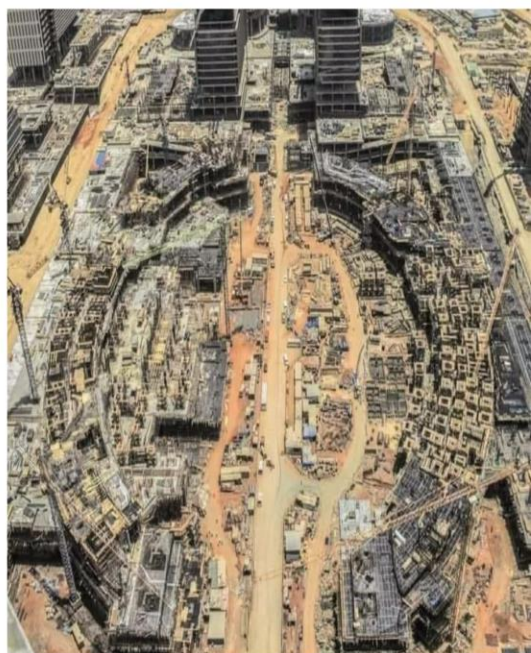




The 6th International Exhibition for
ELEVATORS & ESCALATORS Industry
Technologies, Attachments And Accessories



21 - 23 July 2022



www.liftcityexpo.com

Cairo International Convention &
Exhibition Center [CICEC]

EGYPT

TRANSFORMING AFRICA



According to **GlobalData** latest report, 'Global Construction Outlook to 2022: Q3 2018 Update' also reveals that in real value terms*, total global construction output is forecast to rise to **US\$12.9 trillion** by 2022, up from **US\$10.8 trillion** in 2017.

* real value terms' is measured from constant 2017 prices and US\$ exchange rates
African Review of Business & Technology: Friday, 05 October 2018

Regionally, Africa will become a major player in global construction over the next five years. There will be a steady acceleration in construction activity over the forecast period to 2022.

A REAL BIG BOOMING IN THE CONSTRUCTION MARKET IN EGYPT

Egypt is considered one of the fastest growing economies nowadays. It stands at the top of the most prominent economies among others in the Middle East and Africa due to extensive resources, unlimited business opportunities and the diversification of its economic portfolio. Egypt has witnessed critical changes in the last decade that have affected different aspects of its economy.

The construction sector in Egypt enjoys a fast and dynamic growth. In 2015/2016, the annual growth rate was 11.2 % and is expected to be sustained between 8% and 10% per year at least until 2020.

Limitless Opportunities...

Your Gateway To The Huge Projects In Egypt*



NEW MANSOURA CITY

First phase of the city will be 40% of the total area (25,000 residential unit) with tourism residences, villas, middle-income housing, and social housing.
Developer: The New Urban Communities Authority
Stage: Construction
Estimated value: \$800 BN



NEW ADMINISTRATIVE CAPITAL

725 square km of land, 21 residential areas, 650 km of roads, capacity for 6.5 million people.
Developer: Administrative Capital for Urban Development
Stage: Construction - Stage 1
Estimated value: \$45 BN



CAIRO METRO LINES 3 AND 4

Line 3 calls for the construction of 47.87 km of track and 39 stations and is carried out in four phases. Line 3 links Cairo airport, Abbasiya, Ataba, Cairo University and Rod El Farag. Line 4 Phase 1 is 18.8 km linking Hadayek El Ashgar in Giza to El Malek El Saleh station in Cairo. It comprises 17 stations.
Developer: Egypt National Authority for Tunnels
Stage: Construction
Estimated value: \$15 BN



HIGH - SPEED RAIL PLANS

500 km of high speed modern rail network linking north and south Egypt and linking the Mediterranean with the Red Sea. The network consists of three main lines.
Developer: Ministry of Transportation
Stage: In bidding
Estimated value: \$14 BN



NEW EL - ALAMEIN CITY

A new mixed-use integrated city to accommodate more than 3 million people in phase 1. The development calls for construction of 20,000 residential units and 25,000 hotel rooms in the first phase alone.
Developer: Ministry of Housing
Stage: Construction
Estimated value: \$5 BN

GREAT REASONS TO MAKE BUSINESS IN EGYPT

STRATEGIC LOCATION

- Egypt is at the crossroads between the Mediterranean Sea, Africa and the Middle East
- There are many free trade agreements between Egypt and Arabian countries, African countries, the Middle East and the European Union

STABLE AND SECURE MARKET

- The political condition in Egypt has found stability and security
- It is the right time to launch a business activity in Egypt and seize its business opportunities

FAST-GROWING ECONOMY

- Low prices of the energy and workforce
- Development of infrastructures and numerous natural resources
- A legal framework is being set to encourage foreign investments thanks to a better attractiveness, competitiveness and predictability of the Egyptian business environment

HIGH POTENTIAL OF CONSUMERS

- Egypt's population is large, growing and dynamic;
- 90 million inhabitants
 - +1.7% of natural increase in 2016

EGYPT'S ELEVATORS & ESCALATORS MARKET 2019 – 2025

Egypt elevator and escalator market is predicted to witness considerable growth during the forecast period. The tourism sector recovered in the past few years and there are large scale government priority projects, such as the New Administrative Capital and expansion of the Cairo metro which are expected to generate demand for the new installation of elevators and escalators in the country.

According to **6Wresearch**, Egypt Elevator and Escalator Market size is projected to grow at a **CAGR of 6.1%** during 2019-25. With more than **\$335 billion** worth of ongoing projects in the country, there would be huge development in commercial and industrial sector such as hospitality, real estate, transportation and energy infrastructure over the years to come, which would ultimately support the growth of elevator and escalator market in Egypt.

The new installation segment is the key revenue generator in the overall Egypt elevator and escalator market as infrastructure development continues to play an important role in the country. Further, with the increasing new installation, the demand for maintenance services would also rise during the forecast period. The use of home and passenger elevators in the residential domain is thus expected to see a rise in the near future in Egypt.

*Source: 6Wresearch, Sep 2019, (<https://www.6wresearch.com/industry-report/egypt-elevator-and-escalator-market-2019-2025>)

LIFT CITY EXPO EGYPT 2022...

Africa's Elevators & Escalators Marketplace

The International Exhibition for **ELEVATORS & ESCALATORS** Industry Technologies, Attachments And Accessories... **A SPECIAL VERSION**

In order to bring you businesses, **LIFT CITY EXPO EGYPT 2022...** implementing the strategy of starting a very well organized plan to enter a thirst, enthusiastic & young markets, in a thoroughly promising destinations, to create a new markets shares and enlarging & enhancing current ones, in a precise sequence arrangement, based on real & actual researches, studies, statistics and forecasts, which supported by the international official authorities & professionals. That reaches its vision and delivers you businesses...



LIFT CITY EXPO EGYPT 2022...

A WORLD-CLASS ELEVATORS & ESCALATORS EXHIBITION THAT WILL

BRINGS together manufacturers, wholesalers, agents & suppliers and industry professionals who are looking to establish strong relationships within the Egyptian market & beyond.

LINKS wealthy buyers with suppliers, attracting a mix of leading international brands, manufacturers, regional agents & distributors, wholesalers and lots of international exhibitors.

PROVIDES a one-stop-shop for visitors interested in Elevators & Escalators. No other show generates leads in this sector like **LIFT CITY EXPO EGYPT 2022**



LIFT CITY EXPO EGYPT 2022 HIGHLIGHTS

10000 SQM.
EXHIBITING AREA



5 NATIONAL
PAVILLIONS

(CHINA, GERMANY, TURKEY, RUSSIA,
INDIA)



13
COUNTRIES
REPRESENTED



> 130
TARGETED
EXHIBITORS

10000
TARGETED
TRADE VISITOR



LIFT CITY EXPO EGYPT 2022 RANGE OF EXHIBITS

ELEVATORS & ESCALATORS

- Complete Systems
- Passenger Lifts
- Freight Elevators
- Service Lifts
- Hospital-Elevators
- Small store lifts
- Attached lifts
- Home and Apartments Elevators
- Garage & Parking Elevators and Systems
- Elevators and Lifts for invalids
- Panoramic Elevators
- Hydraulic Systems & Components

- Ship's Lifts
- Vehicle Lifts
- Scissors Lifts
- Sidewalk Lifts
- Turnkey Elevators Plants & Parts
- Escalators



RANGE OF EXHIBITS

COMPONENTS, ATTACHMENTS & ACCESSORIES

- Control Systems, Controllers & Controller Components
- Access Control Systems
- Electronic Components
- Electrical Switches & Connectors
- Detectors
- Door Systems & Components
- Door Drives and Related Accessories
- Automated Doors
- Cabins & Designers Cabins
- Variable voltage & Variable frequency Invertors
- Elevator Operation Panels & Push Buttons
- Car Operating Panels
- Landing Operating Panels
- LCD Display
- Services and Display Elements
- Indicators & Signal Devices
- Scrolling Indicators
- Infra-red light curtains
- Remote Monitoring of Elevators & Escalators and Safety & Security Systems
- Gears
- Guide Rails & Fixtures
- Drive Machines for Elevator & Escalator
- Trailing Cables
- Electric Cables
- Hoist Ropes
- Elevators Cables
- Air Conditioning & Ventilation Systems
- Mechanical Fabrications
- Traction Machines
- Speed Governor
- Speed Regulations, Inverters
- Sound & PA Systems
- Intercoms
- Testing Instruments
- Decoration Materials

LIFTING EQUIPMENTS & TOOLS

- Scaffolding
- Conveyors
- Cranes
- Winches
- Stackers

SERVICES

- Design & Consultancy
- Professional Authorized Media Associations & Magazines



LIFT CITY EXPO EGYPT 2022 PROMOTION AND MEDIA COVERAGE

BE VISIBLE DURING THE MOST ANTICIPATED SHOW OF AFRICA

**PARTNERSHIPS WITH
MAJOR MEDIA COMPANIES
IN THE VERTICAL & BUILDING
TRANSPORTATION AND
CONSTRUCTION SECTOR**

IMPACT ON MORE THAN
150000 PEOPLE REACHED
THROUGH PRINT, ONLINE AND
OUTDOOR ADVERTISING

**DIRECT NEWSLETTERS &
MAIL SHOTS TO > 120000
CONTACTS DATABASE**

**25000
VIP INVITATIONS**

25000
DISTRIBUTED INVITATIONS AT
OTHER INDUSTRY EXHIBITIONS,
GOV. AUTHORITIES &
ASSOCIATIONS, EDU. INSTITUTES
AND PROJECTS

**EFFECTIVE
RADIO & T.V SPOTS**

LIFT CITY EXPO EGYPT 2022

VISITORS PROFILE

- Heads of complexes of municipal government: Architecture, Construction, Development and Reconstruction of Cairo and regions.
- Managers of: construction and design companies, financials & industrials, construction associations, investment and insurance companies.
- Heads of Housing Management Companies.
- Managers of architectural and design companies, real estate companies and Developers.
- Managers of banks, hospitality, shopping, entertainment and leisure centers.
- Managers of transport, municipal and federal significance properties.
- Designers and developers of cities (buildings and industrial plants).
- Managers and specialists of installation, operating and service companies.
- And as Major Targeted Visitors Sectors, **LIFT CITY EXPO EGYPT 2022** FOCUSES ON 6 KEYS AREAS:

1. GOVERNMENTAL PROJECTS 2. INDUSTRIAL 3. COMMERCIAL 4. RESIDENTIAL 5. SERVICES 6. REPLACEMENT

IN ADDITION TO

- Elevator and Escalator Component Suppliers & Distributors
- Builders and Developers
- Project Management Consultants
- Engineers
- Elevator Maintenance companies
- Civil & Electrical Engineers
- Architects
- Service Consultants
- Travel Trade Professionals
- Corporate & more
- Facility Managers
- Airport officials
- Hotels & Resorts
- Hospitals
- Banks
- Petroleum Companies
- Restaurants
- Factories
- Engineering students
- Independents

VENUE

(CICEC) - Cairo International Convention & Exhibition Centre is the largest and most modernized Venue in North Africa with 58,000 sqm. - Size. It is located 10 minutes from Cairo Airport, and 15 minutes from downtown and the touristic locations. The venue is surrounded by several four and five star hotels. The Centre is fully-equipped by the latest conferences and exhibition facilities (i.e., air-conditioning, seminar rooms, huge parking, floor load up to 1000 kgm/m², restaurants, etc...).

ORGANIZED BY

ACT "ADVANCED CREATIONS FOR TRADE FAIRS & CONFERENCES L.L.C", is an exceptional professional events organizer created to help you expanding your market share in Africa, MENA region and Gulf Area.

With more than 20 years of experience, our events designed to support you the knowledge, experience, skill and tools needed to boost your business and opening a new scopes & horizons to better brand positioning nationally and globally. ACT "ADVANCED CREATIONS FOR TRADE FAIRS & CONFERENCES L.L.C" deservedly gained an excellent reputation for quality & reliability, and through its wide network of international partners and agents all over the world.



ADVANCED CREATIONS FOR TRADE FAIRS AND CONFERENCES L.L.C

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