

17-20 JUNE

CAIRO INTERNATIONAL CONFERENCE
CENTER (CICC) - NASR CITY

مركز القاهرة الدولي
للمؤتمرات - مدينة نصر

2022



Formally



"The 4th International Exhibition for Furniture
Tableware, Cookware, Home Textiles,
Home Appliances, Home Décor,
Smart Homes & Accessories"

POST - SHOW REPORT

Under auspices of



وزارة الإسكان والمرافق والمجمعات العمرانية
Ministry of Housing, Utilities & Urban Communities

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www.egypthomeshow.com

HOME SHOW EXPO AROUND THE REGION



2019 2022
www.egypthomeshow.com

Egypt



27-30 November
2024
www.iraqhomeshow.com

Iraq



15-18 July
2025
www.libyahomeshow.com

Libya



2018
www.sudanhomeshow.com

Sudan

Saudi Arabia



5-7 May
2025
www.saudihomeshow.com

Ethiopia



2015
www.ethiohomeshow.com

Message from Organizers

Rapid development in the residential and commercial business sectors has crafted new settings in tracking the best quality in economic manners. The main concept of **TurnKey Expo** “The International Exhibition for Finishing Technologies & Products” is to form a trade event with exceptional quality standards to cater for the snowballing needs in such a promising marketplace.

TurnKey Expo “The International Exhibition for Finishing Technologies & Products”, performed as a significant, robust and value adding event connecting the key players of wall and floor covering technologies and finishing materials producers to their targeted buyer-groups on the regional and local side for direct interaction.

We would like to extend our gratitude and appreciation to our distinguished sponsors and exhibitors for their constant support.

For our business partners to gain full returns and benefits from the event, we prepared this post-show report that clearly explains all the features associated with **TurnKey Expo** “The International Exhibition for Finishing Technologies & Products”, presenting a full analysis of the visitors and their needs to enable our exhibitors to practice a better up-coming edition.

Looking forward to your participation in the coming edition of **TurnKey Expo** “The International Exhibition for Finishing Technologies & Products”.

TurnKey Expo Team

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EGYPT HOME SHOW

EXHIBITION BACKGROUND



The main wall and floor covering technologies and finishing materials market players Joined **TurnKey Expo** “The International Exhibition for Finishing Technologies & Products” to benefit of the 4-day event achieving far-reaching business contracts.

TurnKey Expo “The International Exhibition for Finishing Technologies & Products” was the most effective anticipated event of its kind in Egypt; gathering quality figures of professionals and trade buyers, the show is now ranked one of the most effective trading and business sites dedicated to wall and floor covering industries and finishing materials and products.

TurnKey Expo “The International Exhibition for Finishing Technologies & Products” performed as a facilitator for the industrial innovators, to introduce all concrete solutions to help specialized purchasers make their buying decisions effortlessly.

TurnKey Expo “The International Exhibition for Finishing Technologies & Products” main objective was to straight-forward the purchasing decision making process; as buyers will be able to find all information about the available purchase options and industrial solutions under one roof..

TurnKey Expo “The International Exhibition for Finishing Technologies & Products” exceeded the notion of being a contemporary trade event; showcasing the most decisive trading site for on-site contracting decisions where all the assortments and price rates are available for buyers and sellers.

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EVENT PROFILE

A- General

1- Objectives:

- To gather the top professionals of the industry (Buyers, Manufacturers & Service Providers) in one place to fulfill the growing demands within the MENA region.
- To craft a business display serving the marketing objectives of entrepreneurs.
- To introduce an interaction location at which the market value chain creative brands can successfully meet together
- To speed up the decision making practices associated with buying decisions.
- To boost the attendees market intelligence



2- Duration: 17 – 20 June; 2022; opened daily from 11:00 AM until 9:00 PM

3- Space: 6,205 m2

4- Total Number of Exhibitors: 48 Direct Exhibitors – Represented Brands: 172 Exhibitors.

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EVENT PROFILE

5- Total Number of Visitors:



8,950 Visitors

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EVENT PROFILE

8 - Sponsors & Partners:

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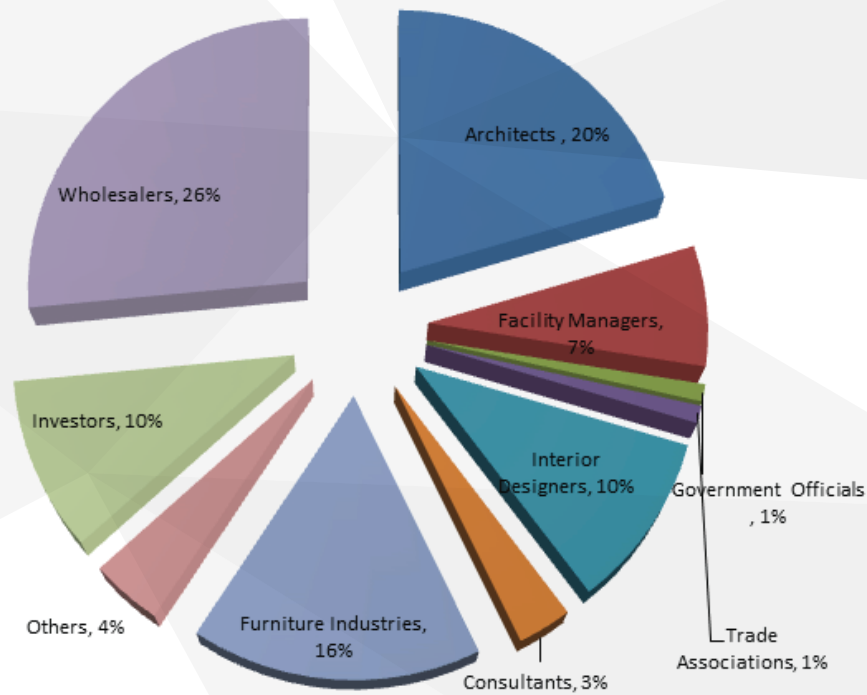


Official Media Catalogue

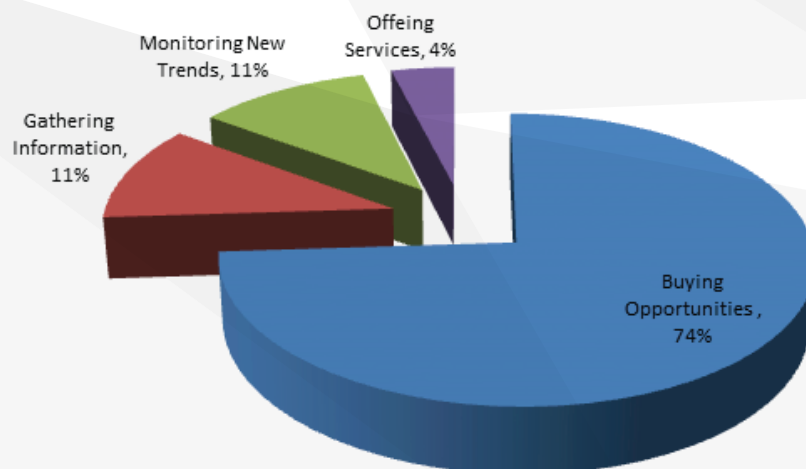


VISITOR PROFILE

A- Visitors Analysis by Nature of Business

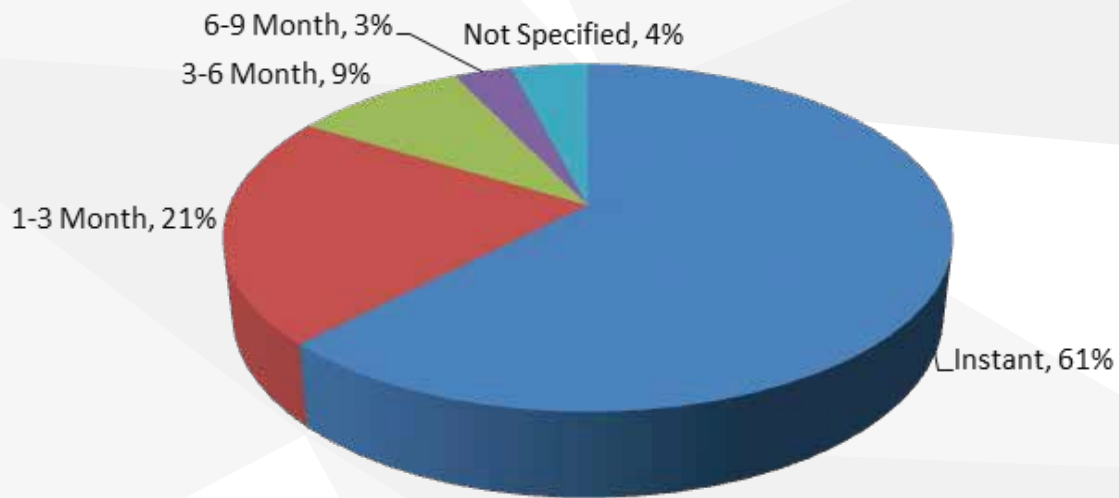


B- Visit Main Objectives

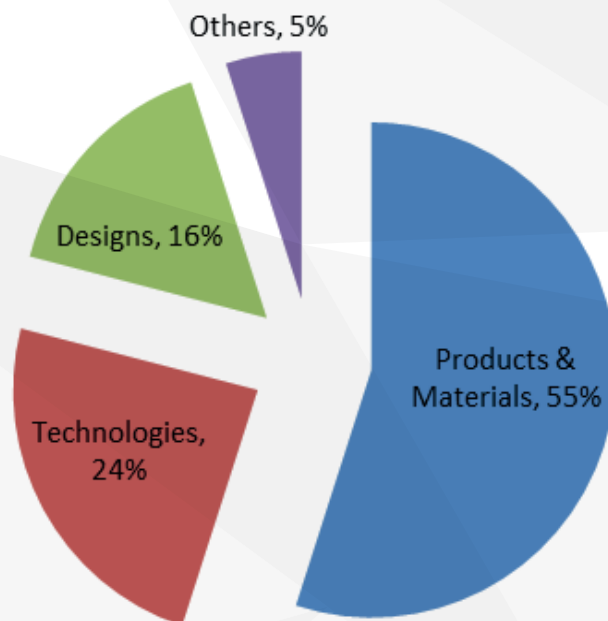


VISITOR PROFILE

C- Visitors Purchase Intention Time Frame

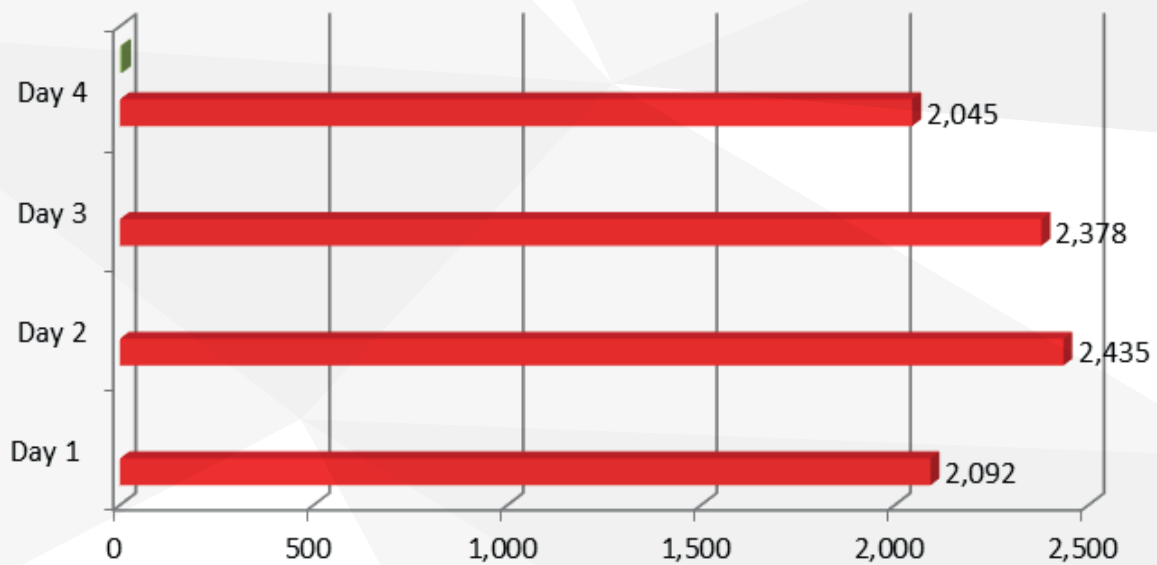


D- Visitors Type of Purchase

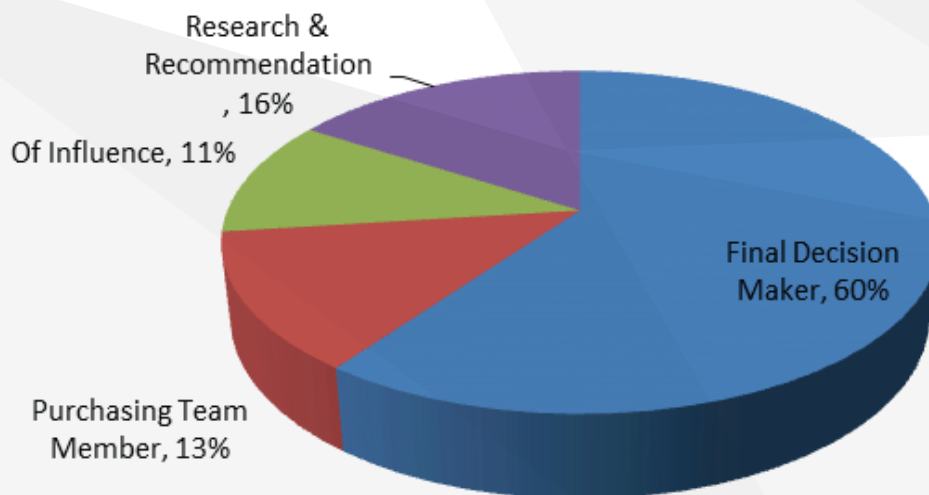


VISITOR PROFILE

E- Visitors Admission Analysis by Show Days



F- Visitors in Terms of Buying Decision Influence

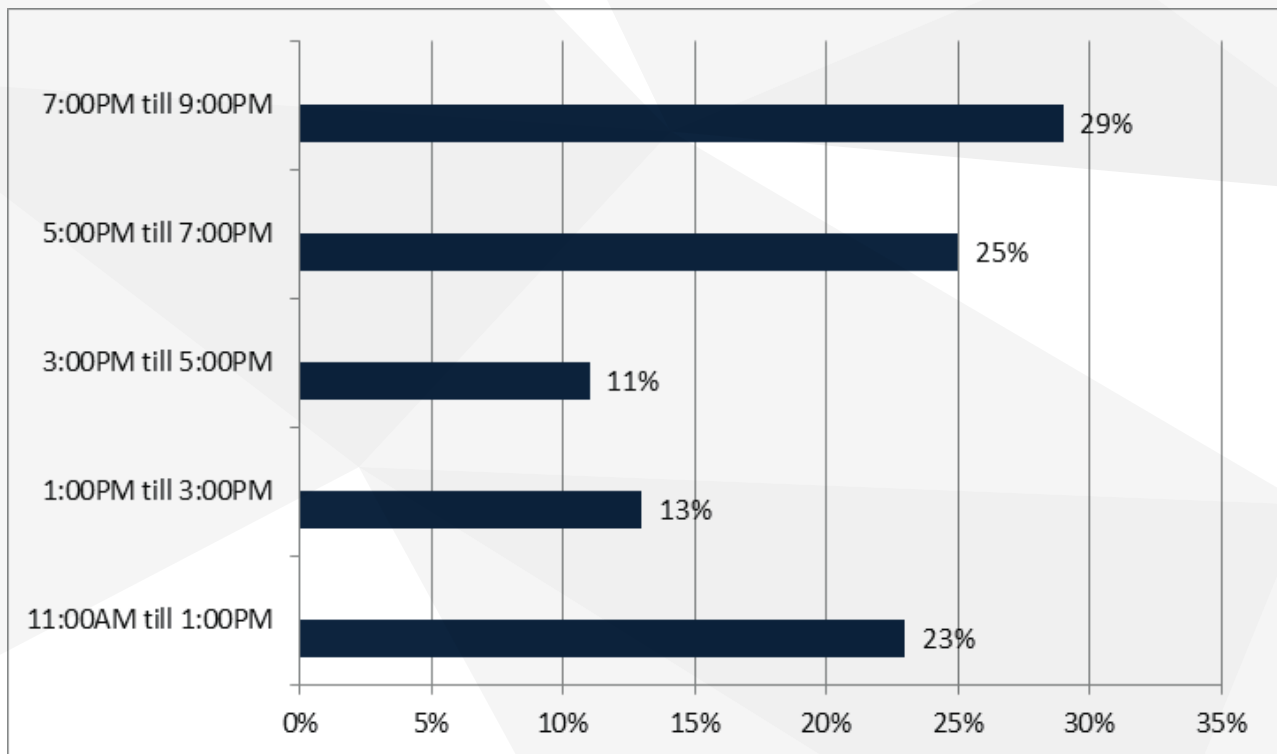


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VISITOR PROFILE

G- Prime Time for Visitors Flow



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VISITOR PROFILE

I- Key Visiting Companies From 2021 Included:

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VISITORS

Post Show Report

H – Results from Visitors Survey

91%

of the visitors said that they found the products they were looking for



90%

of the visitors rated their visit as successful



87%

of the visitors confirmed that they will attend the next edition in 2022

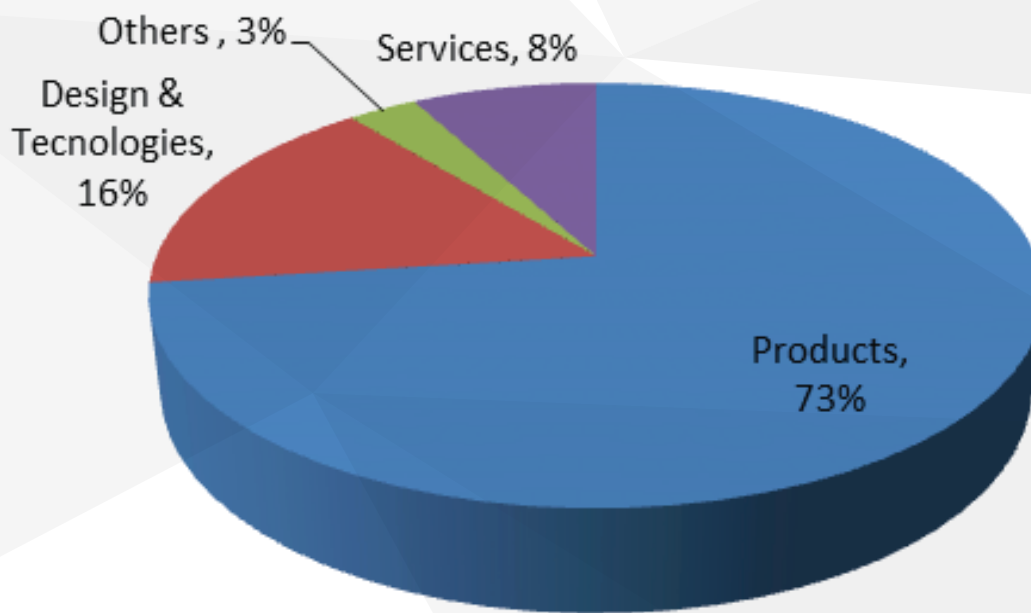


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EXHIBITORS PROFILE

A- Exhibitors Nature of Business



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EXHIBITORS

B- Results from Exhibitors Survey

95%

of the exhibitors said that the show was up to their expectations in terms of visitors and business deals



89%

of the exhibitors confirmed that they will join the next edition in 2022



91%

of the exhibitors rated the show as Very Good



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Promotional Activities & Media Coverage

40,000 Invitations Mailed to Potential Visitors

10,000 Invitations Mailed to to VIP's

Social Media Campaign

10,000 Targeted SMS Campaign

Press Release Campaign in Key Newspapers

Advertisements in specialized magazines

Huge Press Advertising Campaign in key Regional and Local newspapers

VIP regional buyer program

Outdoors

Radio Ads. Campaign

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Promotional Activities & Media Coverage



Outdoor



Invitations



Facebook post



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Editorial in Newspapers



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PHOTO GALLERY



Photo Gallery



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EGYPT HOME SHOW

PHOTO GALLERY



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PHOTO GALLERY



Photo Gallery



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EGYPT HOME SHOW

PHOTO GALLERY

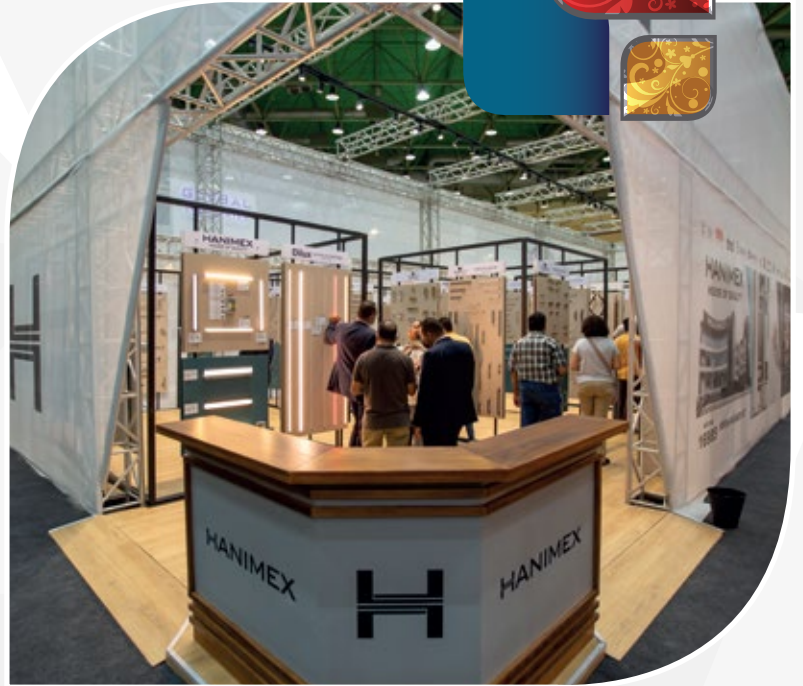


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PHOTO GALLERY





See you in the next



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