



The Gateway to Chinese Manufacturing in Egypt and Africa

Connecting +300 Top Chinese Manufacturers with Buyers from Egypt & Africa.

A woman in a denim jacket is shown in the foreground, looking towards the camera. The background is a blurred exhibition hall with other people and displays.

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Cairo International Convention Centre

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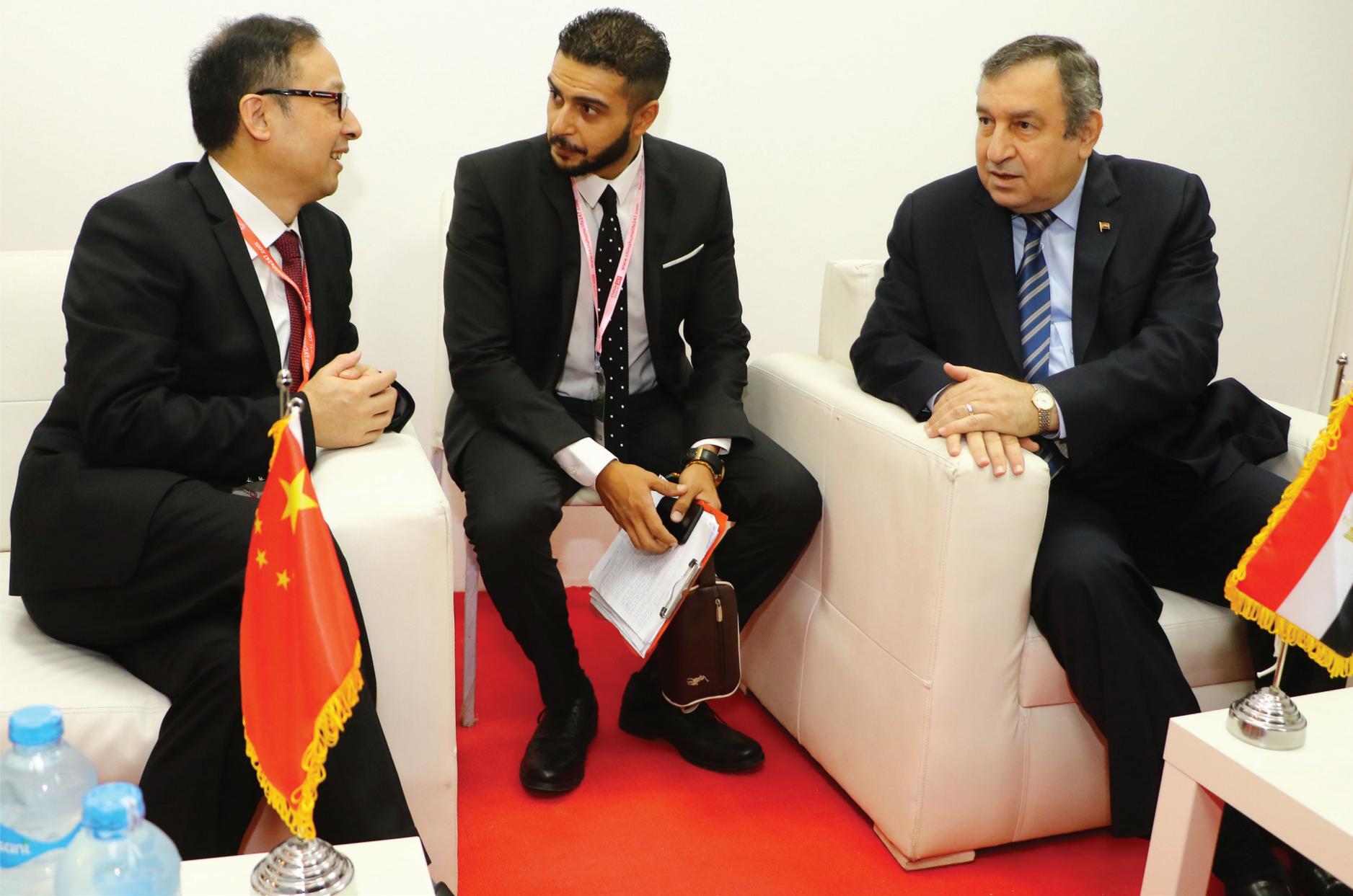


THE GATEWAY TO MENA & AFRICA

Sub: Connecting Chinese Innovation with the Region's Fastest Growing Markets.

China Trade Expo Egypt 2026 is the premier strategic platform designed to strengthen the economic partnership between China, Egypt, and the African continent.

Held under the patronage of the Ministry of Trade & Industry, this event is more than just an exhibition; it is a gateway for Chinese manufacturers to access the \$60+ Billion Egyptian import market and connect directly with thousands of verified buyers, eliminating intermediaries.



OUR VISION

To become the central hub that connects Chinese innovation with Africa's growing markets. We aim to create a sustainable ecosystem for trade, technology exchange, and industrial collaboration, empowering local industries and driving mutual growth between China and the Middle East.

Our vision extends beyond the exhibition floor; we strive to reshape the regional supply chain by fostering direct partnerships that localize manufacturing capabilities and unlock the true economic potential of the African continent.



WHY EGYPT? THE GATEWAY TO THE REGION

Key Selling Points:

- 1. Strategic Location:** The logistics crossroads connecting Asia, Africa, and Europe.
- 2. Free Trade Access:** Duty-free access to 1.2 Billion consumers via COMESA, GAFTA, and AfCFTA agreements.
- 3. Massive Market:** A rapidly growing economy with annual imports exceeding \$60 Billion.
- 4. Logistics Powerhouse:** Advanced infrastructure, ports, and the Suez Canal Economic Zone.

开幕式

OPENING CEREMONY



UNLOCK NEW OPPORTUNITIES

Why Join Us?

- **Direct Market Entry:** Bypass middlemen and deal directly with importers and factory owners.
- **High-Quality Networking:** Connect with top wholesalers, retailers, and government representatives from across the Middle East and Africa.
- **Government Support:** Benefit from official backing and investment incentives.
- **Brand Visibility:** Showcase your products to over 10,000 professional visitors.



GOVERNMENT SUPPORT & STRATEGIC PARTNERS

China Trade Expo Egypt 2026 is honored to be held under the patronage of:

- The Ministry of Investment & Foreign Trade.
- The Cairo Chamber of Commerce.
- Hosted by: Egypt Expo & Convention Authority (EECA).
- Organized by: Express Arab Group.

This high-level official support reinforces the event's credibility and ensures the participation of key decision-makers from both government and private sectors.



COMPREHENSIVE SOURCING SECTORS

12 Key Sectors:

1. Industrial Machinery (Machinex)
2. New Energy & Electricity
3. Textile & Garments
4. Building Materials & Construction
5. Consumer Electronics
6. Household & Gifts
7. Auto Parts & Accessories
8. Hardware & Tools
9. Furniture & Home Fittings
10. Food, Beverage & Agriculture
11. Lighting Solutions
12. Home Appliances



WHO WILL YOU MEET?

- **Importers & Distributors** Major players seeking exclusive agencies and direct procurement deals.
- **Wholesalers & Retailers** Business owners sourcing competitive consumer goods to expand their portfolios.
- **Factory Owners & Industrialists** Decision-makers searching for advanced machinery, production lines, and raw materials.
- **Government Representatives** Officials responsible for national infrastructure projects and public tenders.
- **Investors & Consultants** Entrepreneurs scouting for joint ventures and manufacturing partnerships in Egypt.



A LEGACY OF SUCCESS

Projected Scale for 2026:



+300

Verified Exhibitors



+5,000

Products Showcased



+8,000

Professional Buyers & Visitors



10,000 SQM

Exhibition Area

10



B2B MATCHMAKING PROGRAM

Maximize your ROI with our exclusive Business Matchmaking Program. We connect exhibitors directly with verified buyers through:

- pre-scheduled 1-on-1 Meetings.
- Professional On-site Interpreters.
- Dedicated VIP Networking Zones.

This ensures that every handshake turns into a potential deal.



HOW TO PARTICIPATE

Option 1: Shell Scheme (Standard Booth)

- The “Ready-to-Go” Solution.
- **Includes:** Wall partitions, Carpet, Fascia board with company name, Info counter, Table & Chairs, Lighting, and Power socket.
- **Min. Size:** 9 SQM.

Option 2: Raw Space

- The “Custom Design” Solution.
- **Details:** Floor space only. Ideal for companies wanting to build a customized pavilion to stand out.
- **Min. Size:** 18 SQM.



ORGANIZED BY EXPRESS ARAB

Express Arab is a trusted leader in international event management, specializing in connecting Chinese manufacturers with Middle Eastern and African markets. As the official organizer, we deliver world-class exhibitions that foster partnerships and position Egypt as a global trade hub. **Leveraging years of on-the-ground expertise, our team combines strategic market insights with superior operational execution. From logistics to high-level B2B matchmaking, we ensure a seamless, high-impact experience that guarantees tangible ROI for every participant.**

CHINA TRADE FAIR EGYPT 2018
2018中国(埃及)贸易博览会

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OPENING CEREMONY



SECURE YOUR PRIME LOCATION TODAY

We look forward to welcoming you at
China Trade Expo Egypt 2026

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Cairo International Convention Centre (CICC).



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**THANK
YOU**