



**MIDDLE EAST  
LIGHTING EXPO**

# The 6<sup>th</sup> International Exhibition

For LED Technology, Modern Lighting Systems,  
Decorative Lighting, Solar Lighting & Electronic  
Components



**TOMORROW'S  
TECHNOLOGY**

from

**29**

to

**31**

**2024  
AUGUST**

CAIRO INTERNATIONAL  
CONVENTION CENTER  
(CICC)







# Egypt..... Massive Opportunities for Lighting Technology Makers

Egypt's construction sector shows no signs of slowing down with 1,400 active construction projects worth \$348.2bn currently underway in the country.

Over 68% of the 1,400 projects, worth a collective \$142 billion, are in the advanced stages of development, while an estimated \$178.4 billion worth of projects are in the early stages.

Smart cities are becoming a fixture of Egypt's infrastructure development strategy: In the coming years, the Egyptian government plans to introduce 15 new smart cities across the country as part of its long-term infrastructure development strategy. Smart cities, also referred to as fourth-generation cities, attract 30 million residents.

The most significant smart city is The New Administrative Capital, planned to house key public institutions, including the Parliament, and will span 700 sq km, with the capacity to house some 5m people by 2050.

The smart "New Capital" is planned to consist of 21 residential districts and 25 dedicated districts, about 2,000 educational institutions, towers, skyscrapers, 663 hospitals and clinics, 1,250 mosques and churches, 40000 hotel rooms, and an international airport.

Demand on lighting systems in the Egyptian market is expected to rise at 19% annually within the coming 5 years; while The Egyptian LED lighting market size reached US\$ 427.4 Million in 2022. Looking forward, the market is expected to hit US\$ 553.4 Million by 2028, exhibiting a growth rate (CAGR) of 4.3% during 2023-2028.

The Egyptian government announced plans to establish three industrial cities and 17 complexes for small industries; covering 15 governorates; accommodating 5046 industrial units.

Indeed, Egypt is on its way to becoming the major regional industrial and commercial hub with great propensity to provide all the essential ingredients for the world's top lighting technologies brands to supply the mushrooming mega commercial activities and logistical zones taking place around the new Suez canal and in many other spots.





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## Middle East Lighting Expo..... Mega Export Opportunities

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Responding the glimmering massive market place opportunities within Egypt and the MENA region's construction and projects sector; Middle East Lighting Expo is undoubtedly the most efficient sourcing event for Lighting Technologies & Products







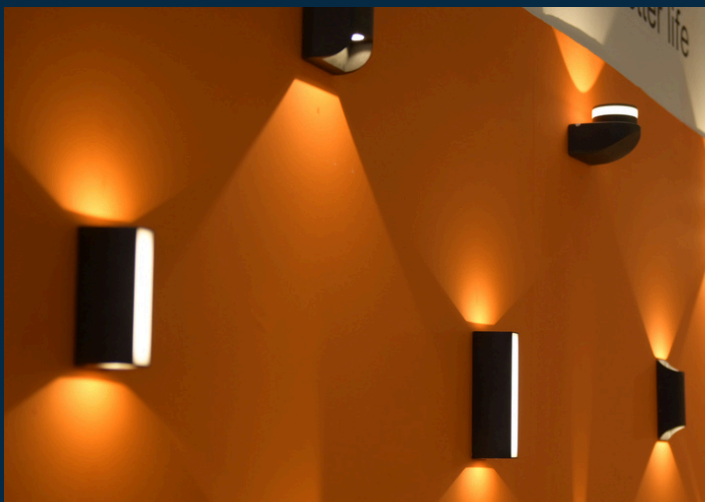
Celebrating its 6th anniversary ; Middle East Lighting Expo continues to achieve supremacy; as a quality forum introducing the most advanced lighting technologies to the well-off markets of Egypt and its neighboring states.

Middle East Lighting Expo indeed is the premium industrial trade exhibition serving Egypt's and the MENA region's booming lighting sector; with high levels of competence and dynamism distinguishing it from other trade shows in the region.

Thanks to its exclusive conceptions, Middle East Lighting Expo outlines the major tendencies; solutions and advancements presented by the world's prominent and brightest technology makers within the lighting industry offering non-stop inputs and all-inclusive applications to entrepreneurs, service providers, quality buyers and trade visitors from Egypt and the entire MENA region.

Granting exhibitors 360-degree chances to break into one of the world's most attracting profit-zones; Middle East Lighting Expo is the most influential trade event; that is anticipated to spectacularly engender mega business deals worth millions of dollars all under one roof; thus allowing exhibitors to achieve the best return on their investment.

Creating a crystal-clear business path for international, regional and local corporations to be on the leading edge; Middle East Lighting Expo directs technology makers to source and access exceptional exports, sales and distribution channels within Egypt and the entire MENA region.









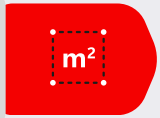
# Middle East Lighting Expo Important Figures



**350**  
Exhibitors



**12,000**  
Trade Visitors



**10,000**  
Exhibition Space



**1000**  
Regional Visitors



**15**  
Exhibiting Countries



**12**  
Visitors Countries







# Middle East Lighting Expo Exhibit Profile

## Power Supplies

- ▶ Network Protocol Converters
- ▶ Access Points
- ▶ Routers
- ▶ Controllers
- ▶ Power Distribution Units
- ▶ Relay Panels
- ▶ Accessories
- ▶ Lighting & Electricity Substructure
- ▶ Materials & Equipment
- ▶ Cables
- ▶ Cable Ducts, Cable Laying
- ▶ Distribution Systems
- ▶ Installation Materials & Equipment
- ▶ Isolation Materials & Equipment
- ▶ Wall Boxes, Junction Box
- ▶ Electric Terminals
- ▶ Components & Systems
- ▶ Electric Generators
- ▶ Lightning Protection
- ▶ Grounding Systems
- ▶ Power and Energy Meters



## Lighting Systems and Applications

- ▶ Interior Lighting
- ▶ Office Lighting
- ▶ Residential LED Lighting
- ▶ Retail Lighting
- ▶ Stage Lighting
- ▶ Entertainment Venue Lighting
- ▶ Industrial Lighting
- ▶ Exterior Lighting
- ▶ Building Lighting
- ▶ Decorative Landscape
- ▶ Garden Lighting
- ▶ Street Lighting
- ▶ Tunnel Lighting
- ▶ Commercial Lighting
- ▶ Architectural Lighting
- ▶ Underwater & Fountain Lighting
- ▶ Floor Lighting
- ▶ Automotive Lighting

## Lighting Products

- ▶ Bulbs
- ▶ Ceiling Lights
- ▶ Tubes, Fluorescent
- ▶ Flat Panels
- ▶ Spot Lights
- ▶ Track Lighting
- ▶ Lighting Fixtures
- ▶ Street Lights
- ▶ Bollard Lights
- ▶ Solar Lights
- ▶ Bars
- ▶ Strips
- ▶ Rope Lights
- ▶ Outdoor Lights
- ▶ Underwater Lights
- ▶ Underground Lamp

## Decorative Lighting

- ▶ Chandeliers
- ▶ Oblique's
- ▶ Floor and Table Lamps
- ▶ Ceiling Lighting
- ▶ New Year & Christmas Lights
- ▶ City Arch Lighting
- ▶ Artificial Sky & Window Panels
- ▶ LED Products
- ▶ Indicator Lamps
- ▶ Emergency Lights
- ▶ Automotive Lamps
- ▶ Headlamps
- ▶ Flashlights
- ▶ Solar Lanterns
- ▶ Focus Lamps

## Accessories & Auxiliaries

- ▶ Thermal Management
- ▶ Wires & Cables
- ▶ Lighting Automation
- ▶ Lighting Control Systems
- ▶ Computers / Servers
- ▶ PLC
- ▶ PC Software
- ▶ Mobile Software
- ▶ DMX Controllers
- ▶ Control Panels, Screens
- ▶ Sensors, Detectors
- ▶ Timers
- ▶ Switches
- ▶ Dimmers
- ▶ Smart Receptacles
- ▶ Plug-In Modules
- ▶ Switches
- ▶ Receptacles
- ▶ Plugs
- ▶ Uninterruptible Power Supplies
- ▶ Power Factor Correction



# Advantages of Exhibiting in Middle East Lighting Expo

- Network with Industry Experts
- Open Export Horizons to 12 Markets at a Single Event
- Enhance Brand Exposure
- Generate New Business
- Stay Up to Date and Competitive
- Launch New Products and Services
- Collect Immediate Customer Responses
- Meet a Wide-section of the Region's Top Trade Visitors and Buyers
- Reach Customers not Reached Before Through Regular Promotion Means.

## Visitors Profile

- ▶ Lighting Distributors and Traders
- ▶ Highways
- ▶ Electric/ Electronic Companies
- ▶ Airport Ground Service Suppliers
- ▶ Industrial Automation Companies
- ▶ Transport Companies
- ▶ Automotive Manufacturers
- ▶ Factory Owners
- ▶ Banks' Purchasing Teams
- ▶ White Goods Manufacturers
- ▶ Hospitals' Purchasing Teams
- ▶ Electronic Goods Manufacturers
- ▶ Medical Manufacturers
- ▶ Industrial Zones
- ▶ Architects, Interior Designers
- ▶ Relevant Institutions, Associations
- ▶ Tourism Companies
- ▶ Building Automation Companies
- ▶ Parks Purchasing Teams
- ▶ Businessmen and Investors
- ▶ Hotel Management
- ▶ General Contractors
- ▶ Museums, Theaters, Cinemas
- ▶ Real Estate Developers
- ▶ Exhibition Centers Purchasing Teams
- ▶ Governmental Offices
- ▶ Shopping Malls Management
- ▶ Sport Facility Management
- ▶ Studios Purchasing Teams
- ▶ Department Stores
- ▶ Advertising Companies
- ▶ Educational Institutions, Universities
- ▶ Landscape Architect
- ▶ Discos, Night Clubs
- ▶ Furniture Manufacturers
- ▶ Restaurants and Cafes
- ▶ Interior, Exterior Decoration Firms
- ▶ Municipalities







# Middle East Lighting Expo Promotion Campaign



## Media Campaigns

The Organizers are planning to maximize event coverage for Middle East Lighting 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

Middle East Lighting 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 Middle East Lighting Expo as the unpatrolled event.



## Press Releases

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







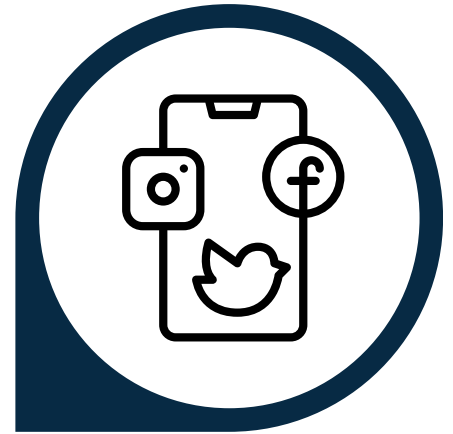
## Mobile Marketing

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



## Social Media

From daily show updates to sponsored posts, Middle East Lighting 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 Middle East Lighting Expo this year.



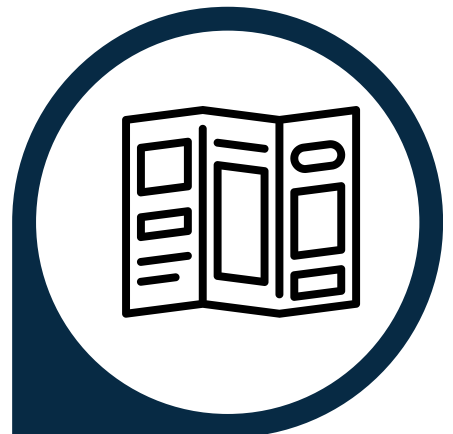
## Outdoor Promotion

The organizers will also ensure that the Middle East Lighting 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

50,000 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 Middle East Lighting Expo & have adequate time to plan their visit in advance and arrange appointments for important discussions.









# The Venue

Middle East Lighting Expo 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 Middle East Lighting Expo



















## MIDDLE EAST LIGHTING EXPO

### Main Sponsors



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