MIDDLE EAST

المؤتمر والمعرض الدولي الأول لتكنولوجيا الليد في الشرق الأوسط

نحو تعميق إستخدام تكنولوجيا الليد

من ٢٧ - ٣٠ أبريل ٢٠١٧ - أرض المعارض - قاعه ١٩

1st International Conference & Exhibition of LED Technology for Middle East

Towards Deepening LED Technology

From 27-30 April 2017 - Cairo Fair Ground - Hall 19



www.ITE-eg.com
www.LEDMiddleEast.org

MIDDLE EAST

Sponsors

Marketing Agency **Media Partners** **Travel Agency**

INTERNATIONAL
TRADE EXHIBITIONS

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ABOUT THE VENUE

LED Middle East EXPO 2017 will take place at the luxurious venue Cairo Fair Ground, the groundbreaking venue for trade related events. The venue is located 10 minutes away from the Cairo International Airport, and 15 minutes away from downtown and the touristic locations, huge car parking, 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 East EXPO participants.
- LED Middle East EXPO customers are 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 done with proper planning.

EXHIBITION ID

Country	**EGYPT**
City	**CAIRO**
Venue	**Cairo Fair Ground**
Date	**27-30 April**
1st year of show	**2017**
Frequency	**Annual**
How many times	**1**
Exhibits / Main Sectors	**LED, Lighting & Interior Electric Installation**
Total Area of Exhibition	**4500 sqm (NET) 5500 sqm (Gross)**

VISITORS PROMOTION CAMPAIGNS

Marketing 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 Middel East EXPO will be promoted to trade visitors throughout the Region including Egypt, Bahrain, Jordan, Kuwait, Oman, Qatar, Saudi Arabia, United Arab Emirates, Turkey, Taiwan, and China through the following means:

20,000 Complimentary visitor Invitations and 5,000 VIP Invitations 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.

Editorials and advertisements in Egypt's and MENA key newspapers to promote LED Middel East EXPO 2017.

Posters and billboard advertising in Cairo's main streets up to the event.

TV & Radio campaigns.

LED Middel East EXPO 2017 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, and African affiliates which located in Egypt.

Targeting international exhibitors through our agents in foreign countries Italy, turkey, Taiwan. In addition to Arab and African countries.

Put Ads in international newspapers and specialized foreign magazines.

Send more than 25000 invitations 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 to visit the exhibition, hotels managers, hospitals, malls, factories governmental offices and others.

INTERNATIONAL
TRADE EXHIBITIONS

Organizers

LED Middle East EXPO is organized by ITE a growing organization offering a full range exhibitions and event management services to a wide variety of clients within the entire world. the company, which is located in Cairo was established in the year 2013 and has remarkable experience in the field of organizing and managing international specialized trade fairs. We have more than 4 years of experience in the Egyptian market.

EXHIBITOR 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

HIGH POWER LEDS

SMD LEDS

COB LEDS

DIP LEDS

OTHER LEDS

LIQUID LEDS

OLEDS

AMOLEDS

LED MANUFACTURING

EQUIPMENT

MACHINERY & ALLIED PRODUCTS
Mounting Machines
MOCVD
Soldering Machines
Inspection/Measuring/Repair

LED COMPONENTS ACCESSORIES & RAWMATERIALS
Circuit Boards
MCPCBs
LED Wafer/Chips
Lenses/Optics
LED Encapsulation Material
LED Modules
PCB Reflectors
Diffusers
Heat Sink
Thermal 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

















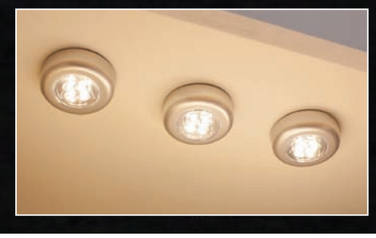

WHY EGYPT ?

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 create opportunities for trade and investments on an unprecedented scale and Egypt is now recognized as one of the hottest
investment Spots in the world that is targeted by international investors as a promising market with a potential growth yet to be seen.

TARGET VISITORS

- LED Companies, Distributors, Dealers
- Electric/ Electronic Companies
- Industrial Automation Companies
- Automotive Sectors
- Signpost Manufactures
- White Goods Manufactures
- Electronic Goods Manufactures
- Architectures, Engineers
- Interior Architectures, Decorators
- Building Automotion Companies
- Landscape Architects
- Furniture Companies
- Interior, Exterior Decoration Companies
- Cooperatives, Contractors
- Building Sectors
- Organization Companies
- Sound, Light, Image System Companies
- Advertising Companies, Cast Agencies
- Security Companies
- Firefightining Companies
- Emergency, Rescue Companies
- Governmental Offices
- Highways
- Airport Ground Service Companies
- Transport Companies
- Factories
- Banks
- Hospitals
- Medical Electronic Manufactures
- Tourism Industries
- Amusement Parks
- Aqua Parks
- Dance Clubs, Night Clubs
- Restaurants, Cafes
- Hotels
- Museums, Theaters, Cinemas
- Congress, Conference & Exhibition Centers
- Business Centers
- Shopping Malls
- Chain Stores
- Jewellery Stores
- Stadiums, Sport Complex
- Educational Institutions, Universities
- Industrial Zones
- Relevant Institutaions, Associations



WHY IS LED MIDDLE EAST EXPO IMPORTANT ?

- The products that recently receive 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.

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 International LED Middle East EXPO in Egypt.

