

# THE DESIGN SHOW

14 - 16 MAY 2026

EGYPT'S INTERNATIONAL EXHIBITION  
CENTER, NEW CAIRO - EGYPT

The 11th International Interior, Exterior,  
Furnishing & Fit-out Exhibition

SUPPORTED BY



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THEDESIGNSHOWEG



ORGANIZED BY



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TDS EXPO  
HIGHLIGHTED  
PROFILES

Hotel  
DESIGN SHOW

WORKSPACE  
EXPO.

DESIGN, BUILD, FURNISH

# EGYPT

## A TRULY BOOMING MARKETPLACE

The Egypt Residential Real Estate Market size is estimated at USD 20.02 billion in 2024, and is expected to reach USD 33.67 billion by 2029, growing at a CAGR of %10.96 during the forecast period (2029-2024). There is an increasing demand for residential units in key cities of Egypt, especially Cairo.

The composition of Egypt's population is one of the principal contributors to the country's thriving real estate sector: out of the nearly 90 million inhabitants, more than half are under the age of 25. In addition, with a recent growth in marriages - married couples make up a total of %37-33 of total population - the demand for houses has increased even further, with a particular demand for high and middle-income housing.

Every year, Egypt not only requires more than half a million homes to meet the demands of new families, but it must also continue to satisfy the existing house deficit. Essentially, with each year, the demand for houses and related infrastructure continues to exceed the supply.

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 designs, finishing materials and technologies to reflect the sought after modernized look of the country.

TDS 2026  
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# EXTERIOR DESIGN

**DESIGN, BUILD, FURNISH**

**INNOVATIVE  
SPACE DESIGN  
SOLUTIONS  
& FIT OUT EXHI-  
BITION**

# THE DESIGN SHOW

## MISSION, VISION AND OBJECTIVES

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## MISSION

Forming an inspirational value chain and extraordinary business mainstay, TDS puts an intense effort undertaking the process of divinely presenting unrivaled space and products design innovations” business setting “and much more. TDS, the strategic mission is to generate the perfect bond amongst the design business community and scooping out those networks by means of staging top-notch project management tactics and context; providing stewardship solutions based on sound principles.

## VISION

TDS has a crystal clear vision is to position itself as the premier and only specialized architecture, interior and product designs exhibition in Egypt and the entire Arab African region, with a customer-centric focus pinpointing out-of-the-box design solutions, whilst keeping all commercial side well-versed.

Already setting the benchmark for architecture, interior and product design events standards, the vision of The Design Show will continue to create benefits and matchless success grounds with criteria reinforced by exceptional performance patterns.

## OBJECTIVES

- Create space design business culture; within comprehensive, exclusive, cost effective and high performance practices.
- Stimulate innovations; promoting new ideas and efficient solutions
- Promote new methods of 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 designs community with key opinion leaders and to exchange ideas revolving around improving the design matrix.
- Encourage innovators to present their solutions to the challenges of design business in Egypt.
- Promote “Networking” between all parties involved in the design business
- Highlight the immense role of designs in modern lives.
- Organize seminars & workshops involving decision-makers in order to come up with the finest solutions and suggestions to enhance design business performance.
- Enrich the Egyptian designs sector with the communication it needs, as well as the exchange of thoughts

# TDS SERVES RESIDENTIAL - HOSPITALITY AND COMMERCIAL PROJECTS

Scheming multifaceted trading stand-points; TDS is publicized as the most influential sourcing event for top-notch Arab - African markets tracking novelties and new propensities in the design and architecture sectors'; crafting exceptional opportunities for the market leaders and key players to pop-in the highly growing designs market in Egypt and the entire MENA region.

Beyond the bounds of being a regular trade fair, TDS is a wide-reaching meeting-point where key regional and local high-end customers meet face to face with innovation makers to create a point of reference for architectural, interior & products design notions, where visitors can easily network with design experts, upgrade their modernization strategies and obtain full knowledge about the latest trends and innovations with-in this ever growing business fields.

The conspicuously avant-garde features of TDS are absolutely premeditated to grant buyers and exhibitors the extra edge; within a vast trading event intended to create exceptional on-site commercial interaction among local, regional and international fraternities of the design and architecture sectors; revealing new borders for technologies and innovations in the world of designs. Celebrating its 7th anniversary, TDS indeed; has the reach, expertise and attendee drawing power to target and attract thousands of "Class A" buyers and decision makers with full-purchasing authority from Egypt & Arab - African Region; making the perfect all-year-round business forum.



# DESIGN INNOVATIONS, WELL SERVED

Envisioned to show-case the entire spectrum of architectural, interior and products latest design trends; TDS is undeniably the most prominent design know-how sharing and networking platform; spreading out cutting-edge design tendencies, revolutionary innovations, insights, know-how and most importantly exceptional business alliances' opportunities.

TDS Covers the integral design practices and services for residential spaces, hospitality & commercial projects; TDS presents fresh formats, cross-business concepts and high-tech innovations to a dynamic rapidly growing business environment.

TDS 2025  
14 - 16 May 2026

# INTERIOR DESIGN

DESIGN, BUILD, FURNISH

**UNLIMITED  
SOLUTIONS,  
UNEXPECTED  
RESULTS**

# 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, office, and retail spaces. The services and products that will be showcased include:**

## **DESIGN PLANNERS, INTERIORS, ARCHITECTS & CONSULTANTS**

Architects & Interiors Firms, Design Innovators, Urban Design Concept Makers, Design Developers, Landscapers, Building & Engineering Consultants.

## **FURNITURE AND PRODUCTS MANUFACTURERS**

Indoor & Outdoor Furniture Design Firms, Furnishings Concept Makers, Art Designs & Accessories, Textiles, Kitchens Designs, Household textiles, Rugs and carpets, Curtains and drapery, Fabric, Upholstery.

## **OUTDOOR AND LANDSCAPE**

Outdoor design planning firms -outdoor solutions providers & landscape Design Concept - Contractors - Lighting, Irrigation Systems - Soft &Hard Landscaping - landscape Tools & Machinery - fountains & water features - Outdoor Lighting, Pools & Hot tubes - Outdoor furniture, Shades & Pergolas Solutions - Garden Equipment - Stone Paving - Sport surfaces & Equipment's - Soil Management - Solar System, Kids Playground

## **FIT OUT & FINISHING MATERIALS AND LIGHTING SOLUTIONS**

Fit out Providers & Contractors, Renovation contactors, Paint Products & Solutions, Bathroom, Concrete and Decorative Panels, Flooring Materials, Marble, Porcelain, Ceramics, Granite Stones, Wallpapers, HVAC System, Swimming Pools Solutions, Bricks, Steel & Metal Products, Facades Materials, Aluminum Products, Windows & Doors, Glass Construction, Glass Accessories, Locks and Elevators & Sanitary ware, MEP solutions (Mechanical, Electrical & Plumbing)



# ATTRACTING THE MOST INFLUENTIAL BRANDS IN ONE PLACE

## **SMART SOLUTIONS**

Audio and Video Systems, Entertainment, Home Theatre Technologies, Smart Shades & Lighting Automations, Smart Automations Systems.

## **LIGHTNING DESIGN & SOLUTIONS**

Architectural & Interior Lighting Designs, Outdoor Lighting, LED Lighting, Lighting Technologies & Solutions, Pathway Lighting.

## **HOSPITALITY PROJECTS` SOLUTIONS**

Hotel rooms Designs & Products, Sleep Products, Mattresses, Restaurants design solutions, Furniture Designs & Manufacturing.

## **SECURITY AND SAFETY SOLUTIONS**

Security Alarms, Security Cameras, Network Solutions, Firefighting System, Protection and Safety Equipment Systems, Access Gates Systems, CCTV Systems.

## **PRODUCT DESIGN SOLUTIONS**

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**OUTDOOR  
DESIGN  
& FURNISHING  
SOLUTIONS  
EXHIBITION**

**OUTDOOR AND  
LANDSCAPE**

**DESIGN, BUILD, FURNISH**



# BOUNDLESS OPPORTUNITIES FOR EXHIBITORS

DESIGN, BUILD, FURNISH

**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 DESIGN SOLUTIONS EXHIBITION

DESIGN, BUILD, FURNISH

A woman wearing a black hijab and a black abaya is seen from behind, looking at a digital display in a wood exhibition booth. The booth features a large, curved wooden table in the foreground and a wall of wood panels with a wavy, organic pattern. A glass display case with the word 'LUTRON' is visible in the background. The lighting is warm and focused on the wood products.

WOODWORKING  
PRODUCTS & DESIGN  
SOLUTIONS

# THE DESIGN SHOW

VISITORS'  
PROFILE

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**DESIGN, BUILD, FURNISH**

**Architects**  
**Business Owners**  
**Civil & Consulting Engineers**  
**Commercial & Residential**  
**Contractors**  
**Commercial & Residential**  
**Developers**  
**Consultants**  
**Contractors**  
**Distributors, dealers & investors**  
**Facility Managers**  
**Government Agencies**  
**Government authorities**  
**Hospitality officials**  
**Importers**  
**Industry-related associations and**  
**their members**  
**Interior Designers**  
**Local & International Buyers**  
**Manufacturers**  
**Property developers**  
**Property owners**  
**Purchasing managers**  
**Service providers**  
**Traders**



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# FURNITURE AND PRODUCTS MANUFACTURERS

DESIGN, BUILD, FURNISH

**UNIQUE  
FURNISHING  
SOLUTIONS  
EXHIBITION**

# TARGETED VISITORS' CAMPAIGN



## **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**

100,000 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



# 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.



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# INNOVATIVE SPACE DESIGN SOLUTIONS & FIT OUT EXHIBITION



TDS 2026  
14 - 16 MAY 2026

THE 3<sup>rd</sup> INTERNATIONAL WORKSPACE  
SOLUTIONS & INTERIORS EXHIBITION

TDS EXPO HIGHLIGHTED PROFILE

# WORKSPACE EXPO.

THE 3<sup>rd</sup> INTERNATIONAL WORKSPACE  
SOLUTIONS & INTERIORS EXHIBITION



**WORKSPACE  
EXPO.**

THE 3rd INTERNATIONAL WORKSPACE  
SOLUTIONS & INTERIORS EXHIBITION

# WORKSPACE EXPO.

THE 3rd INTERNATIONAL  
WORKSPACE SOLUTIONS &  
INTERIORS EXHIBITION



## ABOUT WORKSPACE EXPO

**Workspace Expo** “THE 3<sup>rd</sup> INTERNATIONAL WORKSPACE SOLUTIONS & INTERIORS EXHIBITION” is the leading business platform in Egypt & Middle East offering a broad range of workspace interiors 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 interior 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 & decision-makers for workspace notions.

**14-16 MAY  
2026**

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CENTER, NEW CAIRO - EGYPT**

POWERED BY

**THE  
DESIGN  
SHOW**

# WORKSPACE EXPO

## EXHIBITING PROFILES

**WORKSPACE EGYPT EXPO** will attract the leading firms from MENA region and offering a broad range of workspace solutions & interiors 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 SOLUTIONS & OFFICE TECHNOLOGIES**

Telecommunications Software and Hardware, Building Automation, Smart Office Equipment, Room and media control systems, Imaging technology (projectors, displays, LEDs), Audio-Visual & Conferencing Solutions, Acoustic ceiling systems, Access control systems, Workspace smart solutions, Security systems, Banks and financial service providers.

### **WORKSPACE INTERIORS & DESIGN SOLUTIONS:**

Architecture & Interior Design firms, Workspace Furnishings Solutions, Conference/meeting rooms Furniture, Acoustic partition walls / cabinets providers, Acoustic furniture, Product Designs & Accessories brands, Well-being concept makers, Lighting Products, Ceiling light systems, Decorative contract lighting for interiors and exteriors, Co- working space solutions providers.

# 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

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THE INTERNATIONAL HOTEL DESIGN,  
FURNISHING AND FIT-OUT SOLUTIONS EXHIBITION

TDS EXPO HIGHLIGHTED PROFILE

# Hotel<sup>TM</sup>

## DESIGN SHOW

TDS EXPO HIGHLIGHTED PROFILE

**Hotel**<sup>TM</sup>

DESIGN SHOW

THE INTERNATIONAL HOTEL DESIGN,  
FURNISHING AND FIT-OUT SOLUTIONS  
EXHIBITION



# HOTEL DESIGN SHOW SERVES HOSPITALITY PROJECTS

Egypt's hospitality market is experiencing a dynamic transformation. With the recent addition of over 870 new keys in premium hotels and strong growth in revenue per available room— up by over %29 in Q2025 1 — the city is firmly positioned for expansion. As Egypt targets 30 million annual tourists by 2028, the demand for innovative, design-driven, and high-quality hospitality solutions is growing. With plans to add 250,000 new hotel keys, the market is ripe for innovation in hotel development and renovation.

## **TDS EXPO 2026 IS INTRODUCING HOTEL DESIGN SHOW - WHERE HOSPITALITY MEETS DESIGN EXCELLENCE**

Hotel Design Show -The International Hotel Design, Furnishing & Fit-out Solutions Exhibition - emerges as the region's only profile dedicated to this shift—connecting the creative forces behind hotel interiors, architecture, furnishing, fit-out and smart innovations with the region's most active developers, hoteliers, and investors shaping the next era of tourism in Egypt. Hotel Design Show is a dedicated segment tailored to the ever-evolving hospitality and tourism sectors. From luxury resorts to boutique hotels and serviced apartments, HDS Expo connects industry professionals with cutting-edge suppliers, designers, and solution providers — all playing a critical role in elevating the modern hospitality experience.

TDS EXPO HIGHLIGHTED PROFILE

# Hotel™ DESIGN SHOW



## WHO WILL YOU MEET?

Expect to connect with key decision-makers and trendsetters from across the hospitality spectrum, including:

- Hotel Management & Operators
- Property Developers & Owners
- Restaurant Developers & Owners
- Government Bodies & Trade Associations
- Distributors & Suppliers
- Interior Designers & Architects
- Tourism Authorities
- Engineering & Facilities Management Professionals
- Procurement Managers
- Hospitality Consultants

## WHO SHOULD EXHIBIT?

If your business drives innovation and excellence, this is your ideal showcase. Exhibitor categories include:

- Interior Designers
- Fit-Out & Turnkey Contractors
- Furniture, Fixtures & Equipment (FF&E) Suppliers
- Lighting & Smart Solutions
- Flooring, Wall Coverings & Finishes
- Sanitary ware Wellness Solutions
- Outdoor, Landscape solutions & Pool Area Execution
- Textiles & Fabrics

## WHY EXHIBIT IN HOTEL DESIGN SHOW?

- Reach a highly targeted audience of hospitality decision-makers
- Position your brand at the forefront of hotel design, furnishing & fit-out innovations
- Showcase your latest projects, products, or tech solutions
- Build strategic partnerships within the booming hospitality market

TDS 2026  
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# THE DESIGN SHOW



DETAILED SHOW REPORT

# TDS POST SHOW REPORT 2025

**Total Exhibition Space:**

**20,000 m<sup>2</sup>**

**Total Number of Participants  
& Brands:**

**200**

**Total Number of Visitors:**

**15,000 +**

# THE DESIGN SHOW

## EXHIBITION SECTORS:

ARCHITECTURE DESIGN

INTERIOR DESIGN SOLUTIONS

FURNITURE & ACCESSORIES

FINISHING MATERIALS & FITOUT SOLUTIONS

OUTDOOR & LANDSCAPE SOLUTIONS

LIGHTING PRODUCTS

GLASS & FAÇADE SOLUTIONS

SUSTAINABLE & SMART BUILDING SOLUTIONS

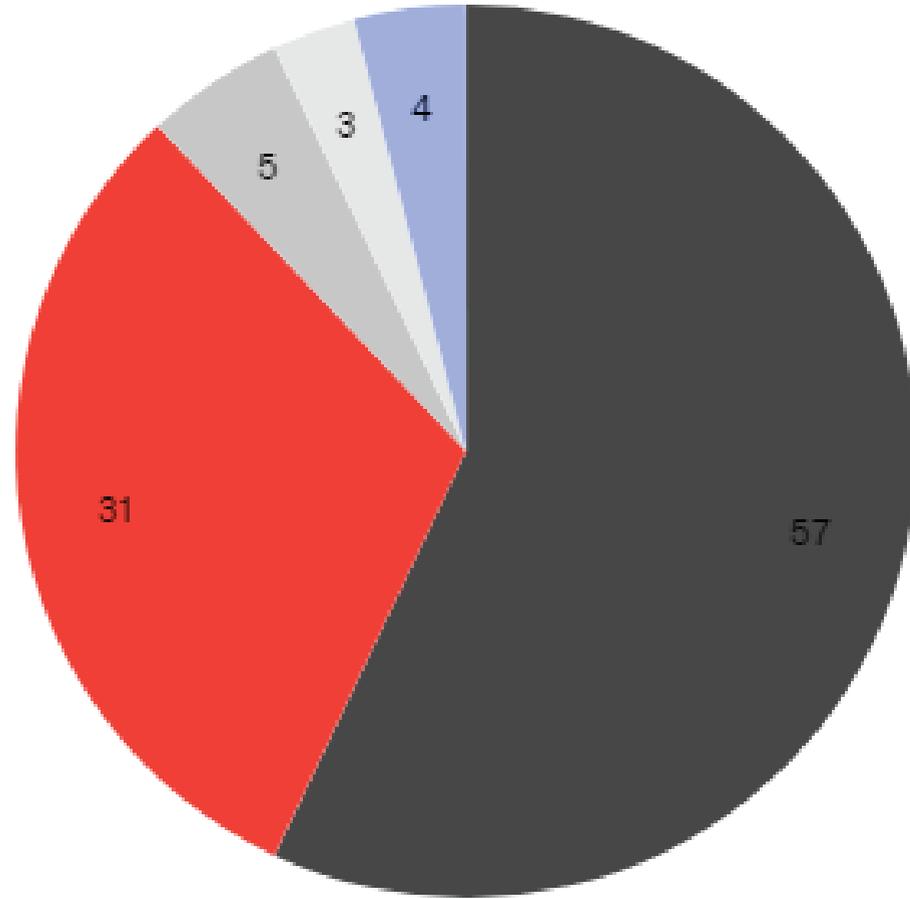
OFFICE FURNITURE & WORKSPACE INNOVATIONS

AUTOMATION & SMART SOLUTIONS

FLOORING & WALL COVERINGS

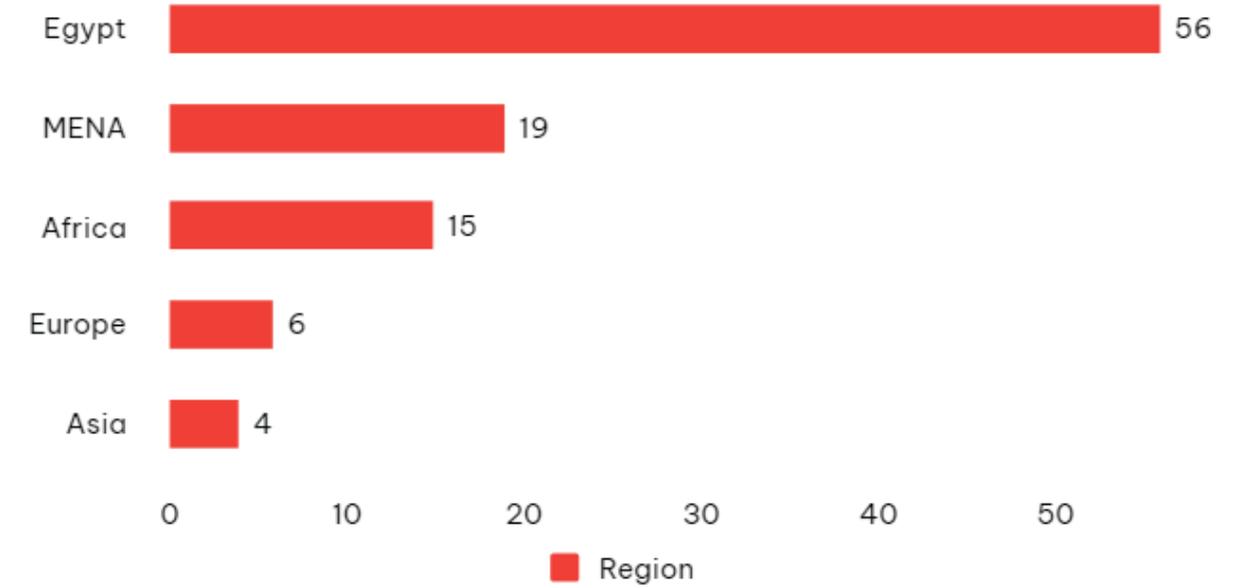
SANITARY WARE & SMART KITCHEN SOLUTIONS

## VISITORS' MAIN OBJECTIVES

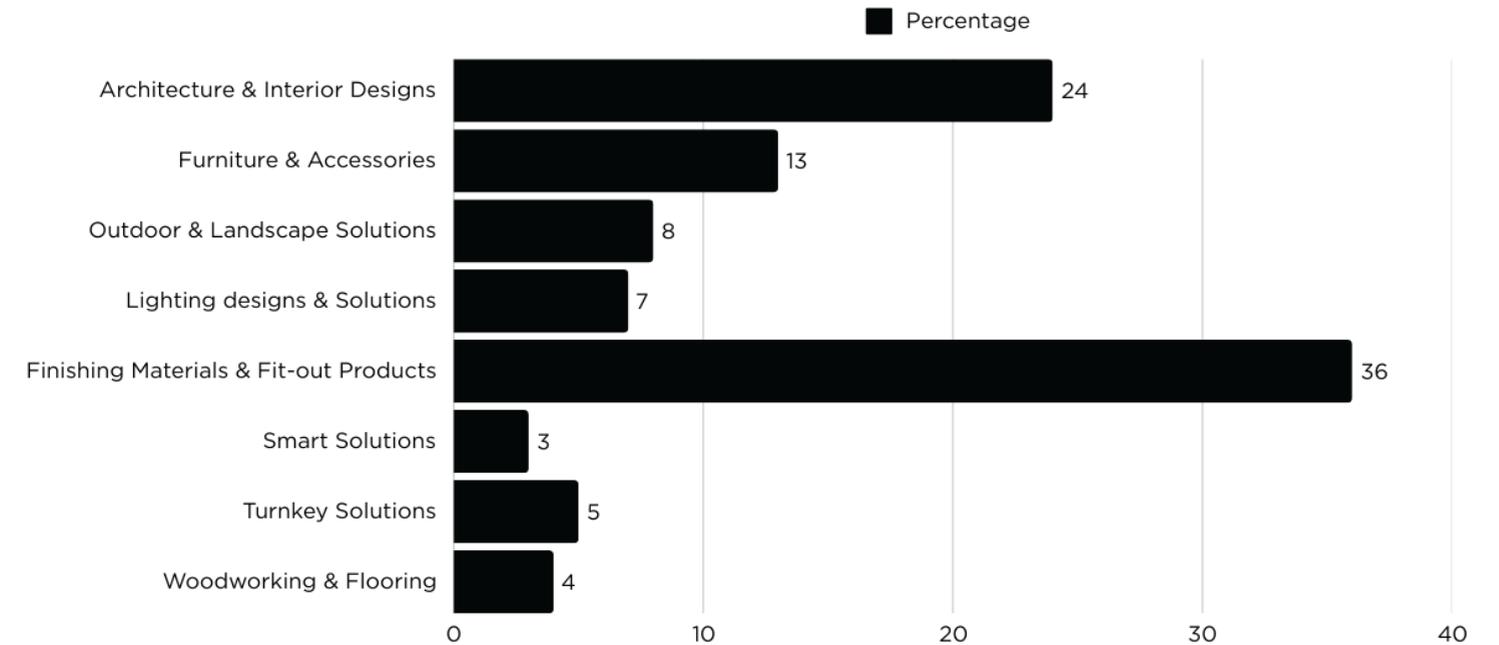


Contracting (57%)   Monitoring New Trends (31%)  
Gathering Information (5%)   Education (3%)  
Networking (4%)

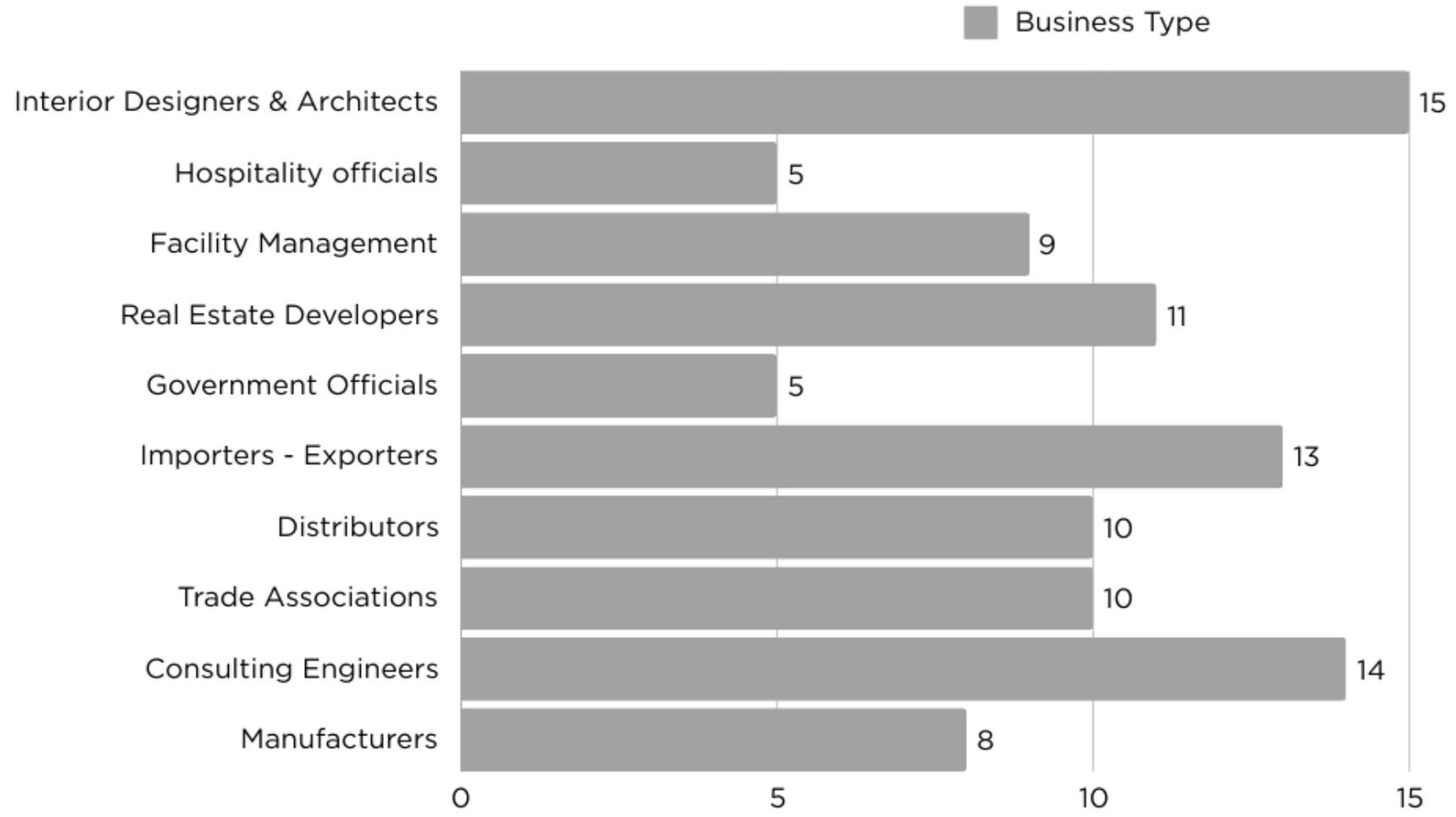
## VISITORS BREAKDOWN BY REGION



## VISITORS TYPE OF PURCHASE



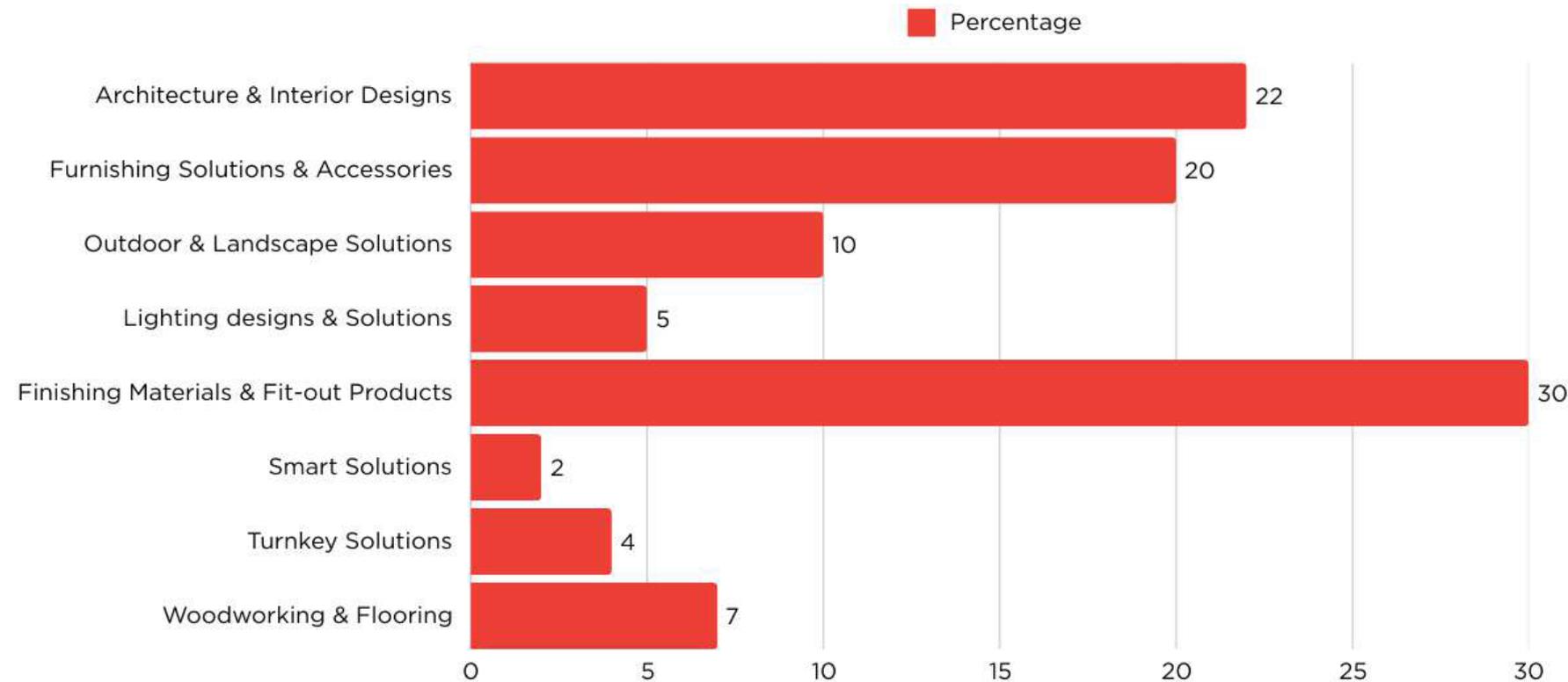
# VISITORS BREAKDOWN BY BUSINESS



# TARGETED VISITING COUNTRIES



# EXHIBITORS NATURE OF BUSINESS



# PARTICIPATED PAVILIONS



# RESULTS FROM EXHIBITORS SURVEY

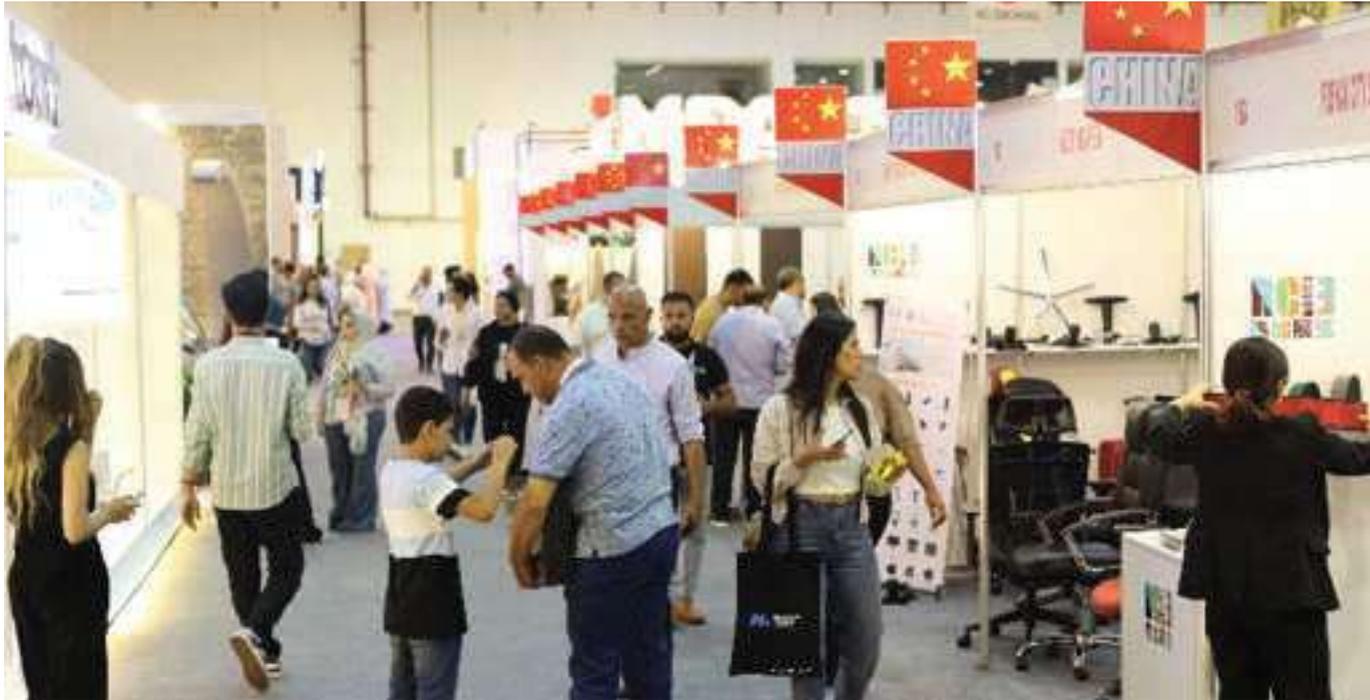
**97%** of the exhibitors said that the show was up to their expectations in terms of visitors and business deals

**90%** of the exhibitors confirmed that they will join the next edition

**92%** of the exhibitors rated the show as Very Good

# LOCAL & INTERNATIONAL PARTNERS





**THE UPCOMING ROUND OF**

**THE  
DESIGN  
SHOW**

**THE 11TH INTERNATIONAL  
INTERIOR, EXTERIOR,  
FURNITURE & FIT-OUT  
EXHIBITION**

**14 - 16 MAY 2026**

**EGYPT'S INTERNATIONAL EXHIBITION  
CENTER, NEW CAIRO - EGYPT**

## THE VENUE

### **Egypt's International Exhibition Center (EIEC)**

The Egypt International Exhibitions Center (EIEC), located in New Cairo, is a premier venue for international exhibitions, conferences, and trade shows. Established in October 2017, EIEC features four fully equipped halls offering over 40,300 square meters of flexible exhibition space, along with 12 meeting rooms and parking for 3,300 vehicles. Strategically situated in New Cairo, EIEC serves as a central hub for business and networking in the region.



## 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.