



EDU WORLD EGYPT

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2025

APRIL

Cairo International Convention & Exhibition Center

The 2nd International Exhibition for Educational Technologies, Supplies and Solutions.



WHERE EDUCATION
MEETS **THE FUTURE**



www.eduworld-egypt.com

Egypt, A Truly Prosperous Educational Market



Egypt is the most populated Arab Country, with 105 million inhabitants (approximately 31% are in school going age, Egypt is currently ranked 24 in scientific research.



The investments allocated for the educational sector are estimated at EGP 161 billion in the fiscal year 2023/2024.



The number of nurseries in Egypt is estimated at 26,800.



Egypt has 52,760 Public Schools with 467,849 classrooms, While Egypt has 11,109 Private Schools with 102,940 classrooms.



In Egypt there are 3.3 million students enrolled in 92 universities



The e-learning market in Egypt is projected to reach US\$1.2 billion by 2028, registering a CAGR of 18.6% from 2023 to 2028.



Demand on educational furniture, technologies and supplies is expected to increase by 12%, 21% and 24% respectively.



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, while in Greater Cairo, an additional 2.3 million seats will be required by 2030

THE SECOND EDITION OF EDU WORLD EGYPT! FACE-LIFTING THE FUTURE OF EDUCATION IN AFRICA



Join us in Cairo for the second edition of the most anticipated international exhibition dedicated to educational technologies, supplies, and solutions. **EDU WORLD EGYPT 2025** is a golden opportunity for both international and local exhibitors to present their products and solutions to the rapidly growing education markets across the entire African continent.

As the sole and exclusive trade fair of its kind in Egypt, **EDU WORLD EGYPT 2025** is an ultimate gateway to penetrating multiple markets simultaneously, offering unparalleled exposure and networking opportunities.



Building on the resounding success of the inaugural event, **EDU WORLD EGYPT 2025** promises to host an even more dynamic and impactful activities this year. The first edition witnessed the participation of 136 exhibiting brands from 12 countries, showcasing the latest in educational technologies, supplies and solutions to over 4,000 trade visitors and buyers from across 12 countries. This diverse and engaged audience highlights the vast potential and interest in innovative educational solutions within the region.

This year, the event is taking commitment to excellence even further; with a special Buyers Program to host accredited buyers from various African nations, providing exhibitors with the unique opportunity to engage in face-to-face meetings with key decision-makers and influential stakeholders. This program is designed to facilitate meaningful connections and foster business growth, ensuring that your participation translates into tangible outcomes.



Exhibitors at **EDU WORLD EGYPT 2025** will benefit from unrivaled market access and the chance to demonstrate their products and solutions to a targeted audience eager for the latest advancements in education. Whether you are showcasing cutting-edge classroom technologies, innovative learning supplies, or comprehensive educational solutions, this exhibition offers a platform to connect with potential buyers, partners, and distributors from across the continent.

The African education market is on the edge of a transformative era, with increasing investments and a growing emphasis on modernizing educational infrastructure. By participating in this premier event, you position your brand at the forefront of this transformation, gaining visibility and credibility in a market poised for significant growth. The exhibition is not just an event; it is a strategic opportunity to expand your reach and influence within the African educational landscape.



ADVANTAGES OF EXHIBITING AT EDU WORLD EGYPT 2025

Elevate your brand on a global stage | Unlock unparalleled business prospects | Connect with a diverse and vibrant market

Secure lucrative deals and partnerships | Explore new heights of success | Join a league of industry pioneers

Stay ahead of competition | Strengthen your global presence | Explore new export horizons

Form partnerships and strategic alliances | Collect leads and contacts for potential sales | Develop personal connections with customers and partners.



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

Hardware

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

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 and Transparencies)
- AV Teaching Systems
- VR Lab Equipment & Solutions

Connectivity / Communications

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

Resources / Equipment

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

Support Products / Services

- Accounting and Financial Services
- Assessment Products
- Behavior 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





VISITOR PROFILE

- Chairmen/Board Members/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
- 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.....

Special Features



Panel Discussions

EDU WORLD EGYPT 2025 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 2025** 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.



B2B MATCHMAKING



Special B2B Matchmaking Forum

For most entrepreneurs, matchmaking events 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 2025 Matchmaking event 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 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 2025 plans to have 1000+ on-site b2b meetings; as MTF (The Organizers) appointed a number of professional consultants responsible for categorizing the 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 2025** 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.



ONLINE PRESENCE

EDU WORLD EGYPT 2025 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.



PRESS RELEASES

Ensuring that key journalists are kept fully informed with this year's content, features and attractions at **EDU WORLD EGYPT 2025** 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.



SOCIAL MEDIA

From daily show updates to sponsored posts, **EDU WORLD EGYPT 2025** 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 2025** 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 2025** keeping audiences up-to-date and fully aware on why **EDU WORLD EGYPT 2025** is the preferred meeting point for the industrial sector.



OUTDOOR PROMOTION

We will also ensure that the **EDU WORLD EGYPT 2025** 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 2025** & have adequate time to plan their visit in advance and arrange appointments for important discussions.



THE VENUE



EDU WORLD EGYPT 2025 will take place at the luxurious venue Cairo International Convention & Exhibition Center .

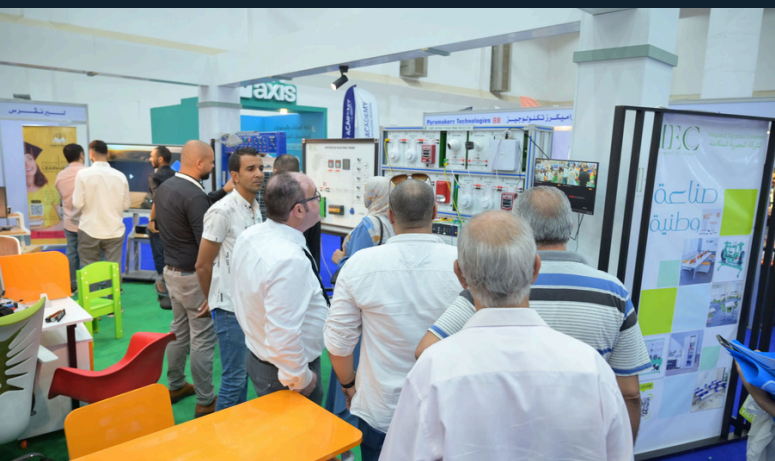
The deluxe venue is accredited as the paramount comprehensive exhibition center in Egypt; which is fully-equipped with all facilities including conference halls, huge car parking, unlimited floor loads, central air-conditioning and food & beverage outlets.

The prestigious Cairo International Convention & Exhibition Center 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.



Scenes From EDU WORLD EGYPT 2024



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ORGANIZED BY



Middle East Trade Fairs

- 📍 53 A, Hadaek Al Ahram, Giza, Egypt.
- ☎ Mob: (+2) 01001018309 / 01100079666
- ✉ E-mail: info@eduworld-egypt.com
- ✉ info@mtffairs.com
- 🌐 www.eduworld-egypt.com