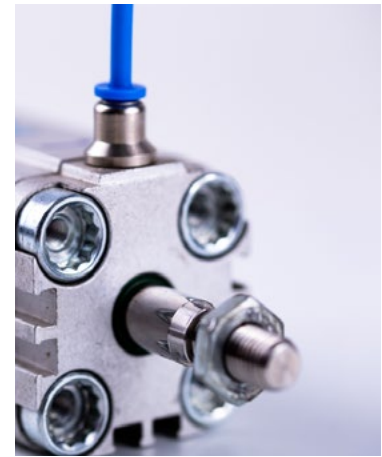


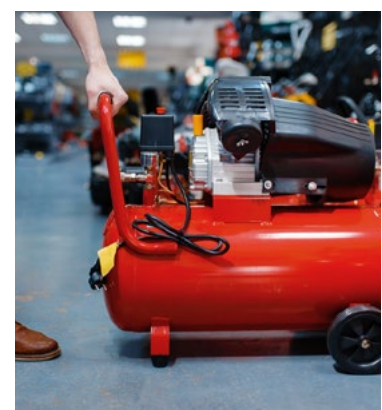
# AIRTECH

THE 22<sup>nd</sup> INTERNATIONAL EXHIBITIONS  
FOR COMPRESSED AIR TECHNOLOGIES  
& ACCESSORIES



[www.airtech.com.eg](http://www.airtech.com.eg)

EMPOWERING  
THE INDUSTRY  
22  
ROUNDS



EGYPT INTERNATIONAL  
EXHIBITION CENTER

17-20 NOVEMBER  
2022



## EGYPT

### Prospering Economy Heaving with Business Opportunities

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

## Industrial Sector..... Unprecedented Prospects Ahead

The importance of the industrial sector in Egypt is reflected in its generation of about 17% of the GDP, and its absorption of about 15% of the total regular employment, in addition to its contribution to the export activity by between 80% and 85% of the total non-oil merchandise exports, which ranks it in the first place in the list of the main sources of foreign currency generators.

Egypt's versatile industrial sector is characterized by dynamism and its high productivity compared to other economic sectors, in addition to the strength of its intertwined relationships, which makes it a catalyst and stimulant for the growth of other sectors related to it, whether directly or indirectly.

Egypt's manufacturing sector plans are set to increase industrial production (non-oil) to reach EGP 1.75 trillion (US\$ 111 billion) at current prices, with an annual growth rate of 9.9 percent, in addition to increasing the output of the manufacturing industry (non-oil) at current prices by 11.9 percent to about EGP 808 billion (US\$ 51 billion) in 21/2022, compared to about EGP 721.4 billion (US \$ 45.8 billion) in 20/2021.

Egypt plans to intensify investments in environmentally friendly manufacturing fields, such as electric cars, manufacturing panels, and solar cells, and components of generating units from renewable energy sources, in addition to increasing non-oil industrial exports by at least 10% during the year 21/2022 to reach about \$ 26 billion, compared to \$ 23 billion in 2020.

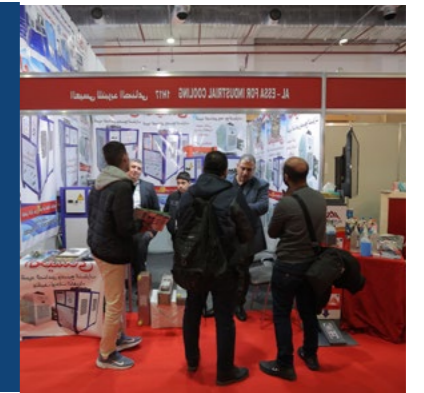
The objectives of the manufacturing sector in Egypt also include the tendency to establish "Integrated Industrial Clusters" in specific industrial fields to benefit from current majors and integration, in addition to deepening local manufacturing by expanding in producing many intermediate inputs and linking with international supply chains.

The surge in industrial projects in Egypt; resulted in a higher demand for compressed air technologies, with an annual growth rate of 13%; while imports of air compressors is expected to rise by 9% annually for the next 5-7 years, and imports of generators are expected to increase by 7% annually.



# AIRTECH

## Important Figures



# 100

BRANDS

# 22

EDITIONS

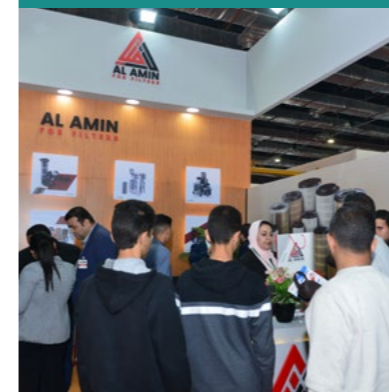
# 14

COUNTRIES



# 4,000

VISITORS



# 10,000

M2 SPACE



# AIRTECH

## ... The Premium Compressed Air Technologies Networking Event

Driving Egypt's manufacturing sector forward; AIRTECH is the trading venue where the entire spectrum of compressed air technologies specialty products are introduced to premium eager trade visitors from Egypt and the entire MENA region.

AIRTECH is the premier compressed air technologies and products sourcing trade event within the MENA region, bringing together comprehensive displays of cutting-edge live demonstrations of exhibits, to ensure that the market stays updated and ready to tackle future demands.

Strengthening trading businesses of every niche and size; AIRTECH is a comprehensive one-stop platform for global compressed air technologies makers and solution providers to

showcase innovative know-how, cost effective solutions and products to improve industrial productivity and efficiency within and beyond the entire manufacturing practices.

AIRTECH holds all the characteristics as the ultimate trading event for Egypt's and the MENA region's compressed air technologies business sector; as a prime event crafting a path for global manufacturers, suppliers and buyers to take advantage of blossoming opportunities in one of the world's most appealing business territories.

Bursting with innovative features exclusively formed to grant buyers and exhibitors the extra edge; AIRTECH is intended to expedite operative interactions and communications among regional and international fraternities of the compressed air technologies business sectors creating new borderlines on revolutionary Hi-tech industrial applications and solutions.

Far beyond the capabilities of any other similar trade event in the entire region, AIRTECH grips know-how, practices and understanding to reach out and attract thousands of quality trade buyers and decision makers from various industrial sectors in Egypt and the entire region with full-purchasing authority.

# EXHIBIT PROFILE

- Air Compressors ( Screw – Reciprocating – Diesel)
- High Pressure Compressors
- Rotary / Gas Compressors
- Dental Power Station Compressors
- Diving and Sport Compressors
- Oil Exploration compressors – under water
- Fine Industries Compressors
- Vacuum Pumps
- Boosters / Blowers and Pet Applications
- Air Treatment ( Dryer – Filters)
- Air Control Systems (Pneumatic – Fittings Cylinders – Valves – Regulators )
- Centrifugal Compressors
- Refrigerator Compressors
- Tanks (Air / Pressure / Gas Tanks )
- Motors, Heads, Starters, Pressure Gauges
- Bare Compressors ( Single - Double Stage)
- Testing Equipment
- Medical Vacuum Applications
- Waste Water Recovery Vacuum
- Compressed Air Networks
- Advanced Cooling Solutions
- Sand Blasting Machines and Cabins
- Synthetic Gas Networks
- Compressed Air Accessories
- Maintenance Equipment





## VISITORS PROFILE

- Academic Institutions
- Automation Specialists
- Engineering Groups
- Financial Institutions
- Government Bodies
- Importers and Exporters
- Industrial Associations
- Machinery and Equipment Distributors
- Workshop Owners and Staff
- Maintenance and Repair Specialists
- Manufacturers and Industrialists
- Plant Managers
- Procurement Managers
- Technical Service Providers
- Wholesalers and Retailers



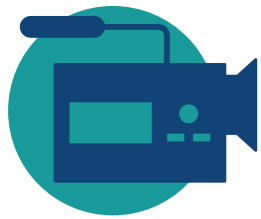
## AIRTECH Added Value for Exhibitors

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

- Expand relationship with existing and potential customers
- Get quality new business leads
- Meet targeted prospective customers at a focused event
- Present latest product developments to customers and prospects face-to-face in a live business setting.
- Get immediate feedback from customers
- Increase brand awareness within the industrial community
- Learn about evolving customer requirements
- Acquaint with latest industry trends
- Access a wider business territory
- Build market presence
- Generate sales leads and achieve strong ROI.
- Connect with the key decision-makers and trade buyers from multiple markets at a single event.
- Launch new products.
- Explore various markets at a single event.
- Associate with potential partners.



# AIRTECH Promotion Campaign



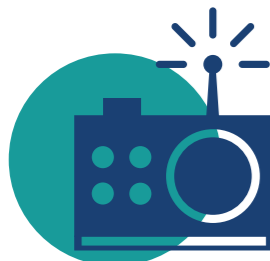
## Media Campaigns

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 AIRTECH 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

AIRTECH 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 AIRTECH as the unpatrolled event.



## Mobile Marketing

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



## Social Media

From daily show updates to sponsored posts, AIRTECH 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 AIRTECH this year.



## Press Releases

Ensuring that key journalists are kept fully informed with this year's content, features and attractions at AIRTECH 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 AIRTECH 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 AIRTECH and have adequate time to plan their visit in advance and arrange appointments for important discussions.

# قاعة 1 HALL 1



## THE VENUE

AIRTECH 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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Mob: +2 0100 10 50 641 / 0122 33 27 456  
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## Official Bank



AIRTECH EXHIBITION