



HANDLING
EXPO

The 23rd International Exhibition for
Material Handling & Storage Equipment

30

November

03

December

2023

Cairo International Convention and
Exhibitions Center (CICC)

**POST
SHOW
REPORT**



Message from the Organizers

For 23 continual editions HANDLING EXPO operated as a distinct business platform presenting the most modernized material handling and storage equipment to the prosperous markets of Egypt and its neighboring states.

Thanks to its high-class concept, HANDLING EXPO featured the key trends and innovations presented by the world's top technology makers within the material handling and storage equipment business segments; proposing numerous inputs and comprehensive solutions to industrialists, service providers, quality buyers and trade visitors from Egypt and the entire MENA region.

Providing exhibitors with significant opportunities to promote their products into one of the world's hottest business spots; HANDLING EXPO 2023 signified the most powerful trade event; that enormously generated mega business deals all under one roof; thus the event allowed exhibitors to attain the best return on their investment.

We would like to extend our thanks to our respectful sponsors and exhibitors for their ongoing support.

In order for our exhibitors to achieve the best return of investment within HANDLING EXPO, we prepared this post-show report that makes available a perfect explanation for all the features and activities associated with the event, including a complete analysis of the attendees and their Feedbacks which will assist exhibitors to experience a better event in the coming round.

Looking forward to your participation in HANDLING EXPO 2024.

HANDLING EXPO Team



HANDLING EXPO

Facts & Figures



68
Exhibitors



620
Indirect Exhibitors



25
Exhibiting Countries



11,098
Trade Visitors



415
Regional & International Visitors



12
Visitors Countries

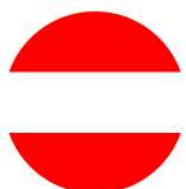


6,500 m²
Exhibition Space

Exhibiting Countries



Egypt



Austria



Belgium



Brazil



China



UK



EU



Finland



France



Germany



Greece



India



Ireland



Italy



Japan



Korea



Malaysia



Netherlands



Portugal



Spain



Srilanka



taiwan



Thailand



Turkey



USA

Visitors Countries



Egypt



UAE



Morocco



KSA



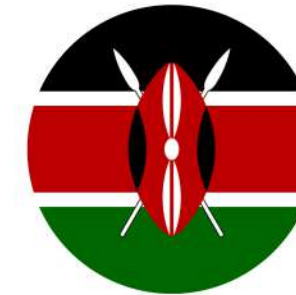
Jordan



Libya



Syria



Kenya



Algeria



Tanzania



Lebanon

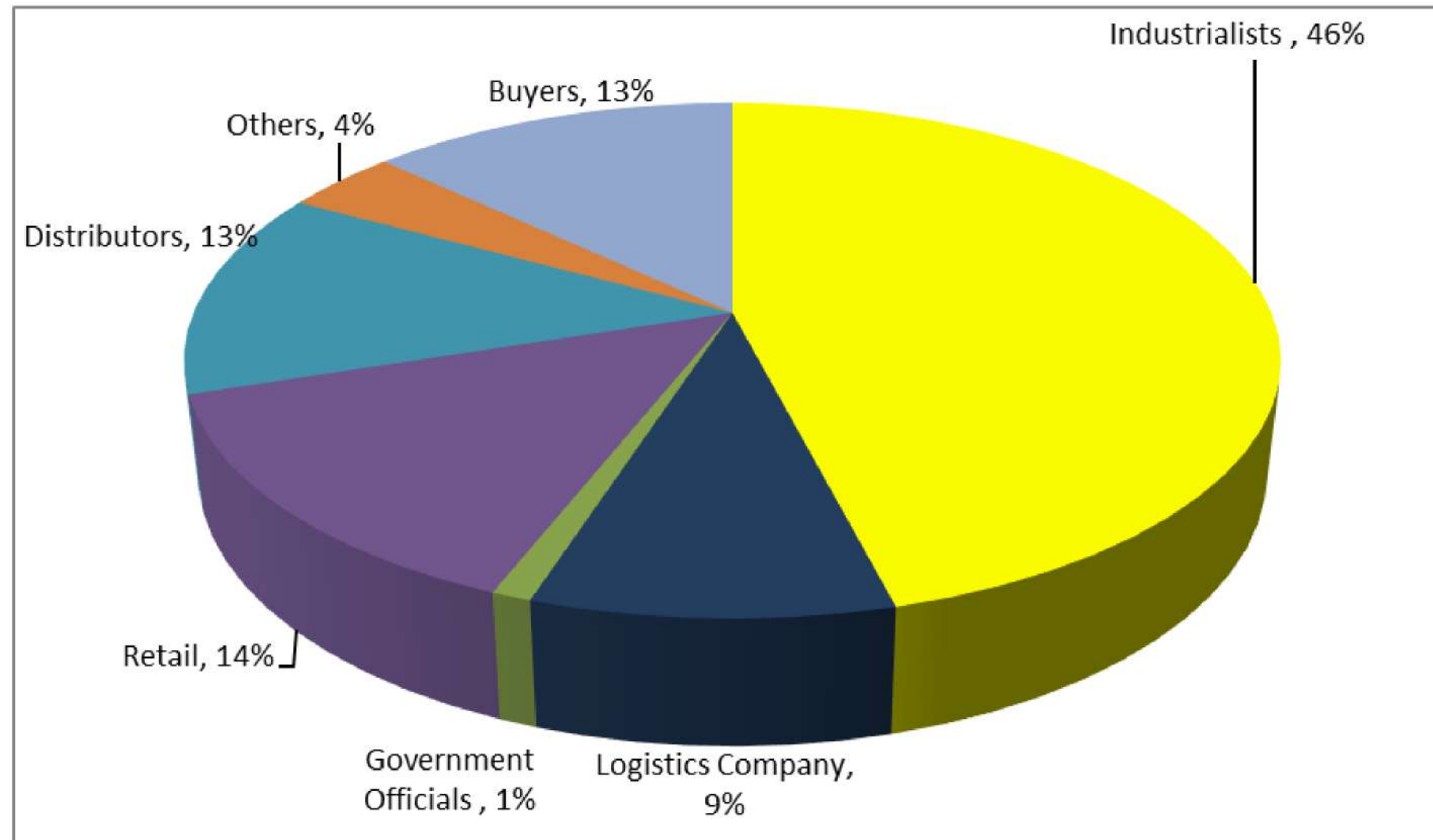


Turkey

VISITORS DATA ANALYSIS

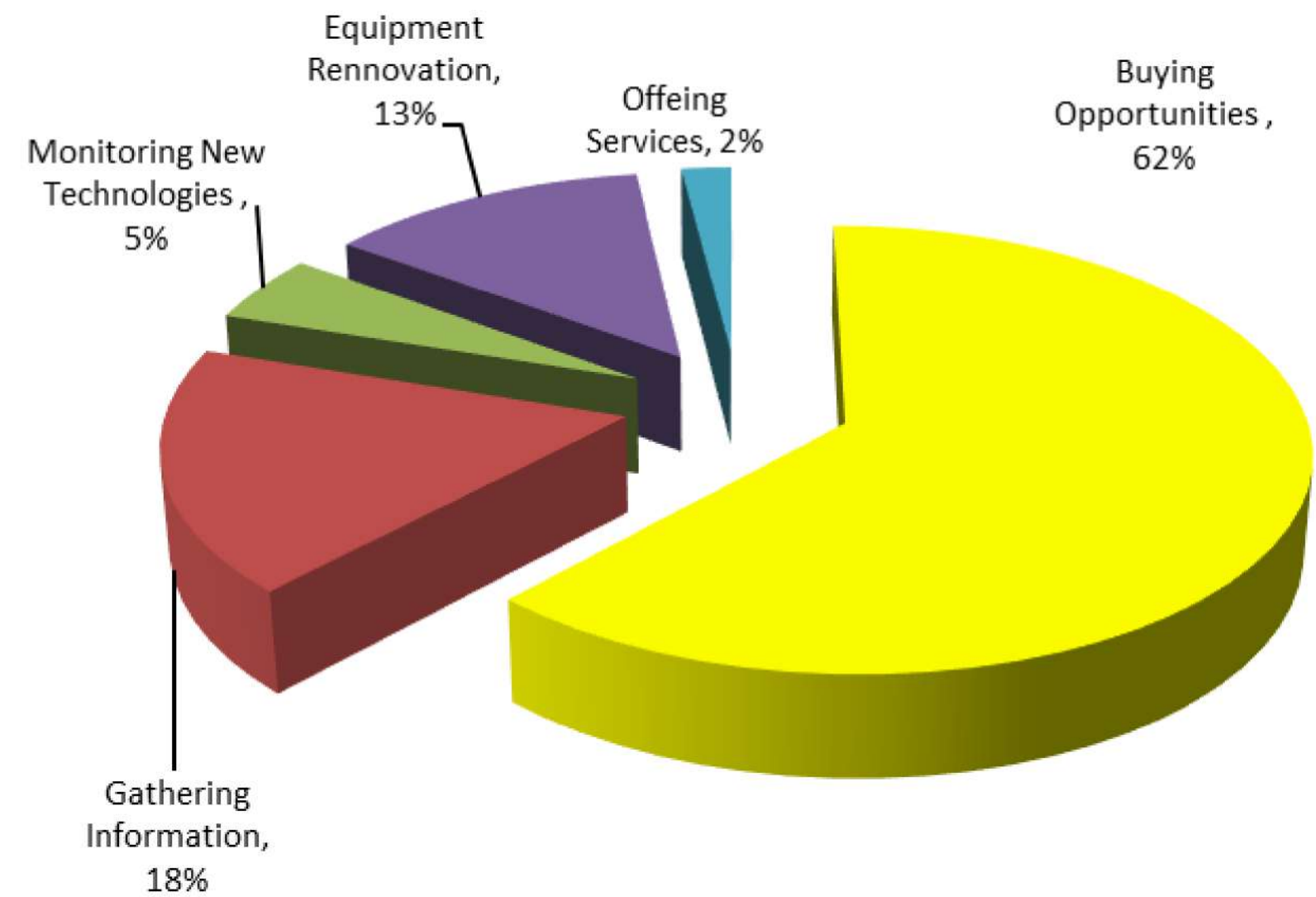


VISITORS ANALYSIS BY NATURE OF BUSINESS

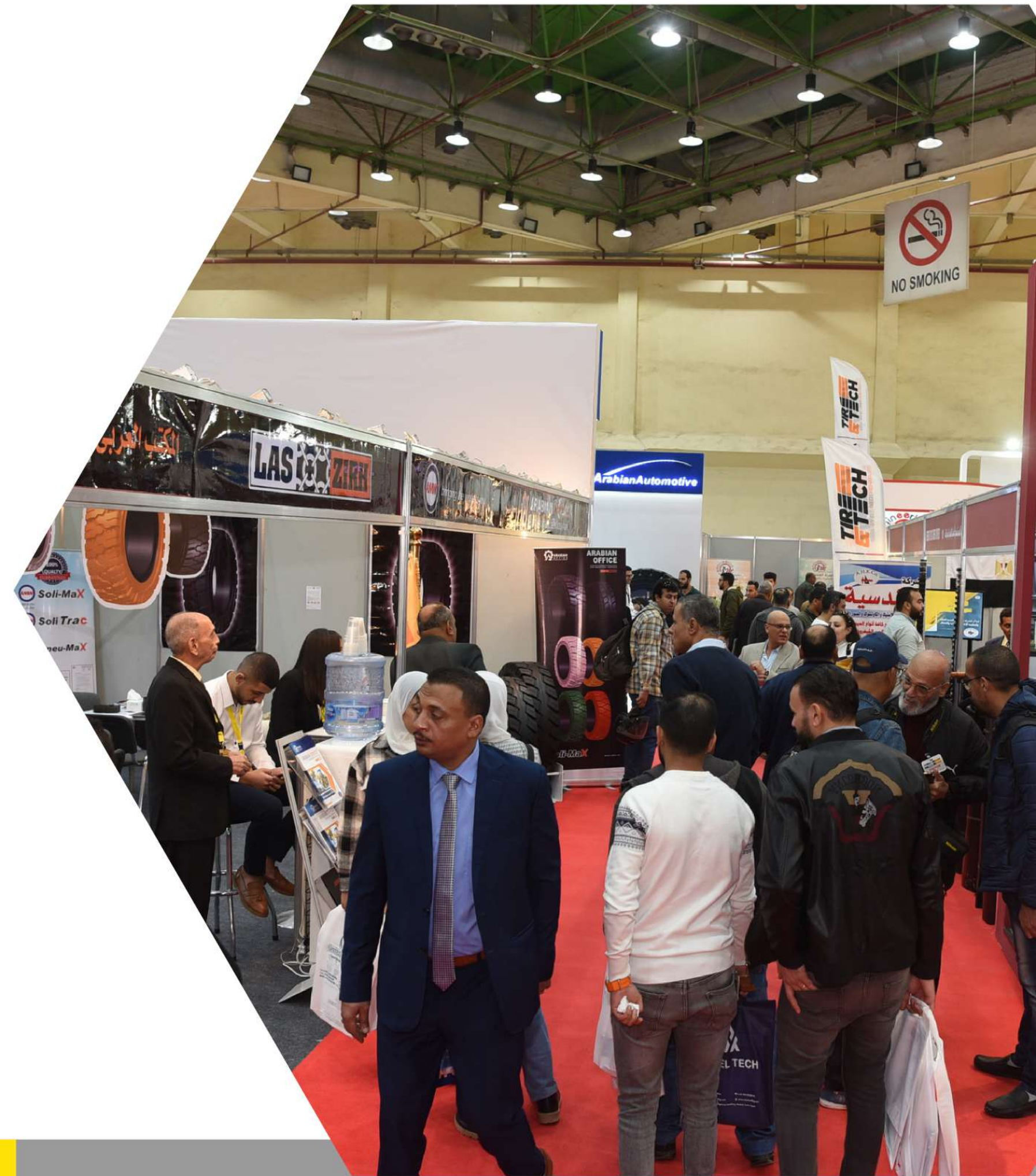
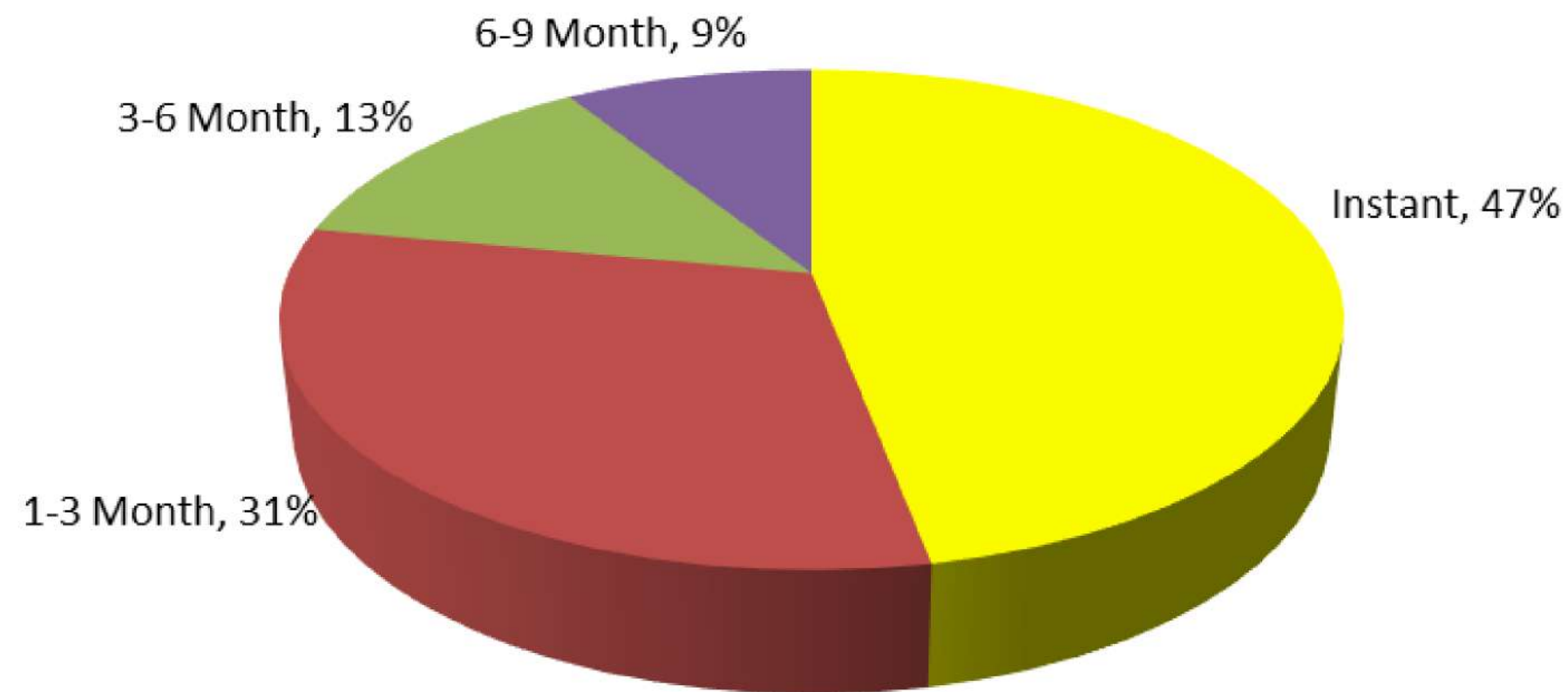




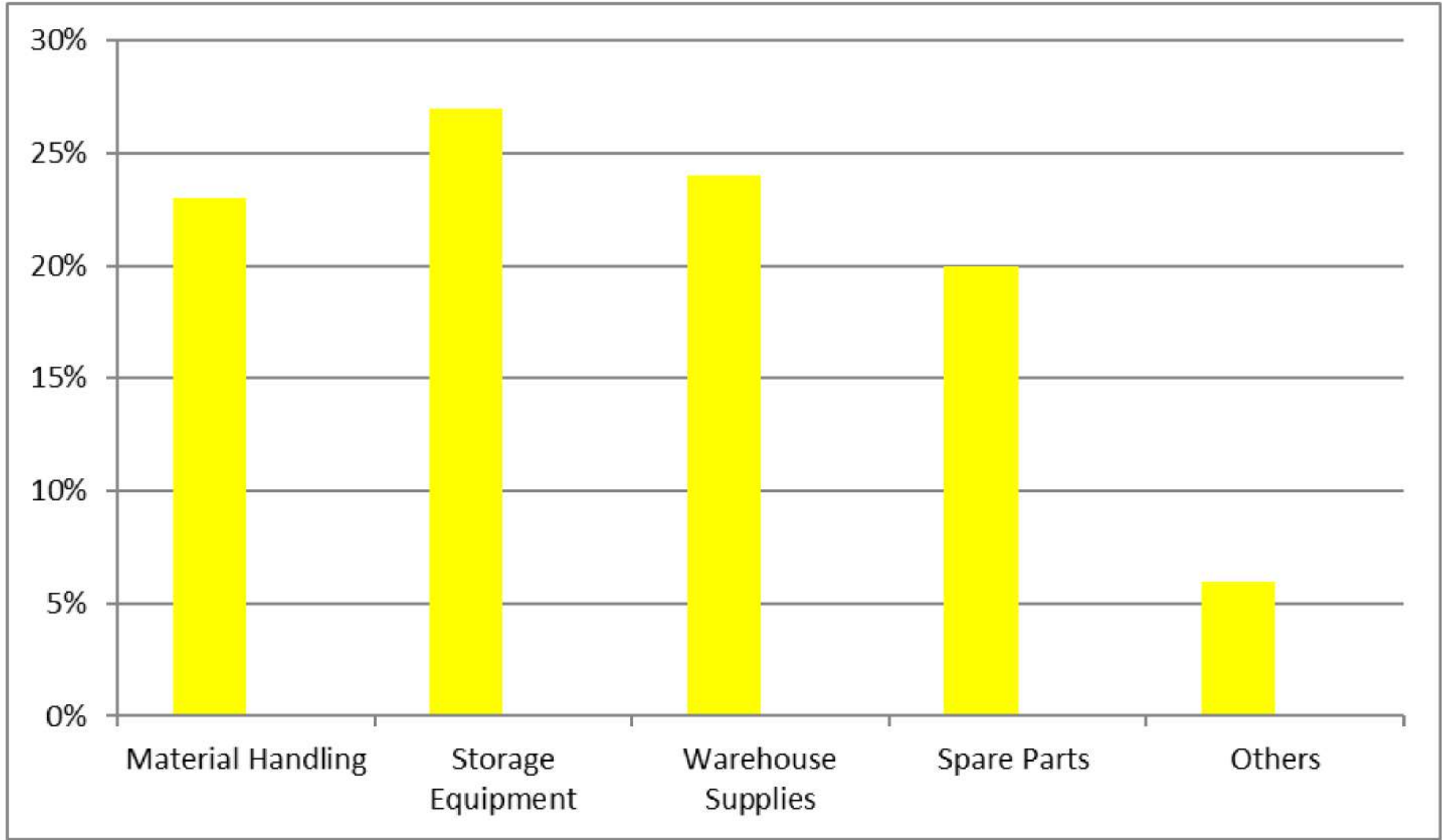
Visit Main Objectives



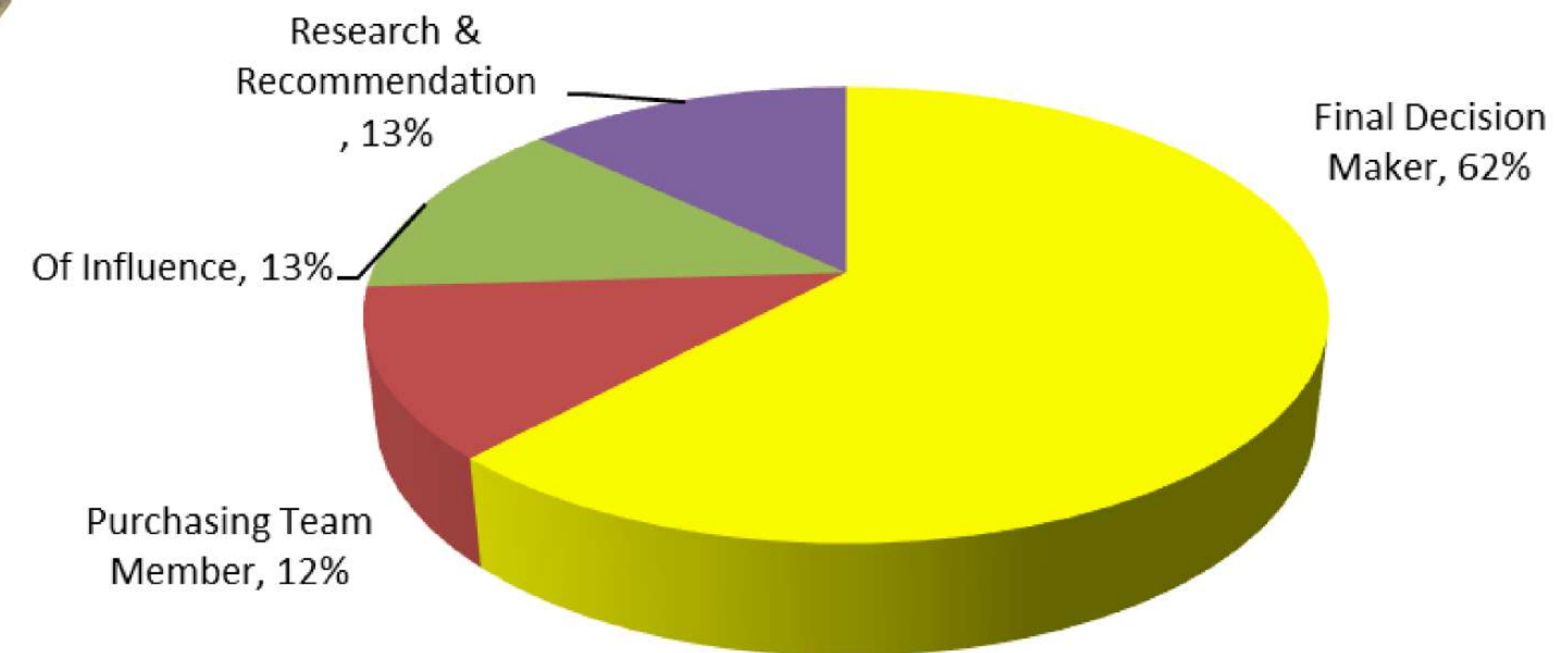
Purchase Intention Time Frame



Purchasing Analysis by Sector



Visitors in Terms of Buying Decision Influence





Visitor's Event Ratings

90%

of the visitors confirmed
that they will attend the
next edition in 2024

91%

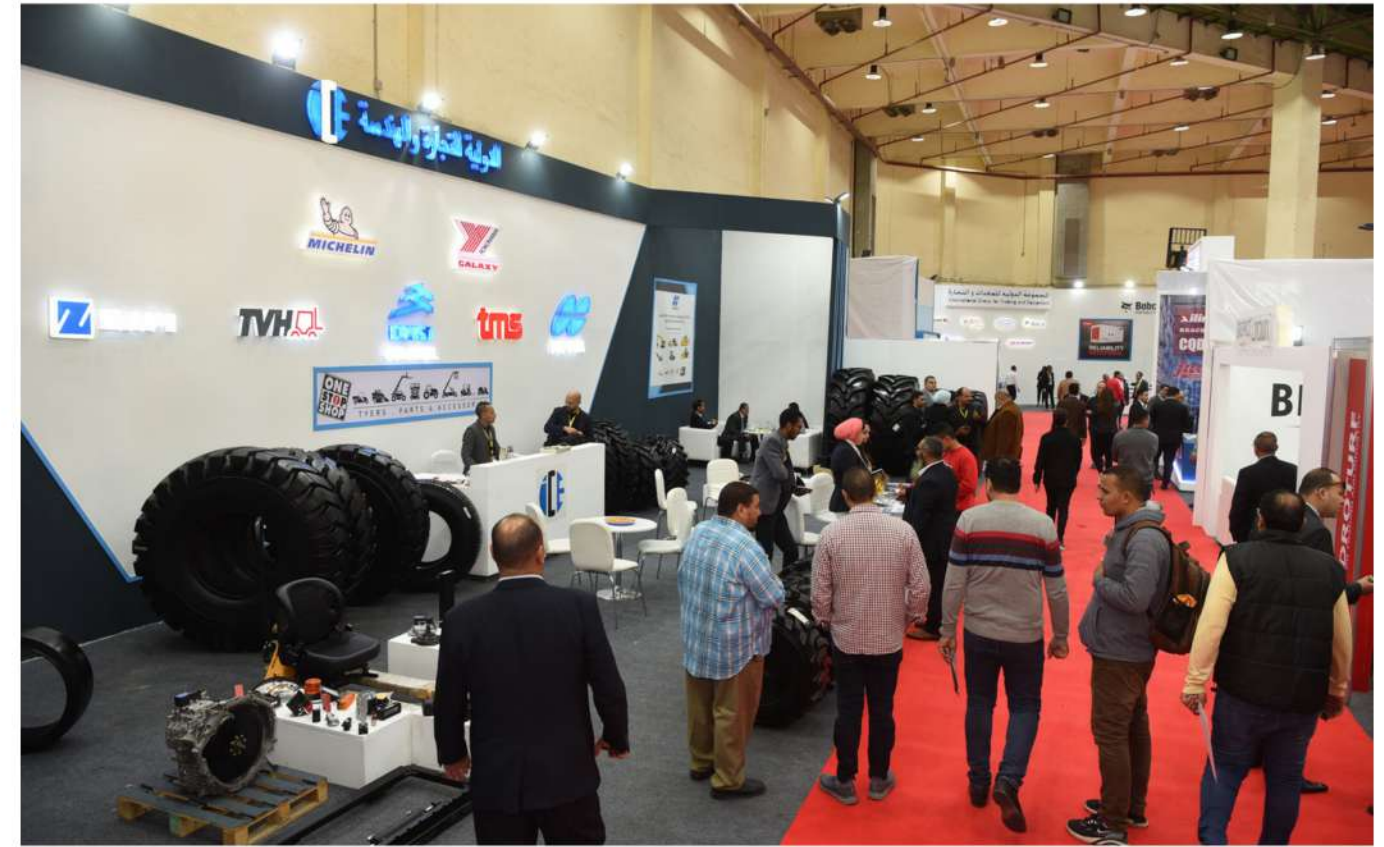
of visitors found the
products they were looking
for.

93%

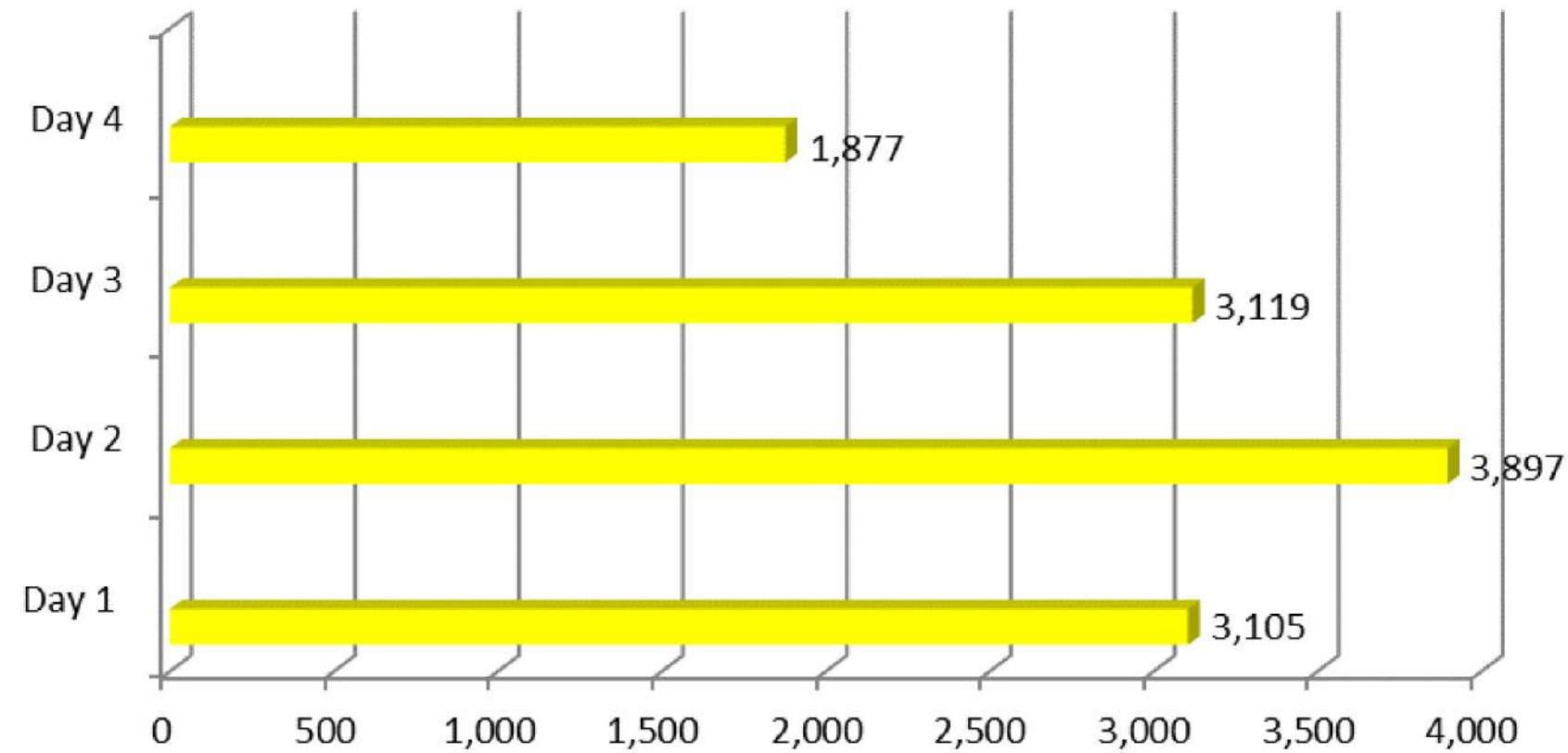
of visitors were satisfied
with HANDLING EXPO
organization

94%

of the visitors rated their
visit as successful



Visitors Admission Analysis by Show Days

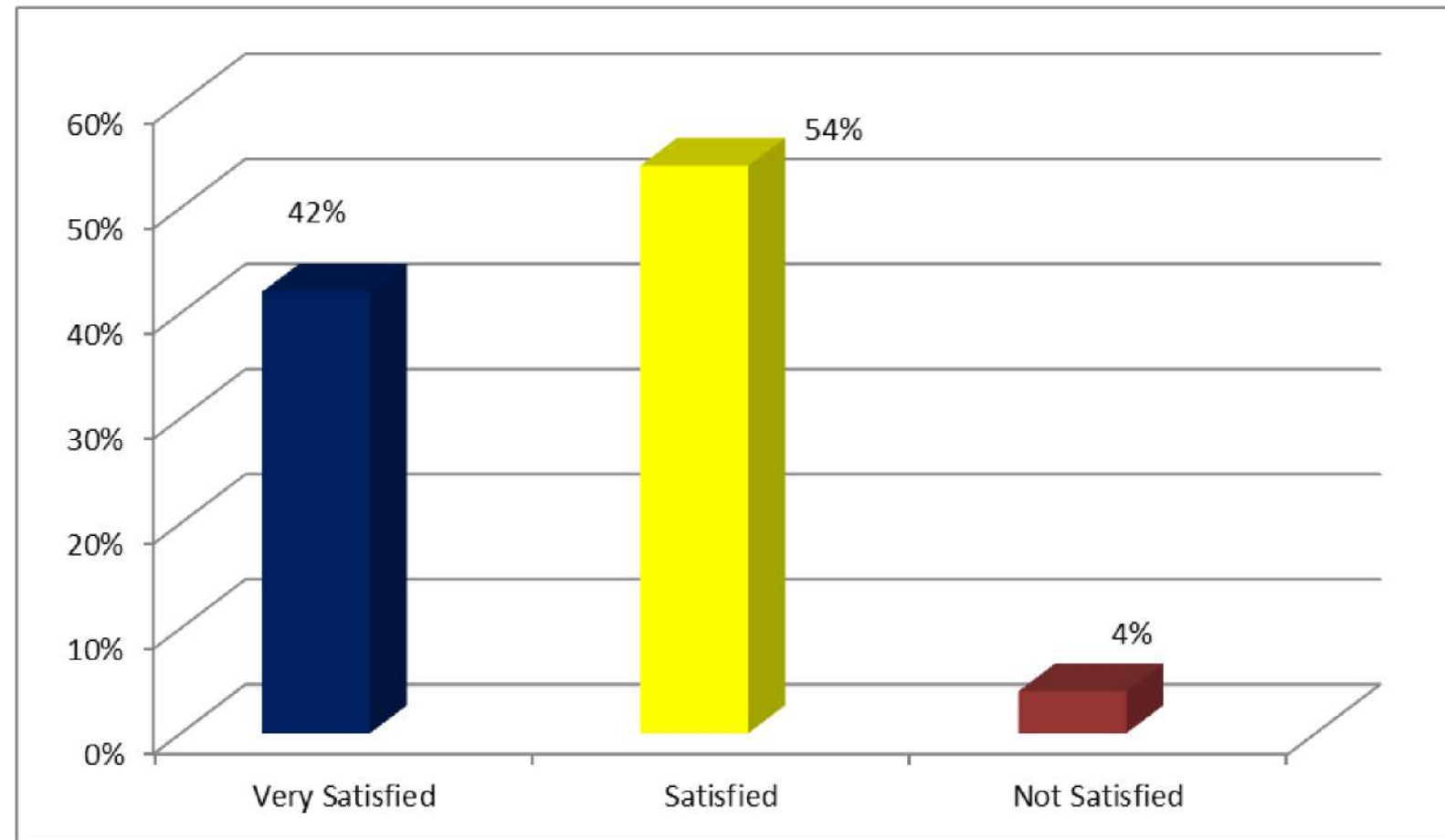




EXHIBITORS DATA ANALYSIS

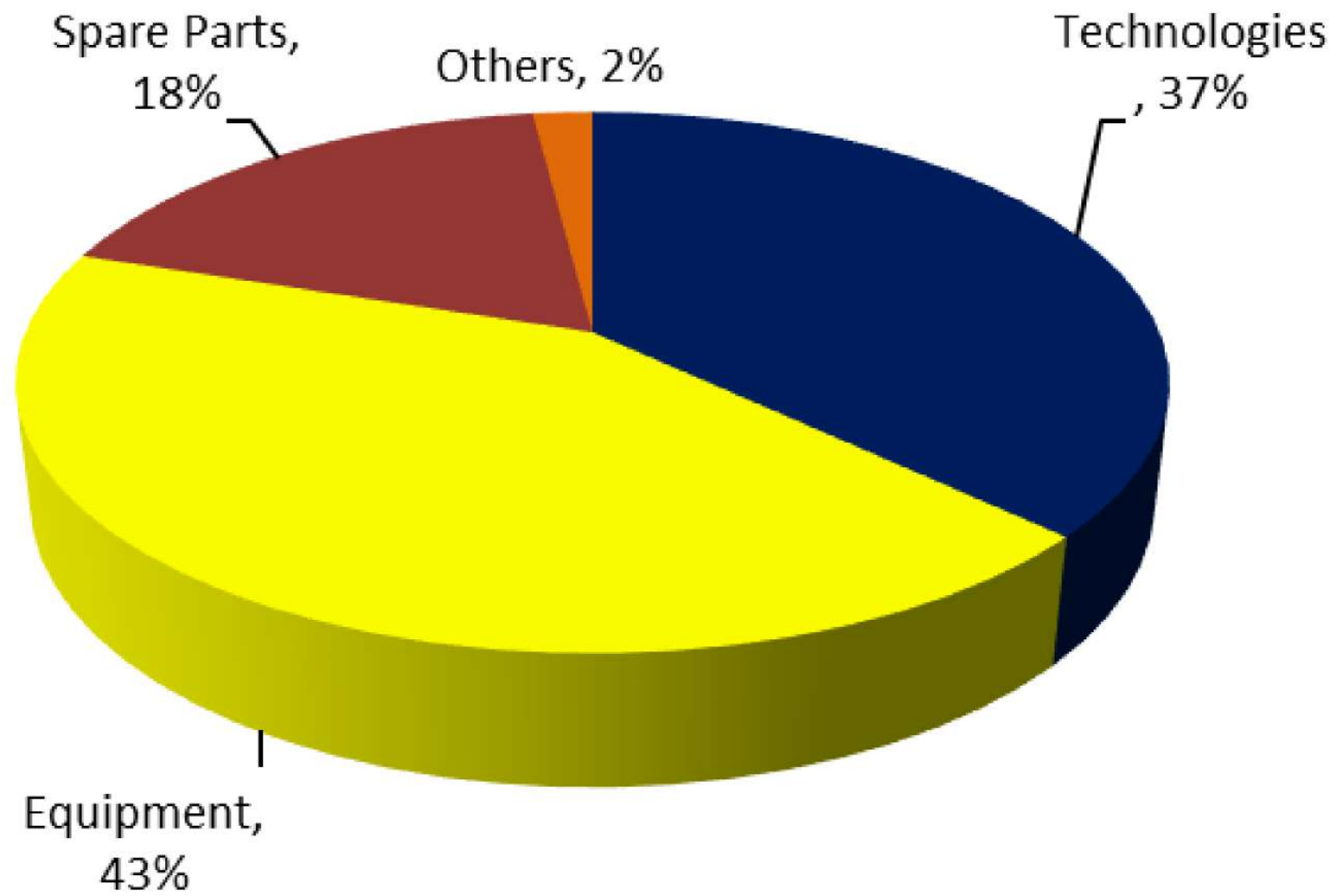


HANDLING EXPO Exhibitors Rating for Quality & Quantity of Visitors



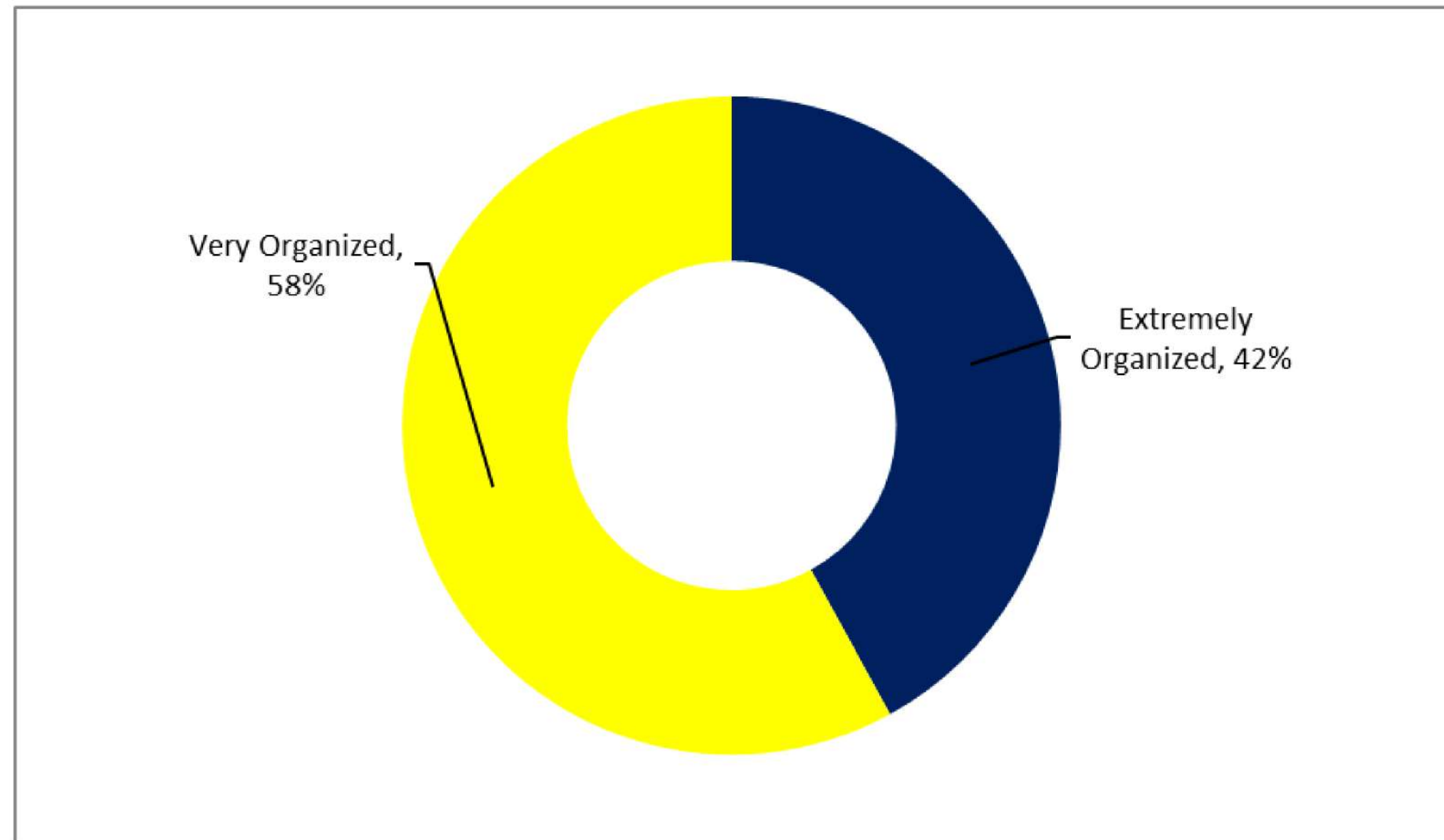
Exhibitors'

Nature of Business

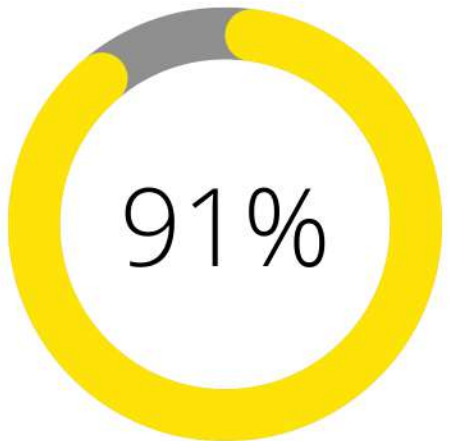


Exhibitors'

Rating for the Organization of HANDLING EXPO



Exhibitor's Event Ratings



of exhibitors said that the show was up to expectations



90 %

of the exhibitors rated the show as Very Good

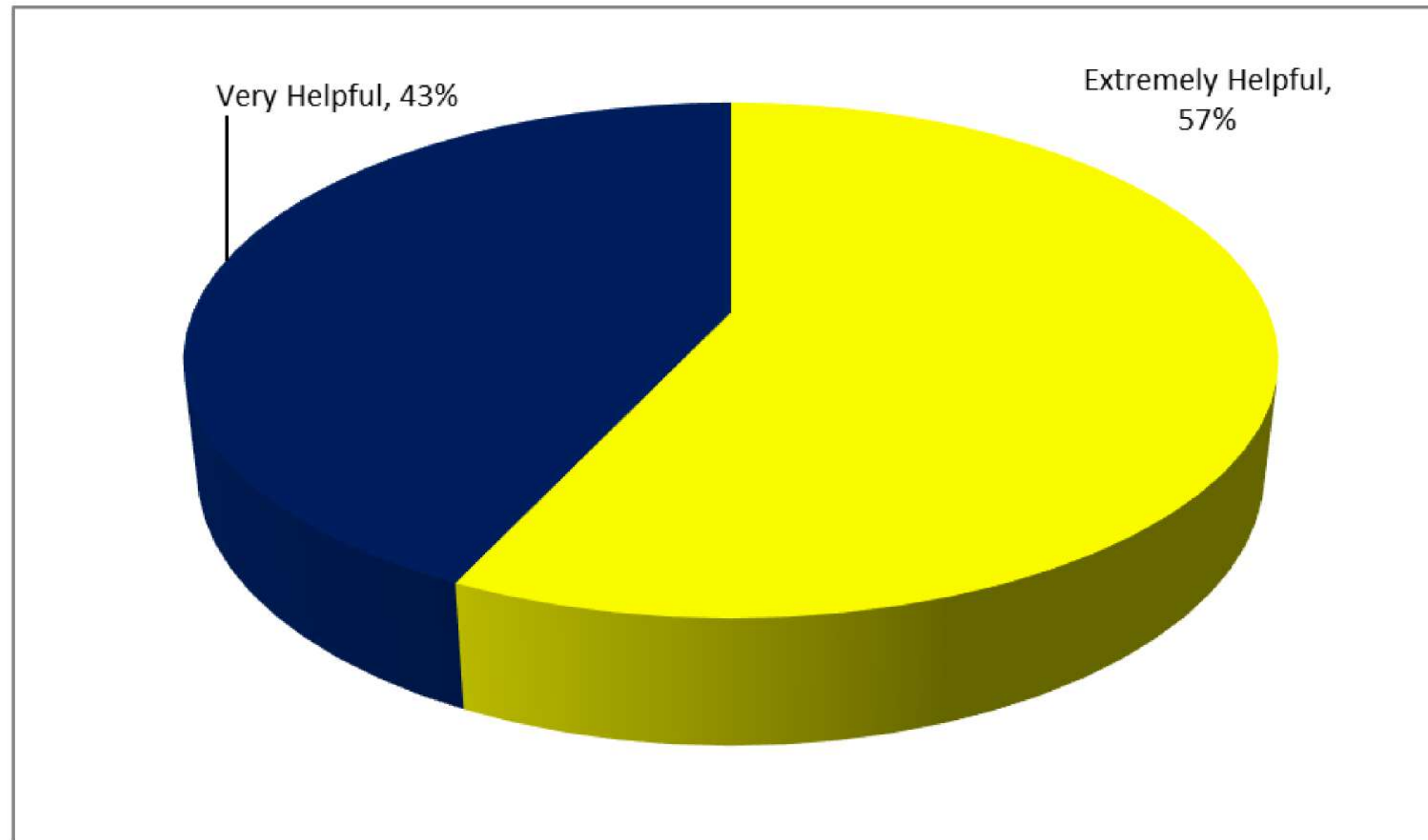


92 %

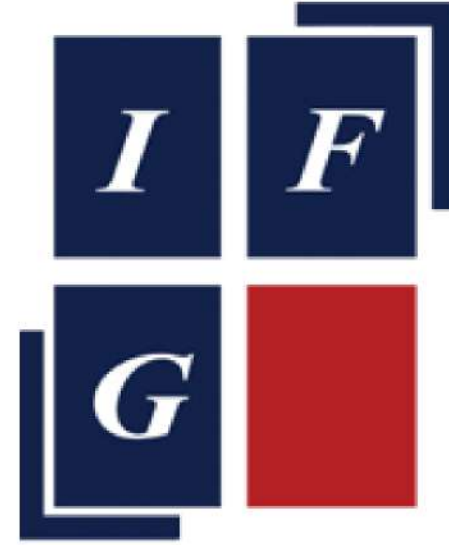
of exhibitors confirmed that they will participate in the next edition



Exhibitors Rating of HANDLING EXPO Staff



ORGANIZED BY



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