

# TANZANIA



## EGYPT

# TRADE MISSIONS 2025



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# INTRODUCTION

Our adventure began in 1978, when a group of enthusiastic final-year business engineering students from the Solvay Business School at the Vrije Universiteit Brussel (VUB) came together to establish the Initiatiefgroep Solvay, known as Inisol. This association, founded for and by business engineering students pursuing their master's degrees, has since 1991 annually organised successful trade missions. Over time, the project has been professionalised and fully integrated as a Master's thesis for the Master of Business Engineering and Business and Technology. Since 2019 it also serves as a practical course for Master's students in Applied Economics, International Business, Communication Sciences, Political Sciences, Photonics, (International and European) Law, Bioengineering Sciences, and Sport Management.

This academic year marks our 35th edition. Due to the success of previous years and the growing demand from companies and students, multiple missions have been organised since 2020 to meet this increasing demand. Therefore, during the spring of 2025, two missions will take place. In early March, a first delegation will depart for Dar Es Salaam, Tanzania. In April, another group will head to Cairo, Egypt. Egypt and Tanzania are two important emerging economies in Africa, brimming with undiscovered opportunities and potential. These countries provide a dynamic environment in which your enterprise could explore new markets.

Tanzania presents significant opportunities for Belgian companies looking to engage with one of Africa's most dynamic economies, which is transitioning to middle-income status driven by industrial growth, a burgeoning services sector, and abundant natural resources. As the economic center, Dar es Salaam is benefiting from expanding infrastructure that enhances its role in regional and global trade. The government's Five Year Development Plan (FYDPII) 2022-2026 focuses on industrialisation and the extraction of natural resources, particularly gas, with reserves estimated at 1.6 trillion cubic meters aimed at fueling both local industrial growth and export initiatives. Political stability under the Chama Cha Mapinduzi (CCM) fosters a favorable investment climate, while recent reforms streamline business processes, attracting investment in agriculture, mining, ICT, and energy. Agriculture remains the backbone of the economy, offering opportunities in agro-processing, while Tanzania's mining sector, as the fourth-largest gold producer, continues to attract international interest. With rising internet penetration and government support, the ICT sector is poised for expansion, and investments in sustainable power generation and infrastructure further enhance the pro-business environment. As a result, Tanzania stands out as a strategic destination for Belgian companies seeking long-term growth in emerging markets.

## PROMISING SECTORS **TANZANIA**

- Agriculture
- Mining: Gold and other minerals
- Telecommunications and ICT
- Energy
- Infrastructure and urban development
- Financial services
- Manufacturing: Textiles, beverages, dairy and edible oils

## PROMISING SECTORS **EGYPT**

- Construction and infrastructure
- Energy
- Transport and logistics
- ICT
- Manufacturing: Textiles, chemicals, food processing and automotive sectors
- Financial services
- Healthcare

Egypt offers a unique opportunity for companies seeking investment in one of Africa's most strategically positioned economies. With a consistent annual growth rate of 5-6% since 2022 and a diversified economic structure, Egypt provides a fertile ground for business development. The country's economic robustness is fuelled by a strong services sector, an expanding industrial base, and significant infrastructure advancements, particularly in Cairo and the Suez Canal area. The country has manageable inflation, political stability under President Abdel Fattah El-Sisi, and rich natural resources including natural gas, petroleum, and valuable minerals. This makes Egypt an attractive destination for companies aiming to enter emerging markets and expand their business operations.

The missions offer students remarkable opportunities to acquire international knowledge and practical experience, while also representing our country and your company on the global stage. It is a unique occasion to introduce your company to international markets, where new business possibilities and valuable partnerships arise. You will have the chance to network with talented and motivated students, future leaders in their field of expertise, who bring fresh insights and innovative ideas. Our diverse team is enthusiastic about bringing this project to an educational and successful outcome under excellent academic guidance. You can also count on these students to represent your company in a successful and adequate manner, as demonstrated in previous missions.

The trade mission team as well as the Vrije Universiteit Brussel invite you wholeheartedly to participate in this edition. We hope this brochure convinces you further. We are confident that we can add value to your company and look forward to a successful partnership.

On behalf of the trade mission,

Project leaders Trade Mission 2025



Robbe Seghers - Project Lead trade mission Egypt



Stan Ackermans - Project Lead trade mission Tanzania

# WITH THE SUPPORT OF

Please refer to our website for the online version of the brochure and the full versions of the letters of support.



## MARK ANDRIES & PIET DEMUNTER - Director General VLAIO & COO FIT

*"For the participating companies and students, this initiative will be educational and enriching in many ways. Companies will gain insights and opportunities in these emerging and still unfamiliar economies as a result of the professional approach of the students."*

## JAN JAMBON - Minister-President of Flanders

*"In these challenging geopolitical times, we in Flanders remain outward-looking and committed to diversifying our trade flows. Expanding into new markets continues to be a top priority for Flanders. International trade missions play a crucial role in opening doors for this purpose."*

## PETER HUYGHEBAERT - Ambassador of the Kingdom of Belgium to Tanzania, Malawi, Mauritius & Zambia

*"Tanzania is an important partner for Belgium on the African continent, in political terms as well as in terms of trade, investment and overall economic development. Public and private Belgian actors play a crucial role in contributing to its growth. An incoming Belgian trade mission in November 2024 is indicative of the increasing interest on both sides to solidify existing economic bonds and explore possibilities for new ones. The announced VUB trade mission in March 2025 aims to provide Belgian companies with the opportunity to expand their operations abroad. In doing so, it will certainly further strengthen links between our countries."*

## IVAN KORSAK KOULAGENKO - Trade & Investment Attaché, Head of Trade Commission with a tri-regional mandate (Hub.Brussels, FIT, AWEX), Embassy of Belgium in Kenya, Tanzania, Uganda and Senegal

*"In recent years, this formula has proven its success, and our SME's have shown a clear interest in The Inisol mission 2025 will happen in Tanzania with the support of our Office. It will follow the Belgian Economic & Commercial mission to Tanzania of November 2024. Tanzania has stood as a key partner country in Belgian governmental cooperation. The collaborative endeavors of the Tanzanian and Belgian governments are centered on basic infrastructure for water and sanitation, sustainable agriculture, education, skills development, and economic advancement. Real GDP is projected at 5.7% in 2024 and 6% 2025, driven by agriculture, manufacturing, and tourism and supported public investments and reforms to improve the business environment."*

## AHMED ABU ZEID - Ambassador of the Arab Republic of Egypt to the Kingdom of Belgium, the Grand-Duchy of Luxembourg, Head of Mission to the European Union and NATO

*"Egypt and Belgium collaborate intensely across various sectors driven by Egypt's role as a gateway to the African Market and Belgium's strategic position in Europe, where Belgian companies are active in various sectors in Egypt, including energy, construction, and logistics. The trade mission would be a good opportunity to witness the significant economic transformations Egypt has undergone in recent years, aimed at fostering growth, enhancing economic stability, and improving the quality of life for its citizens. These efforts have particularly taken place since the economic reforms initiated in 2016, which were supported by international financial institutions."*





**HAGUER MAGDI - Trade & Investment Attaché, Head of Trade Commission Flanders  
Investment & Trade Embassy of Belgium in Cairo**

*"Egypt, as one of the most strategically located countries in the Middle East and North Africa (MENA) region, offers a range of comparative advantages that make it an attractive destination for international business. Egypt serves as a critical gateway between Africa, the Middle East, and Europe, providing companies with access to a vast and diverse market. Egypt's economy had shown robust growth in recent years, supported by strong economic reforms and government initiatives. Egypt has a large, youthful, and skilled workforce that is cost-effective and highly capable. Egypt has ongoing investments in infrastructure, including transportation, logistics, and urban development. Belgium and Egypt have worked to strengthen their ties, leading to a robust and dynamic partnership. In that scope, the trade mission is expected to provide participating companies with first hand insights into the market landscape, potential partnerships and possible challenges."*



**DANNY VAN ASSCHE - CEO UNIZO**

*"In recent years, this formula has proven its success, and our SME's have shown a clear interest in exploring new markets with the help of the students. Moreover, it can also encourage students to pursue a future as entrepreneurs or as executives in export companies."*



**HANS MAERTENS - Executive Director**

*"The trade missions offer students the opportunity to gain international practical experience. For Flemish companies, this mission provides a unique opportunity to explore new markets. I am pleased to support this important and unique trade mission of Inisol. I urge you to give this project every chance and to consider participating with your company. Motivated students with a passion for international trade must be cherished. You know that our small Flanders on the North Sea cannot survive without exports. Those who grow exports grow Flemish prosperity."*



**THIERRY GEERTS - CEO BECI**

*"It is crucial for final-year students to acquire international practical experience so that they can quickly develop their talents further in the corporate world. The choice for Egypt (Cairo) and Tanzania (Dar Es Salaam) for the 2025 trade missions, especially with the focus on innovative services, should encourage Brussels and Flemish companies to participate."*



**HADJA LAHBIB - Minister of Foreign Affairs, European Affairs and Foreign Trade, the Federal Cultural Institutions and European commissioner for Belgium**

*"In Egypt, Belgium is particularly interested in the development of projects within the field of renewable energy, especially green hydrogen, and in infrastructure development. In Tanzania, there is interest for the sectors such as minerals and the circular economy. For both countries, Belgium has also specific expertise in healthcare. These are growing markets for which a trade mission can be very beneficial."*



**JEROEN COOREMAN - Director General of Bilateral Affairs**

*"As previous years, we support this initiative fully. Now that your project celebrates its 35th edition, I find the choice for these two countries very adequate. They strongly focus on innovation and aim, like Belgium, to position themselves in many promising transition sectors. Not only do these countries present interesting markets for Belgian companies across various sectors, but they also serve as a gateway to other countries, whether it be the Middle East or 'landlocked' countries in Central and Eastern Africa."*



**FRANK VANDENBROUCKE** - Deputy Prime Minister and Minister of Social Affairs and Public Health

*"This mission not only provides opportunities for students but also opens doors for companies to discover and exploit new markets. By participating in this mission, companies can gain valuable insights into the economic and cultural dynamics of Egypt and Tanzania. The trade mission thus represents an important step in promoting international cooperation and strengthening the economic ties between Belgium and the host countries."*



**VINCENT VAN PETEGHEM** - Deputy Prime Minister and Minister of Finance

*"During these missions numerous interesting exchanges and dynamic opportunities have been cultivated in the past, always highlighting the excellence of the Belgian academic world and the free spirit of the VUB. The fact that so many different industrial sectors and fields of study are present ensures that new ideas flow freely. The same is promised for the upcoming editions."*



**PETRA DE SUTTER** - Deputy Prime Minister and Minister of Public Administration, Public Enterprises, Telecommunication and the Postal Services

*"Trade is so much more than just an exchange of goods and money. It can play a significant role in promoting the values and principles that we, as Belgians, hold dear and wish to share. This is a unique opportunity for the students to gain valuable international experience that will benefit them throughout their careers. It is also an opportunity for your company to harness the enthusiasm and creativity of young professionals. At the same time, it can serve as a platform for engaging in dialogue with local residents and businesses about human rights and the rule of law, and to support them in their fight for equal rights and legal certainty."*



**HERMAN DE CROO** - Former Minister of State

*"It is a seasonal contribution that I am allowed to deliver annually to the final-year students of Solvay – VUB. With a global perspective, the expeditions of Inisol are every year excellent, challenging, and varied. It is a good choice to have selected these two "contrasted" countries. Countries with entirely different ethnic compositions and religious cultures, populated by notably diverse communities, religions, and with such contrasting economies."*



**PAUL VAN TIGCHELT** - Deputy First Minister and Minister of Justice and the North Sea

*"Trade leads to better relations between countries and higher prosperity. Our country is more aware of this than any other and has thus always been a pioneer in the promotion of trade by removing barriers. The VUB is with this project an excellent ambassador for international collaboration through trade. I wholeheartedly support this important and unique trade mission."*



**JO BROUNS** - Flemish Minister of Economy, Innovation, Work, Social Economy and Agriculture

*"Egypt and Tanzania are strategic locations with growth potential in various sectors such as infrastructure, agriculture, and technology. These countries not only offer new business opportunities but also strengthen our ties with the African continent, a region that is becoming increasingly important in the global economy. I am convinced that these trade missions provide valuable opportunities for Flemish companies and young professionals to broaden their horizons and expand their networks."*



**ANS PERSOONS** – Secretary of State for International Relations and Foreign Trade of the Brussels-Capital Region

*"With its planned trade mission, the Inisol team explores trade opportunities that will be crucial for the future. The Brussels Region encourages thus the interested companies to participate in the mission and its preparation, thereby supporting the essential internationalisation of the Brussels and Belgian economy."*



### **RUDI VERVOORT - Minister-President of the Brussels-Capital Region**

*"I would like to commend the choice of destinations for this 2025 edition, both of which are on the African continent. These are rapidly developing metropolises, well-suited to cooperation, including for our companies across various sectors. Such initiatives, born from collaboration between universities and the business world, undeniably contribute to enhancing the reputation of our country and Brussels beyond our borders."*



### **BERNARD CLERFAYT - Minister of Works and Vocational Training, Digitalisation, Local Governments and Animal Welfare**

*"Egypt and Tanzania, the host countries of this edition, are promising destinations, particularly for Belgian enterprises seeking to innovate and diversify their activities. These rapidly expanding markets provide an ideal environment for exploring new business opportunities. I am confident that this trade mission will help forge strong and lasting ties between our enterprises and these nations."*



### **SVEN GATZ - Minister of Finance, Budget, Civil Service, Promotion of Multilingualism and the Image of Brussels.**

*"This mission will help our companies build lasting relationships, strengthen their international position, and contribute to the economic success of Brussels and Belgium as a whole. Furthermore, this project enhances Brussels' international image as a dynamic and innovative capital that plays a significant role in the global business world."*

### **HERMAN VAN ROMPUY - Former President of the European Council, Former Prime Minister of Belgium**

*"For the students taking part, it is a cultural enrichment and a unique practical experience. The cross-border nature of these missions also makes them interesting from a European perspective."*



### **JAN DANCKAERT - Rector VUB**

*"These trade missions undoubtedly deserve your attention, support, and encouragement. I am confident that our students will guide you through this process effectively. As the rector of our very dynamic university, I have the utmost confidence in the professional capabilities of this organisation and our students. I wish the entire team successful trade missions."*



### **JOËL BRANSON - Dean Faculty Social Sciences and Solvay Business School**

*"Only our most capable and motivated students are eligible for this project, following a rigorous screening procedure. The greater part of the trade mission's planning and organisation is done by our students. This ensures a high level of involvement. The academic quality of our students' work is ensured by two of our professors who help them as and when needed."*

# DESCRIPTION OF THE TRADE MISSION

Following our annual tradition, we offer you the opportunity to have your company represented in growing economies with numerous opportunities. This edition has chosen to explore what the Egyptian and Tanzanian markets have to offer through a three-week visit.

During the trade mission, an academic team guides the students in carrying out a company-specific assignment. Each participating company in this year's mission will receive a detailed report with the results of the project. For the step-by-step procedure of our project, please refer to our "Action Plan" section.

As in previous years, students from various fields of study are chosen to maximise the exchange of knowledge. This year's team consists of 27 committed master's students in Business Engineering, Business & Technology, Applied Economics, International Business, Communication Sciences, Political Sciences and (International & European) Law. The project itself is led by two project leaders and a motivated and competent core team. The students are supported by Prof. dr. Michaël Dooms and Prof. dr. Magali Geerts, who both participated in the trade mission as students and have supervised all projects since 2007 and 2015, respectively, along with their academic team consistent of four academic assistants.

The academic team assists students during the preparation, on-site execution, and drafting of the final report. Additionally, we collaborate with Flanders Investment & Trade (FIT), the Belgian embassies at the destinations, the Belgian Foreign Trade Agency, and our network of Solvay Alumni to obtain professional advice and establish the necessary contacts.

Both trade missions will take place in spring 2025 from early March to late April. However, preparations begin as early as the summer months of 2024. Practical matters such as accommodation, local transport and communication tools will all be arranged before travelling. By following this approach, we ensure that during the three weeks on location, full focus can be dedicated to executing the mission and completing the business assignment. To ensure thorough communication and progress tracking, interim reports are submitted to the client before, during, and after the mission. The final report is submitted within eight weeks after returning.

The academic evaluation of the mission outcomes differs depending on the student's field of study. It is more demanding for Business Engineers, as the final report for these students will function as their master's thesis, which counts for 18 ECTS credits. For all other students, the final report will be based on a practical course, counting for 6 ECTS credits. In both cases, the primary focus is the successful completion of the assignment established in consultation with the company.



Trade Mission India, 2023



Trade Mission Ivory Coast, 2024

# OBJECTIVE OF THE TRADE MISSION

We offer your company a wide range of services and possibilities to explore and capitalise on the markets of Egypt and Tanzania, including:

- Market research
- Research and recommendations for a successful marketing mix
- Identification of potential suppliers and customers
- Analysis of distribution and warehousing opportunities
- Researching strategic opportunities within your sector
- Collection of documentation on goods, services, legislation, projects, etc.
- Pre-feasibility analyses of foreign investments
- Inspection and internal control of your branches in Egypt or Tanzania
- Organisation of conferences or conventions
- Site engineering
- ...

*This list is not exhaustive and serves merely to provide a general idea of the possible assignments our team can carry out on-site. Therefore, it is important to specify the assignment accurately in advance to avoid misunderstandings and unrealistic expectations.*

Organised cooperation is essential for a successful mission. Consequently, there will be a meeting involving a representative of your company, a representative of Flanders Investment & Trade, the student involved, and the academic team before the departure to their mission's destination.

Our trade missions are beneficial for your company for several reasons. They can mark the beginning of significant growth in market share and network. Companies that have participated in previous VUB trade missions can testify to the success they achieved in the years following their involvement in our project. For more information on company experiences, please visit the "Testimonials" section.

## WHY IS THIS A PRIME OPPORTUNITY FOR YOUR COMPANY?

- We are a motivated team of master's students nearing the completion of our academic careers, seeking a final challenge to prepare us for the job market;
- We are eager to transform our theoretical knowledge into practical experience through an impactful project with sustainable results;
- We will leverage our acquired economic, technological, and linguistic skills to execute the assignment with the utmost professionalism;
- The contacts we have established with various economic institutions ensure professional support from experts in the field;
- After analysing several emerging countries, we have chosen Egypt and Tanzania as destinations for our trade missions. Flanders Investment & Trade supports these choices. We are convinced that these regions offer many opportunities for our Belgian companies;
- Cost of participation per student: €4.500, all travel and accommodation costs included.

In agreement with Flanders Investment & Trade, part of these costs may be subsidised. For more information, please visit the "Financial support FIT" section.

# TRADE MISSION APPROACH

## SIMPLE FORMULA

If you wish to participate in our project, a student from the trade mission team will carry out your assignment and work with you. The exact assignment will be mutually agreed upon to meet the needs of both parties. It is also strongly recommended that your company provides adequate in-house training, in addition to the student's necessary self-study. The student will submit a preparatory report no later than one week before departure.

## STRONG SUPPORT

The trade mission team is under the academic supervision of two professors, Prof. dr. Michaël Dooms and Prof. dr. Magali Geerts, supported by a team of academic assistants with extensive experience as students and/or supervisors. Prof. Dooms has supervised the last 17 editions, providing significant on-site support, while Prof. Geerts has seven years of experience in the same role. Thanks to Inisol and its extensive network, we also benefit from the support of Solvay Business School, its alumni, and sponsors such as Deloitte, Projective Group, BDO and Reply. Other sustainable partners of the trade mission include Flanders Investment & Trade, the Belgian embassies, and the Belgian Foreign Trade Agency. This network provides professional advice and assistance to establish the necessary contacts.

## CONTINUOUS GUIDANCE

During the trade mission, there will be regular communication with the academic team and students regarding the assignment. This allows for guiding the student and adjusting the assignment if necessary. For more information on reporting during the mission, please see the "Action Plan" section.

## FOLLOW-UP

At the end of the trade mission, students prepare a detailed final report, which will later be verbally explained. This is done in the presence of the student, the assigning company (you), and either Prof. dr. Dooms or Prof. dr. Geerts. For more information, please refer to the following subsection, "The Final Report".

## THE FINAL REPORT

In the final report, all actions undertaken to successfully complete the assignment are explained. The information obtained, analyses conducted, results achieved, and conclusions drawn are presented in a structured manner. Consequently, your company will receive an accurate and thorough report covering all aspects of the defined assignment. We ensure this by assessing the content of the final report according to the students' graduation requirements.

If the trade mission is conducted by final-year master's students in Business Engineering, it constitutes their master's thesis. This means that students dedicate approximately 450 hours to the entire project, including extensive reporting during both the preparation and the on-site mission. The final product is a comprehensive report in MS Word, accompanied by an MS PowerPoint presentation.

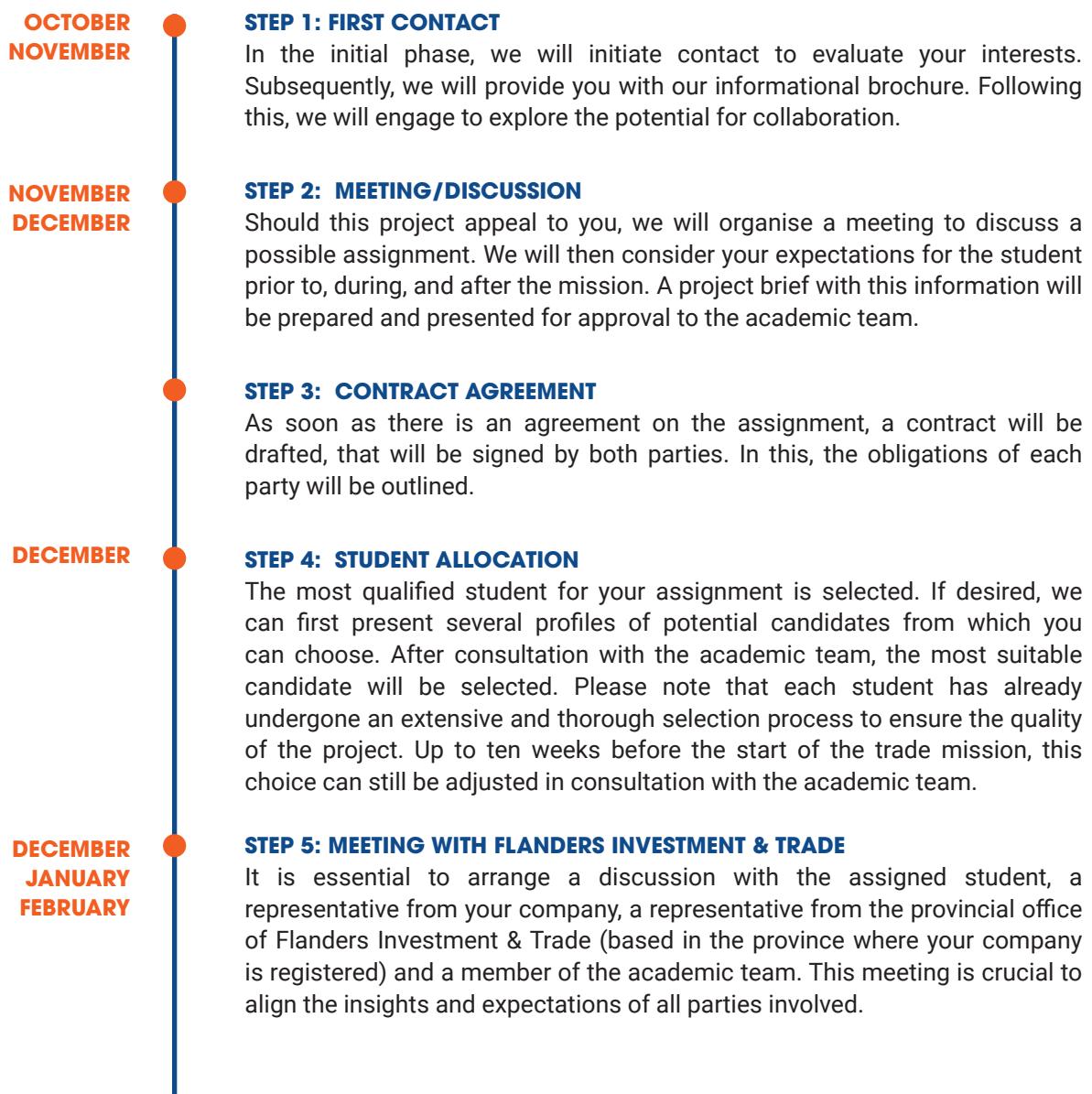
If the trade mission is conducted by master's students from the fields of Applied Economics, International Business, Communication Sciences, Political Sciences, Photonics, (International and European) Law, Bioengineering Sciences, and Sport Management, it serves as a practical component with an estimated study time of 300 hours. In this case, a more concise reporting format is expected, with a greater emphasis on fieldwork on-site rather than additional desk research.

Regardless of the form and scope of the report, the completion of the assignments is always closely monitored. Students are informed of all specific academic expectations in a timely manner throughout the project. Therefore, as a company, you do not need to worry about the implementation and reporting of your project.

*Further detailed information about the estimated time commitment can be found in the study programme sheets, which are accessible on the VUB website and also form part of the contract.*



# ACTION PLAN



## STEP 6: PREPARATION

In the weeks prior to departure, the student will prepare for the mission thoroughly and document their preparations in a preparatory report. He or she will conduct the necessary research, including any potential training provided by your company. This preparatory report includes a detailed description of the assignment including the problem statement, research questions, objectives, methodology and expected outcomes, as well as a comprehensive market analysis.

*Note: Although we remain flexible, we ask you to keep in mind that the student will be taking exams in January, which may lead to reduced availability during that month.*

## STEP 7: THE MISSION

The mission on location runs from March or April, depending on the destination, and lasts three weeks (fifteen business days). You will be regularly updated on the progress. The student will provide you with interim reports after the first and second weeks. At the end of the stay, the student will submit a preliminary presentation with the initial results.

During these fifteen business days, the students will also participate in a few group activities, under which a gathering with Flanders Investment & Trade and a networking event at the Belgian embassy. We will also hold a closing and debriefing session with the Belgian representatives from Flanders Investment & Trade.

## STEP 8: FINAL REPORT

Approximately four weeks after the mission, the student delivers to you a draft version of the final report. At the latest eight weeks after the trade mission, the final report must be submitted. This report will be presented no later than 12 weeks after the mission and before 30 June 2025 by the student, in a presentation attended by Prof. dr. Dooms or Prof. dr. Geerts and representatives from your organisation.

JANUARY  
FEBRUARY

MARCH  
APRIL

MAY  
JUNE



# FINANCIAL SUPPORT FIT

Financial support for which you can be eligible for this project falls predominantly under: 'Prospection trips outside the European Economic Area (EEA)' and the 'Starterspakket Internationalisering'. The following explanation is based on these subsidies.

## PROSPECTION TRIPS OUTSIDE THE EUROPEAN ECONOMIC AREA (EEA)

### For whom:

SMEs, entrepreneurs and chambers of commerce

### Conditions:

- Your company or organisation has a Belgian company number;
- Your company has an operational headquarter in the Flemish Region;
- Your company or organisation complies with social and fiscal legislation;
- Your company or organisation has fulfilled all obligations to FIT;
- You do not receive financial support from any other institution or authority for this prospecting trip;
- The prospecting trip ideally concerns a country outside the EEA;
- The country you are prospecting is a 'new market' for your company;
- The prospecting represents an added value for the economic business community in the Flemish Region;
- You contact the FIT office responsible for the country you are prospecting;

### Amount:

The subsidy is calculated based on fixed amounts for travel and accommodation expenses. Within the context of this trade mission, the subsidy covers the travel and accommodation costs of the student. The travel costs include the expenses for transportation to the country, as well as costs for domestic travels. The fixed allowance for accommodation covers among other things, hotel expenses, meals and communication costs and is granted per accepted overnight stay.

### Agreement Programme:

- Standard subsidy: 50% of fixed amounts
- For SMEs with fewer than 4 approved subsidy applications at FIT before 2005: 75% of the fixed amounts

### Application:

To receive this support, the proof of incurred costs and a detailed travel report must be submitted to FIT's central office. This must be done no later than three months after the initiative; for this, you will receive maximum support from the trade mission team. The application for financial support must be submitted by the commissioning SME no later than 7 calendar days before the departure date. Ideally, this should be done electronically and can be submitted throughout the year. It is important that this application includes the following elements:

- A fully completed application form including motivation and description of the project;
- Appointments programme;
- Confirmation of flight and hotel reservations.

FIT will take the following factors into account:

- The completeness of the application;
- The added value to Flanders;
- The advice of your International Business advisor and the relevant Flemish economic representative.

### Deadline:

Within 60 calendar days of submitting the complete application, FIT will decide regarding the allocation of the subsidy and the conditions for granting and payment. You will be informed of this via e-mail. If desired, our team can provide you with a subsidy amount simulation.



## STARTERSPAKKET INTERNATIONALISERING

You can be eligible for the 'Starterspakket Internationalisering', which is introduced below.

### For whom:

- Flemish SMEs that have never received a subsidy from FIT
- Primarily innovative companies beginning to export

The 'Starterspakket Internationalisering' supports Flemish companies with a one-time fixed amount of 9.000,00 EUR and modest guidance from FIT advisors, aiming to start export activities. The registration procedure is conducted online. This procedure takes place twice a year, in spring and autumn. To be eligible for this subsidy, you must submit a concrete export plan.

For additional information and conditions about FIT's subsidy instruments or to apply for the subsidy online, we kindly refer you to the Flanders Investment & Trade website: <https://www.flandersinvestmentandtrade.com>

### IMPORTANT

Under no circumstances should these conditions be considered exhaustive. The listed conditions and details are a summary of the full texts and are therefore not legally binding for the assessment of your subsidy application. The trade mission team aims hereby merely to provide an overview of the subsidies. For the most recent support initiatives and procedures, please refer to the Flanders Investment & Trade website: <https://www.flandersinvestmentandtrade.com>

# TRADE MISSION PORTFOLIO

Inisol was a pioneer in exploring international markets when they embarked on their trade mission to Russia in 1991. Over the years, the Inisol Trade Mission has evolved into a highly esteemed initiative within the business community. This is evidenced by the participation of several hundred SMEs and multinationals operating in various sectors, a selection of which is listed below.

These companies operate across a wide range of sectors, reflecting the diverse services we can offer to participating companies. The variety of assignments in our missions allows for a broad spectrum of business needs to be addressed. The repeated participation of the same companies underscores their trust and satisfaction in our services.

- Aertssen
- Afix Group
- Agfa-Gevaert
- Aluro
- Ahlers
- Annabel Textiles
- Antea Group
- Antonio Lupi Distribution
- Ardo
- ArcelorMittal
- Arplas Welding BVBA
- Auctim
- Aviaco GSE
- Barco
- Barry-Callebaut AG
- BelOrta
- BeMedico
- Berghoff Worldwide
- BeSealed Boussey Control
- Bosal
- Brouwerij 3 Fonteinen
- Brouwerij Strubbe
- Brouwland
- Brussels Airport Company
- Brussels Hoofdstedelijk Gewest
- Chemlab
- Close the Gap
- Coptermotion
- Cortina
- Dafra Pharma
- Deceuninck Plastics
- DEME
- D'LIS food
- Dosanova
- Double Pass
- Duc D'O Chocolaterie NV
- Easy Systems
- Ecowater Systems Europe NV
- Elicio
- Euraqua
- Fertikal
- FIST
- Fomicom
- FPIM
- Futerro
- Fytofend
- Geldof
- Gilleman Textiles
- Goldschmidt
- GO NO GO
- Goveco
- Grand Belgian Specialities
- Haemers Technologies
- Halyard Health
- Hansen Transmissions
- Haven van Gent
- Herbavita
- Hexagon
- Hoge Raad voor Diamant (HRD)
- Huyghe Brewery
- IBM Belgium
- Lastek België
- Lignavita
- Lindemans
- Lisam Systems
- Luciad
- Magcam
- Manuchar
- Medec International
- MBZNV (Haven van Zeebrugge)
- Middlegate Europe
- OLO-Lighting
- Pattyn
- Philips
- Procter&Gamble
- Racquet Plastics
- Recticel Insulation
- Remi Claeys Aluminium
- Reuse Trading
- RS Scan International
- Rubio Monocoat
- Samsonite Europe
- Sarens
- Sobeltec
- Sopura
- SQM
- Stabirail
- Steelduxx
- Steelforce
- Stoopen& Meeùs
- Synerglass
- Tracerco
- Technopol
- Ter Beke
- Unifly
- Unilin
- Upgrade Energy
- Vasco
- Veldeman Group
- Vertexco
- Vets Luc Diamant
- Viabuild
- Viasat
- VITO
- Victor Buyck
- Vlam
- Walvert
- Willy Naessens

## Previous years' destinations include:

Kenya (2024), Ivory Coast (2024), India (2023), Senegal (2023), Hungary (2022), Greece (2022), Romania (2021), Poland (2021), Vietnam (2020), Morocco (2020), Colombia (2019), Kenya (2018), Indonesia (2017), Malaysia (2016), Western China (2015), Kenya (2014), Colombia (2013), Turkey (2012) and Vietnam (2011).



# TESTIMONIALS

## FRISOMAT (Kenya, 2024)

*"Since mid-2023, Frisomat has set its sights on the East African markets. The Inisol mission to Kenya, therefore, came at the perfect time. It provided us with an excellent opportunity to gain deeper insights into the market in an academic manner. Discovering our potential in Kenya, understanding the 'do's and don'ts' we have to consider, ... have significantly advanced our analysis of the Kenyan market in a short period. The Inisol mission provided us with the ideal opportunity to take our first steps into a new market within a short timeframe and a limited investment."*

Jan Arens, Business Development Manager

## GREENYARD (Ivory Coast, 2024)

*"Greenyard was very pleased with the trade mission to Ivory Coast. The motivated student provided valuable insights. The mission presented a unique platform for interaction with potential partners. We are convinced that trade missions such as this one add value to both companies and students. We thank the VUB for the successful mission."*

Elissa Lippens, Legal Counsel

## PANDION EUROPE (Ivory Coast, 2024)

*"The VUB Trade mission made it possible to gain valuable and comprehensive insight in a new market in a very short timeframe. Next to insights it also provided us with useful contacts to start up trade. Very good cooperation with our assigned student and VUB/FIT. Definitely worth repeating!"*

*"The trade mission to Ivory Coast was definitely an added value. The follow-up from the VUB and cooperation with FIT will stay with us. On short notice, our student put together a whole schedule that we greatly appreciated. This mission gave us a better view of the market in Ivory Coast, which we could not have matched without it. And this gives us the concrete opportunities to set up the business."*

Laura Christophe & Silke Vanhoecke, Export Managers

## SALTA ENERGY (Ivory Coast, 2024 & Kenya, 2024)

*"Salta Energy has been present on the West African market for many years, but the experience of the VUB Trade Mission enabled us to approach it from a completely different angle. The student's energy, professionalism and open-mindedness made it possible, on the one hand, to accentuate the company's local presence with the various players and, on the other, to analyse in greater depth the local market, its current operation and its prospects. This partnership between a Flemish university and a Walloon company was a highly enriching experience for our company."*

Patrick Vosse, Commercial manager - Co-founder

## PULSAR POWER (Greece, 2022)

*"Pulsar Power was de Griekse markt aan het verkennen. De VUB handelsmissie heeft ons hierin een enorme versnelling van onze ontwikkeling gegeven waardoor onze time-to-market gigantisch versneld kon worden met een opstart in 2022 zelf. De drive en het professionalisme van de student, de projectleider en het academisch team hebben er toe geleid dat binnen de beperkte tijd en beschikbare budget een maximum aan resultaten kon verwezenlijkt worden die er voor Pulsar Power toe hebben geleid dat de terugverdientijd van de investering minder dan 1 jaar bedraagt."*

Guy Vandendungen, CEO

## STEELDUXX (India, 2023)

*"The Trade Mission of VUB assigned us an ideal and highly motivated student. A very professional introductory briefing set us on the right track from day one. The student clearly understood our targets and approached the complexities of India with great awareness. During the trade mission, we were regularly updated on meetings, results, and potential new contacts. Shortly after returning from India, we reviewed the entire mission, and initial direct contacts were established with potential Indian partners. The groundwork prepared by the student provided us with the opportunity to send one of our colleagues to Bombay and New Delhi later this year to discuss matters in detail. We are extremely satisfied with the collaboration and the guidance provided by VUB Solvay Business School."*

Lou Appels, Managing Partner

**HEXAGON (Senegal, 2023)**

*"The Senegal Trade Mission was very interesting for me. The student was not initially involved in our GIS environment, so she had a lot to learn. However, it was gratifying to see her interest and willingness to learn, as well as how she asserted herself on-site to manage relationships in the best possible way. The research she carried out was very insightful, and she was able to establish valuable contacts for Hexagon. We are very proud of her and thank VUB for participating in this initiative."*

Begoña Verdejo Herrera, Business Developer

**MANUCHAR (Malaysia, 2016 & Senegal, 2023)**

*"Manuchar has been active in Senegal for some time, but thanks to the market research conducted by the student in Dakar, we gained valuable insights into the polymers market. A well-founded final report and detailed visit summaries led to valuable new contacts for Manuchar. We look back on an enriching experience and an excellent collaboration with VUB."*

Michel Troquet, Trader Polymers West Africa

**FOMICOM N.V. (Romania, 2021 & Greece, 2022)**

*"As an international company, Fomicom has participated in several trade missions with VUB. It is an interesting and alternative way to explore new markets and find potential partners or customers. The well-guided, highly motivated students have consistently opened up interesting perspectives for us. A very positive experience."*

Sabine Deprez, Sales Director

**PRIMORIS (Romania, 2021 & Ivory Coast, 2024)**

*"Scheduling online meetings in Romania was a real challenge during the COVID era. However, our student demonstrated perseverance, which enabled her to successfully complete her assignment—a market study on residue analysis of pesticides in fruits and vegetables. As a result, we can expand our commercial representation in Romania."*

Carine De Clercq, General Manager

**MEDEC INTERNATIONAL BV (Morocco, 2020 & Poland, 2021 & UK, 2022 & Ivory Coast, 2024)**

*"Medec International BV is a niche player in international healthcare. Our first assignment through participation in the Morocco trade mission via VUB pleasantly surprised us. Within a short period—despite the challenges of COVID-19 and considering our niche product (anaesthesia), sector, and market—the student provided us with a professional and high-quality report. We look back with satisfaction on this enriching experience with the student as well as with VUB. Her thorough preparation, enthusiasm, and especially her dedication, pleasantly surprised us. The additional analyses and connections the student provided on her own initiative also contributed to the start of negotiations with a new distributor. We are confident that this mission will lead to new trade contracts. We are pleased to use this work as a reference example when recruiting additional export managers."*

Kristof Braem, Managing Director

**ARCELORMITTAL (Kenya, 2018)**

*"The student mastered the solution that ArcelorMittal aims to implement in the Kenyan market and effectively 'marketed' it to potential clients in Kenya. He approached a wide range of customers, from government entities to contractors. The student consistently provided feedback from his meetings with clients. With the information he gathered on-site, he produced a comprehensive final report along with all the visit summaries. Numerous valuable contacts that the student engaged with have been handed over to ArcelorMittal."*

William van der Heiden, Area Manager, ArcelorMittal Projects Africa

**SARENS (Vietnam, 2010 & Indonesia, 2017 & Senegal, 2023)**

*"The VUB trade mission allowed us to conduct a focused yet high-quality 'deep dive' into the Indonesian market for heavy lift and heavy transport within an academic and professional framework. The outcome met our expectations and serves as a valuable resource for our local team to build upon."*

Gert Hendrickx, Sales Director Projects

# DESTINATION TANZANIA





# FACTSHEET TANZANIA



**CAPITAL:**  
Dodoma  
(262,000 inhabitants)



**POPULATION:**  
65.5 million  
inhabitants



**AREA:**  
974,300 km<sup>2</sup>  
(31 times the size of  
Belgium)



**OTHER MAJOR CITIES:**  
Dar es Salaam,  
Mwanza, Arusha,  
Mbeya



**CURRENCY:**  
Tanzanian shilling  
(TSh)

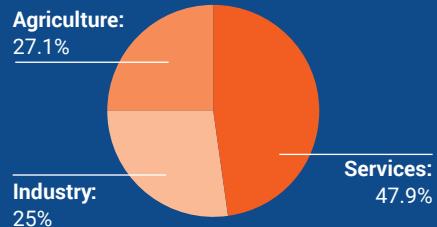


**OFFICIAL LANGUAGE:**  
Kiswahili or Swahili,  
English

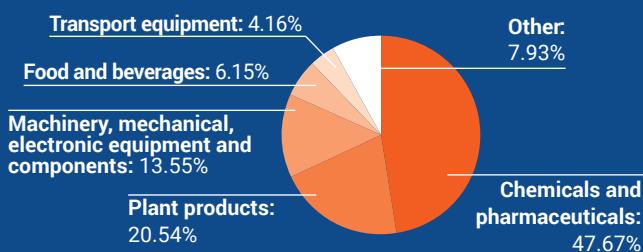
## ECONOMIC OVERVIEW AND GDP COMPARISON

	GDP (in billion EUR)	GDP per capita (in EUR)
Tanzania	69.92	1,097
Belgium	575.89	48,710

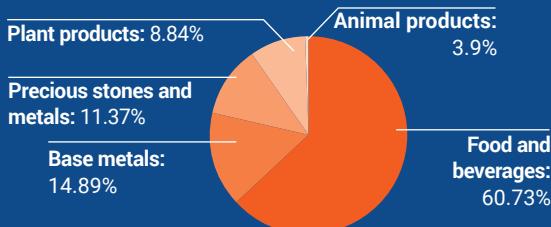
## DISTRIBUTION OF GDP BY SECTOR



## TOP BELGIAN EXPORT GOODS TO TANZANIA



## TOP BELGIAN IMPORT GOODS FROM TANZANIA



Sources: FIT, World Bank, USAID

# HOST COUNTRY

## ECONOMY

Tanzania has developed into one of the most dynamic economies in Africa, with an average annual growth rate of 6-7% in recent years. This growth is primarily driven by the services sector, particularly financial services and telecommunications. The industrial sector, responsible for 25% of GDP, is one of the fastest growing in Africa, although it is hindered by electricity shortages and problems in obtaining work permits for expats. However, these challenges present opportunities for investment in power generation and regulatory improvements, which could attract more businesses, enhance productivity, and further accelerate growth.

Dar es Salaam, the largest city and main commercial hub of Tanzania, plays a crucial role in the national economy. It contributes significantly to the country's GDP through key sectors such as trade, manufacturing, and transport. The city's port is one of the most active in East Africa, handling about 90% of Tanzania's cargo traffic and facilitating a large portion of the country's international trade. Additionally, Dar es Salaam hosts numerous industrial parks and business districts that attract both local and foreign investments. The ongoing infrastructure developments, including road and port expansions, further enhance the city's economic importance.

Inflationary pressure in Tanzania remained moderate, with CPI inflation falling from 4.9% in 2023 to 3.0% in January 2024. This was made possible by declining global commodity prices, moderate and timely fiscal subsidies, and a tightening of monetary policy. In January 2024, the Bank of Tanzania introduced an interest rate-targeted monetary policy to better control inflation and anchor expectations.

## ECONOMIC PROGRESS

While the previous section focused on the current state of Tanzania's economy, this part begins by discussing Tanzania's key import and export partners and the primary products driving its trade, followed by an exploration of future growth projections and the strategic initiatives that will shape the country's economic trajectory.

Tanzania's top export destinations in 2023 were India, South Africa, and the UAE, with gold being the most significant export, contributing 42% of total export revenue. Other key exports included tobacco, dried legumes, and coffee. On the import side, China, India, and the UAE were the main sources, with petroleum oils leading imports, making up nearly 20% of the total value. These trade patterns highlight Tanzania's reliance on both agricultural and mineral products in its export portfolio and essential commodities in its imports.

Looking ahead, the GDP is expected to grow by 5.6% in 2024, with a long-term potential of around 6%, supported by an improving business climate and ongoing structural changes. The second Five Year Development Plan (FYDPII) aims for industrialisation and high economic growth to elevate Tanzania to middle-income status by 2025. The extraction and export of natural resources, particularly gas, play a crucial role in the FYDPII. Simultaneously, the government is trying to reduce donor dependency and encourage foreign investments, especially in the agricultural sector.

## INTERNATIONAL TRADE

In 2023, Flanders exported goods worth 94.34 million euros to Tanzania and imported goods worth of 175.32 million euros, resulting in a trade deficit of 80.98 million euros. From January to April 2024, Flanders exported goods worth 41.40 million euros to Tanzania, an increase of 30.79% compared to the same period in 2023. The largest export product from Flanders to Tanzania in 2023 was human vaccines, accounting for 36.78% of the total exports. Additionally, unroasted malt played a significant role in Flanders' exports to Tanzania, with a share of 20.54%.

On the other side of the trade relationship, imports to Belgium amounted to 175.32 million euros. The largest portion of this was contributed by tobacco, accounting for 56.51%. This figure highlights the strength of Tanzania's agricultural sector in the international market. In recent years, Belgium's trade balance with Tanzania has always been negative, except in 2022, when there was a massive export of vaccines.

## POLITICS

Tanzania has a stable political environment, dominated by the Chama Cha Mapinduzi (CCM) party, which has been in power since 1961. President Samia Suluhu Hassan, the first female president, has focused on economic reforms and improving the investment climate. Her policies, including the second Five Year Development Plan (FYDPII) and the introduction of the Tanzania Electronic Investment Window (TelW) in 2023, aim at industrialisation and infrastructure development. Although challenges such as bureaucracy and corruption exist, the government is committed to reforms to overcome these obstacles, making Tanzania an increasingly attractive destination for foreign investments.

## HOSPITALITY

With investment-friendly initiatives, Tanzania offers a conductive business environment, with Dar es Salaam as the main commercial hub. The infrastructure is well-developed, with excellent roads, ports, and airports that facilitate accessibility and logistics. Famous tourist attractions such as the Serengeti, Kilimanjaro, and Zanzibar make the country appealing to both tourists and business travellers. The government promotes foreign investments through favourable policies and the Tanzania Electronic Investment Window (TelW), which simplifies investment procedures. These factors make Tanzania an attractive destination for international companies.

Sources: FIT, Credendo, USAID, Ministry of Foreign Affairs and East African Cooperation and World bank



# PROMISING SECTORS



## AGRICULTURE

Agriculture is the backbone of Tanzania's economy, employing 80% of the workforce and contributing 27.1% to GDP. This sector presents vast opportunities for foreign investment, particularly in advanced agricultural technologies, irrigation systems, and agro-processing industries. With products like coffee, tea, oil seeds, oleaginous fruits, edible vegetables, certain roots, edible fruits and nuts accounting for 21.28% of total export earnings. Recent government initiatives, including land law reforms, aim to further enhance the sector's productivity, making Tanzania an attractive destination for agricultural investment.



## MINING

As Africa's fourth-largest gold producer, Tanzania offers significant growth opportunities in the mining sector. The country's stability, low political risks, and high-quality mineral products, including significant coal reserves, make it an attractive destination for foreign investors. The mining sector's appeal is further heightened by low entry barriers and a favourable outlook for gold prices. Additionally, Tanzania's vast deposits of gemstones, including tanzanite, sapphires, and rubies, offer lucrative opportunities for expansion. However, challenges remain, such as the need for improved infrastructure and a more supportive regulatory environment. Despite these challenges, Tanzania has the potential to become a leading hub for mining investments, especially if relationships between the government and foreign mining companies strengthen and critical infrastructure developments are realised.



## ICT

The ICT sector in Tanzania is among the fastest-growing industries, driven by the increasing penetration of the internet and supportive government policies, such as the removal of duties on computers and peripherals. The Tanzanian government recognises the critical role of ICT in economic development, leading to substantial investments in infrastructure and the liberalisation of the telecommunications sector. The Tanzania Telecommunications Company Limited (TTCL) and several other telecom providers have been expanding their services, supported by partnerships with international firms.

The growing demand for IT services is fuelled by the rapid expansion of mobile technology, the rise of internet cafes, and the increasing digital literacy among the population. The government's focus on enhancing data communication capabilities and the competitive market environment make the sector ripe for foreign investment. With major global brands like IBM, Apple, and HP already present, the market is primed for further expansion, offering significant opportunities for companies looking to invest in telecommunications, IT infrastructure, and data services.



## ENERGY

Significant gas reserves estimated at 1.6 trillion cubic meters have been discovered off the coast of Tanzania. These reserves are managed by the Tanzania Petroleum Development Corporation (TPDC), which grants licenses to oil companies. In 2016, the government introduced the Natural Gas Utilisation Master Plan 2016-2045, which includes the construction of pipelines between Mtwara and Dar es Salaam, as well as other cities, and promotes the use of gas in households. For export, an LNG terminal is planned in the Lindi region by 2025. Additionally, uranium extraction is being explored, including by the Russian firm ATMZ. The Hoima-Tanga oil pipeline, whose construction began in 2017, is expected to be operational by 2025, transporting 216,000 barrels of oil per day.

# DESTINATION EGYPT





# FACTSHEET EGYPT



**CAPITAL:**  
Cairo  
(22.6 million inhabitants)



**POPULATION:**  
112 million inhabitants



**AREA:**  
1,001,450 km<sup>2</sup>  
(33 times the size of Belgium)



**OTHER MAJOR CITIES:**  
Alexandria, Port Said, Suez



**CURRENCY:**  
Egyptian pound (EGP)

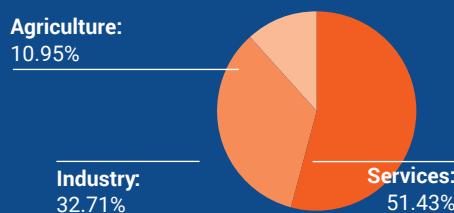


**OFFICIAL LANGUAGE:**  
Arabic, English, French

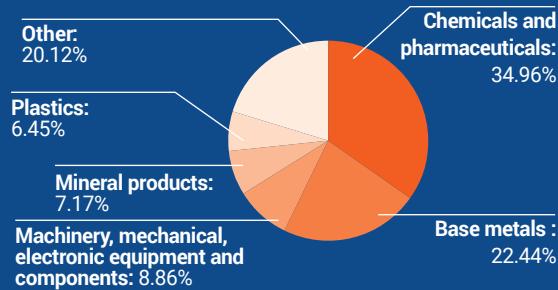
## ECONOMIC OVERVIEW AND GDP COMPARISON

	GDP (in billion EUR)	GDP per capita (in EUR)
Egypt	360.65	3,199
Belgium	575.89	48,710

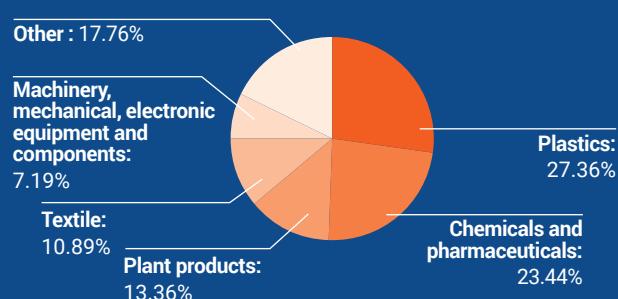
## DISTRIBUTION OF GDP BY SECTOR



## TOP BELGIAN EXPORT GOODS TO EGYPT



## TOP BELGIAN IMPORT GOODS FROM EGYPT



Sources: FIT, World Bank, USAID, Credendo

# HOST COUNTRY

## ECONOMY

The diverse economy of Egypt, with its wealth of natural resources and creation of educated yet affordable labour market, shows great promise for investors. The Egyptian government is focused on creating a stable environment suitable for expansion.

Having an exquisite positioning for business, close to Europe and in control of one of the most important trade routes, the Suez Canal. These advantages provide interesting opportunities for Belgian businesses. Egypt has very active agricultural, water, energy and technology sectors which are in constant development. A prime example of their interesting economy is Cairo. Besides being the governmental capital of Egypt, Cairo is also its economic centre. With various sectors such as the textile industry, food processing and finance, Cairo has established itself as a large-scale industrialised city. The trend of further industrialisation is continuing, with Cairo experiencing around a 2% annual population increase over the last five years, resulting in a metropolis of over 22 million inhabitants.

Between Cairo and the Suez Canal, a new city has started construction in 2016, the New Administrative Capital (NAC). This project was created to relieve congestion and pollution from Cairo and functions as a governance and trade relations nerve centre. Government operations already began moving in 2022 and are partially active from this centre.

## ECONOMIC PROGRESS

Egypt's economy showed impressive resilience in 2022, achieving a strong growth rate of 6.6%. Despite global challenges growth eased slightly to 3.8% in 2023. This performance underscores Egypt's remarkable ability to adapt and prosper, even in uncertain times. The logistical sector around the Suez Canal has a promising future for economic growth. Additionally, with the improvement of the entrepreneurial climate in 2014, due to new legislation, sectors like the car industry, ICT, manufacturing and food processing have abundant growth opportunities.

## INTERNATIONAL TRADE

In 2023, Flanders exported goods worth 1.53 billion Euros to Egypt while importing goods worth 428.26 million Euros, resulting in a surplus of 1.10 billion Euros. In 2023 Egypt was ranked 47th among the most importing countries in the world with a value of 72,963 million Euros on goods and services. Flanders played an important role, contributing 2.10% to the total import market of Egypt in 2023. On the other hand, Flanders imported 1.16% of the total export of Egypt, making them the 59th country for Flanders in terms of importation.



## POLITICS

President Abdel Fattah El-Sisi has been the ruler of the Arabic Republic of Egypt since his first electoral victory in 2014. After a change in the constitution and later revisions and amendments in 2019. Together with Prime Minister Moustafa Madbouly and the House of Representatives, the president strives to create a stable and constructive environment. In 2020, the Senate was inaugurated after the unicameral system was introduced in 2014. The Senate is limited to providing opinions and proposals on matters of national unity, social cohesion, government structure, and constitutional amendments. The next elections are expected to occur in September 2025. Egypt has built its legislative and political system into a stable structure over the last decade.

## HOSPITALITY

Egypt is known for its warm and hospitable culture encouraging visitors for tourism as well as business. The native language is Egyptian-Arabic yet English and French are commonly used as business languages. This creates a suitable environment to establish fruitful international business relations. Entrepreneurs and investors are welcomed in a country with a rich enterprising and cultural history, setting a unique stage for doing business and improving the experience with international partners as a whole.





# PROMISING SECTORS



## CONSTRUCTION

The Egyptian construction sector remains one of the most important engines of the economy. In 2016, the sector experienced remarkable growth of 10.3% compared to previous years. Currently, the sector constitutes 4.8% of the GDP. The size of investments rose in 2016 by 43.2% to 25.8 billion Egyptian pounds.

With a predominantly young population of 92 million inhabitants, the sector is highly stimulated by the government in Cairo for housing and urbanisation. The Ministry of Housing estimates an increase of 350,000 to 500,000 housing units every year for the next five years. With this increase in population, the need for transport and energy infrastructure is also prevalent. Besides construction for urbanisation purposes, Egypt also invests in big construction projects. An example of these projects is the construction of the Grand Egyptian Museum. The Belgian company Besix played a crucial part in the construction of phase 3 of the museum in a joint venture with Egypt's Orascom Construction for a deal valued around \$810 million.



## ENERGY

Egypt is one of the most important non-OPEC oil producers in Africa and the second most important in gas production. They have developed their market position with the discovery of offshore gas reserves under their territorial waters (e.g. Zohr oil field). Egypt accounts for nine oil refineries with a capacity of 770,000 barrels per day, making them the largest refinery capacity holder in Africa.

One of the most important challenges in this sector is the increasing domestic consumption. The amount of domestic consumption has overtaken the domestic production since 2010. Because of this, the government is looking at alternative sources and technologies to produce energy, with a high interest in renewable energy sources. The target for 2035 is to have 37% of all energy produced by renewable sources. Belgian companies are already interested in taking advantage of this opportunity. An example is the company DEME, who is building a green hydrogen plant in the harbour of Gargoub.



## ICT

The high number of ICT graduates in Egypt, in combination with low company costs are important factors contributing to the growing interest of ICT investors. Egypt is connected with more than ten worldwide internet backbone networks, improving bandwidth capacity and international connectivity. Also, Egypt is strategically positioned for companies in Europe, Asia and Africa who want to maximise their working hours in different time zones.



## TRANSPORT AND LOGISTICS

Egypt is situated on one of the most important trade routes between Asia, Europe and Africa. However, the sector has had its difficulties due to a lack of investments and geopolitical events.

The Suez Canal is Egypt's most important route, where ten percent of the world's trade volume passes through. The government is still expanding the canal to facilitate two-way passage and is now creating a logistical hub with new technological, industrial and residential zones combined with new harbours. These expansions and improvements to the facilities of and around the Suez Canal are all depicted in the Suez Canal Development Project. Expansions of Port Said and Port Tewfik include research centres, logistical hubs, transport facilities, accessibility and many more. These continuous improvements are made with the operation and safety of the Suez Canal in mind.

The Egyptian railways are the oldest in Africa and not fully integrated with its harbours and industrial zones. Investments in freight transport as well as passenger transport are necessary. For this reason, road transport remains the dominant transportation method in Egypt.

Due to its strategic position, Egypt remains an important transshipment hub. The government promotes further investment in development of the labour-intensive logistical sector.

# WORD FROM THE ACADEMIC TEAM

Entrepreneurship is one of the values that stand central within the VUB and Solvay Business School. Consequently, we offer students various practical opportunities within their studies, such as internships, the trade mission, the International Business Project, and Technological Business Development. The successful implementation of such projects requires sufficient attention to quality control throughout the student's learning journey, as well as to the final outcome intended for the assigning company. The academic guidance during the trade mission ensures close individual follow-up of the assignments, as well as broader logistical support for the mission as a whole, including maintaining good relationships with institutional stakeholders.

The academic team consists of two professors and four academic assistants who have personal experience with the trade mission as students and are present on-site to assist the participants.

- Prof. dr. Michaël Dooms, alumnus of the trade mission to Argentina (2001), has an experience of more than 20 missions in more than 15 countries and has supervised more than 400 projects.
- Prof. dr. Magali Geerts has served as a co-titular since 2021. She participated in the trade mission to China, as a student in 2015 and has since supervised several projects: Indonesia (2017), Kenia (2018), Colombia (2019), Morocco (2020), Hungary (2022) and India (2023).
- Fanny Soyeur, coordinator of the trade missions, was a participant in the trade mission to Colombia (2019) and was a supervisor for the online trade missions to Vietnam (2020), Romania (2021), and the physical trade missions to Greece (2022), Russia (2022), Senegal (2023) and Ivory Coast (2024).
- Fiona Courtens, participated as a student in the trade mission to Morocco (2022) and provided academic guidance for the trade missions to Poland (2021), Hungary (2022), India (2023) and Kenya (2024).
- Lynn Faut, alumna of the trade mission to Poland (2021), provided academic guidance for the missions to Hungary (2022), India (2023) and Kenya (2024)
- Finally, Jinane Bouchlaghmi, participant of the trade mission to Senegal (2023) also guided the Ivory Coast (2024) mission.

Together, we provide a solid foundation to equip the students, both in group and individually, with sufficient problem-solving skills to tackle the various challenges that arise during the assignments. This way, a strong quality control is ensured throughout the entire process, benefiting both students and companies!

We look forward to collaborating with you.



f.l.t.r.: Prof. dr. Magali Geerts, Prof. dr. Michaël Dooms, Fiona Courtens, Jinane Bouchlaghmi, Lynn Faut and Fanny Soyeur



# PRACTICAL INFORMATION

Destination: Tanzania - Dar es Salaam

Date: 10/03/2025 - 28/03/2025

Destination: Egypt – Cairo

Date: 7/04/2025 – 25/04/2025

Participation to the trade mission costs: €4500. Included are the travel and accommodation costs of the student as well as the overall other functioning costs of the project. The students are not remunerated.

Due to the increased inflation in recent years, we are experiencing higher costs for essential aspects such as accommodation costs and flights. Despite a price freeze the last 2 years, we are compelled to adjust our prices for 2024-2025, so that we can continue to guarantee our quality and service and provide you with the best possible results. This is why we increase the price from €4250 to €4500 starting this academic year (2024-2025). The non-profit organisation is exempt from VAT under article 44 of the VAT legislation.

🏡 Solvay Business School  
Student Accelerator vzw en Inisol  
Vrije Universiteit Brussel  
Secretariaat ES  
Pleinlaan 2  
1050 Brussel

📞 T 02 629 38 58

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👤 @ trade\_mission\_vub  
✉️ trademission.inisol@vub.be  
🌐 www.trademission.vub.be

## Current core team and project leaders of the trade mission



f.l.t.r.: Liza Selmanaj, Lars Stijlemans, Lydia Bondarenko, Robbe Seghers, Amal Gharbi, Stan Ackermans, Chaima Belaidi Zine, Andreas Dewulf, Maarten Zwerts, Amiralı Dezokizadeh

## MEASURES IN CASE OF TRADE MISSION DISRUPTIONS

The events of recent years such as the COVID 19 pandemic and military conflicts, have taught us important lessons in ensuring the project's continuity. If such disrupting situations were to occur again, the following measures will be taken:

In case of unusual health situations:

- Remote work will be implemented, with adapted and enhanced support from the academic team. During the digital mission in the spring of 2021, this approach led to the satisfaction of the vast majority of the participating companies; innovative methods were employed such as virtual networking events. The aim is to prevent any delays on the academic progress of the participating students. In exceptional cases, the assignment may, in consultation with the company involved, be converted into an alternative project such as an internship.
- Arrangements will be made to ensure maximum refund of the deposited amounts (at least 75%). For the cancelled missions to Poland and Romania, refunds of 90% of the total amount were arranged. Transparency will be maintained regarding non-recoverable costs and the expenses needed to implement a productive virtual concept. We will also seek maximum flexibility from suppliers of essential transport services and accommodation, as these represent the highest costs.
- The policy of the Vrije Universiteit Brussel is aligned with both the Belgian federal and regional measures regarding essential travel abroad, as well as the policies of destination country concerning the entry of incoming travellers. This is closely and proactively monitored with the different authorities and Flanders Investment and Trade. In such cases, frequent updates are provided to the participating companies.

In case of unusual political instability and/or unexpected military conflict

- For the project to Moscow, Russia (2022), due to involvement in the military conflict and the associated sanctions, the decision was made to cancel the group mission. All students were relocated to a different country of interest for the respective companies to ensure the completion of the mission. The predominantly positive results of this flexible approach indicate that the trade mission is now prepared for such unexpected situations.

The safety of the participating students and staff, just as it is for your own employees, is always the absolute priority, alongside the effective execution of field work. For example, if a 10-day mandatory quarantine is required in the country of destination, travelling may not be advisable as it significantly limits the scope for fieldwork.

The necessary clauses for this purpose are included in the contracts, as well as clauses related to unforeseeable political circumstances and/or military conflict impacting the destination country.

# WORD FROM OUR PARTNER INISOL

With great pride we present to you Initiatiefgroep Solvay, or Inisol for short. Inisol is a student-association founded by Business Engineering students and is dedicated to engaged economics students at the Solvay Business School, affiliated with the Vrije Universiteit Brussel.

The main goal of Inisol is to familiarise master's students with the business world to ensure a smooth transition. To achieve this, Inisol focuses on three areas. First, we aim to help students gain more practical experience by supporting the trade mission, but also by organising interactive workshops. Additionally, we assist them in building a professional network through our Job and Internship Fair and other networking events. Finally, we inform students before, during and after their studies about opportunities in the business world.

## PRACTICAL EXPERIENCE

As a master's student, it is increasingly important to enter the job market with a complete set of skills. Inisol contributes to this by (co)organising practice-oriented activities that complement theoretical courses.

Firstly, we support the trade mission, which is a valuable element of the faculty's curriculum. Secondly, students can acquire useful experience by being introduced to the business world in various ways. This is reached by organising a Job and Internship Fair, networking events and workshops.



f.l.t.r.: Alexia Van Ex Coelmont, Lola Alexandre, Jonas Fonteyne, Laurien Deckers, Stan Ackermans, Kobe Vande Walle, Robbe Seghers, Thomas Mergan, Wout Schaukens, Emma Di Martinelli, Tibo Bollens, Sem Van Lancker, Axel Gosez, Manon Van Dyck, Niels Colson, Elly Lew, Mirkea Van Berlaer, Elle Toch



f.l.t.r :Emma Di Martinelli and Thomas Mergan

Moreover, Inisol regularly organises new initiatives, such as the Solvay Scholarship Cup. This is a competition that encourages high school students to study Business Engineering at the VUB. The three winners of this competition are rewarded with a reimbursement of their tuition fees for their first bachelor year within the Business Engineering programme.

#### **PROFESSIONAL NETWORK**

Inisol facilitates professional relationships between business engineering students and the corporate world. Throughout the academic year we organise various workshops and a finance business game, all of which are sponsored by potential future employers. Inisol offers students the opportunity to connect with diverse companies through networking events such as our Job and Internship Fair, the Connect & Dine and the Specialisation Event.

All these activities are effective recruitment events held at the VUB. They provide an ideal opportunity for students to get acquainted with different companies and potential employers.

#### **GUIDANCE**

Our main stakeholders remain the students. Before, during and after their studies, we share information through an online events calendar, social media posts, brochures, and events. Before starting the business engineering course, students get acquainted with Inisol's Marketing team, who inform prospective students at open days and SID-ins. Finally, students receive information from young professionals through special alumni events, and we maintain contact with graduates.

The Inisol 2024-2025 board wishes all business engineering students and our partners a productive year and a successful professional career.

With entrepreneurial regards,

Thomas Mergan & Emma Di Martinelli

Chair & Vice-Chair Inisol 2024-2025



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