

Associations promote Brazilian meat in Egypt

The action is designed to enhance the image of the product from Brazil in the Arab country, which is one of the premier markets for Brazilian exporters.

André Barros*

São Paulo – Authorities, importers and opinion-makers will be at a barbecue to be offered on Sunday (23) by the Brazilian Animal Protein Association (ABPA) and the Brazilian Beef Exporters Association (Abiec) in Cairo. Brazilian beef and poultry will be served to the Egyptians. The barbecue is backed by the Brazilian Export and Investment Promotion Agency (Apex-Brasil) and by the Brazilian ministries of Foreign Affairs and of Agriculture, Livestock and Supply.

The action is intended to strengthen the image of Brazilian meats in Egypt, a major importer of animal protein from Brazil. The **Arab Brazilian Chamber of Commerce** is involved. According to CEO Michel Alaby, the goal is to “promote Brazilian meats in Egypt, which is the third biggest importer of Brazilian beef and the tenth biggest importer of Brazilian poultry.”

According to ABPA vice president for Markets Ricardo Santin, the latest developments helped prove that Brazilian institutions are strong, and that the country supervises the quality of its meats in a strict way.

“We are internationally known for our quality, sanitary status, and our ability to meet demands from each market, specific as they may be. This made Brazil the world’s leading halal chicken producer and exporter. These are issues we wish to address in this mission, to rekindle our ties of trust with Egyptian importers,” Santin said.

Besides the barbecue on Sunday, the Brazilian delegation will have business-related appointments and meetings with Egypt’s Army vice minister of Agriculture vice minister. Egyptian authorities and importers will also watch a seminar on Brazilian beef and poultry.

“The Arab Brazilian Chamber will be there to help with whatever is needed, at the avail of Brazilian exporters and of Egyptian importers,” Alaby said.

In the first quarter of this year, Egypt imported 16,600 tons of poultry from Brazil, or 1.6% of the

total amount it imported, according to the ABPA. Abiec numbers show that 15,000 tons of beef were shipped from Brazilian to the African country.

***Translated by Gabriel Pomeranclum**

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