

FIREX

EGYPT

Post Show Report 2019

3 – 5 November 2019

Egypt International Exhibition Center, Cairo

2 - 4 November 2020

IFSEC FIREX

EGYPT EGYPT

FIREX 2019 Summary

After 40 successful editions of FIREX UK, FIREX Egypt was launched for the first time within the Middle East and North Africa to be the leading fire safety event within the region. The exhibition featured 2500sqm gross of products and the best in the fire safety market for 2019.

The FIREX fire safety conference launched alongside the exhibition and featured presentations from the Egyptian Fire Protection Association (EFPA) and HEMPEL welcoming more than 13 speakers and 300 delegates.

We would like to offer our highest appreciation to all our sponsors, exhibitors, speakers and attendees, all of whom continue to show us incredible support and allow us to play a part in shaping the future of North Africa's fire safety and security market.

Look out for our new rebrand from FIREX to IFSEC and FIREX in 2020 to incorporate the latest from the security industry to the portfolio! If you're interested in being part of IFSEC and FIREX Egypt 2020, please contact us on info@ifsecandfirexegypt.com

2019 in Numbers



1400+
VISITORS



2500
SQM GROSS OF
PRODUCTS



13
SPEAKERS



300
DELEGATES

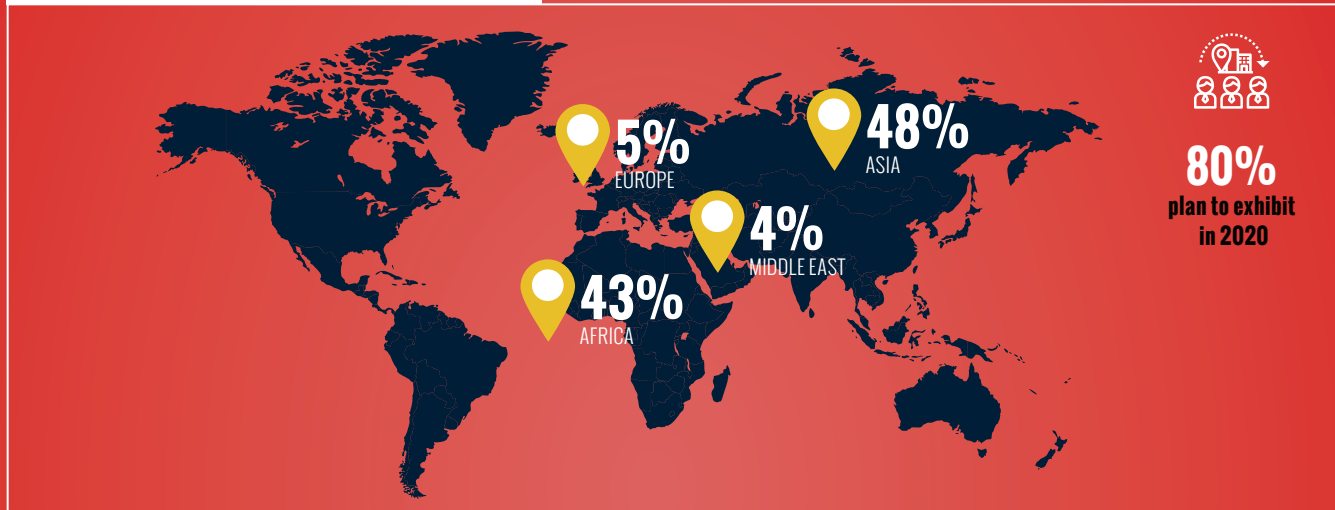


16
COUNTRIES

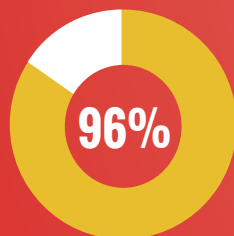
Exhibitor Analysis

The event was officially inaugurated by H.E Osama Ali Asran, Deputy Minister of Electricity and Renewable Energy.

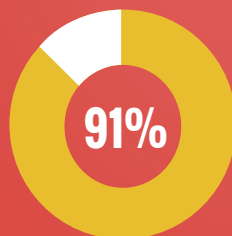
Exhibitor Breakdown



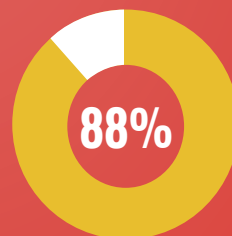
Key highlights



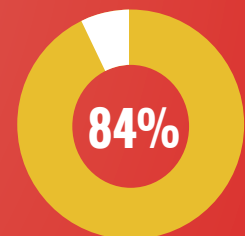
consider it important to exhibit



were satisfied with the visitor quality



see a positive ROI from exhibiting



rate their experience as positive

Why exhibitors choose our shows



77%

to seek new contacts



53%

to showcase products or services



52%

to strengthen the relationship with existing clients / partners

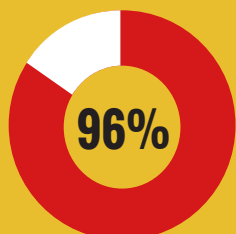


32%

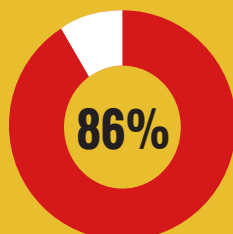
to look for a local or regional agent/dealer/distributor

Visitor Analysis

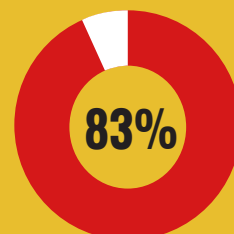
Key highlights



agree that important to their business



are satisfied with the experience of visiting



will be visiting in 2020

Why do visitors attend?



52%

to look for products and discover the latest trends and innovations



45%

to finalise a purchase during the show



33%

to attend the conference and seminars



26%

to network with industry professionals



17

VISITING COUNTRIES



83%

INTEND TO RETURN IN 2020

Marketing and Promotion

At FIREX, we run a comprehensive 365-day marketing campaign to target consultants, engineers, contractors and sub-contractors, agents, distributors and suppliers to encourage them to register and attend the event. Our marketing channels include:



Email Marketing to
120,000



SMS Reach
10,000+



Direct Marketing to
4000+



Media Partners Coverage
34



Newspaper adverts Adverts
in al Ahram and Akhbar
2



Market Activations
5 market activation campaigns in
Cairo and Alexandria



Social Media Reach
90,000+



Press Coverage
6 press releases distributed in more
than 60 publications



Outdoor Adverts
24 adverts across prime locations
including adverts on 27th July bridge,
Mehwar Moshir, 6th October bridge,
6th October City, Nasr City, 10th of
Ramadan and Ring road.

Start planning for 2020!

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Secure prime locations with early booking

For more information and for booking options please
contact us on info@ifsecandfirexegypt.com