



EARTH MOVING
EXPO

FOR EARTH MOVING & EQUIPMENT



www.earthmoving-eg.com

**WE ARE
ON THE MOVE**

22
ROUND

INTERNATIONAL
EXHIBITION



**EGYPT INTERNATIONAL
EXHIBITION CENTER**

17-20 NOVEMBER
2022



22
ROUND

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EGYPT

Thriving Economy..... Well-off Future

Egypt represents one of the major and fastest growing consumer markets in the MENA region; with more than 102 million inhabitants; the country enjoys a young population; as the majority of the population (60.75 percent) are in the working-age bracket between 15 and 64 years old.

Egypt's economy is among the most diverse in the Middle East and North Africa, with a robust economic growth, averaging 5.3 percent annually; driven by massive expansions in the infrastructure projects, manufacturing, construction and gas extractives sectors.

Egypt has a strategic location on the Mediterranean Sea; Sudan is bounded on the south, the Red Sea on the east, and Libya on the west which supports the economic co-operation between Egypt and the neighboring countries.

The Suez Canal is one of the most important commercial waterways, as this channel provides a path through which traders can trans-

port and ship goods freely to Asia, Europe, Africa, the Far East and the Middle East more easily and inexpensively compared to other routes.

Egypt has a world-class infrastructure base through a number of mega projects; Egypt's infrastructure investments was estimated at LE 2.3 billion (\$143 million) over the past seven years, marking an increase of 340 percent since the fiscal year 2015/2016.

Believing that infrastructure is a key enabler for development, Egypt has increased its investments in roads and bridges by more than 90% over the past three years to reach \$1.79 billion in 2022 from \$0.89 billion in 2018.

Egypt's commercial ports and air cargo airports are expanding and improving to both passengers and freight traffic; and new desalination stations supported with pipe line networks are constructed along edges of many coastal cities in order to serve industrial and residential zones.

EGYPT'S

Earthmoving Equipment Market.... The Best is Yet to Come

Egypt's construction sector is projected to grow annually at 9% on average between 2022 and 2025; while the country completed infrastructure projects worth about LE 1.7 trillion (approximately US\$ 106.25 billion) in less than two years.

The Egyptian government plans to build 38 new smart cities across the country as part of Egypt's long-term infrastructure development strategy; these smart cities also commonly referred to as "fourth generation cities" will be built on a total area of 530,000 acres nationwide, offering 4 million direct and 3 million indirect jobs.

Egypt is building a new smart capital that will be the country's new administrative hub accommodating more than 6.5 million residents, the new capital project estimated cost is between US\$45 billion and US\$ 58 billion and will cover 700 square kilometers. The new capital is located 35 kilometers east of Cairo; and will

include Egypt's largest airport and minaret, Africa's tallest tower, the Middle East's largest opera house.

The Egyptian government also plans to invest EGP512 billion (US\$32 billion) on the Cairo metro expansion over the next four years, and EGP325.5 billion (US\$19 billion) on the implementation of 11 new petrochemical projects until 2035.

In June 2021, the Egyptian government announced allocating EGP 10bn (US\$ 635 Million) to establish 3 industrial cities and 17 industrial complexes for small industries across 15 governorates over the coming 7 years; featuring a total of 5,046 industrial units

Due to the mega construction and infrastructure boom in Egypt, demand on earthmoving equipment is expected to increase by 12% annually for the coming decade.





EARTHMOVING EXPO

New Horizons for Mega Business Prospects

Highlighting the earthmoving equipment, vehicles and technologies latest tendencies; EARTHMOVING EXPO is strictly the most unique business spot for worldwide manufacturers and trendsetters to nurture their market exposure; introduce their know-hows and forecast future market perceptions; at a mega single event to fulfill the growing demands in the prosperous markets of the MENA region.

Focusing on trade and business opportunities across the earthmoving equipment, vehicles and technologies business segments; EARTHMOVING EXPO is a trading event of great importance shedding the light on inspirations and innovations with a specific focus on profit-making features and business opportunities on local, regional and international levels; forming pathway for participants, trade buyers and visitors to take good advantage of reliable marketplace opportunities.

Introducing magnificent assortments of genuine conversant demonstrations and displays; EARTHMOVING EXPO fosters brand recognition; providing a superlative business setting for earthmoving technology makers to take advantage of mega business opportunities.

Initiating new success scenarios to the entire earthmoving equipment community; EARTHMOVING EXPO is a unique business forum awarding definite trading yields, front-line solutions and know-how exchange experiences, under one roof.

Communicating pioneering conceptions spinning around the present-day and tomorrow's trends of earthmoving technologies; EARTHMOVING EXPO presents evolving signs of resourcefulness; whilst providing an elegant sourcing site for buyers and trade visitors from all across Egypt and its neighboring states.

EARTHMOVING EXPO, certainly; has the reach, expertise and attendee drawing power to target and attract thousands of qualified buyers and decision makers with full-purchasing authority from Egypt and the entire MENA region.

EARTHMOVING EXPO

Added Value for Exhibitors



Some of the benefits and rewards the exhibitors can gain from EARTHMOVING EXPO, among many others, are:

- Tracing the up-to-the-minute technology tendencies
- Remaining onward as far as competition is concerned
- Being in receipt of new creations and industrial philosophies through networking with key industry innovators and creative thinkers
- Adding value in to the influence of marketing activities
- Meeting a wide-section of professional buyers.
- Creating wide-spread attentiveness to the brand.
- Developing relationships with present and soon-to-be customers.
- Educating customers with publications and audio-visual materials
- Generating sales and collecting business leads
- Reaching customers not reached before through regular promotion means.





EXHIBIT PROFILE

- Excavators
- Wheel Loaders
- Backhoe Loaders
- Bulldozers
- Skid-Steer Loaders
- Motor Graders
- Crawler Loaders
- Crawler Tractors
- Trenchers
- Scrapers
- Dump Trucks
- Soil Drill and Power Tools
- Asphalt Pavers
- Heavy Duty Trucks
- Crane Trucks
- Tanker Trucks
- Mini Loaders
- Wheel Loaders
- Cement Mixers



VISITORS PROFILE

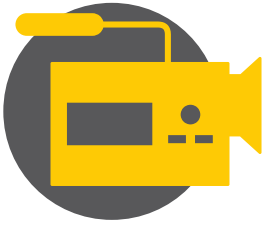
- Government Officials
- Municipality officials,
- General Contractors
- Purchasing Managers
- Businessmen
- Trade Buyers
- Heavy Equipment Retailers
- Heavy Equipment Distributors,
- Civil engineers,
- Road and Infrastructure developers
- Property developers
- Public building administrations & government agencies
- Consulting Offices
- Associations
- Specialized Media



EARTHMOVING EXPO

Promotion Campaign

A dedicated local and regional marketing will be launched to promote EARTHMOVING EXPO with a primary goal to make this event “The ultimate earthmoving equipment sourcing forum for on-site contracting decisions” where all the ranges and prices are available under one roof for buyers and sellers.



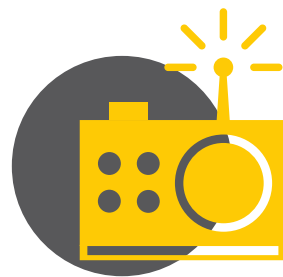
Media Campaigns

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



Online Presence

EARTHMOVING 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 selected local stations will serve as an extra reminder for visitor audiences to get involved with EARTHMOVING EXPO as the unpatrolled event.



Mobile Marketing

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



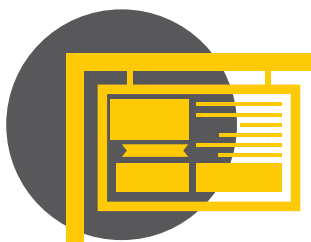
Social Media

From daily show updates to sponsored posts, EARTHMOVING 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 EARTHMOVING EXPO this year.



Press Releases

Ensuring that key journalists are kept fully informed with this year's content, features and attractions at EARTHMOVING 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

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



Targeted Trade Invitations

20,000 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 EARTHMOVING EXPO and have adequate time to plan their visit in advance and arrange appointments for important discussions.



THE VENUE

EARTHMIVING 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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