



**C A I R O**

**WOODSHOW**

**معرض الأخشاب**  
**WOODSHOW**

**Leading Global Wood &  
Woodworking Machinery Tradeshow**

**15 - 18 December 2022**

**Cairo International Convention Centre**



Cairo WoodShow is a very successful exhibition and based on what I have just seen today – it will help our economy. The wood industry is very important to us and it is an added value to our economy, The exhibition showcased a lot of new concepts, technologies, and innovations that will help the industry in the future as we move on.

### **RODERICK WILES**

Director, Africa, Middle East,  
South Asia & Oceania.

**9K+**

**VISITORS**

**27**

**EXHIBITING  
COUNTRIES**

# WELCOME TO THE CAIRO WOODSHOW

## 7<sup>th</sup> EDITION OF

Cairo WoodShow, entering its 7th edition, is a specialized tradeshow for the wood and woodworking machinery industry in the North Africa region. This edition will be held from 15 - 18 December 2022 at Cairo International Convention and Exhibition Centre.

Over 150 companies from the entire Wood and Woodworking Machinery spectrum are expected to showcase their new products and innovation with 10,000+ specialized visitors expected to attend the 2022 edition.

Cairo WoodShow will be playing a fundamental role in shaping the market of the wood and wood machinery industry in the heart of Cairo, the most vibrant marketplace and the capital of the North African commodities market. It is an attractive spot and a strategic logistic hub for the Trans-Mediterranean commodity market. The 2021 edition had grown and delivered beyond expectations and the 2022 event is expected to be evaluated as better, if not at par with similar leading shows in the sector internationally and that positioned the show as the best platform in the North Africa region.





# WHY EXHIBIT

- ⑥ Access to more than 10,000 elite trade professionals from the North Africa region and beyond to promote and display your latest products and services.
- ⑥ Connect with key visitors from the wood industry having purchasing authority and showcase your latest products and technologies to them.
- ⑥ Establish new contacts and expand your business reach by meeting relevant business partners (suppliers, manufacturers, trade associations and institutions).
- ⑥ Learn about the latest industry trends, technologies, and products at display by interacting with industry experts.
- ⑥ Know more about your key competitors and stay ahead in your market.





# INDUSTRY OVERVIEW

MORE THAN **130**  
EXHIBITORS

## 3<sup>RD</sup> LARGEST

Egyptian Furniture Sector is the 3<sup>rd</sup> largest Industrial Sector in Egypt

**35,000**

Furniture Production Facilities and Workshops in Damietta City

**\$38 BILLION**

Estimated Market Size by 2021

**96% APPROX**

Wood, Woodworking Machineries & Tools imported by Egypt

## SHOW HIGHLIGHTS



**130+** Regional & International companies.



**9000+** Specialised professionals.



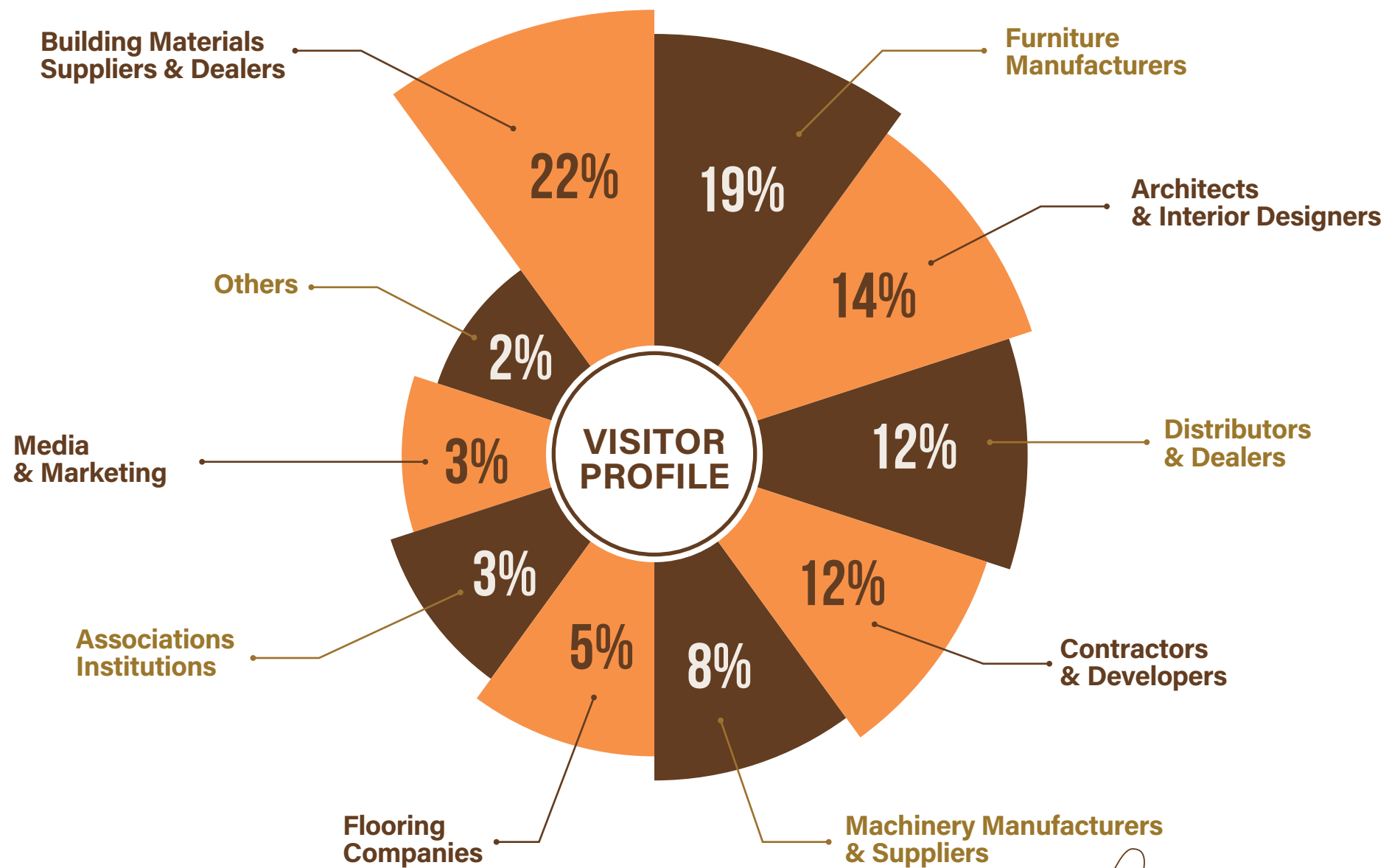
More than **USD 15 million** worth of business deals conducted.



# EXHIBITORS SATISFACTION

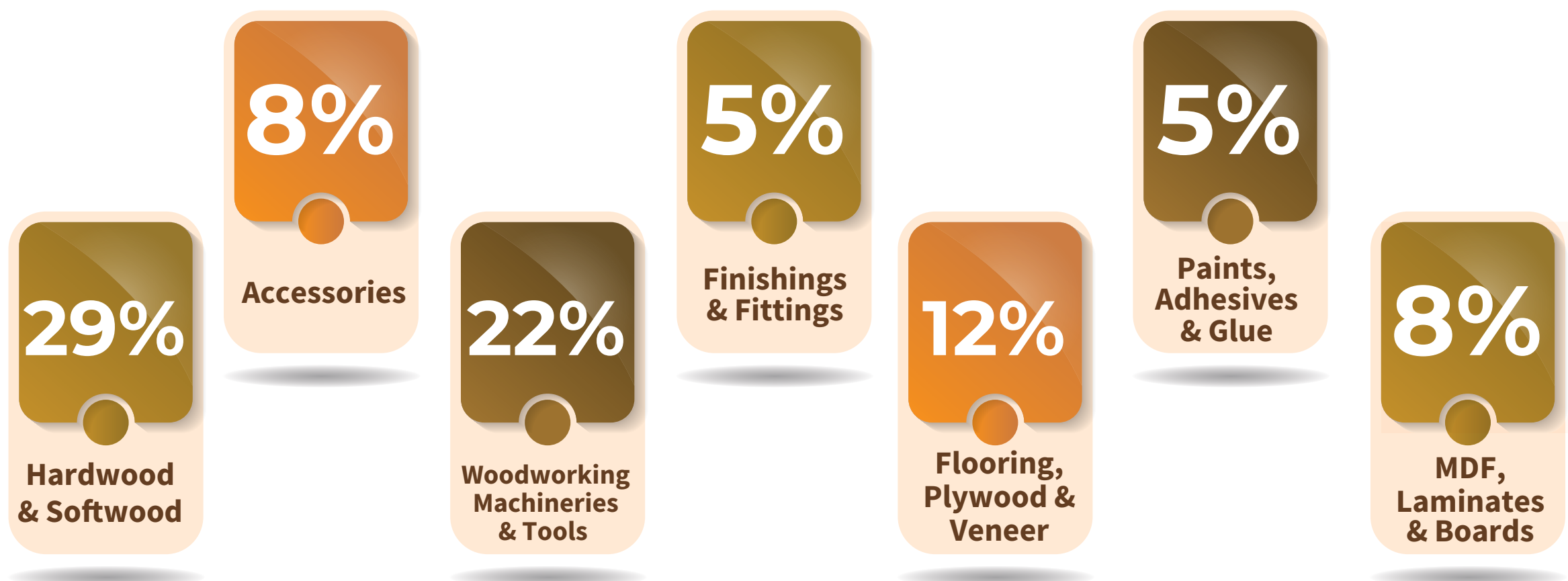


## VISITORS PROFILE



# WHO WILL PARTAKE AS EXHIBITORS?

- ⊙ Hardwood & Softwood
- ⊙ Flooring, Plywood & Veneer
- ⊙ Paints, Adhesives & Glues
- ⊙ Fittings & Structural
- ⊙ Portable Machines, Tools & Equipment
- ⊙ Door Locks & Bolts
- ⊙ Wood Suppliers
- ⊙ Windows & Accessories
- ⊙ Woodworking Machinery & Tools
- ⊙ MDF, Laminates & Boards
- ⊙ Finishings & Fittings
- ⊙ Fabrics & upholstery Materials
- ⊙ Doors & Gates Accessories
- ⊙ Surface Treatment & Finishing Products
- ⊙ Semi-Furnished Products



# TOP VISITING COUNTRY



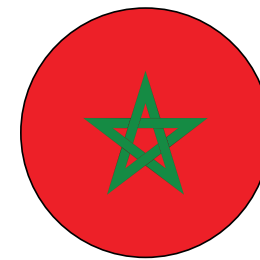
Saudi Arabia



Syrian Arab  
Republic



Sudan



Morocco



Libya



Algeria



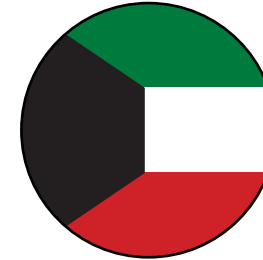
South Sudan



Jordan



Lebanon



Kuwait

# INDUSTRY VISITOR SECTOR PROFILE



Tools & Spare Parts



Construction Companies



Distributors



Wood Working Machinery



Furniture Factories



Consultants



Doors & Windows



Furniture Showrooms



Factories



# 360 APPROACH MARKETING

## Power Branding

- Onsite promotional branding.
- 3-Day Exhibition.
- Personal Invitations to VIPs and Government Officials.

## Optimum Digital Advertising

- Over 300,000 personalized e-shots .
- Online presence on over 60 local and International Web Portals.
- Social Media posts on Facebook, Instagram & LinkedIn.
- Google Ads.

## A Comprehensive International & Regional PR Campaign Value Worth \$6 Million

## Hosted Networking

- One-to-One Interviews.
- Dedicated networking events.

## Buyers Networking Reception

- Enjoy extended networking with the top buyers from the Middle East.
- Prestigious Networking Reception to be organized for all exhibitors.



## SPONSORSHIP OPPORTUNITIES

Sponsoring Cairo WoodShow 2022 will provide you with the utmost opportunity to increase your company's business scope and ensure increased visibility before, during and after the event.

Cairo WoodShow offers flexible, tailored packages that suit your needs – making sure you achieve your specific goals and reach the exposure you are looking for.

Contact the organizing team for information and a tailor-made proposal matching your requirements

## Advertising on Promotional Items

### Lanyards

Sold as a collective package and a very effective form of sponsorship, this is a premium option to gain additional, long-term exposure in the marketplace. Every visitor, exhibitor, and media representative will be given a lanyard upon registration at the exhibition and conference/seminar.

### Badges

Promote your brand, drive traffic to your booth and create a lasting impression on the one item you know everyone will be wearing at the exhibition.

### Visitor Welcome Bag

This represents a high-profile sponsorship opportunity. It will be highly visible and practical, with a life span beyond the event itself. Bags will be handed out to all visitors at the registration desks located at all hall entrances.

### Digital Sponsor

- Promote your brand via online platforms like Facebook and LinkedIn.
- Reach over 100,000 industry professionals through a comprehensive email marketing campaign.

### Registration Sponsor

- Company branding on the CWS visitor registration desks at all 4 hall entrances.
- Logo on the computers at CWS registration desks; these computers will be seen by all visitors when registering.
- Logo on the CWS pre-registration confirmation and follow up e-mails.
- Logo on the CWS registration forms to be filled in by all onsite visitors.
- Your logo together with the CWS logo on pens handed out at all registration counters and available to all visitors when filling in the registration forms.



## TESTIMONIALS FROM CWS 2021 EXHIBITORS



Cairo WoodShow is set to help us boost our company's competitive edge, as the diversified products being showcased will certainly motivate us to move forward, improve our performance and deliver better services — which is the main objective of our business

**Good Wood — Egypt**



Cairo WoodShow is important for all stakeholders of the wood industry, especially at a time when Egypt is experiencing a construction boom across the country.

**Commercial Engineering Agencies — Egypt**



We participated in Cairo WoodShow two times before, and it's very important for us to come and do a trade show after all those months of COVID-19 restrictions to get out and about and meet new prospects and find new business opportunities again.

**American Hardwood Export Council — USA**



This is the first time for us to take part in Cairo WoodShow. We came here to see what the market is like and to find potential customers for our products.

**French Timber Association — France**



# TESTIMONIALS FROM CWS 2021 EXHIBITORS



# PARTNERS AND SUPPORTERS 2021



جودود  
GOOD WOOD



MY BUSINESS  
Altai Republic  
export promotion



غرفة الصناعات الهندسية  
Chamber Of Engineering Industries  
إمارة الصناعات المصرية



FRENCHTIMBER  
MADE IN FRANCE



IDA  
Industrial Development Authority  
الهيئة العامة للتطوير الصناعي

IMC  
مركز تحديث الصناعة  
INDUSTRIAL MODERNISATION CENTRE

Korea Forest Service

Kofpi  
Korea Forestry Promotion Institute

MSME  
مشاريح  
PROJECTS DEVELOPMENT AGENCY



## Contact Us

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Organizer

**STRATEGIC**  
EXHIBITIONS & CONFERENCES