

Video: Visit to trade fair by Egyptian executives seals partnership

Egypt is Africa's second-largest economy, and offers significant potential for cooperation between German and Egyptian firms in the fields of climate action, renewable energy and water and waste management.



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German firms can find market opportunities in particular in the areas of sustainable irrigation technologies, seawater desalination equipment, pump and pipeline manufacture, and water treatment and sewage plants. The North African country is facing considerable challenges relating to water shortages and restricted water availability, and these are being exacerbated by the effects of climate change. It is crucial to introduce environmentally friendly technologies and methods in order to tackle the country's environmental challenges.

The IFAT trade fair in Munich, one of the world's leading events for water, waste water, waste management and raw materials, offers an ideal platform for the dialogue between German and international companies. The 22 Egyptian participants in *Partnering in Business with Germany* had the opportunity to make contacts with German firms in particular, but also with companies from around the world, to initiate partnerships, and to profit from the experience of other countries and companies. Access to new technologies and innovative solutions can help Egyptian companies to make their water management and waste water treatment more efficient, to improve their recycling solutions, and to become more competitive. Participation in IFAT can also help Egyptian executives to familiarise themselves with and introduce environmentally friendly and sustainable business methods. This is especially important for the long-term development and protection of Egypt's natural resources.

The business executives held numerous B2B meetings, learnt about innovative technologies and identified possibilities for future cooperation. Click on the video and see how German and

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Egyptian businesspeople assess their visit to the trade fair.



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