



USAID
FROM THE AMERICAN PEOPLE



Alison Keane, President and CEO
Emily Patten, Director Membership and Meetings
Flexible Packaging Association

June 07, 2024

Dear Alison/Emily,

On behalf of the Trade Reform and Development (TRADE) Project, funded by the U.S. Agency for International Development (USAID) in Egypt, I am reaching out to share an important initiative aimed at fostering the growth and expansion of the packaging sector and strengthening trade ties between U.S. and Egyptian companies in this critical industry.

We are currently coordinating a virtual trade mission and online B2B meetings for companies working in the packaging sector, including corrugated boxes, cardboard, flexible packaging, labels and printing, and paper-based products. This virtual mission is in collaboration with the Egyptian Export Council for Printing and Packaging (ECP) and is designed for companies interested in exploring commercial opportunities with U.S. businesses. The B2B meetings will provide a platform for potential U.S.-Egypt partnerships and possible collaborations in the near future. The virtual meetings will be followed by a physical trade mission to participate in one of the major packaging trade fairs in the U.S. at the end of this year.

As many U.S. buyers are currently seeking to diversify their sourcing options from different trade partners worldwide, this trade mission will help strengthen trade ties with Egyptian companies in the packaging and printing sector, ensuring a robust and varied supply chain for this industry. Furthermore, it offers avenues for economic growth and fosters potential joint ventures between American companies and their counterparts in Egypt, presenting valuable opportunities for both expansion and diversification.

Additionally, Global BMT Consulting has been entrusted with coordinating the B2B meetings. We would appreciate it if you could kindly communicate with their team at pbecerra@globalbmt.com or ggarcia@globalbmt.com to share information about companies that may express interest. They will be responsible for arranging the meeting agendas.

Your participation in spreading the word about this virtual trade mission would greatly contribute to its success and help facilitate valuable connections between Egyptian and American businesses. We kindly ask for your cooperation in promoting and supporting this event through your communication channels and network of contacts.

We appreciate your attention to this matter and look forward to the possibility of collaborating with you on this important initiative. Should you require any further information or have any questions, please do not hesitate to contact us.

Kind regards,

Rachid Benjelloun
Chief of Party, USAID TRADE