MIDDLE EAST EXPO

The 3 rd International Exhibition for LED Technology, Modern Lighting Systems and Electronic Components

19 - 21 July 2019 - Hall No 4

Cairo International Conference Center (CICC)



2019

The Venue



LED Middle Ease Expo will take place at the luxurious venue Cairo International Convention and Exhibition Center, the ground-breaking venue for trade related events, seminars, conferences and exhibitions.The venue is located 10 minutes away from the Cairo International Airport, and 15 minutes away from downtown and the touristic locations.

The center is fully equipped with all the modern facilities including air-conditioning, seminar rooms, conference halls, restaurants, huge car parking, floor load up to 1000 gm/ m2, and is surrounded by several 4 and 5 star hotels.

Why LED Middle East EXPO ?

- LED MIDDLE EAST Expo responds correctly to the industry's needs.
- Expectations and demands of visitors participating organizations are made.
- Participants have contributed to ideas thoughts and suggestions. Giving importance to participants all concerns for the exhibition.
- Providing direction also when it is not exhibition to establish trade links with business development LED MIDDLE EASTEXPO participants,
- LED MIDDLE EAST EXPO customers not only the participants, it is to see them as a partner.By visiting all the exhibitions in the World, developments are being followed up to date Products are brought together with buyers and users are determined by the needs and expectations in what direction are it done with proper planning.

EXHIBITION ID

COUNTRY	EGYPT
CITY	CAIRO
VENU	CICC
DATE	19-21 JULY 2019
FREQUENCY	ANNUAL
HOW MANY TIMES	3 rd
EXHIBITS / MAIN SECTORS	LED, LIGHTING & INTERIOR ELECTRIC
TOTAL AREA OF EXHIBITION	INSTALLATION, ELECTRONIC COMPONENTS 5000 SQM (NET) 6000SQM (GROSS)







Why Egypt?



Egypt has the largest population in the Middle East. The Country provides an excellent platform of labor resources in the region.
It is the sensible investment choice considering its relatively low-cost labor, favorable operating premise, and Potentially high consumption market Egypt presents a huge commercial opportunity across a broad range of sectors. egypt has now entered a new positive phase economic activities have revived, demand for all types of goods and servives is growing fast.
These factors combine to creat opportunities for trade and investments on an unprecedented scale and egypt is now recognized as one of the hottest investment sopts in the world that is targeted by international investors as promising market with a potential growth yet to be seen.

Why Participate?

- Establish one to one connection with potential buyers and target audience. Increase your sales with minimum time and budget.
- Establish new business connections to strengthen your existing business contacts Promote your new products related to your receivers to increase brand awareness and value.
- Forefront in the market stands out a step increased competition varying in the market structure.
- Operating in the industry to strengthen your connections with companies and individuals.
- To follow the latest industrial developments of technologies, products and applications You must participate the3rd International LED MIDDLE EAST 2019 In Egypt

Why is LED MIDDLE EAST EXPO Important?

- The International LED MIDDLE EAST EXPO has importance that increases every day since
- The products that recently receives the greatest attention worldwide and whose market grows at a rapid pace are LED and LED products,
- LED products and semi-finished are an indispensable part of any type of technology manufacture.
- An important change that may be considered a revolution in the field of lighting has occurred with LED lighting products.
- LED lighting products constitute one of the most significant parts of the energy saving operations conducted in response to the energy shortage that is on the rise in the world.
- The market grows extraordinarily due to the requirement of use of LED lighting outdoors in EGYPT
- The interest in LED lighting products increases every day due to the variety of their use, several color and lighting alternatives, and their being healthful.







Exhibitors' Profile

- AMOLEDs
- LED Manufacturing Equipment
- Machinery & Allied Products
- Mounting Machines
- MOCVD
- Soldering Machines
- Ins pection/Measuring/Repair
- LED Components
- Accessories & Rawmaterials
- Circuit Boards
- MCPCBs
- LED Wafer/Chips
- Lenses/Optics
- LED Encapsulation Material
- LED Modules
- PCB Reflectors
- Diffusers

LED DRIVER AND POWER SUPPIY LEDS

- High Power LEDs
- SMD LEDs
- COB LEDs
- DIP LEDs
- Liquid LEDs
- OLEDs
- Heat SinklThermal Management
- Wires & Cables
- Lighting Automation
- Lighting Control Systems
- Computers/Servers
- PLC
- PC Software
- Mobile Software
- DMX Controllers
- Control Panels, Screens
- Sensors, Dedectors
- Timers
- Switches
- Dimmers
- Smart Receptacles
- Plug-In Modules
- 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
- Installation Tubes
- Safety Fuses, Circuit Breakers
- Interrupters
- Electricity Meters
- Wall Frames & Accessories
- Switches
- Receptacles
- Plugs
- Uninterruptible Power Supplies
- Power Factor Correction
- Components & Systems
- Electric Generators
- Lightning Protection
- Grounding Systems
- Power and Energy Meters

Exhibitors' Profile

LED Lighting & 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

LED Lighting Products

- LED Bulbs
- LED Ceiling Lights
- LED Tubes, Fluorescent
- LED Flat Panels
- LED Down Lights
- LED Spot Lights
- LED Track Lighting
- LED Lighting Fixtures
- LED Street Lights
- LED Bollard Lights
- Solar LED Lights
- LED Wall Washers
- LED Bars
- LED Strips
- LED Rope Lights
- LED Flood Lights
- LED Garden Lights
- LED Underwater Lights
- LED Underground Lamps

LED Decorative Lighting

- Chandeliers
- Apliques
- Floor and Table Lamps
- Strech Ceiling Lighting
- New Year & Christmas Lights
- City Arch Lighting
- Artificial Sky & Window Panels
- LED Products
- LED Indicator Lamps
- LED Emergency Lights
- LED Traffic Lights
- LED Automotive Lamps
- LED Backlights
- LED Reading Lights
- LED Headlamps
- LED Flashlights
- LED Solar Lanterns
- LED Focus Lamps

LED Screen, Signage & Displays

- LED Video Walls
- LED Screens
- LED Signs & Displays
- LED Moving Signs
- Numeric & Alphanumeric Displays

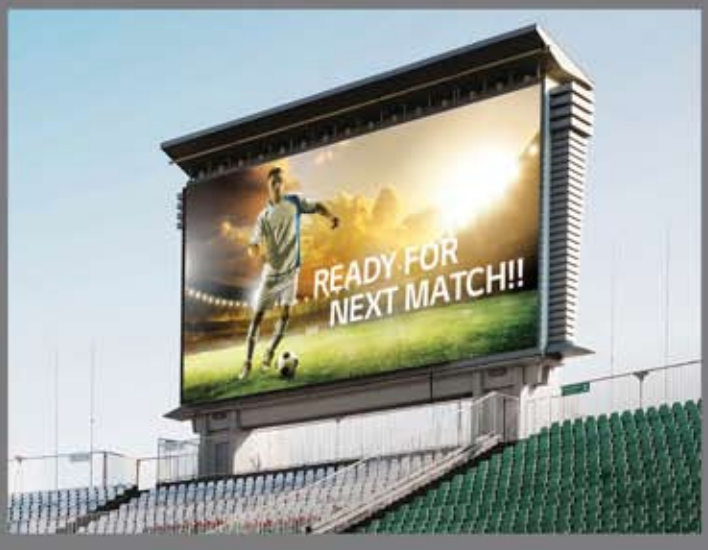
LED Driver & Power Supply

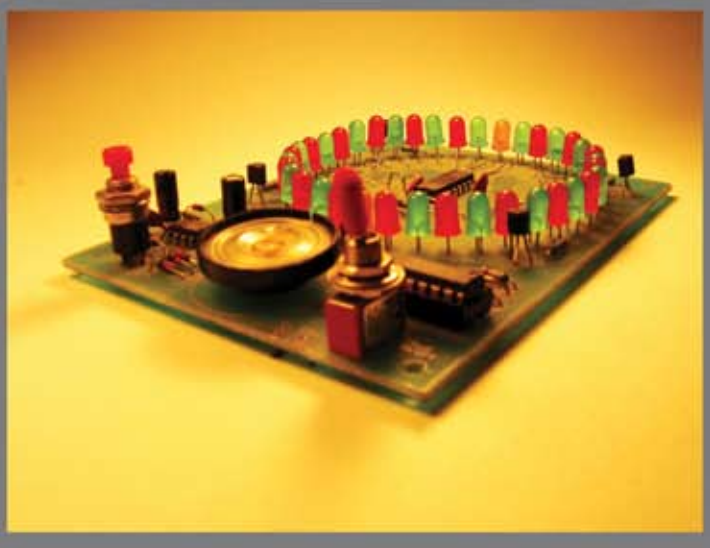
LEDs








READY FOR
NEXT MATCH!!










TERMWAY
LED660

Visitors' Profile

- LED Companies, Distributors, Dealers
- Highways Companies
- Electric/ Electronic Companies
- Airport Ground Service Companies
- Industrial Automation Companies
- Transport Companies
- Automotive Sector
- Factories
- Signpost Manufacturer
- Banks
- White Goods Manufacturer
- Hospitals
- Electronic Goods Manufacturer
- Medical Electronic Manufacturer
- Architecturals, Engineers
- Tourism Industry
- Interior Architect, Decorators
- Amusement Parks
- Building Automotion Companies
- Aqua Parks
- Landscape Architect
- Discos, Night Clubs
- Furniture Companies
- Restaurants, Cafes, Pubs
- Interior, Exterior Decoration Companies
- Hotels
- Cooperatives, Contractors
- Museums, Theaters, Cinemas
- Building Sector
- Congress-Exhibition Centers
- Contractors
- Business Center
- Organization Companies
- Shopping Malls
- Sound, Light, Image Systems Companies
- Chain Stores
- Advertising Companies, Cast Agencies
- Jewelleries
- Security Companies
- Stadium, Sport Complex
- Firefighting Companies
- Educational Institutions, Universities
- Emergency, Rescue Companies
- Organized Industrial Zones
- Minicipalities
- Relevant Institutaion, Associations
- Governmental Offices





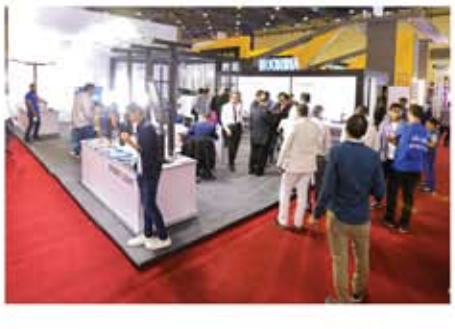














Gallary 2017















Gallary 2018























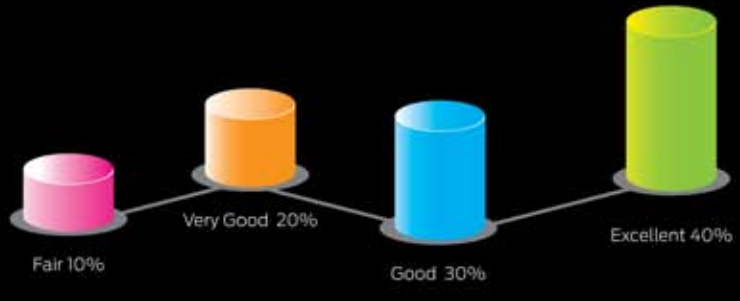




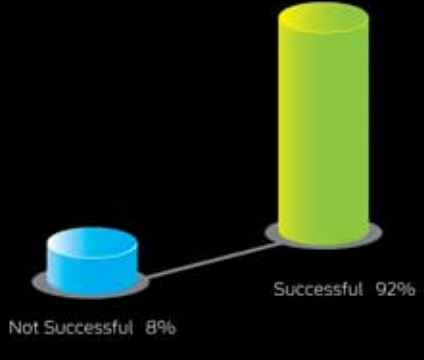


Exibition Fact Sheet 2018

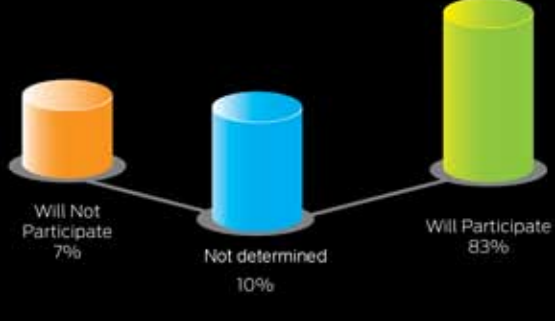
EXHIBITORS RATING FOR THE ORGANIZATION OF THE EVENT



EXHIBITORS RATING FOR THE SUCCESS OF THE EVENT IN TERMS OF BUSINESS DEALS



EXHIBITORS INTENTION TO PARTICIPATE IN THE NEXT EDITION









SHOW REPORT 2018

Exhibition Area	5000 m2
Number of Exhibitors:	65 Companies
Number of Brands:	150 brand
Total Number of Visitors	9000
Number of Local Visitors:	8423
Number of Arab & African Visitors:	344
Number of Foreign Visitors Turkey/China/India/Taiwan	233

9000

VISITORS IN 3 DAYES







Visitor promotion campaign

Means of Promotion

Direct Mailing

- Mailing of 30000 invitations to the visitors' database in and outside Egypt
- Mailing of 30000 invitations to the exhibitors' databases via the exhibiting companies

Newspaper & Magazines Advertising

- AL- AHRAM & AL- AHRAM ALMASSAI Newspaper
  One ad on the opening day - ¼ page - Each
- International Lighting Magazines and Directories

Online Advertising & Registration

Online registration facility for visitor via the show official web-site and the Facebook official page, Linkedin, Twitter and YouTube channel

Outdoor Advertising

Two locations Two Weeks Before The Show at a very Prime Location ON 6th Of October Bridge.

SMS Campaign

Reminder SMS Campaign to 150000 Potential Visitors One Week Prior And During The Show

Radio Commercials

(50) Commercials' SPOTS On Nogom FM & Radio Masr channels, prime times along 4 days prior & during The show

T.V Campaign

(Massage ad before 2 days from the show)
(one week before the show)

VISITORS PROMOTION CAMPAIGN

ITE is creating a modern marketing plan for the exhibition

A dedicated international and regional marketing campaign using the key industry publications, street signage, targeted visitor mail outs, newsletters, website and press-conferences will be launched to advertise the event.

LED Middle East Expo 2019 will be promoted to trade visitors throughout the region including:
Egypt, Bahrain, Iraq, Jordan, Kuwait, Oman, Qatar, Saudi Arabia, turkey, United Arab Emirates and Taiwan and china through the following means:

- 50,000 complimentary visitor tickets and 10,000 VIP tickets will be mailed directly to trade visitors From the MENA region
- Pre-show and Post-show coverage in the official trade journals.
- Editorials and advertisements in the local, regional and international trade magazines to promote LED MIDDLE EAST EXPO 2019
- Posters and billboard advertising in Cairo's main streets up to the event.
- TV and radio campaign.

LED MIDDLE EAST EXPO2019 - show updates direct mail to potential visitors and delegates. Marketing through trade representation offices. Announcing the exhibition locally through chambers of commerce at the Arabic, foreign embassies which located in Egypt

Targeting International exhibitors through our agents in foreign countries Italy, turkey, Taiwan, India in addition to Arab and African countries.
- Ads in the international newspapers and specialized foreign magazines
Send more than 25000 invitation for the interested visitors in the field of the exhibitions (dealers – distributors and so on…..)
Invitations to be delivered personally to businessmen, specialists and managers in charge to visit the exhibition
Over 50000 invitations to be mailed through the post offices to target audience (hotels managers, hospitals malls factories governmental offences and others
LED MIDDLE EAST 2019 show updates direct mail to potential visitors and delegates



LED MIDDLE EAST EXPO

Platinum Sponsor

Golden Sponsor

Sponsored By

International Agents

Travel Agency

E-Marketing

Supported By

powerd by

Official magazines

1/4 Anwar Al-mofti ST-Nasr City
Behind Tiba Mall Cairo-Egypt
Tel (+ 202) 22615141
Mob (+2) 01001645408
(+2) 01014526699
Fax (+202) 22615141
E-mail:info@ite-eg.com
Website:www.ite-eg.com
Ledmiddleeast-expo.com

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