



Informa Egypt Portfolio

2024





Informa Group PLC

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Informa PLC is a British leading global events, digital services, and academic publishing company headquartered in London, United Kingdom.

Founded in 1998 through the merger of IBC Group and LLP Group, the Informa group now operates in over 43 countries with around 11,000 employees worldwide.

Informa Group work in two main markets: in Academic Markets through our Taylor & Francis business, and in Business-to-Business Markets through three main divisions: Informa Markets, Informa Connect and TechTarget businesses which together provide digital marketing solutions and organize over 500 trade shows, conferences, and exhibitions annually across a diverse range of industry sectors.

As a FTSE 100 listed company, Informa PLC is a major player in the global events, media, and information services industry, serving customers across commercial, academic, and government markets.



A Global Business

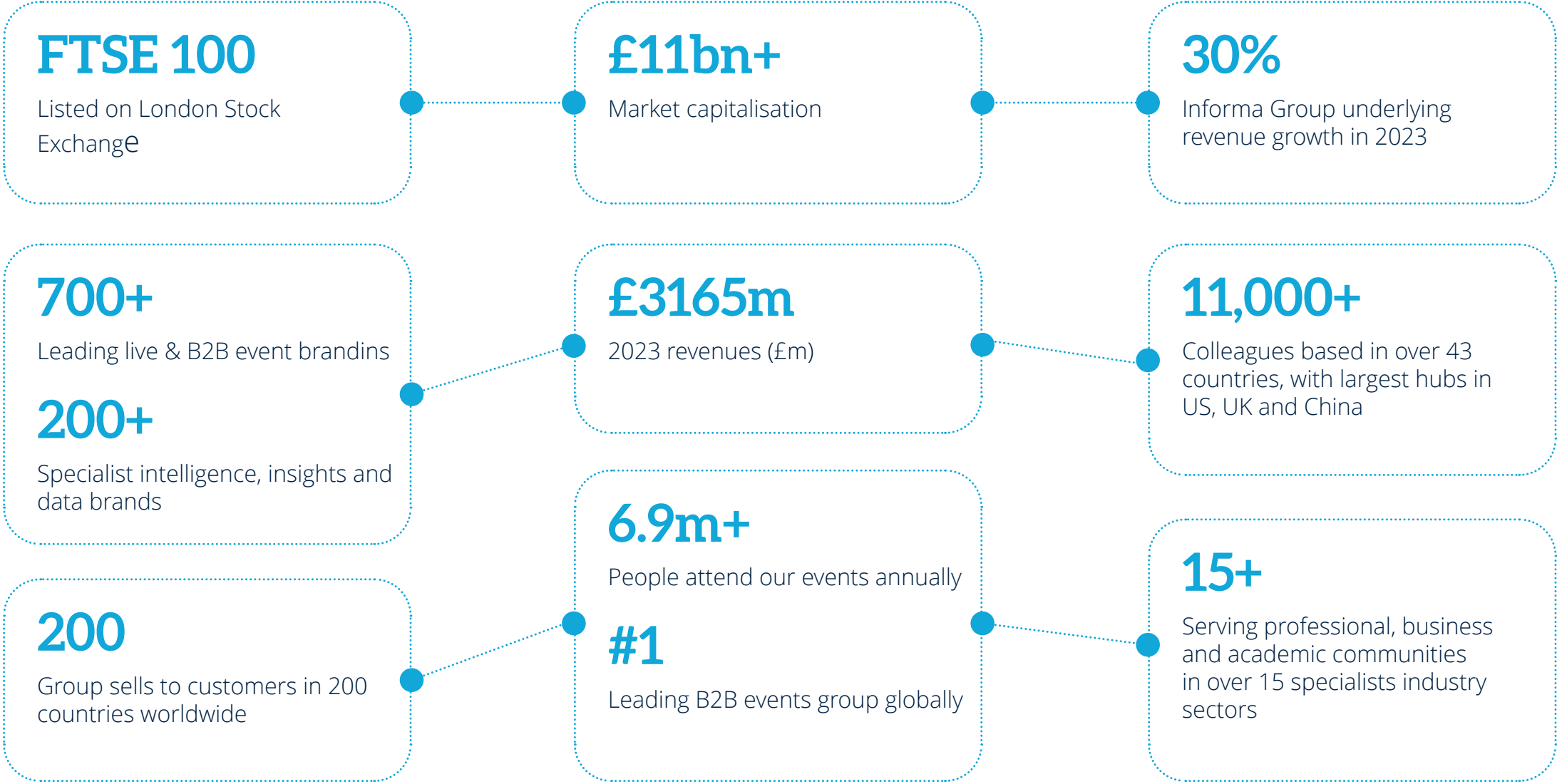


Offices in 30 countries

Larger hubs and offices

Americas		
New York	Miami	Phoenix
Washington DC	Ft Lauderdale	Santa Monica
Philadelphia	Cleveland	Las Vegas
Boston	Dallas	Toronto
Chicago	Boulder	São Paulo
Orlando	San Francisco	Mexico City
Kansas		
EMEA		
London	Amsterdam	Dubai
Colchester	Paris	Bahrain
Oxford	Monaco	Riyadh
Manchester	Munich	Johannesburg
	Istanbul	Cairo
APAC & Australasia		
Sydney	Kuala Lumpur	Singapore
Melbourne	Shanghai	Penang
Auckland	Beijing	Delhi
Tokyo	Guangzhou	Mumbai
Hong Kong	Hangzhou	Bangalore
Taipei	Chengdu	Jakarta
Seoul	Shenzhen	Ho Chi Minh City
Bangkok		

Informa Group in numbers



About Our CEO

Stephen Carter is the Group Chief Executive of Informa PLC.

He has been with the company since 2010, initially as a Non-Executive Director before becoming Group Chief Executive in 2013. Under his leadership, the company has significantly expanded geographically, especially in America and Asia, and in technology and digital services.

In the private sector Stephen is a career senior executive, having held managing director and chief executive positions in a range of Media and Technology businesses before becoming Informa's Group CEO.

Stephen also served as founding CEO of Ofcom, the UK's communications competition regulator, Chief of Strategy to the UK Prime Minister, The Right Hon. Gordon Brown and was the first Minister for the Media and Telecommunications industry, where he wrote and published the Digital Britain Report.

Stephen is a Non-Executive Director of Vodafone PLC and is Informa's representative on the Board of PA Media Group Limited, Bologna Fiere and Norstella and Chair of Informa's joint venture with the Principality of Monaco.

Stephen A. Carter
Group Chief Executive



The Informa divisions that operate in Egypt



Global Support

Providing Specialist support and services to teams and businesses across the Group.



Informa Markets

Delivering live events, including major annual B2B exhibitions, specialist services that connects buyers and suppliers.



Taylor & Francis

One of the world's leading publishers of advanced, emergent and applied academic research and advanced learning.





Informa Markets



About Informa Markets



Informa Markets is one of Informa's B2B Markets divisions. It is a leading global events and exhibitions company that operates a diverse portfolio of trade shows, conferences, and professional events across various industries. We are a highly international business, with a significant presence in the US, Brazil, the Middle East, India and China.



Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. We provide marketplace participants around the globe with opportunities to engage, experience and do business through major face-to-face exhibitions, virtual events, online marketplaces, specialist content and data services.



We connect buyers and sellers across more than a dozen global verticals, including Healthcare, Pharmaceuticals, Food and beverage, Fashion, Energy and more.



As the world's leading market-making company, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year.



Informa Markets in Numbers

550+

Events per year

40+

Countries

300+

Brands

4400+

Employees Globally

20+

Specialist Markets

6,2M

Attendees

£1,593.3M

Revenue (2023)





Informa Markets Egypt



Informa Markets Egypt

Informa Markets first entered the Egyptian market in 2011, recognizing the country's immense potential for trade, investment, and economic growth. The company started with the launch of the well-known real estate exhibition, Cityscape Egypt. In 2014, Informa opened an office in Cairo and through joint ventures and acquisitions, has quickly grown to become the largest organizer of trade shows in the country.

Over the years, Informa Markets has steadily expanded its operations in Egypt, establishing a dedicated team of experienced event professionals and specialized units. These units interface and collaborate with Informa Global teams, expanding and growing its portfolio of exhibitions and conferences.

Today, the company runs several flagship trade shows that are considered some of the country's most prominent and influential industry events within the Egyptian and Middle Eastern markets.



Key Facts



Cairo, Egypt

Headquarters Office



9

Annual events



6+

Specialist Markets



350+

Average number of
Exhibitors per event



120,000+

Average number
of annual local and
international visitors





Event Portfolio



Cityscape Egypt

Cityscape is Egypt's largest real estate hub, providing the ultimate experience for investment, development, and networking that brings boundless opportunities for investors and buyers to connect with the real estate community and explore the latest projects and offerings in the market.



1

Participating
countries



80+

Exhibitors



30,000+

Visitors



13th

Edition



6

Sectors



20

Partners



3

Features



PHARMACONEX

In association with CPHI

Pharmaconex is Africa's pharmaceutical manufacturing hub, connecting the entire supply chain in Egypt, the largest producer of the pharmaceutical market in Africa. The exhibition aims to create an important platform for local and international companies to showcase their offerings, network with industry peers, and explore business opportunities in the rapidly growing African pharmaceutical market.

Over the past 10 years, Pharmaconex has grown from a small gathering of pharmaceutical professionals to the largest and most influential pharmaceutical exhibition and conference in Africa. In 2024, Pharmaconex made its successful debut in Nigeria as Pharmaconex West Africa.



20+

Participating
countries



300+

Exhibitors



8,500+

Visitors



11th

Edition



9

Sectors



5

Partners



8

Features



SAHARA

Sahara is an annual leading event for the agriculture sector and serves as the hub for crop production and commerce in Egypt and the MENA region, providing cutting-edge technologies and information to the industry.

Sahara helps businesses expand their networks, promotes sustainability in agriculture and promote the growth and development of the agriculture sector in Egypt and surrounding markets.



23+

Participating
countries



225+

Exhibitors



18,000+

Visitors



36th

Edition



9

Sectors



4

Partners



5

Features





Africa

**PROPAK
MENA**

Fi Africa and ProPak MENA exhibitions serve as a one-stop sourcing platform for the latest and most innovative solutions for the food and beverage manufacturing value chain from ingredients to packaging in Egypt and the region.

Fi Africa is the leading food and beverage exhibition in Africa, launched in 2021 as part of Africa Food Manufacturing, and co-located with ProPak MENA, the leading exhibition for the processing and packaging industries in the MENA region.



20+

Participating
countries



350+

Exhibitors



11,000+

Visitors



12th

Edition



12

Sectors



10

Partners



8

Features



AUTOTECH

Autotech is Africa's leading Auto Aftermarket Exhibition that brings together the biggest trade professionals in the automotive aftermarket and feeding industries. The exhibition serves as a platform for automotive professionals, manufacturers, suppliers, and enthusiasts to explore cutting-edge technologies, solutions, and services shaping the future of mobility and transportation in the region and specially in the Egyptian market, which is one of the largest and fastest growing in the Middle East and North Africa region.



7+

Participating
countries



250+

Exhibitors



9,000+

Visitors



2nd

Edition



6

Sectors



14

Partners



3

Features





Egypt Energy Exhibition and Congress is a leading annual energy event in Egypt & North Africa that gathers energy experts and exhibitors from all over the world to showcase the latest energy solutions and trends. It's co-located with FIREX, the region's only fire safety exhibition and conference.



11+

Participating
countries



170+

Exhibitors



10,000+

Visitors



33rd

Edition



9

Sectors



2

Partners



5

Features



Key Benefits to the Egyptian Market



Facilitating Trade and Investment

Informa Markets Egypt organizes large-scale exhibitions and events that attract thousands of local and international companies, investors, and buyers. These platforms enable Egyptian businesses to showcase their products and services, connect with potential partners, and explore new export markets. The events also help attract foreign direct investment into Egypt, supporting the country's industrialization and economic diversification goals.



Supporting SME Development

Informa Markets Egypt's events provide Egyptian small and medium-sized enterprises (SMEs) opportunities to reach new customers and markets, partners, and investors. This helps foster entrepreneurship and innovation, which are crucial for economic and business growth.



Driving Sustainability and Innovation

Many of Informa Markets Egypt's events focus on sustainable solutions, renewable energy, green technologies, and environmental protection. This aligns with Egypt's strategy to transition towards a greener, more resource-efficient economy. The exhibitions facilitate the adoption of innovative and sustainable practices across different industries, supporting Egypt's long-term development goals.



Promoting Sector Growth

Informa Markets Egypt's event portfolio covers a wide range of strategic industries in Egypt, such as food and beverage, energy, healthcare, agriculture, and automotive. By facilitating knowledge exchange, technology transfer, and business networking within these sectors, the exhibitions contribute to their expansion and competitiveness. This helps strengthen the overall industrial base and value chains in the Egyptian economy.



Capacity Building and Knowledge Sharing

Many of Informa Markets Egypt's events include conferences, consulting zones and seminars featuring industry experts, policymakers, and thought leaders who share best practices, trends, and strategies. This knowledge exchange helps Egyptian businesses, professionals, and policymakers stay updated and improve their competitiveness. The exhibitions also enable technology transfer and the sharing of innovative solutions that can be applied in the local market.

Sustainability at Informa Markets

It's our ongoing mission to embed sustainability into everything we do and help our customers and specialist markets do the same. From our operations and business practices, to the knowledge and information we provide to our customers and communities, we're committed to making a positive impact.



Delivering sustainability, now and into the future



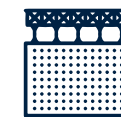
Faster to Zero Commitments

Become carbon neutral as business and across our products by 2025



Sustainability Inside Commitments

Embed sustainability inside 100% of our brands by 2025



Impact Multiplier Commitments

Enable one million disconnected people to access network and knowledge by 2025



Thank you

