

THE DESIGN SHOW

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

SUPPORTED BY

Ministry Of Trade & Industry
وزارة التجارة والصناعة

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



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23-25 MAY 2024

CAIRO INTERNATIONAL CONVENTION &
EXHIBITION CENTER, CAIRO, EGYPT.

CO-LOCATED EVENT

WORKSPACE EXPO.

DESIGN - PRODUCTS - TECHNOLOGY

TDS POST SHOW REPORT 2023

INNOVATION SPACE DESIGN SOLUTIONS & FIT OUT EXHIBITION

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 %
Distributors	10 %
Trade Associations	10 %
Consulting Engineers	4 %
Manufacturers	8 %

Visitors' Main Objectives

Contracting	57 %
Monitoring New Trends	31 %
Gathering Information	5 %
Education	4 %
Offering 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 Materials & 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 Solutions	9 %
Smart solutions	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.