

## Exhibition Post Report



**FURNEX**   
**EGYPT 15**  
where it all began

Egypt's International Furniture &  
Furnishings Trade Fair

Issue Date: June 2015

Performed by: EFEC Office

**Furnex 2015:**

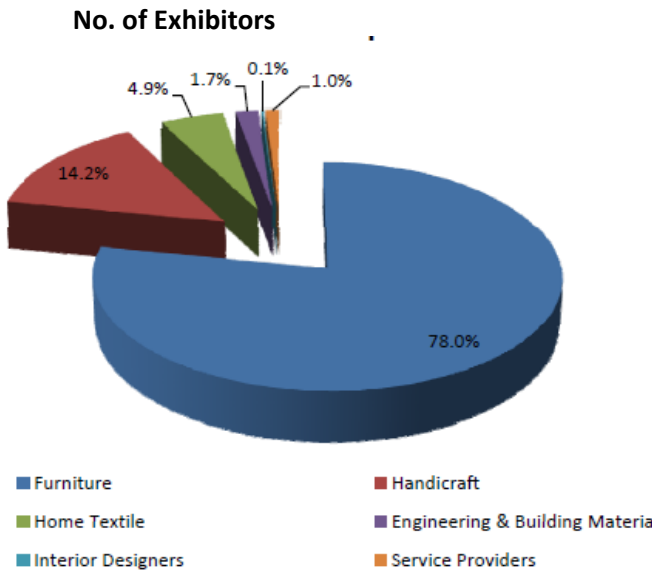
Furnex Egypt is part of a long-term strategy to build an internationally recognized furniture design and production industry in Egypt. This year's "Furnex" witnessed the participation of represent small furniture manufacturers side by side to the medium and large sized companies under one roof "Furnex". The event which ran from 5-8 February 2015 continues to show Egypt as a global sourcing destination.

"Furnex 2015" was organized by the Egyptian Furniture Export Council (EFEC), Egyptian Exporters Association (Expolink), and the Chamber of Woodworking and Furniture Industry



**1- Exhibitors:**

FURNEX 2015 displayed 175 Egyptian manufacturers from different sectors: Furniture, Home Textiles, lighting, marble and flooring, and handicrafts over 5 halls of total space of 21,000 sqm

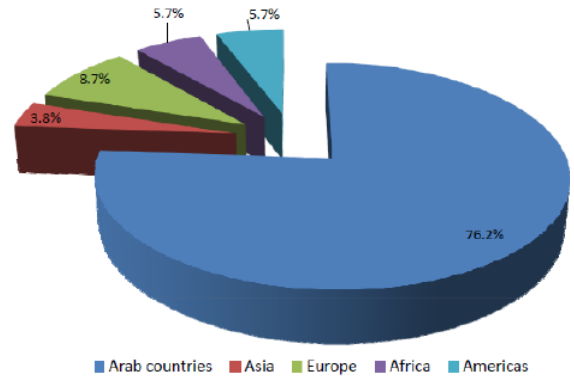


**Furnex'15: Facts & Figures:**

Furnex: Egypt's International Furniture & furnishings trade fair  
 Frequency: 9<sup>th</sup> session  
 Date: February 5<sup>th</sup> – 8<sup>th</sup>  
 Location: Cairo International Convention Center- CICC Nasr City  
 Net exhibiting area: 11,451 sqm  
 Opening hours: From 11AM to 10PM

**Total Number of Visitors:**

Total number of Domestic visitors: 56,783 visitors  
 Total number of international visitors: 266 visitors  
 Number of countries represented: 40 countries  
 Number of factory visits conducted during event: 44



**2- Creative Egypt:**

Creative Egypt is a project targeting Small and Medium Enterprises (SMEs) initiated by the Industrial Modernization Center (IMC) where 51 companies showcased their latest handicrafts collections such as handmade carpets, frames, candles, wooden accessories, leather, clothes...etc

**3- Design Hub:**

The Design Hub'15 is an opportunity provided to young entrepreneurs, designers and innovators to be tested in a high profile setting to get the right market feedback, and possibly the investment opportunities they are looking for.

**4- Seminars:**

During the exhibition a seminar was held under the name of "Egyptian Furniture: The Global Challenge" with the purpose to discuss topics related the Egyptian furniture sector such as Quality Testing, Financing Furniture SMEs, and Training programs required to bridge the gap of the exporters skills.



**Marketing Campaign:**

FURNEX 2015 was covered by tremendous number of magazines, newspapers, online and social media, in addition commercials in TV channels and radio stations. Outdoor ads all over Cairo played an important role to attract people to visit the exhibition.



**Visitors' Testimonials:**

- Very organized with a lot of different ideas. Finishing of the materials are excellent. (Architect, Sudan)
- The exhibition is excellent. I'm glad to visit FURNEX 2015 (Chairman, Lebanon)
- Very fruitful because it shows different styles and scope. (General Manager, Sudan)
- A lot of innovation especially for the young entrepreneurs. (CEO, Uganda)

**FURNEX 2016:**

**Date:** From 4 to 7 February, 2016

**Location:** Cairo International Convention

Center- CICC Nasr City, Cairo, Egypt

**For more Details and Registration,**

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