

2020

Post-Show Report



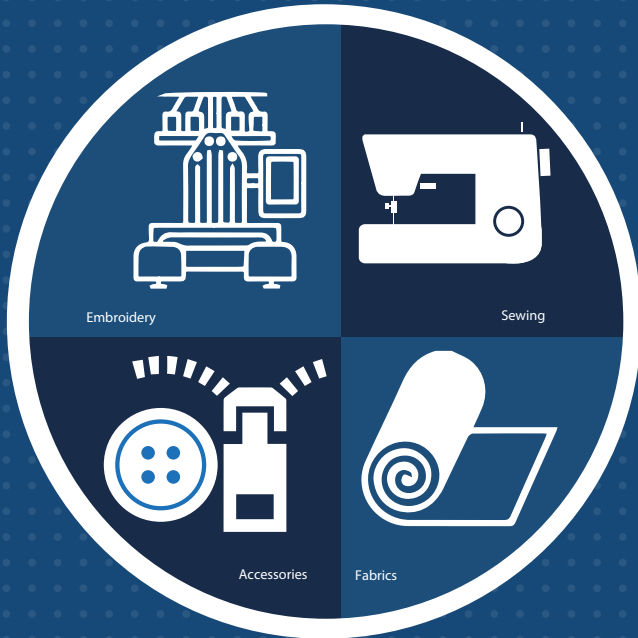
ستيتش آند تكس اكسبو

www.stitchandtex.com

Garment Edition

The 10th International Exhibition for Sewing, Embroidery, Fabrics and their Accessories

27 » 1
Feb - Mar
2020



Textiles Edition

The 10th International Exhibition for Spinning, Weaving, Dyeing, Textile Printing and Knitting Technologies, Machinery, Accessories and Chemicals

5 » 8
March 2020





Message from Organizers

Standing-in as the most imperative event showcasing the entire textile technologies value chain, **STITCH & TEX- AFRO EDITION** continued proving to be the genuine venue introducing unconventional numerous substantial technological solutions for the textile industries in Africa.

Setting the standards for industrial portfolios fine-tuning ; **STITCH & TEX- AFRO EDITION** brought together top technology makers from around the globe to meet face to face with the top buyers from all over the African continent within one key quality trade event.

The ground-breaking concept, the unique venue, the creative potential of the hosting city “Cairo”, and the visionary spirit of **STITCH & TEX- AFRO EDITION**; branded the event as the premier meeting-point paving the way for in-depth knowledge about the textile technologies trends and tendencies; as a one-stop destination for creating outstanding profit avenues for both exhibitors and visitors.

We would like to outspread our gratefulness to our distinguished sponsors and exhibitors for their ongoing support.

For our business partners to gain full paybacks and best results from the event, we prepared this post-show report that responsively edifies all the features associated with **STITCH & TEX – AFRO EDITION**, presenting all-inclusive analysis of the visitors and their feedbacks, to allow our exhibitors to run through a better up-coming edition.

STITCH & TEX EXPO - AFRO EDITION Team



EXHIBITION BACKGROUND



STITCH & TEX EXPO - AFRO EDITION; was held with the new concept of organizing two consecutive trade fairs; The first trade fair is dedicated to garment processing technologies including Sewing, Embroidery, Fabrics and their Accessories; While the second is dedicated to textile processing technologies including Weaving, Spinning, Knitting, and Dyeing Machinery, Technologies and Spare Parts; The two events were held under the giant brand **STITCH & TEX EXPO - AFRO EDITION** in the prestigious venue Cairo International Convention and Exhibition Center- Egypt during the period 27 February - 1 March 2020 and 5 -8 March 2020 consecutively.

STITCH & TEX EXPO - AFRO EDITION covered the entire textile technologies business segment; where global old players, innovative newcomers and providers of niche technologies were all represented.

For the first time in the history of textile technologies trade fairs in Africa, **STITCH & TEX – AFRO EDITION** featured the presence of 100 accredited buyers and factory owners from Ethiopia, Kenya, Lesotho, Mauritius, South Africa, Madagascar, Tanzania, Algeria, Morocco and Tunisia to hold open channels of communication directly with the exhibitors within a well set bilateral business meetings program.



EVENT PROFILE

A- General



- 1- Opened daily from 11:00 AM till 8:30 PM
- 2- Space: 35,000 m²
- 3- Total Number of Direct Exhibitors: 531 Companies
- 4- Total Number of Indirect Exhibitors: 1688 Companies



EVENT PROFILE

5- Exhibitors Countries of Origin:

Australia, Austria, Belgium, Brazil, Bulgaria, Canada, China, Czech Republic, Denmark, Egypt, Finland, France, Germany, Greece, Hong Kong, India, Italy, Japan, Korea, Malaysia, Malta, Netherlands, Poland, Portugal, Russia, Singapore, Slovenia, South Korea, Spain, Sweden, Switzerland, Taiwan, Turkey, UAE, UK, Ukraine, USA.





AFRICA
EDITION

EVENT PROFILE

6- Total Number of Visitors:



31,566 Trade Visitors

19,570
for
edition 1

11,966
for
edition 2



AFRICA
EDITION

EVENT PROFILE

Regional Visitors

7- Regional Visitors Countries of Origin: Ethiopia, Kenya, Lesotho, Mauritius, South Africa, Madagascar, Tanzania, Algeria, Morocco, Tunisia, United Arab Emirates, Kingdom of Saudi Arabia, Oman, Sudan, Libya, Jordan, Bahrain, Lebanon and Kuwait.



3,157
Visitors in addition
to **100**
accredited buyers

Foreign Visitors

8- Foreign Visitors Countries of Origin : Spain, Greece, USA, Cyprus, India, Korea, Turkey, UK, France, Italy, Russia and Germany.



904
Visitors



AFRICA
EDITION

EVENT PROFILE

9- Sponsors & Partners:

Under auspices of



Ministry of Trade & Industry
وزارة التجارة والصناعة

Sponsor

COTTONIL®

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Official Publication



Powered by



Turkish Agent

lead makes you deal...
exhibitions

Official Newspaper

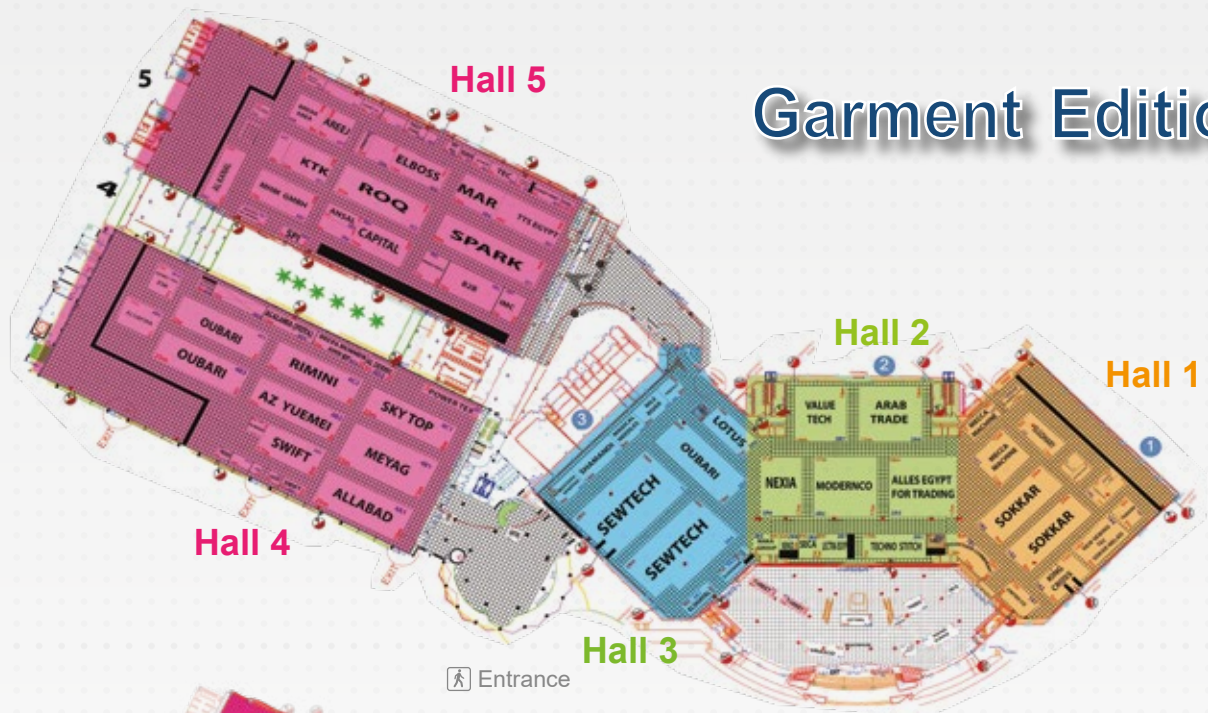
البورصة



EVENT PROFILE

B- Floor Plan

Garment Edition



- Hall 1 صالة
- Hall 2 صالة
- Hall 3 صالة
- Hall 4 صالة
- Hall 5 صالة

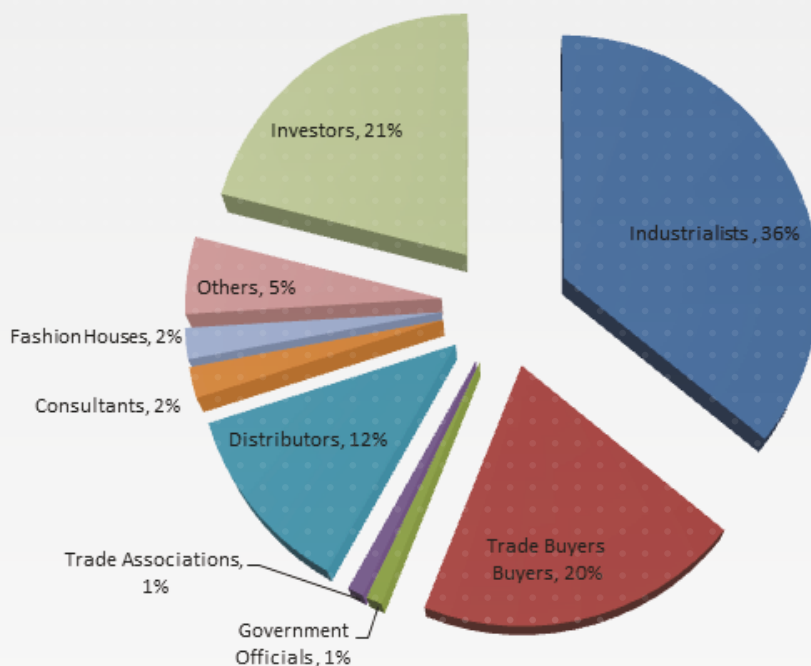
Textiles Edition



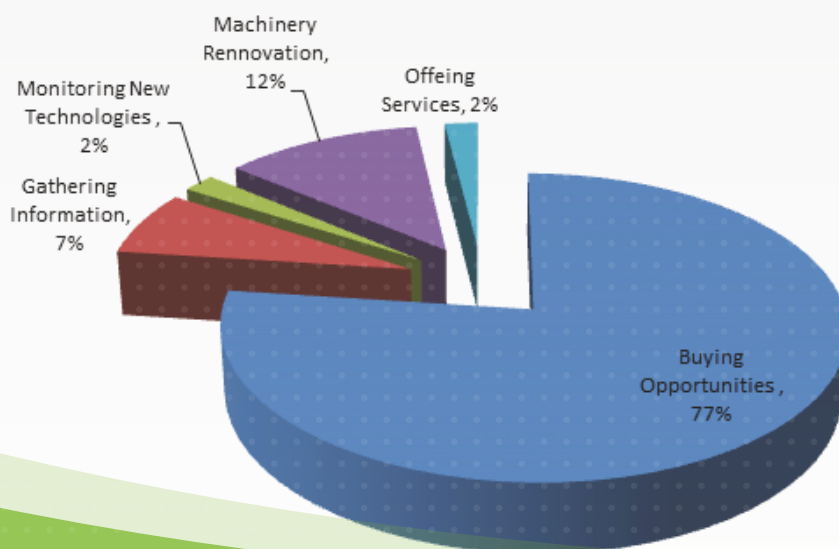


VISITOR PROFILE

A- Visitors Analysis by Nature of Business



B- Visit Main Objectives

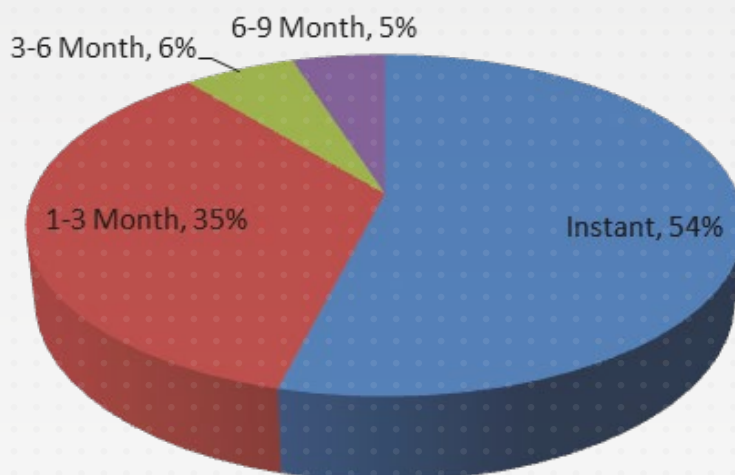




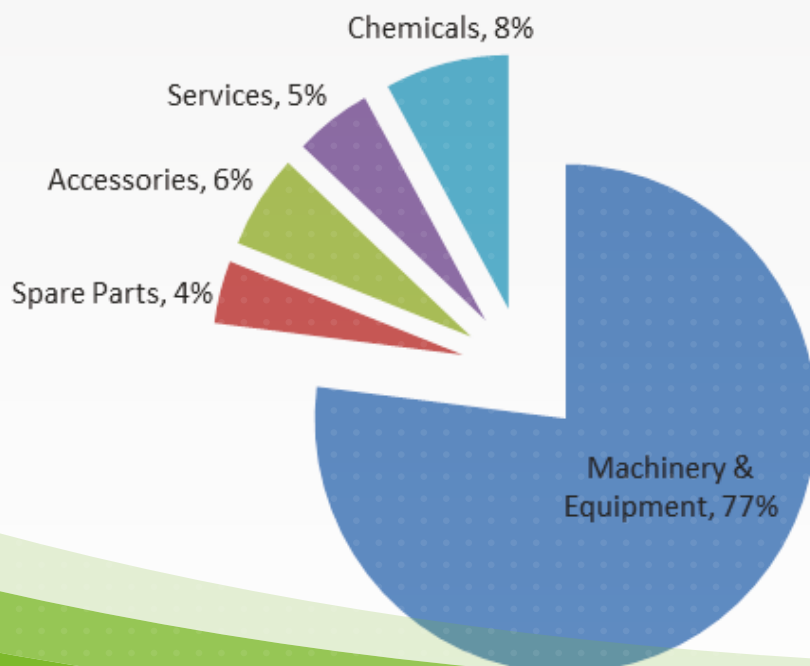
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EDITION

VISITOR PROFILE

C- Visitors Purchase Intention Time Frame



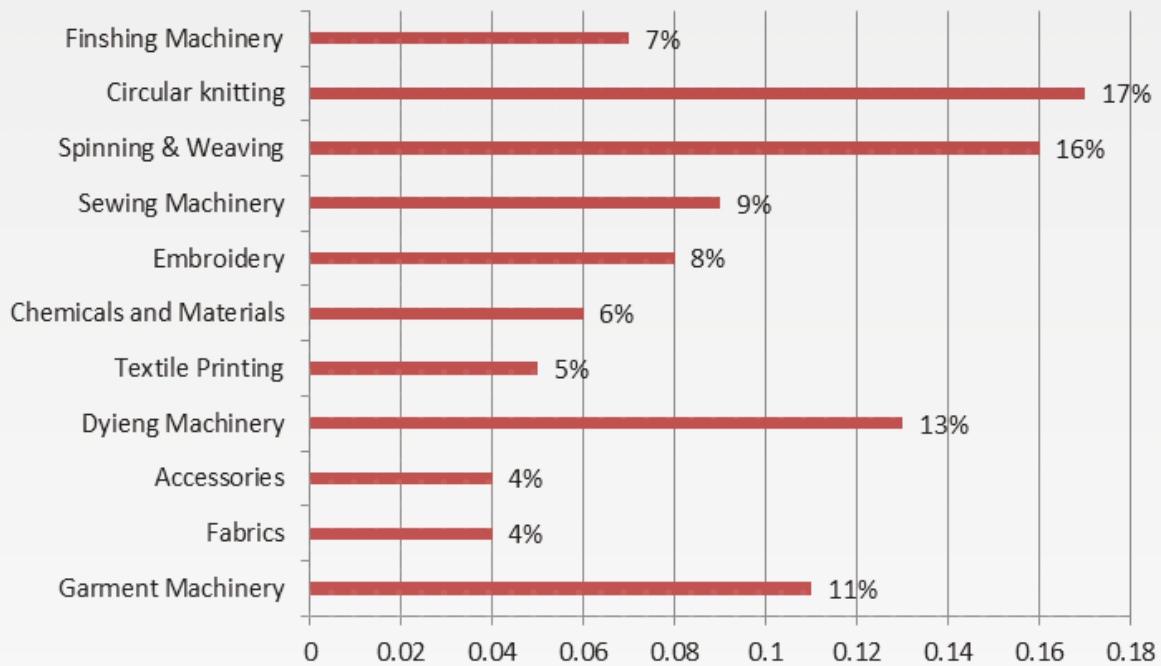
D- Visitors Type of Purchase





VISITOR PROFILE

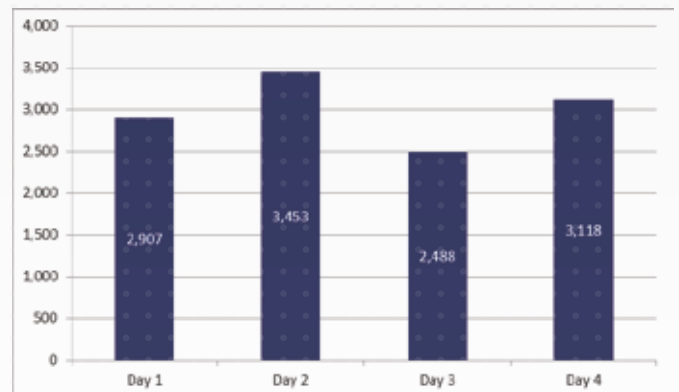
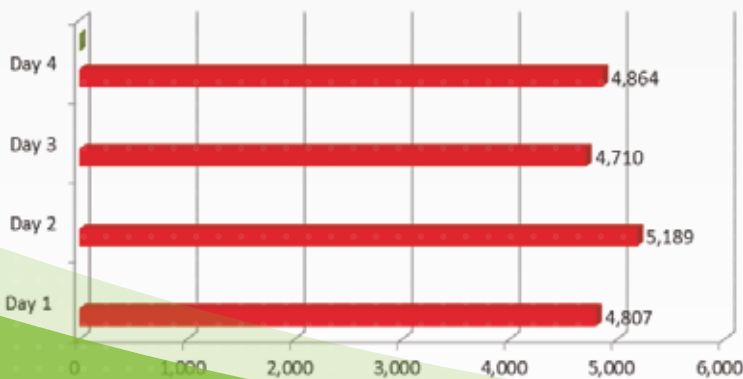
E- Purchasing Analysis by Sector



F- Visitors Admission Analysis by Show Days

(1st edition 27 February- 1 March 2020)

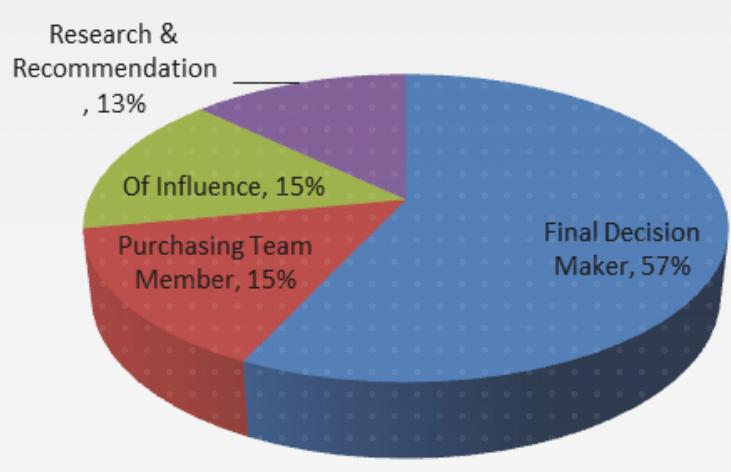
(2nd edition 5-8 March, 2020)



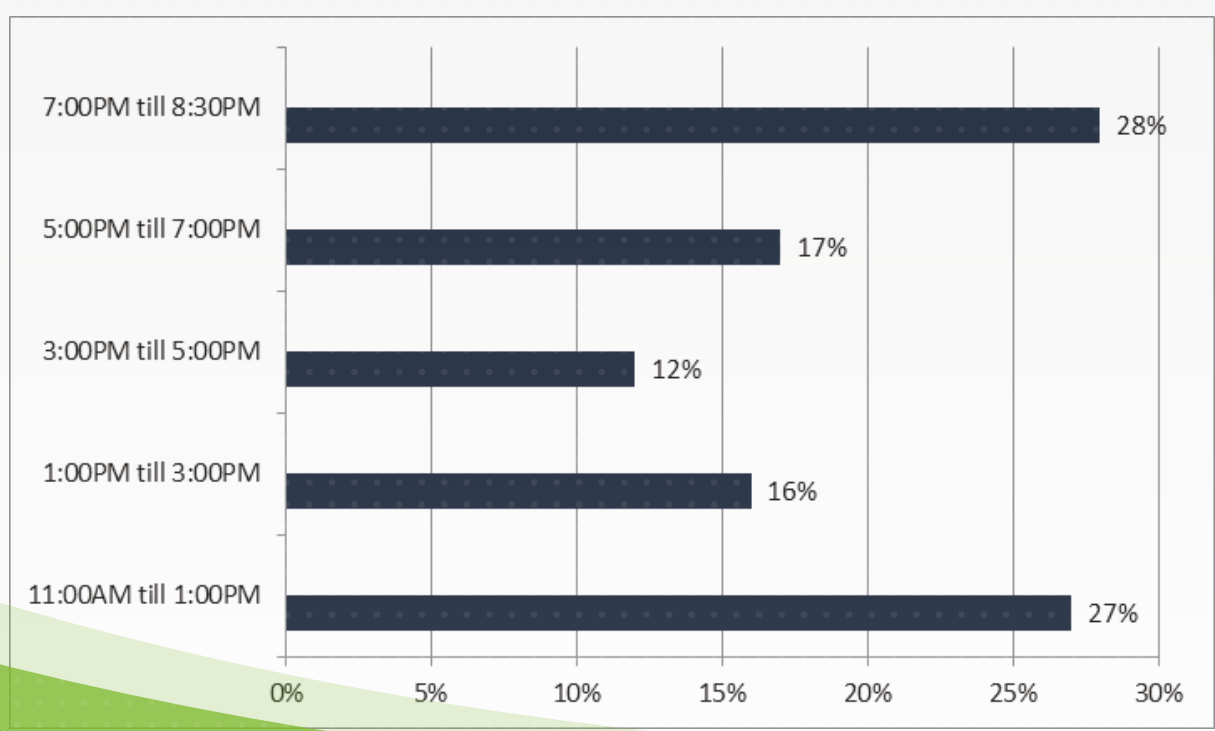


VISITOR PROFILE

G- Visitors in Terms of Buying Decision Influence



H- Prime Time for Visitors Flow





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VISITORS

Post Show Report

I – Results from Visitors Survey

94%

of the visitors said that they found the technologies/products they were looking for



92%

of the visitors rated their visit as successful



89%

of the visitors confirmed that they will attend the next edition

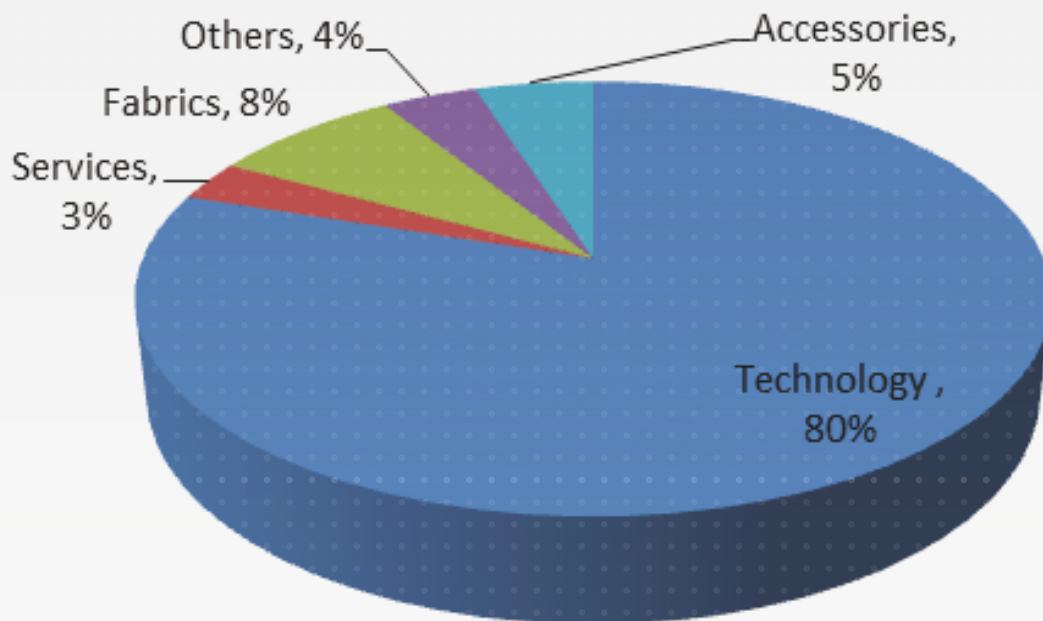




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EXHIBITORS PROFILE

A- Exhibitors Nature of Business





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EDITION

EXHIBITORS

Post Show Report

B- Results from Exhibitors Survey

93%

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



80%

of the exhibitors confirmed that they will join the next edition



94%

of the exhibitors rated the show as Very Good





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EDITION

Promotional Activities & Media Coverage

Billboards & Outdoor at Roads Leading to Industrial Cities

90,000 Invitations Mailed to Potential Visitors

25,000 Invitations Mailed to to VIP's

6 Month Social Media Campaign

50,000 SMS Messages Campaign

Press Release Campaign in Key Newspapers

Advertisements in specialized magazines

Huge Press Advertising Campaign in key Regional and Local newspapers

Radio Spots at Prime Time



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EDITION

PHOTO GALLERY

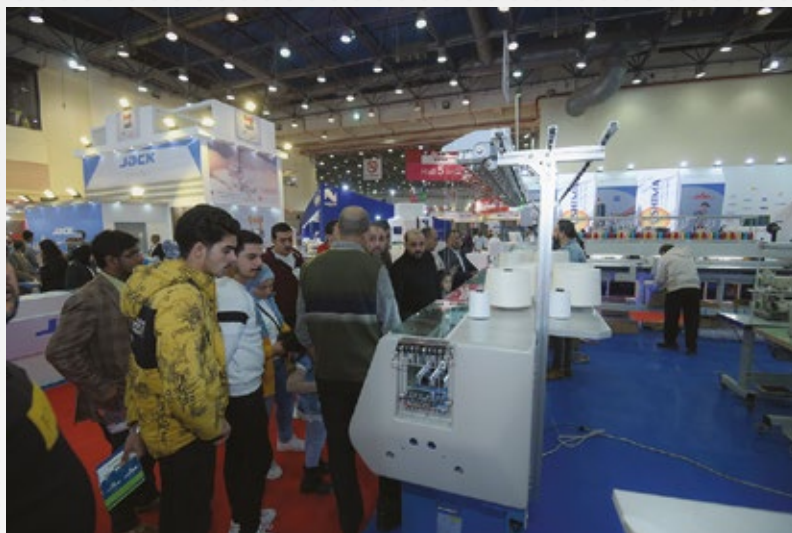


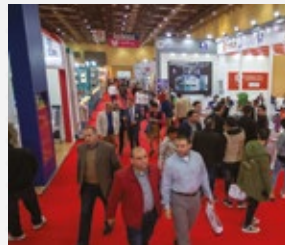


PHOTO GALLERY





PHOTO GALLERY



See you in the next

EGYPT
EDITION

STITCH-TEX EXPO

The Garment Processing Technologies Edition

The 11th International Exhibition for Sewing, Embroidery Technologies, Fabrics and their Accessories

03 - 06
JUNE
2021

Garment Edition

The Textiles Technologies Edition

The 12th International Exhibition for Spinning, Weaving, Dyeing, Textile Printing and Knitting Technologies, Machinery, Accessories and Chemicals

14 - 17
OCTOBER
2021

Textiles Edition

www.stitchandtex.com

Organized by



**BUSINESS
PLUS**

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