

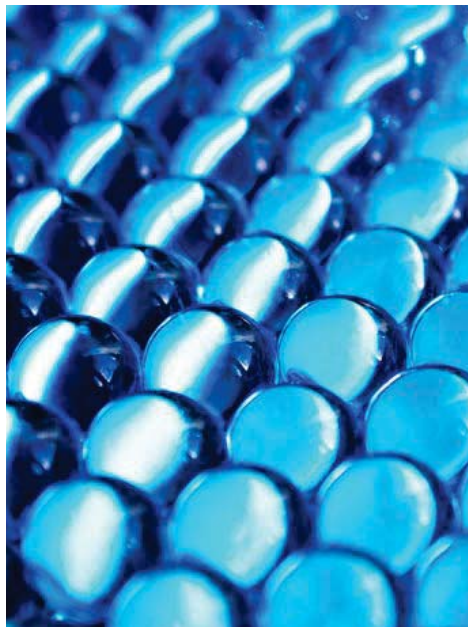


**EGYPT INTERNATIONAL
PLASTIC & RUBBER PRODUCTS
EXHIBITION FOR EXPORTING**



9-12 JANUARY 2024
Egypt International Exhibition Centre
Mosheer Axis - Fifth Settlement - New Cairo,
Cairo - Egypt

Introduction



The MENA region offers a new dimension of unprecedented opportunities for the business community. Now unshackled from administrative, regulatory and fiscal constraints, investors can freely penetrate a lucrative market of 400+ million consumers. The African market represents one of the most exciting markets for polymers in the world today.

Growth in polymers market in Africa is not only fuelled by its natural resources and minerals but also by its rising consumer markets and industrialisation giving rise to a growing demand for a wide range of products and infrastructure requiring plastics from mobile phones to packaging, much of which is still currently imported.

Demand for polymer in Africa had reached more than 10+ million tonnes in 2022 and by 2025 polymer demand is expected to be just over 14 million tonnes. The market has been growing at an average of around 7% per year during the last four years.

Spotlight on the Plastic Market in Egypt

Egypt is the largest industrial base in the MENA region and the plastics industry in Egypt is growing steadily with over 2.4 million tonnes. In 2020, Egypt consumed plastic materials and resins worth nearly US\$ 4+ billion. Thanks to its 100+ million population, Egypt tops African polymer consumption with 2 million tonnes per capita consumption of 21.8 kg/head.

Demand is expected to grow at the coming years, due to the increasing number of newly established & long-term planned mega projects. Egypt's plastics market is supplied 65% from imports and

35% from domestic sources.

Investments at the plastics industry in Egypt in 2019 were US\$7.2 bn, while exports of end products reached US\$ 1.8 bn as per the Plastics Industries Division.

Growth will remain in line with average for Africa. It is expected to accelerate between 2020 and 2024, subject to investor confidence, up to 7.4%/year, which will push consumption up towards 2.8 million tonnes by end of 2024.

Meet Buyers from AFIRCA & Gulf Region

Top importers represents 85% of the market



Why Egypt Plast?

The main purpose of the exhibition is to be a meeting point between buyers of plastic semi-finished & end products from Egypt, Middle East & Africa from one hand, and Egyptian suppliers (manufactures and/or exporters) of these products & technologies on the other hand.

Egypt Plast is a significant meeting place for sourcing a variety of high quality plastic raw material and finished products.

Egypt Plast is a lucrative basis for business as it offers a variety of advantages enabling both exhibitors and visitors to:

1. Conclude sales, export and distribution agreements
2. Meet new partners and potential buyers
3. Network with peers
4. Listen to experts on the up to minute issues affecting the industry

Whatever your demand ranges, Egypt Plast is the right trade fair for you to give you a perfect presentation for your needs. You will meet top decision makers from the Middle East and Africa. Furthermore, highly qualified international and local visitors range with end users from all industrial areas.

Egypt Plast is to be held as a sub-event alongside with PLASTEX 2024, the 19th International Middle East and North African Exhibition for the Plastic Industries (machinery and raw materials).

Egypt Plast will provide an opportunity for the plastics manufacturers visiting PLASTEX 2024 to explore recent technological improvements for a variety of plastic products, additives, processing and recycling to improve functionality and add value to their factories as well.

AFRICA...

A \$29+ Billion Plastic & Rubber Product Markets



<p>Facts & Figures</p>	<p>650+ Exhibiting Companies</p>	<p>18,000 Visitors including 1000 trade buyers from top African Plastic & Rubber Products importing countries</p>	<p>30,000 SQM Gross</p>	<p>Workshops & Technical Sessions</p>
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In Cooperation with **PLASTEX** The 19th International Middle East & North Africa Exhibition for Plastic Industries

Exhibitor Profile

- Packaging & Containers
- Sanitary Ware, Pipes & Building Equipment
- Agriculture & Irrigation Necessities
- Consumer Electronics
- House Hold Products
- Home Appliances & Furniture
- Vehicles Feeding Industries & Engineering Equipment
- Woven & Industrial Bags

Visitor Profile

Manufacturers, Traders, Importers, Agents, Associations, Trade Commissions in the following industries:

- FMCG's
- Packaging companies
- Importing/exporting companies
- Building & construction developers/companies
- Agriculture /irrigation engineering companies
- Farms & cattle raising companies & owners
- Governmental/Trade association officials
- Automotive companies
- Shipping companies
- Medical/Pharmaceutical & cosmetics manufacturers
- Consumer Electronics & home appliances manufacturers
- Media/ Journalists

Polymer Demand in Some African Countries:

Units: 000 Tonnes	2015	2016	2017	2021	CAGR* 15-16	CAGR 16-17	CAGR 16-21
Algeria	733.8	757.6	809.3	979.6	3.2%	6.8%	5.3%
Egypt	1,888.5	1,986.1	2,099.1	2,831.8	5.2%	5.7%	7.4%
Ethiopia	286.1	303.9	335.1	498.2	6.2%	10.3%	10.4%
Ghana	287.9	299.2	314.7	449.5	3.9%	5.2%	8.5%
Kenya	594.5	646.8	705.6	1,025.3	8.8%	9.1%	9.7%
Morocco	595.8	635.8	680.0	901.7	6.7%	7.0%	7.2%
Nigeria	1,412.0	887.3	719.5	947.3	-37.2%	-18.9%	1.3%
Tanzania	296.3	327.0	361.3	532.3	10.3%	10.5%	10.2%
Tunisia	599.2	624.0	658.5	866.1	4.1%	5.5%	6.8%
Uganda	134.9	146.4	159.9	230.5	8.5%	9.2%	9.5%

* Compound Annual Growth Rate

Top imported product sectors in Africa

PRODUCT TITLE SECTORS & DESCRIPTION	AFRICA TOTAL IMPORT VALUE PER PRODUCT	TOP 10 IMPORTING COUNTRIES	TOP 10 COUNTRIES SHARE %
Ethylene Polymers: also known as plastic bags, food containers, packaging, monofil, tubes, rods, plates, sheets, resin	\$2,990,000,000	South Africa, Algeria, Nigeria, Morocco, Egypt, Tunisia, Ghana, Sudan, Ughanda, Tanzania	78.8%
Propylene Polymers: also known as polypropene, thermoplastic polymer, plastics, acrylic	\$1,740,000,000	South Africa, Algeria, Nigeria, Morocco, Egypt, Tunisia, Kenya, Ghana, Tanzania, Zambia	82.0%
Plastic Lids: also known as closures, stoppers, lids, tupperware, rubbermaid	\$1,670,000,000	South Africa, Algeria, Nigeria, Morocco, Egypt, Tunisia, Angola, Sudan, Democratic Republic of the Congo, Senegal	61.0%
Other Plastic Products: also known as office supplies, school supplies, clothing accessories, statuettes, ornamental articles, furniture	\$1,590,000,000	South Africa, Algeria, Nigeria, Morocco, Egypt, Tunisia, Angola, Kenya, Sudan, Ethiopia	80.3%
Raw Plastic Sheeting: also known as plastic bags, food containers, packaging, monofil, tubes, rods, plates, sheets, resin	\$1,500,000,000	South Africa, Algeria, Nigeria, Morocco, Egypt, Tunisia, Angola, Kenya, Ghana, Sudan	78.7%
Plastic Articles Nes	\$1,300,000,000	South Africa, Algeria, Nigeria, Morocco, Egypt, Tunisia, Angola, Kenya, Sudan, Ethiopia	80.6%
Footwear, outer soles/ uppers of rubber or plastic	\$1,290,000,000	South Africa, Algeria, Nigeria, Angola, Ghana, Djibouti, Libya, Benin, Guinea, Togo	67.2%
Plastic Pipes: also known as tubes, hoses, fittings, joints, elbows, flanges	\$1,130,000,000	South Africa, Algeria, Nigeria, Morocco, Egypt, Tunisia, Angola, Ethiopia, Democratic Republic of the Congo, Burkina Faso	69.7%
Vinyl Chloride Polymers: also known as PVC, plastic, plasticizers, pipes	\$977,000,000	South Africa, Algeria, Nigeria, Morocco, Egypt, Tunisia, Kenya, Ghana, Cot D'Ivoire, Senegal	84.6%
Plastic Housewares: also known as tableware, kitchenware	\$787,000,000	South Africa, Algeria, Nigeria, Morocco, Egypt, Angola, Ghana, Djibuti, Benin, Burkina Faso	66.0%
Flat rolled iron or non-loy steel, painted/plastic coated, width>600mm	\$728,000,000	South Africa, Algeria, Nigeria, Morocco, Egypt, Angola, Ghana, Ethiopia, Ughanda, Tanzania	69.8%
Other Plastic Sheetings: also known as sheets, film, foil	\$664,000,000	South Africa, Algeria, Nigeria, Morocco, Egypt, Tunisia, Angola, Kenya, Ghana, Ughanda	83.2%
Metal Molds: also known as foundry moulds, glass, mineral, rubber, plastic, metal gaskets	\$557,000,000	South Africa, Algeria, Nigeria, Morocco, Egypt, Tunisia, Ghana, Ethiopia, Cot D'Ivoire, Tanzania	88.7%
Self-adhesive Plastics: also known as prosthetics, plastics, co-polymer, monomers	\$548,000,000	South Africa, Algeria, Nigeria, Morocco, Egypt, Tunisia, Angola, Kenya, Ghana, Sudan	85.7%
Plastic Coated Textile Fabric: also known as polyurethane, polyvinyl chloride	\$481,000,000	South Africa, Algeria, Nigeria, Morocco, Egypt, Tunisia, Kenya, Sudan, Ethiopia, Cot D'Ivoire	86.9%

Source: THE OBSERVATORY OF ECONOMIC COMPLEXITY

TOTAL 17.9 BN/29 BN (60%)

How will Egypt Plast2024 Visitors be Targeted?

A dedicated international and regional marketing campaign using the key industry publications, outdoor advertising, targeted visitor mailouts and newsletters will be launched to advertise the event.



Buyers Program

The show will host leading buyers from leading North and East African countries such as Algeria 🇩🇿, Morocco 🇲🇦, Tunisia 🇹🇺, Kenya 🇰🇪, Tanzania 🇹🇿, Ethiopia 🇪🇹...etc. to meet exhibitors & sign deals during the show.



Print Adverts

A wide range of adverts will be issued in the most popular national public and business newspapers and relevant industry magazines.



DirectMail

Postal invites will be couriered to potential visitors and VIP's.



Radio

Comprehensive campaign on the top station targeting prime times at highly ranked programs prior to and during the show.



EDM

Regular e-mails to be sent to database of plastics professionals about the show, the exhibiting companies and newly presented technologies.



Online

Web banners to be placed in different related websites to announce the show across the region.



PR

Effective PR campaign to ensure regular communications about the show with targeted trade visitors.



Website

It will act as an information hub to provide visitors with needed data about the show.



SOCIAL MEDIA

Wide Social Media Coverage Pre, during and post the exhibition both random and segmented aside with the show FB Page.



Branding & Sponsorship Opportunities

In order to enable your organization to attain the foremost from the event, you should catch the eye before, during and after the show. ACG-ITF are able to offer your company numerous branding opportunities to:

- Underpin your activities
- Situate you out of the crowd
- Create business deals
- Differentiate your organization from competitors
- Constitute interest and sales force, during and after the show
- Augment your exposure and visibility in direct marketing
- Launch new products
- Attain new potential customers
- Maximize your ROI during the show

Hall Entrance Arches

- Opportunity to brand the hall entrance arches in the venue that will increase your visibility and ensure visitor spot your company before you enter the halls.
- 4 arches at the main entrances of both Hall 1 and Hall 2 visible to all Egypt Plast attendees



Cocktail Reception

- Sponsor logo visible around the cocktail reception venue
- Sponsor logo prominently displayed on all cocktail receiptoin invitations
- Logo prominently displayed on the stage backdrop
- 5 minute speaking opportunity to over 500 invited guests
- Promotional material placed on each table/chair



For more info/ideas concerning sponsorship and branding opportunities, please contact:
Rasha Nabil through: rasha@acg-itf.com

Branding & Sponsorship Opportunities

Visitor Registration Desk

- Sponsor logo visible on all registration and information desks located at various strategic locations across the venue
- Logo on visitor pre-registration confirmation e-mail
- Sponsor logo to be placed on one rollup banner at hall entrance (rollup to be provided by Sponsor)



Event Lanyards & Badges

- Sponsor logo will be displayed on all the lanyards used by EGYPT PLAST attendees
- Sponsor logo will be printed on +20,000 participants badges which includes all the attendees at EGYPT PLAST (exhibitors, visitors ...etc.)



Outdoor Flags X 6

- Sponsor logo on flags displayed outside the exhibition halls
- Sponsor logo visible on 6 flags placed in front of the exhibition halls



Led Screens on Lobby Pillars

- Sponsor to have logo, video or static artwork at the Ledscreens cladding the pillars in the lobby of the exhibition halls (content to be provided by Sponsor and approved by organiser)



Visitor bags

- Your logo will be displayed on the visitor bags that will be distributed next to registration area with opportunity for the sponsor to insert a brochure



Digital Opportunities

- Personalized web banner displayed on the EGYPT PLAST official homepage
- The banner will be live for a maximum period of 4 months from date of signing the contract till the end of the event



Branding & Sponsorship Opportunities

Hall Entrance Digital Screens

- Sponsor logo and stand number displayed on 2 x digital screens in each exhibition hall
- Digital Screens are placed behind registration desks right at the exhibition hall entrances



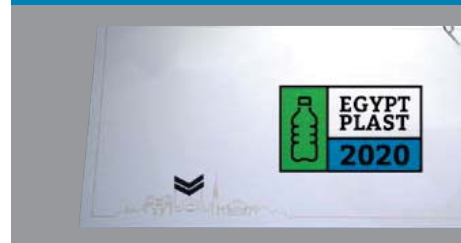
Form filling desk

- Form filling desks are positioned across the Registration area of the exhibition
- Logo will be placed on the Form Filling Desk on a strategic location and also on the registration form



Directional Banners

- Sponsor logo visible on hanging and standing banners at strategic locations inside the exhibition halls



Exhibitor welcome pack

- Sponsor logo is placed on the front of exhibitor packs distributed to 200+ exhibitors. The exhibitor pack includes the Sales Brochure, the Onsite Guide, the Exhibitor Pre-Show Planner and sales forms



Official Catalogue

- Quarter page
- Half page
- Full page
- Inside back cover
- Outside back cover
- Gate fold



Hotel Shuttle Buses

- Sponsor logo will be displayed on the EGYPT PLAST hotel shuttle buses with the opportunity to distribute Sponsor's brochure



Venue

Egypt Plast 2024 will take place at Egypt International Exhibition Centre (EIEC). The venue is widely considered to be one of the best venues in the Middle East and Africa. It offers modern facilities including conference rooms, VIP lounges, seminar facilities, extensive parking facilities, restaurants, cafeterias and central air-conditioning.

Newly established facilities and service units were also added to the venue and thus it has become ready to host an international show like Egypt Plast 2022 concurrently with the mega international show, PLASTEX 2024.



Travel Services for Exhibitors and Visitors

Due to the immense business volume with major hotels in Egypt, ACG-ITF Travel Department is providing to all buyers and international visitors a variety of services to meet the expectations and achieve excellence as the leading exhibition organizer in the region. The travel services include:

- Discount on hotel accommodation during the event.
- Efficient meet, assist and transfer service upon arrival & departure.
- Facilitating entry visas.
- A permanent hospitality desk during the exhibition to provide extra on-site service.
- Daily Cairo sight-seeing tours.
- Airline reservation & tickets confirmation.
- Car rental.

For travel assistance in Cairo, please contact: ACG-ITF Travel Department
Tel.: +20 - 2- 27538361 Fax: +20 - 2- 27538323

Who we are?

Over the course of years, ACG-ITF has become a brand name of success and power. Today we operate the largest platform of trade shows and conventions in Egypt and North Africa. With over 30 years of experience in the market, ACG-ITF has operated in several industries creating a legacy of exhibitions and conferences.



"H.E. Abdul Fattah El Sisi, President of Arab Republic of Egypt, H.E. Tarek El Molla, Minister of Petroleum with Ahmed Ghozzi, Chairman & C.E.O of ACG-ITF and Geof Dickenson C.E.O. of dmg events in the inaugurations of EGYPs 2017"

All over its profound years of experience ACG-ITF launched the leading events in major trade and industrial sectors such as Automotives, Machinery and Tools, Medical Equipment, Plastics and Plastics Machinery, Real Estate, Automotive Industry, Textile machinery and Accessories, Oil & Gas, Furniture and Interior Designs, Building and Construction, Education and others to attract value added export and investment opportunities to Egypt.

The company delivers world-class trade shows bringing together exhibitors, investors, delegates, and government representatives, experts from MENA, East Asia, Europe, Australia, North America, and South America. ACG-ITF launched, organized and/or had been a partner in organizing many

of the region's most important exhibitions and conferences including B2G events (i.e. EGYPs), B2B events (PLASTEX, Big5, AUTOTECH and B2C events (The Real Gate Show, serving real estate market).

The group operates three main divisions, namely The International Partnerships Division; for shows co-organized with international partners such as dmg events (more than 3 trade shows) and The Local Partnerships Division; for shows co-organized with local partners and ACG-ITF's Shows Division for any events or shows held exclusively by the group.



For Exhibition & Sponsorship Opportunities
please contact:

Rasha Nabil
rasha@acgitf.com
+ 20 120 6666 985

Organised by



41, St. No. 269, New Maadi, Cairo, Egypt
Tel: +20-2- 27538401
Fax: +20-2- 27538323
E-mail: info@acg-itf.com
website: www.acg-itf.com

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