

# POST SHOW REPORT 2024

## EGYPT PROJECTS

Building Future Egypt



## The 7<sup>th</sup> International Exhibition For **CONSTRUCTION & BUILDING MATERIALS**

### 17-20 MAY, 2024

Egypt International Exhibiton Center, Cairo - Egypt

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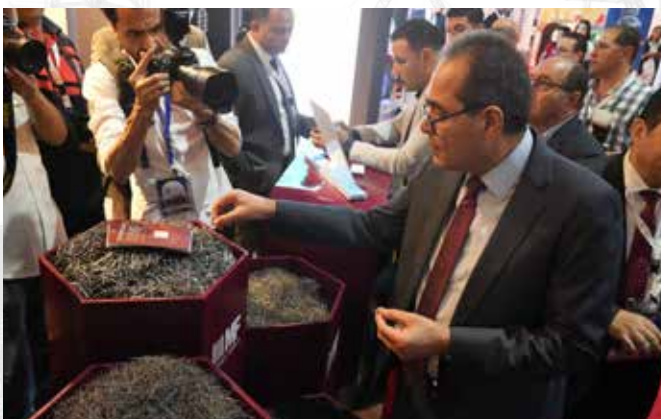




## The 7<sup>th</sup> International Exhibition For **CONSTRUCTION & BUILDING MATERIALS**

**EGYPT PROJECTS** is A world-class construction event brought to you by the experts. Since its creation in 2016, it has proven itself as the leading platform for construction in Egypt and Africa, evidenced by the growing number of exhibitors, visitors, and government representatives.

**EGYPT PROJECTS** is considered an opportunity that brings together hundreds of construction professionals to exhibit, showcase & discover a wide variety of innovative products and solutions related to different sectors of the construction industry and establish relationships with customers and suppliers, which is why 70% of our exhibitors renew their bookings each year.



## EXHIBITORS OVERVIEW

2024 edition welcomed 230 participants from 10 countries, re-emphasizing its position as the Middle East flagship event exhibition for the market of construction and building materials. The 7th edition had a significant focus segment. It had a remarkable increase of exhibiting companies in the construction and building materials, making significant contributions to trading targets of exhibiting companies and affected on the target visitors' range. It has delivered a unique experience for exhibitors to develop business relationships. According to most of the exhibitors interviewed, during the 4 days they met competent people who were determined to enter and maintain commercial dealings at Egypt Projects Exhibition.

## TOP LINE FIGURES

**230**

Exhibitors

**10**

Countries

**3**

National Pavilions

**17000**

Unique Visitors

**14**

Visiting Countries



**INTERNATIONAL PARTICIPANTS**



Egypt



Saudi Arabia



Lebanon



Turkey



India



China



Germany



Italy





## WHAT EXHIBITORS SAID!



**Eng. Bassem Moustafa – General Manager of MAPEI.** MAPEI has been participating in the exhibition annually for a long time. This year, the exhibition is excellent; the visitor profile is more precise, and their number is increasing.



**Mr. Omar El Bakri – Vice Chairman of Insutech**  
We have noticed the progress in each edition, especially in the number of visitors. This year, we had the opportunity to meet a significant number of people from various client segments, including consultants, VIP clients and contractors.



**Mohamed Tarek - Mersan Metal**  
During the exhibition, our products received a strong response from visitors and buyers. We thank you for the excellent organization.



## WHAT EXHIBITORS SAID!

Mr. Mohamed Hassan – General Manager of Brickco.  
We are among the first manufacturers to be very interested in participating in the exhibition, which is why we have been participating since the first edition. We thank the exhibition organizers for their contribution to connecting exhibitors with the construction market in Egypt.



Hamdy ElMasri – Sales Manager at Al-Azaizy Group  
During our participation in the exhibition, we are celebrating 15 years since the establishment of the Al-Azizi Group. The seventh edition of the exhibition is excellent, and the organization is more than wonderful.



Eng. Mahmoud Hafez GM of Jebal Holding:  
The Exhibition is very impressive, and we already signed and made many deals.



## VISITORS OVERVIEW



The 7th Edition of Egypt projects Exhibition Registered during the 4 days 17000 visitor from 10 countries including Saudi Arabia, United Arab of Emirates, Egypt, Oman, Ghana, Nigeria, Algeria and Kenya.

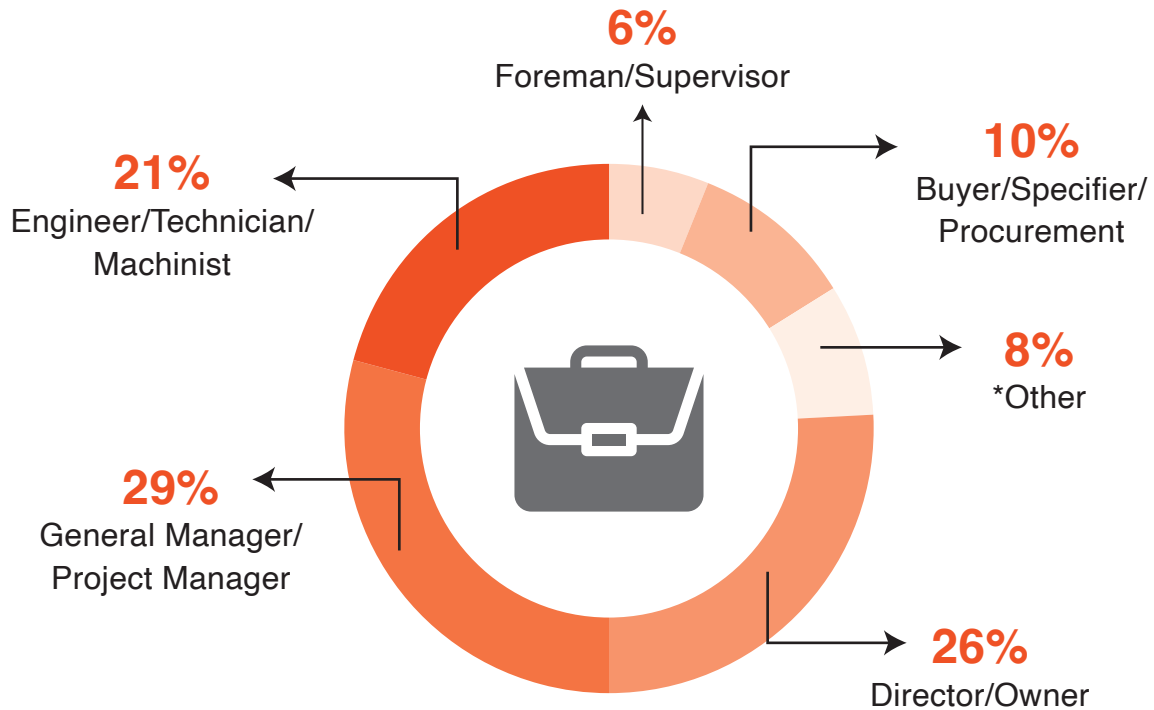
## MAIN REASONS FOR VISITING



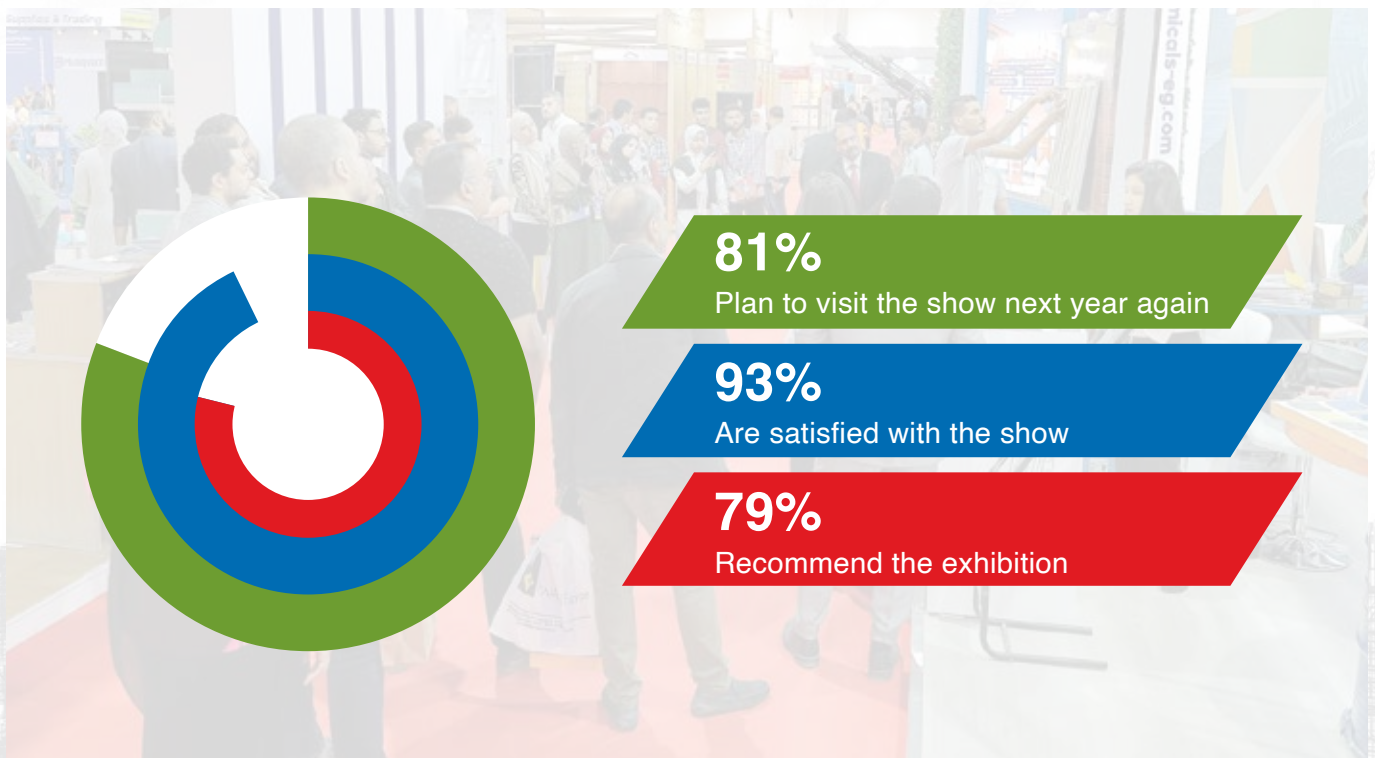
- Find new product suppliers
- Keep up to date with new products and innovations
- Meet up with colleagues in the industry/networking
- Compare products with a view to placing orders later
- Assess the possibility of exhibiting
- Place an order at the event



## VISITORS BY JOB FUNCTION



## VISITORS FEEDBACK



**81%**

Plan to visit the show next year again

**93%**

Are satisfied with the show

**79%**

Recommend the exhibition

**MARKETING MEDIUMS**

Egypt Projects effective marketing campaign targeted professional local, regional and international visitors. The campaign penetrated successfully the entire marketing channels and delivered the highest possible return on investment:



## EGYPT PROJCTS 2024 Features

### The African buyers Hub:

*"Your Gate to African markets"*

Egypt Projects received more than 150 serious buyers from (Nigeria, Kenya, Senegal, South Africa, Tanzania, Iraq, Saudi Arabia, Algeria and Morocco) supported by the Egyptian export council for building materials.

To help our exhibitors to open new markets in Africa which consider one of the most promising markets in these days



### Live demonstration

some of our exhibitors attracted the visitor attention by showing their products attracted the visitor attention by show their products throw many live demonstration areas, it was great opportunity to see and learn about these products features in one place.



## Brands Were Here:



## Brands Were Here:



**SEE YOU NEXT YEAR**

**6-8 Sep. 2025**

Grab the Opportunity Now!



Organized by

**Arabian German For Exhibitions S.A.E.**

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