



EARTH MOVING
EXPO

**The International Exhibition for
Earthmoving Equipment**

12

15

DECEMBER

2024

Egypt International Exhibitions Center



EARTHMOVING EXPO BUSINESS OPPORTUNITIES AND MORE

Presenting a wide-ranging variety of premium and most recent revealed by the world's top producers; EARTHMOVING EXPO plans to be the most efficacious trade event of its kind within the MENA region; stirred by the uprising demand of the infrastructure and construction marketplace all-across EGYPT and the entire region.

Allowing-in extraordinary visionary concepts and insights on the present-time and yet to be know-hows for earthmoving technologies; EARTHMOVING EXPO offers a unique opportunity for worldwide industrial entities to promote their production-lines into one of the world's hottest business territories.

EARTHMOVING EXPO is “the not to be missed event” where win to win productive partnerships and mega business deals are accomplished; creating an impeccable business pathway for the top key worldwide earthmoving equipment technologies trendsetters to expand into new markets and enhance their business profiles in a way that is cost and time effective.

Endorsing new ground-breaking industrial modern innovations; EARTHMOVING EXPO inspires the going up momentum of the entire infrastructure and construction sector in Egypt and the entire region; with spectacular tendencies displays, comprehensive in addition to huge product demonstrations and striking expertise covering the entire spectrum of the sector.

Offering solid profile-raising strategies to specialists across the earthmoving sector supply chain; EARTHMOVING EXPO is particularly intended to link the world's top manufacturing experts directly with thousands of enthusiastic trade visitors in EGYPT and the entire MENA region; within an energetic commercial and business setting; targeting to create the most decisive sourcing event for earthmoving equipment.



EXHIBIT PROFILE

- Excavators
- Wheel Loaders
- Backhoe Loaders
- Bulldozers
- Skid-Steer Loaders
- Motor Graders
- Crawler Loaders
- Trenchers
- Scrapers
- Soil Drill and Power Tools
- Dump Trucks
- 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
- Site Managers
- Civil Engineers
- Road and Infrastructure Developers
- Public Building Administrations
- Consulting Offices
- Associations
- Property Developers
- Associations
- Specialized Media

ADVANTAGES OF EXHIBITING

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 and the MENA region.

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

- Tracking the latest technology trends and ensuring that strategic planning is on- the right path.
- Staying ahead of competitors.
- Gaining inspiration and ideas through interacting with major industry players, disruptors and visionaries.
- Driving value in to the shaping of marketing approach.
- Meeting a cross-section of the region's top qualified buyers.
- Benchmarking against the world's key industrial technology innovators.
- 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.



PROMOTION CAMPAIGN



Media Campaigns

With over 20 years of experience in promoting a wide range of events in and looking after the media, The organizers 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 select local stations will serve as an extra reminder for visitor audiences to get involved with EARTHMOVING EXPO as the unpatrolled event.



Outdoor Promotion

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



Targeted Trade Invitations

50,000 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.



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 the 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 the event is the preferred meeting point for the industrial sector.

THE VENUE

EARTHMOVING 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.



Organized by



Mobile: (+20) 100 105 0641 / (+20) 122 322 7456

Tel: (+202) 252 47996 / 252 64499

E-Mail: info@ifg-eg.com

Website: www.ifg-eg.com

Under the auspices of



Ministry of Trade & Industry
وزارة التجارة والصناعة

Official Bank



Co-located shows

