



MACTECH
EGYPT

The 23rd International Exhibition for Metal
Forming Machines, Industrial Tools,
Welding, and Cutting Equipment

30 November – 3 December 2023

**Cairo International Convention and
Exhibitions Center (CICC)**

**Industry
on the
Move**

www.mactech-eg.com

Egypt..... The Perfect Destination for Valuable Businesses Opportunities

Egypt; by the virtue of being Africa's 2nd largest economy with a GDP exceeding US\$ 395 Billion; shines in the world of business as a superlative hot-spot for international investments, taking advantage of the immense diversity of natural resources.

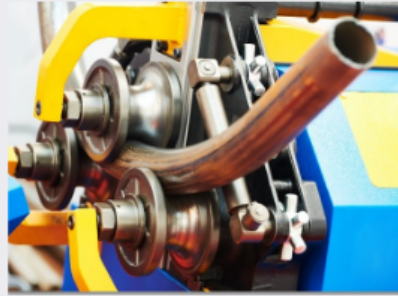
Ranked among the world's most attractive countries for international investments; The 100 million+ inhabitants nation of Egypt leads the path on multiple tracks marching onward to achieve matchless economic growth rates; banking on the tremendous increase of industrial and infrastructure activities.

Already accomplished noteworthy industrialization headway; the Egyptian government is charting new industrial activities to become the corner-stone for development; counting on a far-sighted strategy directing the country towards attracting global top-notch industry investors to further ignite the country's outstanding economic growth.

Holding 11% share of the total Arab GDP, Egypt is indisputably one of the key largest free market economies in the Middle East and North Africa; with a continuously expanding young and consuming domestic market (annual population growth is 2%) providing mega strong purchasing power that gives momentum to the economic and industrial diversification programs.

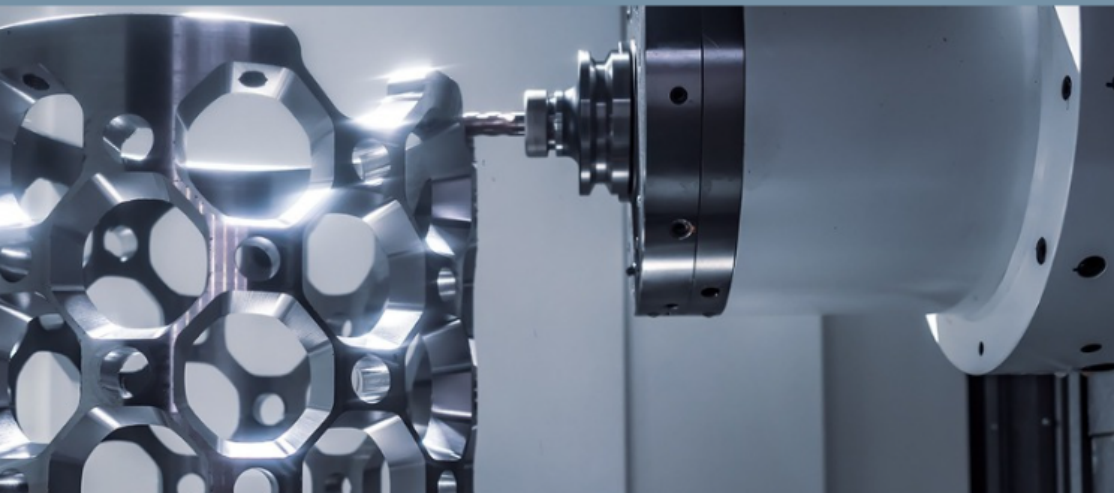


Egypt's Metal-working Machinery and Industrial Tools Market An Ever-growing Profit Zone



Already poised for momentarily quick-tempered growth; the industrial sector in Egypt is leveraging on the country's strength as a leading manufacturing player within the MENA region

The impeccable governmental vision is set explicitly to empower the Egyptian metal-working and industrial tools sectors' global competitiveness; heightening the levels of state-of-the-art technology transfer, non-stop investment promotion, consultancy, training, research, laboratory and marketing support and services.



Riding on the wave of up-and-coming developments in various industrial sectors; Egypt imports of CNC machinery is expected to rise by 9 percent in 2023; while the imports of welding and cutting equipment is expected to grow at a rate of 11 percent in 2023.

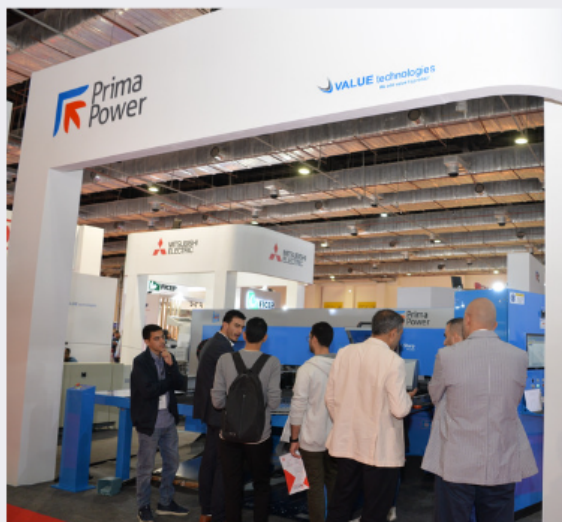
Egypt targets EGP 109.1 billion (US\$ 7 Billion) of investments in the field of the non-petroleum manufacturing industries; additionally the Egyptian authorities have announced plans to establish 10 new industrial zones in Upper Egypt and a huge sustainable

industrial zone in New Alamein City, in addition to the 5.25 million square meters industrial zone present in Port Suez, within the Suez Canal Economic Zone (SCEZ) with the first phase already established on an area of 1 million square meter over 2018 and 2019. The second will add an extra 1.6 million square meters by the end of 2022, and the third phase will

focus on the remaining 2.65m square meters by 2031.

Witnessing a rapid unprecedented upsurge ; undoubtedly the Egyptian metalworking, CNC, machinery and industrial tools market is growing at an extremely rapid pace; with new hi-tech mega industrial zones expanding around the country to fuel the targeted industrial products export levels; Egypt's metalworking machinery and industrial tools imports are expected to rise at 13% annually.

Stimulating numerous industries; the flourishing metalworking market in Egypt is ascending at a very firm stride; with an annual growth rate attainment of 18% in 2023; such growth is endorsed by the massive industrialization diversity and the unblemished governmental plans to enhance the quality and value of the industrial output.



MACTECH Important Figures

22
Editions

1200+
Brands

38
Countries

20,000
M2 Space

16000+
Visitors

MACTECH..... The Ultimate Technology Sourcing Venue

Envisioned to show-case the entire spectrum of metalworking machinery, CNC machinery, industrial tools, welding and cutting equipment and technologies; MACTECH is undeniably the most prominent industrial knowledge-sharing and networking platform; spreading out cutting-edge technologies, the most revolutionary innovations, insights, know-how and most important international business alliances' opportunities.

Scheming multiple trading stand-points; MACTECH is publicized as the most influential sourcing trade fair for Egyptian and regional industrial patrons tracking novelties and new technologies in the metalworking machinery, CNC machinery, industrial tools, welding and cutting equipment business sectors; crafting exceptional opportunities for world-wide key players to pop-in the highly growing industrial sectors in Egypt and the entire region.



Beyond the bounds of being a regular trade fair, MACTECH is a wide-reaching meeting-point where key regional and local industrialists meet face-to-face with the worldwide technology makers to create a point of reference for technology supplies, network with industry experts, upgrade their future modernization strategies and obtain full knowledge about the latest trends and innovations with-in the metalworking machinery, CNC machinery, industrial tools, welding, forming and cutting equipment.

Covering the integral manufacturing processes, fabrication technologies and industrial applications; MACTECH presents fresh formats, cross-industry concepts and high-tech innovations to the dynamic rapidly-growing markets of Egypt and the MENA region.





MACTECH Exhibit Profile

MACHINERY

- Sheet Metal Working Machines
- Metal Forming Machines
- Wire and Tube Forming Machines
- Milling Machines and Machining Centers
- Grinding and Polishing Machines
- Drilling and Boring Machines
- Honing and Lapping Machines
- Laser Machines
- CNC Router & Laser Engraving Machines
- EDM and Consumables
- Robotic Process and Automation
- Horizontal and Vertical Lathes
- Metrology Equipment
- Wood Working Machines
- Machinery Parts and supplies

AUTOMATION , MOTION AND DRIVES

- CAD/CAM System and Software
- Industrial IT, Hardware and services
- Robotics Production Technologies and Services
- Transmission and Fluid Power Systems
- Pneumatics and Hydraulic Systems
- Geared Motors Wheels and Gear Systems
- Linear Technology
- Sealing Technologies , Lubrication System For Drive Tech
- Bearings
- Machine Learning
- IOT
- Artificial Intelligence
- Augmented Reality
- Smart Manufacturing
- Digital Factory
- Additive Manufacturing

WELDING & CUTTING EQUIPMENT

- Welding Machines
- Plasma Cutting Machines
- Water-jet Cutting Machines
- Welding Electrodes and Wires
- Plasma Torches and Accessories
- Spare Parts for Welding Machines
- Gas Regulators

INDUSTRIAL TOOLS & EQUIPMENT

- Hand Tools, Power Tools, Precision Tools
- Pneumatic and Hydro – Pneumatic Tools
- Industrial Fasteners
- Abrasive and Adhesives
- Measuring and Testing Equipment
- Surface Treatment
- Airless Spray Equipment & Coating Technologies
- Generators Technologies & Accessories
- Factories Supplement



Advantages of Exhibiting at MACTECH

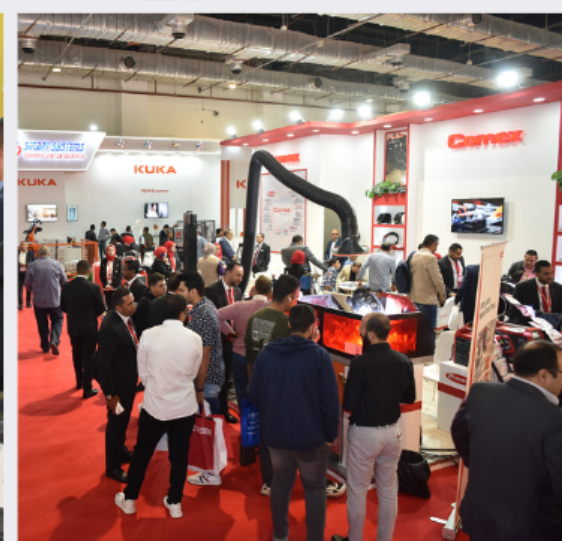
For most entrepreneurs, trade fairs have become the true difference between success and failure, and a vehicle to expanding from local markets into the burgeoning new markets that have emerged in many parts of the world; just like Egypt and the MENA region.

Some of the benefits and rewards the exhibitors can gain from MACTECH, among many others, are:

- Tracking the latest technology trends and ensuring that strategic planning is on- the right path.
- Staying ahead of competitors.
- Gaining inspiration and ideas through interacting with major industry players, disruptors and visionaries.
- Driving value in to the shaping of marketing approach.
- Meeting a cross-section of the region's top qualified buyers.
- Benchmarking against the world's key industrial technology innovators.
- Discovering how competitors are changing their traditional approach to ensure that their offerings exceed expectations.
- Connecting with like-minded progressive strategic partners.
- Building relationships with current and prospective clients, partners and suppliers.
- Taking away new ideas, insights and knowledge out of the comprehensive content.
- Finding out about the most exciting start-ups and technologies that could be pre-arranged for new markets.
- Educating customers with publications and audio-visual materials.

MACTECH Visitors Profile

- | | |
|-----------------------------|------------------------------|
| • Factory Owners | • Workshop Owners |
| • Automation Specialists | • Wholesalers & Distributors |
| • Businessmen and Investors | • Trade Buyers |
| • Engineering Groups | • Industrial SME's |
| • Financial Institutions | • Academic Institutions |
| • Government Bodies | • Industrial Plant Managers |
| • Importers and Exporters | • Industrial Associations |



MACTECH Promotion Campaign

Media Campaigns



With over two decades of experience in promoting a wide range of events in Egypt and looking after the media, we are planning to maximize event coverage for MACTECH 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

MACTECH 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 MACTECH as the unpatrolled event.

Press Releases

Ensuring that key journalists are kept fully informed with this year's content, features and attractions at MACTECH 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 MACTECH keeping audiences up-to-date and fully aware on why MACTECH is the preferred meeting point for the industrial sector.

Social Media

From daily show updates to sponsored posts, MACTECH 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 MACTECH this year.



Outdoor Promotion



The organizers will also ensure that the MACTECH 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 MACTECH & have adequate time to plan their visit in advance and arrange appointments for important discussions.





The Venue

MACTECH will take place at the luxurious venue Cairo International Convention and Exhibitions Center CICC.

The deluxe CICC 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 venue is dedicated to first class conferences and exhibitions catering for the requisites of all organizers with top efficiency.

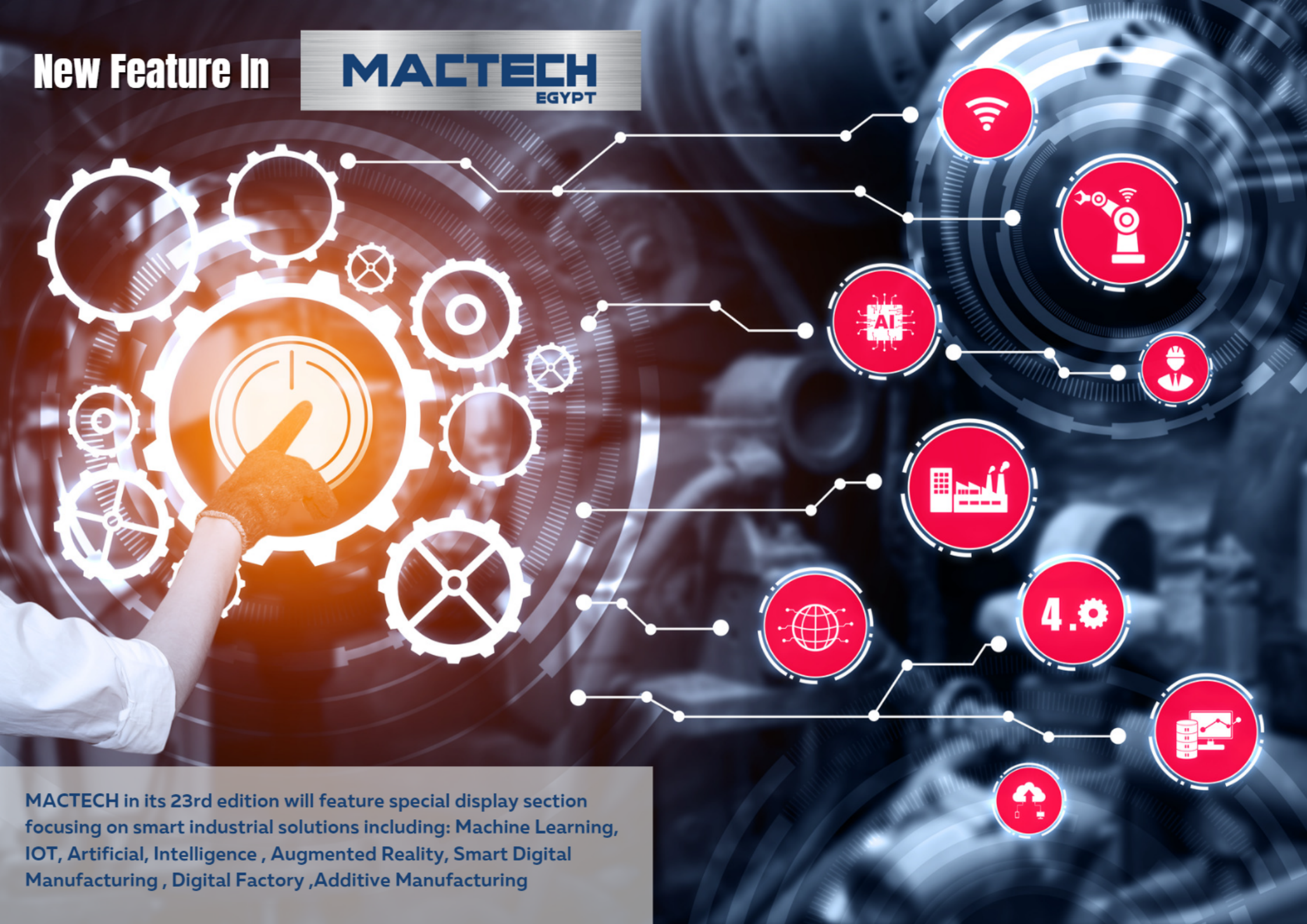
The CICC enjoys an impressive artistic design that charms visitors and exhibitors from all over the world. It is also located in one of the most prominent areas in Egypt; Nasr City, next to several 5-star hotels, and only minutes away from Cairo International Airport.



New Feature In

MACTECH

EGYPT



MACTECH in its 23rd edition will feature special display section focusing on smart industrial solutions including: Machine Learning, IOT, Artificial, Intelligence , Augmented Reality, Smart Digital Manufacturing , Digital Factory ,Additive Manufacturing

Organised by



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