MIDDLE EAST
LIGHTING AND ELECTRIC EXPO



TOMORROW'S TECHNOLOGY

5TH International Exhibition for LED Technology, Modern Lighting Systems , Decorative Lighting Solar Lighting and Electronic Components

from 26 to 28 AUGUST 2022

Cairo International Conference Center (CICC)

www.lightingexpo-eg.com


TRUST


FUTIWA


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Fabby Chinese
SKD Specialists










ZEUS




FUTIWA






SUN POWER
SOLAR LIGHT


STACK









The Venue

Middle East Lighting 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 Middle East Lighting EXPO ?

- Middle East Lighting 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 Middle East Lighting Expo participants,
- Middle East Lighting 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	26 - 28 AUGUST 2022
FREQUENCY	ANNUAL
HOW MANY TIMES	5th
EXHIBITS / MAIN SECTORS	LED, LIGHTING & INTERIOR ELECTRIC INSTALLATION, SOLAR LIGHTING AND ELECTRONIC COMPONENTS
TOTAL AREA OF EXHIBITION	10000 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 services 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 sopt's 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 the 5th International Middle East Lighting Expo 2022 In Egypt.

Why is "Middle East Lighting Expo" Important?

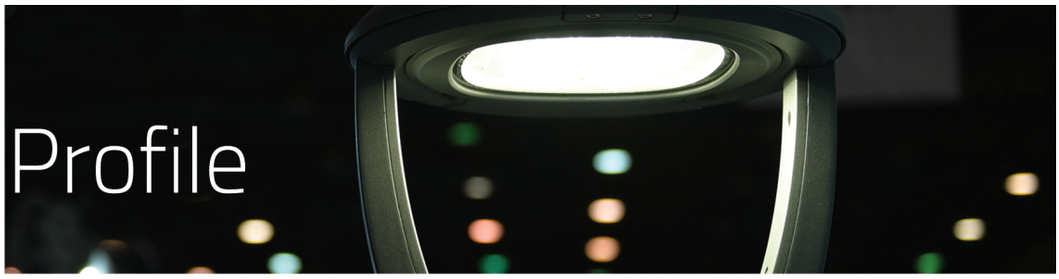
- The International MIDDLE EAST LIGHTING EXPO has importance that increases every day since
- The products that recently receives the greatest attention worldwide and whose market grows at a rapid pace are LED, Solar Lighting and LED products,
- LED products and semi-finished are an indispensable part 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 extra ordinarily 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



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

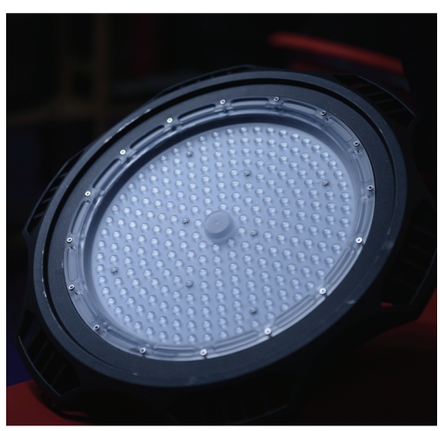
LED Decorative Lighting
- Chandeliers
- Apliques
- Floor and Table Lamps
- Strech Ceiling Lighting
- New Year & Christmas Lights
- City Arch Lighting
- Artificial Sky & Window Panels
- LED Products
- LED Indicator Lamps
- LED Emergency Lights
- LED Traffic Lights
- LED Automotive Lamps
- LED Backlights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

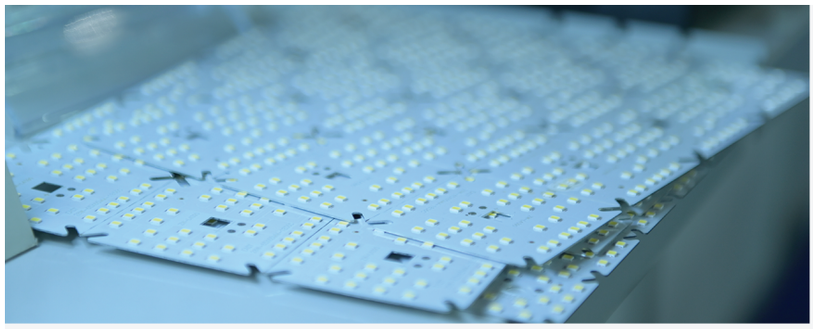




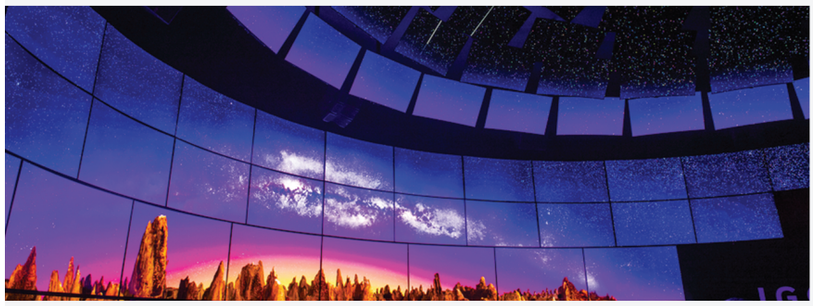


















- AMOLEDs
- LED Manufacturing Equipment
- Machinery & Allied Products
- Mounting Machines
- MOCVD
- Soldering Machines
- Ins pection/Measuring/Repair
- LED Components
- Accessories & Rawmaterials
- Circuit Boards
- MCPCBs
- LED Wafer/Chips
- Lenses/Optics
- LED Encapsulation Material
- LED Modules
-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

LED Driver and Power Supply 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



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
- Amusament 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
- Firefightining Companies
- Educational Institutions, Universities
- Emergency, Rescue Companies
- Organized Industrial Zones
- Minicipalities
- Relevant Institutaion, Associations
- Governmental Offices

















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LIGHTING SOLUTION


BINGO LIGHT






LIGHT


BINGO LIGHT
BINGO LIGHT
BINGO LIGHT


FIONA


LED TRUST
GUANGZHOU TRUST OVERSEAS




EVORA
شركة الصباغ


FUTURA




أفضل إضاءة .. أفضل جودة




Fabby Chinese
SKD Specialists


أنظمة التأمين بكاميرات المراقبة


E06
شركة صن باور
صن باور
SUNPOWER


ZEUS


BINGO LIGHT


TRONOR


TWO COLOR PANEL SKD
COMPANY INTRODU




SONOFF
Your Smart Home Choice


ALMASRIYA


SEGA.M
LIGHTING SOLUTIONS


MARINA


POLYEGYPT








ALFA LEDs
ALFA LEDs
ALFA LEDs

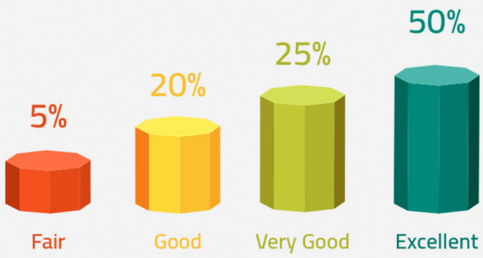

SUPER GOOD


SPARK
PRINTING & PLASTIC EXPERTS
شركاء النجاح

Exhibition Fact Sheet 2021



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 2021

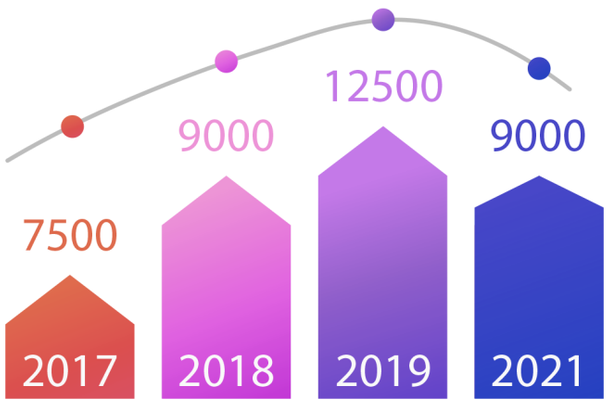


Exhibition Area 5000m²

Number of Exhibitors ..... 75 Companies

Number of Brands ..... 150 Brand

Total Number of Visitors



Local Visitors	4500
Arab & African Visitors	3000
Foreign Visitors	1500

TURKEY - CHINA - INDIA - TAIWAN - KAS - YAMAN - JORDAN

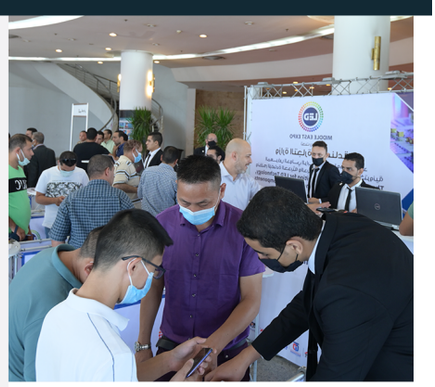


9000
Visitors in 3 Days 2021

Expectation Visitors for 2022
12500







Means of Promotion



Direct Mailing

- Mailling of 50000 to the visitors database in and outside Egypt
- Mailling of 35000 invitations to the exhibitors database via the exhibiting companies

Magazines Advertising

International lighting Magazines and Directories

Online Adevrtising & Registration

- Online registration facility for visitors via the show official web-site, the Facebook official Page,Linkedin, Twitter and YouTube Channel

Outdoor Advertising

Several Locations One Month Before The Show at a Very Prime Location on Several Places in Cairo.

Direct VIP Invitations

150000 Invitation

Radio Commercials

(50) Commercials' Spots On Nogoum FM Radio Masr channels prime times along 5 days prior & during The Show



VISITORS PROMOTION CAMPAIGN



ITE is creating a modern marketing plan for the exhibition

Middle East Lighting Expo 2022 will be promoted to trade visitors throughout the region including: Egypt, Bahrain, Iraq, Jordan, Kuwait, Oman, Qatar, Saudi Arabia, turkey, United Arab Emirates, Algeria, libya,Tunisia,Taiwan, china, kenya, Ruanda, South Africa, Nigeria, through the following means:

Media Campaigns

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.

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**

Social Media

From daily show updates to sponsored posts news via social media outlets will reach out to target Visitors across all essential channels, reminding them of all that is new.

Outdoor Promotion

We will also ensure that **Middle East lighting Expo** receves maximum exposure through outdoor campaigns including billboard displays in selected locations to ensure that visitors get every incentive toattend the event.

Online Presence

Middle East lighting Expo will be given added value through an online presence with promotions through the website , digital online communities , email shots and digital advertisements to ensure that audiences have every opportunity to attend the 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 releas es so as to keep the event in the mind of audiences and increase the show's visibility and awareness through announcements and updates.

Invitations

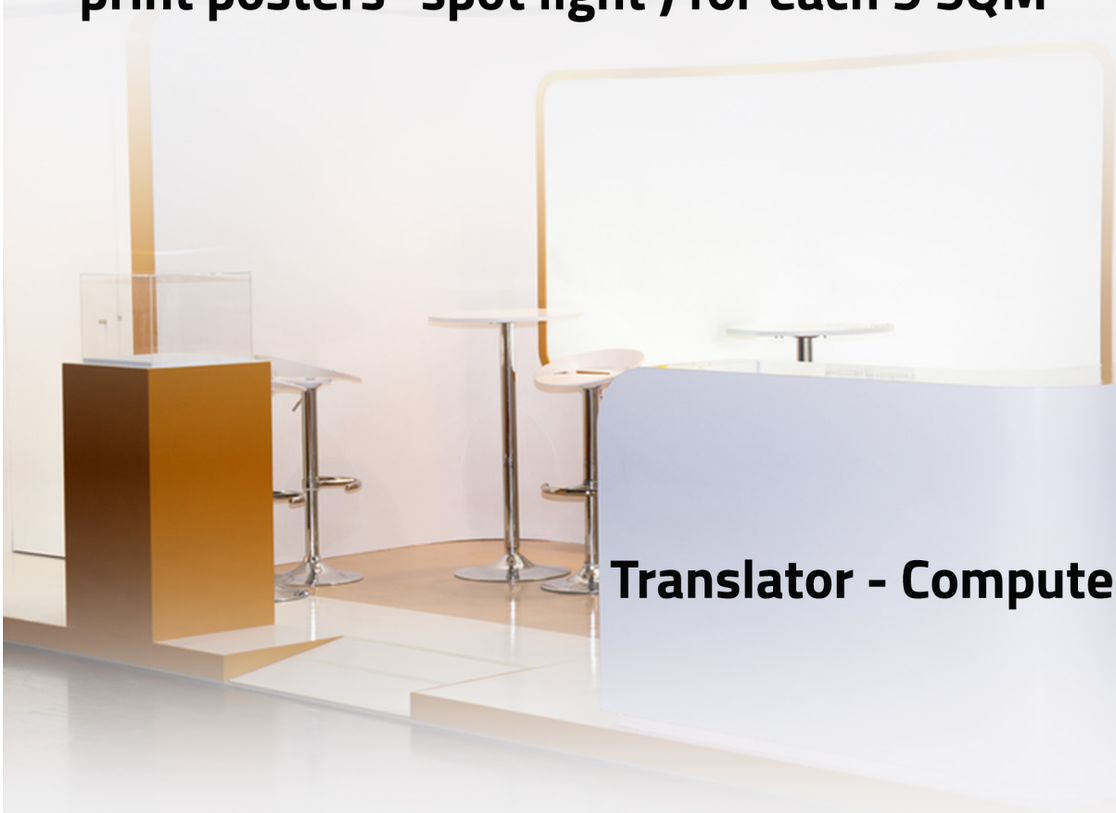
Send more than 30000 invitation for the interested visitors in the field of the exhibitions (dealers – distributors and so on.....)Invitations to be delivered personally to businessmen, specialists and managers in charge to visit the exhibition Over 50000 invitations to be mailed through the post offices to target audience (hotels managers, hospitals malls factories governmental and others).

Online Service

for international exihbitors



Including (stand- carbet - 2 chairs- name board- table- print posters- spot light) for each 9 SQM



Translator - Computer - LED Screen



Online meeting with the visitors during the show


STACK



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SEGA

GEST FOR LED
www.gestled.com



ALFA LEDs


NILE STAR LIGHTING
SKD

NILE STAR LIGHTING


FIDA

SPARK




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LIGHTING AND ELECTRIC EXPO

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FOR MANUFACTURE & TRADE OF ELECTRICAL PRODUCTS
SINCE 2005

FUTINA
A Product you can Trust

SKD 思客达

LED TRUST

GUANGZHOU TRUST OVERSEAS
LIGHTING TECH CO., LTD.

SEGA.M
LIGHTING SOLUTIONS

AOI
الهيئة العربية للتصنيع

FABBY
FABBY LIGHTING

SC
Short Circuit Company
Saving & More ...

TEC
LIGHT

ALFA LEDs

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FUZED MAGAZINE

Souq Kahraba
سوق الكهرباء

أسواق الكهرباء والطاقة
ELECTRICITY & ENERGY MARKETS

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Interpoint
Tours & Travel
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