

**Value Chain Analysis for the Egyptian Herbs & Spices Sub-Sector: Modeling and Estimating Export Potential**

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**English Summary:**

This article studies the Egyptian Herbs and Spices (H&S) sub-sector in order to increase the Egyptian market position in both local and international markets specially the European market (the main market for the Egyptian H&S). A value chain analysis has been performed. The value chain analysis included production, processing, and consumption phases. Production phase concerned with the main problems related to quality in cultivation, harvest, and post-harvest operations, especially as related to drying and storage processes. Processing phase mainly investigates the processors' numbers, size, location, types of products dealt with and main problems and challenges facing them, especially those related to quality of the product that determine its entrance into international markets. Consumption phase deals with H&S target market, quantities and market share on national and international markets, plus problems and challenges related to market access. At last, gravity model estimation is performed in order to determine the trade potentials between Egypt and importing countries.