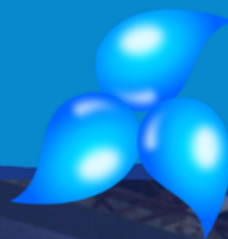

Swimming Pool
SPA
Outdoors
Landscape
Water Treatment

ORGANIZER

Heights



LEISURE EXHIBITION
NORTH OF AFRICA

4th

Pool - SPA - Outdoors

Round

Where Innovation Meets Outdoor

Exhibitor's Brochure



6-8, May 2026



CICC, Cairo, Egypt



www.htsxpo.com



Unlock the potential of the MENA's largest market

The EgyptPool and Patio exhibition will focus on swimming pool water treatment and the patio industry. It will feature a variety of new and existing pool and lagoon designs, as well as showcase resorts' water treatment technology, landscape designs and equipment, outdoor solutions, and SPA design and equipment.



Pioneers in the field

Egypt's swimming pools and patio exhibition has emerged as a major hub for industry pioneers after hosting three consecutive rounds in Egypt and five rounds in the Gulf area. Thousands of industry specialists, including consultants, procurement professionals, business owners, and developers, were recorded as attendees at our shows. Their presence greatly enhanced the opportunities for our local and international exhibitors to showcase their services and products in Egypt



Significant Construction Projects

Egypt has emerged as the leading market in

Africa for pools, spas, patios, and water treatment, boasting numerous mega projects along the north coast, in the New Administrative City, and various resorts across the country. With construction projects exceeding \$100 billion, there is a pressing need for advanced technologies and solutions to meet the demands of these developments.



Why Exhibit?

There are several compelling reasons why you should consider exhibiting at the Egypt Pool, SPA, Outdoor, and Water Treatment Exhibition:

- 1- **Unique** opportunity to directly engage with decision makers.
- 2- **Chance** to meet with leading buyers.
- 3- **Open** new markets and establish valuable communication leads.
- 4- **Ensure** effective product promotions.
- 5- **Opportunity** to connect with manufacturers, suppliers, and distributors in the same fields
- 6- **Enhance** your business network.
- 7- **Strengthen** and maintain your brand image.

Our team

Our team is committed to providing excellent service to our exhibitors, ensuring high-quality delivery of all their requests. From the moment they sign the registration form, we handle all their needs throughout the operation, address any inquiries during the show, and assist them until they leave the hall.

We also offer a comprehensive package for international exhibitors, which includes goods clearance, hotel booking, and transportation services.





Post-Up Business Program — Your Gateway to the Kenyan Market

As part of our continuous mission to support exhibitors beyond the show days, the Egyptian Leisure Exhibition proudly introduces the Post-Up Business Program — a dedicated initiative designed to help our exhibitors expand into East African markets, starting with Kenya.

Through our strategic trade partner Melkawy Heights LTD, participants in the Post-Up Program gain access to:

- In-depth market study and opportunity assessment in Kenya's pool, spa, and outdoor living sectors.
- Export facilitation and business matchmaking with verified Kenyan importers and distributors.
- On-ground representation to follow up on inquiries, quotations, and local sales leads generated during the exhibition.

In the 2025 round of the Post-Up Business Program, four companies from the Egyptian Leisure Exhibition successfully began exporting their products to the Kenyan market through Melkawy Heights LTD.

In addition, nine more factories from various industrial sectors joined the program, marking a strong step toward expanding Egyptian exports and building sustainable trade partnerships across East Africa.

Boost-Up
BUSINESS PROGRAM
Kenyan Exports Initiative
Exclusive for Exhibitors

Why Egypt?

Existing Trade Agreement:

- I. **GENSAD** – Community of Sahel Saharan State
- II. **COMESA** – Common Market for Eastern & South Africa.
- III. **GAFTA** – Greater Arab Free Trade Area.
- IV. **OAPEC** – Organization of Arab Petroleum Exporting Countries.

Mega Projects:

- 1. New Administrative Capital.
- 2. Ras Alhekma City.
- 3. New Almain City.
- 4. New Mansora City.
- 5. New Damietta City.

- 700 Sq Km.
- Housing 6.5 million People.
- 2000 educational institutions.
- 170,000 Acres for housing.
- 40.000 Hotel rooms.
- \$22 Billion capital Injection.

New
Administrative
Capital

MEGAPROJECT IN EGYPT



Why Egypt?

Statistics:

1. \$450 Billion Spending in Construction Projects.
2. Over 890,000 Swimming pools.
3. Over 5000 Lagoons.
4. 774 Sports Clubs.

Transport:

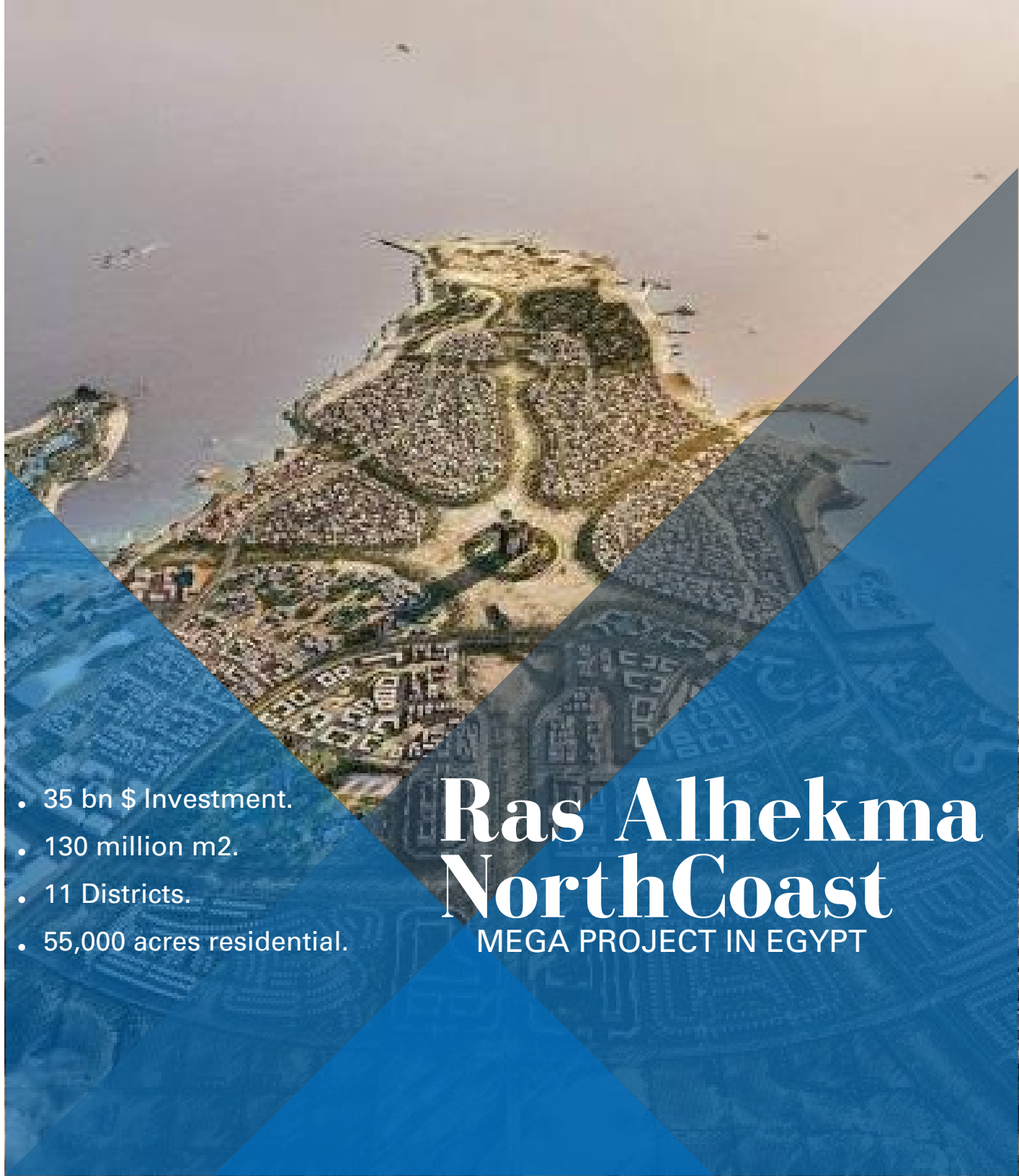
1. Roadways : 65,050 Km.
2. Railways: 7,024 Km.
3. Waterways: 3,500 Km.

Economy:

1. GDP: 477 bn \$.
2. Exportation: 77 bn \$
3. Importations: 97 bn \$

- 35 bn \$ Investment.
- 130 million m2.
- 11 Districts.
- 55,000 acres residential.

**Ras Alhekma
North Coast**
MEGA PROJECT IN EGYPT



Who will visit?

- i. Pool Builders.
- ii. Contractors.
- iii. Designers / Architectures.
- iv. Distributors.
- v. Suppliers.
- vi. Hotels.
- vii. Developers.
- viii. Consultant and Engineering.
- ix. Club managers.
- x. Water Treatment Specialists.
- xi. Electro Mechanical Engineers.



Visitor's
Profile

Hall and Floor Plan:

Venue: Cairo International Convention Center

Halls: Hall 1-2-3

Total Exhibitors: 105



Floor Plan

HALLS 1-2-3 CICC



Stand Types

Upgraded Stand: Ideal solution for economy stand display

Include :

- Printed all side of the stand.
- Spot Light.
- Light Boxes on sides.
- Carpet Grey.

•Counter + Printed Logo for each 12 m2

•2 chairs + table for each 12 m2.

Optional:

•Add LED Screen in the middle of the stand



Upgraded Stand

Stand Types

Shell Scheme:

Include :

- Spot Lights.
- Carpet Grey.
- Counter + Printed Logo for each 12 m2
- 2 chairs + table for each 12 m2.

Optional:

- Add LED TV with tv Stand.
- Printed the walls using venial sticker



**Shell
scheme**