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POST SHOW REPORT 2020



The 11th International Exhibition for
**Steel, Steel Fabrication
& Metal Working Industry**

“Products - Technology - Services”

**27-29
February
2020**

Egypt International Exhibition Centre
Cairo – Egypt

Platinum Sponsors:



Official Sponsors:



Post Show Report **2020**

Metal & Steel ME / FABEX 2020

successfully reinforces the need for sustainable development and technology

Metal & Steel Middle East Exhibition alongside with FABEX Middle East concluded its 11th edition at Egypt inter. Exhibition Centre (EIEC) on 27 to 29 February 2020, with new highs and benchmarks of leadership, technology, creating awareness and opening business prospects. It has been held under the patronages regional associations and governmental authorities.

The 3-day exhibition has witnessed another successful edition in 2020; attracting 291 exhibitors from 19 Countries put a wide range of new products and technology on display, 7383 professional visitors and buyers' delegations from 15 countries. It has showed a further shift towards highly qualified trade visitors and key industry leaders.

The event was offered new technologies and innovative products, including the very latest technologies, machinery, equipment and supplies that are needed in the regional Steel & metal works market.

This year's increased number of visitors was above all attributable to the rise in the number of trade visitors from abroad. Significant growth was registered from Africa and Gulf region. That is a very good development and it impressively underlines the regional significance of Metal & Steel / FABEX Exhibition.

Today, the exhibition serves as an excellent platform

TOP LINE FIGURES

291	Exhibitors
19	Countries
5	National pavilions
7383	Unique visitors
15	Visiting Countries

to establish crucial connections in Steel & Manufacturing Supply Chain across Various Sectors. The event connects suppliers, manufacturers & fabricators for better business growth.

Thank you all for making all the last years a success. We look forward to upcoming edition of Metal & Steel/ FABEX together.

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EXHIBITORS OVERVIEW

2020 edition welcomed 291 participants from 19 countries, re-emphasizing its position as the largest and premier exhibition for the Steel and Metal industry in the Middle East and Africa.

According to most of the exhibitors interviewed, during the 3 days they met competent people who were determined to enter into, and maintain commercial dealings and Metal & Steel / FABEX Middle East was a light ray for doing business in the region.



INTERNATIONAL PARTICIPANTS



Turkey



Germany



Italy



USA



Spain



Austria



Belgium



UK



China



India



Taiwan



Canada



Czech Republic



Romania



Russia



Saudi Arabia



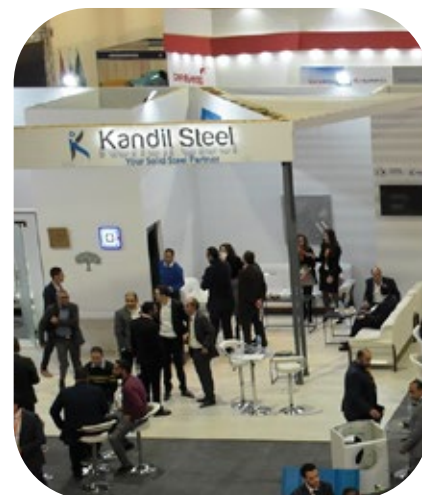
UAE



Tunis



Egypt



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WHAT EXHIBITORS SAID!

“We have been participating with Metal & Steel from many years now because this is the platform to meet the industry leaders. The exhibition is very important for us on the level of the Arab world and locally.”

Mr. Amr El-Nahass , Egyptian Steel .

“Metal & Steel is a great platform to launch innovative solutions and we are so pleased to have launched one of our technologies right here. It is a great experience so far and would love to be part of next editions as well. “

Mr. Ziaad – Bodor CNC Machines.



93%

HOW WOULD YOU RATE THE EXHIBITION MANAGEMENT?

Of exhibitors rated the exhibition management as "Very Good" or Good.

84%

HOW SATISFIED WERE YOU WITH THE EXHIBITION OVERALL?

Of exhibitors were satisfied or very satisfied with the exhibition overall.

78%

HOW WOULD YOU RETURN BACK? Of exhibitors stated that they certainly or possibly will participate at the exhibition in the future.

90%

HOW WOULD YOU RATE THE QUALITY OF VISITORS? Of exhibitors were satisfied or very satisfied with the quality of visitors at the exhibition.

70%

HOW WOULD YOU RATE THE HOSTED BUYERS? Of exhibitors had at least 3 meetings with hosted buyers at the event.

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“The response at Metal & Steel 2020 has been incredible. It is a great platform to showcase rolling mill equipment of interested customers. We look forward to seeing all our clients in Egypt in the next edition”

Mr. Pankaj Khanna – PP Rolling Mills Mfg.

“We are very happy to be at FABEX ME 2020. We are proud to have a great booth and location here that has generated so much interest. FABEX Egypt has set a great example of mixing the idea of quality & efficiency. Overall it is good.”

Mr. JC Babu - Electrotherm Ltd.

TOP REASONS FOR EXHIBITING

Promote
their brand

Generate
new leads

Find a
distributor or
agent

Meet
existing
customers



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"I wanted to express to my very sincere thanks for the professionalism you have shown for the welcome and the quality of the economic operators that you invited during the international fair METAL & STEEL 2020. This event was also positive in the framework of trade relations between Egypt and Algeria; you helped to bring to fruition all our previous efforts."

Mr. Issad Yacine -SARL Maghreb Inox, Algeria (Visitor)



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VISITORS OVERVIEW

7383 Visitors

15

Countries

21.8%

International
& Regional

78.2%

Local

The 11th edition of Metal & Steel/ FABEX Middle East Exhibition registered during the three days 7383 visitors from 15 countries including: Egypt, Saudi Arabia, United Arab Emirates, Algeria, Tunis, Morocco, Lebanon, Jordan, Sudan, Kenya, Nigeria, Turkey, Germany, India, and China.

MAIN REASONS FOR VISITING



 Find new product suppliers

 Keep up to date with new products and innovations

 Meet up with colleagues in the industry/networking

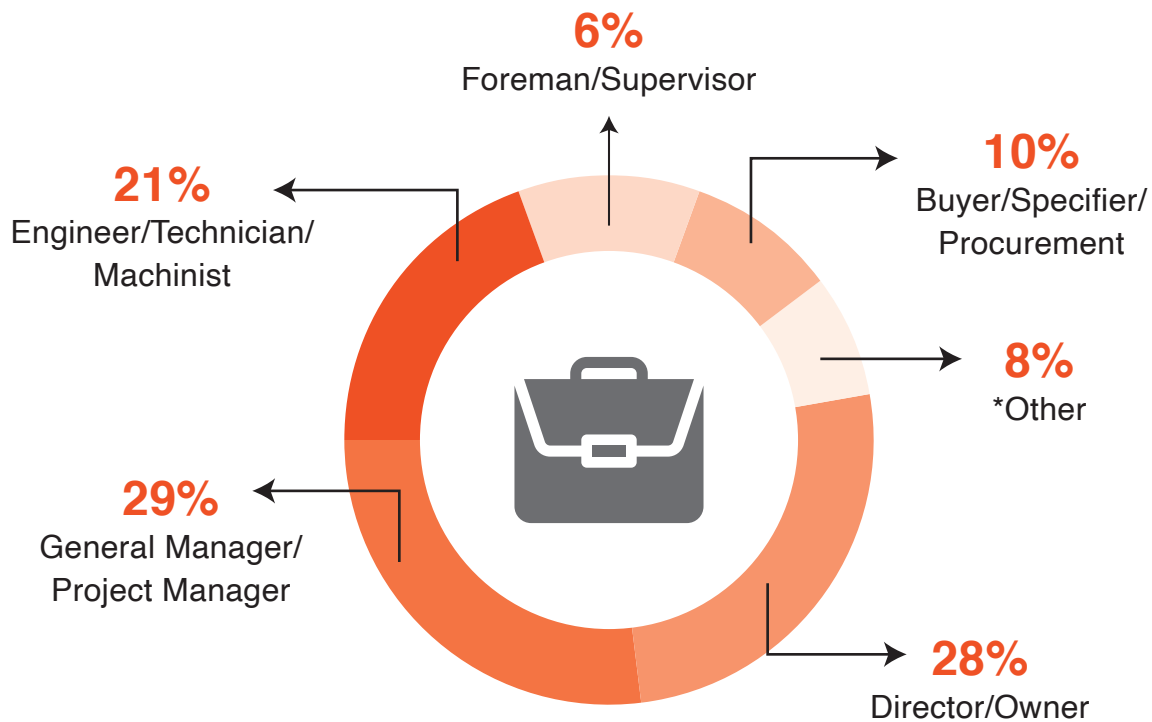
 Compare products with a view to placing orders later

 Assess the possibility of exhibiting

 Place an order at the event

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VISITORS BY JOB FUNCTION



Visitor Feedback



81%

Plan to visit the show next year again

93%

Are satisfied with the show

79%

Recommend the exhibition

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CONCURRENT CONFERENCE

Middle East Steel Conference 2020

Learn. Discover. Be inspired!

Middle East Steel conference was held on 29 February 2020 concurrently Metal & Steel ME Exhibition and FABEX ME 2020.

Middle East Steel Conference (ME Steel Day) is an essential meeting point of distinguished experts and executives to meet and network with steel producers, rolling mills, researchers, consultants, technicians, Mechanical /electrical engineers, operations, production, maintenance & Plant Managers and all managers in steel industry from across the region



Strategic Partner

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SteelNetwork
Arab steel Platform

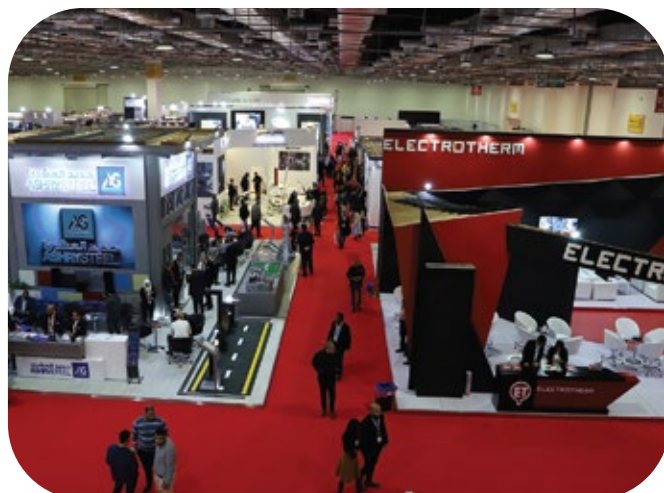
Organized by

AGEX
Arabian German
for Exhibitions S.A.E.

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MARKETING MEDIUMS

Metal & Steel Middle East / FABEX's effective marketing campaign targeted professional local, regional and international visitors. The campaign penetrated successfully the entire marketing channels and delivered the highest possible return on investment:



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Thank You

SEE YOU NEXT YEAR

**SAVE THE
DATES**

March 17-20

2021



METAL & STEEL



Grab the Opportunity now!



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