



AIRTECH

The 23rd International
Exhibition for Compressed
Air Technologies

30 November – **3** December

2023

Cairo International
Convention and
Exhibitions Center
(CICC)

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.

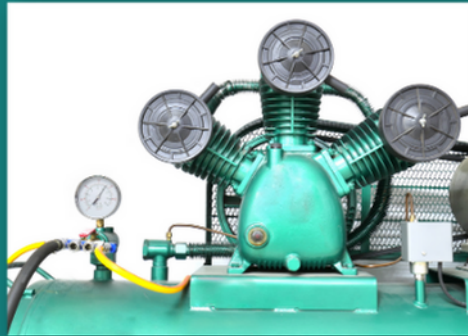


AIRTECH... The Premium Compressed Air Technologies Networking Event

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.

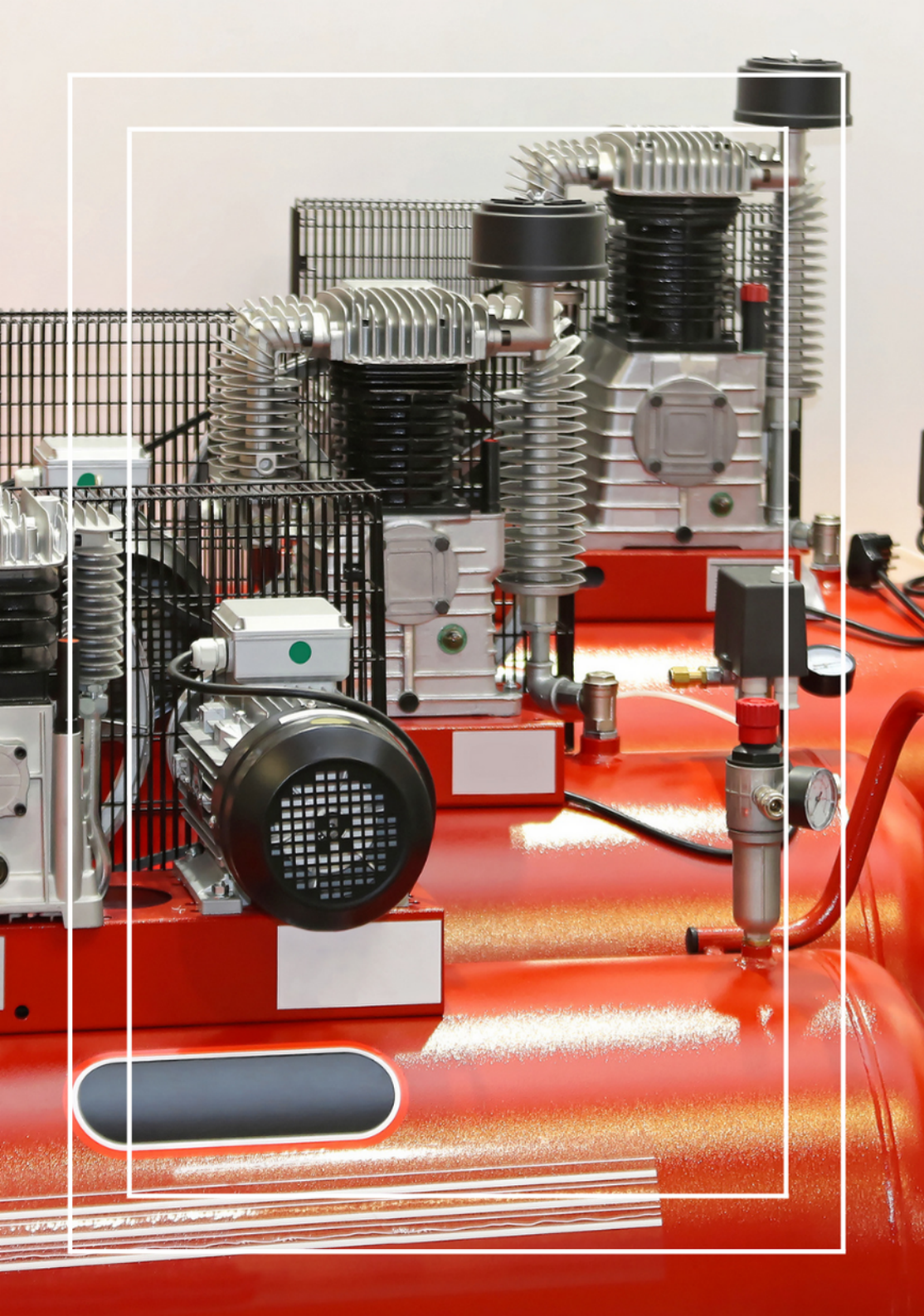
AIRTECH holds all the characteristics as the ultimate trading event for Egypt's and the MENA region's compressed air technologies business sector; as a prime event crafting a path for global manufacturers, suppliers and buyers to take advantage of blossoming opportunities in one of the world's most appealing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



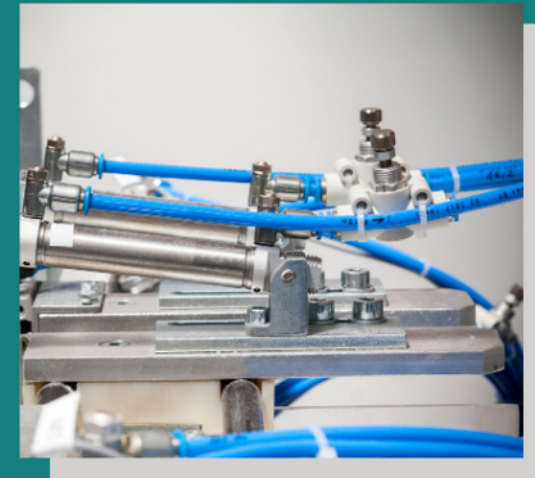


AIRTECH Exhibit Profile

- 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



Advantages of Exhibiting at AIRTECH

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 AIRTECH, 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.
- Educating customers with publications and audio-visual materials.



MACTECH 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.

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.



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 MACTECH this year.



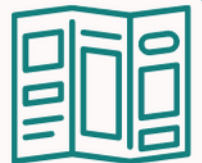
Outdoor Promotion



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

Targeted Trade Invitations

10,000 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 & have adequate time to plan their visit in advance and arrange appointments for important discussions.



The Venue

AIRTECH will take place at the luxurious venue Cairo International Convention and Exhibitions Center CICC.

The deluxe CICC 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 venue is dedicated to first class conferences and exhibitions catering for the requisites of all organizers with top efficiency.

The CICC 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; Nasr City, next to several 5-star hotels, and only minutes away from Cairo International Airport.



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