

HANDLING EXPO

THE 18th INTERNATIONAL EXHIBITION
FOR MATERIAL HANDLING & STORAGE EQUIPMENT



WE ARE
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MOVE

EGYPT INTERNATIONAL
EXHIBITION CENTER

15-18
NOVEMBER 2018

www.handlingexpo.com

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2018

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EGYPT

THE HOTTEST SPOT FOR INDUSTRIAL INVESTMENTS & BUSINESS OPPORTUNITIES



The Great International Business Interest In The Mena Region Has Ascended To Unmatched Heights; Due To The Massive Resources And High Potential Of The Region.

Egypt in specific has been favored as the most advantageous hot spot for business and investment opportunities within the entire mena region.

Egypt's drive on the path of industrial sector restructuring has transformed to suit the international models after the 25th of January and 30th of June great revolutions backed by a large and growing population of 90 million acting as the best asset to quadruple the industrial output and well position Egypt in the league of developed industrial countries over the next decade.

Regarded already as the "perfect destination" for industrial investments; Egypt enjoys comparative advantages over other zones in the world to become the ultimate next stop for global industrialists to grow their businesses; providing all the essential ingredients, namely, quality raw materials, low wages and low energy costs to attract the world's key manufacturing brands.

EGYPT INTERNATIONAL EXHIBITION CENTER

THE 18th INTERNATIONAL EXHIBITION

PROMISING ECONOMY.. BOOMING INDUSTRIES

Industrial products consumption in Egypt has elevated recording beyond belief levels reaching 200%, at a compound average growth rate (CAGR) of approximately 11.5% in the past 5 years.

Imports of material handling equipment have risen up by 20%; with solid projections indicating that such figures will triple within the coming 5 years. There is confidence among many familiar experts within the region that the country's industrial boom is still only in second gear and its real potential is still yet to be seen; thanks to the new huge current and future projects undertaken by the Egyptian government like the new Suez canal project; that will encompass establishing vast industrial cities and logistical zones surrounding the project's site.

In 2016, the significantly relying on imports Egyptian material handling and storage market was valued at US\$ 1.3 billion, the Egyptian government's proactive

sector development strategies aim at tripling this figure to elevate reaching US\$ 5 billion by the year 2020, It is no wonder to state that the accomplishment of such an ambitious plan depends on comprehensively obtaining state-of-the-art technology as a one and the only decisive factor to further increase the industrial competitiveness.

Pointed up at the focal point of evolving economies by virtue of its unique geographical location at the crossroads of several major economic territories including Northeast Africa, Northwest Africa, the Sahara, Sub-Saharan Africa, the Middle East, and the Mediterranean Europe, Egypt enjoys the preferential market right of entry to the neighboring countries; while the country's proximity to the Middle East and Europe also offers more forthcoming business and export opportunities.

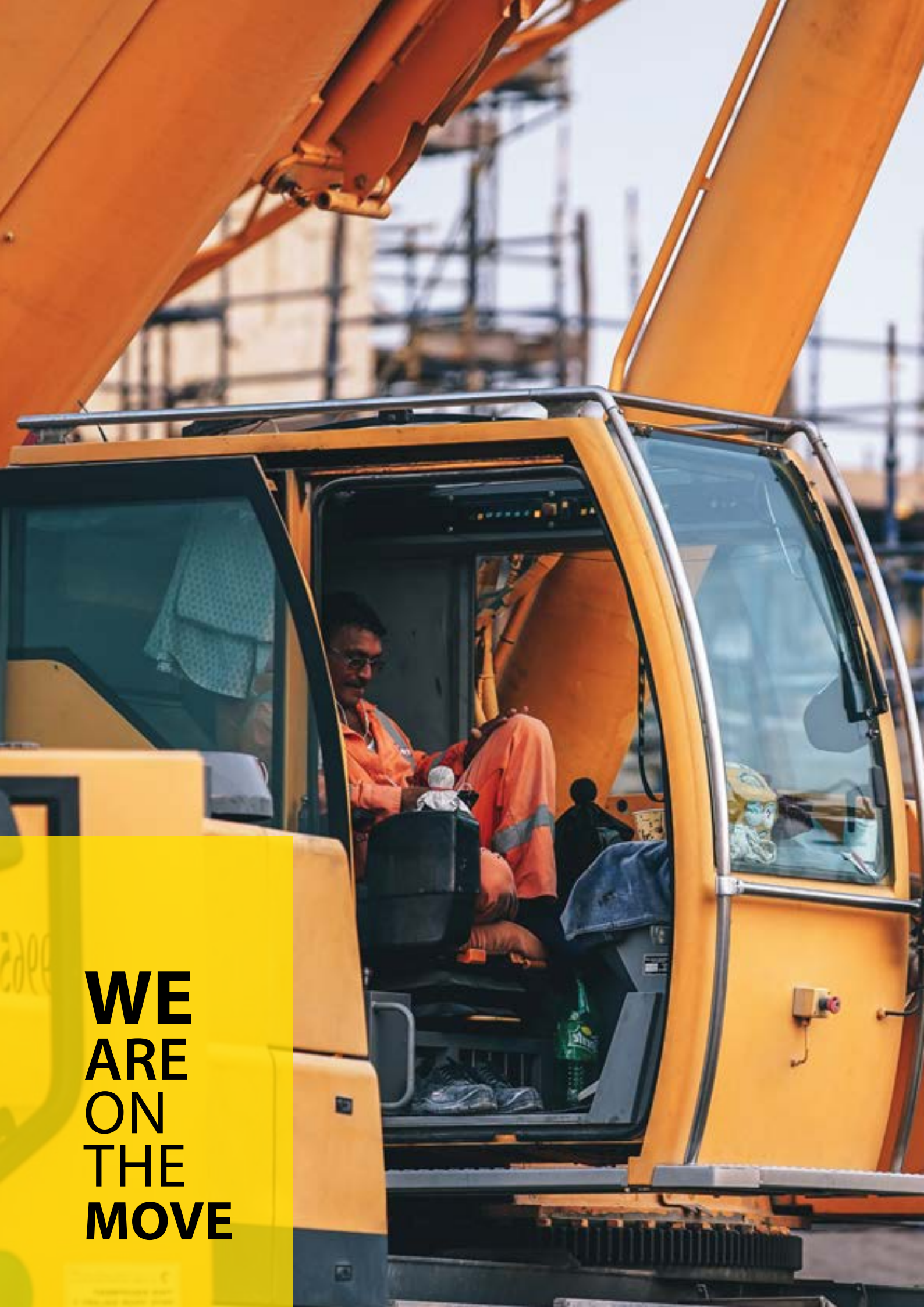


FOR MATERIAL HANDLING & STORAGE EQUIPMENT



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HANDLING EXPO 2018

SETTING THE STANDARDS FOR MATERIAL HANDLING TECHNOLOGIES IN THE MENA REGION

Standing-in for 17 years in row as the most comprehensive trade fair demonstrating the full spectrum for material handling and storage equipment and technologies, HANDLING EXPO is absolutely the impeccable business site where exceptional industrial and technological solutions are accessible to serve the wealthy markets of Egypt and the entire MENA region.

Setting the standards for material and storage equipment and technologies; HANDLING EXPO brings together top technology makers and industry experts from around the globe to meet face to face with thousands of eager buyers and trade visitors; in an extra superiority trade event.

Featuring a unique portfolio; HANDLING EXPO makes available an exclusive platform for success; forming distinctive opportunities hotspot for material handling and storage equipment entities to present their services and products directly to high-profile audience from the prospering region of the Middle East and North Africa (MENA Region).

Being the only event of its kind within the entire MENA region that is supported by numerous international industrial associations; HANDLING EXPO, is a premium industrial trade fair; where steady stream of consistent models and amazing displays of material handling and storage strategies are obtainable in a prevailing mood; in a region that is anticipated to be one of the world's industrial hottest spots.

HANDLING EXPO acts as the most focused trade exhibition serving thousands of Egypt's and the MENA region's most enthusiastic, wealthy buyers; in search for a stepping-stone towards obtaining the most modernized technologies.

The visionary concept of HANDLING EXPO positions the event as the leading meeting-point making way for in-depth knowledge about the latest material handling and storage equipment and technologies trends and tendencies; as a one-stop destination for creating outstanding profit avenues for both exhibitors and visitors.



WHY! HANDLING EXPO 2018



HANDLING EXPO 2018 IS JAM-PACKED WITH OPPORTUNITIES FOR EXHIBITORS TO CONDUCT BUSINESS ON GLOBAL, REGIONAL AND LOCAL SCALES.

Some of the paybacks exhibitors can earn from HANDLING EXPO 2017, among many others, are:

- Exhibiting side by side with more than 120 industry pioneers from 25 countries.
- Discovering the most recent technology developments
- Guaranteeing that strategic planning is on the correct pathway.
- Understanding more about competition.
- Exposing to creative ideas within the industry.
- Gathering with the region's highest qualified buyers.
- Benchmarking against the world's main manufacturers.
- Connecting with current and future strategic partners.
- Presenting new ideas, insights and solutions to over 10,000 buyers and trade visitors.
- Educating customers with publications and audio-visual materials.
- Aligning the brand with the region's largest material handling technologies' trade event.
- Positioning the brand alongside key industry players, Innovators and experts

VISITOR PROFILE

- Businessmen and Investors
- Corporate Executives
- Distributors of Equipment and Services
- Engineering Specialists
- Executives in Ports and Airports
- Freight and Cargo Specialists
- Government Bodies
- Importers and Exporters
- Logistics Companies
- Plant Managers
- Procurement Managers
- Maintenance Managers
- Manufacturers and Industrialists
- Research and Development Specialists
- Site Managers
- Warehouse and Operation Managers
- Wholesalers and Retailers

EXHIBIT PROFILE

HANDLING EXPO 2018

MATERIAL HANDLING & TRANSPORTATION EQUIPMENT

Hoists/ Cranes
Stings / Forklifts
Pallet Trucks/ Carts/ Hand Trucks
Hooks/ Dock Equipment/ Winches/ Drum Handling/ Lift Tables/
Platforms/ TieDowns
WireRopes/ Chains/ Scales/ Counters/
Shaves/ Pulleys/ Blocks/ Shims/ Stocks/ Trailers
Monorails/ Special Purpose Vehicles/ Cargo/ Containers/ Trolleys/
Gear Boxes/ Skids & Skid Boxes



FOOD PROCESSING & PACKING EQUIPMENT

Conveyors / Stretch wraps & plastic Packing/ Palletize/
Encasing Machines/ Packing Machines/ Box Making
Machines/ Binding Machiens/ Packing Material/
Labeling Systems/ Palletize



STORAGE EQUIPMENT

Storage Racks/ Lockers
Safety Storage/Storage/ Cabinets
BinBox/ Shelving/WirePartitions/
Workbenches/ Machine Tables/ File
Cabinet/ Computer Workstation/ Food
service/ Panel Systems/ Bulk Containers/ Storage
Tanks/ Tool Boxes



COMMUNICATION EQUIPMENT

Voice Headsets/ Light & Computer Aids/ Smart Cards/ ID
Systems/ Bar Coding/ Optical Character Recognition/ Radio
Frequency Tags/ Magnetic Strep/ Machine Vision

EARTH MOVING EQUIPMENT

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VISITORS

PROMOTION CAMPAIGN

A dedicated international and regional marketing campaign using the key industry publications, street signage, targeted visitor mail outs, newsletters, website and press conferences will be launched to advertise the event



Handling Expo 2018 Will Be Promoted To Trade Visitors Throughout The Region Including: Egypt, Bahrain, Iraq, Jordan, Kuwait, Oman, Qatar, Saudi Arabia, Syria, United Arab Emirates And Yemen Through The Following Means:

- 25,000 complimentary visitor tickets and 5,000 VIP tickets will be mailed directly to trade visitors from the MENA region.
- Pre-show and Post-show coverage in the official trade journals.
- Editorials and advertisements in the local, regional and international trade magazines to promote HANDLING EXPO 2018
- Editorials and advertisements in Egypt's and MENA key newspapers to promote HANDLING EXPO 2018.
- Posters and billboard advertising in Cairo's main streets up to the event.
- Pre-show press conference.
- HANDLING EXPO 2018 show updates direct mail to potential visitors and delegates.
- Regional Tradeshow visits.



NEW VENUE

HANDLING
EXPO 2018

**EGYPT INTERNATIONAL
EXHIBITION CENTER**



HANDLING 2018 will take place this version in a new venue, the Egypt International Exhibition Centre (EIEC). The venue is widely considered to be one of the best venues in the Middle East and Africa.

The Combination of the halls, Open Air grounds and Al Manara International Conferences (AMIC), Complemented by an infrastructure which is unique and charming.

MAIN FEATURES:

Easy To reach location
Close to the Airport

Top Notch Accommodations
Close to main industrial Cities

Close to Touristic attractions
Many prestigious malls and districts





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ORGANIZED BY

INTERNATIONAL FAIRS GROUP

IFG

REMARKABLE EXPERIENCE IN THE FIELD OF ORGANIZING & MANAGING INTERNATIONAL FAIRS.

A growing organization offering a full range of exhibitions and event management services to a wide variety of clients within the entire world.

The company, which is located in Cairo was established in the year 2000 and has remarkable experience in the field of organizing and managing international specialized trade fairs.

IFG has an expanding network of international dynamic agents and offices around the world. The company has been involved in the corporate event management business for many years. IFG aims to provide businesses, exhibitors and visitors with a wide range of unique exhibition services.

The experienced staff ensures clients are well served, comfortable and have all relevant information to help them succeed in their business. All the events organized by IFG are designed to help each client reach the target audience every time. Visitors can experience new ideas in new areas and are always excited to return.

IFG's main objective is to contribute to the process of technology transfer from the worldwide producers to the emerging markets of the Middle East and Africa, hence, contributing to the growth of the regional economies through bringing the buyers and the sellers together for direct interaction in a wealthy yet promising region.



HANDLING EXPO 2017

SHOW REPORT

EXHIBITION AREA	5,000 m2
NUMBER OF EXHIBITORS	120 Companies
NUMBER OF COUNTRIES	34 Countries
NUMBER OF BRANDS:	187 brand
BRAND ORIGINS BY COUNTRY	AUSTRIA /BELGIUM/ BRAZIL/ BULGARIA/ CANADA/ CHINA/ CZECH REPUBLIC/ DENMARK/ EGYPT / EU/ FINLAND/ FRANCE/ GERMANY/ HUNGARY/ INDIA/ IRELAND/ ITALY/ JAPAN/ KOREA/ MALAYSIA/ NETHERLANDS/ OMAN/ POLAND/ PORTUGAL/ RUSSIA/ SINGAPORE/ SLOVAKIA/ SLOVENIA/SOUTH KOREA/ SPAIN/ SWEDEN/ SWITZERLAND/ TAIWAN/ TURKEY/ UAE/ UK/ USA
TOTAL NUMBER OF VISITORS	8,482
NUMBER OF ARAB & AFRICAN VISITORS	753
COUNTRIES	Algeria / Nigeria / Tunisia / Morocco / Jordan/ Lebanon / Cote d'Voire / Libya/ Kingdom of Saudi Arabia / UAE / Sudan
NUMBER OF FOREIGN VISITORS	142 Turkey/ France/ Italy/ China/ Russia/ India/ Germany/ Spain/ India/ Taiwan/ Poland/ Netherland/ Czech Republic

**9,377 VISITORS
IN 4 DAYS**



EXHIBITORS FACTS SHEET

More than 180 brands displaying from different origins, gathering key suppliers of material handling and storage equipment and technologies ; providing widespread competition array, constant business opportunities, far-reaching media coverage and cross-industry technology transfer.

96%

OF THE EXHIBITORS RATED THEIR
PARTICIPATION AS VERY WORTHWHILE
OR WORTHWHILE

95%

SAID THE SHOW EXCEEDED
OR MET THEIR EXPECTATIONS
IN TERMS OF VISITORS AND
BUSINESS DEALS

93%

ARE PLANNING TO PARTICIPATE
AT HANDLING EXPO 2018

HANDLING EXPO 2017 GROWTH

HANDLING 2017 witnessed a great growth on both terms of Number of Exhibitors & Space occupied

10%

IS THE SPACE INCREASING
OF HANDLING EXPO 2017
COMPARING TO 2016 ROUND!



Incorporating



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