

Abstract:

The export of horticultural products is a prior objective the Egyptian government is following. This shall contribute to reduce the export deficit in the agricultural area. Though, the exporters are exposed to a hard competition. The export of horticulture products represents an attractive opportunity for many countries to use its natural competitive advantages. Because of concentration trends in the food retail trade and increasingly critical consumers the requirements on products and performances of the Horticultural business are also increased. For an improvement of the Egyptian export performance it is therefore necessary to analyse the production and marketing system exactly and to identify strengths and weaknesses. On basis of such information measures for the improvement of the export situation can be derived. The results of the analysis are presented in the paper.