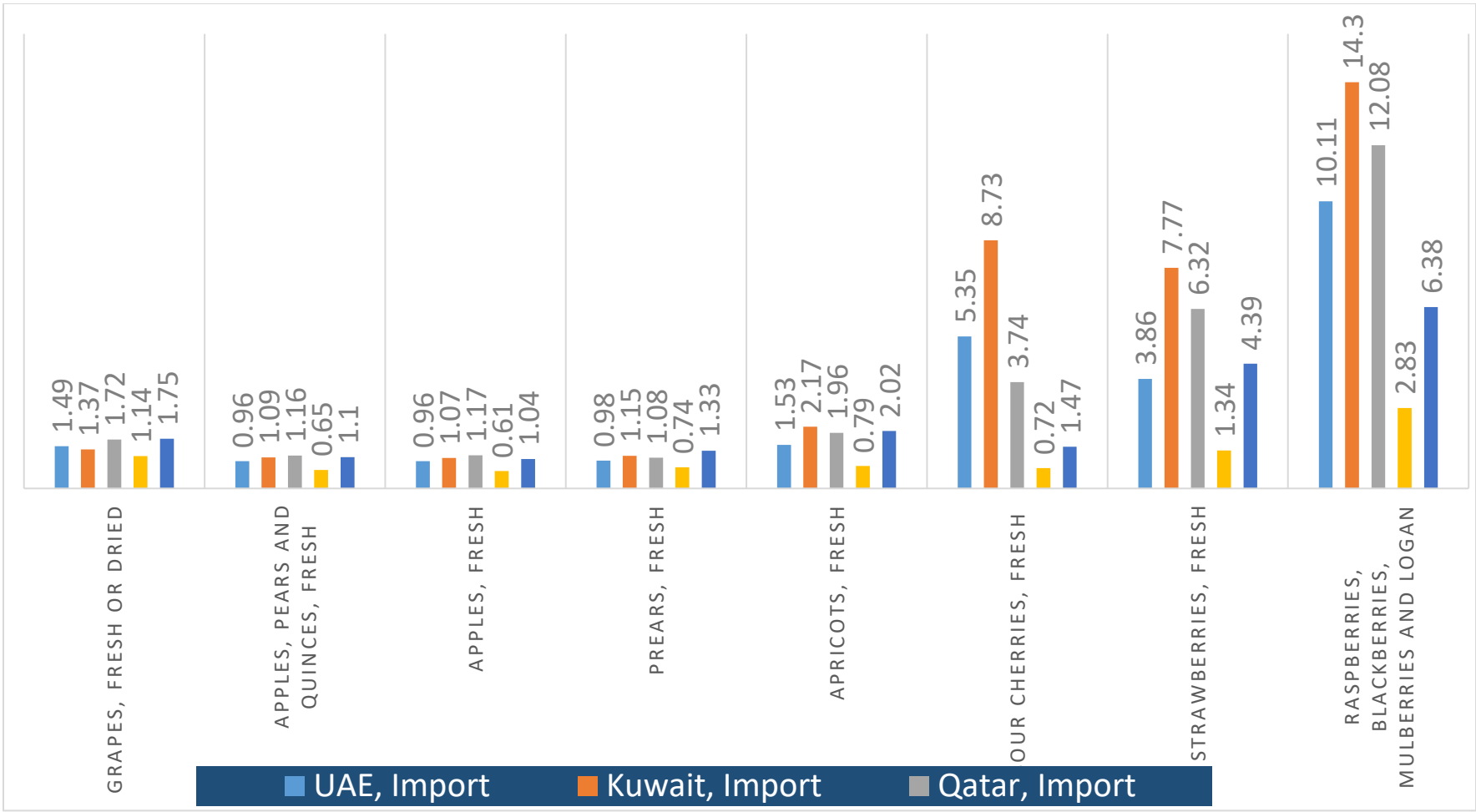
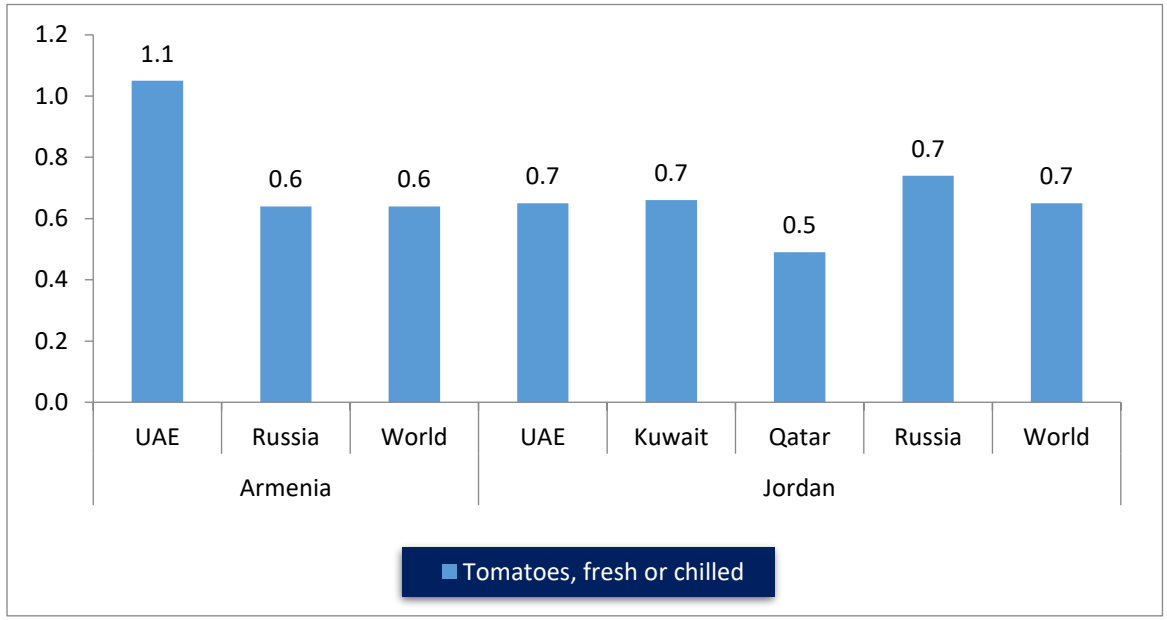
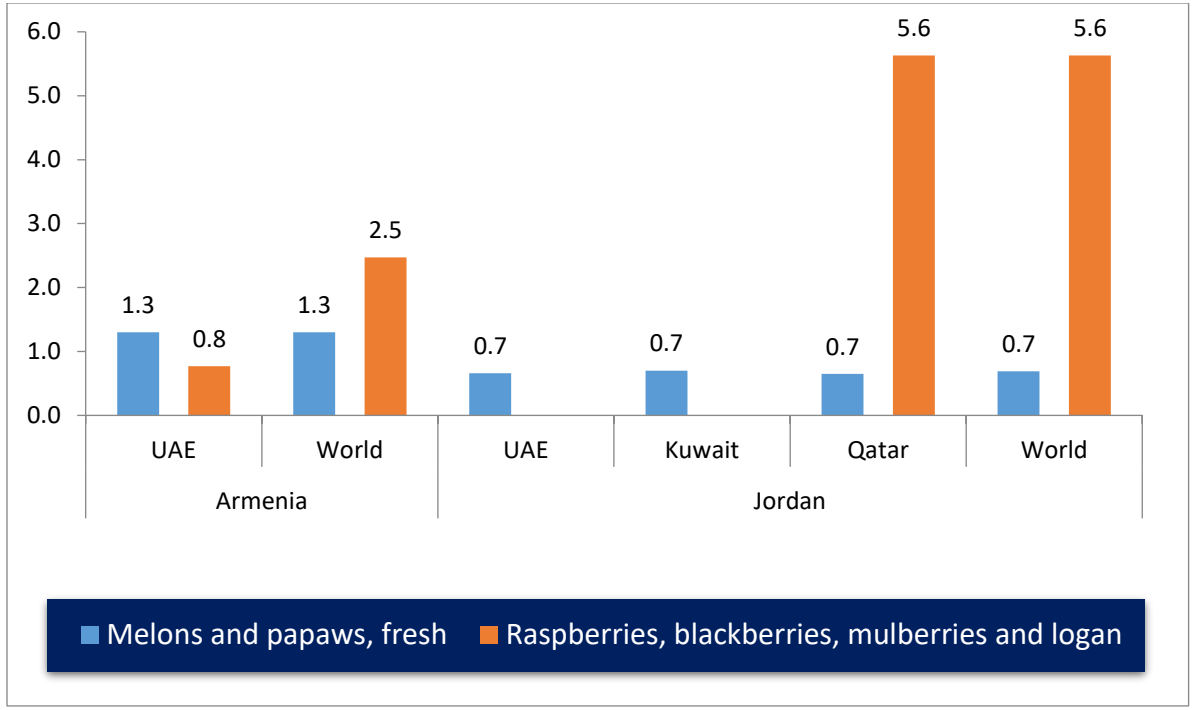


**Figure 3.2: Export average prices of Armenia and Jordan for PTPs in the Russian Federation, UAE, Kuwait and Qatar**




6.0
5.0
4.0
3.0
2.0
1.0
0.0
1.3
0.8
1.3
2.5
0.7
0.7
0.7
5.6
0.7
5.6
UAE
World
UAE
Kuwait
Qatar
World
Armenia
Jordan
Melons and papaws, fresh
Raspberries, blackberries, mulberries and logan

## Annex 4. List of Key Players of PTPs in PTCs

### Table 4.1: Key players in UAE

| Company name | Type | Area of interest | Phone | Email | Website |
|---|---|---|---|---|---|
| 4 Corners Warehouse & Distribution Centre | Distribution | Fresh food, Bakery, Beverages | +971 4 884 7248 | sales@4cornersuae.com | www.4cornersuae.com |
| Abdul Jabbar Dawood Trading Est | Import | Food & beverage | +971 2 641 9811 | agtc2003@emirates.net.ae | www.alahliagroup.com |
| Abdulla Al Hamadi Foodstuff Trading Est. | Import/ Distribution | Food & beverage | +971 4 285 0182 | hamadi@emirates.net.ae | Not available |
| Afrad Foodstuff Trading Co. LLC | Import/ Wholesale | Foodstuff | +971 4 335 0773 | afrad@emirates.net.ae | Not available |
| Ahmed Al Ali Trading | Import/ HoReCa | Frozen meat, Frozen vegetables | +971 4 267 2862/4 | aaatrad@emirates.net.ae | www.ahmedalalitrading.com |
| Al Adil Trading Company LLC | Import/ Distribution | Instant Food, Nuts, Pulses, etc. | +971 4 370 6666 | sales@adildubai.com | www.adildubai.com |
| Al Ahli General Trading | Import/ Wholesale | Food & beverage | +971 9 2226663<br>+971 4 240 0707 | info@agtc.ae | www.alahligeneraltrading.com |
| Al Ahlia Group | Import | Food & beverage | +971 02 641 9811 | info@alahliagroup.com | www.alahliagroup.com |
| Al Bousi Foodstuff | Import/ | Food & beverage | +971 4 347 6481 | info@albousi.com | www.albousi.com |
| Al Deek Foodstuff Establishment | Import/ Wholesale | Confectionary | +971 6 533 0004 | sales@aldeekuae.com | www.aldeekuae.com/foodstuff |
| Al Maya Group | Retail/ Distribution | Food & beverage | +971 4 605 8555 | info@almaya.ae | www.almaya.ae |
| Al Murooj general trading and representation of companies | Import/ Distribution | Corn, Grain etc. | +971 2 681 2866 /0087 | murooj33@emirates.net.ae | www.almuroojuae.com |

| | | | | | |
|---|---|---|---|---|---|
| Al Niha International LLC | Wholesale | Food & beverage | +971 4 226 5757 | alniha@emirates.net.ae | Not available |
| Al Oufouk Co | Import/Wholesal e | Pasta, Biscuits, Olive oil etc. | +971 4 359 3333 | aloufouk@emirates.net.ae | www.aloufouk.com |
| Al Qairawan General Trading LLC | Import | Milk powder, Olive oil etc. | +971 4 369 5059 | info@alqairawan.com | www.alqairawan.com |
| Al-Rabiah Trading Co LLC | Wholesale/ Retail | Rice, Pulses, Almond | +971 4 320 3744 | rabiah77@eim.ae | www.alrabiahtrading.com |
| Al Redha International General Trading LLC | Import/ Wholesale | Fresh food, Juices etc. | +971 4 229 1406/ 7 | alredhar@emirates.net.ae | www.alredha-international.com |
| Al Rawabi Dairy Company | Import | Dairy | +971 4 704 3000 | rawabi@emirates.net.ae | www.alrawabidairy.com |
| Al Saniya Food Stuff Trading | Import/ Wholesale | Food & beverage | +971 4 261 7213 | Not available | www.alsaniyafood.com |
| Al Sanna Food Stuff Trade | Import/ Wholesale | Olive oil, Cheese, Pasta etc. | +971 6 543 0441 | info@alsanna.com | www.alsanna.com |
| Mellow Trading LLC | Import | Pulses, Nuts | +971 4 234 2825 | mellow@emirates.net.ae | www.mellowtrading.com |
| Mirajkar General Trading Company LLC | Import | F&V, Canned food etc. | +971 4 320 2813 | dubai@mirajkars.com | www.mirajkars.com |
| Modern General Trading Co | Import/ Distribution/ HoReCa | Dairy, Confectionary, Pasta, Olive oil, F&V etc. | +971 4 305 9999 | info@mgtuae.com | www.mgtuae.com |
| Mohideen Traders | Wholesale/ Retail | Foodstuff | +971 4 320 2929 | info@mohideengroup.com | www.mohideengroup.com |
| Promar Trading LLC | Import/ Wholesale/ Distribution | Bakery, Cheese, F&V | +971 4 285 9686 | info@promartrading.com | www.promartrading.com |

| | | | | | |
|---|---|---|---|---|---|
| Rad Shrimanco LLC | Wholesale | Milk powder, Dry fruit, Nuts | +971 4 221 2257 | rad@emirates.net.ae | www.radshrimancollc.com |
| Al Shamil Foodstuff Trading LLC | Wholesale/ Distribution | Food | +971 4 252 8353 | info@alshamilfoodstuff.com | www.alshamilfoodstuff.co m |
| Al Umana Food Stuffs Trading LLC | Import | Pulses, Dry fruit etc. | +971 6 531 1892 | Info@alumanamills.com | www.alumanamills.info |
| Amma Food Stuff | Import/ Distribution | Meat, Confectionary, Beverages etc. | +971 4 295 5257 | info@ammatrdg.com | www.ammatrdg.com |
| Ankit General Trading LLC | Import | Nuts, Pulses, etc. | +971 4 353 8961 | ankitgt@eim.ae | www.ankitgt.com |
| Arif Foodstuff Co. LLC | Import/Wholesal e | Foodstuff | +971 2 631 8594 | nowrooz@hotmail.com | Not available |
| Bab Al Falah Foodstuff Trading | Import | Vegetables & tubers | +971 6 523 3106 | Not available | www.babalfalah.foodmate.com |
| Bagason Group | Distribution/ Retail | Food & beverage | +971 4 339 4496 | info@bagason.com | www.bagason.com |
| Bagher Rasti General Trading Company LLC | Import/ Wholesale | Confectionary etc. | +971 4 235 0099<br>+971 4 226 3694 | Not available | www.bagher-rasti.com |
| Best Food Co LLC | Import/ HoReCa | Nuts | +971 4 285 9045 / 285 7584 | sales@bestfoodco.com | www.bestfoodco.com |
| Belal Trading Establishment | Retail | F&V | +971 2 673 1731 | Info@bilaltradingest.com | www.bilaltradingest.com |
| Bhatia Traders | Import/ Distribution | Food& beverage | +971 7 221 5380 | customercare@bhatiatraders.a e | www.houseofstbhatia.com |
| Blue Falcon General Trading LLC | Import | Food & beverage | +971 6 742 6912 | Not available | Not available |
| Brooks Trading Company LLC | Import | Juices | +971 6 533 5540 | info@brook-trading.com | www.brook-trading.com |

| Company name | Type | Area of interest | Phone | Email | Website |
|---|---|---|---|---|---|
| Classic Fine Food Stuff | Import/ Wholesale | Dairy, Meat, Confectionary, F&V etc. | +971 4 870 2400 | Not available | www.classicfinefoods.com |
| CUBITA Trading | Import/ Distribution | Food & beverage | +971 6 521 0545 | info@cubita.ae | www.cubita.ae |
| Diamond Meat Processing LLC | Import | Processed Meat | +971 4 286 0382 | infodmp@siniorafood.com | www.almasadubai.com |
| Diamond Star Foodstuff LLC | Import | F&V, Olive, Honey, Beverage, etc. | +971 4 235 4562/63 | info@diamondstardubai.com | www.diamondstardubai.com |
| Emsons Foodstuff LLC | Distribution | Food & beverage | +971 6 557 8444 | info@emsons.com | www.emsons.com |
| Esurf Trading | Import/ Distribution | F&V, Dairy etc. | +971 4 320 7501 | sales@esurftrading.com | www.esurftrading.com |
| Fairway General Trading LLC | Import/ Distribution | Food & beverage | +971 4 777 5111 | info@fathimagroup.com | www.fathimagroup.com |
| Faisal Al Nusif Trading Company LLC | Import/ Distribution | Frozen, Chilled, Dry Food products | +971 4 339 1149 | fantco@eim.ae | www.fantco.com |
| Falcon Global General Trading LLC | Import/ Wholesale | Dry food, Frozen food, Canned food, Beverages | +971 4 289 5440 | falcong@emirates.net.ae | www.falconglobalonline.com |
| Federal Foods | Retail/ | Foodstuff | +971 4 339 0005 | mail@federalfoods.com | www.federalfoods.com |
| Royal Foodstuff LLC | Import/ Distribution | Meat, Dairy, Vegetables | +971 4 420 3686 | mail@royalfoodstuff.com | www.royalfoodstuff.com |
| SAFCO International General Trading Co. LLC | Distribution/ HoReCa | Meat, F&V, Confectionary, Dairy etc. | +971 4 870 2000 | Not available | www.safcointl.com |
| Flamingo Impex General Trading LLC | Import/ Distribution | Foodstuff | +971 4 250 3835 | Not available | www.flamingoimpex.com |

| | | | | | |
|---|---|---|---|---|---|
| Food4life | Import/ E- commerce | Organic food & beverage | +971 52 808 8997 | info@food4life.ae | www.food4life.ae |
| Fresh Fruits Company | Import | F&V | +971 4 302 0800 | Not available | www.freshfruitscompany.com |
| Golden Star International LLC | Distribution | Dry food, Frozen food, Fresh food | +971 4 340 2492 | Not available | www.goldenstarinternational.com |
| Gulf Trading and Refrigerating LLC | Import/ Wholesale | Food & beverage | +971 4 337 1400 | gulfco1@emirates.net.ae | www.gulfcouae.com |
| Haiden Group | Import/ Wholesale | Food & beverage | +971 6 525 8985 | info@haidengroup.com | www.haidengroup.com |
| Heidi Chef Solutions(L.L.C) | Distribution | Food & beverage | +971 4 340 4770 | equipment@heidi-chef.com | www.heidi-chef.com |
| International Food Stuff Company (IFFCO) | Import/ Distribution | Foodstuff | +971 2 673 0300 | iffco@iffco.com | www.iffco.com |
| Seascape International General Trading LLC | Import | Fine food | +971 4 339 1019 | exports@seascape.ae | www.seascape-uae.com |
| Shivom General Trading | Import | Oil, Milk, F&V etc. | +971 4 357 3839 | info@shivomtrading.com | www.shivomtrading.com |
| Spring Valley General Trading Co LLC | Import/ Distribution | Pulses, Dry fruit | +971 4 229 1554 | info@svtdxb.com | www.svtdxb.com |
| Treasure Islands Food & Beverages LLC | Import/ Distribution | Food & beverage | +971 4 235 2880 | info@treasureislands.ae | www.treasureislands.ae |
| Italian Food Masters LLC | HoReCa | Frozen food, Chilled food, Italian food etc. | +971 4 882 9791 | info@italianfoodmasters.com | www.italianfoodmasters.com |
| J P Trading LLC | Import/ Retail/ Wholesale | Pulses, Canned vegetables etc. | +971 4 379 1417 | jptrading@email.com; | www.jptradingllc.com |

| | | | | | |
|---|---|---|---|---|---|
| | | | | pawan@jptradingllc.com | |
| Javeed Foodstuff LLC | Distribution | Canned F&V | +971 4 445 2893 | info@javeedfood.com | www.javeedfood.com |
| Khimji Ramdas and Sons | Import | Processed cereals etc. | +971 9 222 8047 | agency@mefks.ae | www.khimji.com |
| La Patissiere | Import | Sweets | +971 4 340 7021 | info@la-patissiere.com | www.la-patissiere.com |
| Little Rose Trading LLC | Import | Cereals, Pulses etc. | +971 4 226 8344 | info@litrose.com | www.litrose.com |
| Lulu Group International | Import/ Distribution/ Retail/ HoReCa | Food & beverage | +971 2 4182000 | headoffice@ae.lulumea.com | www.lulugroupinternational.com |
| M H Enterprises LLC | HoReCa/ Distribution | Food & beverage | +971 4 315 1444 | info@mhdubai.com | www.mhdubai.com |
| Masafi Star | Import | Meat, Vegetables, | +971 4 257 8361 | ammaralsabahi@yahoo.com, | www.masafistar.com |
| Meat FZCO | | | | | |
| Westco International FZE | Import | Foodstuff | +971 7 243 7370 | Not available | www.westcogroup.net |
| Zafcomm LLC | Distribution | Dry fruit, Spices etc. | +971 4 229 1782 | Zafcomm@eim.ae | www.zafcomm.ae |
| Zee Stores | Wholesale/ Retail | Olive oil, Canned food, Vegetables etc. | +971 2 673 3161 | Not available | www.zeestores.ae |

*Table 4.2: Key players in Jordan*

| Company name | Type | Address | Phone |
|---|---|---|---|
| Vegetable **&** Fruit **Paradise** | Fruits & vegetables | Main, Bayader Wadi Al-Seer, Amman, Jordan | +96265816655 |
| **Wholesale Markets** | Fruits & vegetables | Um Al-Summaq, Khalda, Amman, Jordan | +96265511627 |
| **Yousef Nazzal Store** | Fruits & vegetables | Main, Bayader Wadi Al-Seer, Amman, Jordan | +96265858677 |
| **Zahran Est. for Agricultural Products Marketing** | Fruits & vegetables | Juwaideh, Amman, Jordan | +96264130787 |
| **Zahrat Lubnan Store** | Fruits & vegetables | Sharia College, Jabal Al-Weibdeh, Amman, Jordan | +96264653738 |
| **Zuhdi Abdul Hadi Sons Store** | Fruits & vegetables | Juwaideh, Amman, Jordan | 96264126820 |
| **Jordan Exporters & Produsers Association for** Fruit **&** Vegetables | Associations NGO | Yousef Ben Tashfeen, Shmeisani, Amman, Jordan | +96265699631 |
| **Omran Zitoun & Co. for** Fruit **&** Vegetables **Trading** | Groceries | Khraibet Al-Souq, Amman, Jordan | +96264126170 |
| **Salem Khreisat Store** | Fruits & vegetables | Ebn Al-Atheer, Down Town, Amman, Jordan | +962795551149 |
| **Salem Stores** | Fruits & vegetables | Al-Jame', Wihdat, Amman, Jordan | +96264777025 |
| **Salman Abed Al-Mawla & Partners Co.** | Fruits & vegetables | Central Market, Khraibet Al-Souq, Amman, Jordan | +96264127977 |
| **Sameeh Al-Rajabi Sons Co.** | Fruits & vegetables | Central Market, Juwaideh, Amman, Jordan | +96264128024 |
| **Sameer & Hasan Al-Allak Co.** | Fruits & vegetables | Princess Taghreed, Sweifieh, Amman, Jordan | +96265829950 |
| **Sindbad** Fruit **&** Vegetable | Fruits & vegetables | Wasfi Al-Tal, Tla' Al-Ali, Amman, Jordan | +96265332174 |
| **Tabbakhah Trading Est.** | Fruits & vegetables | Central Market, Khraibet Al-Souq, Amman, Jordan | +96264128084 |
| **Tarh Al-Janna** | Fruits & vegetables | Al-Shaheed, Tabarbour, Amman, Jordan | +962797737887 |
| **United Projects** | Fruits & vegetables | Central Market, Khraibet Al-Souq, Amman, Jordan | +96264120588 |
| **University Public Market** | Fruits & vegetables | Rashid Mefleh Al-Louzi, Jbaiha, Amman, Jordan | +96265336291 |
| **Nabil Abdel Hay Atiyeh Store** | Fruits & vegetables | Central Market, Juwaideh, Amman, Jordan | +96264127567 |
| **Naser Helmi Hasan Partners Co.** | Fruits & vegetables | Al-Sawam, Juwaideh, Amman, Jordan | +96264127169 |
| **Natural Stores** | Fruits & vegetables | Faisal Farhan Al-Jarbah, Rabieh, Amman, Jordan | +96265527025 |
| **Omar Al-Jelani Est.** | Fruits & vegetables | 60, Sahab, Amman, Jordan | +96264020988 |
| **Orabi for Fuites & Vegetables** | Fruits & vegetables | Sweifieh, Amman, Jordan | +96265816082 |

| | | | |
|---|---|---|---|
| **Ramallah Showroom** | Fruits & vegetables | Main, Bayader Wadi Al-Seer, Amman, Jordan | +96265861623 |
| **Rawabi Al-Urdon** | Fruits & vegetables | Dhahiyat Prince Rashed, Amman, Jordan | +96265824115 |
| **Rbihat** Fruites **&** Vegetables **Store** | Fruits & vegetables | Akef Al-Fayez, Dhahiyat Al-Rasheed, Amman, Jordan | +96265154865 |
| **Roabi Fuhais Stores** | Fruits & vegetables | Al-Hijaz St., Fhais, Amman, Jordan | +96264720009 |
| **Salem & Sulaiman Al Assaf Co.** | Fruits & vegetables | Al-Baladiyah, Um Al-Summaq, Amman, Jordan | +96265536579 |
| **Abu Al-Waleed For Vegetable & Fruits** | Fruits & vegetables | Hafeth Ibrahim, Jabal Al-Weibdeh, Amman, Jordan | +96264621998 |
| Abu Al-Zuluf Fruits & Vegetables | Fruits & vegetables | Al-Hashimi, Madaba, Jordan | +96253248986 |
| Abu Snainah Al-Absi for Fruits & vegetables Co. | Fruits & vegetables | Central Market, Khraibet Al-Souq, Amman, Jordan | +96264130907 |
| Al-Ain Al-Helwah for Fruits & vegetables | Fruits & vegetables | Anees Ebn Qutadah, Sweifieh, Amman, Jordan | +96265811994 |
| Al-Baydar Vegetables & Fruits | Fruits & vegetables | Ali Seido Al-Kurdi, Sweifieh, Amman, Jordan | +96265932994 |
| Al-Buraq For Vegetables & Fruits | Fruits & vegetables | 60, Sahab, Amman, Jordan | +96264025995 |
| Al-Horriyah Est. For Fruits & Vegetables | Fruits & vegetables | Khraibet Al-Souq, Amman, Jordan | +96264126722 |
| Al-Hseinat Vegetables & Fruits Showroom | Fruits & vegetables | Al-Dalleh Circle, Marj Al-Hamam, Amman, Jordan | +96265714059 |
| Al-Jabali Fruits & Vegetables Showroom | Fruits & vegetables | 7th circle, Amman, Jordan | +96265862939 |
| Al-Juneidi Co. For Fruits & Vegetables | Fruits & vegetables | Al-Sawam, Juwaideh, Amman, Jordan | +96264128005 |
| Al-Madina Fruits & Vegetables Showroom | Fruits & vegetables | Al-Zamakhshari, Sport City, Amman, Jordan | +96265158993 |
| Al-Mafraq Fruits & Vegetables Trading Co. | Fruits & vegetables | Central Market, Khraibet Al-Souq, Amman, Jordan | +96264127346 |
| Al-Nakhel Qastle Fruits & Vegetables | Fruits & vegetables | Ghazi Arabiyat, Tla' Al-Ali, Amman, Jordan | +96265606674 |
| Al-Okhwa Est. For Fruits & Vegetables | Fruits & vegetables | Central Market, Juwaideh, Amman, Jordan | +96264126611 |
| Al-Ramleh Fruits & Vegetables | Fruits & vegetables | Tareq Ben Ziad, Jabal Al-Marriekh, Amman, Jordan | +96264731385 |
| Al-Rawnaq Fruits & Vegetables Showroom | Fruits & vegetables | Dair Ghbar, Amman, Jordan | +96265853499 |
| Al-Sabeel Fruits & Vegetables Store | Fruits & vegetables | Fatima Al-Zahra', Marka, Amman, Jordan | +96264890308 |
| Al-Salheyeh for Fruits & vegetables | Fruits & vegetables | Central Market, Juwaideh, Amman, Jordan | +962796139555 |
| Al-Sha'b Fruits & Vegetables Showroom | Fruits & vegetables | Al-Kesa'e, Sport City, Amman, Jordan | +96265153427 |

| | | | |
|---|---|---|---|
| Alola for Fruits & Vegetables Packages Industry | Fruits & vegetables | Al-Rajeeb, Abu'Alanda, Amman, Jordan | +96264163969 |
| Aqaba Stores For Fruits & vegetables | Fruits & vegetables | Aqaba, Jordan | +96232013684 |
| Awawdeh For Vegetables & Fruits | Fruits & vegetables | Jabal Al-Zuhoor, Amman, Jordan | +96264392624 |
| Bayan & Zena for Fruits & Vegetables | Fruits & vegetables | Princess Zain Bent Al-Hasan, Um Al-Summaq, Amman, Jordan | +96265530551 |
| Hala & Leen For Fruits & Vegetables | Fruits & vegetables | Al-Baladiyah, Jbaiha, Amman, Jordan | |
| Mahmoud Fruits & Vegetables showroom | Fruits & vegetables | Al-Salam, Rabieh, Amman, Jordan | +96265538679 |
| Majed Store For Fruits & Vegetables | Fruits & vegetables | Omar Ben Al-Khattab, Jabal Amman, Jordan | +96264654713 |
| Khairat Al Janneh Markets | Fruits & vegetables | Um Al-Summaq, Khalda, Amman, Jordan | +96265354848 |
| Khaled Numan Al-Natsheh Store | Fruits & vegetables | Al-Juwaideh, Juwaideh, Amman, Jordan | +96264126980 |
| Khaleel Al-Sa'dy & Partnes Co. | Fruits & vegetables | Irbid, Jordan | +96227270412 |
| Khalil Al-Rahman Co. | Fruits & vegetables | Central Market, Juwaideh, Amman, Jordan | +96264125233 |
| Mahmoud Sarhan for Fruit & Vegetables Est. | Fruits & vegetables | Al-Rajeeb, Abu'Alanda, Amman, Jordan | +96264164867 |
| Majdi Abu Snineh Store | Fruits & vegetables | 60, Sahab, Amman, Jordan | +96264024973 |
| Marrar Banana Store | Fruits & vegetables | Central Market, Juwaideh, Amman, Jordan | +96264128630 |
| Mohammad Mahmoud Abu Jaber & Partners Co. | Fruits & vegetables | Central Market, Khraibet Al-Souq, Amman, Jordan | +96264127007 |
| Mohammed Saleh Sammour & Sons Co. | Fruits & vegetables | Central Market, Irbid, Jordan | +96227272916 |
| Fresh Fruit Co. | Fruits & vegetables | Central Market, Khraibet Al-Souq, Amman, Jordan | +96264126804 |
| Hussein Hasweh & Bros. Co. | Fruits & vegetables | Saqf Al-Sail, Down Town, Amman, Jordan | +96264635587 |
| Jamal Al-Deen Hajeir | Fruits & vegetables | Awajan, Zarqa, Jordan | +96253650100 |
| Al-Ibrahimiah Trading Agricultural Est. | Fruits & vegetables | Central Market, Juwaideh, Amman, Jordan | +96264126315 |
| Nader Al-Jabali for Fruits & vegetables | Fruits & vegetables | Abu Alanda, Amman, Jordan | +96264164320 |
| Sara Bros. Est. For Fruits & Vegetables | Fruits & vegetables | Central Market, Juwaideh, Amman, Jordan | +96264128002 |
| Tammoun Store For Fruits & Vegetable | Fruits & vegetables | Jabal Al-Nuzha, Amman, Jordan | +96265667842 |
| Tutti Fruiti stores for vegetables & fruits | Fruits & vegetables | Marj Al-Hamam, Amman, Jordan | +96265732261 |
| Um-Uthaina for Vegetables & Fruits | Fruits & vegetables | King Faisal Ben Abdul Aziz, Um Uthaina, Amman, Jordan | +96265547866 |

| | | | |
|---|---|---|---|
| Wae'l Store For Fruits & Vegetables | Fruits & vegetables | Sa'ad Ben Abi Waqqas, Um Uthaina, Amman, Jordan | +96265539627 |
| Wahat Al-Ordon For Fruits & Vegetables | Fruits & vegetables | Central Market, Juwaideh, Amman, Jordan | +96264123534 |
| Al-Tuka for Fruits & Vegetables Import & Export | Import & export companies | Al-Jomrok, Abu'Alanda, Amman, Jordan | +96264161468 |
| Nafez Al-Jaabari for Fruits & Vegetables Export Est. | Import & export companies | Al-Tajamo'at Al-Sena'eyah, Sahab, Amman, Jordan | +96264023402 |
| Qasyoun Mountain Co. for Trading Vegetables & **Fruits** | Import & export companies | Central Market, Khraibet Al-Souq, Amman, Jordan | +96264126339 |
| Abdallah H. Al-Harafeesh Store | Fruits & vegetables | Tafeileh, Tafileh, Jordan | +96232242040 |
| Abdon Fruit & Vegetable | Fruits & vegetables | Ibrahim Al-Haj Hasan, Abdoun, Amman, Jordan | +96265924953 |
| Abu Seedo Group | Fruits & vegetables | Al-Sakhrah Al-Musharrafah, Mkablein, Amman, Jordan | +96264386909 |
| Ain Al-Helwah | Fruits & vegetables | Amer Ben Malek, Khalda, Amman, Jordan | +96265519902 |
| Akram Al-Fayoumi Store | Fruits & vegetables | Macca, Macca St., Amman, Jordan | +96265525476 |
| Ali Abdel Mawla Trading Est. | Fruits & vegetables | 60, Sahab, Amman, Jordan | +96264028551 |
| Alo Fawakeh | Fruits & vegetables | Prince Shaker Ben Zaid, Zarqa, Jordan | +962776087584 |
| Amer Amro Est. | Fruits & vegetables | Central Market, Juwaideh, Amman, Jordan | +96264120427 |
| Bassam Musleh & Jamal Al-Shawamrah Co. | Fruits & vegetables | Dhahiyat Al-Yasmeen, Amman, Jordan | +96264380517 |
| Dughmosh Bros. & Partners Co. | Fruits & vegetables | Al-Yarmouk, ME, Amman, Jordan | +96264771131 |
| Essa Hattar | Fruits & vegetables | Al-Alali, Fhais, Amman, Jordan | +96265310671 |
| Essa M. Atteyah Fruites & Vegetables Store | Fruits & vegetables | Abdul Haleem Al-Nemir, Shmeisani, Amman, Jordan | +96265681647 |
| Fathi Nassar Store | Fruits & vegetables | Prince Shaker Ben Zaid, Zarqa, Jordan | +96253981940 |

### *Table 4.3: Key players in Qatar*

| Company name | Type | Address | Phone |
|---|---|---|---|
| **Alsahel Veg & Fruits** | Fruit & Vegetable - Retail Whol Importers & Exporters | 891823 Muither | **97444814254** |
| **Alsahool Vegetables And Fruits** | Fruit & Vegetable - Importers & Whol | New Rayyan | **97444805749** |
| **Alsham Vegetables & Fruits** | Fruit & Vegetable - Retail Whol Importers & Exporters | 31032 Al Aziziya | **97444689504** |

| | | | |
|---|---|---|---|
| **Alshamali Vegetables & Fruits** | Fruit & Vegetable - Importers & Whol | 3790 Salwa Road | **97444650152** |
| **Alshifa Fruits And Vegetables** | Fruit & Vegetable - Retail Whol Importers & Exporters | 91549 Muaither | **97444814788** |
| **Alshihabi Trading** | Fruit & Vegetable - Retail Whol Importers & Exporters | 5405 Salwa Road | **97444686557** |
| **Alwakra Fruit Centre** | Fruit & Vegetable - Retail Whol Importers & Exporters | 80098 Al Wakra | **97444640889** |
| **Alwedad Vegetable And Fruits** | Fruit & Vegetable - Importers | | **97444432349** |
| **Alwishah Fruits & Vegetables** | Fruit & Vegetable - Importers | 91580 Al Wakra | **97444640930** |
| **Alyatim Vegetables** | Fruit & Vegetable - Importers & Whol | 19945 Salwa Road | **97444680456** |
| **Alzahra Fruits & Vegetables** | Fruit & Vegetable - Retail Whol Importers & Exporters | 11125 Al Waab | **97444366476** |
| **Ameen Vegetables** | Fruit & Vegetable - Retail Whol Importers & Exporters | 70247 Najma | **97444731614** |
| **Arab Qatari Co For Vegetables Production** | Fruit & Vegetable - Retail Whol Importers & Exporters | 9843 | **97444719587** |
| **Beirut For Fruits** | Fruit & Vegetable - Retail Whol Importers & Exporters | Old Airport | **97444690846** |
| **Best Food Vegetables & Fruits** | Fruit & Vegetable - Retail Whol Importers & Exporters | 10521 | **97444887289** |
| **Bin Dawoud For Trading** | Fruit & Vegetable - Retail Whol Importers & Exporters | Vegetable Market | **97444689386** |
| **Corner Vegetables** | Fruit & Vegetable - Retail Whol Importers & Exporters | 12203 Muntazah Health Center | **97444362416** |
| **Doha Central Market** | Fruit & Vegetable - Retail Whol Importers & Exporters | 22721 Mushaireb | **97444410423** |
| **Fahad Fruits & Vegetables Centre** | Fruit & Vegetable - Importers & Whol | 38058 Al Karathiyath | **97444783118** |
| **Family Fruits & Vegetables** | Fruit & Vegetable - Retail Whol Importers & Exporters | 20588 Al Dafna | **97444930915** |
| **Farouq Fresh Vegetable** | Fruit & Vegetable - Importers & Whol | 60089 Al Khor | **97444722408** |

| | | | |
|---|---|---|---|
| **Fatima Food Center** | Fruit & Vegetable - Importers & Whol | Near Dar Al Kotob | **97444426915** |
| **Genath Doha Vegetables** | Fruit & Vegetable - Retail Whol Importers & Exporters | 3193 Salwa Road | **97444687136** |
| **Ghanim Store For Vegetable** | Fruit & Vegetable - Retail Whol Importers & Exporters | 30739 | **97444782949** |
| **Gourmet Fruits Company** | Fruit & Vegetable - Importers & Whol Supermarket Products Suppliers | P.O. Box 202038 Street 37 Gate 40 Industrial Area Ar-Rayyan, Doha - Qatar | **974 4460 5891** |
| **Green Land Vegetables and Fruits** | Fruit & Vegetable - Retail Whol Importers & Exporters | 93074 Moather | **97444815673** |
| **Green Valley** | Fruit & Vegetable - Retail Whol Importers & Exporters \| | 80414 Al Wakra Nr. Panasonic | **97444644708** |
| **Gulf Centre Distribution For Vegetables & Fruits** | Fruit & Vegetable - Importers & Whol | 421 Salwa Road | **97444688532** |
| **Haidari Trading Co.** | Fruit & Vegetable - Importers & Whol | 15869 Salwa Road | **97444500567** |
| **International Fruits** | Fruit & Vegetable - Retail Whol Importers & Exporters | 33042 Old Airport | **97444653812** |
| **Issa Vegetable Shop** | Fruit & Vegetable - Retail Whol Importers & Exporters | 91652 Al Rayan | **97444804769** |
| **Jahrami Tradg Est** | Fruit & Vegetable - Importers & Whol | 19945 Central Market | **97444687159** |
| **Jawad Store Trdg** | Fruit & Vegetable - Importers & Whol | 4760 Salwa Road | **97444687124** |
| **Jeddah Tradg Co** | Fruit & Vegetable - Importers & Whol | 1197 Central Market | **97444687808** |
| **Juma Vegetables & Fruits Est.** | Fruit & Vegetable - Importers & Whol | 3193 Salwa Rd. Souq Vegitable & Fruits | **97444691724** |
| **Khairat Baladna Vegetables & Fruits** | Fruit & Vegetable - Retail Whol Importers & Exporters | 60683 Al-Khor | **97444720782** |
| **Khalel Vegetable** | Fruit & Vegetable - Retail Whol Importers & Exporters | 3655 Al Khartiyat | **97444782894** |
| **Khalid Ali Alghanim Tradg & Contg Est** | Fruit & Vegetable - Importers & Whol | 10398 Salwa Road | **97444685669** |
| **Kingdom Vegetables & Fruits** | Fruit & Vegetable - Importers & Whol | 803693 Al Wakra | **97444643725** |

| | | | |
|---|---|---|---|
| **Luxury Vegetables** | Fruit & Vegetable - Retail Whol Importers & Exporters | 6219 Salwa Road | **97444792327** |
| **Mannalakum Fruits & Vegetables** | Fruit & Vegetable - Retail Whol Importers & Exporters | 2227 Madinat Khalifa | **97444870616** |
| **Marhaba For Vegetables & Fruits** | Fruit & Vegetable - Retail Whol Importers & Exporters | 80460 New Wakra | **97444645061** |
| **Mish Mish Fruit & Vegetable** | Fruit & Vegetable - Retail Whol Importers & Exporters | 36273 Al Gharrafa | **97444862920** |
| **Mohd Ali Vegetables** | Fruit & Vegetable - Retail Whol Importers & Exporters | 19259 Al Markhiya TV R/A | **97444867508** |
| **Mohd Harounur Rasheed** | Fruit & Vegetable - Importers & Whol | 12115 | **97444684719** |
| **Mujalli Almass Salim Shop** | Fruit & Vegetable - Importers & Whol | 4445 Salwa Rd. Vegitable Market | **97444689286** |
| **Nasco Vegetable** | Fruit & Vegetable - Importers & Whol | 3193 Fish Market Salwa Road | **97444686087** |
| **New Way Trading Co. W.L.L** | Fruit & Vegetable - Importers & Whol | 12174 Abu Nasser | **97444503685** |
| **Oxford Fruits & Vegetables** | Fruit & Vegetable - Retail Whol Importers & Exporters | 4474 Najma Nr. Galaxy Bldg. | **97444326115** |
| **Palace Sabic Market** | Fruit & Vegetable - Retail Whol Importers & Exporters | 12203 Al Mantazah | **97444352498** |
| **Qatari Lebanese Co. For Fruit & Vegetables** | Fruit & Vegetable - Importers & Whol | 11051 Al Gharaffa | **97444861848** |
| **Royal Vegetables & Fruits** | Fruit & Vegetable - Retail Whol Importers & Exporters | 36168 | **97444683841** |
| **Sawabi Trading & Contracting Co.** | Fruit & Vegetable - Importers & Whol | 15388 Abo Hamour | **97444684781** |
| **Stalaction Fruits** | Fruit & Vegetable - Importers & Whol | 12115 | **97444687546** |
| **Thundiyil Abdulla Moidu Hajji** | Fruit & Vegetable - Importers & Whol | 22388 | **97444866641** |
| **Today Fruits & Vegetables** | Fruit & Vegetable - Retail Whol Importers & Exporters | 14906 New Salata | **97444667518** |
| **Wahat Alkhair Vegetables & Fruits** | Fruit & Vegetable - Importers & Whol | 19360 Al Mamoura | **97444685726** |
| **White Rose Vegetable & Fruits** | Fruit & Vegetable - Importers & Whol | 13439 Al Mansoura | **97444314470** |

| | | | |
|---|---|---|---|
| **Yousuf Abdulla Alali & Sons Tailoring Shop** | Fruit & Vegetable - Retail Whol Importers & Exporters | 14569 | **97444687844** |
| **Yousuf Vegetables & Fruits Shop** | Fruit & Vegetable - Importers & Whol | P.O. Box 31965, Vegetable Market, Salwa Road, Doha - Qatar | **974 44687463** |
| **Zahara Fruits** | Fruit & Vegetable - Importers & Whol \| | 47137 Vegetable Market | **97444696317** |
| **Alkabi Vegetable Shop** | Fruit & Vegetable - Importers & Whol \| | 3655 khartiyat | **97444782314** |
| **Alkashef Vegetable & Fruits** | Fruit & Vegetable - Importers & Whol \| | 7282 Mansoura | **97444327487** |
| **Alkuwari Fruits & Vegetables Est.** | Fruit & Vegetable - Retail Whol Importers & Exporters | 13137 Azizia | **97444476371** |
| **Almamoura Fruits & Vegetables** | Fruit & Vegetable - Retail Whol Importers & Exporters | 11125 Al Mamoura | **97444697490** |
| **Almannai Fruits & Vegetables** | Fruit & Vegetable - Retail Whol Importers & Exporters | 5734 Gharafa | **97444860421** |
| **Almuhajreen Vegetables & Fruits** | Fruit & Vegetable - Retail Whol Importers & Exporters | 37128 Abu Hamor | **97444685067** |
| **Almuhannad Fruits & Vegetables** | Fruit & Vegetable - Retail Whol Importers & Exporters | 60216 Al Dhakira | **97444720993** |
| **Alnasser Zayed Saeed A . S** | Fruit & Vegetable - Retail Whol Importers & Exporters | 19297 Salwa Rd. | **97444783090** |
| **Alnoor Vegetable** | Fruit & Vegetable - Importers & Whol | 91002 Rayyan Near Post Office | **97444815078** |
| **Alnouf Vegetables** | Fruit & Vegetable - Importers & Whol | 2227 Al Kharaitiyat | **97444781917** |
| **Al Tahaluf Food Stuff & Trading WLL** | Fruit & Vegetable - Importers & Whol | | **974 4418 0270**<br>**974 3111 8036** |
| **Abdul Aziz Trading Est** | Fruit & Vegetable - Retail Whol Importers & Exporters | 3634 Salwa Road | **974400538004578** |
| **Abu Khalifa Trading Est.** | Fruit & Vegetable - Importers & Whol | P.O.Box 5160, Salwa Road Fish Market, Doha - Qatar. | **97444687137** |
| **Abu Sedra Fruits & Vegetables** | Fruit & Vegetable - Importers & Whol | P.O.Box 9827, Al Ghrafa near Immigration Office, Doha - Qatar. | **97444861581** |

| | | | |
|---|---|---|---|
| **Afakhama Vegetable & Fruits** | Fruit & Vegetable - Retail Whol Importers & Exporters | P.O.Box 6219, Al Duhail, Qatar. | **97444790385** |
| **Al Arais Fruits & Vegetables** | Fruit & Vegetable - Importers & Whol | Al Hilal | **97444676170** |
| **Al Aziziya Fruits & Vegetables** | Fruit & Vegetable - Retail Whol Importers & Exporters | 2616 Azizia | **97444475824** |
| **Al Bader Trading Center** | Fruit & Vegetable - Retail Whol Importers & Exporters | 1035 Al Mamoura | **97444580464** |
| **Al Hanan Vegetables & Fruits** | Fruit & Vegetable - Importers & Whol | 14330 Muither | **97444812620** |
| **Al Member Trdg.** | Fruit & Vegetable - Importers & Whol | 11125 Gulf Street | **97444323893** |
| **Alansari Vegetables & Fruits** | Fruit & Vegetable - Retail Whol Importers & Exporters \| | 18536 Bin Mahmoud | **97444424185** |
| **Albaker Vegitable & Fruits** | Fruit & Vegetable - Retail Whol Importers & Exporters \| | 31965 Vegitable Marcet | **97444580183** |
| **Alfadli Vegetables Co.** | Fruit & Vegetable - Retail Whol Importers & Exporters \| | 2414 Industrial Area St 50 | **97444685490** |
| **Alhai Fruits & Vegetables** | Fruit & Vegetable - Retail Whol Importers & Exporters \| | 11746 Dukhan | **97444691526** |
| **Alhijazi Vegetable & Fruits** | Fruit & Vegetable - Retail Whol Importers & Exporters \| | 6690 Najma | **97444324910** |
| **Alied Vegetables & Fruits** | Fruit & Vegetable - Retail Whol Importers & Exporters | 60384 AL Khor | **97444721980** |
| **Aljabali Vegetables & Fruits** | Fruit & Vegetable - Importers & Whol | 21971 Madinat Khalifa North | **97444885396** |
| **Al Nama Vegetables** | Fruit & Vegetable - Importers & Whol | 11236 Central Market | **97444687125** |
| **Alanqoud Fruits & Vegetables** | Fruit & Vegetable - Retail Whol Importers & Exporters | 91549 Mouther | **97444806270** |
| **Alansari Vegetables & Fruits** | Fruit & Vegetable - Importers & Whol | 20295 Bin Omran | **97444868104** |
| **Al Raed Trading Co. WLL** | Fruit & Vegetable - Retail Whol Importers & Exporters | 39199 Fruits & Veg. Market Salwa Road | **97444605891** |
| **Alobaidly Fruits & Vegetables** | Fruit & Vegetable - Importers | 12293 | **97444683815** |

| | | | |
|---|---|---|---|
| **Alqawos For Vegetables & Fruits** | Fruit & Vegetable - Importers & Whol Importers and Exporters | 10392 Salwa Road | **97444449453** |
| **Alraed Trading Est.** | Fruit & Vegetable | 39199 Decoration | **97444685683** |
| **Alrawabi Tradg Co.** | Fruit & Vegetable - Retail Whol Importers & Exporters | 12117 Vegetable Market | **97444682911** |
| **Alrawabi Vegetables & Fruits Co.** | Fruit & Vegetable - Retail Whol Importers & Exporters | 12117 Vegetables Market | **97444689193** |
| **Alreyad Centre For Fruits & Vegetables** | Fruit & Vegetable - Retail Whol Importers & Exporters | 22388 | **97444862029** |
| **Alsafa Vegetables & Fruits** | Fruit & Vegetable - Retail Whol Importers & Exporters \| | 31537 Al Sadd Centre Point | **97444323370** |

*Table 4.4: Key Players in Egyptian Top Digital Marketing Agencies*

| | |
|---|---|
| **2lamp5** | www.2lamp5.com |
| **ARQQA** | www.arqqa.net |
| **Arrows Egypt** | www.arrowsegypt.com |
| **BeBrand Advertising Agency** | www.bebrand.tv |
| **BrandLab** | www.brand-lab.net |
| **BSocial** | www.bsocial-eg.com |
| **Cord Digital** | www.corddigital.com |
| **Dottopia** | www.dottopia.com |
| **GetSircles** | www.getsircles.com |
| **IDV Digital** | www.idvdigital.com |
| **Indigo Media** | www.indigomedia.me |
| **MRCO Egypt** | www.mrco-egypt.com |
| **NetArabia** | www.netarabia.com |
| **PARAGURU** | www.paraguru.com |
| **Pimula Agency** | www.pimula.net |
| **Raqameyyah Solutions** | www.raqameyyah-solutions.business.site |
| **RK Anjel** | www.rkanjel.com |
| **Spinzomedia** | www.spinzomedia.com |
| **The App Concept** | www.theappconcept.com |
| **The Marketers Hub** | www.themarketershub.org |

Social media marketing is growing in importance in the Egyptian F&B sector, given that:

• Approximately 39 million (of 45m internet users) actively use social media of some description[71];

• On average, people spend around 3 hours a day on social medias;

• Egyptians increasingly rely on information and reviews published on social media platforms when making their purchase decisions. They consider these reviews to be honest and objective[72];

• About 26% of internet users in Egypt like to follow digital advertising[73]

In addition to the digital approach, some companies decide to advertise their products on various trade fairs, which presence on the Egyptian market is constantly growing. Most of them are endorsed by governmental ministries and agencies, or other bodies. Exhibitions constitute a promising opportunity to develop better brand recognition and further lists may be found online on websites such as:

• https://10times.com/egypt/food-beverage
• https://www.tradefairdates.com/Fairs-Egypt-Z63-S1.html
• http://tofairs.com/fairs2.php?cnt=1133&cty=&page
• https://www.eventseye.com/fairs/c1_trade-shows_egypt.html

[71] Analysis: What are Egyptians using the internet for?, http://www.egypttoday.com/Article/3/50919/AnalysisWhat-are-Egyptians-using-the-internet-for

[72] Euromonitor International: Consumer Lifestyles, 2018

[73] 2017 Trends Report: The Top Online Statistics in Egypt, http://consultyasser.com/egypt-digital-report-2017-toponline-statistics/

## Annex 5. Tariffs Rate

**Table *5.1*: Most-Favored-Nation (MFN) Applied Tariffs in the form of average of the Ad Valorem (AV) Duties on PTPs in the PTCs**

| Product | HS code | Average of AV Duties | | | | |
|---|---|---|---|---|---|---|
| | | Egypt (HS17 2019) | Jordan (HS17 2019) | Kuwait (HS12 2016) | Qatar (HS17 2017) | UAE (HS12 2016) |
| **Cut flowers and flower buds of a kind suitable for bouquets or for ornamental purposes, fresh, dried, dyed, bleached, impregnated or otherwise prepared.** | 0603 | | | | | |
| **Roses** | 060311 | 40.0 | 20.0 | 5.0 | 5.0 | 5.0 |
| **Other** | 060390 | 40.0 | 20.0 | 5.0 | 5.0 | 5.0 |
| **Foliage, branches and other parts of plants, without flowers or flower buds, and grasses, mosses and lichens, being goods of a kind suitable for bouquets or for ornamental purposes, fresh, dried, dyed, bleached, impregnated or otherwise prepared.** | | | | | | |
| **Fresh** | 060420 | 2.0 | 30.0 | 5.0 | 5.0 | 5.0 |
| **Other** | 060490 | 2.0 | 30.0 | 5.0 | 5.0 | 5.0 |
| **Tomatoes, fresh or chilled.** | 0702 | | | | | |
| **Tomatoes, fresh or chilled** | 070200 | 5.0 | 30.0 | 0.0 | 0.0 | 0.0 |
| **Onions, shallots, garlic, leeks and other alliaceous vegetables, fresh or chilled.** | 0703 | | | | | |
| **Onions and shallots** | 070310 | 5.0 | 15.0 | 0.0 | 0.0 | 0.0 |
| **Garlic** | 070320 | 3.5 | 30.0 | 0.0 | 0.0 | 0.0 |
| **Cabbages, cauliflowers, kohlrabi, kale and similar edible brassicas, fresh or chilled.** | 0704 | | | | | |
| **Leeks and other alliaceous vegetables** | 070390 | 5.0 | 10.0 | 0.0 | 0.0 | 0.0 |
| **Cauliflowers and headed broccoli** | 070410 | 5.0 | 20.0 | 0.0 | 0.0 | 0.0 |
| **Brussels sprouts** | 070420 | 5.0 | 30.0 | 0.0 | 0.0 | 0.0 |

| | | | | | | |
|---|---|---|---|---|---|---|
| **Other** | 070490 | 5.0 | 30.0 | 0.0 | 0.0 | 0.0 |
| **Lettuce (Lactuca sativa) and chicory (Cichorium spp.), fresh or chilled.** | 0705 | | | | | |
| **Cabbage lettuce (head lettuce)** | 070511 | 5.0 | 30.0 | 0.0 | 0.0 | 0.0 |
| **Other** | 070519 | 5.0 | 30.0 | 0.0 | 0.0 | 0.0 |
| **Witloof chicory (Cichorium intybus var. foliosum)** | 070521 | 5.0 | 30.0 | 0.0 | 0.0 | 0.0 |
| **Other** | 070529 | 5.0 | 30.0 | 0.0 | 0.0 | 0.0 |
| **Cucumbers and gherkins, fresh or chilled.** | 0707 | | | | | |
| **Cucumbers and gherkins, fresh or chilled.** | 070700 | 5.0 | 30.0 | 0.0 | 0.0 | 0.0 |
| **Leguminous vegetables, shelled or unshelled, fresh or chilled.** | 0708 | | | | | |
| **Peas (Pisum sativum)** | 070810 | 5.0 | 30.0 | 0.0 | 0.0 | 0.0 |
| **Beans (Vigna spp., Phaseolus spp.)** | 070820 | 5.0 | 30.0 | 0.0 | 0.0 | 0.0 |
| **Other leguminous vegetables** | 070890 | 5.0 | 30.0 | 0.0 | 0.0 | 0.0 |
| **Other vegetables, fresh or chilled.** | 0709 | | | | | |
| **Asparagus** | 070920 | 5.0 | 20.0 | 0.0 | 0.0 | 0.0 |
| **Aubergines (egg-plants)** | 070930 | 5.0 | 30.0 | 0.0 | 0.0 | 0.0 |
| **Celery other than celeriac** | 070940 | 5.0 | 30.0 | 0.0 | 0.0 | 0.0 |
| **Mushrooms of the genus Agaricus** | 070951 | 5.0 | 20.0 | 0.0 | 0.0 | 0.0 |
| **Fruits of the genus Capsicum or of the genus Pimenta** | 070960 | 5.0 | 30.0 | 0.0 | 0.0 | 0.0 |
| **Spinach, New Zealand spinach and orache spinach (garden spinach)** | 070970 | 5.0 | 30.0 | 0.0 | 0.0 | 0.0 |
| **Globe artichokes** | 070991 | 5.0 | 20.0 | 0.0 | 0.0 | 0.0 |
| **Other** | 070999 | 5.0 | 20.0 | 0.0 | 0.0 | 0.0 |
| **Vegetables (uncooked or cooked by steaming or boiling in water), frozen.** | | | | | | |
| **Peas (Pisum sativum)** | 071021 | 5.0 | 20.0 | 5.0 | 5.0 | 5.0 |
| **Beans (Vigna spp., Phaseolus spp.)** | 071022 | 5.0 | 25.0 | 5.0 | 5.0 | 5.0 |
| **Vegetables (uncooked or cooked by steaming or boiling in water), frozen.** | 0710 | | | | | |
| **Other** | 071029 | 5.0 | 30.0 | 5.0 | 5.0 | 5.0 |

| | | | | | | |
|---|---|---|---|---|---|---|
| **Vegetables (uncooked or cooked by steaming or boiling in water), frozen** | 071030 | 5.0 | 30.0 | 5.0 | 5.0 | 5.0 |
| **Mixtures of vegetables** | 071090 | 5.0 | 20.0 | 5.0 | 5.0 | 5.0 |
| **Dried vegetables, whole, cut, sliced, broken or in powder, but not further prepared** | 0712 | | | | | |
| **Onions** | 071220 | 10.0 | 15.0 | 5.0 | 5.0 | 5.0 |
| **Mushrooms of the genus Agaricus** | 071231 | 10.0 | 15.0 | 5.0 | 5.0 | 5.0 |
| **Other vegetables; mixtures of vegetables** | 071290 | 10.0 | 13.3 | 5.0 | 5.0 | 5.0 |
| **Dried leguminous vegetables, shelled, whether or not skinned or split.** | 0713 | | | | | |
| **Chickpeas (garbanzos)** | 071320 | 2.0 | 0.0 | 5.0 | 5.0 | 5.0 |
| **Beans of the species Vigna mungo (L.) Hepper or Vigna radiata (L.) Wilczek** | 071331 | 2.0 | 0.0 | 2.5 | 2.5 | 2.5 |
| **Lentils** | 071340 | 0.0 | 0.0 | 5.0 | 5.0 | 5.0 |
| **Broad beans (Vicia faba var. major) and horse beans (Vicia faba var. equina, Vicia faba var. minor)** | 071350 | 0.0 | 0.0 | 5.0 | 5.0 | 5.0 |
| **Other** | **071390** | 2.0 | 3.3 | 5.0 | 5.0 | 5.0 |
| **Other nuts, fresh or dried, whether or not shelled or peeled.** | 0802 | | | | | |
| Shelled | **080212** | 20.0 | 20.0 | 5.0 | 5.0 | 5.0 |
| Shelled | **080222** | 20.0 | 30.0 | 5.0 | 5.0 | 5.0 |
| Shelled | **080232** | 20.0 | 30.0 | 5.0 | 5.0 | 5.0 |
| Apples, pears and quinces, fresh. | **0808** | | | | | |
| Apples | **080810** | 40.0 | 15.0 | 0.0 | 0.0 | 0.0 |
| Pears | **080830** | 40.0 | 20.0 | 0.0 | 0.0 | 0.0 |
| Quinces | **080840** | 30.0 | 20.0 | 0.0 | 0.0 | 0.0 |
| Apricots, cherries, peaches (including nectarines), plums and sloes, fresh. | **0809** | | | | | |
| Apricots | **080910** | 60.0 | 25.0 | 0.0 | 0.0 | 0.0 |
| Sour cherries (Prunus cerasus) | **080921** | 10.0 | 25.0 | 0.0 | 0.0 | 0.0 |
| Peaches, including nectarines | **080930** | 60.0 | 20.0 | 0.0 | 0.0 | 0.0 |
| Plums and sloes | **080940** | 60.0 | 20.0 | 0.0 | 0.0 | 0.0 |

| | | | | | | |
|---|---|---|---|---|---|---|
| Other fruit, fresh. | **0810** | | | | | |
| Strawberries | **081010** | 10.0 | 20.0 | 0.0 | 0.0 | 0.0 |
| Raspberries, blackberries, mulberries and loganberries | **081020** | 10.0 | 25.0 | 0.0 | 0.0 | 0.0 |
| Black, white or red currants and gooseberries | **081030** | 10.0 | 20.0 | 0.0 | 0.0 | 0.0 |
| Fruit and nuts, uncooked or cooked by steaming or boiling in water, frozen, whether or not containing added sugar or other sweetening matter. | **0811** | | | | | |
| Strawberries | **081110** | 10.0 | 20.0 | 5.0 | 5.0 | 5.0 |
| Raspberries, blackberries, mulberries, loganberries, black, white or red currants and gooseberries | **081120** | 10.0 | 30.0 | 5.0 | 5.0 | 5.0 |
| Fruit, dried, other than that of headings 08.01 to 08.06; mixtures of nuts or dried fruits of this Chapter. | **0813** | | | | | |
| Apricots | **081310** | 30.0 | 10.0 | 5.0 | 5.0 | 5.0 |
| Prunes | **081320** | 30.0 | 30.0 | 5.0 | 5.0 | 5.0 |
| Apples | **081330** | 20.0 | 30.0 | 5.0 | 5.0 | 5.0 |

Source: WTO (http://tariffdata.wto.org/ReportersAndProducts.aspx).

Note: Harmonized System (HS) represents the World Customs Organization's code numbers to define products.

# Annex 6. Additional Import Policy Information

## Annex 6.1. Additional information on the import policy of the UAE

The Ministry of Economy is in charge of economic, industrial and trade policies aimed at enhancing trade and promoting exports to foreign markets, including the negotiation of treaties and agreements on international trade. The authorities of the UAE introduced have several facilitation initiatives to boost trade and have an extensive and diverse range of free zones. The import requirements slightly differ depending on the Emirate. Dubai, Abu Dhabi and Sharjah are the major trade hubs in the country and represent more than 80% of the population.

For importing into the UAE, there must be a trading license with a trader code stating a concrete restriction. The applicant must be a UAE national or a company established in the UAE that is 51% owned by UAE nationals. It is provided by the Customs department of any of the Emirates and is valid throughout the UAE.

Distribution of imported goods can be done only by trade agencies that must be owned by UAE nationals or by companies wholly owned by UAE nationals and registered with the Registry of Commercial Agents.

In Dubai and Abu Dhabi paperless electronic systems are fully operational for the customs clearance. For example, the Dubai Customs operates an e-declaration system[74], allowing for the electronic presentation and clearance of documents on a 24/7 basis, including electronic payment and risk assessment linked with domestic and regional authorities and international organizations. It is expected that the electronic services will increase after the recession. The situation is almost the same in Abu Dhabi[75].

With the exception of food, all shipments of goods to the UAE require "legalization" of documents.

This is a two-step process:

- documents must be verified by Akin Gump Strauss Hauer & Feld LLP (the UAE Embassy's exclusive verification agent),
- documents must submit for legalization to the UAE Embassy.

For imports into Dubai the required processes by its sequence are:

- Registering imported items in the FIRS to undergo a registration and label.

[74] https://www.dubaicustoms.gov.ae/en/Publications/Publications/DC_M2Brochure_En.pdf
[75] https://www.adfca.ae/English/PolicyAndLegislations/AdvisoryGuidlines/Documents/Guide-en.pdf

- Conducting a laboratory testing, which is although an optional, but recommended.
- Registering the company with the Food Safety Authority, which is done online through Food Import and Re-export System.
- Appointing a person in charge by the food importers/traders who is responsible for all the processes related to the imported food consignment.

To ensure that the exported products comply with local food regulations/standards UAE health authorities require advance label approval and product registration, which is strongly advisable to complete beforehand. This label clearance/approval can be obtained from the appropriate authorities of each Emirate.

### 6.3.1. Food safety and other food certification requirements

The UAE law on safety of food came into force in 2016. According to the law, there are clear penalties for persons found to be endangering food safety (up to three years of imprisonment and fines up to USD 544, 588.16 (AED 2 million); while the Ministry of Economy may impose fines of up to USD 27,229.41 (AED 100 000) on other regulated offences such as fraud. The Ministry of Climate Change and Environment (MOCCAE) is responsible for SPS issues at the federal level in the UAE, while the Health Department ensures implementation of federal rules on food safety, to be applied both on domestically produced and imported food products, through its sections of food safety control and inspections.

There are also several strict requirements for all food and beverages imported into the UAE. **First of all**, no food could be imported into the UAE without approval of the Ministry of Climate Change and Environment. **Secondly**, prior to import, it is required to have a pre-approval from the food control department of the UAE municipality of arrival, which should be attached to the shipment for customs clearance. **Thirdly**, it is required to indicate the dates of manufacture and expiration on the packaging and box in Arabic and English.

Companies misleading consumers by publishing a false description of food or using incorrect labels are subject to fines ranging from AED 10 000 to 100 000 (EUR 2 200 to 22 000).

In the emirates of Dubai and Sharjah, the Departments of Dubai Municipality and Sharjah Municipality are in charge of food safety performing controls and inspections of imported food products. In Abu Dhabi, the Food Control Authority (ADFCA) is responsible these activities.

Although there are no specific provisions in the UAE on the protection of geographical indications for agricultural products, the protection of intellectual property rights is regulated by various laws, depending on the field, which are:

- Patent and Design Law
- Copyright Law
- Trademarks Law
- Protection of New Plant Varieties Law.

In the UAE, intellectual property must be registered in the International Centre for Patent Registration, Copyright Department and Trademark Department operating under the Ministry of Economy of the UAE. The fee for trademarks, registration and renewal fees are USD 2,722.94 (AED 10,000).

### 6.3.2. Standard requirements

The national standardization body of the UAE is the Emirates Authority for Standardization and Metrology (ESMA). ESMA is responsible for the development, provision and adopting of the national standards which are prepared by its technical committees at the request of the government, industry and consumers.

ESMA also monitors the application of standards and technical regulations and runs the Emirates Conformity Assessment Scheme (ECAS). This program determines whether imports meet national or international standards for products. ESMA also manages the Emirates National Accreditation Scheme (ENAS) which accredits conformity assessment bodies and oversees the Emirates Quality Mark (EQM). The EQM is a mark of conformity that is given after a product review by the Conformity Affairs Department.

At the same time, ESMA has established technical committees in the fields of food products, construction and building materials, electrical and electronic products, chemical and plastic products, mechanical products, petroleum products and lubricants, metrology, and information technology (for details please visit www.esma.gov.ae )

ESMA implements the Emirates Quality Mark (EQM), a certificate valid for three years that indicates conformity granted to products that comply with relevant UAE national standards, regional (GCC/GSO) and/or international standards and are manufactured under an effective Quality Management System. The license to use the Emirates Quality Mark involves a comprehensive evaluation of the product as well as the quality system used by the manufacturer in production through testing, inspection. The EQM is mandatory for bottled drinking water[76] .

For the import of fresh fruit and vegetables to the UAE, there are several specific requirements including Animal & Plant Health Inspection Service Phytosanitary Certificate. This must certify that the product has been inspected/tested in line with the official procedures and that it is free of quarantine pests. Following new rules on pesticide registration, all types of pesticide used to go forward will have to be registered with MOCCAE [77].

The list of key state authorities responsible for import is presented below:

[76] https://ec.europa.eu/chafea/agri/sites/chafea/files/handbook-uae_en.pdf

[77] Up-to-date information on appropriate documents concerning SPS measures can be found on the following website: https://u.ae/en/information-and-services/health-and-fitness/food-safety-and-health-tips.

**Table 6.3.1: List of Authorities authorizing permission of importing products in UAE**

| CONTROLLING AUTHORITIES | Official website | CATEGORIES |
|---|---|---|
| Ministry of Climate Change and Environment | https://www.moccae.gov.ae/ | Live Animals and products of animal origin |
| Ministry of Interior | https://www.moi.gov.ae/ | Explosives, Arms, Ammunitions and their parts / accessories |
| Dubai Municipality | https://www.dm.gov.ae/en/AboutDM/Pages/AboutDM.aspx | Vegetable Products, Prepared Food Stuff, Products of Chemical |
| Dubai Police | https://www.dubaipolice.gov.ae/ | Alcoholic beverages |
| Ministry of Economy | https://www.economy.gov.ae/english/Pages/default.aspx | Industrial Raw Materials |
| Ministry of Health | https://www.mohap.gov.ae/en/Pages/default.aspx | Pharmaceutical products and Medical/ Surgical instrumental and apparatus |
| Emirates Authority for Standardization and Metrology | https://www.esma.gov.ae/en-us | Tires / Drinking Water |
| National Media Council | https://nmc.gov.ae/en-us | Printed books, newspapers and similar products, work art, collectors “Pieces and Antiques” |
| Dubai Multi Commodities Center Authority | https://www.dmcc.ae/ | Pearls, diamonds and rough diamonds |
| Telecommunications Regulatory Authority | https://www.tra.gov.ae/en/home.aspx | Telecommunication equipment |
| Federal Authority for Nuclear Regulation | https://www.fanr.gov.ae/en | Nuclear reactors and radio transmitters |
| United Arab Emirates Coast Guard Group | https://eservices.dmca.ae/en/contact | Boats, cruise ships |

## Annex 6.2. Additional information on the import policy of Qatar

General Authority of Customs of Qatar, uses a letter of L/C as an instrument to control exports and imports. When an L/C is opened, the supplier is required to provide a certificate of origin and a certificate from the captain of the ship or from the shipping agency stating that the ship is allowed to enter Arab ports. An Arab Embassy or Consulate or an Arab Chamber of Commerce should notarize both documents in the exporting country.

Points of entry for imports are Hamad International Airport, Hamad Port, Doha Port, Mesaieed Port, Ras Laffan and the Salwa Overland Terminal. These entry points have Customs offices.

All importers are required by law to have an import license. Import licenses are issued only to Qatari nationals, or to the Qatari partner in a limited liability partnership and must be registered with the Ministry of Commerce and Industry. This regulation also applies to wholly foreign owned entities operating in Qatar.

All commercial shipments are subject to examination by GAC prior to clearance. The Qatar Clearance Single Window (Al Nadeeb) is a one-stop e-government system facilitating international trade, with interchange between GAC and other stakeholders.

Shipments of goods to the Qatar require "legalization" of documents by submitting them for legalization to the Qatar Embassy.

***Patents and Designs***: There is no patent or design law in effect in Qatar, however, caveats and cautionary notices may be published in both the Arabic and English language press and appropriate periodicals. While the publication of a cautionary notice does not affect a registration of the invention or design, it is intended to put the public on notice of the interests of its owner and to prevent potential infringement.

***Trademarks***: Law No. 3 of 1978, Administrative Decision No. 47 of 1986, and Ministerial Decree No. 17 of 1987 govern the Qatari trademark regime. Names of distinctive features, signatures, words, letters, numbers, designs, pictures, symbols, stamps, seals, vignettes and any other sign or combination of signs having a disjunctive character may be registered as a mark. Marks without distinctive features, expressions, designs and signs of immoral character or contrary to public policy, portraits or emblems of individuals without their permission and marks likely to deceive the public are among the things that cannot be registered as a mark.

The list of key state authorities responsible for import is presented below**.**

**Table 6.2.1: List of Authorities authorizing permission of importing products in Qatar**

| CONTROLLING AUTHORITIES | Official website | CATEGORIES |
|---|---|---|
| **General Authority of Customs** | http://www.customs.gov.qa/eng/ | Control exports and imports |
| **Qatar General Organization for Standards and Metrology (QGOSM)** | https://www.moci.gov.qa/en/ | Monitor and inspect imported foods to ensure their fitness for human consumption. |
| **Ministry of Commerce and Industry** | https://www.moci.gov.qa/en/ | Governs all aspects of imports |

## Annex 6.3. Additional information on the import policy of Kuwait

Ministry of Commerce and Industry is in charge of economic, industrial and trade policies aimed at enhancing trade and promoting exports to foreign markets. Kuwait is member of the GCC. Kuwait is also a WTO Member.

Kuwait's trade regime is comparatively open in the region with low tariffs and few non-tariff barriers. Importer should have import licenses obtained from the Ministry of Commerce and Industry. The licenses are valid for one year, they are renewable and allow for multiple shipments. Also importers must be registered with the Kuwait Chamber of Commerce and Industry (KCCI).

On most products 5% Ad Valorem is applied. For example, on cut fresh roses, orchids, carnations and dried apricots, prunes, apples, cherries, is applied 5% CIF value custom duty.

To protect national industry some products, Kuwait imposes a rate of 10% to 12%. However, In Kuwait first need products are not taxed at all. For example, for fresh strawberries, raspberries, blackberries, mulberries, logan, black, white, red currants, gooseberries, dates, figs, pineapples, avocados, guavas, mangoes mangosteens, and oranges is applied 0% CIF value custom duty78.

At Kuwait Customs clearance is authorized to be done only by local agent (presentation of official letter and a letter from end user is required).

The accompanying documents must be legalized by the Kuwaiti Embassy and also certified by the Kuwait Ministry of Foreign Affairs upon arrival of the shipment.

All products must comply with the Kuwait Standard Specification (KSS). If there are no specific standards applicable in Kuwait, then the Gulf countries' standards must be applied[79].

The list of key state authorities responsible for import is presented in **Table 6.3.1.**

**Table 6.3.1: List of Authorities authorizing permission of importing products in Kuwait**

| CONTROLLING AUTHORITIES | Official website | CATEGORIES |
|---|---|---|
| Ministry of Commerce and Industry | office@moci.gov.kw | Governs all aspects of imports including licensing |
| Kuwait Chamber of Commerce and Industry (KCCI). | https://kuwaitchamber.org.kw/echamber/website/index.jsp | importers must be registered with the |

[78] https://import-export.societegenerale.fr/en/custom-duties#
[79] https://import-export.societegenerale.fr/en/country/kuwait/regulations-standards

| | | |
|---|---|---|
| Kuwait Ministry of Foreign Affairs | https://aid.mofa.gov.kw/ | certification of shipment accompanying documents |
| Kuwait Ministry of Health | https://www.moh.gov.kw/en/Pages/default.aspx | Development of Kuwait Standard Specification (KSS). |

## Annex 6.4. Additional import policy information on Egypt

The Ministry of Trade and Industry is in charge of economic, industrial and trade policies aimed at enhancing trade and promoting exports to foreign markets, including the negotiation of treaties and agreements on international trade.

Egypt has been using variety of measures to protect the local production of vegetables and fruits, which are one of its main export products. The country made several amendments to its import regulations over recent years. The latest one is the Presidential Decree No. 538 of 2016 raised tariffs, by up to sixty percent (60%), on hundreds of imported goods, including many HS 08 Edible fruit and nuts lines, such as fresh and dried fruits, processed nuts, and juices. In the decree, the government described these goods as "provocative" or "unnecessary" - essentially luxury products[80].

Furthermore, Egypt applies tariff rate quotas (TRQs) on an MFN basis on certain Egyptian fruit and vegetable crops, such as: tomatoes (HS 0702), onions (HS 0703), cabbages (HS 0704), lettuce (HS 0705), cucumbers (HS 0707), and leguminous vegetables (HS 0708) on imports from the EU, EFTA, and Turkey.

The General Organisation for Export and Import Control (GOEIC), within the Ministry of Trade and Industry, is in charge of keeping a Registry of Exporters, a Registry of Importers, and a Registry of Agents and Commercial Mediators, as well as inspecting imports and exports, through its branches at ports and governorates[81].

The banks operating in Egypt are required to demand that letters of credit be 100% covered in cash by the importer, except for some food items. In general, the exporter may not ship the goods before the Egyptian bank has provided notification of the opening of a L/C.

Goods imported into the Egypt undergo the Customs clearance unless it is not imported into one of the free FTZs and it is carried out by customs brokers (natural and legal citizens of the GCC States obtaining a license from the customs administration of their State).

Border measures are applied to all forms of intellectual property, and are not limited only to pirated copyrights and counterfeited trademarks. Enforcement through border measures is carried out by the Trade Agreements and Foreign Trade Sector (TAS) office in coordination with the Egypt Customs Authority (ECA). The ECA may suspend goods when there is prima facie evidence of infringement. The TAS is competent for receiving complaints from right holders, inspection and decision making, while the ECA is responsible for implementing these decisions. Penalties for

80 https://www.bakermckenzie.com/-/media/files/insight/publications/2016/03/bk_egypt_dbi_2016.pdf?la=en
81 http://www.goeic.gov.eg/en

IPRs violations can be fines or imprisonment, depending on the violation. The fines range from LE 2,000 (USD 127) to LE 100,000 (USD 6,335); prison terms are for not less than one month[82].

If a foreign company wishes to protect its logo, the company has to supply the General Administration for Trademark with an example of its logo as registered with the WIPO. The foreign company should employ an agent in Cairo to follow the trademark registration process. The local Law gives trademark protection for ten years, starting at registration[83].

### 6.4.1. Labelling/marking requirements

Egyptian labelling guidelines are found in the standard 1546/2011 and are applicable to all imports of food products. In addition to the foreign language, all information must also be written in Arabic. Any contradiction between the English and Arabic dates may lead to product rejection. Labels can be printed on the package or be of a permanent adhesive type.

All labels must include the following information:

| Name and address of manufacturer | Product ingredients |
|---|---|
| **Brand or trademark, if appropriate** | Storage instructions or temperature for all products - storage temperature must be placed with the refrigeration statement on the boxes to fully clarify the type of product being handled. |
| **Country of origin** | Net weight |
| **Type of product and grade** | Gross weight and total number of the packages per case or carton |
| **Name and address of importer** | If the product contains preservatives, the percentage of each preservative should be indicated |
| **Production and expiration dates.** | If the product is meat or poultry, the following statement must appear: “slaughtered according to the Islamic ritual” or “Halal slaughtered |

It is strongly advisable that a company consider cultural norms and values when designing and developing product packaging.

[82] https://www.wto.org/english/tratop_e/tpr_e/s367_e.pdf
[83] https://proudtobuy.nebraska.gov/docs/CR-Egypt.pdf

### 6.4.2. Prohibited and Restricted Imports

There is a very strict policy in dealing with the import of prohibited and restricted goods into the Egypt. The list of prohibited goods includes used passenger vehicles, synthetic animal growth promotants (synthetic hormones) in foodstuffs of animal origin, used and refurbished medical equipment and supplies, etc. The target products of this study are not in this list.

### 6.4.3. Food safety and other food certification requirements

The National Food Safety Authority (NFSA) is currently responsible for food safety, which was previously held by as many as 40 government entities answering to multiple ministries. Specifically, the agency is responsible for food safety regulation for domestic production, import and export through undertaking inspection, licensing and certification. Codex Alimentarius Commission is defined under NFSA Law as a body affiliated to the United Nations. It issues food standards and constitutes a referral body to the WTO during disputes between member states.

Under Ministerial Decree No. 991/2015, a certificate of examination by an authority accredited by the International Laboratory Accreditation Cooperation's (ILAC) is requested for preserved and dried fruits prepared for retail sale and for fruit juices for retail sale a list of industrial items prior to importation. Egypt's GOEIC[84] is entitled to examine a random sample of 1% of the total number of packages in each consignment and up to 2% of the contents of the chosen packages.

### 6.4.4. Standard requirements

The national standardization body of Egypt is the Egypt Organization for Standards (EOS). It is responsible for preparing and issuing Egyptian standards, as well as the different activities in the field of quality assurance and conformity assessment for the relevant products, testing and industrial measurements.

Import regulations require that every component of a product be inspected – regardless of the compliance history of the product, country of origin, exporter, shipper or the importer. No import can be put up for direct sale without first proving that it conforms to established Egyptian standards. If no domestic standard exists, then it must be defined using the standards of one of its affiliated international organizations (such as International Organization for Standardization (ISO), International Electrotechnical Commission (IEC) and Codex Alimentarius).

While EOS issues regulations and standards for the local market, verification of compliance is performed by other governmental bodies. GOEIC is responsible for testing imported products. Additional agencies that verify consistency with technical regulations and standards include Ministry of Health (MOH) and Ministry of Agriculture and Land Reclamation (MALR) [85].

84 http://www.goeic.gov.eg/en/

85 https://apps.fas.usda.gov/newgainapi/api/report/downloadreportbyfilename?filename=Food%20and%20Agricultural%20Import%20Regulations%20and%20Standards%20-%20Narrative_Cairo_Egypt_12-28-2015.pdf

The list of key state authorities responsible for import is presented in **Table 6.4.1.**

**Table 6.4.1: List of Authorities authorizing permission of importing products in Egypt**

| CONTROLLING AUTHORITIES | Official website | CATEGORIES |
|---|---|---|
| Ministry of Agriculture and Land Reclamation (MALR) The Central Administration of Plant Quarantine (CAPQ) | http://www.nni.org.eg/contactus_ar.htm | Responsible of providing import licenses |
| Ministry of Trade and Industry (MTI)<br>Egypt Organization for Standardization and Quality control | http://www.eos.org.eg/public/en-us/ | Responsible for the promotion and development of trade and industry |
| General Organization for Export and Import Control (GOEIC) | http://www.goeic.gov.eg/en/index_R.asp | |
| Ministry of Finance (MOF)<br>Egypt Customs Authority (ECA) | http://www.customs.gov.eg/ | Responsible for monitoring importation and exportation of goods |

## Annex 6.5. Additional import policy information on Jordan

Import Process consists of the following six stages:[86]

***Stage I:*** *Pre-import Arrangements:* There are pre-import arrangements that are to be made before the arrival of the goods. The goods carrier has to have the Cargo Manifest filed. The commercial importer has to make sure he has an Importer Card issued by the Ministry of Industry and Trade to avoid being fined by the Customs Department. An Importer Card provides the importer with a unique identification number and facilitates the customs clearance process. The importer might also require an Import License and / pre-import clearance from certain government agencies for the import of certain controlled goods. : Information regarding supporting documentation required and tariffs (if applicable) can be obtained by registering goods data on the Customs Integrated Tariff System (CITS) for the Jordan Customs Department via the following link https://www.customs.gov.jo/cits/Login_en.aspx .

***Stage II****: Cargo Arrives:* As the ship enters the port (or airplane lands at the airport) and the discharge of the goods starts, the shipping agent notifies the importer and customs clearance agent. The services of a licensed customs clearance agent are required for all commercial imports. So, the owner of imported articles or his designated customs broker must file a customs declaration at the port of entry.

***Stage III****: Submission of SAD via EDI:* Jordan has a single customs declaration process for the completion of all customs procedures, this is known as the Single Administrative Declaration (SAD). SAD is registered by the customs clearance agent online via Jordan's EDI. The declarant can also avail of service bureau desks in customs houses for customs declaration registration in lieu of a fee. The declarant can examine the goods prior to filing the declaration when necessary after gaining permission from the Department and if the examination is carried out under the Department's supervision. Those samples for examination shall be subject to due duties and taxes.

Customs officials may delay imported articles for hours or days waiting verification as to classification and valuation. The Customs Department provides advanced rulings based on request from traders who seek clarification on specific matters such as classification and applicable tariff rates. Advance rulings prior to importation provide certainty and cut delays. This would help Armenian importers before entering into commercial transactions[87].

***Stage 4:*** *Customs Clearance at Port and Payment of Duties:* After the customs declaration is registered by the importer / the customs clearance agent, the declaration is verified by the system and a registration number is assigned.

[86] https://www.saudiexports.sa/ar/Export-Information/Documents/Jordan%20English%20Import%20Procedure%20Guide_Final_201016.pdf
[87] https://www.econstor.eu/bitstream/10419/205814/3/Jordan%20Imports%20and%20Tariff%20Regimes.pdf

- The declarant prints out a hard copy of the declaration and submits it to relevant Customs Department officials, along with supporting documentation where required.
- The concerned officials shall inspect the goods wholly/partially in the customs zone in the presence of the importer/the customs clearance agent.
- The concerned parties can also request for the goods to be inspected in another location. However, they will have to meet the costs involved in transfer of goods to said location, packaging, and handling.
- The customs inspection includes crosschecking the details of the goods against the customs declaration Upon completion of inspection and documents review, an Assessment Notice is generated for the payment of fees and duties.
- Once payment is secured, the EDI prints the Clearance Notification that is presented to the Customs gate officer who stamps the notification upon releasing the cargo.

***Stage V:*** Importer / customs clearance agent arranges for the logistics and transportation of the goods from the customs area to the warehouse.

***Stage VI:*** Imported goods are received by the Importer / customer

The Registrar of Patents and Trademarks of the Ministry of Industry and Trade registers patents and trademarks. The Ministry of Culture's National Library registers copyrights[88]. Jordan's legal system protects the acquisition and disposition of intellectual property rights. Jordan enforces foreign copyrights and trademarks. Jordan has a series of laws strengthening the protection of intellectual property rights for patents, copyrights, and trademarks.

### 6.5.1. Labelling/marking requirements

Standards for the labelling of pre-packaged foods are regulated by the JISM. The regulation is similar to the Codex general standard for labelling pre-packaged foods; however, it requires that food and feed importers label products that contain GMOs. But in reality, to date, no trade barriers have been imposed on any imported products containing GMOs.

It is strongly advisable that a company consider cultural norms and values when designing and developing product packaging. For "GMO Free" products a company must provide a GMO-free certificate from a competent authority issued at the country of origin to verify the claim.

### 6.5.2. Prohibited & restricted imports

Certain goods cannot be imported, exported, transited or require permits from the competent authority. There is a very strict policy in dealing with the import of prohibited and restricted goods into the Jordan. The following link provides the list of prohibited goods

88 https://agriexchange.apeda.gov.in/IR_Standards/Import_Regulation/FoodandAgriculturalImportRegulationsandStandardsReportAmmanJordan12162018.pdf

https://customsdutyfree.com/jordan-rules-and-restrictions-for-imports/: The import of alcohol and pork is not restricted, but are subject to high tariffs.

### 6.5.3. Standard Requirements

The national standardization body of Jordan is the JISM. It is responsible for preparing and issuing Jordanian standards, as well as the different activities in the field of quality assurance and conformity assessment for the relevant products, testing and industrial measurements.

Import regulations require that every component of a product be inspected regardless of the compliance history of the product, country of origin, exporter, shipper or the importer. If no domestic standard exists, then it must be defined using the standards of one of its affiliated international organizations (such as ISO, IEC and Codex Alimentarius)[89].

The list of key state authorities responsible for import is presented in **Table 6.5.1.**

**Table 6.5.1: List of Authorities authorizing permission of importing products in Jordan**

| CONTROLLING AUTHORITIES | Official website | CATEGORIES |
|---|---|---|
| Ministry of Industry and Trade | https://www.mit.gov.jo/ | Responsible for the promotion and development of trade and industry |
| Jordan Maritime Commission | https://www.jma.gov.jo/ | Responsible for facilitating and growing port operations, and Jordan's shipping industry |
| Customs Department | https://www.customs.gov.jo/ | Responsible for monitoring importation and exportation of goods |
| Jordan Standards and Metrology Organization (JSMO) | https://www.jsmo.gov.jo | Responsible for providing technical regulations and standards, and monitoring the overall import process of all products with the exception of pharmaceuticals |
| Ministry of Agriculture | http://moa.gov.jo/ar-jo/home.aspx | Responsible of providing import licenses |

[89] https://www.smiic.org/en/member/33

| | | |
|---|---|---|
| Jordan Food and Drug Administration (JFDA) | http://www.jfda.jo/ | Responsibility for accepting or rejecting incoming food consignments |

## Annex 7. Project Targeted Products

### Table 7.1: Project Targeted Products (PTPs)

| I. PRIMARY SELECTION | II. ADDITIONAL OPTIONS |
|---|---|
| **1 Greenhouse crop production**<br>+ Most export-oriented sector;<br>+ Large volumes of products and cooperation among farmers developed;<br>+ Significant number of players; presence of operational producer groups;<br>+ Existing branch organization;<br>+ Determination to access/expand on EU markets;<br>+ Presence of post-harvesting infrastructure;<br>+/- Demand in EU – strong for some products, more challenging for others;<br>- requires a minimum of Global Gap Certification, which is not done in Armenia. | **1 Berries**<br><br>+ high demand in EU;<br>+ Determination to access/expand on EU markets;<br>+ Use of high technologies in production;<br>- limited number of growers/exporters;<br>- limited shelf life and high cost of logistics. |
| **2 Flowers**<br><br>+ Good export-oriented sector;<br>+ Large volumes of product;<br>+ Presence of operational producer groups;<br>+ Determination to access/expand on EU markets. | **2. Nuts**<br><br>+ high value-added product;<br>- small number of producers with export potential;<br>- very competitive product in Europe;<br>- certification and labeling might be an issue. |
| **3. Processed fruits (dried/frozen)**<br><br>+ high value-added products with good EU market prospects;<br>+ has several companies active in export (but not in EU).<br>- frozen fruits are so far in limited supply in Armenia; where the main focus is on processed/canned food. | |