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THE DESIGN SHOW

The 9th International Architecture, Interior,
and Fit-out Exhibition

DESIGN, BUILD, FURNISH

22-24 MAY
2024

CAIRO INTERNATIONAL CONVENTION &
EXHIBITION CENTER, CAIRO, EGYPT.

CO-LOCATED EVENT

WORKSPACE
EXPO.



EGYPT

A TRULY BOOMING MARKETPLACE

Due to the country's attractive location, the real estate business brings even brighter days for Egypt, as the sector is projected to grow by %70, from 7.2\$ billion in 2012 to 12\$ billion by 2022.

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.

ARCHITECTURE DESIGN

DESIGN, BUILD, FURNISH

INNOVATION
SPACE DESIGN
SOLUTIONS
& FIT OUT
EXHIBITION

MISSION, VISION AND OBJECTIVES

DESIGN, BUILD, FURNISH

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

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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.

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, 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 contractors, 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.

SECURITY AND SAFETY SOLUTIONS

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

BRAND COMMUNICATION

Branding concept & Strategy, Creative Design concept, Media Communication, Marketing, Strategy, Promotion & Positions Brand Identity.

INNOVATION SPACE DESIGN SOLUTIONS & FIT OUT 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.

FURNITURE AND PRODUCTS MANUFACTURERS

DESIGN, BUILD, FURNISH

**UNLIMITED
SOLUTIONS,
UNEXPECTED
RESULTS**

VISITORS' PROFILE

DESIGN, BUILD, FURNISH

Property Owners
Business Owners
Interior Designers
Chain Store Owners
Facility Managers
Civil & Consulting Engineers
Real Estate and Resort Developers
Government Officials
Manufacturers
Importers /Exporters
Commercial enterprises
Retailers
Trade Associations
Design instructors
Contractors
Businessmen and Investors
High-end Individuals
Palace and Villa Owners
Housing Institutes and Associations

TARGETED VISITORS’ CAMPAIGN

TDS media channels

we are planning to maximize 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.

Mobile Marketing

Mobile marketing promotions aimed at industrial visitors will spread the word 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.

FIT OUT & FINISHING MATERIALS

DESIGN, BUILD, FURNISH

TDS SPECIAL FEATURES

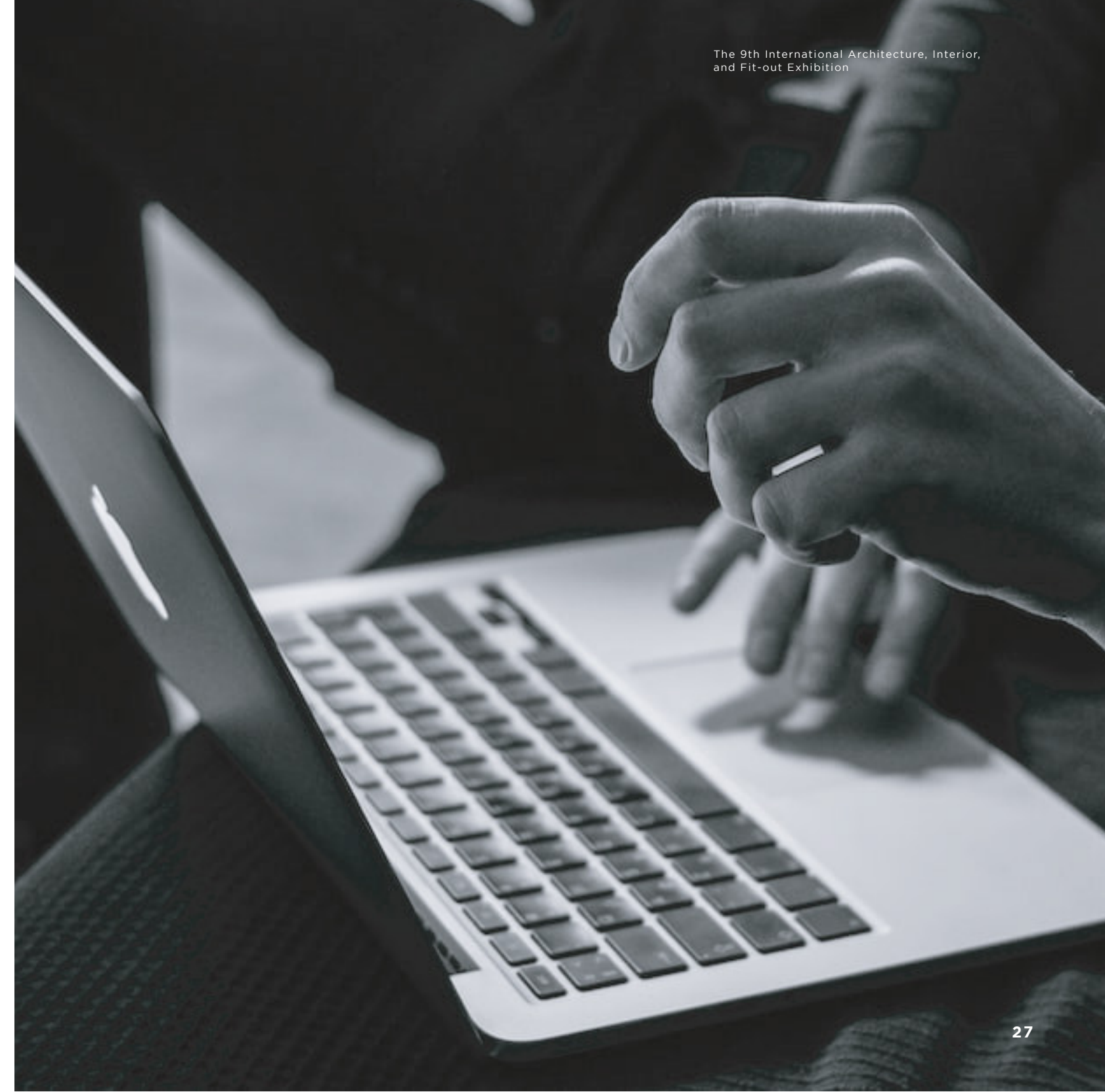
DESIGN TALKS

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.



TDS POST SHOW REPORT 2023

INNOVATION SPACE DESIGN SOLUTIONS & FIT OUT EXHIBITION

CO-LOCATED EVENT WORKSPACE EXPO.

WORKSPACE EXPO.

THE WORKSPACE DESIGN, FURNISHING & FIT-OUT SOLUTIONS EXHIBITION

ABOUT WORKSPACE EXPO

Workspace Expo “The Workspace Projects & Design Solutions Exhibition” plans to become a vital business platform in Egypt and Middle East for administrative projects & workspace premier projects as well as workspace design solutions, an absolute must attend event for market’s key players in these sectors, by showcasing the latest administrative & workspace mega projects, cutting-edge designs and workspace smart solutions in Egypt.

Workspace Expo targeting private real estate international & local investors, architects, consultants and all other professionals involved in the design and construction of workspaces communities.

Workspace Expo will present a unique opportunity for energetic trade exchanges between the workspace real-estate developers, design experts, solution providers & professional visitors from Egypt & Middle East.

Workspace Expo dedicated the only exhibition in Egypt & Middle East for latest mega administrative & workspace projects with the recent design solutions in a business environment under one roof.

22-24 MAY 2024

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& EXHIBITION CENTER, CAIRO, EGYPT.

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THE DESIGN SHOW

Space: 15,000 m2
Total Number of Participants & Brands: 170
Total Number of Visitors: 15K +

Results from Visitors Survey

- **95%** of the visitors said that they found the solutions and products they were looking for
- **92%** of the visitors rated their visit as successful
- **97%** of the visitors confirmed that they will attend the next edition

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 % |
| Distributers | 10 % |
| Trade Associations | 10 % |
| Consulting Engineers | 4 % |
| Manufacturers | 8 % |

Visitors' Main Objectives

| | |
|-----------------------|------|
| Contracting | 57 % |
| Monitoring New Trends | 31 % |
| Gathering Information | 5 % |
| Education | 4 % |
| Offeing Services | 3 % |

Visitors Breakdown by Region

| | |
|--------|------|
| Egypt | 56 % |
| MENA | 28 % |
| AFRICA | 4 % |
| EUROPE | 12 % |

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 % |

Visitors Type of Purchase

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

THE VENUE

Cairo International Conference Centre (CICC)

Is the comprehensive conference & exhibition centre in the country, over 30 hectares of it. Of these, 58,000 SQM have been given over to conference facilities that are nothing less than state of the art. The Centre is the very latest in conference facilities to ensure that while everything is carried with the greatest possible efficiency, the Centre is ten-minute drive from Cairo International Airport, a short drive from any one of several five star 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.