



HANDLING
EXPO

THE 22nd INTERNATIONAL EXHIBITIONS
FOR MATERIAL HANDLING & STORAGE
EQUIPMENT



www.handling.com.eg

WE ARE
ON THE MOVE
22
ROUNDS



EGYPT INTERNATIONAL
EXHIBITION CENTER

17-20 NOVEMBER
2022





EGYPT

A Booming Economy

Egypt is witnessing an exciting economic boom of unprecedented proportions, positioning the country among the world's fastest growing economies, and the country is firmly committed to more sustainable growth.

Egypt's strategic geographic location on the Red sea & the Mediterranean Sea makes it the ideal spot providing access to the key global markets in the MENA region, Africa, Asia, and Europe.

Egypt is considered the second-highest Gross Domestic Product at Purchasing Power Parity among African countries (1,292.745 million International dollars); the country has emerged as a consumer market of significant importance in the region, supported by the arrival of thousands of investing global brands and the sharp expansion of international industrial investments in the past years.

Egypt is the one of most populated countries in Africa and the Middle East (3rd in Africa and 1st in the Middle East); with over 103 million inhabitants according to population local statistics in 2022; and the annual population growth rate is 2.38%; with 61% of the population under the age 30.

Egypt's economy is among the most diverse in the Middle East and North Africa, Economic growth has been robust, averaging 5.3 percent annually; driven by an expansion in the manufacturing, gas extractives and infrastructure sectors.

Egypt is among the top ten in the whole African continent for doing business. The foreign direct investments increased during the last financial year 2021 by more than 14% over the previous fiscal year.

EGYPT'S

Material Handling & Storage Equipment Market.... Business Opportunities & Beyond

Thanks to the governmental efforts, Egypt is in the midst of an extraordinary flow of new industrial projects, with hundreds of large-scale projects. The current boom is mostly being driven by belief, that Egypt can become the ultimate industrial hub in the region.

Beyond the large industrial and logistical project investments, a legion of smaller, independent industrial projects - now dots the local landscape. It all adds up to a vision of a nation ready to boom with prosperity, and new industrial projects' ideas are in the pipeline; accordingly, more projects are yet to take place to enrich the naturally rich industrial sector.

Egypt is planning to set up three logistical zones in Sharkia, Red Sea and Suez with total investments of 14.5 billion pounds (\$908 million); with plans to build 60 regional logistics zones until 2030, divided into eight central areas, three of which are being implemented, along with 52 regional zones, 11 of which are currently being implemented.

The vast market size of material handling and storage equipment in Egypt is estimated at over US\$1 Billion; while the demand on material handling and storage equipment is expected to rise at a CAGR of 16% till 2025; backed by the massive number of logistical and industrial projects already achieved and in the pipeline.

The logistics and warehousing investments in Egypt are expected to reach unprecedented heights; as the country has offered mega investment opportunities in 18 under-construction projects in 11 governorates with investments of EGP 49 billion (\$ 3.1 Billion).

There are currently more than 121 industrial zones in Egypt, in need to acquire the most advanced material handling and warehousing technologies as a one and only decisive factor to further stimulate the industrial output competitiveness.



HANDLING

Important Figures



350 BRANDS

22 EDITIONS

30 COUNTRIES



15,000 VISITORS



10,000 M2 SPACE

HANDLING EXPO

The Premiere Material Handling Storage Equipment Sourcing Event

Distinguished exclusively as an energetic trade event dedicated to overpowering the material handling and storage equipment enormous markets in Egypt and the MENA region; HANDLING EXPO inspires the going up momentum of such promising markets; with spectacular trend displays, comprehensive product expositions and striking technologies covering the entire spectrum of material handling, warehousing and storage technologies, equipment, fixtures, components, applications and fittings.

Shimmering with unprecedented trading opportunities; HANDLING EXPO is the most comprehensive industrial trade event unveiling brand-new formats, cross-industry concepts and technologies to a dynamic rapidly-growing business environment.



Well on track for 21 consecutive editions; HANDLING EXPO structures compact trading alliances between the world's material handling and storage equipment technology makers and thousands of eager trade visitors from Egypt and the MENA region; through an interactive demonstration of cutting-edge revolutionary industrial solutions; allowing- in the greatly desirable technology inflow.

Establishing multi-dimensional trading perspectives; HANDLING EXPO aims to go forward as the most powerful sourcing event for Egyptian and regional industrial patrons in pursuit of material handling and storage equipment industrial novelties and most advanced production lines and technologies; creating infinite opportunities for exhibitors to break-through the sky-high growth of Egypt's and the MENA markets.

Focusing on meeting the elevating demand on the hi-tech needs of Egypt and the Middle East's material handling and storage equipment business zones; HANDLING EXPO has in hand the most influential publicity directions and proficiency to attract record-breaking figures of quality visitors and trade buyers from all across Egypt and its neighboring states as well.

EXHIBIT PROFILE

MATERIAL HANDLING & TRANSPORTATION EQUIPMENT

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

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





VISITORS 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

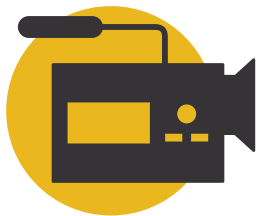


HANDLING EXPO More than Just a Trade Fair

- For most entrepreneurs, trade fairs have become the true difference between success and failure, and a vehicle to expanding from local markets into the burgeoning new markets that have emerged in many parts of the world; just like Egypt. Some of the benefits and rewards the exhibitors can gain from HANDLING EXPO, among many others, are:
- Tracking the latest technology trends and ensuring that strategic planning is on-on the right path.
 - Staying ahead of competitors.
 - Gaining inspirations and ideas through interacting with major industry players, innovators and visionaries.
 - Driving value in to the shaping of marketing approach.
 - Meeting face to face with Egypt and the MENA region's top qualified buyers.
 - Benchmarking against the world's key material handling and storage equipment technology makers.
 - Discovering how competitors are changing their traditional approach to ensure that their offerings exceed expectations.
 - Connecting with like-minded progressive strategic partners.
 - Building relationships with current and prospective clients, partners and suppliers.
 - Taking away new ideas, insights and knowledge out of the comprehensive content.
 - Finding out about the most exciting start-ups and technologies that could be pre-arranged for new markets.
 - Educating customers with publications and audio-visual materials.



HANDLING EXPO Promotion Campaign



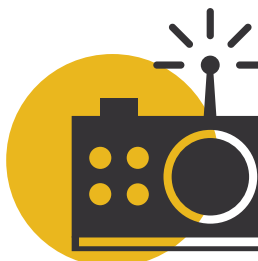
Media Campaigns

With over two decades of experience in promoting a wide range of events in Egypt and looking after the media, the organizers are planning to maximize event coverage for HANDLING EXPO through extensive print & online media campaigns covering listings in both print and online directories, print advertising, online advertising, local press conferences



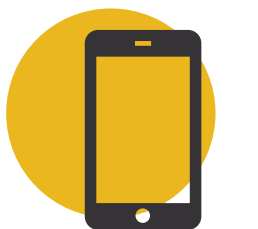
Online Presence

HANDLING EXPO will be given added value through an online presence with promotions through the official website, digital channels, online communities, email shots and digital advertisements to ensure that audiences have every opportunity to attend the event.



Radio Advertising

Strategic spots at select local stations will serve as an extra reminder for visitor audiences to get involved with HANDLING EXPO as the unpatrolled event.



Mobile Marketing

Mobile marketing promotions aimed at industrial visitors will spread the word on HANDLING EXPO keeping audiences up-to-date and fully aware on why HANDLING EXPO is the preferred meeting point for the industrial sector.



Social Media

From daily show updates to sponsored posts, HANDLING EXPO news via social media outlets will reach out to target visitors across all essential channels, reminding them of all that is new and featured at HANDLING EXPO this year.



Press Releases

Ensuring that key journalists are kept fully informed with this year's content, features and attractions at HANDLING EXPO and making the news through a locally held press conference and schedule of press releases so as to keep the event in the mind of audiences and increase the show's visibility and awareness through announcements and updates.



Outdoor Promotion

The organizers will also ensure that the HANDLING EXPO brand receives maximum exposure through outdoor campaigns including billboard displays in prime locations and industrial zones to ensure that visitors get every incentive to attend the event.



Targeted Trade Invitations

40,000 targeted invitations will be sent out to trade delegates & related members of the Industrial community prior to the event, ensuring they 'save the dates' for HANDLING EXPO & have adequate time to plan their visit in advance and arrange appointments for important discussions.



THE VENUE

HANDLING EXPO will take place at the luxurious venue Egypt International Exhibition Center .

The deluxe venue is accredited as the paramount comprehensive exhibition center in Egypt; which is fully-equipped with all facilities including conference halls, huge car parking, unlimited floor loads, central air-conditioning and food & beverage outlets.

The prestigious Egypt International Exhibition Center is dedicated to first class conferences and exhibitions catering for the requisites of all organizers with top efficiency.

The venue enjoys an impressive artistic design that charms visitors and exhibitors from all over the world. It is also located in one of the most prominent areas in Egypt; the Fifth Settlement, near to several 5-star hotels, entertainment destinations and only minutes away from Cairo International Airport.

THE ORGANIZERS

Established in the year 2000, IFG, predominantly affianced in organizing specialized exhibitions; aims always to provide value for money; taking the commercial activities to the next level by developing sound strategies and implementing quick plans to increase customer acquisition, leads and sales.

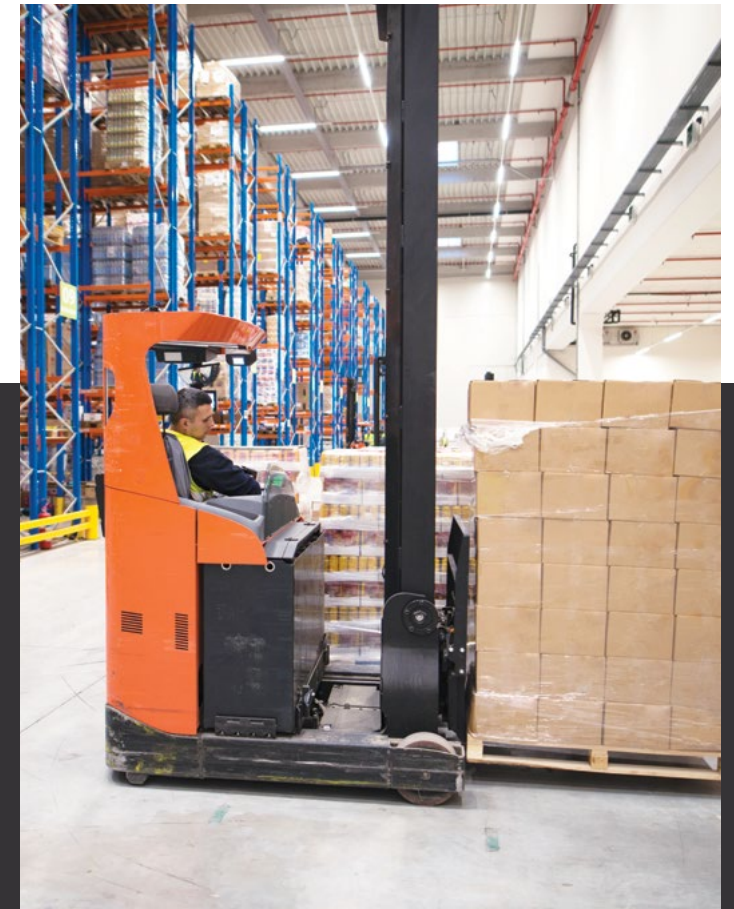
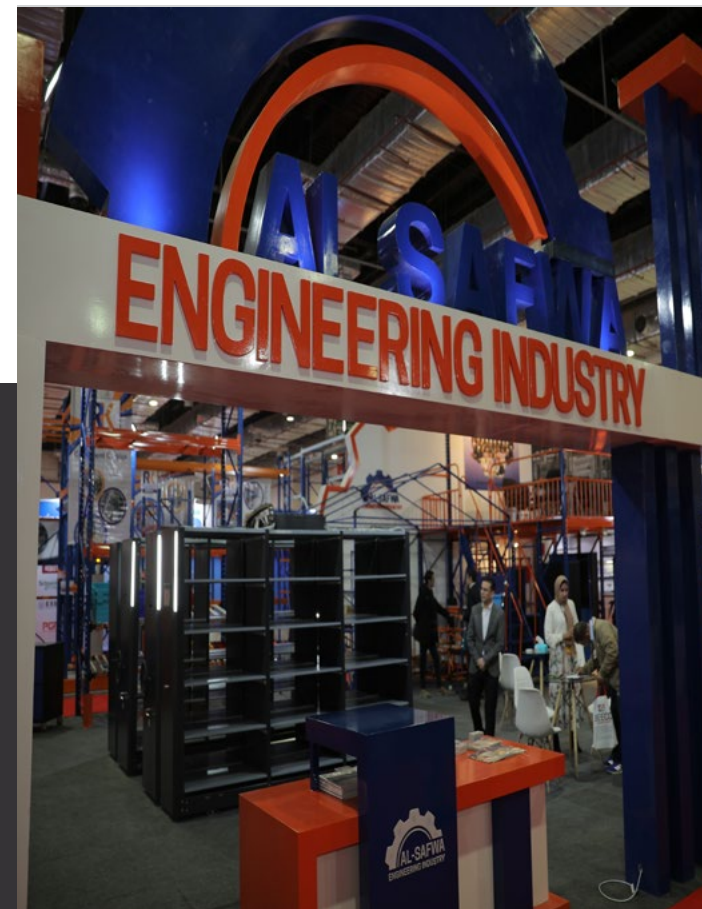
Basking in the glow of the booming specialized exhibitions business opportunities, IFG is able to leverage highly diversified variety of projects to constantly grow all types businesses.

More than services, more than products, IFG is a brand-maker providing solutions and opportunities in promising markets. Our current and future clients are celebrated brands with fame and traditions.

IFG plans to develop legendary commercial networks on the local, regional and international levels; by successfully introducing, promoting and managing international brands in the markets where the company interacts.

The businesses undertaken by IFG are operated in professional manners to maintain a consistent standard of excellent quality across the merchandising, marketing and customer service functions, supporting and maintaining the growth and the standing of each brand.

Scheming multifaceted trading stand-points; IFG plans to be the most influential business sourcing mean for the business patrons; crafting exceptional opportunities for top innovators to pop-in the highly growing business sector.



Co-Located Shows



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