

# Post Show Report

## November 2006



### ITCE'10 ...A Boom for Business Deals

Organized By:



Co-Sponsor:



Official Luxurious Car:



Powered by:



Official Magazine:



Official Internet Provider:



#### Highlights

- 73% of Exhibitors stated that expectations for future sales were met or surpassed
- 39% of visitors confirmed an order whilst at the show
- Exhibitor took an average of 8 orders/company at the show

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11 halls of thrilling business deals and more than 650 content exhibitors is the shortest phrase to describe this edition of ITCE exhibition that was held in Egypt during the period from 9-12 November, 2006 at the Cairo International Fair Ground. Gathering 29,312 visitors from 16 countries, this year's trade fair continued the excellent successful results achieved last year. Around 35% increase in space and 25% in visitors explain how ITCE'10 witnessed an outstanding record of business activities.

Nearly 70% of the exhibitors received onsite purchasing orders while others reported orders to be placed after the fair. In every sector, the exhibiting companies reported good to very good business deals. They attributed such outstanding results at ITCE'10 to the strong growth in the local market and even greater visitors number and quality .

ITCE 10 visitors came from those countries: Algeria , Bahrain, Egypt, France, Italy, Jordan, Kuwait, Lebanon, Libya, Morocco, Qatar, Saudi Arabia, Syria, Tunisia, UAE, Yemen.

83% of ITCE'10 exhibitors have already confirmed that they will return in the next version of ITCE.



ITCE'10 was inaugurated by H.E. Dr. Fayza Abu El Najah, Minister of International Cooperation and H.E. Dr. Ahmed Gowaily, Secretary General of the Council of Arab Economic Union. While Dr. Gowaily praised the show for being one of the driving forces for textile industries in the Middle East & North Africa, Dr. Abu El Najah said that she was impressed by the large space of the show and the number of participating countries coming from all over the world to Egypt, particularly after the recent developments taking place and the new agreements signed by the Egyptian government like the QIZ protocol.

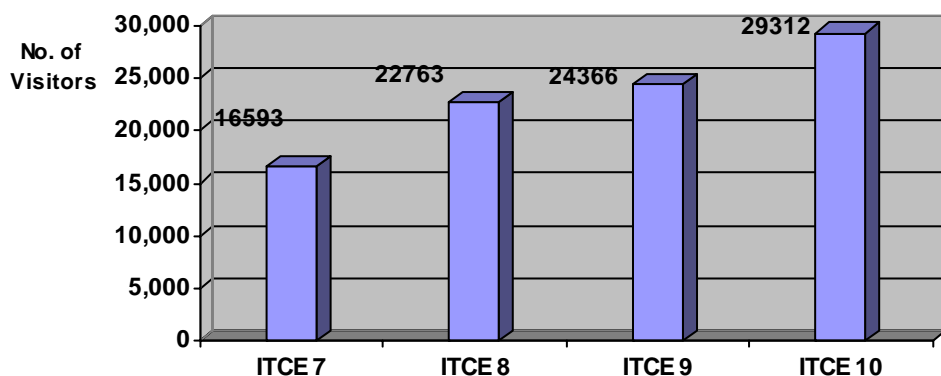
The next version of ITCE will take place in Cairo from Feb 28—Mar 2, 2008.

### Show profile

Number of years show has run : 14 years (10<sup>th</sup> Edition)

Floor space occupied : 40,000 m<sup>2</sup>

Exhibitors		Visitors	
Total number of exhibitors :	653	Total number of visitors:	29,312
Local exhibitors :	104	Number of trade visitors:	27,622
Foreign exhibitors :	549	Local trade visitors:	25,208
		Foreign trade visitors:	2,414



Comparison for ITCE Total number of visitors last 4 years



## Organizers

### ACG-ITF ... Regional Experience & International Know-how:

Founded in 1986 ACG-ITF is the leading trade events organizers in the middle East & Africa, Capturing 42% of the international trade fairs market in Egypt. ACG-ITF is equipped to handle all your needs from travel assistance to handling heavy machinery & customized stands. The Key to ACG-ITF's success is due to continuous business, customer care, vast databases and 21 years of experience in organizing specialized trade fairs.

With a network of international offices and worldwide agents, ACG-ITF serves thousands of exhibitors all around the globe. The company welcomes any feedback or suggestions you may have.

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## Personnel

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### About ITCE 10:

ITCE is the most important international African Arabian Exhibitions for Textile, Embroidery & Sewing Machinery & Accessories. Being held 10 times since 1994, ITCE provides an essential platform for the textile industry in the Middle East and North Africa. More than 650 exhibitors from over 29 countries participate in the event. ITCE series are organized by ACG-ITF, the leading organizers of international trade exhibitions in the MENA region.

## VIP's and Supporting Agencies / Organizations

### Inaugurated by:

**H.E. Dr. Fayza Abu El Najah**  
Minister of International Cooperation

**H.E. Dr. Ahmed Gowailly**  
Secretary General of the Council of Arab  
Economic Union

### Supporting Bodies/Associations

- Ministry of Trade & Industry.

### Main Sponsors:

- YKK, Co-Sponsor
- BMW - Official Luxurious Cars

## Exhibit Profile

### Apparel Machinery & Accessories:

- Automation System, machinery and accessories
- Boilers
- CAD/ CAM/ CIM Systems
- Chemicals and Dyes
- Chemicals for Tanning
- Computer Software
- Creasing Machines
- Cutting & Layering Machines
- Drilling Machines
- Embroidery Machines
- Embroidery Threads
- Fastening Machines
- Finishing Equipment
- Fusing Press/ Fusing Machines
- Garment Accessories
- Hooks and Eyes, Buttons, Rivets and Fasteners
- Hydraulic Clinking Machines
- Interlinings
- Ironing and Steaming Equipment
- Laundry Machines
- Pocket Welting Machines
- Quilting Machinery
- Sealing Machines
- Sewing Machines- Industrial and Household

- Sewing Machine Attachments and Parts
- Sewing Machine Drive and Control Systems
- Sewing Machines Motors
- Sewing Threads and Needles
- Skins, Fabrics & Fibers
- Storage and Transport Equipment Unit Production Team

### Textile Machinery, Accessories and Fabrics:

- Accessories for Textile Machinery
- Auxiliary Equipment
- Bleaching and Washing Machines
- Chemicals & Dyes
- Cloth Processing Machinery and Accessories
- Embroidery Equipment
- Felting Needles
- Heat Transfer Equipment
- Inspecting, Measuring & Folding Machinery
- Knitting Machinery Testing Equipment & Controls
- Laundry Equipment
- Looms
- Spinning Machinery
- Steaming Machinery
- Testing Equipment & Controls
- Textile Screen Printing Machinery
- Weaving Machinery & Accessories
- Winding Machines
- Yarn Processing

## Exhibitors View of Exhibition

### Reasons for Exhibiting

Results from independent survey conducted on site by media matters

The two main reasons for exhibiting were to:

81% Establish new business contacts

52% Establish presence in a new market

### Other Reasons

Look for local agent	45%
Sell in short term	21%
Support local agent/client	61%
Monitor competitors	46%

## Success of Exhibiting

86% of the exhibitors stated that they met their overall objectives.

71% stated that they met or surpassed their objectives in terms of short & long term sales.

70% had met or surpassed their overall objectives in terms of establishing contacts for future sales.

80% of exhibitors stated that the quantity of visitors met or surpassed their expectations.

83% of the exhibitors stated that the quality of visitors met or surpassed their expectations.

## Visitors view of the exhibition

### Purchasing Behaviors

87% of registered visitors are directly involved in purchasing products & services displayed at the show.

69% of registered visitors claim to be prime decision makers.

71% of visitors expected to do business with current suppliers during the show.

33% of visitors expected to do business with new suppliers during the show.

### Other Actions Taken:

Decide on new supplier	12%
Ask for quote/spec	17%
Confirm an order	41%
Take away literature	11%
Request sales visit	67%

79% of visitors stated that they would keep and use the show catalogue

## Marketing

Organized for the 10th version, ITCE has become the international key show of the growing markets of the Middle East and North Africa (MENA).

### Meeting Point for Industry Leaders:

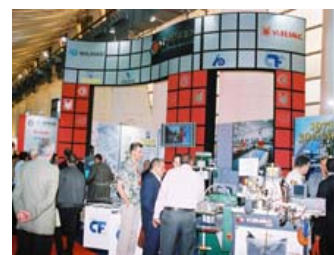
Local agents, manufacturers, importers and principal companies consider ITCE as the best time for new agency agreements and signature of mega purchasing contracts. During the show, exhibitors find the most suitable opportunity to introduce visual presentations of their new machinery and technologies directly to their clients (Trade visitors of ITCE are about 28,000 from the MENA region).

### ITCE, the Gate to Africa & Middle East Markets:

No other textile event in the MENA region is held over an area exceeding 40,000 sqm. The show is also being visited by about 28,000 visitors from the MENA region. All over the past 10 versions, ITCE has become the gateway to the Middle Eastern and African markets.

### The Textile Industry Forum:

The latest global market changes in the textile industries, and at the MENA region in particular, was mirrored at the show. Some exhibitors came just to open new markets specially in Egypt where more incentives are given to investors to cater for the increasing needs of textile exports to USA after the QIZ protocol was signed.



## Visitors Country Analysis

There were visitors from 16 countries. 14% of registered visitors came from outside Egypt. 51% had never visited ITCE before. 66% traveled to Cairo for the sole purpose of attending ITCE. 83% intend to return next year.

Country	Percent
Algeria	0.2 %
Bahrain	0.1 %
Egypt	86%
France	0.3 %
Italy	0.5%
Jordan	1.0%
Kuwait	0.8 %
Lebanon	0.1 %
Libya	0.7 %
Morocco	1.2 %
Qatar	1.1 %
Saudi Arabia	1.7 %
Syria	2.1 %
Tunisia	0.9 %
UAE	2.3 %
Yemen	0.6 %

## Exhibitors Country Analysis

653 Exhibitors from 29 countries, of which 84% were international exhibitors and 16% were local exhibitors compared to a total no of exhibitors of 562 companies in the previous edition, with a growth rate of 14%

Country	Percent
Austria	0.3%
Belgium	0.5%
Brazil	0.3%
China	7.0%
Czech republic	0.3%
Egypt	15.9%
England	0.6%
Finland	0.2%
France	1.5%
Germany	10.1%
Greece	1.2%
Hong Kong	0.9%
India	5.5%
Indonesia	0.2%
Italy	18.8%
Japan	1.7%
Korea	3.8%
Malaysia	0.3%
Netherlands	0.5%
Russia	0.2%
Singapore	0.2%
Spain	2.1%
Sweden	0.3%
Switzerland	3.7%
Syria	0.2%
Taiwan	4.4%
Turkey	15.6%
U.k.	1.5%
Usa	2.1%

## Visitors' Profile

- Spinners
- Weaving Mills
- Knitting Factories
- Dyeing and Finishing Factories
- Embroidery Factories
- Hosiery Factories
- Synthetic Fiber Manufacturers
- Home Textile Manufacturers
- Agents / Distributors
- Label Manufacturers
- Garment Factories
- Import / Export Companies
- Research & Development Institutions
- Industry Associations
- Government Officials
- Exporters
- Equipment Suppliers
- Raw Materials Suppliers
- Engineers
- Research & Development Institutes/ Universities/ Associations
- Software Developers
- Government/Embassy
- Media / Advertising

**ITCE 2006 visitor promotion:**

A business-oriented and integrated promotional campaign was designed to perfectly suit the special nature of such trade show and the special particularities of the MENA markets. With extensive experience in such kind of specialized exhibitions, ACG - ITF adopted a massive regional promotional campaign which included trade visitor mail outs, e-mail shots, online-registration, regional trade associations contacts, advertising at the leading trade publications, PR's, signage, and others.

The campaign was successful enough to attract 27,622 trade visitors from MENA countries with a 20% increase achievement compared to last year's figures.

**Promotional Campaign:**

Continuous PR campaigns to trade publications and newspapers. The campaigns promoted ITCE'10 through several media channels. The campaign included, but was not limited to, the following:

**A) Trade Magazines:**

- Khoyout Magazine
- Africa and ME Textiles
- Nippon Sewing Machine
- Boursat wi Aswaq

**B) Regional Newspapers:**

- Al Ahram, Egypt & Pan ME
- Al Ahram Daily (Special Supplement, Egypt)
- Al Alam El Yom, Egypt & Pan ME
- Akhbar Al Khaleej, Bahrain & Pan Gulf
- Al Arab Al Yom, Jordan
- Al Sahafa, Tunisia
- Al Fajr Al Jadeed, Libya
- Al Jamahiriah, Libya
- Al Bayan, UAE & Pan Gulf
- Al Rai, Jordan
- Teshreen, Syria
- Al Sabah, Tunisia
- Al Khaleej, UAE & Pan Gulf

**C) Online News Publications:**

- AME Info
- MENA Financial News
- Fibre2Fashion
- Boursat wi Aswaq Online
- Akhbar Al Khaleej Online
- Al Bayan Online News

**E) E-mail Campaigns:**

E-mail shots to local and regional trade leads in the textile market.

**Exhibitors' Quotes**

"Witnessing such numbers of exhibitors, competitors, and trade visitors, I now consider **ITCE** as the most important show serving the industry in the MENA region and I am sure it will significantly achieve more success in the coming years,"

**Mr. Ivan Raviani - MCS, Italy**

"It is our first time in **ITCE**, nevertheless, we succeeded in signing many contracts. What attracted our attention most in **ITCE** is the organization and the keen interest of specialized participants. In general the show is excellent,"

**Mr. Zhang Fuqun**

**Ningbo Beilun Baifeng Coil Machinery, China**

"Being the most powerful show for machinery in the MENA region, we came to **ITCE'10** to brand our company name and now our deals are expected to exceed USD 500,000,"

**Mr. Romany Anwar – MENATEX, Egypt**

"**ITCE** is a must-attend event providing the opportunity to monitor the market in which we have decided to invest in the coming years. Many Indian companies have already achieved overwhelming success at this promising market,"

**Mr. Dakshish Mashhar**

**Jay Chemical Industries, India**

"With such good results from the show, I am confident that **ITCE** will be most efficient to our business in the future,"

**Mr. Sedat Dozah**

**Benks Machine, Turkey**

"This is our third time in **ITCE**. Now **ITCE** has become very popular and positively affected by the recent regional market developments in general and the Egyptian-US QIZ protocol in particular,"

**Mr. Mehmet O. Kublu**

**Guven Celik, Turkey**

"We participate in **ITCE** to meet with producers and factory owners and we have already received more than 200 inquiries. **ITCE** is extremely useful to our promotional and sales plans as it helps viewing the market and our clients' needs."

**Mohamed A. El Hady - ARTEX, Egypt**

"We chose **ITCE'10** to be our gateway to the Middle East and North Africa markets and we were surprised with the amazing results, type and number of visitors. Definitely, we will be there next version but with bigger stand,"

**Mr. Ali Haydar**

**Meydan Makas, Turkey**



**Cairo International Fair Ground, Egypt**

**Feb 28—Mar 2, 2008**

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