

Competitiveness of Egyptian Dairy Products in the Most Important International Markets

Mohamed Sayed Ahmed¹ and Hanan Mohamed Mahrous^{2*}

¹Technical Office of Minister of trade and Industry, Cairo, Egypt

²Department of Dairy Science, National Research Centre, Giza, Egypt

*Corresponding author: hananmahrous@gmail.com

Abstract

Background and Objective: The Egyptian dairy industry is one of the most important production activities in Egypt, which is characterized by an increase in quantities produced significantly, and during the previous years, there are many dairy products manufactured in the structure of the most important Egyptian commodity exports. The problem of the study is concentrated in the decline of Egyptian exports of dairy products after a period of remarkable growth due to the difficulties faced by the Egyptian industry due to the economic and political developments in previous years and the competition facing Egypt in the international markets.

Objective: To study the competitive position of Egyptian dairy products in the most important international markets, while identifying the experiences of some countries in order to benefit from them.

Methodology: It was based on descriptive and quantitative analysis by SPSS.

Results: Egypt ranks 32 among the world's leading exporters of dairy products with a contribution of about 0.5% in global exports. The most important markets in the Arab world, such as Saudi Arabia, Libya, Jordan and Kuwait, are the proximity of the quality of Egyptian dairy products to the tastes of consumers. Saudi Arabia accounted for 27% of Egypt's total exports, while Libya, Jordan and Kuwait accounted for 16%, 11% and 7%, respectively, as an average for 2012-2016. The results also indicated that Egyptian dairy products need more efforts to strengthen their competitive position and activate the role of state institutions to promote these products in the most important international markets. To identify ways to enhance Egyptian competitiveness, the experiences of some other countries were identified and used in this regard. Finally, the paper attempted to propose a set of ways and mechanisms that could be followed in Egypt to enhance the competitiveness of Egyptian dairy products. The main aims were to enhance the quality of Egyptian dairy exports, state support for exported dairy factories, and training of managers of the production and export process through state agencies. The new production technology is a means of studying, targeting and opening new markets.

Keywords: Egyptian, Libya, Jordan and Kuwait, exports
