



EDU WORLD EGYPT

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The International Exhibition
for Educational Technologies,
Supplies and Solutions.



Where Education Meets The Future

24 25 26
JUNE **2024**

Cairo International Convention & Exhibition Center












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Egypt's Prosperous Educational Market at a Glance



Egypt represents an attractive opportunity for investors and education providers looking for growth, supported by a steady population increase and the government's ambitious private sector reforms. The Egyptian government has developed an education reform programme, projecting a total expected spendings of U.S.\$2 billion by 2030.

-  Egypt is the most populated Arab Country, with 101 million inhabitants (approximately 31% are in school going age).
-  The investments allocated for the educational sector are estimated at EGP 77.2 billion in the fiscal year 2022/2023.
-  Egypt will invest EGP 9.5 billion in establishing and developing 28 national universities as part of its new budget for fiscal year 2022- 2023.
-  Egypt has the largest student population in the MENA region, estimated at 23 million K-12 students.
-  Based on population growth rate of 2.5% per annum, total demand for K12 enrolment in Egypt will reach to 34 million in 2030.
-  Public schools enrollment is expected to grow at a CAGR of 3.6% during the period 2022 till 2030.
-  Private schools enrollment is expected to grow at a CAGR of 6.2% during the period 2022 till 2030.
-  The number of nurseries in Egypt exceeded 26,000 Nurseries in 2022/2023.
-  Egypt has more than 60,000 schools, of which only 7,000 are private schools.
-  Egypt has 27 public universities, 27 private universities, 20 semi-private universities, 10 technology universities, serving a total of 3.6 million student.
-  An additional 11.0 million new seats will be required in Egypt by 2030, out of which 2.1 million will be in the private sector.



EDU WORLD EGYPT

The Benchmark for Business Opportunities



Shedding the light on Educational Technologies, Supplies and Solutions. latest trends; **EDU WORLD EGYPT** is indeed the ultimate avenue for worldwide technology makers and innovators to expand their market coverage; gauge their strengths and forecast future market targets; at a one point connection to reach out the ever-evolving Egyptian market, as well as the markets of Africa.

Integrating a vibrant assortment of authentic and contemporary products display; **EDU WORLD EGYPT** provides a springboard for brand growth; opening up new horizons to the world's top Educational Technologies, Supplies and Solutions providers to take part in fulfilling the massive potential of Egypt's and Africa's booming markets.

Encompassing commercial collaboration across the Educational Technologies, Supplies and Solutions sector value chain from pre-production to end-product; **EDU WORLD EGYPT** is an event set explicitly to highlight creativity and innovation with a specific focus on business and investment on regional and international scales; guiding exhibitors, trade buyers and visitors to capture reliable marketplace trading opportunities.

EDU WORLD EGYPT

More than Just a Trade Fair

For most entrepreneurs, trade fairs have become the true difference between success and failure, and a vehicle to expanding from local markets into the burgeoning new markets that have emerged in many parts of the world; just like Egypt.

Some of the benefits and rewards the exhibitors can gain from **EDU WORLD EGYPT**, among many others, are:

- Raise Business Profile
- Boost export activities
- Broaden Business Reach
- Put Business in the Spotlight
- Generate new business leads
- Freshen Business Perspectives
- Brand for Large Scale Awareness
- Get the Highest Return on Investment
- Demonstrate Leadership in the Market
- Gain an Upswing Above the Competition
- Enjoy all Year Round Promotional Activities
- Showcase and demonstrate new technologies
- Capitalize on reliable marketplace opportunities
- Meet high quality buyers serious purchasing power
- Connect with current and future strategic partners
- Align the brand with the retail business brightest minds
- Obtain immediate professional feedback on new products
- Reach customers not reach before through regular promotion means

Planning to serve over 30,000 trade visitors and buyers, **EDU WORLD EGYPT**, certainly; has the reach, expertise and attendee drawing power to target and attract thousands of qualified buyers and decision makers with full- purchasing authority.

Meant to be an unrivalled business experience for education gurus; **EDU WORLD EGYPT** is a unique event full of collateral initiatives and smoother know-how exchange experience, nurturing bilateral trade and providing cutting-edge solutions under one roof.





EXHIBIT PROFILE

Software / Online

- Online/Internet Curriculum Content
- Distance/Open Learning Solutions and Packages
- Development Software
- Interactive Learning Systems
- E-Learning Software
- Graphics and Publishing Software
- Ed Tech/AI/Robotics
- AR/VR
- CD-ROM Curriculum Software
- Multimedia
- Special Educational Needs Software
- Training Technology and Software

Presentation Technology

- Interactive Whiteboards
- Projectors
- Display Boards/Blackboards
- Map Stands
- Optical Instruments
- Audio Visual Equipment
- Recording Equipment/Mixing Consoles
- Film/Video Cameras and Recorders
- Projection Screens/Tables/Tripods/Media Storage Units
- Moderator Materials (Microphones & Transparencies)
- AV Teaching Systems
- VR Lab Equipment & Solutions

Development / Furnishing

- Educational Furniture (Desks/Chairs/flooring)
- Auditorium Setup
- Computer Rooms
- Laboratories Furniture & Equipment
- STEAM Lab Equipment & Solutions
- Libraries Furniture & Solutions
- Music equipment/staging/acoustic walls
- School Building Services
- Architecture and Interiors
- Play Area/Play Equipment
- Sports & Fitness Equipment
- Shade/Seating Solutions
- Storage/Locker Units
- Food & Catering

Support Products / Services

- Accounting and Financial Services
- Assessment Products
- Behaviour Management
- Consultancy
- Classroom Management
- Data Storage
- Database Management
- General Office Software
- Hosting Services
- Installation and Repairs
- School Management/Administrative
- Server Products/Software
- Technical/Helpdesk Support Services
- Peripherals
- Franchising Opportunities





EXHIBIT PROFILE

Resources / Equipment

- Books/Magazines/Publishers/E-Publishers
- Craft/Arts/Design
- Library/Media Centre Resources and Equipment
- Language Lab Equipment
- Lighting Units & Systems
- AC & Ventilation Systems
- Printing Equipment (photocopiers/printers/scanners)
- Educational Games/Toys
- Security Systems
- Stationery and Office Supplies
- Uniform
- Sinage/Digital Sinage
- Storage Equipment
- Training Equipment
- Demonstration and Experiment Equipment for Technical and Vocational Training

Hardware

- IT Technologies
- Computer Peripherals
- Multimedia Computer Systems
- Automation Equipment
- Portable/Hand-held Technology
- Special Educational Needs Hardware

Connectivity / Communications

- Broadband/Internet
- Broadcast Technologies
- Networking Technology
- Video Conferencing
- Websites/Intranets
- Wireless Solutions



VISITOR PROFILE

- Chairmen/Board Members/Owners/Directors/Principals/Academicians/Teachers/Senior management/Administrative Heads and Decision makers from Educational Institutes, Universities and Schools (Public and Private)
- Ministry Representatives
- Representatives from various Government Bodies and Associations
- Retailers/Wholesalers/Distributors/Resellers/Buying Agents
- Corporate Houses and Consultants
- Banks/Financial Institutions
- Media and many more.....

EDUCATION LEVELS

- Early years/Pre-School/ Nurseries
- School Education (K-12)
- Higher Education
- Further Education
- Language and Training Centers
- Adult and Community Education
- Vocational Education and Training
- Research & Many more.....

SPONSORSHIP OPPORTUNITIES

It's your Brand Investment...

Take advantage of the broad spectrum of sponsorship opportunities. By being part of **EDU WORLD EGYPT**; we help to promote value and bring prestige for your product and services. Being a sponsor is a definite approach to leverage your presence; and help visitors to get attracted to your brand identity in a way that is effective and economic.

Benefits of Being a Sponsor

- Strengthening your existing bonds with your stakeholders
- Giving you immediate recognition as an industry leader
- Gaining you an edge over your competitors
- Enhancing your market presence
- Showcasing your products eminently
- Tapping into unraveled partnerships
- Drive traffic and increasing your engagement
- Improving your authority and competitiveness
- Building exquisite prestige
- Taking advantage from massive advertising & publicity coverage

Special Features

Panel Discussions

EDU WORLD EGYPT will comprise panel discussions aiming to generate spontaneous interaction among participants, providing attendees with an update on the educational challenges, whilst presenting the latest know-hows, innovations, trends and tendencies within the field of education.

The panel discussion will create an integrative atmosphere between attendees on Q & A basis to best serve projects.

Workshops

Immensely practical and hands-on, the **EDU WORLD EGYPT** Workshops are designed to inspire, engage, and help vendors to display the latest technologies in the world of education to top-notch quality visitors & buyers.

International Hosted Buyers & B2B Matchmaking Program



For most entrepreneurs, International Hosted Buyers & B2B Matchmaking Programs have become the true difference between success and failure, and a vehicle to expanding the business and achieve the maximum return on investment.

EDU WORLD EGYPT International Hosted Buyers & B2B Matchmaking Program represents the most optimized business forum for exhibitors to meet face to face with serious top-notch trade buyers; to explore new horizons for business and export opportunities and form strategic partnerships; within professionally scheduled bilateral business meetings to be held between the two parties over the event's period.

EDU WORLD EGYPT plans to have 1200+ on-site b2b meetings involving international trade buyers; in addition to 1500+ b2b matchmaking meetings involving local buyers. MTF (The Organizers) appointed a number of professional consultants responsible for recruiting and categorizing the international accredited buyers/local trade buyers and arrange the meetings with the exhibiting companies in a special designated area within the event



PROMOTION CAMPAIGN

MEDIA CAMPAIGNS

With over 20 years of experience in promoting a wide range of events in Egypt and looking after the media, we are planning to maximize event coverage for **EDU WORLD EGYPT** through extensive media campaigns covering listings in both print and online directories, print advertising, online advertising, local press conferences and both print and online press releases.



PRESS RELEASES

Ensuring that key journalists are kept fully informed with this year's content, features and attractions at **EDU WORLD EGYPT** and making the news through a locally held press conference and schedule of press releases so as to keep the event in the mind of audiences and increase the show's visibility and awareness through announcements and updates.



ONLINE PRESENCE

EDU WORLD EGYPT will be given added value through an online presence with promotions through the official website, digital channels, online communities, email shots and digital advertisements to ensure that audiences have every opportunity to attend the event.



SOCIAL MEDIA

From daily show updates to sponsored posts, **EDU WORLD EGYPT** news via social media outlets will reach out to target visitors across all essential channels, reminding them of all that is new and featured at the event this year.



RADIO ADVERTISING

Strategic spots at select local stations will serve as an extra reminder for visitor audiences to get involved with **EDU WORLD EGYPT** as the unpatrolled event dedicated to Educational Resources, Supplies and Solutions.



MOBILE MARKETING

Mobile marketing promotions aimed at industrial visitors will spread the word on **EDU WORLD EGYPT** keeping audiences up-to-date and fully aware on why **EDU WORLD EGYPT** is the preferred meeting point for the Education sector.



OUTDOOR PROMOTION

We will also ensure that the **EDU WORLD EGYPT** brand receives maximum exposure through outdoor campaigns including billboard displays in selected locations to ensure that visitors get every incentive to attend the event.



TARGETED TRADE INVITATIONS

60,000 targeted invitations will be sent out to trade delegates & related members of the industrial community prior to the event, ensuring they 'save the dates' for **EDU WORLD EGYPT** & have adequate time to plan their visit in advance and arrange appointments for important discussions.



THE VENUE

EDU WORLD EGYPT will take place at the luxurious venue Cairo International Convention & Exhibition Center (CICC).

The deluxe venue is accredited as the paramount comprehensive exhibition center in Egypt; which is fully-equipped with all facilities including conference halls, huge car parking, unlimited floor loads, central air-conditioning and food & beverage outlets.

The prestigious Cairo International Convention & Exhibition Center (CICC) is dedicated to first class conferences and exhibitions catering for the requisites of all organizers with top efficiency.

The venue enjoys an impressive artistic design that charms visitors and exhibitors from all over the world. It is also located in one of the most prominent areas in Egypt; Nasr City, near to several 5-star hotels, entertainment destinations and only minutes away from Cairo International Airport.



THE ORGANIZERS

Middle East Trade Fairs - MTF was established in the year 2002, and within few years **MTF** became one of the leading trade fair organizers in Egypt and the entire Mena region.

With a vast experience for more than 2 decades; **MTF** staged more than 40 successful trade fair editions for 6 renowned exhibition brands serving multiple industries including: Printing Solutions; Digital Printing Technologies; Advertising & Signage; Food & Packaging Technologies; Retail Solutions; Office Furniture and Business Solutions and finally Educational Resources and Technologies.

All along its history; **MTF** served thousands of exhibiting brands and tens of thousands of trade visitors and trade buyers placing them in the most profitable business environments where the best ROI is totally guaranteed.

Currently; **MTF** is well on the track to become one of the main players of the trade fairs business in the Middle East and Africa; quickening the implementation of a sound strategy leading through research-based innovation to deliver positive outcomes for global businesses; with premeditated precedence to drive productivity across a note-worthy portfolio of happenings.

Our Vision: Our crystal clear vision is to rank **MTF** as the Middle East and Africa's premier face-to-face business event maker, with a customer-centric focus pinpointing profit-making opportunities, whilst keeping businesses well-versed and connecting them with relevant patrons to create vibrant marketplaces across multiple event platforms.

Our Mission: Our main mission at **MTF** is to comprehensively interconnect benefits clearly, concisely and creatively to target audiences and customers; through creating perfect commercial and business settings with executive-level services.





EDU WORLD EGYPT

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Strategic Sponsor

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EGYPTIAN EXPORTERS ASSOCIATION
جمعية المصدرين المصريين

Organized By



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