

EGY HOME TEX

[www.egyhometex.com](http://www.egyhometex.com)

2020

## Post - Show Report

The 5<sup>th</sup> International Exhibition For  
Upholstery Fabrics, Curtains & Home Tex

**20 - 23 February 2020**

Cairo International Conference Center (CICC) - Cairo

Organized by



In Collaboration with



MAIN SPONSORS



# POST-SHOW REPORT 2020



## A Message from Organizers

Upward expansion in the Egyptian home textiles business segment has shaped new scenarios and plans for tracking the finest products quality cost-effectively.

The key perception of **EGY HOME TEX** is to create a business setting with exceptional criteria to provide supplies for the snow-balling needs in such a promising open market.

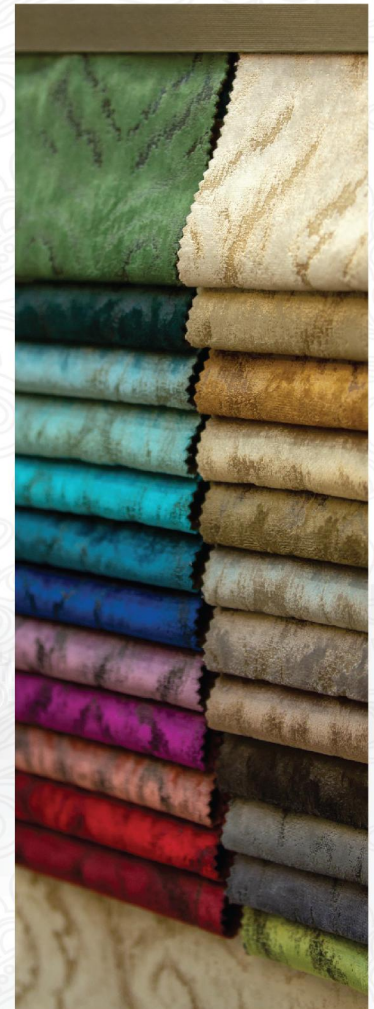
**EGY HOME TEX**, functioned as an across-the-board, robust and value adding event linking the top manufacturers of upholstery fabrics and curtains to their targeted buyer-groups on the regional and local side for direct interaction.

We would like to extend our appreciation to our renowned sponsors and exhibitors for their perpetual support.

For our business partners to obtain full benefits and best outcomes from the event, we arranged this post-show report that openly enlightens all the features associated with **EGY HOME TEX**, introducing a complete analysis of the visitors and their feedbacks, to allow our exhibitors to run through a better up-coming edition.

Looking forward to your participation in **EGY HOME TEX 2021**.

**EGY HOME TEX Team**



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## EXHIBITION BACKGROUND



The most prominent upholstery fabrics and curtains' industrialists and market leaders were present at **EGY HOME TEX** to take advantage of the 4-day happening attaining a broad spectrum of trading agreements.

**EGY HOME TEX** was the most dynamic event of its kind in Egypt; gathering top-notch records of professional visitors and trade buyers, the event is now classified as one of the most significant trading and business settings devoted to the home textile industries.

**EGY HOME TEX** acted as a promoter for the industrial innovations, making available all the practical solutions to help buyers make their buying decisions effortlessly.

**EGY HOME TEX** main target was to shorten the purchasing decision making procedure; as buyers were able to acquire all information about the available product ranges and the selling offers under one roof.

**EGY HOME TEX** conception exceeds the idea of being a regular trade event; signifying the most decisive trading venue for on-site contracting decisions where all the assortments and price rates are available for professional visitors.

# POST-SHOW REPORT 2020



## EVENT PROFILE

### A- General



**1- Duration:** 20-23 February 2019; opened daily from 11:00 AM till 8:30 PM

**2- Venue:** Cairo International Convention and Exhibition Center

**3- Space:** 8,500 m<sup>2</sup>

**4- Total Number of Exhibitors:** 144 Companies



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## EVENT PROFILE

5- Total Number of Visitors:



**11,509** Visitors



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## EVENT PROFILE

### Regional Visitors

United Arab Emirates, Kingdom of Saudi Arabia, Jordan, Kuwait, Morocco, Sudan, Tunisia and Egypt.

**809**  
Regional  
Visitors



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## EVENT PROFILE

### 8 - Sponsors & Partners:

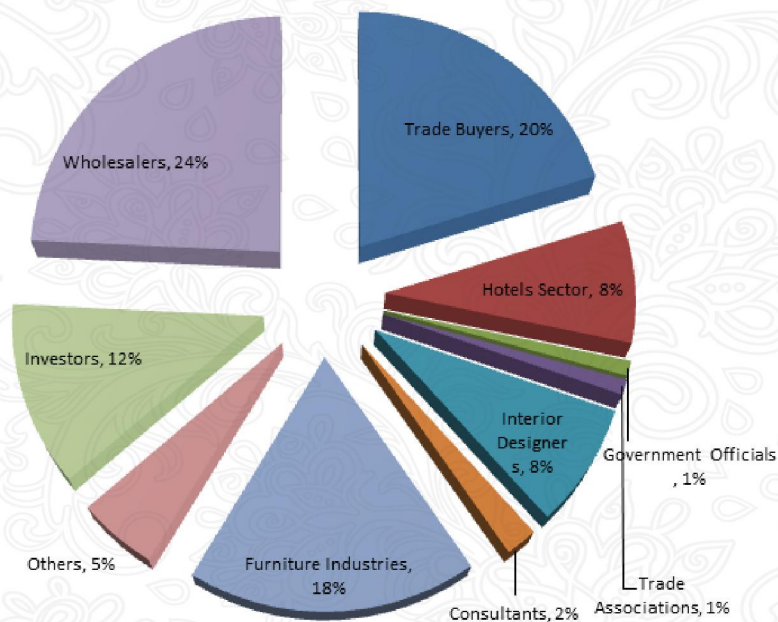
MAIN SPONSORS

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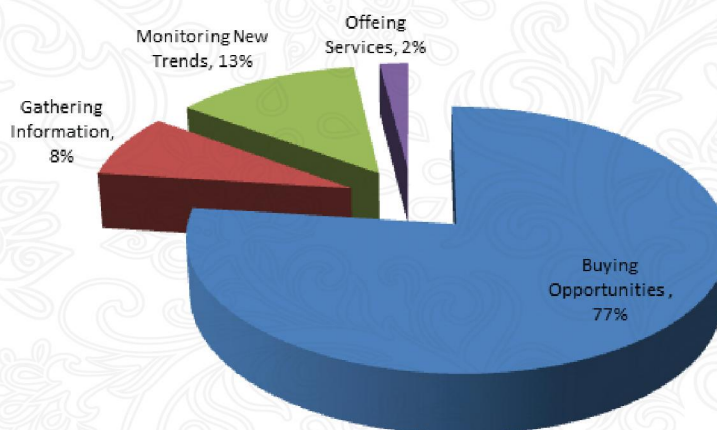


## VISITOR PROFILE

### A- Visitors Analysis by Nature of Business



### B- Visit Main Objectives



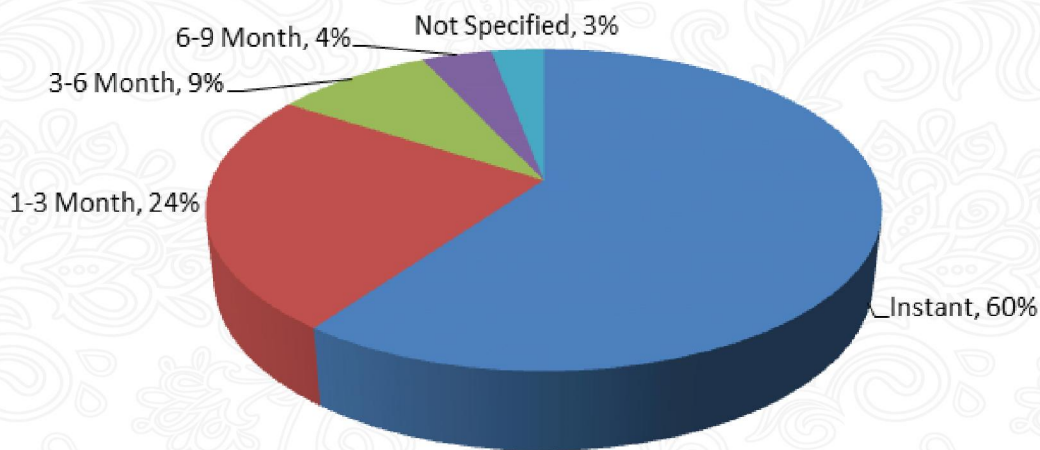


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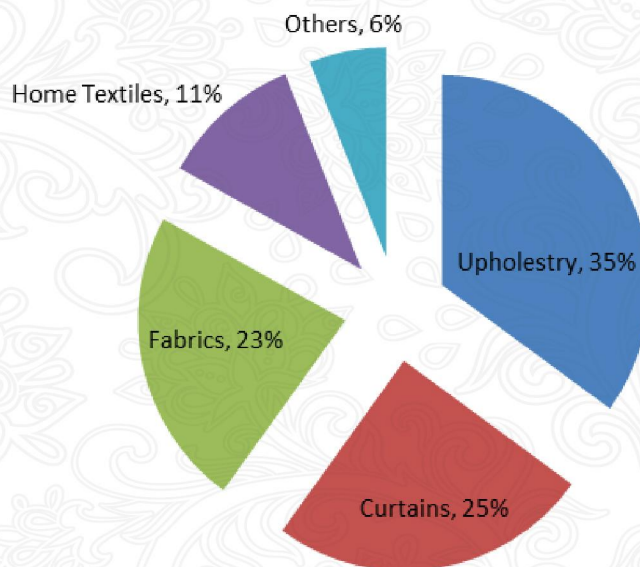


## VISITOR PROFILE

C- Visitors Purchase Intention Time Frame



D- Visitors Type of Purchase

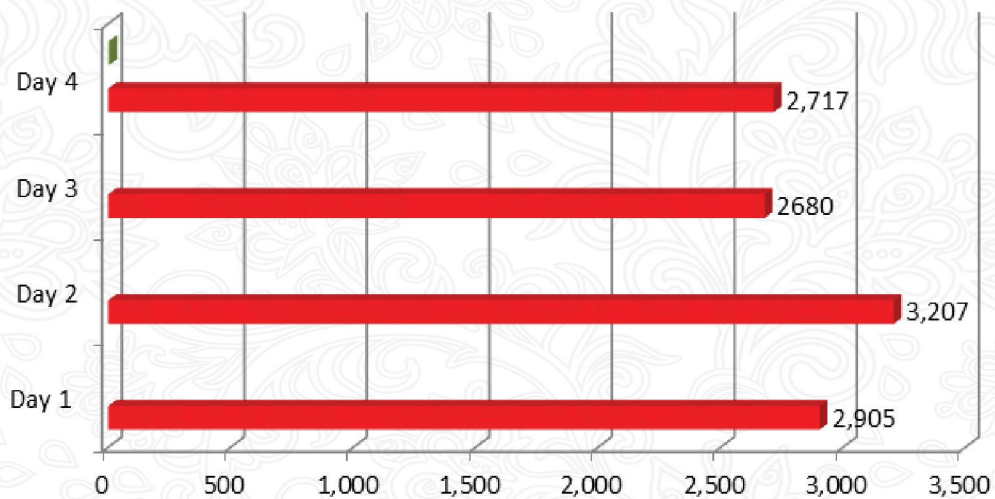


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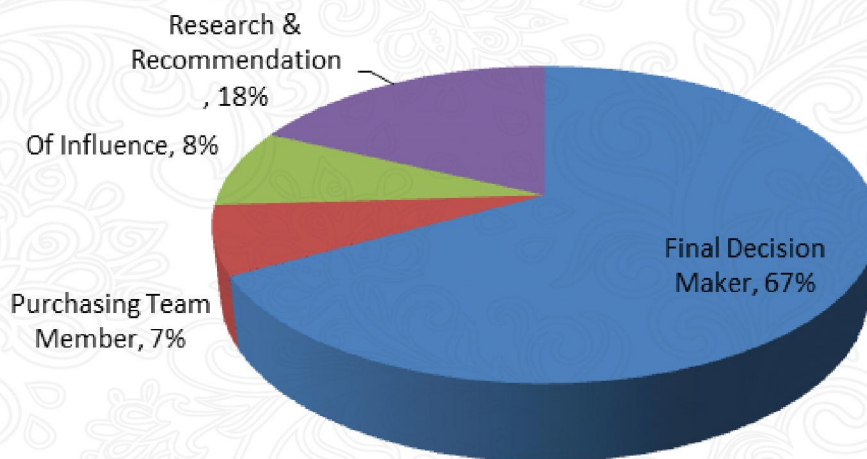


## VISITOR PROFILE

E- Visitors Admission Analysis by Show Days



F- Visitors in Terms of Buying Decision Influence

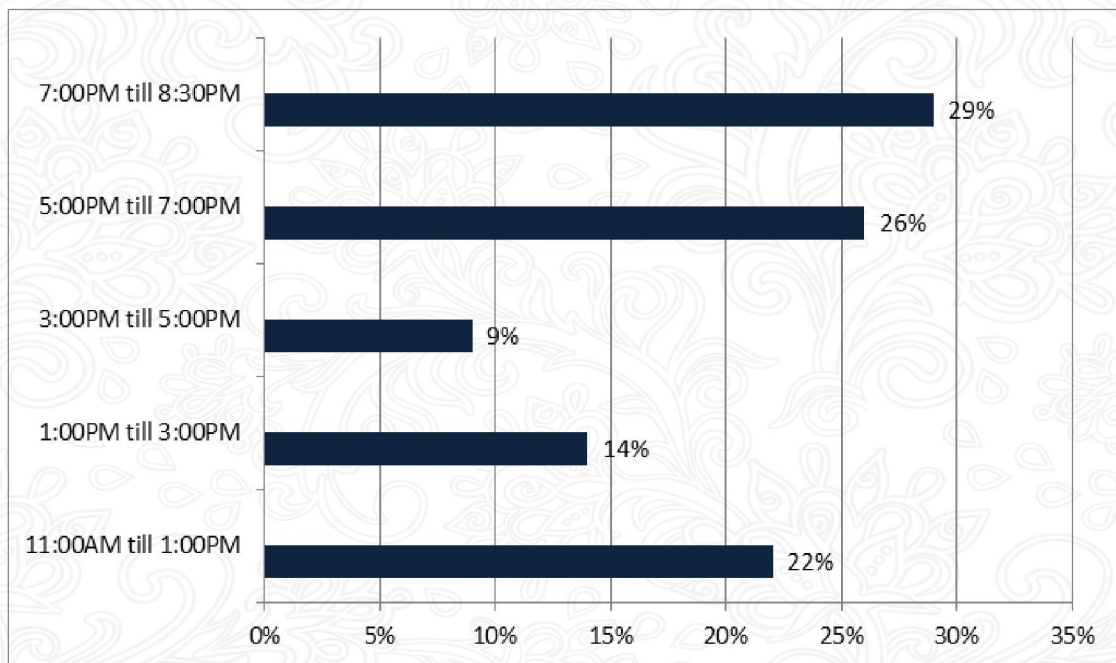


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## VISITOR PROFILE

G- Prime Time for Visitors Flow



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## VISITORS

## Post Show Report

### I – Results from Visitors Survey

**91%**

of the visitors said that they found the products they were looking for



**93%**

of the visitors rated their visit as successful



**90%**

of the visitors confirmed that they will attend the next edition in 2021

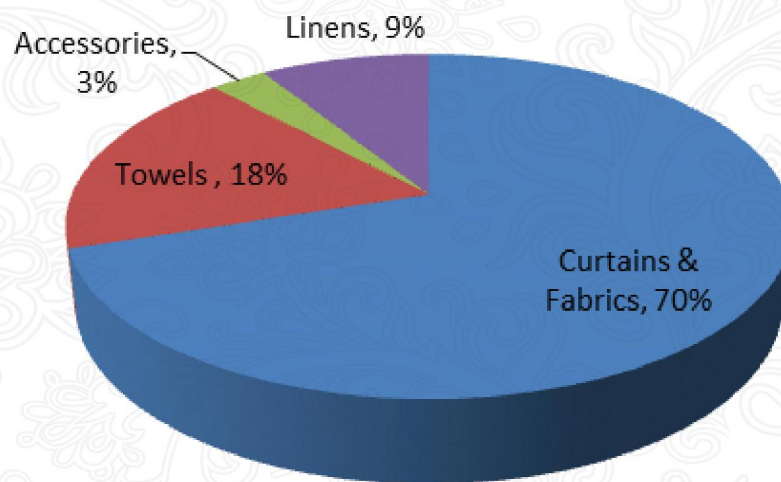


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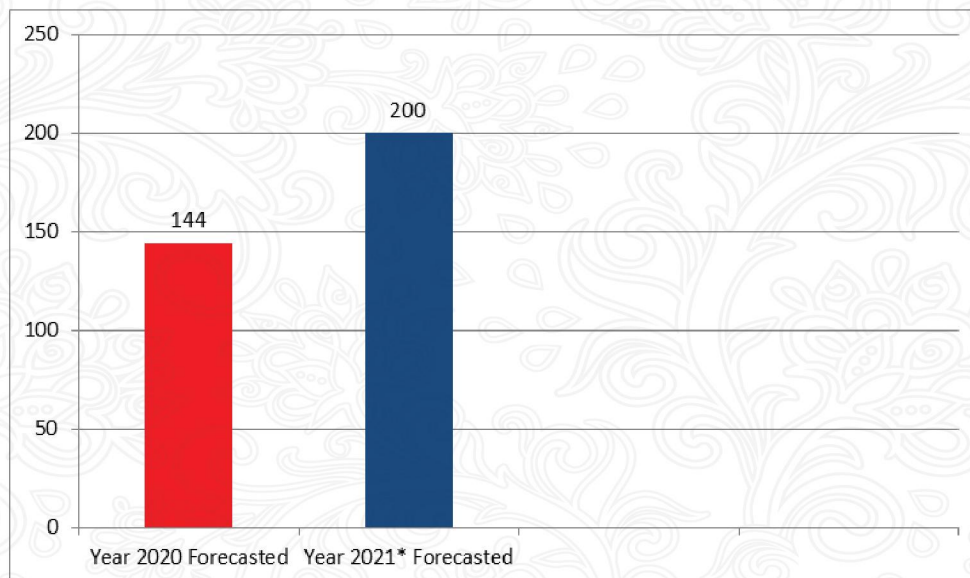


## EXHIBITORS PROFILE

### A- Exhibitors Nature of Business



### B- Event Growth in Terms of Direct Exhibitor Numbers



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## EXHIBITORS

## Post Show Report

### C- Results from Exhibitors Survey

**93%**

of the exhibitors said that the event was up to their expectations in terms of visitors and business deals



**89%**

of the exhibitors confirmed that they will join the next edition in 2021



**92%**

of the exhibitors rated the event as Very Good



# POST-SHOW REPORT 2020



## Promotional Activities & Media Coverage

40,000 Invitations Mailed to Potential Visitors

10,000 Invitations Mailed to VIPs

Social Media Campaign

10,000 Targeted SMS Campaign

Press Release Campaign in Key Newspapers

Advertisements in specialized magazines

Huge Press Advertising Campaign in key Regional and Local newspapers

VIP regional buyer program

# POST-SHOW REPORT 2020



## PHOTO GALLERY





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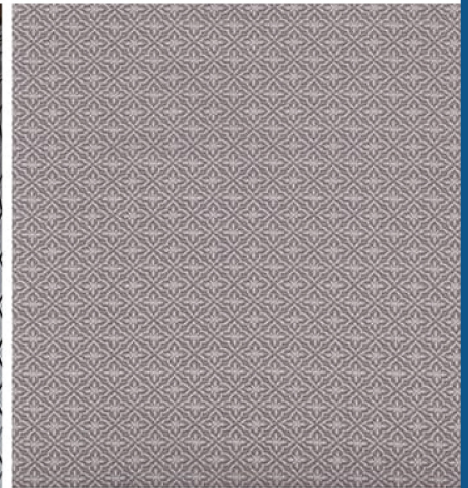
## PHOTO GALLERY



See you in the next

# Egy Home Tex

The 6<sup>th</sup> International Exhibition  
For Upholstery Fabrics, Curtains & Home Tex



The First Specialized International Exhibition  
For Home Textiles and Houseware in Egypt

6<sup>th</sup>

EgyHomeTex.com