



HANDLING

EXPO

The 24th International Exhibition for
Material Handling & Storage Equipment

WE ARE

ON THE MOVE



12

15

2024

DECEMBER

EGYPT INTERNATIONAL EXHIBITIONS CENTER

www.handlingexpo.com

EGYPT.....

A BRIGHT FUTURE FOR WAREHOUSING & MATERIAL HANDLING BUSINESS



The number of mega warehouses in Egypt in 2023 reached 1799 units.



There are a total of 25,000 medium and small warehouses in registered Egypt.



Egypt is establishing seven modern storage complexes to better monitor the movement of goods. Those will cost LE14 billion and span over 1.3 million square meter.



Egypt's material handling market is expected to reach US\$ 1.2 Billion in 2024.



The number of approved industrial zones in Egypt reached 147 affiliated with seven entities, with a total area of about 1.7 Million acres.



17 industrial zones under the industrial developer system with a total area of 22.7 Million sqm.



Egypt is planning to build 14 new logistic zones in 10 governorates at LE33.54B.



Egypt's warehousing market is expected to increase at a CAGR of 16.5% annually for the coming 5 years



Egypt is the world's 55th largest market for e-Commerce with predicted revenue of US\$2,310.0 million by 2024.



Revenue of e-Commerce is expected to show a compound annual growth rate (CAGR 2023-2027) of 6.1%, resulting in a projected market volume of US\$2,925.4 million by 2027.



Egypt will be transformed by 2024 into one of major global hubs for transport and logistics through a massive 10-year plan to modernize warehouses and transport infrastructure.



HANDLING EXPO- 23 YEARS OF EMPOWERING MATERIAL HANDLING AND STORAGE INNOVATIONS.

For over two decades, Handling Expo has been a focal trading hub for the material handling and storage industry, the mega event represents a cornerstone for exhibitors, visitors and businesses seeking to explore the latest innovations in the field.

Handling Expo stands as a testament to the industry's growth and evolution, providing a unique platform for companies to showcase their products and establish valuable business connections.



Handling Expo is the annual meeting-point for manufacturers, suppliers, and professionals involved in material handling and storage equipment; offering exhibitors a golden opportunity to present cutting-edge solutions, launch new products, and demonstrate the latest technological advancements to a diverse and engaged audience from Egypt, the Middle East and Africa.

Exhibiting at Handling Expo is an investment in a thriving ecosystem that propels the regional material handling and storage equipment business segment forward within a decisive investment climate; where exhibitors can gain a competitive edge as they navigate the warehousing business landscape in Egypt, the Middle East and Africa.

The long history of Handling Expo has also contributed to its credibility as a reliable barometer of industry trends. Exhibitors can gauge market demands, identify emerging technologies, and stay ahead of the curve by observing the innovations showcased by their counterparts. This insight is invaluable for businesses aiming to remain at the forefront of the material handling and storage sector.

The event facilitates meaningful discussions and collaborations, providing a fertile ground for networking and partnerships, exhibitors find that the face-to-face interactions at Handling Expo allow them to better understand market needs and trends, enabling them to tailor their products and services accordingly.



WHY EGYPT

Egypt's strategic geographic location makes it a crucial hub for logistics and transportation; the country is a key transit point for international trade, emphasizing the importance of an efficient logistics, warehousing and material handling network.

In the heart of Egypt's economic landscape, the triumvirate of logistics, storage, and material handling plays a pivotal role in propelling the nation forward. This intricate ecosystem forms the backbone of various industries, contributing to economic growth, operational efficiency, and the overall development of the country.

With the massive rise of e-commerce segment in Egypt, the demand for efficient warehousing and storage solutions has surged. The ability to quickly and accurately fulfill orders, manage inventory, and deliver products to consumers has become a critical aspect of the booming digital economy in Egypt.

Logistics, storage, and material handling are instrumental in facilitating seamless trade and commerce; efficient transportation, warehousing, and material handling systems ensure the smooth flow of goods both domestically and internationally, fostering economic connections and bolstering Egypt's position in the global market.

The development of the logistics, storage, and material handling systems is closely intertwined with the growth of Egypt's industrial sector. Efficient material handling and storage systems are essential for manufacturing, construction, and other sectors, providing the necessary foundation for increased production capacity and industrial expansion.



ADVANTAGES OF EXHIBITING AT HANDLING EXPO

Form Profitable Partnerships

Create Brand Recognition

Enhance Export Opportunities

Explore New Markets

Launch the Latest Innovation

Meet Specialized Trade Visitors

Gain Insights into Global Trends

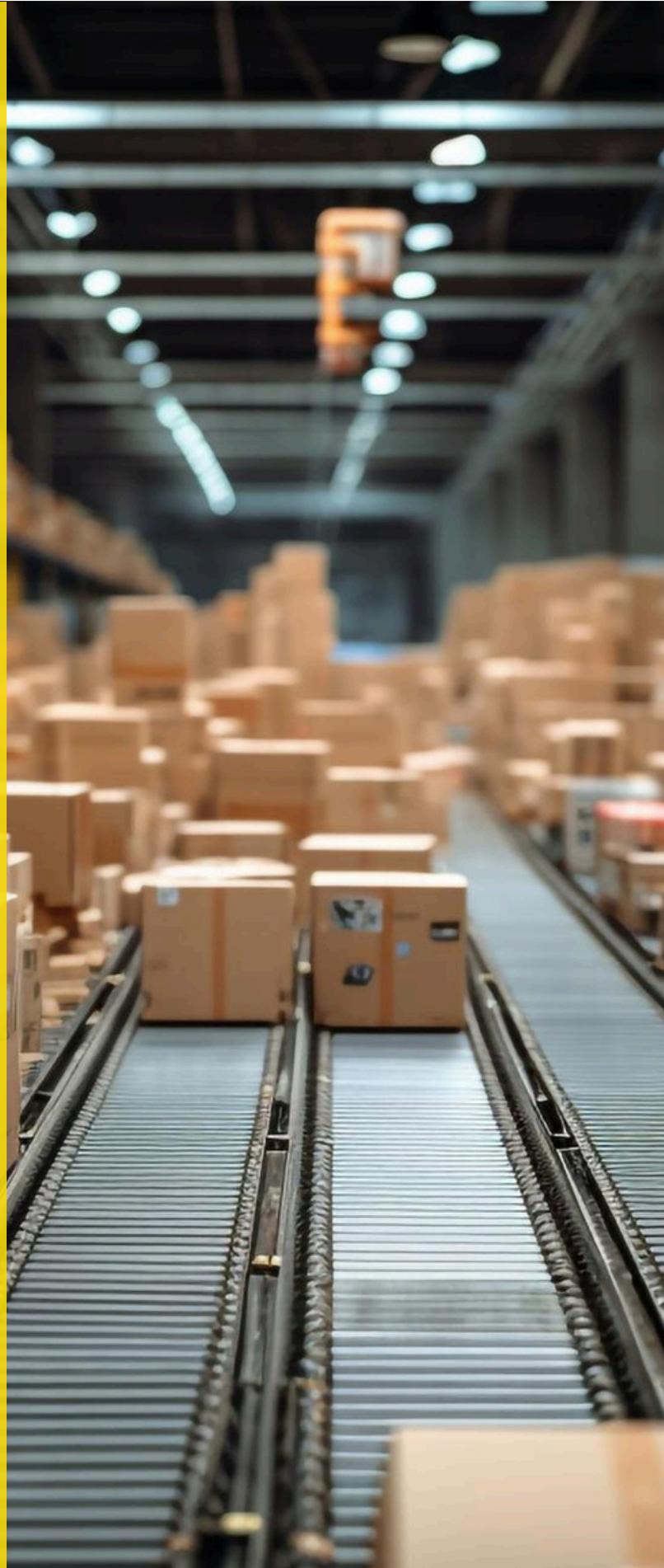
Elevate Industrial Profile

Sign Mega Business Deals

Get Cross-Border Collaborations

Get Immediate Feedback

Stay Ahead of Competition



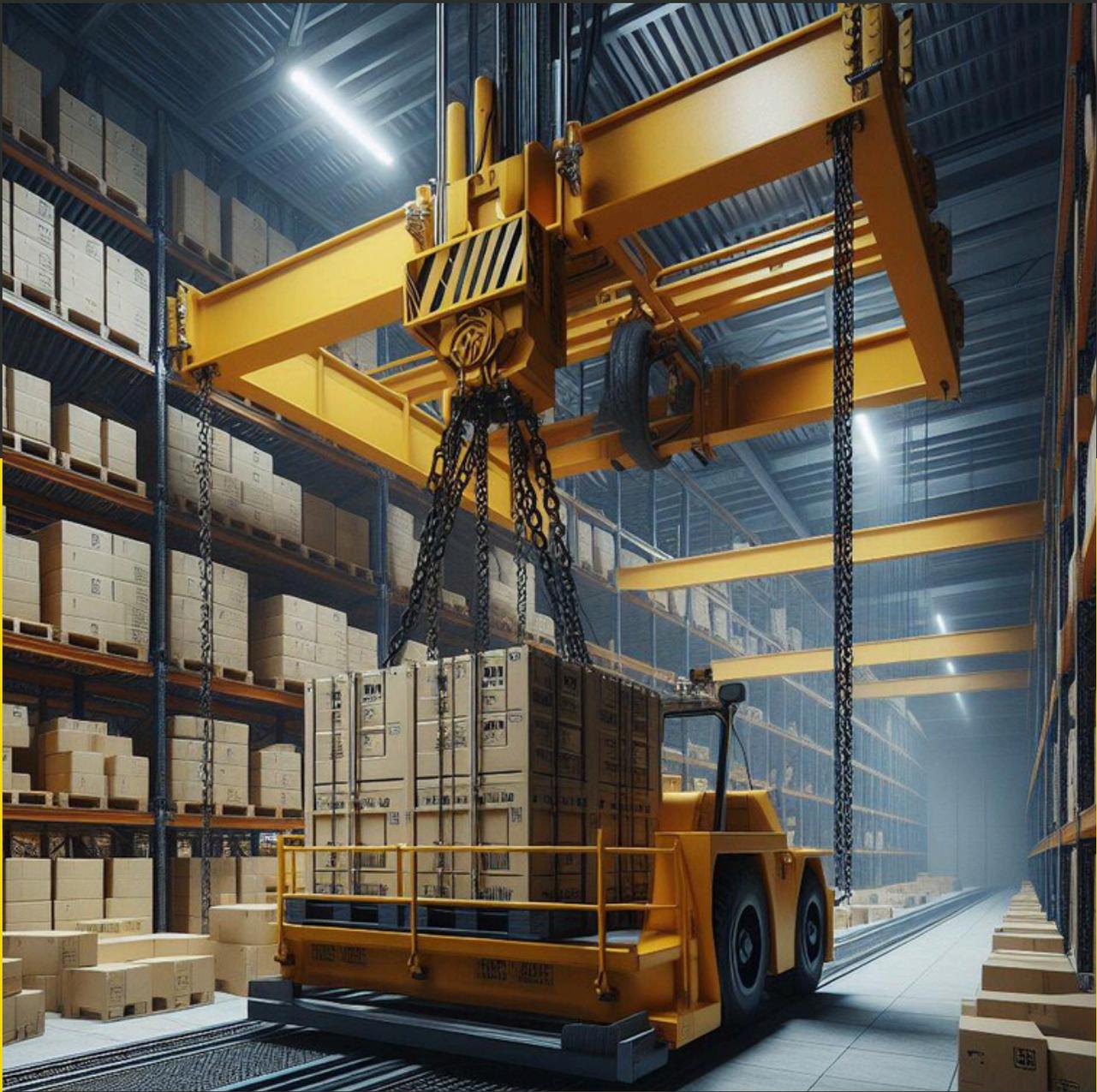


EXHIBIT PROFILE



MATERIAL HANDLING & TRANSPORTATION EQUIPMENT

Hoists/ Cranes
Stings / Forklifts
Pallet Trucks/ Carts/ Hand Trucks
Hooks/ Dock Equipment/ Winches/
Drum Handling/ Lift Tables/
Platforms/ Tie Downs
Wire Ropes/ Chains/ Scales/ Counters/
Shaves/ Pulleys/ Blocks/ Shims/ Stocks/
Trailers
Monorails/ Special Purpose Vehicles/
Cargo/ Containers/ Trolleys
Gear Boxes/ Skids & Skid Boxes
Automated guided vehicles

PACKING EQUIPMENT

Plastic Packing/ Palletizers
Encasing Machines/ Packing Machines/
Box Making
Machines/ Binding Machines/ Packing
Materials

STORAGE EQUIPMENT

Storage Racks/ Lockers
Safety Storage/Storage/ Cabinets
Bin Boxes/ Shelving/
Wire Partitions
Work benches/ Machine Tables/ File
Cabinet/ Computer Workstation
Panel Systems/ Bulk Containers
Storage Tanks/ Tool Boxes
Conveyors / Stretch wraps
Labeling Systems/ Pallets

COMMUNICATION EQUIPMENT

Voice Headsets/ Light & Computer
Aids/ Smart Cards/ ID
Systems/ Bar Coding/ Optical
Character Recognition/ Radio
Frequency Tags/ Magnetic Strep/
Machine Vision



HANDLING EXPO VISITORS PROFILE

- Businessmen and Investors
- Corporate Executives
- Distributors of Equipment
- Engineering Specialists
- Freight and Cargo Specialists
- Government Bodies
- Site Managers
- Warehouse & Operation Managers
- Wholesalers and Retailers
- Importers and Exporters
- Logistics Companies
- Plant Managers
- Procurement Managers
- Maintenance Managers
- Manufacturers and Industrialists
- Research and Development Specialists

HANDLING EXPO PROMOTION CAMPAIGN



MEDIA CAMPAIGNS

With over two decades of experience in promoting a wide range of events in Egypt and looking after the media, we are planning to maximize event coverage for HANDLING EXPO through extensive print & online 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

HANDLING EXPO 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.



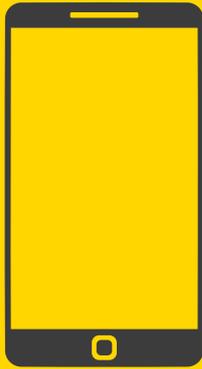
RADIO ADVERTISING

Strategic spots at select local stations will serve as an extra reminder for visitor audiences to get involved with HANDLING EXPO as the unpatrolled event.

PRESS RELEASES

Ensuring that key journalists are kept fully informed with this year's content, features and attractions at HANDLING EXPO 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.





MOBILE MARKETING

Mobile marketing promotions aimed at industrial visitors will spread the word on HANDLING EXPO keeping audiences up-to-date and fully aware on why the event is the preferred meeting point for the industrial sector.

SOCIAL MEDIA

From daily show updates to sponsored posts, HANDLING EXPO 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 HANDLING EXPO this year.

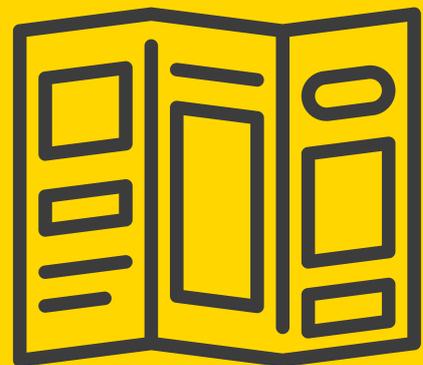


OUTDOOR PROMOTION

The organizers will also ensure that the HANDLING EXPO brand receives maximum exposure through outdoor campaigns including billboard displays in prime locations and industrial cities to ensure that visitors get every incentive to attend the event.

TARGETED TRADE INVITATIONS

30,000 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 HANDLING EXPO & have adequate time to plan their visit in advance and arrange appointments for important discussions.



Scenes From HANDLING EXPO....



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HANDLING EXPO

Organized by



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