



**THE ROLE OF HEIA IN IMPROVING
EXPORTS FOR FRESH PRODUCE**

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HEIA is an industry driven association supporting the Egyptian horticultural community (exporters, growers, processors, and collateral product and service providers) to increase exports of fresh and processed produce through continuous improvement of quality production, marketing, policy advocacy, training and management assistance, assuring Egypt's international quality reputation and raising the agricultural labor force standards for a sustainable national economy.

- Assist the Horticulture Industry to meet world quality standards

- * Awareness
- * Training
- * Consultation
- * Certification

- Introduce Appropriate technologies to the horticultural Industry

- Inviting International consultants
- Information Dissemination
- Conferences and Exhibitions

- Sustainable industry Leadership

- Self sustainable
- Membership is increasing
- Cooperation with Donors

- Training Programs and Observation Study Tours.

- Technical training
- Management Training
- On job Training
- Seeing is believing

- Leadership Horticulture Community Development

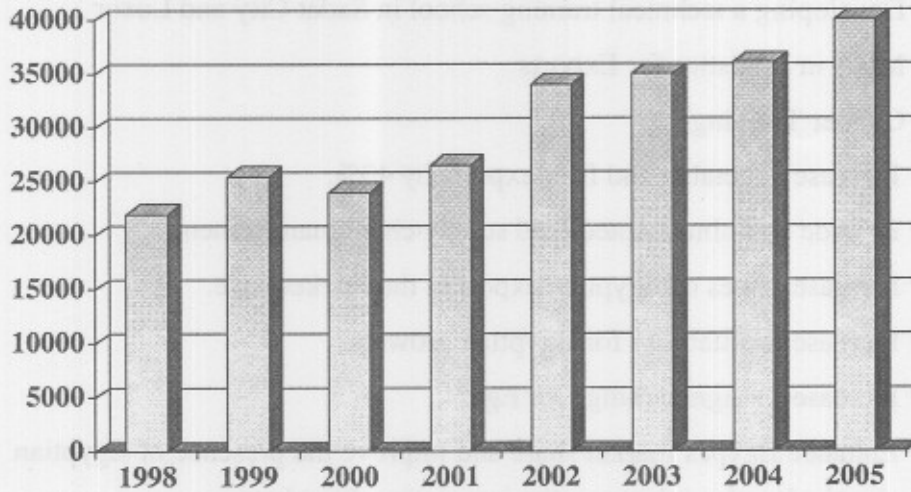
- Developing a technical training school in Sadat City and Luxor
- MBA in Logistics for Exports
- Gender Training
- * Increase vegetable and fruit exports by 40%.
- * Provide an uninterrupted cold supply chain management.
- * Increase prices of Egyptian export in the marketplace.
- * Increase profitability for Egyptian growers.
- * Increase foreign earnings for Egypt.
- * Enhance Egypt's market share and improve the presence of Egyptian horticultural products on the international markets.
- * Expand Egypt's exporting base of horticultural products and diversify fresh produce exports.
- * Stimulate foreign investment in Egypt in the field of horticultural exports.
- * Promote Egypt's exporting infrastructure.
- * Increase sector's employment opportunities.

Export growth in recent years for different products (in M. Tons)

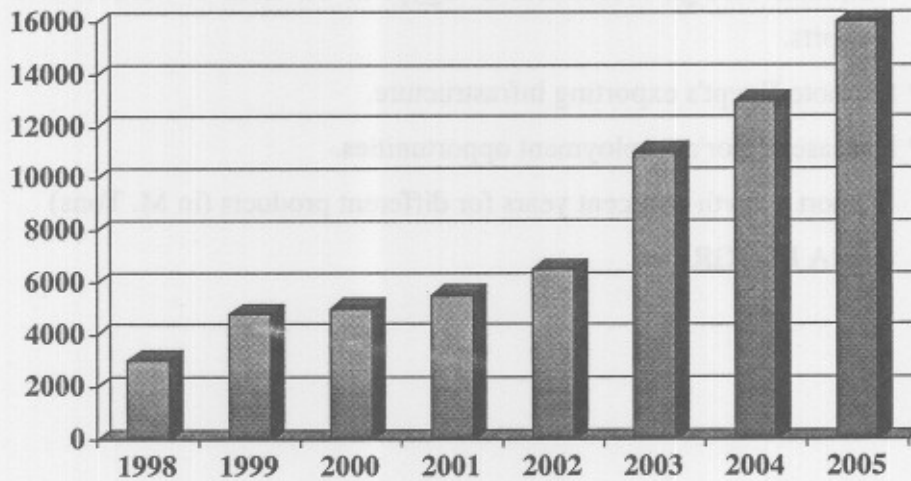
HEIA PROGRESS



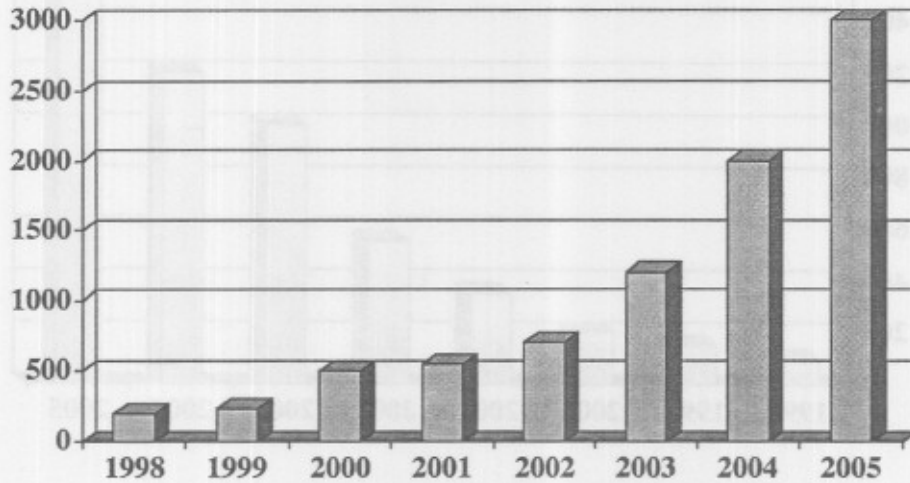
GREEN BEANS



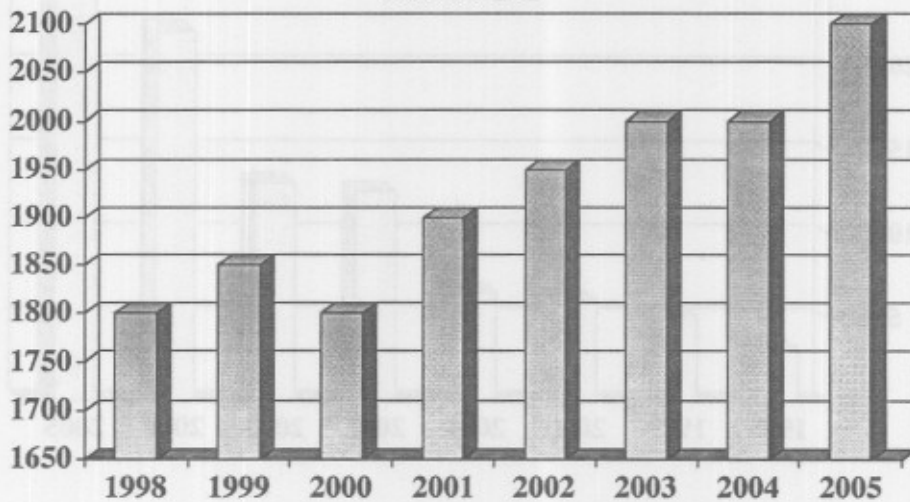
STRAWBERRY



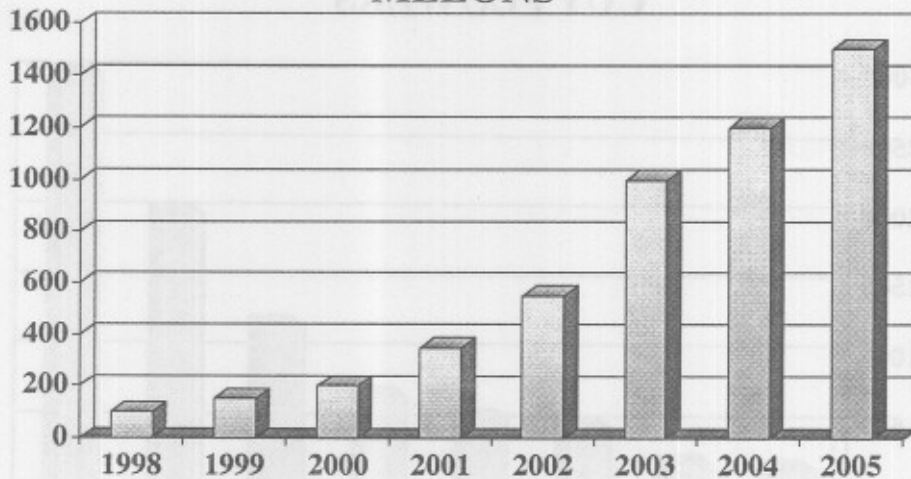
CUT FLOWERS



MANGO



MELONS



GRAPES

