Table of Contents

Introduction ........................................... 1
Algeria .................................................. 2
Egypt .................................................... 3
Iraq ...................................................... 6
Jordan ................................................... 8
Lebanon ............................................... 10
Morocco ............................................... 12
Tunisia ............................................... 14
West Bank .......................................... 16
Take Your Next Steps ....................... 18
Introduction

Welcome to the North Africa and Levant Region Franchising Sector!

With a population of 217.2 million and an estimated GDP of USD 952 billion, the North Africa and Levant (NAL) region—Algeria, Egypt, Iraq, Jordan, Lebanon, Morocco, Tunisia, and the West Bank—offers American franchises excellent opportunities for investment.

Demand for U.S. franchises in the NAL region is dynamic and is expected to grow steadily over the coming years. NAL consumers have become brand-conscious due to the recent and growing trend of improved living standards, as well as increased exposure to western culture and media. However, red tape remains a business impediment in most NAL countries. Security is clearly a challenge in other countries. Moreover, working directly with the government bureaucracy can be time consuming in certain areas.

Though franchising in the NAL region is most common in the food industry, non-food franchising has been expanding recently—primarily in the retail sector in response to growing urban demand for clothing and lifestyle brands. Demand is also expected to increase for hypermarkets, home products, and furniture.

Best prospects for U.S. non-food franchises include:

- Childcare
- Department stores
- Fitness
- Hotel management
- Education and training
- Entertainment and recreational centers
- Furniture
- Specialty stores
- Home products
Algeria

Summary
Despite the lack of franchise regulation in Algeria, the Algerian government is interested in developing this sector and creating new regulation to promote it. And, despite the lack of a franchise law, some European franchises have initiated franchising activities in Algeria. Those who are early to market have found Algerians to be very interested in this business model.

Over the last few years, the Algerian government has worked with international and local law firms, as well as with the Commercial Law Development Program (CLDP), to develop a franchising law. The new law is expected to provide advantages to foreign investors interested in collaborating with an Algerian partner.

Today, franchising in Algeria is relatively limited; however, over the past few years, there has been progress. Many U.S. brands are interested in the Algerian market and are working with local U.S. agencies to explore opportunities. Several major U.S. apparel brands have already entered the market.

Challenges
• Currently, no franchising regulations
• Tight foreign exchange control policies restrict the transfer of dividends
• Poor grasp of franchising concept in the Algerian government

Opportunities
• Private sector leaders are eager to introduce and develop franchises
• The population is young, urban, and open to new ways of doing business
• Recently, high-end malls and commercial centers have become popular
• New franchising law is expected to be implemented soon

Statistics (USD)
- Capital: Algiers
- Population: 39.9 million (2014)
- GDP: 238 billion (est. 2015)
- GDP/capita: 6,041 (est. 2015)
- U.S.–Algeria: 1.52 billion (2015)
- Algeria–U.S.: 3.00 billion (2015)

Contact
Jugurtha Rabiab
Commercial Specialist
jugurtha.rabia@trade.com
+213 770 08 22 74
export.gov/algeria
Summary

Franchising is expanding in Egypt. According to industry sources, Egypt’s franchise industry is valued at over USD 14 billion and is growing 20 percent per year. Franchising has developed quite extensively over a short time, and it has proven to be one of the most successful mechanisms for entrepreneurship. Egypt’s franchising industry is comprised of 60 percent international franchises and 40 percent local franchises; 30 percent of international franchises are U.S. chains, and are estimated to account for almost 30 percent of total franchise revenues.

- 60 percent of franchisees are master franchisees and do not sub-franchise
- 17 percent are master franchisees and do sub-franchise
- 40 percent are local franchisors

Food Franchises

The Egyptian fast food market has experienced notable expansion since it began in 1970. Market sources expect the growth to continue at an annual rate of 20–25 percent over the coming years. The current food franchise market is estimated to be worth more than USD 750 million. In 1993, there were seven operational chains in Egypt; now, there are over 50 U.S. franchises that are operational or have imminent plans to open.

Currently operating U.S. food franchises include famous brands such as

- Auntie Annie’s
- Baskin-Robbins
- Burger King
- Carvel
- Chili’s
- Cinnabon
- Dairy Queen
- Domino’s Pizza
- Hard Rock Cafe
- Hardee’s
- KFC
- McDonald’s
- Pizza Hut
- The Melting Pot
- Papa John’s
- Sbarro
- Starbucks
- Subway
- TGI Fridays

Statistics (USD)

Capital: Cairo
Population: 90 million
GDP: 286.5 billion (2014)
GDP/capita: 3,050 (2014)

Contact

Cherine Maher
Senior Commercial Specialist
cherine.maher@trade.gov
+202 2797-2688
export.gov/egypt
Non-Food Franchises
During the 1990s, non-food sectors began to emerge. These franchises have considerable market potential, and many U.S. franchisors continue to enter the Egyptian market. For example, several companies in the fields of hotel management, car rental, language education, health and fitness, electronics, and computer training are currently franchised in Egypt.

Non-food franchises in operation include

- Coldwell Banker
- Curves
- Gold's Gym
- Gymboree
- Harley-Davidson
- Hertz
- Nike
- Toys “R” Us
- Starwood Hotels

Challenges
Although economic reforms have developed considerable momentum, red tape remains a business impediment. Also, working directly with the government bureaucracy is time consuming.

Opportunities
Egypt has an estimated 5 million “A class“ consumers, who have an average monthly income of about USD 1200. These end-users are well educated and familiar with foreign goods and services. They continuously seek high-quality and well-priced goods, though price is not always the main factor. Due to their education and travel abroad, these end-users have become very receptive to U.S. goods and services. Some of these end-users include Egyptian seasonal tourists.

Egyptian consumers have become brand-conscious due to the recent and growing trend of improved living standards, as well as increased exposure to western culture and media. About 5 million Egyptians are estimated to be drawn in by popular brands and convenient service. Egypt’s median age (18–25 years old) also supports the growth potential of the fast food and retail sectors.

Egyptians have initiated their own domestic retail franchising businesses, especially in the apparel industry. This trend indicates that the franchise concept is accepted within the Egyptian cultural setting. Most of the franchises operating in Egypt are the result of Egyptian entrepreneurs approaching foreigners, rather than as the result of foreign companies’ marketing efforts. Although this may demonstrate the Egyptian entrepreneurial spirit, it also highlights missed opportunities on the part of foreign companies.
Best Prospects

Though dominated by the food sector, non-food franchising has been expanding over the past two decades—primarily in the retail sector, in response to the urban population’s growing demand for clothing and lifestyle brands.

Retail franchises account for 49 percent of the non-food franchising sector, making overall retail the highest-ranked subsector. Demand is expected to increase for hypermarkets, home products and furniture, and clothing and fashion.

The best prospects for U.S. non-food franchises are in

- Childcare
- Department stores
- Fitness
- Hotel management
- Education and training
- Entertainment and recreational centers
- Specialty stores
- Home products
Iraq

Summary
Following decades of war and economic challenges, franchising in Iraq has started to grow. With the population’s increased disposable income and improved commercial laws and regulations, Iraq is an emerging market for franchise opportunities. As Iraq continues to develop its infrastructure and economy, it has unearthed an entrepreneurial class in several sectors, particularly for small to medium-sized businesses. The completion of large scale public and private projects such as shopping malls, strip malls, airports, and residential buildings has opened new opportunities for the private sector to expand its businesses to these newly built commercial centers.

Iraq’s National Investment Commission (NIC) has been working with several parts of the U.S. Departments of Commerce and State to develop new franchise opportunities. NIC now has an action plan to implement a franchising pilot program that will:

• Support the NIC in identifying prospective franchisees
• Train the prospective franchisees on essential franchise concepts
• Support a trade event/study tour that would also prepare prospective franchisees on the process of negotiating a franchise agreement

Franchises are excellent ways for U.S. firms to take advantage of the market opportunities available in Iraq (including Kurdistan). Local investors can tap into familiar U.S. brands and quickly start finding new customers.

Statistics (USD)

<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capital</td>
<td>Baghdad</td>
</tr>
<tr>
<td>Population</td>
<td>34.81 million</td>
</tr>
<tr>
<td>GDP</td>
<td>223.5 billion (2014)</td>
</tr>
<tr>
<td>GDP/capita</td>
<td>6,500 (2014)</td>
</tr>
<tr>
<td>U.S.–Iraq</td>
<td>1.79 billion (2015)</td>
</tr>
</tbody>
</table>

Contact
Dara Saeed, MD
Senior Commercial Specialist
dara.saeed@trade.gov
+9647704431655
export.gov/iraq
Several franchises are already operating in Kurdistan and exploring ways to further expand throughout Iraq:

- Ace Hardware
- Carvel
- Chester’s Chicken
- Cinnabon
- The Coffee Bean & Tea Leaf
- Fatburger
- Froots
- Hardee’s
- KFC
- Levi’s
- Nestle Toll House Café
- TGI Fridays
- Timberland

Challenges
- Security is a challenge only in certain areas. Kurdistan and Southern Iraq are safe and stable.
- Government bureaucracy is time-consuming—especially with regard to foreign brand registration. Central government approval may take several months.
- Supply chain issues can occur in some parts of Iraq, especially if there is no local production of needed items.
- Finding trained and skilled staff is an issue throughout the country.

Opportunities
There are significant opportunities for U.S. franchises operating in Iraq. U.S. brands of all types are experiencing increased demand; there is great potential for franchises in fast food and restaurants, information and communication technologies, automobiles, education, construction, and fitness. Many other sectors also show signs of nascent demand.
Jordan

Summary
There are at least 150 franchise businesses operating in Jordan—in fast food, office supplies, furniture, cosmetics, office cleaning, clothing, and other industries. According to 2014 statistics, 59 percent of the franchising activity is retail and 42 percent is services. Clothing, food services, and furniture make up 48 percent of the market. Franchising provides direct employment for around 15,000 people. Annual retail sales since 2011 have seen an overall increase of 7.8 percent.

The first franchise in Jordan opened in the 1980s, and since 1995 the market has shown increased activity. In 1993, there were only seven franchises in operation; now, there are more than 45 U.S. franchises alone.

The local market remains enthusiastic about U.S. franchises. Franchise holders are attracted to the image and name recognition of well-known U.S. products and businesses such as

- Ace Hardware
- Bebe
- Berlitz
- Burger King
- Curves
- Dunkin’ Donuts
- Gap
- Harley-Davidson
- KFC
- McDonald’s
- Papa Johns
- Pinkberry
- Pizza Hut
- Starbucks
- Subway
- Taco Bell
- TGI Fridays

The Jordanian market is small, however, so it cannot absorb large numbers of a single franchise.

U.S. retail and service franchises have continued to increase in number. Major brands continue to set-up shops in the country, often brought in by Gulf-based franchise holders. For example, in 2014, IKEA opened its first store in Jordan—to a long line of shoppers.

Statistics (USD)
Capital: Amman
Population: 6.7 million
GDP: 35.83 billion (2014)
GDP/capita: 5,160 (2014)

Contact
Muna Farkouh
Senior Commercial Specialist
muna.farkouh@trade.gov
+962 6 590 6057
export.gov/jordan
Challenges
To act as a franchisor, you do not have to register a business in Jordan. However, it is important to register your trademark with Jordan’s trademark office so your brand is protected.

There is no specific franchise law in Jordan. Franchise agreements are governed by civil law. It is important for franchise agreements to clearly define the specific relationship between the franchisor and franchisee.

The local market lacks consulting firms specialized in franchising activity.

The modern retail market is growing and is likely to continue to grow. Within the retail market, there are a myriad of store formats: specialty stores, malls, department stores and supermarkets, discount stores, etc. The retail market is currently witnessing major expansion from conventional brick-and-mortar stores to new online enterprises. Whether a small standalone store or a large retail chain, having an online presence has become essential to reaching more customers and boosting sales.

Opportunities
The United States is a model for Jordanian society in technology, convenience, and marketing strategies. Therefore U.S. franchisers are well-positioned for entering or expanding their presence in Jordan.

Local investors are increasingly interested in franchising, especially in services and the fast food industry. The development of new malls and retail outlets has increased the opportunities for additional retail franchises.

Best Prospects
- Full-service restaurants
- Fitness Centers
- Clothing and apparel
- Real estate
- Amusement parks
- Child care and development
- Dry cleaning
- Hotels and motels
- Cosmetics
- Information and communications technology
- Repair, maintenance, and rental services
- Education and training
- Cleaning (home and industrial)
- Co-branding and multiple concept centers
- Footwear
- Medical devices and equipment
- Customer relations management
- Mobile healthcare applications
- Online medical content providers
- Medical waste disposal
Summary

Franchising in Lebanon has experienced notable growth since the late 1990s. With the successful establishment of international brand names and their continuous expansion across the country, franchising has become one of the fastest growing business sectors in Lebanon. Moreover, Lebanese consumers are well-educated, familiar with, and very receptive to western franchise concepts.

Opportunities

Franchising opportunities exist widely in the food business. Reports indicate that the current food franchise market size is estimated at more than USD 80 million. The Lebanese have created their own franchising business concepts, internally and regionally—especially in the restaurant industry. This trend confirms that the franchise concept has been successful within Lebanese society. Opportunities also exist in clothing and services.

In April 2008, the Lebanese Franchise Association (LFA, lfalebanon.com) signed a memorandum of understanding with the International Franchise Association to foster international training and information sharing. LFA hosts the annual Beirut International Franchise Forum (BIFEX), which offers significant opportunities by franchisors and to potential franchisees from around the Middle East.

Statistics (USD)

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Capital:</td>
<td>Beirut</td>
</tr>
<tr>
<td>GDP:</td>
<td>54.70 billion (2015)</td>
</tr>
<tr>
<td>GDP/capita:</td>
<td>12,000 (2015)</td>
</tr>
</tbody>
</table>

Contact

Naaman Tayyar
Senior Commercial Specialist
naaman.tayyar@trade.gov
+961-4-544860
export.gov/lebanon
Best Prospects

Franchising in Lebanon is most common in the food business. Several major food outlets have local franchises:

- Baskin-Robbins
- Burger King
- The Cheesecake Factory
- Chili’s
- Domino’s Pizza
- Dunkin’ Donuts
- Hardee’s
- KFC
- Magnolia Bakery
- McDonald’s
- P.F. Chang’s
- Pinkberry
- Pizza Hut
- Shake Shack
- Starbucks
- Subway
- TGI Fridays
- Domino’s Pizza
- Dunkin’ Donuts
- Hardee’s
- KFC
- Magnolia Bakery
- McDonald’s
- P.F. Chang’s
- Pinkberry
- Pizza Hut
- Shake Shack
- Starbucks
- Subway
- TGI Fridays

Franchising is also available in the areas of clothing and services. Related U.S. franchises in Lebanon include:

- Berlitz
- Florsheim
- Century 21 Real Estate
- Coldwell Banker
- Hertz
- Avis
- New Horizons
- RE/MAX International
- Ziebart

Franchised hotels have also experienced growth in Lebanon. Many local hotels partner with international chains, so local proprietors can take advantage of the chains’ name recognition and international reservation networks. Related U.S. franchises in Lebanon include:

- Crowne Plaza
- Four Seasons
- Hilton
- Holiday Inn
- Movenpick
- InterContinental Hotels
Summary

Over 400 franchises operate in fast food, clothing, office supply, furniture, cosmetics, office cleaning, and auto repair. Recent statistics indicate that 55 percent of the franchising activity is dominated by retail franchises, and 45 percent by services. Clothing, food service, home furnishing, and shoe retail make up 45 percent of the total market. Franchise holders are attracted to the image and name recognition of well-known U.S. brands. Morocco Mall (Casablanca) is northern Africa’s largest shopping center and hosts many familiar brands. Other large shopping centers include AnfaPlace Shopping Center (Casablanca), Mega Mall (Rabat), and Al Mazar Mall (Marrakech). City Mall (Tangier), the second biggest mall in Morocco, will open sometime in 2016.

Moroccan macroeconomic trends are ideal for developing a franchise network. Over the past ten years, the country has experienced a stable GDP growth rate of 3–5 percent; many Moroccans are entering the middle class, so convenience and brand awareness are becoming much more important. The largest demographic group is 15–25 years, which means a steady future supply of consumers with increasing purchasing power.

The Rabat-Casablanca metropolitan area is a major market for franchises, due to its high population density and high purchasing power. As other urban centers become wealthier, they too will become attractive for development, especially in Tangier-Tetouan, Marrakech-AGadir, and Fez-Meknes.

The success of franchising in Morocco stems from an expanding base of young entrepreneurs, many of whom are U.S.-educated and have the financial means to develop master franchises. Franchising is also seen as an efficient way to promote

Statistics (USD)
- Capital: Rabat
- Population: 34.6 million
- GDP: 109.2 billion (est. 2015)
- GDP/capita: 3,289 (est. 2015)

Contact
- Rachid Moulay El Rhazi
  Commercial Specialist
  rachid.mly-elrhazi@trade.gov
  +212 522 64 21 94 x2094
  export.gov/morocco
small business creation and employment in Morocco. The Moroccan government specifically promotes franchising in the Plan Rawaj, which aims to create commercial activity zones (ZAC) in Morocco’s 12 leading cities by 2020. These zones will offer an attractive, safe, and high quality shopping experience adapted to the needs of the local population—similar to U.S. shopping malls.

Although French franchises have a predominant position in the market, U.S. franchises are a close second and have the lion’s share in the food, car rental, and education businesses.

**Challenges**

- Weak trademark protection
- Counterfeit products (especially in apparel)
- Limited financing options for franchise fees—often a significant portion of the investment
- No well-defined franchising regulatory framework or franchising law.

**Opportunities**

Casablanca has many international franchisees, but secondary markets are underdeveloped.

- The cities of Tangier, Rabat, and Agadir are open and unsaturated. The purchasing power of Moroccan consumers is growing steadily in these cities.
- ZACs throughout Morocco will be specifically zoned for stores—including retail franchises.
- Morocco and AnfaPlace Malls offer opportunities for high-traffic retail spaces.
- Morocco’s airports are undergoing comprehensive renovation. This will create new opportunities for franchises suited to operating in airports.

**Best Prospects**

- Restaurants, food, and beverages
- Clothing and Apparel
- Education and training (languages, executive training, and higher education)
- Supermarket and hypermarket chains
- Housewares and linens
- Temporary employment services
- Business-building management services
- Entertainment (movie houses and family parks)
Summary

Until recently, Tunisia did not offer an attractive business environment for franchising. Franchises were granted to businesses only on a case-by-case basis—a peculiarity that often dissuaded franchisors from potential deals.

Compared with other regional markets, relatively few foreign franchises are found in Tunisia. Most retailers of foreign brands operate solely as product distributors. Tunisians generally have little understanding of the franchising concept. However, increasing numbers of Tunisians are showing interest in franchising; many are beginning to participate in international franchise shows.

Tunisia is now poised to see significant growth in franchising. Legislation passed in 2009, with the assistance of the U.S. Department of Commerce’s Commercial Law Development Program (CLDP), provides an improved legal framework for franchising. The government of Tunisia views the establishment of a franchise friendly environment as a priority for spurring economic growth among Tunisia’s small and medium-size enterprises. In serving the Tunisian market, franchises now may operate like any other foreign business.

Provisions for franchise-related contracts rest with the Tunisian Ministry of Commerce (MOC). The MOC maintains a positive sector list that includes retail and distribution operations, hotels and tourism, training and teaching, vehicle servicing and repair, and beauty and hygiene salons. Franchises on the list require no prior pre-approval to operate in the Tunisian market. Three key sectors, however, are not on the list: food and beverage, real estate, and advertising. To operate a franchise in these sectors, potential franchisees must still receive MOC approval on a case-by-case basis. The requirement for approval for these sectors

Statistics (USD)

- **Capital:** Tunis
- **Population:** 11 million (2014)
- **GDP:** 49.19 billion (est. 2015)
- **GDP/capita:** 4,230 (2014)
- **U.S.–Tunisia:** USD 431.8 million (2015)
- **Tunisia–U.S.:** USD 479.7 million (2015)

Contact

Sami Aouadhi  
Senior Commercial Specialist  
aouadhis@state.gov  
+216 71 107 231  
export.gov/tunisia
does not mean a license will be denied; it is, though, an extra step the franchisee must take in order to establish a local franchise. Prior to issuing a final decision, the Ministry weighs such factors as local competition and value added to the national economy.

No application from a Tunisian franchisee for a U.S. franchise is known to have been denied. As of December 2015, the government confirmed authorization for thirteen foreign franchises not on the pre-approval list. Eight of the franchise applicants are U.S. companies:

- RE/MAX (real estate, 2014)
- My Gym (health and exercise, 2014)
- Pizza Hut (food, 2015)
- Fatburger (food, 2013)
- Chili’s (food, 2015)
- Cinnabon (food)
- Johnny Rockets (food, 2015)
- Papa John’s (food, 2016).

In 2010, The Tunisian Franchise Association was created to be the sector’s main lobbying arm. The Tunis Chamber of Commerce and Industry (CCIT), the business branch of the MOC, partners with the Mediterranean Chambers of Commerce and Industry (ASCAME) to organize an annual franchise show, Tunis Med Franchise (www.tunis-medfranchise.com). The show draws the attention of Tunisian entrepreneurs from all sectors and includes growing participation from foreign franchisors.

**Opportunities**

Many Tunisian business groups have begun the search for international franchisors—in particular, U.S. food and beverage franchises. They believe the market exists for franchises to thrive throughout Tunisia, especially in tourism and tourism-related areas. Many U.S. franchisors have been eyeing the Tunisian market.
West Bank

Summary
The Franchising sector in the Palestinian market in West Bank is relatively small, but has witnessed a boom in the last three years. In 1999, Checkers was the first U.S. fast food franchise to open for business; that same year, Coca-Cola opened its first bottling plant. Pepsi is building a new plant in Jericho to replace the one in Gaza that has ceased operations. Three years ago, Pizza Hut and KFC opened for business with several branches in Ramallah, Bethlehem, and Hebron. Two years ago, Domino’s Pizza opened five branches in multiple West Bank cities.

Challenges
The Palestinian market is relatively small and is viewed by several U.S. franchisors as risky. However, the returns and turnover of existing fast food franchises have surpassed expectations, and the numbers far exceed neighboring countries. Palestinian businesses generally prefer to have a direct franchise agreement with the mother company, but alternate arrangements may also be acceptable. Market entry prices should be competitive, given the generally low income of the Palestinian population.

Opportunities
In fast food, there are great opportunities for hamburger and donut chains. There is considerable interest in U.S. garments franchises, as well. Smaller niche opportunities exist for electronic equipment and office supplies.

Statistics (USD)
Population: 4.3 million
GDP: 7.46 billion (2014)
GDP/capita: 1,737 (2014)
U.S.—W. Bank: 360 million (2014)

Contact
Issa Noursi
Commercial Specialist
issa.noursi@trade.gov
+972 2 625 5201
export.gov/westbank
Take Your Next Steps

What Can the U.S. Commercial Service Do for You?
The U.S. Commercial Service (CS) is the export promotion arm of the U.S. Department of Commerce’s International Trade Administration. Our global network of more than 1400 trade professionals is located throughout the United States and in U.S. Embassies and Consulates in more than 75 countries. Whether you are looking to make your first international sale or expand to additional markets, we offer the expertise you need to connect with lucrative opportunities to increase your bottom line.

The U.S. Commercial Service NAL region is managed from Cairo, Egypt and maintains a staff of over 20 trade professionals in six offices in Algeria, Egypt, Lebanon, Libya, Jordan, and Morocco. Contact one of our team members to help grow your exports to this dynamic region; detailed contact information appears at the end of this book and at the bottom of each country profile.

Our Services
Our trade specialists work to address issues and trade opportunities, to ensure you have the information you need to grow your business. This resource guide is just one of the ways we can provide the information you need to set priorities and plan for business growth. To learn more about how we can help you, as well as information about individual industries, please visit export.gov/industry.

Market Intelligence
- Analyze market potential and foreign competitors
- Obtain useful information on best prospects, financing, laws, and cultural issues
- Conduct background checks on potential buyers and distributors

Business Matchmaking
- Connect with pre-screened potential partners
- Promote your product or service to prospective buyers at trade events worldwide
- Meet with international industry and government decision makers in your target market(s)

Trade Counseling
- Develop effective market entry and sales strategies
- Understand export documentation requirements and import regulations of foreign markets
- Navigate U.S. government export controls, compliance, and trade financing options

Commercial Diplomacy
- Overcome trade obstacles to successfully enter international markets
- Benefit from coordinated U.S. government engagement with foreign governments to protect U.S. business interests
- Access U.S. government trade advocacy for your foreign government procurement bids
U.S. Commercial Service
North Africa and Levant Region

Algeria
+213-770-08-2035
kamal.achab@trade.gov

Egypt
+20-2-2797-2340
office.cairo@trade.gov

Jordan
+962-6-590-6632
office.amman@trade.gov

Lebanon
+961-4-544860
naaman.tayyar@trade.gov

Libya
+218-21-3622464
fathi.hamidan@trade.gov

Morocco
+212-522-264-550
office.casablanca@trade.gov

Tunisia
+216-71-107-460
tuniscommercial@state.gov

Twitter
@Export2theME

LinkedIn
Join our Export to the Middle East group at http://linkd.in/1gQpiFC

export.gov