

"المعرض الدولي الثالث لتكنولوجيا صناعة  
المنظفات الحديثة والمغاسل التجارية ومستلزماتها"

2 3 4  
JULY  
CAIRO - EGYPT  
2024



# CLEAN AFRICA ★ TECHNOLOGY ★ SHOW 2024

"The 3rd International Exhibition for Professional  
Cleaning, Hygiene and Laundry Technologies & Accessories"

THE LEADING CLEAN & HYGIENE SHOW IN AFRICA

Egypt International Exhibition Center - EIEC  
NEW CAIRO - EGYPT

[www.cleanafricashow.com](http://www.cleanafricashow.com)



Innovation Pillar



**CLEAN AFRICA  
TECHNOLOGY  
SHOW 2024**

2 | 3 | 4  
J U L Y  
**2024**  
CAIRO



**AN INTERNATIONAL  
EXHIBITION OF GREAT  
VALUE**

**CLEAN AFRICA TECHNOLOGY SHOW** is currently the most important professional cleaning, laundries, personal care and household, pest control and car care B2B and specialized forum in Egypt, Africa and Middle East Region.

**CLEAN AFRICA TECHNOLOGY SHOW** Egypt has proved itself to be an unmissable trade fair for decision makers in the professional cleaning, laundries, personal care and household, pest control and car care industries from across the region. This year's edition, which will be held from 2 to 4 July 2024, in Cairo, Egypt promises to be more inspiring than ever. Your participation will give you the opportunity to strengthen your brand into new markets and meet the right retailers, buyers, and importers to develop your local and export business.

The show will highlight commercial & specialized sectors As always, **CLEAN AFRICA TECHNOLOGY SHOW** will be the main platform for the international clean & hygiene industry interested in Egypt and international products and specialty professional cleaning, laundries, personal care and household, pest control and car care, in general. Buyers from top names in retailing, housekeeping and hospitality service will be out in force in search of new products, new tech, new vendors, and new connections to help them meet their consumers demand for all expected categories.

**WHY EXHIBIT  
CLEAN AFRICA  
TECHNOLOGY SHOW**

- + Launch your new products and collections and broaden your distribution network.
- + Penetrate into new markets and meet new partners and potential buyers.
- + Take advantage for new technologies and innovations and stay ahead of competitors.
- + Enhance relations with existing customers, locate Cairo as your destination and introduce your profile to African & ME Market.
- + Form new business alliances and renew business ties.



**CLEAN AFRICA  
TECHNOLOGY SHOW  
Forecast Key Figures**



**130**  
Exhibitors



**10**  
Countries



**10,000m<sup>2</sup>**  
Show Area



**250**  
Hosted Buyers



**9,000**  
Trade Visitors

## THE DAY AFTER OF THE HIGH-GROWTH EGYPT CLEAN & HYGIENE SECTOR

The Egypt clean & hygiene sector remains a strong economic growth indicator even during these difficult economic and social global conditions.

As a high-income economy, based on the service and the industrial sector, as well as a tourist hotspot and gateway to more than 100 million consumers in Africa, Middle East and Egypt is a dynamic market, all year round, with a high need for professional cleaning, laundries, personal care and household, pest control and car care imports and exports.

It is a fact that the Egypt clean & Hygiene sector has withstood the challenges and has been recording strong exports, while imports are also picking up. In addition, the expected return of Egypt tourism to levels even higher than 2019 are also a proof that Egypt is offering great opportunities for investments and business ventures.

### Thousands of key buyers from Egypt & Regionally

Egypt is a major trade center in Africa and the Middle East, and a gateway to the Region marketplace. As a result, **CLEAN AFRICA TECHNOLOGY SHOW** will once again offer its exhibitors the opportunity to meet key players and decision makers from the Egyptian market. In

addition, major buyers from the organized retail, hospitality and wholesale from countries all across the region will also be attending and participating in B2B meetings with exhibitors of their choice.



### WHY VISIT CLEAN AFRICA TECHNOLOGY SHOW

- To discover the variety and high quality and value of Egypt and Middle East products and give your business a competitive edge.
- To explore new products that will fulfill the needs of consumers in your home country.
- To stay up-to-date with the latest trends and innovations in the Clean & Hygiene sector.
- To connect with suppliers and business partners.

## EXHIBIT PROFILE



### Cleaning Chemicals & Agents

- Hand-wash products
- Detergents
- Dishwashing detergents
- Disinfectant
- Facade cleaners
- Vehicle & Glass cleaners
- Kitchen, Toilet & Swimming Pool cleaners
- Carpet shampoos & care products
- Floor cleaning
- Furniture care products
- Spray extraction cleaners (Vacuum, wash & dry)
- Automatic machine cleaners
- Industrial, Metal & Stainless-steel cleaners
- Neutral & Power cleaners
- Pest control products
- Permanent coating/sealing products
- Nano coatings (Water, oil, dirt repellent)
- Stain removers/spotting agents

### Washroom Hygiene & Waste Disposal

- Hand lotion & disinfectant
- Hand driers
- Toilet paper & Toilet Paper dispensers
- Paper towels
- Toilet hygiene & accessories
- Towel dispensers
- Sanitizers & wipes
- Air fresheners
- Garbage collectors
- Waste disposal equipment

### Dry-Cleaning and Laundry

- Equipment for washing & drying
- Machinery & equipment for ironing & dry-cleaning.
- Steam generators.
- Chemicals.
- Accessories and consumables for dry-cleaners and laundries.
- Software for automation of dry-cleaners and laundries.
- Industrial clothing and labor protection.

### Services

- Cleaning Management Services.
- Associations.
- Agencies and consultancies.
- Publishers.

### Climbing Aid & Protection

- Service ladders.
- Elevating work platforms & Scaffolding.
- Rope fall protection, Safety clothes and accessories
- Window cleaning cradles.

### Cleaning Equipment, Machinery, Car Care Systems and Accessories

- Floor wet & dry cleaning equipment.
- Window cleaning equipment.
- Cleaning & Machines accessories.
- Wet-wipe fabrics.
- Polishing pads.
- Products for single disc cleaning equipment.
- Equipment trolleys.
- Dispensers.
- Pressure sprays & spray cans.
- Waste water treatment plant.
- Flexible packaging material.
- Cleaning robots.
- Washing machines.
- Container and tank cleaning machines.
- Escalator cleaning machines.
- High-speed machines.
- Multi-disc machines.
- Parquet grinding machines.
- Industrial sweeping machines.
- Roller brush machines.
- Pressure Washers & other High-Pressure Cleaners
- Steam Cleaners.
- Industrial, Steam & Wet/Dry vacuum cleaners.
- Vacuum Cleaner Accessories.
- Drive-through car wash systems.
- High/Low pressure granule scattering systems
- Garden vacuums/blowers.
- Machines and equipment for outdoor facility maintenance & winter services.

### Packaging Materials & Processing

- Packaging materials & equipment.
- Packaging machinery, technology & quantitative weighing machinery.
- Labeling, coding, ink-jet, sealing & printing machine
- Instruments and analytical apparatus.
- Production lines and process.
- Cleaning products processing accessories.
- Raw materials.



# PROMOTION CAMPAIGN



## DIGITAL CAMPAIGN

- Reach million audience from the region.
- Daily show updates and news.
- Sponsored posts.
- Online advertising & digital channels.
- Posts of all new and features at CLEAN AFRICA.
- Industrial tips and videos agenda by exhibitors.



## TV COVERAGE

Strategic spots at select local stations will serve as an extra reminder for visitor audiences to attend CLEAN AFRICA as the unpatrolled event.



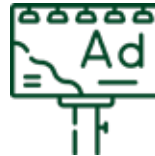
## TRADE INVITATIONS

50,000 invitations will be sent out to trade & related members of the cleaning and hygiene community prior to the event, "save the dates" for CLEAN AFRICA and have adequate time to plan their visit in advance and arrange appointments for business discussions.



## INTERNATIONAL CAMPAIGN

- Hosting 200 buyers program.
- Inviting 1000 international trade buyers.
- Reach 1000 international companies.
- Advertisements at worldwide magazines.
- International magazines online advertisements.



## OUTDOOR PROMOTION

CLEAN AFRICA will ensure brand maximum exposure through outdoor campaigns including billboard displays in selected locations to guarantee visitors get every incentive to attend the show. Locations: New Cairo – 6th October – Down Town – Ring Road – Salah Salem – Alexandria – Ind. zones



## PRESS RELEASES

Key magazines and newspapers will be informed with the content, features and attractions of CLEAN AFRICA to increase awareness through announcements & updates.



## ONLINE & MOBILE MARKETING

- Listing in both print and online directories.
- Professional magazines advertising.
- Email shots, print and online press releases. Mobile marketing to commercial visitors spread the word on CLEAN AFRICA keeping audiences up-to-date.



## INTERNATIONAL CONFERENCE

- Government participation from Egypt & Africa.
- Egypt & International speakers.
- Industrial panels.
- Workshops and demonstration activities.
- Technical and professional collaborations.



**CLEAN AFRICA**  
 ✨ **TECHNOLOGY**  
 ✨ ✨ **SHOW 2024**  
**2 - 4 JULY 2024**  
**CAIRO . EGYPT**

## VISITORS PROFILE

### Among Key Buyers on The Exhibition

- Professional cleaning services.
- Wholesale and retail trade of products for professional cleaning.
- Laundry, dry-cleaners.
- Wholesale and retail trade of products for laundries and dry-cleaners.

### Companies with own cleaning service:

- |                           |                            |
|---------------------------|----------------------------|
| • Warehouses              | • Headquarters             |
| • Business Centers        | • Schools                  |
| • Resorts                 | • Catering                 |
| • Facility Management Co. | • Hotels                   |
| • Car Washes              | • Governmental             |
| • Hypermarkets            | • Utilities                |
| • Banks                   | • Administrative Buildings |
| • Terminals               | • Businessmen & Investors  |
| • Malls                   | • Entertainment & Clubs    |
| • Medical Institutions    | • Services Companies       |
| • HOA                     |                            |
| • Fitness Centers         |                            |
| • F&B Producers           |                            |

### int'l visitors, hosted buyers at CLEAN AFRICA TECHNOLOGY SHOW

**CLEAN AFRICA TECHNOLOGY SHOW** is an exhibition that fully fulfills the professional needs of international companies wanting to expand into the Egyptian and regional marketplace.

With a view to consolidating its brand at an international level, **CLEAN AFRICA TECHNOLOGY SHOW** is investing in a series of promotional actions in order to attract more than 1000 international trade visitors from key target-markets. In addition, approximately 250 of them will be part of the show's Hosted Buyer Program that brings qualified buyers and sellers together with a high likelihood to book real business with each other through pre-arranged face-to-face meetings during the course of the show.

### Who qualifies as a CLEAN AFRICA Hosted Buyer

To qualify for the Hosted Buyer Program, buyers need to show genuine purchasing interest and be one of the following categories: Supermarkets & hypermarkets, importing, distributing, wholesalers, hospitality service companies, department stores, store chains, horeca, catering businesses, restaurant chains and hotel chains

### A comprehensive Hosted Buyer program

**CLEAN AFRICA TECHNOLOGY SHOW** has created an extensive Hosted Buyer Program for major international Clean & Hygiene traders. Following a series of targeted initiatives, the iteration of the show is expected to attract approximately 250 hosted buyers, whose travel and accommodation expenses will be covered. In this framework, during the **CLEAN AFRICA TECHNOLOGY SHOW**, more than 1500 B2B meetings will take place between exhibitors and traders from all around the world.



# CLEAN AFRICA TECHNOLOGY SHOW 2024 ALONGSIDE EVENTS

CLEAN AFRICA  
TECHNOLOGY  
SHOW 2024

2 - 4 JULY 2024  
CAIRO . EGYPT

The personal care, fragrances and care products trade show promoting the unique Egyptian & International products

Personal care, fragrances and care products from all over Egypt and international will participate in **CARE AFRICA** as pavilion specialized for Personal Care, Fragrances and Care Products in Egypt.



Confirming your brand reputation in a trade pavilion with international allure, showcases and promotes not only personal care, fragrances and care products from Egypt but also from the Middle East and International to the region. During the three days of the trade event that will take place together with **CLEAN AFRICA TECHNOLOGY SHOW**, Egypt and Regional visitors will have the chance to meet with producers from all care-growing regions and discover the unique products of the exhibitors ranges and varieties.

## PRIVATE LABEL AFRICA

PRIVATE LABEL AFRICA will be a dedicated pavilion for the private label produce sector

Within **CLEAN AFRICA TECHNOLOGY SHOW**, featuring producers and traders from Egypt and from around the world.

The event aims to establish a marketplace for producers, buyers and suppliers of detergents, cleaning and care products in Africa, the Middle East, and Europe.

**PRIVATE LABEL AFRICA** is established to provide a unique portal for international detergents, cleaning and care products stakeholders to reap vast trade opportunities in the Egyptian and African markets.

In recognition of the vast attractiveness of the pest control market in Egypt and the African continent.

**PEST CONTROL AFRICA** will be running alongside the 3rd edition of **CLEAN AFRICA TECHNOLOGY SHOW**.

**PEST CONTROL AFRICA** is a dedicated platform for the trade of providers and other pest control products. It allows local and international pest control chemicals, tools and materials processed pest control producers, manufacturers, and distributors to meet potential buyers and partners to expand their businesses. **PEST CONTROL AFRICA** offers participants the opportunity to access substantial markets in Egypt and build international networks.



## CAR CARE AFRICA

A dedicated pavilion for the car care chemicals and equipment. The event capitalizes on Egypt's ever-growing car cares industry, which is the one of the largest in the region. **CAR CARE AFRICA** is a highly targeted business platform that allows local and international car care producers, suppliers, importers and exporters to explore trade and investment opportunities, enter new markets and find new business partners in Egypt and Africa.

### Reasons to Exhibit

- Explore new markets and establish numerous business connections
- Sign contracts and agreements with buyer groups on location
- Position your business with large concentration buyers in one place
- Meet prospective buyers and suppliers of various types of car care
- Find a reliable agent or distributor for car care chemicals and equipment

# THE VENUE

CLEAN AFRICA TECHNOLOGY SHOW will take place at the luxurious venue Egypt International Exhibition Center, New Cairo Exhibition Center.  
Address: Mehwar El Moshir Tantawy, New Cairo – Cairo, Egypt.

The deluxe venue is accredited as the paramount comprehensive exhibition center in Egypt; which is fully-equipped with all facilities. The venue enjoys an impressive artistic design that charms visitors and exhibitors from all over the world. It is also located in one of the most prominent areas in Egypt, the Fifth Settlement near to several 5 star hotels, entertainment destinations and only minutes away from Cairo International Airport.



**Be part of  
the most  
dynamic regional  
trade show**

**BOOK  
YOUR  
STAND  
NOW**

**CLEAN AFRICA  
★ TECHNOLOGY  
★ SHOW 2024**

**CARE  
AFRICA** 

**PRIVATE  
LABEL  
AFRICA**

**PEST  
CONTROL  
AFRICA** 

**CAR  
CARE  
AFRICA**

**THE ORGANIZER**

**INTRADA**

(+202) 2266 3402 – 05

(+2010) 6331 8394

info@intradamena.com

www.cleanafricashow.com