

Egypt Home Tex

Exhibition

by **Stitch&Tex**

المعرض الدولي السادس
لأقمشة التنجيد والستائر
والمفروشات المنزلية

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The 6th International Exhibition for Upholstery Fabric, Curtains and Home Textiles

**6th–8th
December '24**

Cairo International
Convention Center
(CICC), Nasr City
مركز القاهرة الدولي
للـمؤتمرات

Stitch&Tex Expo

In Numbers



Since
2007



230,000+
Unique Visitors



12,000+
International
Visitors



18
Rounds



360,000+
Visits



4000+
Exhibitors



6500+
Brands
Represented

by **Stitch&Tex**



Egypt



Saudi Arabia



Morocco

Egypt
**Home
Tex**
Exhibition
by **Stitch&Tex**
6-8 December
2024

Egypt
**Stitch
&Tex**
Textile
Technologies
Exhibition
20-23 February
2025

Saudi
**Stitch
&Tex**
Exhibition
18-20 November
2024

Saudi
**Fashion
Expo**
by **Stitch&Tex**
18-20 November
2024

Morocco
**Stitch
&Tex**
Exhibition
6-8 May
2025

Egypt
**Fabric
&Yarn**
Exhibition
by **Stitch&Tex**
20-23 February
2025

Egypt
**Stitch
&Tex**
Garment
Technologies
Exhibition
4-7 Decmeber
2025

Saudi
**Fabric
&Yarn**
Exhibition
by **Stitch&Tex**
17-19 November
2025

Morocco
**Fabric
&Yarn**
Exhibition
by **Stitch&Tex**
6-8 May
2025



Home Textiles in Egypt... An Enormously Booming Sector

The textile and apparel industry represents 30 percent of industrial production in Egypt and 10 percent of total exports.

Demand on Egyptian home textile products is growing domestically at a pace of 25% annually due to the mega residential and commercial projects upsurge.

Egypt's Textile sector "Vision 2025" initiative is set to significantly expand the sector. The strategic objectives include creating one million jobs, training 750,000 employees, and increasing textile and garment exports to \$10 billion per year by 2025.

Situated already as the "rising market-place" for textile industries; Egypt grasps the features of excellence to become the ultimate textiles commercial and investment hub all around the Mena region; offering all the essential components, including outstanding geographical location, superior raw materials, low wages, first-class transportation infrastructure and low energy costs.

Egypt's textile strategy aims to achieve a significant leap in the production capacity with a target production of 188 thousand tons of yarn yearly compared to the current figure of 37 thousand tons and 198 million meters of fabric instead of 50 million meters for the time being.

The growth of Egypt's home textiles export is estimated at 15% (CAGR) for the upcoming 5 years at least; with upholstery, linens, curtains and carpets representing the most promising sub-sectors.

Known as the "white gold" for its unique characteristics; Egyptian cotton kept the position of the finest natural fibers in the world for its unmatched strength. Egypt produces about 150,000 hectares of cotton fiber yearly, while cotton yarn exports equals to US\$ 400 Million.



Egy Home Tex..

The Hallmark for Business Expansion

Bringing together the most extensive collections of premium and state-of-the-art upholstery fabrics, curtains and home textiles demonstrated by the world's optimum key players; EGY HOME TEX hikes the curve swiftly as the most unique trade event in the MENA region; motivated by the stirring demand for home textiles all-across the Egyptian nation and the entire MENA region.

Yielding exceptional conceptions and solutions on the current and those of tomorrow's production lines; EGY HOME TEX makes available a first-class opportunity for the brands with fame and traditions within the home textiles manufacturing business to create resilient presence in one of the world's hottest business spots.

Offering tangible promotional strategies to professionals across the home textile industries' supply chain; EGY HOME TEX is specifically premeditated to create a straight-forward bond between the home textiles manufacturing key players and over 12000 trade buyers from Egypt and the MENA region; within a lively trading and business venue; targeting to formulate the most decisive sourcing event for home textiles on the local, regional and international sides.

EGY HOME TEX is "The Ultimate Trading Venue" where profit-boosting dynamic partnerships and ventures are formed, materializing a crystal-clear track for home textile modernizers into contributing to the massive growth of such an evolving business sector on a continental level.

Hallmarking an exclusive event dedicated to ground-breaking innovations; EGY HOME TEX ignites the rising momentum of the home textile market in Egypt and more importantly in the MENA region; with spectacular trends displays, all-encompassing product presentations and stunning designs covering the entire spectrum of the home textile sector.

Backed by 5 "extremely successful" editions; EGY HOME TEX surpasses by far the capabilities of any other trade event in the region, holding the power, know-how and experience to reach out and attract numerous quality trade buyers and decision makers from the textile industries segment with full-purchasing authority.



Egy Home Tex

Who Should Exhibit

UPHOLSTERY FABRICS

- Natural Fibers
- Synthetic Fibers
- Woven Fabrics
- Knitted Fabrics
- Performance Fabrics
- Decorative Fabrics
- Transfer Printed Products
- Natural Leather
- Artificial Leather

BEDROOM TEXTILES

- Sheets
- Duvets
- Comforters
- Quilts
- Blankets
- Pillowcases
- Bedspreads
- Decorative pillows and throws
- Bedroom Accessories

BATHROOM TEXTILES

- Bathmats
- Cotton and Microfiber Towels
- Bathrobes
- Bath Curtains
- Bath Accessories

CURTAINS & CURTAIN ACCESSORIES

- Tulle
- Embroidery
- Guipure
- Non-textile Curtains
- Ready-made and Custom Curtains
- Decorative Hardware for hanging curtains

KITCHEN & DINING ROOM TEXTILES

- Tablecloths
- Kitchen Cloths
- Aprons
- Potholders
- Oven mitts
- Tea towels
- Table Linens
- Napkins
- Runners
- Placemats
- Special Occasion Textiles

CARPETS & RUGS

- Handmade Carpets and Rugs
- Machine-made Carpets and Rugs
- Textile Floor Coverings (wall-to-wall)
- Bathroom Mats and Rugs



Egy Home Tex

Who Should Visit

PROFESSIONALS

- Interior Designers
- Facility Managers
- Hotel Managers
- Government Officials
- Technical Managers
- Industry Specialists & Professionals
- Technical Institutes
- Specialized Media

BUSINESS OWNERS

- Business Owners
- Chain Store Owners
- Real Estate and Resort Developer

TRADE

- Trade Buyers and Agents
- Importers & Exporters
- Manufacturers
- Distributors
- Retailers
- Associations



Egy Home & Tex

Added Value for Exhibitors

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

- Meet high quality customers.
- Brand for large scale awareness.
- Showcase and demonstrate new production lines.
- Conclude new sales contracts.
- Broaden business reach.
- Enjoy all year-round post event business communications.
- Generate new business leads.
- Educating customers with publications and audio-visual materials.
- Reach customers not reached before through regular promotion means.



Egy Home & Tex Hosted Buyer Program

The hosted buyer program is a dedicated program for top buyers seeking to collaborate with our exhibitors. In EGY HOME TEX 2025, 100 buyers will be totally hosted.

Buyers will be provided with free accommodation and transportation incentives to conduct pre-arranged business meetings with exhibitors either in exhibitors' booths or in B2B meeting area.

Hosted Buyer and Trade Visitors Benefits

Benefits for hosted buyers and visitors who will be participating in The International Hosted Buyer Program B2B.

- Providing an Invitation letter to apply for the Egyptian visa.
- Granting accommodation at a 5 Stars hotel for 4 days.
- Securing free Transportation from & to the exhibition venue & back to the hotel for the duration of the event.
- Meeting the right supplier.
- Providing a full contact information of all exhibitors whom buyers are interested to meet.



Egy Home Tex.. Promotion Campaign

“Egy Home TEX” within its 6th edition holds the most extreme promotional powers and know-how to attract record-breaking quality industrial and trading visitor groups in addition to specialized missions of trade buyers from Egypt and the neighboring emerging markets as well; throughout the following means:

Buyers Program

EGY HOME TEX will feature a specialized “Regional & International VIP Trade Buyers Program” running in parallel with official trade missions through Industrial Associations, Syndicates and Chambers of Commerce in the Middle East and Africa.

Social Media

From daily show updates to sponsored posts, EGY HOME TEX 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 the event this year.

Online Presence

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.

Media Campaigns

The organizers are planning to maximize event coverage for EGY HOME TEX through extensive media campaigns, press and specialized magazine advertising, online press advertising and press releases.

Egy Home Tex.. Promotion Campaign

Targeted Trade Invitations

60,000 targeted invitations will be sent out to potential and targeted buyers prior to the event, ensuring they 'save the dates' for EGY HOME TEX and have adequate time to plan their visit in advance and arrange appointments for important discussions.

Mobile Marketing

Mobile marketing promotions aimed at targeted visitors will spread the word on EGY HOME TEX, keeping audiences up-to-date and fully aware on why the event is the preferred meeting point for the entire textile and garments value-chain patrons.

Press Releases

Ensuring that key journalists and specialized media are kept fully informed with all content, features and attractions at EGY HOME TEX, to keep the event in the mind of audiences and increase the show's visibility and awareness through announcements and updates.





Egy Home Tex

The Venue

EGY HOME TEX 2025 will take place at the luxurious venue Cairo International Exhibitions 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 venue is dedicated to first class conferences and exhibitions catering for the requisites of all organizers with top efficiency.

Cairo International Exhibitions Center 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, touristic sites and only minutes away from Cairo International Airport.



Egy Home Tex

The Organizers

EGY HOME TEX 2025 is jointly organized by Business Plus Fairs, and Vision Fairs.

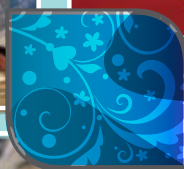
Business Plus Fairs is a leading Emirati holdings group serving multiple business sectors, including commercial, trading, industrial, consulting, and events management. It is one of the top trade fair organizers in the Middle East and Africa, with significant experience and specialization in producing and managing international exhibitions. Its' commercial events track record includes a variety of industries in addition to B2B matchmaking events and export development activities.

Vision Fairs is Egypt's leading b2b exhibition organizer bridging the gap between Egypt, the Middle East, and Africa's economies. They create the best-attended industry events with valuable opportunities for companies to showcase, promote, and strike deals with the right partners while learning about the latest industry trends and critical industry issues.

With a combined portfolio of 28 annual shows spanning 10 countries, including Saudi Arabia, Morocco, Iraq, Ethiopia, Erbil, Kenya, and Tanzania, the organizers of Saudi Stitch & Tex focus on producing mega-size trade fairs that generate millions of dollars in business deals that directly benefit host countries' economy and industrial scope.



Egy Home Tex The Gallery



Egypt Home Tex

Exhibition

by **Stitch&Tex**

Organized by



www.businessplusfairs.com

www.visionfairs.com

In Collaboration with



**EGYPT TEXTILES & HOME
TEXTILES EXPORT COUNCIL**

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والمفروشات المنزلية

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