



**CERAMICA  
EXPO**

BUILDING MATERIAL

**2<sup>nd</sup> ANNUAL  
CERAMICA  
EXPO**

**10-12 Oct 2023**

**Cairo Inte'l Convention Centre**

**B2B Exhibition**

**STRATEGIC PARTNER**



**SUPPORTED BY**

**EECA**

Egypt Expo & Convention Authority



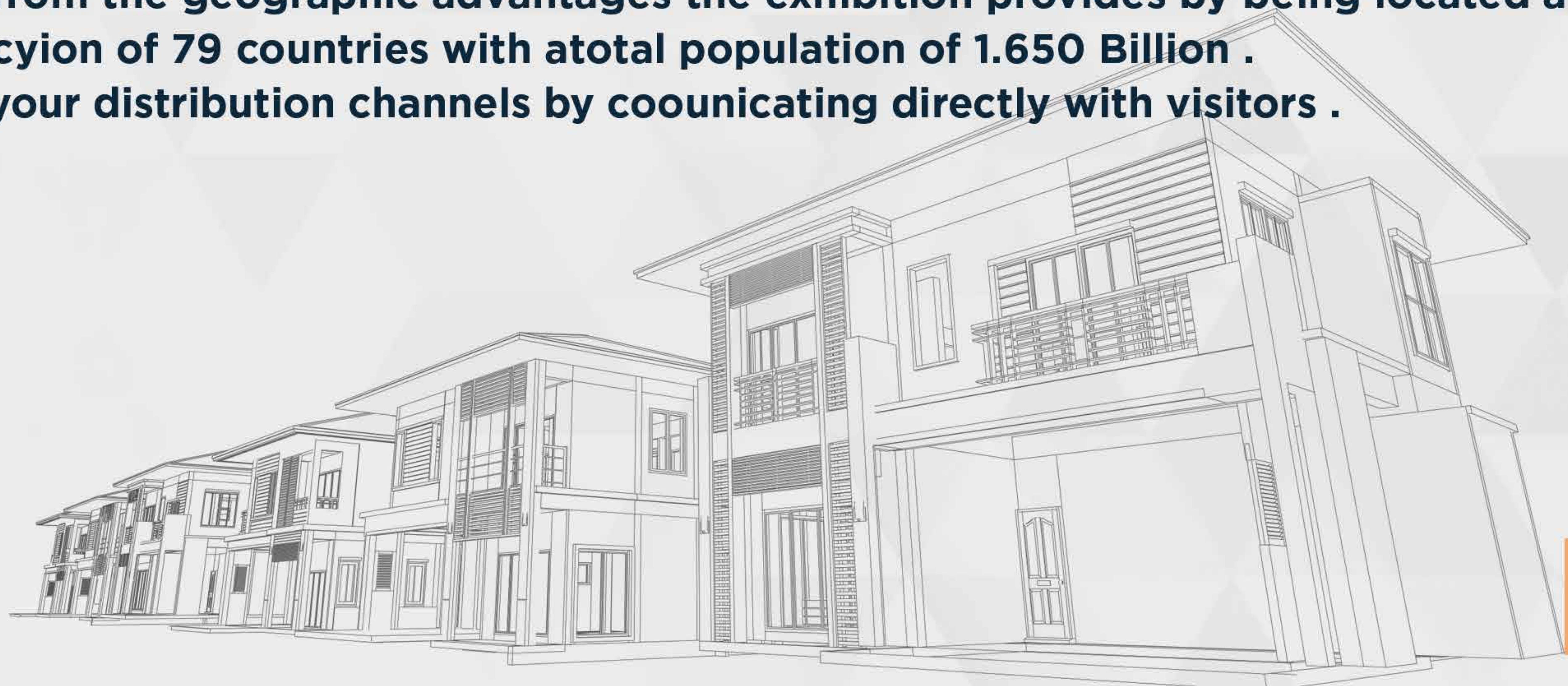
# OUR VISION :

Egypt has a strong industry similar to the Italian and Spanish industry and the great countries that manufacture ceramics and sanitary ware .  
Egypt has great potentials to spread in Africa and export to these countries, and in accordance with the vision of the political leadership, to make Egypt a regional center for ceramic & building material industry in terms of manufacturing and trade between the industrialized countries the first of which is Egypt, and exporting to African and Arab countries

We know that through our organization of Ceramica expo , in which African & Arab businessmen, commercial representation offices and ambassadors who admired this experience and demanded its expansion to more different larger industries are invited.

# WHY CERAMICA EXPO :

- To showcase your products , collections .
- To meet qualified buyers and professional visitors relationships .
- To new commercial relationships .
- To new projects in African and Arab countries .
- To new agents in African and Arab countries .
- To The highest investment at the lowest costs .
- To position your brand in a perpetually growing market and increase your brand awareness.
- To benefit from the geographic advantages the exhibition provides by being located at the intersection of 79 countries with a total population of 1.650 Billion .
- To expand your distribution channels by communicating directly with visitors .



# REPORT FROM CERAMICA EXPO JUNE 2022



**CAIRO CONVENTION CENTRE**

**2000 SQM**



**3 DAYS (12-14)**



# SUCCESS PARTNERS 2022



مجموعة الأفران  
الإنتاج السيراميك والبورسلين



## WORKSHOP SPONSORED BY



الهيئة المصرية العامة للمواصفات والجودة  
Egyptian Organization for Standardization and Quality



## OUR SPONSOR

## UNDER SUPERVISION OF



Ministry of Trade & Industry  
وزارة التجارة والصناعة



Egypt Expo & Convention Authority

## AUSPICES OF

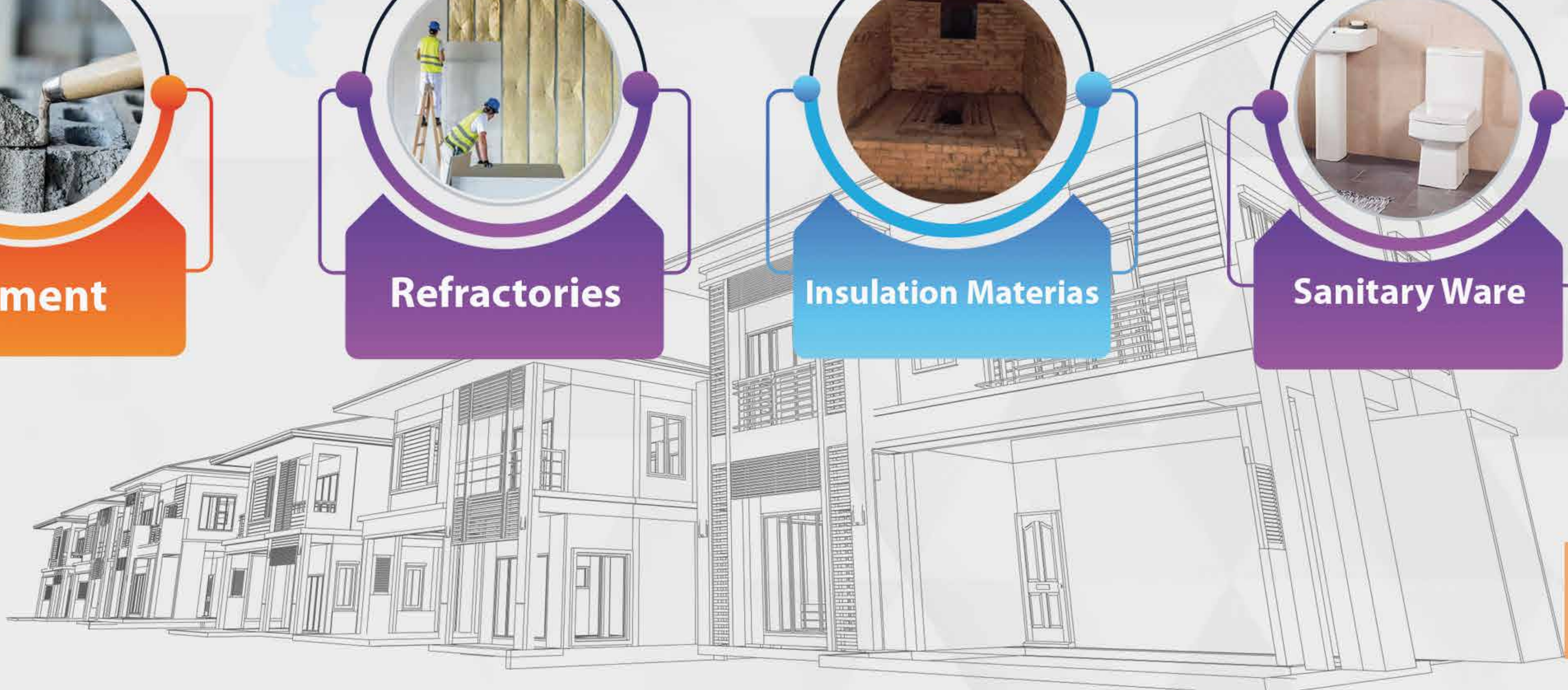


CBMI

Chamber of Building  
Materials Industries  
جهاز الصناعات الإنشائية

# EXHIBITION FIELDS

Manufacturers Of :



# BUYER DELEGATION GROUP 2022

## AFRICA GEO "VISITOR"

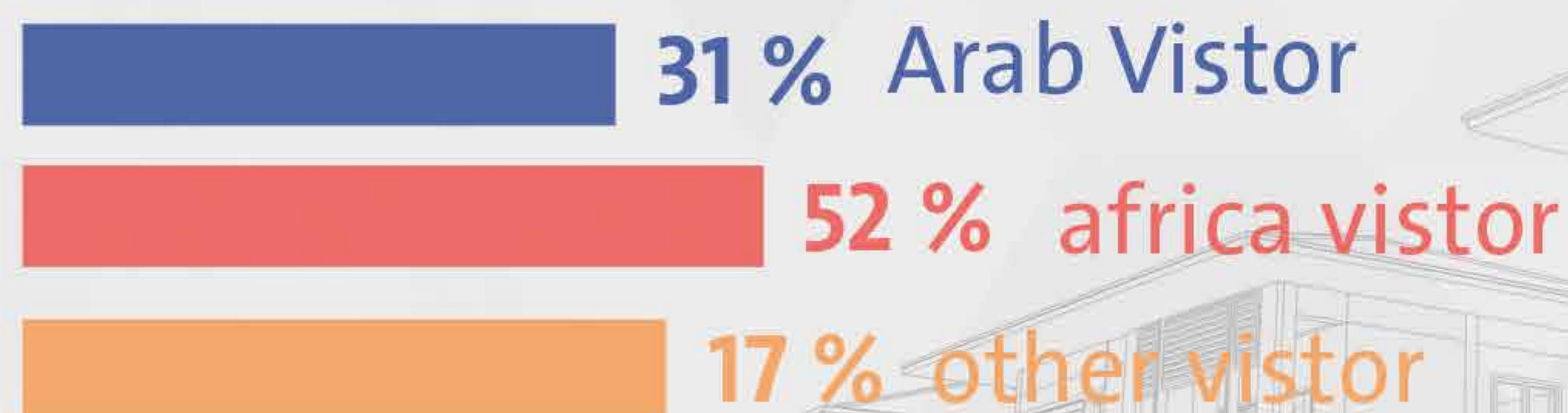
Morocco	6
Senegal	11
Sudan	23
South Africa	5
Tanzania	2
Ethiopia	2
Ghana	2
Uganda	7
Djibouti	3
Rwanda	9
Zambia	4
KENYA	4
Nigeria	3

## ARAB GEO "VISITOR"

lebanon	6
Palestine	11
Jordan	23
bahrain	5
Tunisia	2
Libya	2
Saudi Arabia	2
Oman	7
Algeria	3

## OTHER COUNTRIES

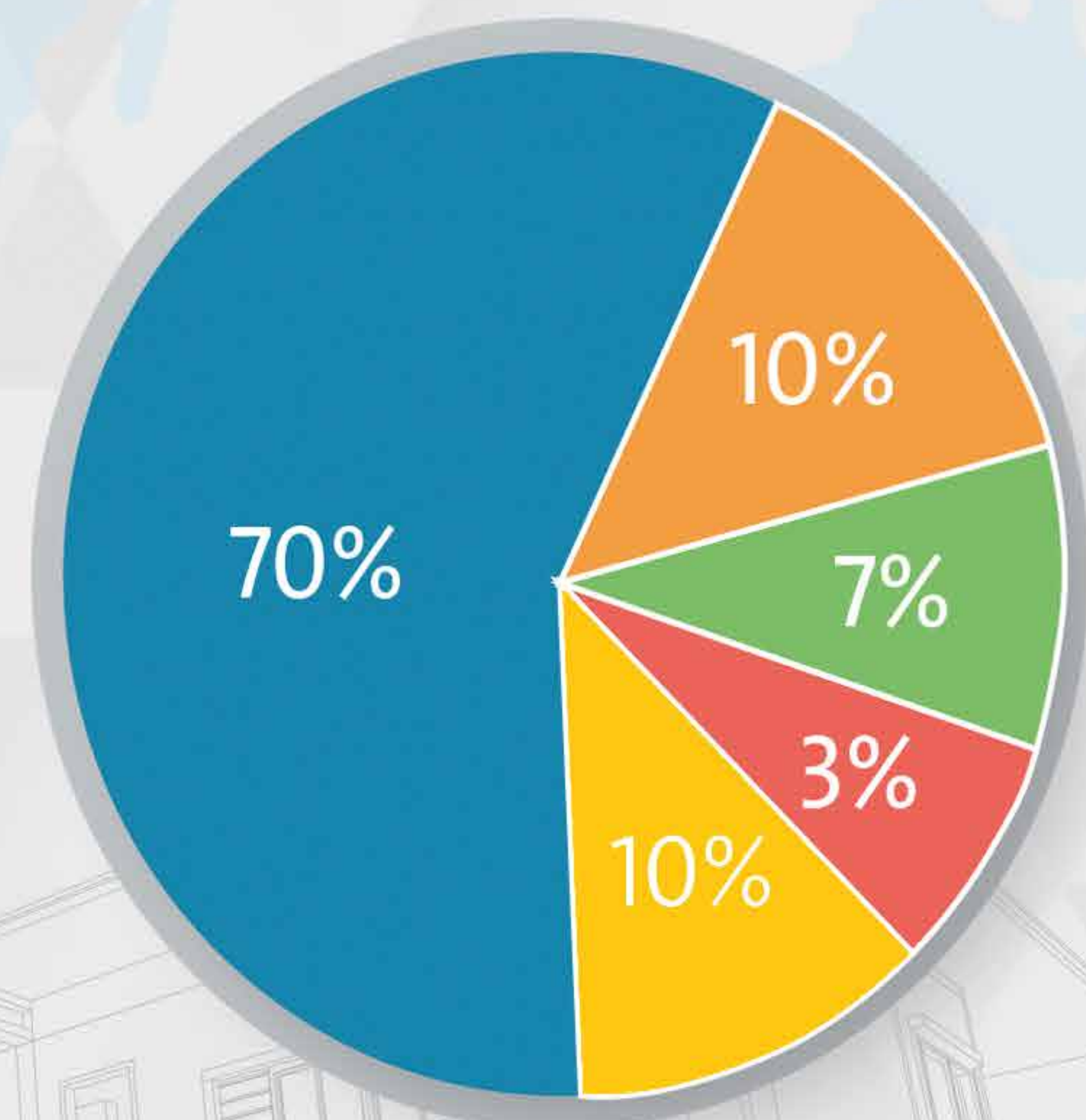
Canada	1
Mexico	1
Spain	1
Russia	1
Turkey	1



# BUYER PROFILE 2022

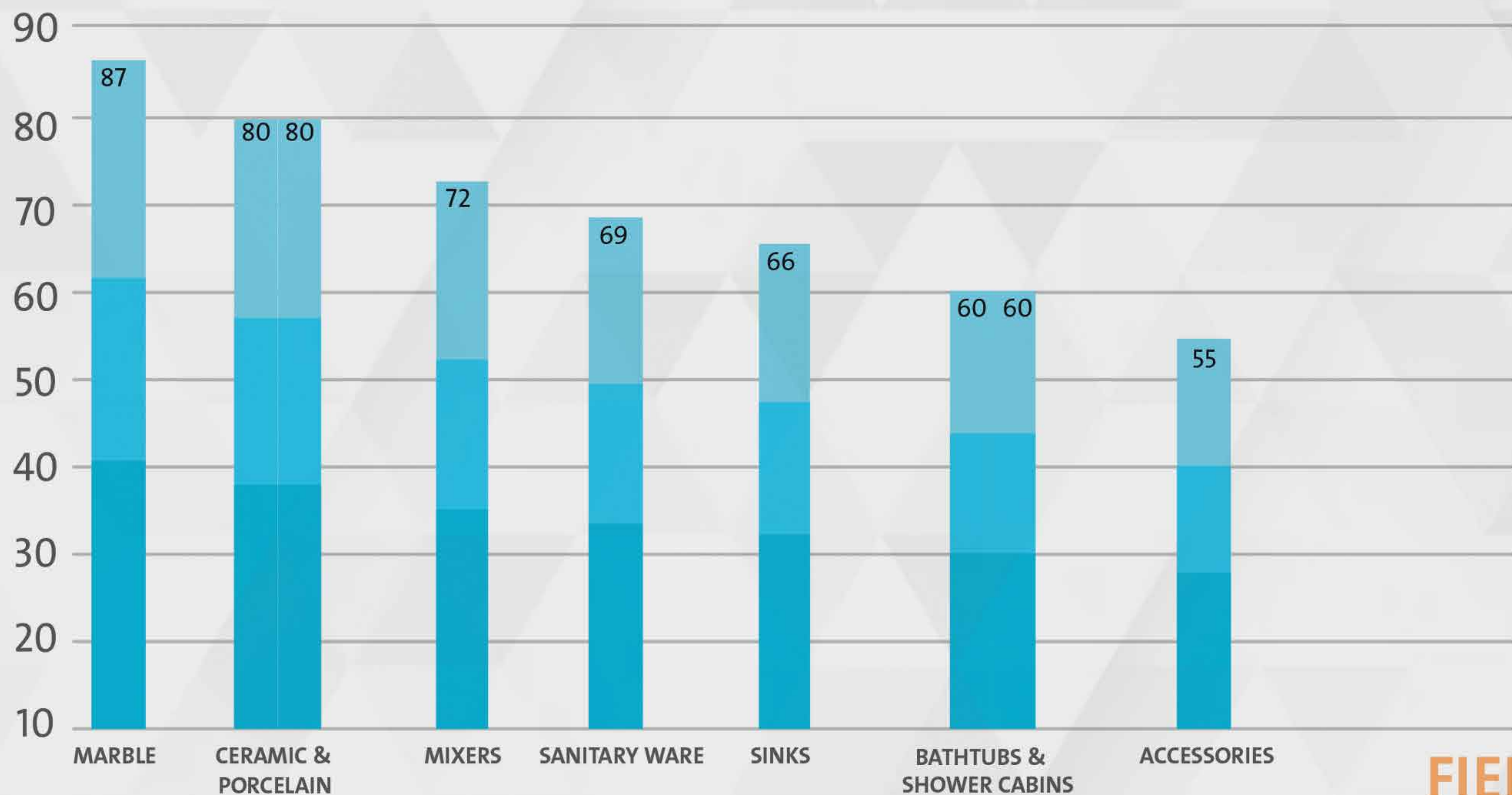


- CEO
- PROJECT MANGER
- IMPORT MANGER
- PURCHASES MANGER
- GENERAL DIRECTOR



# BUYER INVESTMENT DEGREE 2022

% 100



FIELDS

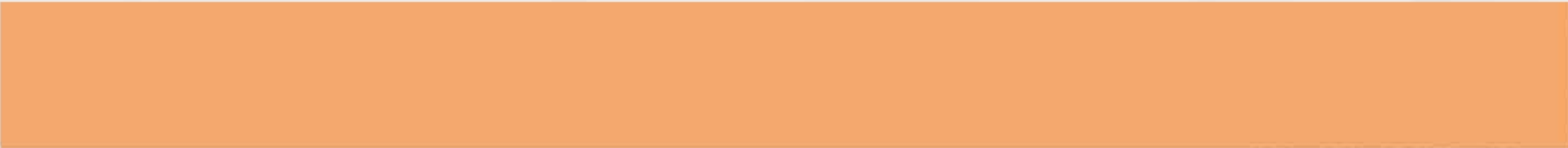


## ACHIEVE THE TARGET

# 65%



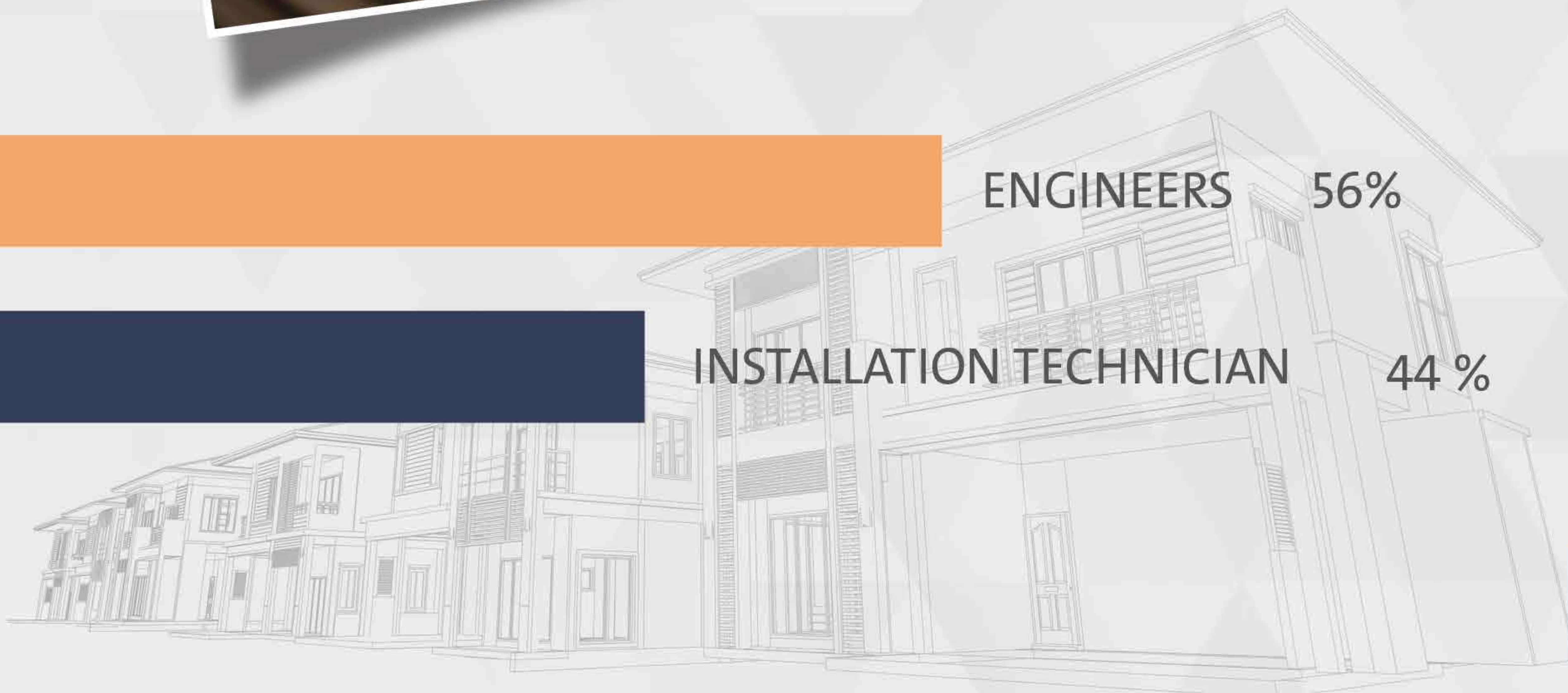
# WORKSHOP ANALYSIS 2022



ENGINEERS 56%



INSTALLATION TECHNICIAN 44%



# THE MEDIA CAMPAIGN 2023



SOCIAL  
MEDIA



LINKEDIN



RADIO



DIRECT  
INVITATION NATIONAL  
&INTRNATIONAL

INTERNATIONAL  
EXHIBITIONS

NEWS  
WEBSITE



OUT DOOR



DIGITAL  
MARKTING



TV





# OUR DELEGAT AT 2023



EGYPT



KENYA



SUDAN



LIBYA



TANZANIA



CHAD



BURKINA FASO



GHANA



Tunisia



NIGERIA



DJIBOUTI



CAMEROON



ZIMBABWE



ANGOLA



Zambia



IRAQ



CÔTE D'IVOIRE



LEBANON



JORDAN



ETHIOPIA



RWANDA



SAUDI ARABIA



UAE



AMMAN



SOUTH AFRICA



FRANCE



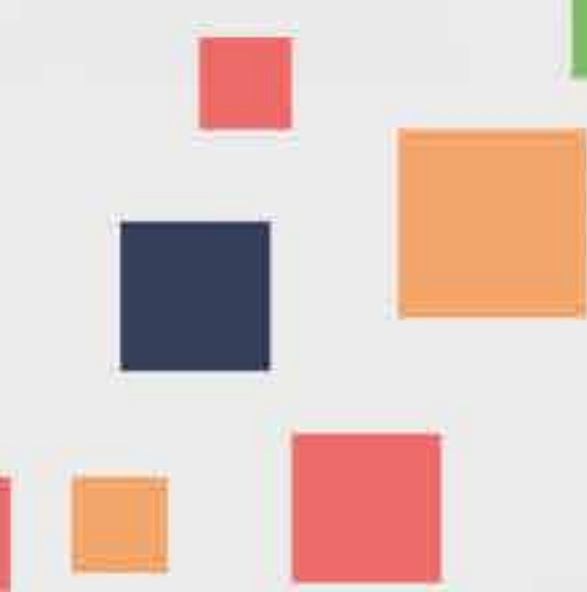
SPAIN

## TO EXHIBIT

 SPACE 40M<sup>2</sup>

 SPACE 50 M<sup>2</sup>

 SPACE 60 M<sup>2</sup>





# CERAMICA EXPO

BUILDING MATERIAL

Egypt

## THE MAIN GATE TO EXPORT

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ORGANIZED BY:

