

**EECA**

Egypt Expo & Convention Authority  
الهيئة المصرية العامة للمعارض و المؤتمرات



Ministry of Trade & Industry  
وزارة التجارة والصناعة

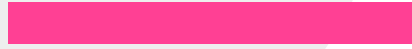
# Cairo International Fair

9 – 18 March 2022



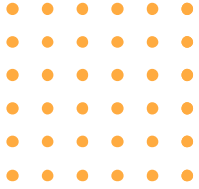
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ABOUT US

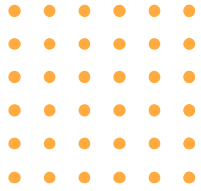


# About us

Cairo International Fair is the most prominent international annual event organized by Egypt Expo and Convention Authority (EECA). It plays a major role in deepening the bonds of economic cooperation between Egypt and all the countries participating in the exhibition.

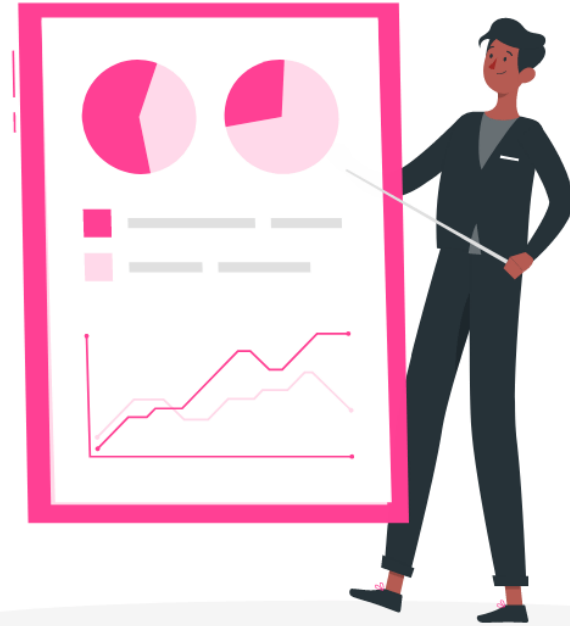


The exhibition plays a significant role in supporting the Egyptian economy and opening new markets, not only to the Egyptian product, but to products of all countries participating in the exhibition.



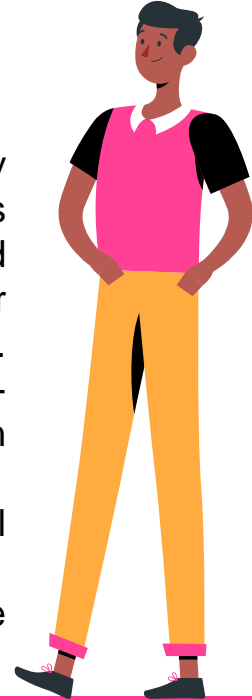
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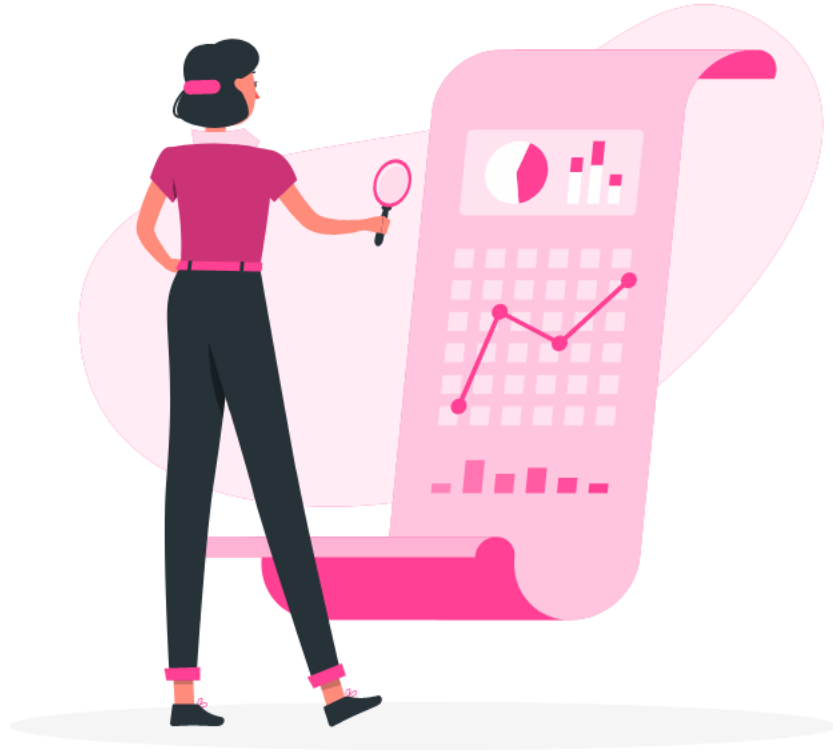
## The History of Cairo Fair



# The History of Cairo Fair

- ✓ The exhibition industry started in Egypt in the 19th Century when Egypt participated for the first time in Paris International Exhibition in 1867 where khedive Ismail paid a visit to the Egyptian pavilion which gained gold, silver and bronze medals for the good quality of its products. Also King Fouad inaugurated the First Cairo Agro-Industrial Exhibition which took place at the Exhibition Grounds in al Jazeera in 1897.
- ✓ In 1980 CIF moved from the Exhibition Grounds in Al Jazeera to Exhibition Grounds in Nasr City .
- ✓ In 2019 CIF moved to Cairo International Conference Center.





# 3

## International participation



# INTERNATIONAL PARTICIPATION

The most prominent contributions of Arab, African and foreign countries in previous years:



KENYA



KUWAIT



SUDAN



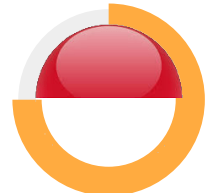
IRAQ



UAE



THAILAND



INDONESIA



JAPAN



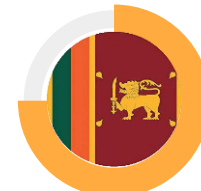
CHINA



ALGERIA



INDIA



SERILANKA



TOGO



4

National  
PARTICIPATION



# National PARTICIPATION

National Egyptian companies.

Holding companies .

Handicrafts chamber.

Ministries and business sector .

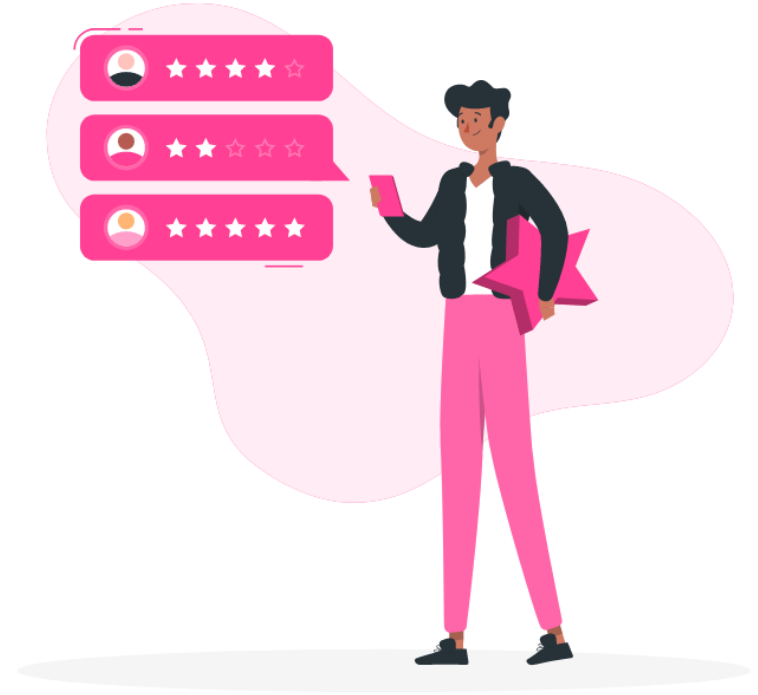


# National PARTICIPATION

The display includes :  
( Electrical Devices, House wares, Carpets and Rugs, Textiles and furnishings , Ready made clothes, food industries, Chemical and cosmetics industries – leather goods – wood and furniture industries.

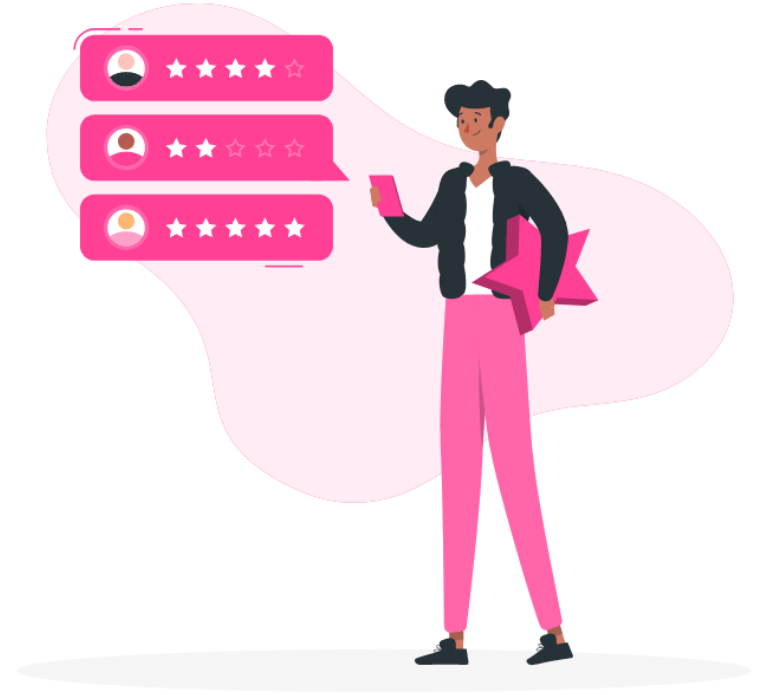


# 5 MEDIA COVERAGE





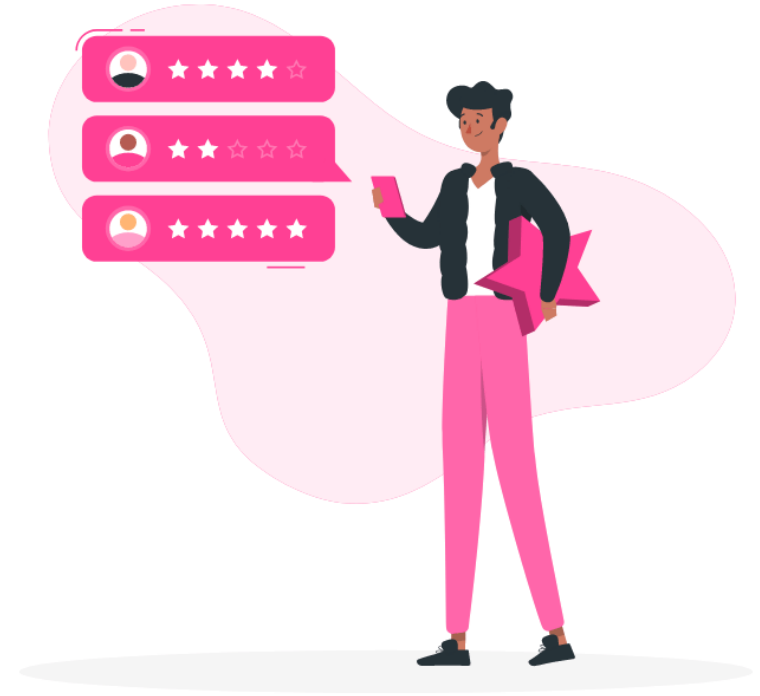
# 6 FACTS ABOUT CIF



# Information about Cairo International Fair

- ✓ Session number: – 55
- ✓ Duration: – From 9– 18March 2021
- ✓ Place: – Cairo International Convention and Exhibition Center – Egypt
- ✓ Organizer: – Egypt Expo and Convention Authority(EECA)
- ✓ Exhibition Area: Targeted promoted area 27,000 sq.
- ✓ Entrance: –From 10 am till 8 pm (visitors)
- ✓ Countries: – Many countries and foreign companies

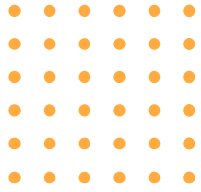
# 7 Facilities



# Facilities and services for the visitors

- ✓ Food Court in Osiris Garden
- ✓ restaurants inside the halls.
- ✓ Customs area for foreign exhibits during the fair.
- ✓ Information center.
- ✓ Parking areas.
- ✓ kids area in Osiris Garden.

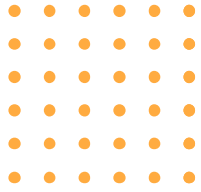




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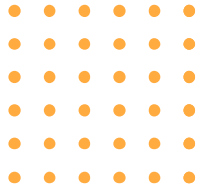
## Photo Gallery



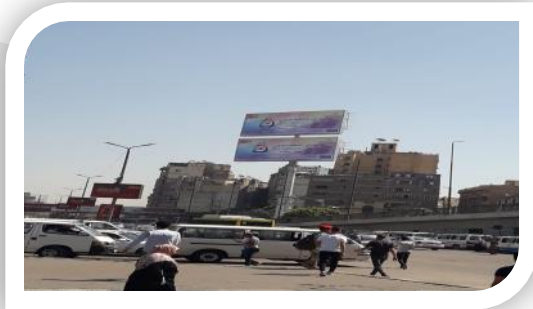
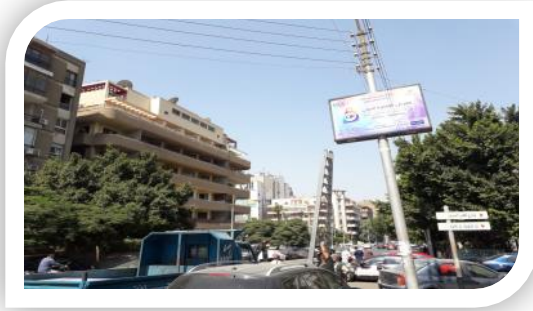


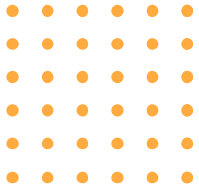
# Advertising Campaign Underground





# Advertising Campaign Outdoor Ads





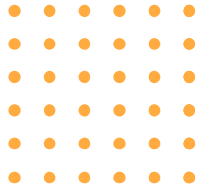


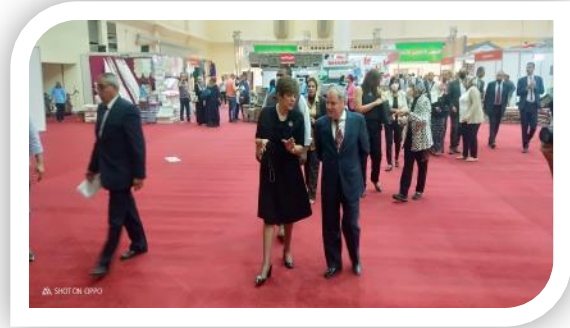
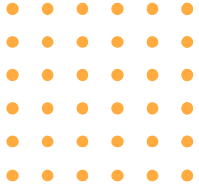
# Previous OPENING Ceremonies

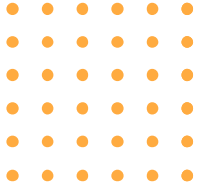


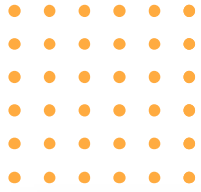








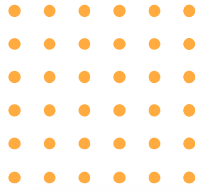




# Exhibition Activities

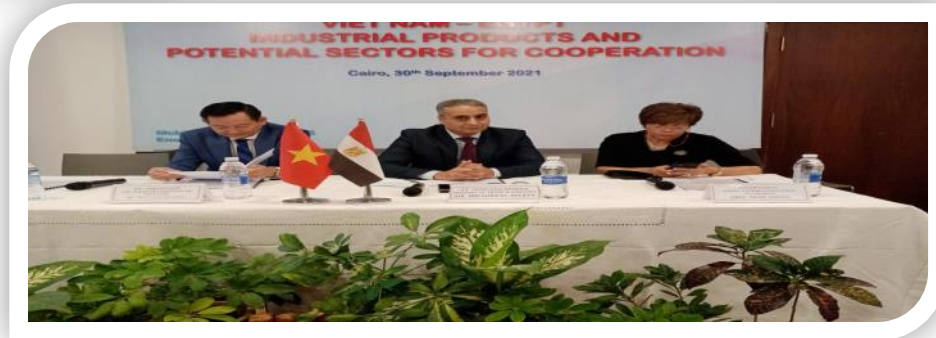
## Precautionary Measures

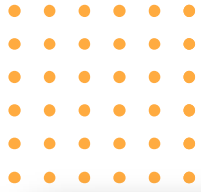




# Exhibition Activities

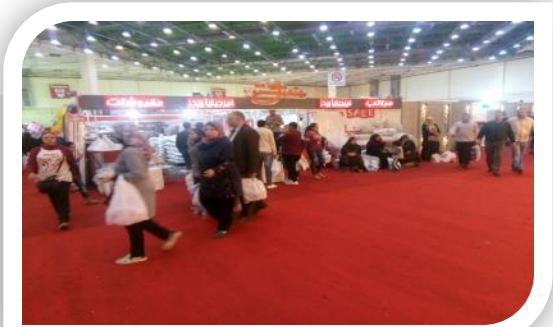
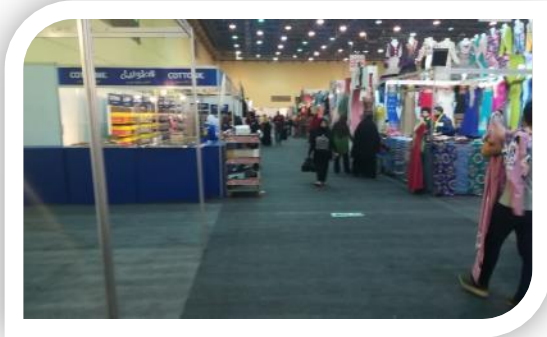
## Seminars

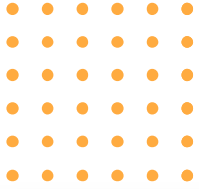


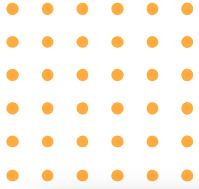


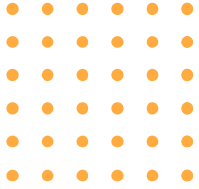
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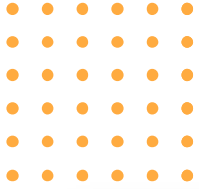














# THANKS

Waiting for your participation