

THE DESIGN SHOW

2027

THE 12TH INTERNATIONAL INTERIOR, EXTERIOR, FURNISHING & FIT-OUT SOLUTIONS EXHIBITION

10 - 12 JUN

EGYPT'S INTERNATIONAL EXHIBITION CENTER, NEW CAIRO - EGYPT

DESIGN BUILD FURNISH

TDS EXPO HIGHLIGHTED PROFILES

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Experience What's Next in Design.

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EGYPT

A TRULY BOOMING MARKETPLACE

Egypt's projects and construction sector is entering a new era of expansion, with industry forecasts projecting growth from %4.1 in FY 25/2024 to %5.6 in FY 27/2026, reaching %6.6 by FY 28/2027.

Looking further ahead, the sector is expected to achieve an average annual growth rate of approximately %6.3 between 2026 and 2035, positioning Egypt among the region's most active development markets.
This growth is being fueled by unprecedented investments in infrastructure, smart cities, hospitality, transportation networks, mixed-use developments, and industrial projects, all aligned with Egypt Vision 2030 and the country's long-term economic transformation strategy.

The hospitality sector is also contributing to this momentum. According to JLL's Q2026 1 Cairo Market Dynamics report, Cairo's hotel inventory reached approximately 29,000 keys following the delivery of 280 new keys in the first quarter, with a further 2,560 keys expected by year-end. Occupancy rates increased to %66.1, while RevPAR rose by %1.9 year-on-year, reflecting resilient demand and continued confidence in Egypt's tourism and hospitality market.

From the New Administrative Capital and Ras El-Hikma to next-generation urban communities and strategic infrastructure projects, Egypt is creating new opportunities across architecture, interior design, building materials, furniture, lighting, workplace solutions, and smart building technologies.
As demand for innovative and sustainable solutions continues to rise, Egypt is strengthening its position as a regional hub for development, offering industry professionals, manufacturers, designers, and solution providers access to one of the Middle East and Africa's most promising growth markets.

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EXTERIOR & ARCHITECTURE DESIGN

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MISSION

To create the region's leading platform where designers, manufacturers, suppliers, developers, and project decision-makers connect, collaborate, and discover innovative solutions that shape the future of living, working, and hospitality environments.

VISION

To be recognized as the leading design and built-environment exhibition platform in the Middle East and Africa, empowering industry professionals through innovation, collaboration, and business opportunities that shape exceptional spaces and communities.

OBJECTIVES

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Create a dynamic business platform that connects manufacturers, suppliers, designers, consultants, developers, and decision-makers across the design and built-environment sectors.

Showcase the latest innovations, products, materials, and technologies shaping the future of interior design, furniture, fit-out, hospitality, workplace, and smart buildings.

Promote knowledge exchange and industry advancement through conferences, workshops, panel discussions, and expert-led presentations.

Encourage innovation by providing a platform for emerging ideas, sustainable solutions, and next-generation design concepts.

Facilitate strategic networking opportunities that foster partnerships, business growth, and long-term industry collaboration.

Support the development of residential, commercial, hospitality, and workplace projects by connecting project stakeholders with practical and scalable solutions.

Highlight the role of design, technology, and sustainability in creating smarter, more efficient, and human-centered environments.

Provide direct access to project owners, developers, architects, designers, procurement professionals, and industry buyers seeking new products and solutions.

Strengthen Egypt's position as a regional hub for design, furniture manufacturing, fit-out, hospitality development, and smart building innovation.

Promote cross-sector collaboration between the design, construction, furnishing, workplace, and hospitality industries.

Enable exhibitors to generate qualified business leads, expand market reach, launch new products, and explore new business opportunities.

Create a world-class exhibition experience that delivers measurable value to exhibitors, visitors, partners, and industry stakeholders.

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WHERE RESIDENTIAL, HOSPITALITY, WORKPLACE & COMMERCIAL PROJECTS CONNECT WITH INNOVATION

TDS – The Design Show is Egypt's leading platform connecting manufacturers, suppliers, designers, architects, developers, consultants, hotel operators, and project decision-makers across the built-environment industry.
Designed to showcase the latest innovations in interiors, furniture, fit-out, workplace solutions, hospitality design, smart buildings, and finishing materials, TDS serves as a strategic meeting point where business opportunities are created, partnerships are formed, and industry trends come to life.
Serving residential, hospitality, workplace, and commercial developments, TDS brings together innovative products, practical solutions, and emerging technologies that support the delivery of modern projects across Egypt, the Middle East, and Africa.
More than an exhibition, TDS is a business-driven marketplace where architects, designers, procurement professionals, developers, and investors discover new suppliers, source products, exchange knowledge, and build valuable industry connections.

DESIGN INNOVATIONS, WELL SERVED

With dedicated platforms including Workspace Expo and Hotel Design Show, TDS addresses the evolving needs of contemporary workspaces, hospitality developments, mixed-use projects, and smart environments.
Recognized as a trusted sourcing and networking destination, TDS attracts qualified buyers, project owners, consultants, and decision-makers with active purchasing power, creating a dynamic environment for exhibitors to launch products, generate leads, and expand their market presence.
Year after year, TDS continues to strengthen its position as one of the region's most influential design and built-environment events, delivering measurable business value for exhibitors, visitors, and industry stakeholders alike





INTERIOR DESIGN

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TDS EXPO HIGHLIGHTS
PROFILES

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TDS EXHIBITING PROFILES

THE DESIGN SHOW – TDS WILL ATTRACT THE LEADING NAMES FROM EGYPT AND INTERNATIONAL MARKETS OFFERING A BROAD RANGE OF NEW SERVICES AND PRODUCTS REQUIRED FOR THE DESIGN & FIT OUT PROCESSES, AND UPGRADE OF RESIDENTIAL, HOSPITALITY, WORKSPACE, AND RETAIL SPACES. THE SERVICES AND PRODUCTS THAT WILL BE SHOWCASED INCLUDE:

DESIGN, FITTINGS & SMART BUILDING SOLUTIONS

Architecture, Interior Design & Consultancy
Engineering, Project Management & BIM Solutions
Building Materials & Surface Solutions
Paints Solutions
Flooring, Tiles, Marble, Stone & Finishes
Facades, Cladding, Glass, Aluminum & Metal Systems
Fit-Out & Contracting Solutions
Lighting & Electrical Solutions
Rugs, Carpets & Decorative Finishes
Sanitary Fittings
Smart Buildings & Building Technologies
Security, Fire & Life Safety Solutions
Sustainable & Energy Efficient Solutions
Manufacturing Technologies & Innovative Materials

FURNITURE, INTERIORS & OUTDOOR SOLUTIONS

Residential, Commercial & Hospitality Furniture
Office & Workspace Solutions
Custom & Bespoke Furniture
Outdoor Furniture & Solutions
Kitchens & Bathrooms Storage Systems
Hospitality Interiors & Commercial Spaces
Soft Furnishings, Textiles & Window Treatments
Landscape, Leisure & Outdoor Solutions

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ATTRACTING THE MOST INFLUENTIAL BRANDS IN ONE PLACE

DÉCOR, ACCESSORIES & MEGA PROJECT SUPPLIES

Furniture Hardware & Components
Decorative Accessories & Interior Décor
Glass, Metal & Architectural Accessories
Wall Panels, Partitions & Decorative Elements
Bathroom & Kitchen Accessories
Smart Home Accessories & Functional Solutions
Hospitality Supplies & Project Products
Signage, Branding & Wayfinding Solutions
Lighting Accessories & Decorative Components
Storage, Organization & Functional Accessories
Sleep Products & Mattresses

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OUTDOOR AND LANDSCAPE

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BOUNDLESS OPPORTUNITIES FOR EXHIBITORS

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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 THE DESIGN SHOW, AMONG MANY OTHERS, ARE:

- Tracking the latest 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 and 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.
- Benchmarking against the key design and architecture 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 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.

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WOODWORKING PRODUCTS & DESIGN SOLUTIONS

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VISITORS' PROFILE

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- ARCHITECTS, INTERIOR DESIGNERS & CONSULTANTS
- REAL ESTATE DEVELOPERS & PROJECT OWNERS
- ENGINEERING PROFESSIONALS
- HOTEL MANAGEMENT & OPERATORS
- COMMERCIAL & RESIDENTIAL CONTRACTORS
- PROPERTY DEVELOPERS & OWNERS
- HOSPITALITY DEVELOPERS
- LOCAL & INTERNATIONAL BUYERS
- INVESTORS & PROCUREMENT MANAGERS
- MANUFACTURERS
- GOVERNMENT BODIES, TRADE ASSOCIATIONS & TOURISM AUTHORITIES
- DISTRIBUTORS, SUPPLIERS & FIT-OUT CONTRACTORS
- HOSPITALITY CONSULTANTS & FACILITIES MANAGEMENT PROFESSIONALS
- PROPERTY OWNERS
- PURCHASING MANAGERS
- SERVICE PROVIDERS
- TRADERS
- CO – WORKING SPACE OWNERS
- PROJECTS & PROPERTY MANAGEMENT
- ADMINISTRATIVE COMPLEX MANAGEMENT
- EDUCATIONAL PROPERTY OFFICIALS
- HOSPITALS OFFICIALS & MEDICAL PROJECTS MANAGEMENTS



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FURNITURE AND PRODUCTS MANUFACTURERS

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TDS MEDIA CHANNELS

Maximizing the event coverage through extensive print and online media campaigns covering listings in both print and online directories, print advertising, official website, digital channels, online communities and email shots to ensure that audiences have every opportunity to attend the event.

TARGETED INVITATIONS

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

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.

SMS CAMPAIGN

MOBILE MARKETING

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

SOCIAL MEDIA

From daily show updates to sponsored posts, The Design Show 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 Design Show this year.

PRESS RELEASES

Ensuring that key journalists are kept fully informed with this year's content, features and attractions at The Design Show 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 The Design Show 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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FIT OUT & FINISHING MATERIALS

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TDS SPECIAL FEATURES

DESIGN TALKS

Free and open to visitors; TDS will feature professional series of in-person dialogues for the performing interiors, design and architectures communities. The objectives of these design live stage talks are to inspire discussion of the most important issues affecting the industries initiating and deepening relationships between designers, interior design leaders, and architects' patrons.

PANEL DISCUSSIONS

TDS 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 architecture, interior design and furnishing solutions for commercial and residential projects.
The panel discussion will create an integrative atmosphere between developers, planners, interior, furniture designers, architects, solution providers and byers on Q & A basis.

HOSTED BUYER PROGRAM

The Hosted Buyer Program at The Design Show is an exclusive initiative connecting qualified buyers and key decision-makers with the region's leading interior, architectural, furnishing, fit-out, landscape and smart solution providers.
Held alongside two aligned shows — Workspace Expo and Hotel Design Show — the program enables purposeful networking and efficient business matchmaking.



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INNOVATIVE SPACE DESIGN & FIT OUT EXHIBITION

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CENTER, NEW CAIRO - EGYPT
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SOLUTIONS
OFFICE
FURNISHING
SOLUTIONS
SMART
BUILDING
SOLUTIONS
LIGHTING AND
SMART
SOLUTIONS
POWERED
BY
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DESIGN
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DESIGN
BUILD
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WORKSPACE®
SOLUTIONS

Workspace Solutions, a dedicated profile within **The Design Show**, showcases the latest innovations in workspace furnishing, smart solutions, and smart building technologies.

Bringing together leading manufacturers, suppliers, and solution providers, the profile serves as a key sourcing destination for administrative, educational, healthcare, hospitality, and home office projects.

Designed for projects' owners, consultants, facility managers, developers, and procurement professionals, **Workspace Solutions** provides a focused platform to discover cutting-edge workplace furniture, intelligent automation systems, smart lighting, integrated technologies, and advanced building solutions that enhance efficiency, functionality, and user experience.

As part of The Design Show, **Workspace Solutions** connects industry professionals with the products, innovations, and expertise shaping the future of modern work environments.



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WORKSPACE®

SOLUTIONS

Smart Workplace Technologies & Building Automation

Smart Office Automation Systems, Building Management Systems (BMS), Smart Lighting Controls, HVAC Controls, Smart Shading & Blinds Automation, Security & Surveillance Systems, Smart Sensors, Smart Meeting Rooms, Smart Access Control

Office Furnishing & Interior Solutions

Executive Office Furniture, Workstations & Desking Systems, Ergonomic Chairs, Collaborative & Breakout Space Furniture, Modular Office Systems, Meeting & Conference Furniture ,Furniture Accessories & Decorative Elements, Educational & Training Furniture, Phone Booths & Privacy Solutions, Reception & Lounge Furniture, Outdoor Workspace Furniture, Office Partitions, Glass Systems, Raised Flooring, Suspended Ceilings, Wall Finishes



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Hotel™

DESIGN SOLUTIONS

HOTEL ROOM MOCK-UPS

HOTEL & RESORTS FURNISHING SOLUTIONS

HOTEL FITTINGS & SMART SOLUTIONS

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ABOUT

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Hotel™

DESIGN SOLUTIONS

Hotel Design Solutions, a dedicated profile within The Design Show, showcases the latest innovations in hospitality design, furnishing, fit-out, and smart hotel solutions. As Egypt's tourism and hospitality sectors continue their rapid expansion, the profile serves as a key platform connecting hotel developers, operators, architects, interior designers, and investors with leading suppliers and solution providers shaping the future of hotel projects.

Designed to support the development and renovation of hotels, resorts, serviced apartments, and hospitality destinations, Hotel Design Solutions highlights cutting-edge products, bespoke furnishing solutions, advanced fit-out systems, smart technologies, and design concepts that elevate guest experiences and operational efficiency.

As part of The Design Show, Hotel Design Solutions brings together the products, innovations, and expertise driving the next generation of hospitality environments across Egypt and the wider region.



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EXHIBITING PROFILES

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Hotel™ DESIGN SOLUTIONS

HOTEL ROOM MOCK-UPS & TURNKEY ROOM CONCEPTS

Hotel Room Mock-Ups, Serviced Apartment Mock-Ups, Resort Villa Mock-Ups, Hospitality Suites, Turnkey Guest Room Concepts, Hospitality Interior Contractors, Integrated Bathroom Concepts.

HOTEL FITTINGS & INTERIOR FINISHING SOLUTIONS

Bathroom Fittings, Sanitaryware, Hotel Accessories, Faucets & Mixers, Shower Systems, Door Hardware, Hotel Safes, Wardrobes & Storage Systems, Flooring, Wall Coverings, Decorative Surfaces, Ceilings, Architectural Finishes, Stone & Marble, Decorative Metals.

HOTEL FURNISHING SOLUTIONS

Guestroom Furniture, Suite & Villa Furnishings, Lobby & Lounge Furniture, Reception Area Furnishings, Restaurant & Café Furniture, Outdoor & Poolside Furniture, Hospitality Bedding & Mattresses, Hospitality Textiles & Soft Furnishings, Decorative Accessories & Artwork, Custom Hospitality Furniture, Outdoor Hospitality Shading Solutions.

HOTEL LIGHTINGS & SMART SOLUTIONS

Guest Room Lighting, Decorative Lighting, Outdoor Resort Lighting, Smart Lighting Systems, Smart Building Technologies, Hotel Automation, Smart Guest Room Systems, Digital Locks, Keyless Entry.



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SMART® BUILDING SOLUTIONS

SMART LIGHTINGS

AUTOMATION & SMART SOLUTIONS

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وزارة الإسكان والمرافق والمجتمعات العمرانية
Ministry of Housing, Utilities & Urban Communities

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