

# International Medical Devices Conference

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Egypt-GlobalPartner4Business

# IDA Marketing Department Structure



**The marketing department consists of three divisions that are integrated to deliver investment promotion to attract new industrial FDI:**

- **Market Intelligence**
- **Promotion**
- **Investor Service**



# The Marketing Department Principles

**Sector selection**

**Market identification, through market analysis**

**Sector strategies, based on PPD**

**Image building, by networking with stakeholders**

**Targeted investment generation**

**Measurable KPIs'**

**Investor facilitation**

**Monitoring and evaluation**



# Focused Industrial Sectors

**Automotive**

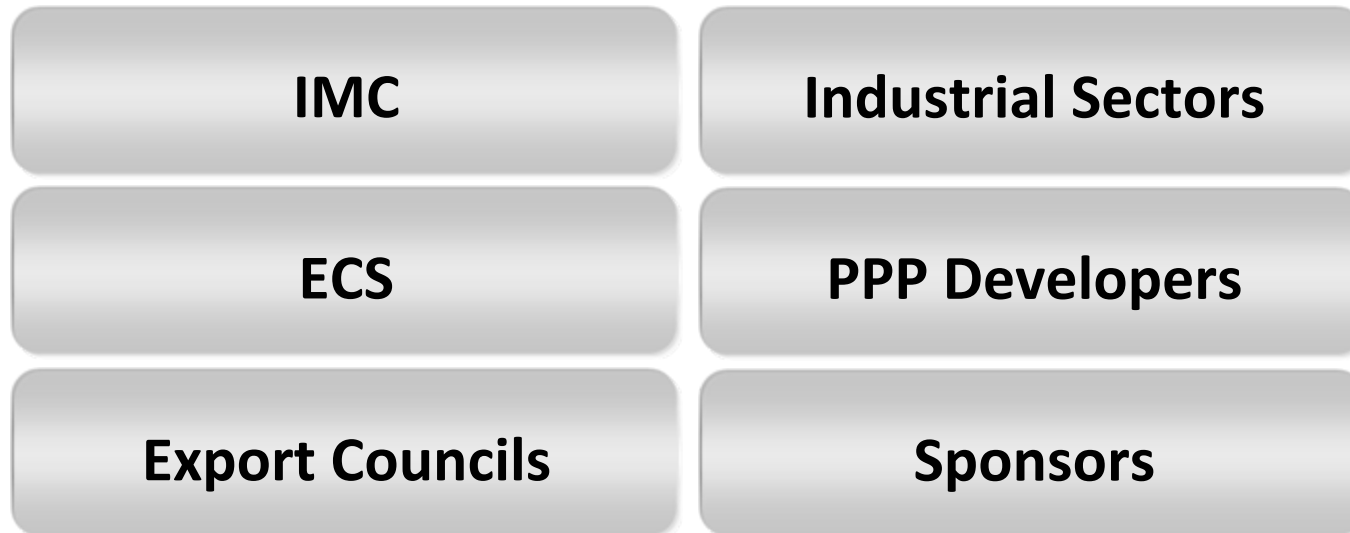
**Medical Devices**

**Textile**

**Shipbuilding**



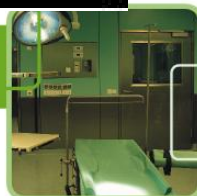
# IDA Partners



# IDA Target Projects 2009-2011



Sector – Data	Sector – Data			Automotive Vehicles and Components			Textiles and Garments			Shipbuilding, Repair and Maintenance			Medical Devices			New Sector		
	'09	'10	'11	'09	'10	'11	'09	'10	'11	'09	'10	'11	'09	'10	'11	'09	'10	'11
Contact Investors				400	400	200	300	400	200	300	400	200	300	400	200	0	300	400
Hot Prospects %	25%	30%	45%	100	120	90	75	120	90	75	120	90	75	120	90	0	90	180
Site Visits %	20-25%	30%	35%	25	36	32	20	36	32	20	36	32	20	36	32	0	20	60
Investment Decisions	40%	50%	60%	12	18	19	3	18	19	3	18	19	3	18	19	0	5	20
Investment Decisions Annually	2009			21														
	2010			72														
	2011			76														
Average Size of Project \$ millions				20	20	20	10	10	10	20	20	20	10	10	10	0	20	20
Investment by Sector Annually \$ millions				240	360	380	30	180	190	60	360	380	30	180	190	0	100	400
Investment Decisions: Sector 2009-2011 \$ millions				\$ 980 m.			\$ 400 m.			\$ 800 m.			\$ 400 m.			\$ 500 m.		



# Project Outcomes to mid-2009

Automotive Sector	Product Range	Country
<ol style="list-style-type: none"> <li>1. Johnson Control International</li> <li>2. Lear</li> <li>3. Metal Pressing</li> <li>4. OTG</li> </ol>	<p>Car Seats Car Seats Metal Pressing Plastic Parts</p>	<p>Germany Germany UK UK</p>
<p><b><u>Investor's Pipeline</u></b></p> <ol style="list-style-type: none"> <li>1. PAC Group</li> <li>2. Scomi</li> <li>3. Proton</li> </ol>	<p>Powertrain Monorail and Buses Vehicle Manufactures</p>	<p>China Malaysia Malaysia</p>
Medical Devices Sector		
<ol style="list-style-type: none"> <li>1. Saudi Yamni</li> <li>2. Falwa</li> </ol>	<p>Medical Supplies Medical Equipment</p>	<p>Saudi Arabia Ukraine</p>
Textiles and Apparel Sector		
<p>Italtex</p>	<p>Dyeing, Printing and Finishing</p>	<p>Turkey</p>



# Thank You



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