

# MARKET STRUCTURE



- Egypt's Suez Canal forms a key part of global maritime trade routes, meaning the country's ports are direct calling points for international shipping companies, and trade times and costs are low.
- A new canal, parallel to the existing one, to maximize benefit from the present Canal and its by-passes, and double the longest possible parts of the waterway to facilitate traffic in the two directions and minimize the waiting time for transiting ships. This will certainly reduce the time needed for the trip from one end of the Canal to the other, and will increase the numerical capacity of the waterway, in anticipation of the expected growth in world trade. The project goes side by side with the Suez Canal Area Development Project. The two projects will add to the importance of the Suez Canal, and will make it the route of choice for ship owners the world over, putting any alternative routes out of competition. The project will also have quite a positive impact on the Egyptian national income as it will boost the hard currency earnings, provide much needed job opportunities and create new urban communities.
- The country's large population means that there is a wide consumer market with internet access, allowing businesses to easily access their client base.
- Egypt offers a relatively well regulated market for incoming investors.
- The tax system has been clearly demarcated in recently.
- Egypt's position as an important regional air trade hub will be improved by ongoing the expansion of air cargo facilities at Cairo International Airport.