

Post Show Report

June 2007

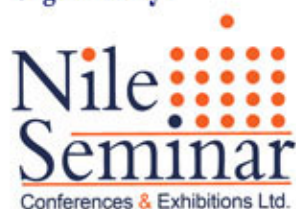
GLASS WORLD

14 - 17 June 2007

The 1st International
Exhibition for glass product &
technology in the Middle East & Africa



Organized By :



Supported By :



Chamber of Chemical Industries



Media partner

GLASS WORLD 2007 has been a central meeting place for international brands which strive to be introduced and launched in the Middle East & Africa.

During the period from 14 - 17 June 2007, Cairo International Convention Center witnessed the launch of Glass World 2007 exhibition, the only international glass exhibition sponsored and supported by Chamber of chemical industries & the Industrial modernization center-IMC of Egypt, as the premier gathering place for Glass industry in the region.

Glass World 2007 witnessed professional visitors coming from the following countries: Algeria, Kuwait, Lebanon, Italy, France, Israel, Libya, UAE, Yemen, Jordan, Morocco, Saudi Arabia, Sudan, Qatar, Bahrain, Germany and China. The visitors were all looking for latest technologies many more of them had the intension to make onsite purchasing orders.

Almost all the exhibitors praised the quality and international spread of the visitors, while visitors mentioned in particular the completeness and breadth of the range, and the presence of market leaders.



Numerous transnational groups and world famous professional glass companies showed up at this exhibition, including Bottero S.p.a, Bystronic glass, Saint-Gobain Group, Tamglass and Z. Bavelloni. They came here along with their state - of - the - art technologies, equipment and products.

Therefore, they expect that Glass World Exhibition will become a grand stage for the glass circles all over the world, so almost of them showed much enthusiasm to sign for the next version of the show, as Glass World 2008 will take place during the period from 12 - 15 June,

Exhibitors' profile:

Glass products:

- o Float glass, Flat glass
- o Borosilicate glass
- o Pattern glass
- o Envelop glass
- o Hollow glass
- o Insulation glass
- o Mirrors
- o Stained glass
- o Colored glass
- o Mosaics, Plate glass tiles
- o Glass wallpaper
- o Perfumery glass
- o Automobile glass
- o Sand-blasted glass
- o Tempered safety glass
- o Beveled glass
- o handmade glass
- o Glass Containers
- o Glass films

Glass for construction:

- o Windows glass
- o Triplex glass
- o Shock proof glass
- o Reflective glass
- o K-glass & E-glass
- o Laminated glass
- o Household glass
- o Furniture glass

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Glass machines & tools:

- o Glass Containers Machines
- o Glass Moulds
- o Equipments of mirrors treatment and glass furniture
- o Vacuum coating equipment
- o Machinery for insulating glass
- o Tempering furnaces and equipment

- o Sputtering machines
- o Edging machines
- o Beveling and drilling machines
- o Glass printed machines
- o Tools & glass accessories

Raw materials:

- o Soda Ash
- o Sand

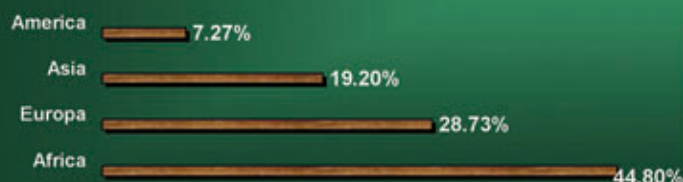


Exhibitor Statistics:

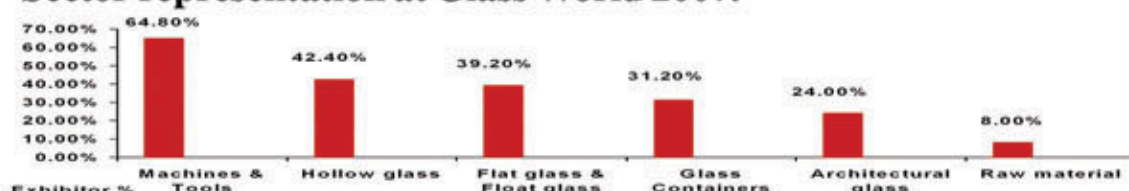
Exhibitors' countries analysis:

Egypt	Italy	Germany
USA	Finland	France
Turkey	Belgium	Switzerland
China	Saudi Arabia	Japan
Korea		

Geographical representation at Glass World 2007



Sector representation at Glass World 2007:



Success of Exhibiting:

87% of the exhibitors stated that they met their overall objectives.

81% stated that they met or surpassed their objectives in terms of short & long term sales.

72% had met or surpassed their overall objectives in terms of establishing contacts for future sales.

86% of the exhibitors stated that the quality of visitors met or surpassed their expectations.

70% of companies from Glass World 2007 confirmed that Egypt forms an essential part of their marketing and trade activities.

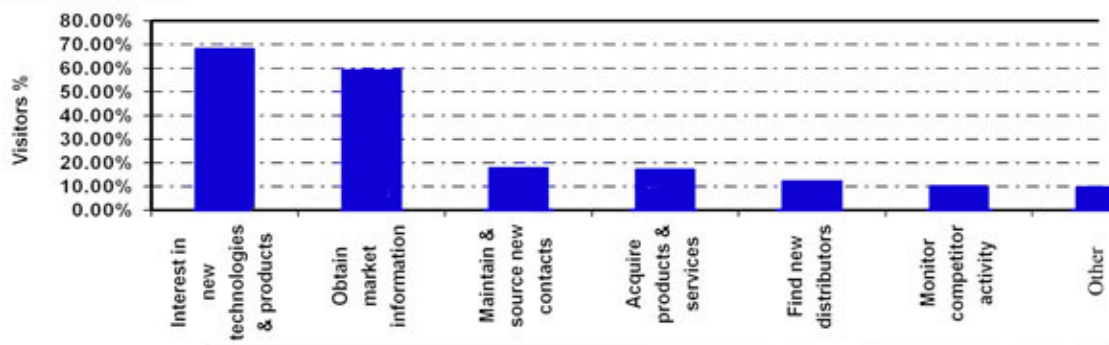
85 % of Glass World 2007 exhibitors hoped to attend the next show or expand their booths. According to incomplete statistics, 25 % of the exhibition area of the next exhibition of 2008 has already been reserved.

Visitors' Profile:

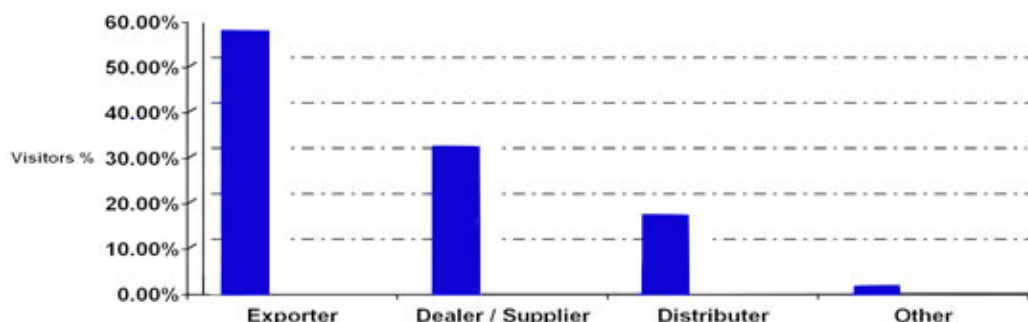
- Buildings Owner/Manager, Corporate Real Estate Executive
- Mechanical Engineering
- Food manufacturing
- Architects and Interior Designers
- Corporate, Hotels, Institutional buyers
- Importers and Exporters, Distributors
- International buyer delegations
- Public, Interior Decorators
- Electrical & Electronics Engineering
- Medical & Pharmaceutical manufacturers
- Household Manufacturers
- Furniture Manufacturers
- Property Managers & Consultants
- Agents, Buyers, End Users
- Developers, Contractors
- Dealer, Engineer, Facility Manager
- Manufacturer/Representative, Office Managers
- Operations Manager, Project Manager, Purchasing Manager
- Space Planner or a Construction Decision-maker
- Planners Property developers
- skilled craftsmen
- Specialist publisher
- Decision-makers in the contracting business

Visitor statistics:

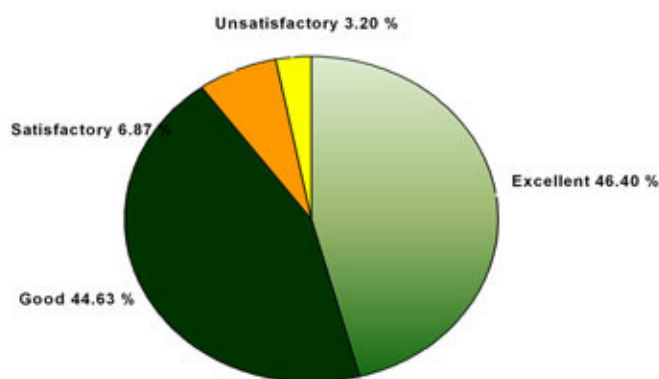
The main aim of the audit was to assess the reasons for visiting the show, the visitor profile and how visitors rated the event.



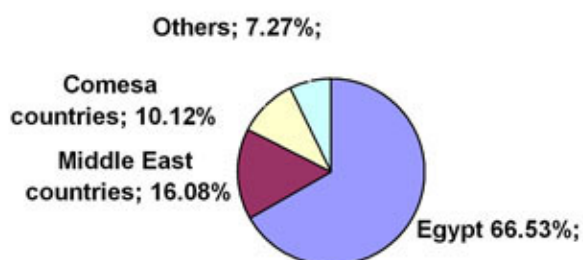
Breakdown of visitor type at Glass World 2007:



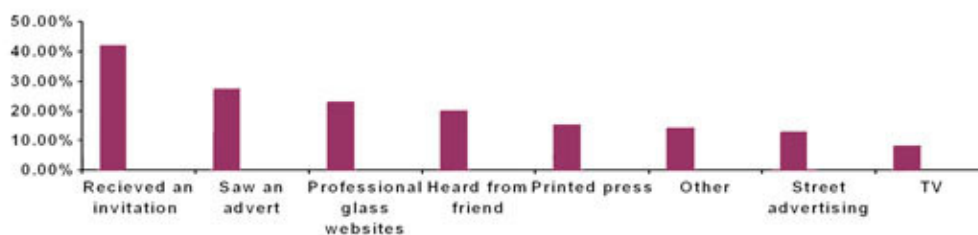
How visitors rated the exhibition:



Breakdown of visitors' country at Glass World 2007:



How visitors found out about Glass World 2007:



Media Coverage:

Our business campaign was designed to promote the event to regional & international visitors through various media channels with an aim to attract more visitors from more countries taking into consideration the special nature of the MENA & Africa markets. The promotional campaign used trade publications, newspapers, and trade websites in both English and Arabic languages as well. The campaign was successful to promote Glass World 2007 through the following media channels:

- Advertisements in national & international commercials newspaper :

Egypt " Al-Ahram , Al-Akhbar, El Gomhoria, El Messaa, El Wassit newspaper" and magazines " The World of chemicals & constructions, The Exporters"

Algeria " Al Wattan newspaper"

Sudan " Akhr Lahza newspaper"

UAE " Gulf Times newspaper"

- E-Commercials on various international glass websites like: "Glass global- Glass on web- idverre -

Glass Files" and " Trade Egypt .com" to increase the desired traffic to the exhibition.

- An official catalogue containing exhibitors' directory distributed to visitors during the show and mailed to target buyers after the show through 18 agents all over the world.

- Based on our concern with E- Marketing, we created a website"www.egyptglass.com" aiming at serving the Egyptian suppliers, the first Egyptian trade website in glass industry.

- Invitation cards & direct mailing in English and French were distributed abroad through 18 agents in Europe, Asia and Africa.

- Promotional banners were put at Nasser road & El Fangry road

- Placing exhibitors' directory on 365 - days at Glass World website as a marketing platform, as well as Exhibition's CD will be distributed during this period.

Exhibitors' quotes:

• "It's the first time for us participating in glass exhibition in Egypt. Egyptian glass market is very prospective for us because of its strongly growing. Glass World 2007 is very interesting for international exhibitors and suppliers, I recommend to participate in Glass World 2008 next year"

Mr. Kari Korhonen

UniGlass, Finland

• "Glass World Ex. 2007 is a good start for glass exhibitions in Egypt & Middle East. Glass World Ex is very promising exhibition and I expect a high success for it. Next year I hope to see more manufacturers participating in this exhibition, to exhibit their products and to keep the link with their customers"

Mr. Mahmoud El Kaissy

Represented of of Tamglass, Bottero, Finland&Italy

• "HDT one of the leading company in Germany & Europe. It's the first time for us participating in Egypt, but we participated before in Moscow, Italy and glasstech in Germany. Egypt glass market is a very growing market; we see a lot of potential customers come to visit us. I'm sure that we will participating in Glass World 2008 next year"

Mr. Peter Markolwitz

HDT – Hochdruck und Dosiertechnik, Germany

• "Egypt is very promising market, few years ago, it seems that it was quite bit sleepily,

but in this time Egypt market has a lot of potential. I feel at the moment that we will participate in Glass World 2008 next year"

Mr. Christoph Arn

Bystronic Glass, Switzerland

• "For us is interesting to penetrate this market, we already started our business in Egypt few years ago. Through Glass World Ex. I think our business will go up more and more. I think that this exhibition should be hold yearly, which will give the right indication for the potentiality in the Egyptian market and I will be here next year"

Mr. Elia M. Kazan

Tyrolit, Italy

• "We participated in Glass World 2007 to take a part of the glass market in Egypt. We believe that Egyptian glass market is a very growing market in both field automotive glass and replacement glass. We are trying to enter this market as a partners with other, I hope for Glass World Ex. To be a very successful event"

Mr. Jochen Hesseibach

Interpane International Glas GmbH

• "I expect for Egypt market to be bigger and quick developed, this result of new players who entered to the market, especially from the Gulf and UAE. I think other suppliers missed this event"

Mr. Paul Goudeau

Saint Gobain group, Belgium



The Organizer Nile Seminar Co. Ltd.

Founded in 2001 Nile Seminar is Egypt's top organizer of trade events with a diverse portfolio of exhibitions and conferences in a lot of sectors. The key of Nile Seminar early success was attributed to a professional and dynamic management, paying attention to our customers.

Nile Seminar invites you to its world of opportunities, we lead you to Middle East market, where you can open new boom in

your business as well as we provide you with the latest business strategies, practices, through our exhibitions. With a global network of 20 international offices and agents, Nile Seminar events consistently attract a high level of overseas participation with foreign exhibitors accounting for almost 75% of the show floor. The company will appreciate any feedback or suggestion you may have.



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See you in



2008

The 2nd International
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