

CYPRUS

A wealth of quality products

Cyprus has a small domestic market and exports are therefore of vital importance to its economy. Exports of manufacturing products in 2009 accounted for 78% of total domestic exports. The European Union is by far the most important market with 59% of exports directed to member states. Traditionally the United Kingdom has been one of Cyprus's most significant trading partners. The 2009 trade figures indicate that 9% of the total domestic exports were directed to these shores. Other major export destinations are Germany, Greece and Italy.

A closer look at export performance by basic product classes shows that industrial products rose in 2009 to £250 million and constituted 61% of domestic exports. The most important industrial products exported are pharmaceuticals, photovoltaic systems, scrap metals, plastic products, cigarettes, paper products, furniture, aluminium products, clothing and pumps.

This sustainability against the worldwide economic downturn can be attributed to a number of practices: small labour-intensive plants that are flexible in order sizes with well-qualified workforce adept at learning new technologies; the modern technology employed ensures products of the highest quality and long shelf life; modern design techniques; quick turn-around times and improved marketing. In addition, all production, packaging and storage procedures adhere strictly to European regulations and standards.

To continue to meet the rigors of the global market, Cypriot manufacturers are constantly following developments and technological advances in their field of activity, while the government continues to encourage manufacturing by improving the infrastructure and creating industrial parks and free industrial zones.

One of the major success stories of the Cypriot manufacturing industry is the remarkable increase in the export of photovoltaic systems from £10 million in 2005 to £50 million

in 2009. Cypriot manufacturers have employed technological advances for converting light into electricity. A photovoltaic system consists of multiple components, including cells, mechanical and electrical connections and means of regulating and/or modifying the electrical output. The main export market for the photovoltaic systems is by far Germany followed by France and Greece.

Rich in culture and cuisine, Cyprus is now making its mark in the food industry. The favourable climate is of course a major contributing factor in the huge variety of foodstuff that the island produces. Cypriot manufacturers have invested in the latest technology, enabling them to produce value-added processed as well as fast frozen food. In addition, the introduction of vigorous policies on food safety has helped promote premium quality produce. Increased interest in health means that corners cannot be cut at any stage of the production process.

Exports of processed agricultural products rose in 2009 to



£69 million and represented 17% of the total domestic exports. The main foodstuff exported are Halloumi cheese, fruit and vegetables juices, meat products, wines, hides and skins, confectionery and edible oils.

The best performing Cypriot foodstuff is the Halloumi cheese which is well known worldwide for its unique taste and versatil-

The Cyprus Trade Centre invites British importers and distributors for an all expenses paid visit to the island, including travel, accommodation and trade introductions, to explore the possibility of cooperating with Cypriot exporters. For further information, please contact the Cyprus Trade Centre by phone on (020) 7321 4145 or via the websites.

ity in use. It is the most important Cypriot food export and has exhibited significant year after year increase in exports which rose from £23 million in 2005 to £37 million in 2009. The UK is the main export market followed by Germany and Sweden.

Promotion of Cypriot products in the United Kingdom is undertaken by the Cyprus Trade Centre. Further to its main website www.cyprustrade.co.uk, the Cyprus Trade Centre has recently launched two thematic microsites which enable British importers and distributors to become acquainted with the wealth of Cypriot manufacturing products which are available for export.

Cyprus Manufacture, www.cyprusmanufacture.com, incorporates 59 product categories and has a comprehensive directory of 119 manufacturing companies.

In **Cyprus Foodstuff**, www.foodstuffcyprus.com, there are in total 57 product classes and a list of 61 industries that specialise in exporting foodstuff.

Both websites operate with a search facility which is very straightforward to use. One can search by the company's name or by product. A rundown of manufacturers appears by selecting one of the product categories listed.



Click on the logo of the company of your choice and you will be driven to its homepage where you can read in depth about its activities and products.

The Cyprus Trade Centre is always ready to assist British businesses in establishing contacts with their Cypriot counterparts by providing useful and practical information, with the aim of further enhancing trade between the two countries.



Cyprus Manufacture

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