

SHOW  
ZONE 1  
ARCHITECTURE &  
INTERIOR DESIGNS

# TDS SHOW REPORT 2022



# UNLIMITED SOLUTIONS, UNEXPECTED RESULTS

**Space: 15,000 m2**  
**Total Number of Exhibitors: 150**  
**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
- **90%** of the visitors confirmed that they will attend the next edition

## Results from Exhibitors Survey

- **93%** of the exhibitors said that the show was up to their expectations in terms of visitors and business deals
- **88%** of the exhibitors confirmed that they will join the next edition
- **90%** of the exhibitors rated the show as Very Good

## Visitors Breakdown by Business

Interior Designers	<b>12 %</b>
Chain store owners	<b>8 %</b>
Facility Managers	<b>6 %</b>
Real Estate Developers	<b>10 %</b>
Property Owners	<b>15 %</b>
Government Officials	<b>5 %</b>
Importers - exporters	<b>12 %</b>
Distributors	<b>10 %</b>
Trade Associations	<b>10 %</b>
Consulting Engineers	<b>4 %</b>
Manufacturers	<b>8 %</b>

## Visitors' Main Objectives

Contracting	<b>57 %</b>
Monitoring New Trends	<b>31 %</b>
Gathering Information	<b>5 %</b>
Education	<b>4 %</b>
Offering Services	<b>3 %</b>

## Visitors Breakdown by Region

Egypt	<b>56 %</b>
MENA	<b>28 %</b>
AFRICA	<b>4 %</b>
EUROPE	<b>12 %</b>



## Exhibitors Nature of Business

Architecture & Interior Designs	<b>44 %</b>
Product & Furniture Designs	<b>20 %</b>
Outdoor & Landscape Solutions	<b>12 %</b>
Lighting designs & Solutions	<b>8 %</b>
Finishing Materials & Solutions	<b>6 %</b>
Smart Solutions	<b>4 %</b>
Contractors	<b>4 %</b>
Brand communication	<b>2 %</b>

## Visitors Type of Purchase

Architecture & interior Designs	<b>47 %</b>
Projects Design & Solutions	<b>17 %</b>
Product design & furnishing	<b>14 %</b>
Finishing Solutions	<b>9 %</b>
Smart solutions	<b>7 %</b>
Landscape Design	<b>4 %</b>
Others	<b>2 %</b>

## 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.

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1-3 JUNE  
2023

CAIRO INTERNATIONAL CONVENTION &  
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