

moba media

F 4653
Po. and OR
97208
1217 SW 19th
Portland OR
97205
(503) 223-1677

TRADE FAIR

Channel 6 KOIN-TV 3/28/84 5:37

Mark Hendricks

Oregon's trade delegation in the middle east has inaugurated an new U.S. pavillion at the Cario International Trade Fair.

And as Mike Donahue reports, the Oregonians discovered that in Egypt that the value of a dollar depends on what you are trying to buy.

Mike Donahue

In size the fair resembles a home show at the Multnomah County Expo Center. Only exhibitors there never count 100,000 visitors a day.

Each Epytian paid 30 piasters or about 25 cents admission. (mumble) had been charged 10 pounds or about 15 dollars to attend the shows opening.

That is just one of the inconsistancies in Epyt's so called economy of surprises. Attempting to eliminate the black market, President Mobarick has authorized 5 different exchange rates.

As an incentive to buy local you can get up to 115 piasters per dollar, while to pay your American hotel bill, it might as few as 40 piasters for that same dollar.

U.S. firms doing business here have also been surprised by Egyptian (mumble). Market surveyors thought floor wax was an untouchable product in a country where clean is a dirty word.

Today, Johnson's wax cannot keep enough stock in its Cairo warehouse to meet the demands.

Farm implements are selling too as the government reclaims vast desert areas for agriculture irrigated by the Nile.

(more)

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TRADE FAIR, Channel 6, KOIN-TV, 3/28/84

Salesman

Because they are trying now to make (mumble).

NO ID

(mumble) small plots of land.

Salesman

(mumble) acres, 15 acres and so on. Especially the (mumble).

Gov. Atiyeh

Have you been successful here with the ...

Salesman

It is the first time that we are using them. And then we are explaining them to the engineers, the agriculture engineers and their responsibility.

I think that we can find the responsible (mumble) people first. And then they see how it is working and then they come and (mumble) because they are sure of the merchandise.

They are one of the best in the states.

Gov. Atiyeh

Oh yes. We know about them.

Well I hope you success.

Mike Donahue

Invited to put an Oregon booth at the International Trade Fair next year, Governor Atiyeh sounding like an Egyptian trader, repied, make me a deal.

They did, the same deal that they made New York, Georgia and Ohio this year. Pay \$5,000 for a booth and you can sell Oregon products to 500,000 Egyptians.

Wait until Nike hears about that.

In Cairo, Egypt this is Mike Donahue reporting for Newsroom 6.

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