

**Dr. Nader Riad Chairman of Bavaria Company**

**Exporting is a National and Strategic Target**

Dr. Nader Riad, the Head of the Micro Industries Committee and Chairman of Bavaria Group, confirmed that exporting is a national and strategic target for Egyptian industry in the near future. He stressed the necessity of the integrating all efforts towards increasing export rates. This would be in accordance with a plan prepared in coordination with all concerned bodies, especially the Trade Representation Offices and the Ministry of Foreign Trade.

Dr. Riad said that entering foreign markets with our Egyptian exports requires huge efforts. He went on to say that we also need to participate in international exhibitions, and care for quality of packaging and wrapping.