




**THE 11th INTERNATIONAL EXHIBITION
FOR COMMERCIAL VEHICLES & SPARE PARTS**



**THE
WORLD
TRANSPORTATION**

**EGYPT INTERNATIONAL
EXHIBITION CENTER**

**15-18
NOVEMBER 2018**

www.transpotech-eg.com

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EGYPT

THE HOTTEST SPOT FOR INDUSTRIAL INVESTMENTS & BUSINESS OPPORTUNITIES



The great international business interest in the MENA region has ascended to unmatched heights; due to the massive resources and high potential of the region.

Egypt in specific has been favored as the most advantageous hot spot for business and investment opportunities within the entire mena region.

Egypt's drive on the path of industrial and transportation sectors restructuring has transformed to suit the international models after the 25th of January and 30th of June great revolutions backed by a large and growing population of 90 million acting as the best asset to quadruple the industrial output and well position Egypt in the league of developed industrial countries over the next decade.

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EXHIBITION**

PROMISING ECONOMY.. BOOMING INDUSTRIES

Regarded already as the “perfect destination” for industrial investments; Egypt enjoys comparative advantages over other zones in the world to become the ultimate next stop for global industrialists to grow their businesses; providing all the essential ingredients, namely, quality raw materials, low wages and low energy costs to attract the world’s key manufacturing brands.

Industrial products consumption in Egypt has elevated recording beyond belief levels reaching 200%, at a compound average growth rate (CAGR) of approximately 11.5% in the past 5 years. Imports of commercial vehicles and spare parts have risen up by 8%; with solid projections indicating that such figures will increase intensely within the coming 7 years. There is confidence among many familiar experts within the region that the country’s industrial boom is still only in second gear and its real potential is still yet to be seen; thanks to the new huge current and future projects undertaken by the Egyptian government like the new Suez canal project; that will encompass establishing vast industrial cities, roads and logistical zones surrounding the project’s site.

In 2015, the Egyptian commercial vehicles market was valued at US\$ 1 billion, the Egyptian government’s proactive sector development strategies aim at doubling this figure to elevate reaching US\$ 2 billion by the year 2020; with ambitious plans carried out by Egypt’s Ministry of Transportation allocating EGP 8 billion (US\$ 1 billion) to develop 365 km of the current road network and add a second direction for 450 km of one-way roads in addition to maintaining and enhancing the efficiency of a group of roads all along Egypt extending 1,900 km to support the industrial transportation activities.

Pointed up at the focal point of evolving economies’ by virtue of its unique geographical location at the crossroads of several major economic territories including Northeast Africa, Northwest Africa, the Sahara, Sub-Saharan Africa, the Middle East, and the Mediterranean Europe, Egypt enjoys preferential market right of entry to the neighboring countries; while the country’s proximity to the Middle East and Europe also offers more forthcoming business and export opportunities.



COMMERCIAL VEHICLES AND SPARE PARTS

TRANSPOTECH 2018

RE-DEFINING COMMERCIAL VEHICLES' TRADE FAIRS

TRANSPOTECH is about achieving excellence: as a key trade fair introducing the most advanced contemporary commercial vehicles and spare parts technologies to Egypt's and the MENA region's eager markets.

Since its inception in 2008, TRANSPOTECH became the inspirer event to Egypt's commercial vehicles market; with brilliance and dynamism setting it apart from other trade shows in the MENA region.

Thanks to its unique concept, TRANSPOTECH defines the key trends and developments presented by the world's innovators within the commercial vehicles sector offering non-stop inputs and wide ranges of industrialists, service providers, quality buyers and trade visitors from 12 countries.

Providing exhibitors with a 360-degree opportunity to break into one of the world's most attracting business environments; the well-recognized TRANSPOTECH is the most powerful evolving trade show dedicated to commercial vehicles and spare parts that are expected to generate superlative business deals allowing exhibitors to increase their business magnitude.

Featuring all the key solutions relevant to the world of transportations; TRANSPOTECH is indeed; the commercial vehicle industry's most authoritative professional trade event within the MENA region; where no other event attracts such a broad range of industry players and a record-breaking number of visitors.

Accredited by the world's leading trade associations; TRANSPOTECH will make way for exhibitors to be on the leading edge; sourcing and accessing exceptional sales and distribution channels within Egypt and the entire MENA region all under one roof.



WHY! TRANSPOTECH 2018



TRANSPOTECH 2018 is jam-packed with opportunities for exhibitors to conduct

successful business on global, regional and local scales; some of the paybacks exhibitors can earn from TRANSPOTECH 2018, among many others are:

- Exhibiting side by side with more than 130 industry pioneers from 15 countries.
- Discovering the most recent technology developments within the commercial vehicles sector.
- Guaranteeing that strategic planning is on the correct pathway.
- Understanding more about competition.
- Exposing to creative ideas within the industry.
- Networking with the region's highest qualified buyers.
- Benchmarking against the world's main commercial vehicles' manufacturers.
- Connecting with current and future strategic partners.
- Presenting new ideas, insights and solutions to over 9,000 buyers and trade visitors.
- Educating customers with publications and audio-visual materials.
- Aligning the brand with the region's largest commercial vehicle technologies' trade event.
- Positioning the brand alongside key industry players, Innovators and experts.

VISITOR PROFILE

- Businessmen and Investors
- Local Agents
- Importers and Exporters
- Industrialists
- Consulting Firms
- Logistics Companies
- Corporate Executives
- Distributors of Commercial Vehicles and Spare Parts
- Government Officials Engineers
- Road and Traffic Specialists
- Public Transport Managers
- Private Transport Managers
- Academic Institutions and Researchers
- Purchasing Team Members in Tourism Companies

EXHIBIT PROFILE

TRANSPOTECH 2018

- Commercial Vehicles and Trucks
- Ambulance & Medical Vehicles
- Trailers and Semi-Trailers
- Armored Vans
- Vans
- Fire Fighting Vehicles
- Buses
- Bank Vehicles
- Mini - Buses
- Caravans and Campers
- Body Makers for Truck Trailers
- Oil Field Vehicles
- Axle Production
- Refrigeration Equipment for Vehicles and Containers
- Light Trucks and Pick-up Trucks
- Garage Equipment and Services
- Special Utility Vehicles
- Construction and Road Building Machines
- Heavy Trucks
- Hoisting Machines – Electric Engines - Driven Trucks
- Tipper Trucks
- Vehicles for Passengers Transport
- Spare Parts and Components
- Mechanical Engineering Vehicles
- Accessories
- Electrically Operated Vehicles
- Fuels , Lubricants and Petrol Stations
- Tanks, Tank Containers, Swap Bodies
- Tower Trucks
- Cargo Systems
- Cement Trucks
- Tank Trucks



VISITORS

PROMOTION CAMPAIGN

A dedicated international and regional marketing campaign using the key industry publications, street signage, targeted visitor mail outs, newsletters, website and press conferences will be launched to advertise the event



TRANSPOTECH 2018 will be promoted to trade visitors throughout the region including: Egypt, Bahrain, Iraq, Jordan, Kuwait, Oman, Qatar, Saudi Arabia, Syria, United Arab Emirates and Yemen through the following means:

20,000 complimentary visitor tickets and 5,000 VIP tickets will be mailed directly to trade visitors from the MENA region.

Pre-show and Post show coverage in the official trade journals.

Editorials and advertisements in the local, regional and international trade magazines to promote TRANSPOTECH 2018.

Editorials and advertisements in Egypt's and MENA key newspapers to promote TRANSPOTECH 2018.

Posters and billboard advertising in Cairo's main streets up to the event.

Pre-show press conference.

TRANSPOTECH 2018 show updates direct mail to potential visitors and delegates.

Regional Trade show visits.



NEW VENUE

**TRANSPOTECH
2018**

**EGYPT INTERNATIONAL
EXHIBITION CENTER**



TRANSPOTECH 2018 will take place this version in a new venue, the Egypt International Exhibition Centre (EIEC). The venue is widely considered to be one of the best venues in the Middle East and Africa.

The Combination of the halls, Open Air grounds and Al Manara International Conferences (AMIC), Complemented by an infrastructure which is unique and charming.

MAIN FEATURES:

Easy To reach location

Close to the Airport

Top Notch Accommodations

Close to main industrial Cities

Close to Touristic attractions

Many prestigious malls and districts





**THE
WORLD
OF
TRANSPOR
TATIONS**

ORGANIZED BY

INTERNATIONAL FAIRS GROUP

IFG

REMARKABLE EXPERIENCE IN THE FIELD OF ORGANIZING & MANAGING INTERNATIONAL FAIRS.

A growing organization offering a full range of exhibitions and event management services to a wide variety of clients within the entire world. The company, which is located in Cairo was established in the year 2000 and has remarkable experience in the field of organizing and managing international specialized trade fairs.

IFG has an expanding network of international dynamic agents and offices around the world. The company has been involved in the corporate event management business for many years.

IFG aims to provide businesses, exhibitors and visitors with a wide range of unique exhibition services. The experienced staff ensure clients are well served, comfortable and have all relevant information to help them succeed at their business. All the events organized by IFG are designed to help each client reach the target audience every time. Visitors can experience new ideas in new areas and are always excited to return.

IFG's main objective is to contribute to the process of technology transfer from the worldwide producers to the emerging markets of the Middle East and Africa, hence, contributing to the growth of the regional economies through bringing the buyers and the sellers together for direct interaction in a wealthy yet promising region.



Incorporating



Tel: +202 2526 44 99 / 2524 79 96
Mob: +2 0100 10 50 641 / 0122 33 27 456
Mail: info@ifg-eg.com
www.ifg-eg.com

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