

**WORKSPACE  
EXPO.**

**2024 MAIN SPONSORS**



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**ORGANIZED BY**



# WORKSPACE EXPO.

**THE WORKSPACE DESIGN, FURNISHING & FIT-OUT  
SOLUTIONS EXHIBITION**

**15-17 MAY  
2025**

**CAIRO INTERNATIONAL CONVENTION  
& EXHIBITION CENTER, CAIRO, EGYPT.**

**CO-LOCATED WITH**

**THE  
DESIGN  
SHOW**

**DESIGN, BUILD, FURNISH**

**WORKSPACE  
EXPO.**

THE WORKSPACE DESIGN, FURNISHING  
& FIT-OUT SOLUTIONS EXHIBITION

# WORKSPACE EXPO.

THE WORKSPACE DESIGN, FURNISHING & FIT-OUT SOLUTIONS EXHIBITION

## ABOUT WORKSPACE EXPO

**Workspace Expo** “The Workspace Design, Furnishing & Fit-out Solutions Exhibition” is the leading business platform in Egypt & Middle East offering a broad range of workspace designs and essential innovative solutions for the mega workspace projects, and upgrade of the administrative, educational, hospitals, home office, and hospitality projects in a business environment under one roof.

**Workspace Expo** presents a unique opportunity for energetic trade & ideas exchanges between the workspace design experts, solution providers, serious buyers & professional visitors from all over the globe, where visitors can easily network with experts, upgrade their modernization strategies and obtain full knowledge about the latest design solutions & innovations with-in this ever-growing workspace business fields.

**Workspace Expo** an absolute must-attend event for all the key players & and decision-makers for workspace notions.

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## THE DESIGN SHOW



# EGYPT THE HOSTING COUNTRY

## EGYPT'S WELL-OFF ADMINISTRATIVE BUILDINGS AND WORKSPACE SECTOR AT A GLANCE

Egypt is located in the center of the Middle East, and is considered as the trading hub between the Middle East, Africa and the rest of the world, Geography, population, history, military strength, and diplomatic expertise give Egypt extensive political and economic influence in the Middle East. Cairo has been always the crossroad of Arab-African and international commerce and culture.

Due to the country's attractive location, Egypt is in the process of expanding its workspace business sector. In order to meet the growing demands of both local and international investors who wish to take advantage of the Egypt's adequate facilities and infrastructure being developed in various locations around the country.

The Egyptian government's ambitious construction master plan will speed up a US\$ 55 billion commercial, technological, industrial and residential construction program designed to incredibly modernize the country's residential, industrial and commercial portfolio.

Construction boom in Egypt is projected to stay on a growth path as the country continues to set mega construction plans; which will unquestionably require the most advanced workspace designs and technologies to reflect the sought after modernized look of the country.

One of Egypt's most appealing large-scale projects creating grand opportunities for the world's international brands in the field of Administrative buildings designs and facilities , workspace designs and office solutions is the "NEW CAPITAL" that planned to have a dedicated business and financial district as well as about 2,000 educational institutions, a technology and innovation Park, 663 hospitals and clinics, 40,000 hotel rooms, a major theme park, an electric railway link with Cairo, and a new international airport.



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## **WORKSPACE EXPO Serves Administrative & Commercial Projects.**

## **INTERIOR DESIGN & WORKSPACE SOLUTIONS .... WELL SERVED**

**WORKSPACE EXPO** is shown as the most influential sourcing event for top-notch Arab - African markets tracking novelties and new propensities in the workspace sectors'; crafting exceptional opportunities for the market leaders and key players to pop-in the highly growing workspace market in Egypt and the entire MENA region.



Beyond the bounds of being a regular Exhibition, **WORKSPACE EXPO** is a wide-reaching meeting-point where key regional and local professional clients and investors meet face to face with workspace developers, innovative designers, and workspace solutions providers to create a point of reference for workspace notions, where visitors can easily network with experts, upgrade their modernization strategies and obtain full knowledge about the latest and new administrative and workspace projects with a wide range of design solutions innovations with-in this ever-growing workspace business fields.

The conspicuously avant-garde features of **WORKSPACE EXPO** are absolutely premeditated to grant buyers and exhibitors the extra edge; within a vast exhibition intended to create exceptional on-site commercial interaction among local, regional and international fraternities of the administrative and workspace projects and office solutions sectors; revealing new borders for innovations in the world of workspaces.

# WORKSPACE EXPO

## MISSION, VISION AND OBJECTIVES

### MISSION

Forming an inspirational value chain and extraordinary business mainstay, **WORKSPACE EXPO** puts an intense effort undertaking the process of presenting unrivaled workspace projects & workplace design solutions, business setting and much more.

**WORKSPACE EXPO** strategic mission is to generate the perfect bond amongst interior designers, office furnishing concept makers, and office solutions providers in the business community by means of staging top-notch project management tactics and context to bring corporates, investors, and coworkers under one roof to develop better workspace communities.

### VISION

**WORKSPACE EXPO** has crystal clear vision is to position itself as the premier and only specialized workspace projects & design solutions exhibition in Egypt and the entire Arab African region, with a customer-centric focus pinpointing out-of-the-box workspaces interior design solutions, whilst keeping all commercial side well-versed.

**WORKSPACE EXPO** will continue to create benefits and matchless success grounds with criteria reinforced by exceptional performance patterns in the field of workspace projects, designs, and furnishing solutions, as well as smart workplace technologies and office well-being.

### OBJECTIVES

- Highlight recent & new mega workspace projects.
- Create WORKSPACE design business culture; within comprehensive, exclusive, cost effective and high-performance practices.
- Stimulate innovations; promoting new ideas and efficient workspace smart solutions
- Promote new methods of workspace planning.
- Introduce novelties and smart technologies to deliver on-going improvements in life modernism.
- Make sure the portfolio of the event maintains the appropriate mix of growth and profit generation
- Make available open talk sessions to engage the workspace community with key opinion leaders and to exchange ideas revolving around improving the workspace matrix.
- Encourage innovators to present their solutions to the challenges of workspace business in Egypt.
- Promote “Networking” between all parties involved in the workspace projects & business.
- Highlight the immense role of workspace in modern lives.
- Organize seminars & workshops involving decision-makers in order to come up with the finest solutions and suggestions to enhance workspace business performance.
- Enrich the Egyptian workspace sector with the communication it needs, as well as the exchange of thoughts



## **WORKSPACE EXPO**

**BOUNDLESS OPPORTUNITIES  
FOR EXHIBITORS**

**For most entrepreneurs, trade fairs have become the true difference between success and failure, and a vehicle to expanding to the next level of success.**

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

- Tracking the latest workspaces projects & solutions trends and ensure that strategic planning is on-on the right path.
- Staying ahead of competitors locally and internationally.
- Demonstrate leadership in the Market  
Gaining inspiration & ideas through interacting with major industry players, distributors and visionaries.
- Driving value in to the shaping of marketing approach.
- Meeting a cross-section of the region's top-quality buyers & Investors.
- 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 solutions that could be pre-arranged for new markets.
- Boost export activities.
- Connect with current and future strategic partners.
- Gaining trust and strengthen positioning existence in the market.

# WORKSPACE EXPO

## EXHIBITING PROFILES

**WORKSPACE EGYPT EXPO** will attract the leading firms from MENA region and offering a broad range of interior design, office furnishing solutions & fit out solutions required for the mega workspace projects, and upgrade of the administrative, educational, hospitals, home office, and hospitality projects.

The projects, services and products that will be showcased includes:

### **WORKSPACE DESIGN SOLUTIONS:**

Architecture & Interior Design firms, Furniture manufacturers, Furnishings Concept Makers, Office Furniture brands, Product Designs & Accessories brands, Well-being concept makers, Lighting Products, Design Innovators, Co- working space solutions providers.

### **WORKSPACE FIT-OUT SOLUTIONS**

Fit-out Providers & Contractors, Renovation contractors, Decorative Paint Solutions, Concrete and Decorative Panels, Flooring solutions and products, Marble, Porcelain, Ceramics, Granite Stones, Wallpapers, HVAC System, Bricks, Steel & Metal Products, Facades Solutions, Aluminium Products, Windows & Doors, Decorative Glass Solutions Safety & Access Control Systems providers, Office Automation & Smart Solutions, Elevators.



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# **WORK SPACE EXPO.**

**WORKSPACE  
CONCEPT & FURNISHING  
SOLUTIONS**

**DESIGN, BUILD, FURNISH**



# WORKSPACE EXPO

## VISITORS' PROFILE

Local & International Investors  
Investors - Banking / Finance / Insurance  
Investors - Private  
Investor - REIT  
Investor - Sovereign Wealth Fund  
Landlords / Business owners  
Co - working space Owners  
Projects & Property Management  
Administrative Complex Management  
Educational property officials  
Hospitals officials & Medical Projects managements  
Hospitality / Hotel Managements  
Architects  
Interior Designers  
Engineers  
Contractors  
Facilities Management officials  
Government & Public Entity  
Consultancy Services  
Developers  
Agents / Brokers  
Urban Planners  
Manufacturers



# WORKSPACE EXPO

## A VAST PROMOTION CAMPAIGN

The enormous campaign to promote WORKSPACE EXPO cuts through current Workspace market challenges. The theme of this campaign is to turn the expo into "The ultimate sourcing exhibition for workspace projects and design solutions"; in other words, the primary goal is to make this exhibition the ultimate meeting place for on-site purchasing & contracting decisions where workspace projects, solutions and products are available under one roof for serious buyers.

A dedicated international and regional marketing campaign using the key industry local & international publications, outdoor signage, targeted visitor mail outs, newsletters, and website

### Media Campaigns

With an extensive experience in promoting a wide range of events in Egypt and looking after the media, we are planning to maximize event coverage for WORKSPACE EXPO 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.

### Targeted Invitations

100.000 targeted invitations will be sent out to top-notch targeted visitors of the design, projects & office owners' community prior to the event, ensuring they 'save the dates' for WORKSPACE EXPO and have adequate time to plan their visit in advance and arrange appointments for important discussions.

### Online Presence

WORKSPACE EGYPT will be given benefit 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 The Design Show as an unpatrolled event.

### Mobile Marketing

Mobile marketing promotions aimed at industrial visitors will spread the word on WORKSPACE EXPO through massive SMS campaign keeping audiences up-to-date and fully aware of why WORKSPACE EGYPT is the preferred meeting point for the targeted sectors.

### Social Media

From daily show updates to sponsored posts, event 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.

### Press Releases

Ensuring that key journalists are kept fully informed with this year's content, features and attractions at WORKSPACE EGYPT and making the news through a locally held press conference and schedule of press releases to keep the event in the mind of audiences and increase the show's visibility and awareness through announcements and updates.

### Outdoor Promotion

We will also ensure that WORKSPACE EXPO brand receives maximum exposure through outdoor campaigns including billboard displays in selected locations to ensure that visitors get every incentive to attend the event.



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## WORKSPACE FIT-OUT SOLUTIONS

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# WORKSPACE EXPO

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## SPECIAL FEATURES

## STAGE TALKS

**WORKSPACE EXPO** will feature professional series of in-person dialogues for the performing interiors, design and office technology communities. The objectives of these live stage talks are to inspire discussion of the most important issues affecting the industries initiating and deepening relationships between design professionals and technology patrons.

## PANEL DISCUSSIONS

**WORKSPACE EXPO** will comprise Panel Discussions aiming to generate spontaneous interaction among participants, providing attendees with an update on the field challenges, whilst presenting the latest knowledge, innovations, trends and tendencies within the field of workspace design, furnishing & solutions for administrative, educational, hospitality, and all scales of workspace projects.

The panel discussion will create an integrative atmosphere between design developers, planners, interior, furniture & office technology providers and byers on Q & A basis.



Space: 20,000 m2  
Total Number of Participants & Brands: 200  
Total Number of Visitors: 15K +

SECTORS:

A) THE DESIGN SHOW

ARCHITECTURE DESIGN FIRMS  
INTERIOR DESIGN SOLUTIONS  
FURNITURE DESIGNS & MANUFACTURERS  
FIT-OUT SOLUTIONS  
OUTDOOR & LANDSCAPE SOLUTIONS

B) WORKSPACE EXPO (OFFICE & WORKSPACE INNOVATIONS)

ARCHITECTURE & INTERIOR DESIGN FIRMS  
CONTRACTING & FITOUT SOLUTIONS  
FURNITURE DESIGNS & MANUFACTURERS  
FACILITY MANAGEMENT PROVIDERS  
WORKSPACE INNOVATIONS  
OFFICE AUTOMATION & SMART SOLUTIONS

EXHIBITORS NATURE OF BUSINESS

Architecture & Interior Designs	30 %
Product & Furniture Designs	34 %
Outdoor & Landscape Solutions	12 %
Lighting designs & Solutions	8 %
Finishing Matrials & Solutions	8 %
Smart Solutions	2 %
Contractors	4 %
Brand communication	2 %

RESULTS FROM EXHIBITORS SURVEY

97% of the exhibitors said that the show was up to their expectations in terms of visitors and business deals  
90% of the exhibitors confirmed that they will join the next edition  
92% of the exhibitors rated the show as Very Good



## VISITORS BREAKDOWN BY BUSINESS

Interior Designers	15 %
Chain store owners	5 %
Facility Managers	5 %
Real Estate Developers	11 %
Property Owners	14 %
Government Officials	5 %
Importers - exporters	13 %
Distributors	10 %
Trade Associations	10 %
Consulting Engineers	4 %
Manufacturers	8 %

## VISITORS' MAIN OBJECTIVES

Contracting	57 %
Monitoring New Trends	31 %
Gathering Information	5 %
Education	4 %
Offering Services	3 %

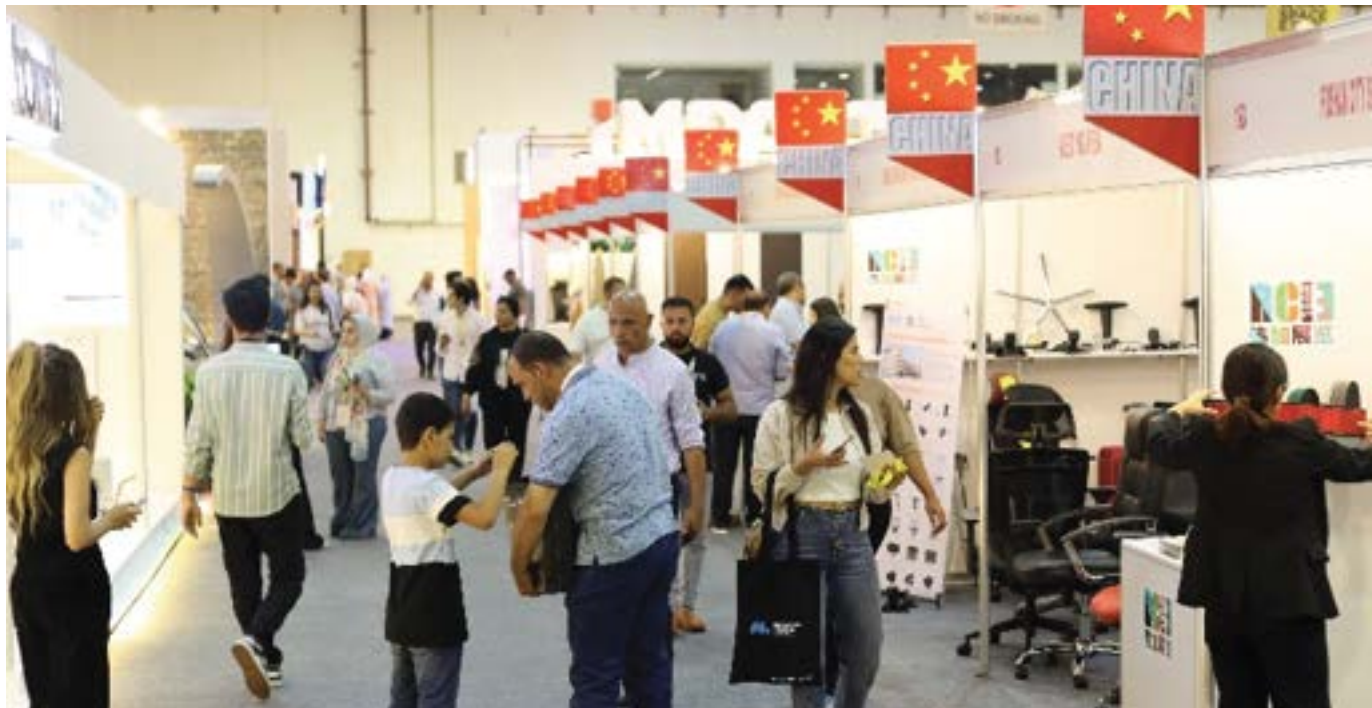
## VISITORS BREAKDOWN BY REGION

Egypt	56 %
MENA	15 %
AFRICA	4 %
EUROPE	15 %
ASIA	10 %

## VISITORS TYPE OF PURCHASE

Architecture & interior Designs	47 %
Projects Design & Solutions	17 %
Product design & furnishing	14 %
Finishing Solutions	9 %
Smart solutions	7 %
Landscape Design	4 %
Others	2 %





SCAN FOR MORE



# WORKSPACE EGYPT VENUE

## Cairo International Conference Centre (CICC)

Workspace Egypt will take place in Egypt's luxurious venue Cairo International Convention & Exhibitions Center. The venue is located 10 minutes away from the Cairo International Airport, and 15 minutes away from downtown and the touristic locations. The center is fully equipped with all the modern facilities including air-conditioning, seminar rooms, conference halls, restaurants, huge car parking, floor load up to 1000 gm/ m2, and is surrounded by several 5 & 4 stars hotels



# THE ORGANIZERS

International Conferences & Exhibitions Company ICEC, a rising energetic enterprise offering a full range of exhibitions and event management services to an extensive diversity of customers within the MENA region. The company, which is located in Cairo was established in the year 2013 and has significant know-how in the field of organizing and managing international specialized trade events.

ICEC targets to provide businesses, exhibitors and visitors with a wide range of exclusive event services. The knowledgeable multi-lingual staff guarantees clients are well served; contented and have all relevant information to help them be successful at their events.

The distinctive events organized by ICEC are set to support clients reaching their target audience every time; while visitors can experience creative notions in new areas of business and are always thrilled to return.

