

**Welcome to Participants at
Presentation Meeting**

on

Cairo Fashion & Tex, Cairo

by

Mr. Sehran Pul

at

**The H.O. of The Synthetic & Rayon
Textiles Export Promotion Council,
(SRTEPC), Mumbai**

A Profile of Mr. Sehran Pul

- **Mr. Sehran Pul is the International Project Sales Director of M/s. Pyramids International Group Fairs and he is into Exhibition business for over a decade**
- **Though he is based in Istanbul, Turkey, he is involved for organising Exhibitions in Middle East and North African Regions covering countries like Egypt, Morocco, Iraq, UAE, etc on projects like Textiles, Construction, Power /Energy, Oil & Gas, Automobiles, etc.**
- **Organized many International Fairs in USA, Europe and Asia**
- **His job profile includes mobilizing participation of foreign companies, designing exhibition packages, overseeing construction of booths for exhibitions mostly in Morocco & Turkey, and guiding participants to meet their specific requirements**
- **Mr. Pul travels extensively to various countries in America, Europe and Asia to meet various professionals on matters relating to the holding of International Fairs**

Objectives of Presentation Meeting :

- ✓ To highlight potential of Egyptian Market of textiles for showcasing to customers visiting the Fair
- ✓ To inform about the importance for member-companies for participation in “Cairo Fashion & Tex” from 13th to 16th September in Cairo
- ✓ To inform about the outcome of the last edition of Cairo Fashion & Tex
- ✓ To give inputs for the arrangements of the Organizers for the forthcoming edition of the Fair
- ✓ To show the “Floor Plan” of **India Pavilion** for accommodating participation of Indian companies for focused attention of customers

The profile of the Egyptian Textiles & Clothing Market :

	Value in USD
Egypt's global import of textile & clothing	2.88 billion
Egypt's global import of textiles	2.29 billion
Egypt's global import of MMF Textiles	1645 Million
India's Export of MMF Textiles to Egypt during 2015-16	147 Million

SRTEPC's initiative for promotion of India's trade of MMF Textiles to the thriving Egyptian Market

- ✓ **Considering huge untapped potential of Egypt's textile market, Council organized participations in Stand Alone Exhibitions/International Fairs for its members during 2007, 2010 and 2015 with rewarding outcomes**
- ✓ **Currently SRTEPC is given a 'Lead Council' by MOC to organize combined participation in "Cairo Fashion & Tex" under MAI Scheme with FIEO**
- ✓ **SRTEPC is organizing Presentation Meetings in Mumbai, Surat and Delhi on 18th, 19th and 20th July'17 respectively to update its member-companies about the forthcoming Fair in Cairo**
- ✓ **SRTEPC is also deputing an Official of the Council to make an advance visit to Cairo for promotion of buyers to India Pavilion**
- ✓ **SRTEPC is in regular touch with the Embassy of India in Cairo for the promotion of trade of Indian MMF Textiles to Egypt**

Why to participate in Cairo Fashion & Tex?

- ✓ Egypt is an excellent market for catering requirements – both for its thriving Garment Industry & Local Market
- ✓ Both politically and economically, Egypt is well settled, and also very familiar with Indian companies for doing business peacefully
- ✓ Textile/Clothing products produced by Indian companies enjoy good demand in Egypt
- ✓ Cairo Fashion & Tex is a well known platform to meet leading Egyptian Buyers for discussing business
- ✓ Due to the funding by the Ministry of Commerce under the MAI Scheme, participation charges also for member-companies are kept highly subsidized
- ✓ SRTEPC also made arrangements for ensuring participation of smaller companies in the Fair by reserving some smaller booths (6 sq.m sized booth) with moderate charges
- ✓ SRTEPC will construct **“India Pavilion”** for accommodating member-companies to grab attention of visiting Buyers at the Fair
- ✓ SRTEPC is also exploring possibilities to organize BSMs during the Fair

Now participants are requested to view the Presentation by Mr. Serhan on the arrangements on Cairo Fashion & Tex

Thank You!!!

كايرو فاشون و تكس
CAIRO FASHION & TEX
INTERNATIONAL EXHIBITION





WELCOME

We are so glad to welcome INDIA in 61st Cairo Fashion & Tex which is the textile hub of Africa and Middle East!

It is a honored to see Indian textile companies, having a key role in world to textile market, in this unique textile event!

ABOUT ORGANIZER



GLOBAL BRAND OF EXPO, PYRAMIDS INTERNATIONAL GROUP

- Established in 1993
- Among the biggest exhibition companies of the Middle East, Arabian Gulf and Africa
- Worldwide 9 offices, 100 professional employees , 120 sales partners
- Organizes 40 exhibitions annually
- Approximately attracts 10.000 exhibitors & 500.000 visitors annually

ABOUT ORGANIZER



PYRAMIDS OFFICES



- Istanbul • Antalya • Ankara • Erbil • Basrah • Baghdad • Cairo
- Amsterdam • Casablanca

ABOUT FAIR



CAIRO FASHION & TEX: TEXTILE HUB OF AFRICA & THE ARABIAN GULF

Cairo Fashion and Tex is the first and only international exhibition specialized in yarn, textile, garment and it's trimming supplies and accessories in Egypt.

Cairo Fashion & Tex is an approved event by UFI (The Global Association of the Exhibition Industry). An exhibition identified as an "UFI event" is a proof of high quality, thus providing exhibitors and visitors alike with the assurance of making a sound business investment.

In 1993, the first Cairo Fashion and Tex, was held twice a year, on March (summer - spring) and September (winter - autumn.) The event is held under the auspices of Ministry of Industry and Commerce and all the industrial chambers. Cairo Fashion and Tex is held on a vast area of space (15000 m² to 20000 m²) at the CICC (Cairo International Conferences Center.)

Many ministers and ambassadors have attended the openings of our exhibition and over 20 countries have participated in the event so far. Some of the countries are (Turkey - Syria - Spain - Italy - China - India - Lebanon - Qatar - Pakistan - Jordan - Kuwait & KSA).

HIGHLIGHTS OF 61st CAIRO FASHION & TEX



- ❧ **Event Name:** 61st Cairo Fashion & Tex
- ❧ **Dates:** 13-16 Sep 2017
- ❧ **Organizer:** Pyramids International
- ❧ **Venue:** Cairo International Convention Center (CICC)
- ❧ **Space:** 20000 M²
- ❧ **Hall:** 1-2-3-4-5
- ❧ **Expected No. of Exhibitors:** 500
- ❧ **Expected No. of Visitors:** 50000
- ❧ **Frequency:** Biannually
- ❧ **Visiting Hours:** 12 pm – 10 pm

LOCAL MARKETING CAMPAIGNS



❧ Advertising Campaign

❧ Radio & TV

- ❧ • 2 Radio Channels - 110 spots
- ❧ • 4 T.V Channels - 550 spots

❧ Newspapers

- ❧ • Al-Ahram Newspaper
- ❧ • Al-Akhbar Newspaper
- ❧ • Horreyati Magazine
- ❧ • Egyptian Industries Guide
- ❧ • El-Nasegia Magazine

❧ Invitations & Email Campaigns

- ❧ • 120,000 Invitation Cards have been distributed
- ❧ • 100,000 Email shots for local and international database
- ❧ • Social media campaign covering Facebook ,Twitter & LinkedIn

INTERNATIONAL MARKETING CAMPAIGNS



- ❧ Distribution of invitations and brochures at related textile fairs.
- ❧ Distribution of invitations and brochures by post to sectoral organizations and data and e-mail marketing to the data of 300.000
- ❧ Announcement of the fair to the international commercial attaches, export councils, associations and federations.
- ❧ E-mailing and telemarketing to the international and local textile database.
- ❧ E-mailing and telemarketing to the data of international expositions' exhibitor lists.
- ❧ VIP invitations by post and direct marketing.
- ❧ Advertising on sectorel textile websites and magazines.



Cairo Fashion & Tex is being held under the auspices of Ministry of trade & Industry.

With a view to build a modern Egypt hinging on flexible administrative, productive, and economic bodies that are capable of reacting with the successive international challenges, the Egyptian government has established strong links between production and exportation to form a harmonious scheme within the state-policy aiming at boosting exports, and upgrading national industry through modern international technology and expertise in order to produce high quality competitive market accessible products through a comprehensive trade scheme setting export promotion as a priority.



Current potential of Egyptian markets of textiles/clothing

Egyptian textile industry is very ancient dating back to the age of the pharaohs. The country is the pivot for vertically integrated textile industry in the Middle Eastern region. The country involves complete production process right from the cultivation of cotton, to the making of yarns, fabrics, and readymade apparels. Textile and apparel industry is the second largest sector, next to agro, and plays a major role in shaping the Egyptian economy.



Textile Industry Overview

Apparel sector accounts for 3% of GDP and 27% of the industrial output. 25% of the total industry is focused on textile production, of which 12% are engaged in home textiles, 8% in cotton yarn, and 5% in other textiles. Public sector dominates the production industry with 50% in spinning, 60% in hemming, and 60% in weaving. Private sector owns 90% of the garmenting side of the industry. Spinning and weaving sector is being dominated by the large scale industries with a strong influence of public sector.

As per a research data of 2010, its textile sector consists of 3,243 companies with a total investment of 3.2 billion USD. Textile industries of Egypt produce 315 million apparels, and exports 305,000 tons of cloth and apparel annually. US constitute 80% of the country's export market, followed by EU and Arabian countries comprising the remaining 20%.

EGYPT-INDIA TEXTILE SECTOR



EGYPT: AN EMERGING MARKET FOR EXPORTS OF INDIA TEXTILES AND CLOTHING PRODUCTS

MINISTRY OF TRADE & INDUSTRY

Egyptian International Trade Point



EGYPT IMPORTS Comparison

Textile , cotton , clothes, Carpets

Value in M. \$

Country Name	2012	2013	2014	2015	2016
PEOPLE'S REPUBLIC OF CHINA	1006.309	1327.398	1732.319	2131.720	1483.47
TURKEY	316.328	308.606	351.527	453.632	331.63
INDONESIA	107.179	135.747	105.012	134.263	112.26
PAKISTAN	108.149	90.809	69.575	91.909	70.65
SPAIN	58.944	57.446	72.816	78.261	67.87
GERMANY	53.210	60.629	74.378	73.392	64.18
GREECE	23.577	85.886	92.110	61.268	62.59
ITALY	109.087	80.656	78.396	86.957	60.48
U.S.A.	55.756	91.998	108.988	113.989	56.15

GOVERNMENTAL SUPPORTS



وزارة التجارة و الصناعة
Ministry of Trade and Industry



الفرقة المصرية لصناعة الملابس والمفروشات
Egyptian Chamber of Apparel & Home Textile Industries



Cairo Fashion & Tex is being held under the auspices of Ministry of Trade and Industry & Egyptian Chamber of Apparel & Home Textile Industries.

With the support of the chamber and ministry Cairo Fashion & Tex operates as a international strategic entity in order to improve performance, increase production and provide tools that will facilitate business processes.

FACTS & FIGURES OF 60th CAIRO FASHION & TEX



- ❧ **Event Trade Name:** 60th Cairo Fashion & Tex
- ❧ **Dates:** 2 – 5 March 2017
- ❧ **Venue:** Cairo International Convention & Exhibition Centre (CICC)
- ❧ **Total Area:** 20.000 m²
- ❧ **No. of Exhibitors:** 461 Exhibitor
- ❧ **Exhibition Halls:** Hall 1 – Hall 2 – Hall 3 – Hall 4 – Hall 5
- ❧ **Number of Visitors:** 25,259 Visitors
- ❧ **Number of Exhibitor Countries:** 6
- ❧ **Countries:** Egypt - China - India - Turkey - Jordan - Lebanon
- ❧ **Official Supporters :** The Chamber of Apparel & Home Textiles- Ready Garments Export Council of Egypt – Chamber of Leather Industries – Leather Export Council of Egypt- The Cotton Textiles Export Promotion Council
- ❧ **Organizer :** Pyramids International

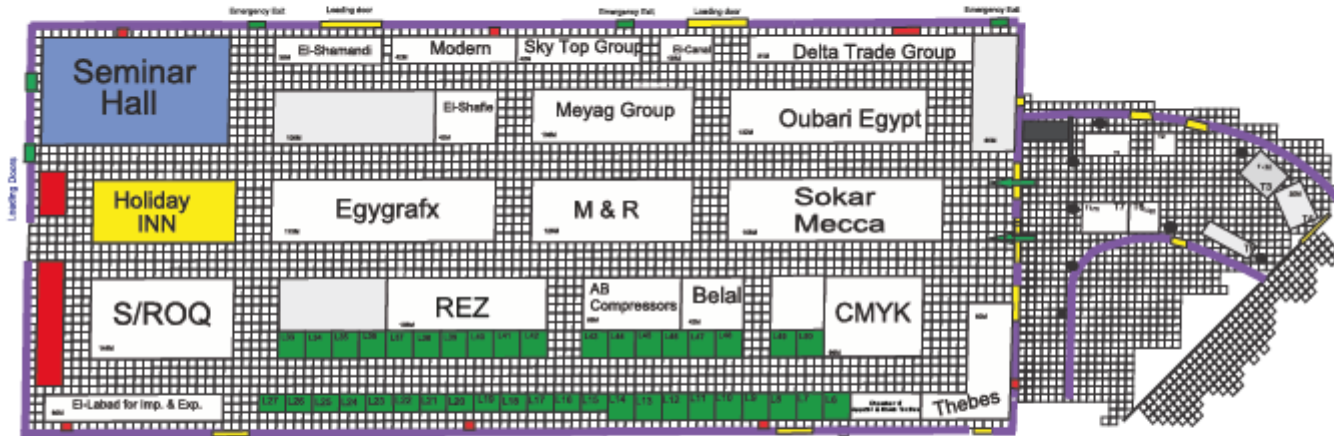
HALL PLAN & INDIA PAVILION

21-5-2017

61st Cairo Tex

13-16 Sep.2017

Cairo International Convention Center



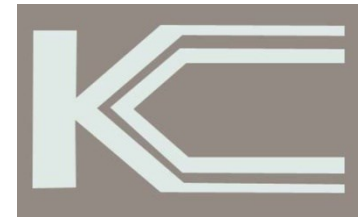
Organized by:

Supported by:



The Chamber of Apparel and Home Textiles
 غرفة صناعة الملابس الجاهزة والملحوشات المنزلية

INDIAN EXHIBITORS



INDIAN EXHIBITORS



SINCE 1944



RISHAB WORLD



INDIAN EXHIBITORS



FAIR PROFILE



Exhibitor Profile

- ❧ Men's & Women's Wear
- ❧ Kids' Wear
- ❧ Formal Wear
- ❧ Evening Wear
- ❧ Underwear & Lingerie
- ❧ Sports Wear
- ❧ Leather Wear
- ❧ Knitwear
- ❧ Shoes & Bags
- ❧ Garment Accessories
- ❧ Textiles
- ❧ Yarn & Fabric
- ❧ Machinery
- ❧ Textile Accessories

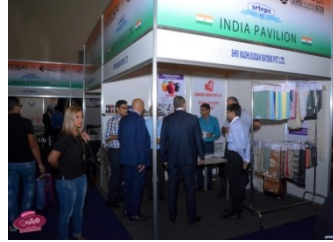
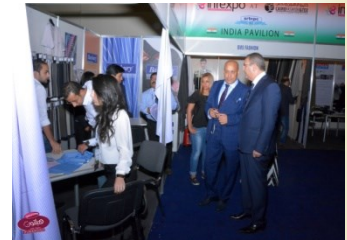
Visitor Profile

- ❧ Wholesalers
- ❧ Chain Stores
- ❧ Boutique Owners
- ❧ Garment Exporter & Importer
- ❧ Agents & Distributors
- ❧ Fashion Designers
- ❧ Media Representatives
- ❧ Ready-to-wear Manufacturers
- ❧ Department Stores
- ❧ Purchasing Offices

GALLERY



SRTEPC PAVILION GALLERY



TEXPROCIL PAVILION GALLERY



كايرو فاشيون و تكس
CAIRO FASHION & TEX
INTERNATIONAL EXHIBITION

 **UFI**
Approved
Event



www.cairofashiontex.com
www.pyramidsfaireg.com
www.pyramidsfair.com

We as Pyramids Family strongly believe in that Indian participation in Cairo Fashion & Tex will contribute remarkable textile trade growth between both of our countries.

We are honored to see INDIA PAVILION at 61st CAIRO FASHION & TEX...

THANK YOU...