

Post Show Report

February 2010

Organized by:



Highlights

- ITCE'12 occupied 6 halls at Cairo Int'l Fair Ground with 29 countries exhibiting their products.
- Exhibitor took an average of 6.1 orders/company at the show
- ITCE'12 witnessed visitors from over 15 regional countries

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ITCE'12 the No.1 Exhibition in the Middle East and Africa

Strategic contacts and business opportunities were the key factors that induced 501 exhibitors of the textile industries, from 29 countries, participate at **ITCE'12**, the 12th International African Arabian exhibition for textile, embroidery & sewing machinery and accessories held from 23 – 26 February, 2010 at Cairo International Fair Ground, Egypt.

The exhibition brought together major players and experts in the industrial sector and featured live demonstration and latest technology displays. According to Mr. M. El Morshedy, Chairman of the Egyptian Chamber of Textile Industries: " trade and official associations are optimistic about the development of the textile industry and its application. The industry is showing signs of recovery from the worldwide financial crisis. Whether big or small, companies and factories are ready to discover solutions to enhance their competitiveness".

ITCE'12 proved to be the platform for manufacturers and suppliers worldwide to reach buyers and sellers from Egypt (the largest regional textile manufacturer) and the surrounding countries of the MENA region. The show helped to exchange market information, learn the latest innovations, gain views of experts and make direct business contacts within the weaving, textile, dyeing, embroidery, knitting and sewing



machinery sector, and related supporting industries.

Qualified visitors, consisting mainly of factory owners and partners, technicians and engineers, managers, salespersons, trade professionals from the Middle East and Africa, among others flooded from the early morning of day 1 of the show. Among the principal motives that lead these professionals to visit the event were to see the industry's new products and trends, meet the current trade partners/suppliers and maintain contact with colleagues, find new suppliers and meet international buyers.

Show profile

Number of years show has run : 17 years (12th Edition)

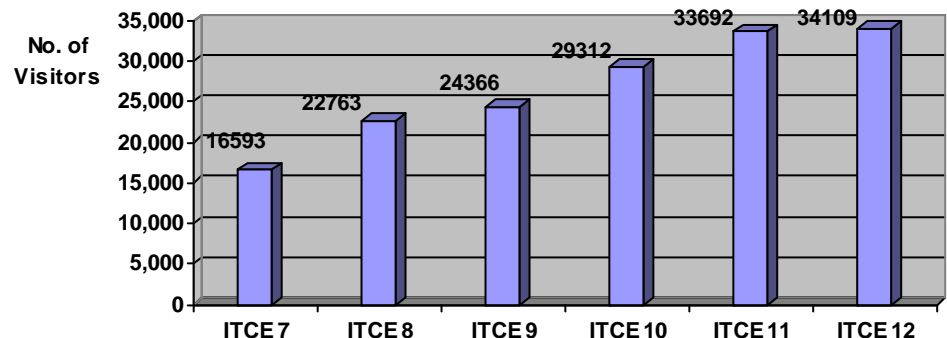
Floor space occupied : 35,600 m²

Exhibitors

Total number of exhibitors :	501
Local exhibitors :	87
Foreign exhibitors :	414

Visitors

Total number of visitors:	34109
Number of trade visitors:	28,641
Local trade visitors:	26,209
Foreign trade visitors:	2,432



Comparison for ITCE Total number of visitors last 6 years



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 12:

ITCE is the most important international African Arabian Exhibition for Textile, Embroidery & Sewing Machinery & Accessories. For the 12th since 1994, ITCE provides an essential platform for the textile industry in the Middle East and North Africa. More than 501 exhibitors from over 29 countries participate in the event. ITCE is organized by ACG-ITF, the leading organizers of international trade exhibitions in the MENA region.

Inaugurated by:

Mr. M. El Morshedy, Chairman of the Egyptian Chamber of Textile Industries

Supporting Agencies / Organizations

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



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:

80% Establish new business contacts

60% Establish presence in a new market

Success of Exhibiting

80% of the exhibitors stated that they met their overall objectives.

78% stated that they met or surpassed their objectives in terms of short & long term sales.

60% had met or surpassed their overall objectives in terms of establishing contacts for future sales.

75% of exhibitors stated that the quantity of visitors met or surpassed their expectations.

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

Other Reasons

Look for local agent	60%
Sell in short term	30%
Support local agent/client	60%
Monitor competitors	45%

Visitors view of the exhibition

Purchasing Behaviors

80% of registered visitors are directly involved in purchasing products & services displayed at the show.

70% of registered visitors claim to be prime decision makers.

70% of visitors expected to do business with current suppliers during the show.

25% of visitors expected to do business with new suppliers during the show.

Other Actions Taken:

Decide on new supplier	14%
Ask for quote/spec	15%
Confirm an order	45%
Take away literature	15%
Request sales visit	60%

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

Marketing

Organized for the 12th 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 400 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 34,109 visitors from the MENA region. All over the past 11 versions, ITCE has become the gateway to the Middle Eastern and African markets.

The Textile Industry Forum:

The global financial crisis and its consequences made global manufacturers explore new promising regions among which the MENA region is top listed with an increasing consumer base. ITCE is the main tool to penetrate the markets of about 18 regional countries

Visitors Country Analysis

There were visitors from 20 countries. 14% of registered visitors came from outside Egypt. 51% had never visited ITCE before. 36% traveled to Cairo for the sole purpose of attending ITCE . 83% intend to return next year.

Country	Percent
Algeria	0.3 %
Egypt	86.3%
Italy	0.3%
Jordan	0.8%
Lebanon	0.5 %
Libya	0.7 %
Morocco	1.8 %
Qatar	0.3 %
Saudi Arabia	2.1 %
Sudan	0.7 %
Syria	1.1 %
Tunisia	2.9 %
Turkey	1.7%
UAE	0.5 %

Exhibitors Country Analysis

501 Exhibitors from 28 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	0.4%
BANGLADESH	0.2%
BELGIUM	0.4%
CHINA	12.0%
CZECH REPUBLIC	0.6%
EGYPT	17.4%
FRANCE	0.4%
GERMANY	10.0%
GREECE	1.2%
HONG KONG	0.4%
INDIA	4.2%
ITALY	19.0%
JAPAN	2.6%
KOREA	2.0%
NETHERLANDS	0.6%
PORTUGAL	0.2%
ROMANIA	0.2%
RUSSIA	0.2%
SINGAPORE	0.6%
SPAIN	0.8%
SWEDEN	0.2%
SWITZERLAND	2.0%
TAIWAN	2.0%
THAILAND	0.2%
TURKEY	17.6%
U.K.	3.4%
USA	1.2%

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 2010 Visitor Promotion:

An integrated promotional campaign was launched to promote **ITCE** to trade visitors. The campaign included trade visitor mail outs, e-mail shots, online-registration, contacts with regional industry associations, advertising & press releases at the leading regional publications, banner advertising and other direct marketing tools. The campaign included the following:

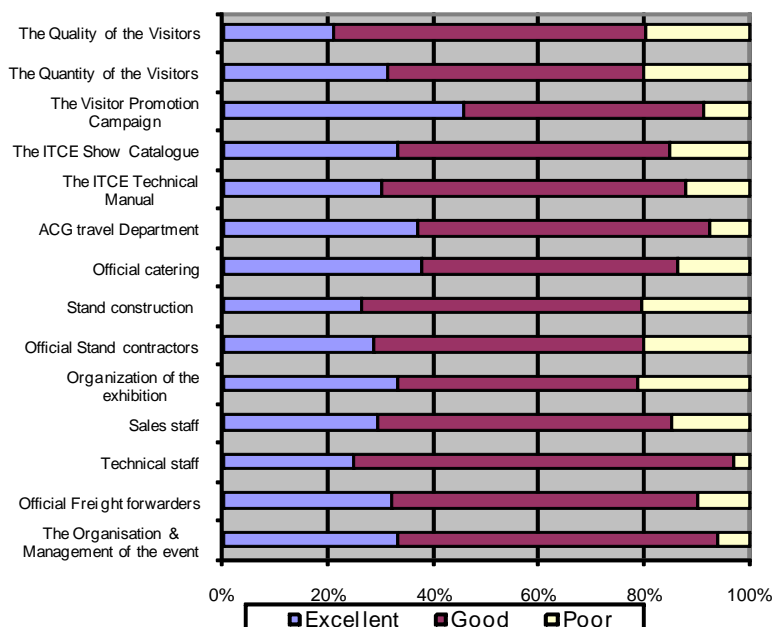
a) Ads, reports and press releases published at leading regional publications such as:

- Al Ahram Newspaper
- Akhbar el Yom Newspaper
- Textile Dunyasi Magazine
- Textile & Teknik Magazine
- Al Gomhoria Newspaper
- Al Misaa Newspaper
- Al Nasjia Al Masria Magazine
- Teshreen Newspaper
- Khoyout Magazine
- Al Bairak Newspaer

b) Mega Outdoor Banners such as:

- Mega Banner at Mahala City (Mahala is the leading Textile Industrial city in Egypt)
- Triple Mega Banners at 10th of Ramadan Industrial City (The homeland of ready made garments factories).

c) Mail shots to leading garment & textile manufacturers, officials and technical managers in addition to government & trade associations.



Scenes from ITCE 12

