

Post Show Report

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Highlights

- ITCE'11 occupied 12 halls at Cairo Int'l Fair Ground with 32 countries exhibiting their products.
- Exhibitor took an average of 7.5 orders/company at the show
- ITCE'11 witnessed visitors from over 20 regional countries

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Hub of the MENA Textile Industries

The 11th edition of ITCE, the MENA regions core platform for the textile industry, opened on February 28th 2008 at the Cairo International Fair Grounds, attracting 33,692 foreign and local visitors for direct interaction with the industry experts & professionals. ITCE is a vital business hub for business transactions, networking and machinery demonstrations. The strong presence of world leading manufacturers attracted visitors from all over the world.

Egypt is a strategic transportation hub by land, sea and air into the region. Egypt is the main operator of the Suez Canal, the main & most significant transport canal into the ENTIRE REGION. Over 15 free zone sea and land ports have now been established to support the increasing activity of import & export. Egyptian textile manufactures are constantly seeking to improve and upgrade their designs and production line process from raw materials to final products. Since its' launch, ITCE has set the trend for global interaction throughout the MENA regions textile industry.

ITCE'11 was inaugurated by H.E. Dr. Ahmed Gowaily, Secretary General of the Council of Arab Economic Union, Mr. Galal El Zorba, Chairman of Egyptian Federation of Industries and the Guest of Honor H.E. Ambassador Safak Gokturk, Turkish Ambassador to Egypt. Serving the MENA markets, ITCE'11 was held under the patronage of the Ministry of Trade and Industry, Egypt, the Council of Arab Economic Unity and Arab Federation for Textile Industries as being the largest trade fair of its kind in the MENA region and as one of the most important international shows.

"Being the centre of Arab industries and hosting the largest manufacturing plants, Egypt is playing



a significant role in Pan-Arab technology advancement and by organizing such large event like ITCE, Egypt is proving to be the perfect trade hub of the region as well," said Dr. Gowaily after his tour in ITCE'11. "Over the years, ITCE has played a crucial role in supporting and developing the textile industry in Egypt in particular, and the Arab region and Africa in general," said Ahmed Ghozzi, Chairman and CEO, ACG-ITF, organizer of the event, referring to achievements of ITCE exhibition, which is regarded as one of the most important textile industry exhibitions in the world.

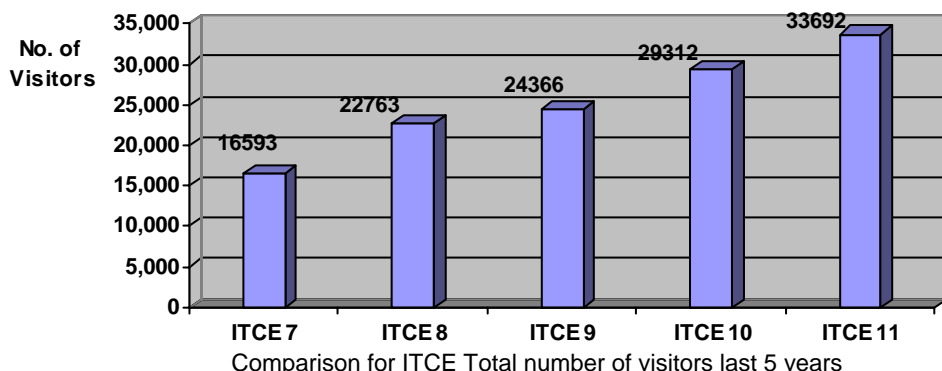
ITCE'11 hosted about 686 exhibitors from 32 countries, occupying 12 halls, almost 42,500m² of space. Textile manufacturing is a major driving force for many MENA economies and the industry forms massive employment as well as exports. Year after year, ITCE has become the crossroad between the global textile machinery manufacturers and MENA regions' textile manufacturers.

Show profile

Number of years show has run : 15 years (11th Edition)

Floor space occupied : 42,500 m² (40,000 m² in 2006)

Exhibitors	2006		2008	
	2006	2008	2006	2008
Total number of exhibitors :	653	686	29,312	33,692
Local exhibitors :	104	121	27,622	28,262
Foreign exhibitors :	549	565	25,208	25,311
			2,414	2,951





Organizers

ACG-ITF ...Direct Global Interaction

Since 1986, ACG-ITF entered the market with a clear vision, "The Power of Trade Fairs". Since the foundation, ACG-ITF has skillfully taken exhibitions to a new level by increasing service solutions, introducing trends and maximizing on the regions opportunities. Now capturing 47% of the exhibitions market share in Egypt, ACG-ITF is a corporate force setting the foundation and optimizing the regions economically driven resources through direct global interaction. ACG-ITF operates through a vast network of offices and agents worldwide covering 10 industry sectors. ACG-ITF offers service lines from travel services to branding, sponsorship, imaging, structure designs & construction, mailing & data services.

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About ITCE 11:

ITCE is the most important international African Arabian Exhibition for Textile, Embroidery & Sewing Machinery & Accessories. For the 11th since 1994, ITCE provides an essential platform for the textile industry in the Middle East and North Africa. More than 680 exhibitors from over 32 countries participate in the event. ITCE is 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. Ahmed Gowaily

Secretary General of the Council of Arab Economic Union

Mr. Galal El Zorba

Chairman of Egyptian Federation of Industries (FEI)

H.E. Ambassador Safak Gokturk

Turkish Ambassador to Egypt



Supporting Bodies/Associations:

- Ministry of Trade & Industry
- Council of Arab Economic Union
- Arab Federation for Textile Industries

Main Sponsors:

- YKK, Co-Sponsor
- Ford - 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

The two main reasons for exhibiting were to:

- 83% Establish new business contacts
- 51% Establish presence in a new market

Other Reasons

Look for local agent	44%
Sell in short term	26%
Support local agent/client	59%
Monitor competitors	42%

Success of Exhibiting

84% 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.

69% had met or surpassed their overall objectives in terms of establishing contacts for future sales.

70% of exhibitors stated that the quantity of visitors met or surpassed their expectations.

74% 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%

Visitors Country Analysis

There were visitors from 20 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	0.3 %
China	0.4 %
Egypt	86.4%
India	0.5 %
Italy	0.3%
Jordan	0.8%
Kuwait	0.2 %
Lebanon	0.5 %
Libya	0.3 %
Morocco	1.8 %
Qatar	0.3 %
Saudi Arabia	2.1 %
South Africa	0.3 %
Sudan	0.4%
Syria	1.1 %
Thailand	0.1%
Tunisia	1.9 %
Turkey	1.7%
UAE	0.5 %
Yemen	0.2 %

Exhibitors Country Analysis

686 Exhibitors from 32 countries, of which 82% were international exhibitors and 18% were local exhibitors compared to a total no of exhibitors of 653 companies in the previous edition, with a growth rate of 10%

Country	Percent
Austria	0.2%
Belgium	0.6%
Brazil	0.5%
Canada	0.3%
China	11.2%
Czech republic	0.5%
Denmark	0.2%
Egypt	19.1%
France	1.9%
Germany	10.2%
Greece	0.3%
Hong Kong	0.3%
India	6.9%
Indonesia	0.2%
Ireland	0.2%
Italy	12.3%
Japan	1.4%
Korea	3.9%
Netherlands	0.3%
Pakistan	0.2%
Poland	0.3%
Portugal	0.2%
Romania	0.2%
Singapore	0.2%
Spain	1.3%
Sweden	0.5%
Switzerland	4.1%
Syria	0.6%
Taiwan	1.9%
Turkey	14.5%
UK	2.2%
USA	3.6%

Marketing

Organized for the 11th version, ITCE has become the international key show of the evolving markets of the Middle East and North Africa (MENA).

Meeting Point for Industry Leaders:

The MENA region is a tremendous market.. Within the next decade, the MENA population is projected to supersede that of the European Union by 20% growing at a rate of 3% versus the 0.8% of the EU. The market of 326 Million Consumers is projected to DOUBLE in size within 18 years, while the EU market is expected to double in size in approximately 87 years.

Egypt's textile industry has enjoyed rapid growth. Currently, it has a powerful hand in the global textile production capacity.

ITCE, the Gate to Africa & Middle East Markets:

No other textile event in the MENA region is held over an area exceeding 42,000 sqm. The show is also being visited by about 33,692 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 industry and the MENA region in particular, was mirrored at the show. Some exhibitors came just to open new markets in the region.

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 2008 visitor promotion:

An integrated promotional campaign was launched to promote ITCE to regional visitors. The campaign included trade visitor mail outs, e-mail shots, online-registration, regional trade associations contacts, advertising at the leading trade publications, press releases and other direct marketing tools. The campaign was successful to attract over 28,000 trade visitors from MENA countries.

Promotional Campaign:

Continuous campaigns to trade publications and newspapers were launched through the following Pan-ME media channels:

A) Trade Magazines:

- Khoyout Magazine
- Africa and ME Textiles
- The World
- Al Nasgeyah Al Masreyah
- Textile Technology

B) Regional Newspapers:

- Akhbar El Yom, **Egypt & Pan ME**
- Al Ahram, **Egypt & Pan ME**
- Al Alam El Yom, **Egypt & Pan ME**
- Al Arab Al Yom, **Jordan**
- Al Sahafa, **Tunisia**
- Al Bayan, **UAE & Pan Gulf**
- Al Rai, **Egyptian Weekly Newspaper**
- Teshreen, **Syria**
- Al Eqtsadiyah, **KSA Business Newspaper**
- Okaz, **KSA daily**
- Al Wahda, **UAE daily**
- Al Wasat, **Bahrain Daily**
- Ahaleena, **E-Daily Newspaper**
- Al Yaum, **KSA daily**
- Middle East Times, **Egypt**

C) Online News Publications:

- AME Info
- MENA Financial News
- Fibre2Fashion
- Al Bayan Online News
- Algeria Business Info
- Arab Wide Web
- Arabian Business
- Maktoob Business
- Media Eye Middle East
- UAE Connector
- Zawya
- Eye of Dubai
- UAE Today
- Al Asas
- Argaam
- Gulf in the Media
- The Gulf Today
- Amwal News
- Bahrat Textile
- MENA Report

E) E-mail Campaigns:

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

Scenes from ITCE 11

Website: www.itcecairo.com