

# AFRO PLAST



member of **5P Expos**

THE PAN AFRICAN INTERNATIONAL EXHIBITION FOR  
**PLASTIC, RUBBER, NON-WOVEN**  
TECHNOLOGIES, MACHINERY, MATERIALS AND PRODUCTS

18 - 21 مايو 2023  
MAY 2023

مركز القاهرة الدولي للمؤتمرات - مدينة نصر  
Cairo International Conference Center (CICC) - Nasr City

## افروبلاست

المعرض الأفريقي الدولي لماكينات ومنتجات البلاستيك والمطاط والصناعات الغير منسوجة

# Post-Show Report

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# Message from Organizers

**AFROPLAST** was indeed the most imperative and vibrant business event dedicated to serving Egypt's and Africa's prosperous plastics, rubber and non-woven industries business segments; showcasing leading-edge forward-thinking industrial solutions to more than 8,000 qualified professional visitors and buyers; providing unrivalled trading opportunities.

Making available the most impeccable business setting demonstrating the full spectrum of plastics, rubber and non-woven industries; **AFROPLAST** brought together contemporary tendencies, comprehensive industrial perceptions and pioneering industrial applications presented by the world's uppermost technology makers to enthusiastic visitors in one of the world's most promising business zones.

**AFROPLAST** served as an industrial forum; where regional buyers and industrialists certainly got acquainted to the latest technological advancements; crafting exceptional opportunities for the world's top brands to increase their presence in the growing markets of Egypt and the entire MENA region.

We would like to extend our thanks to our respectful sponsors and exhibitors for their ongoing support.

In order for our exhibitors to achieve the best return of investment within **AFROPLAST**, we prepared this post-show report that makes available a perfect explanation for all the features and activities associated with the event, including a complete analysis of the attendees and their Feedbacks which will assist exhibitors to experience a better event in the coming round.

Looking forward to your participation in **AFROPLAST 2025**.

**AFROPLAST Team**



# AFROPLAST OVERVIEW



**1-Duration:** 18 - 21 May 2023

**2- Opened daily from** 11:00 AM till 8:00 PM

**3- Total Number of Direct Exhibitors:** 152 Companies from 11 countries.

**4- Exhibitors Countries of Origin:** AUSTRIA – BELGIUM - CHINA - EGYPT- FRANCE - GERMANY - INDIA - ITALY - JAPAN - KOREA - TURKEY.

**5- Total Number of Visitors:** 8,102 Trade Visitors

**6- Regional & International Visitors & Buyers:** 788 Visitors

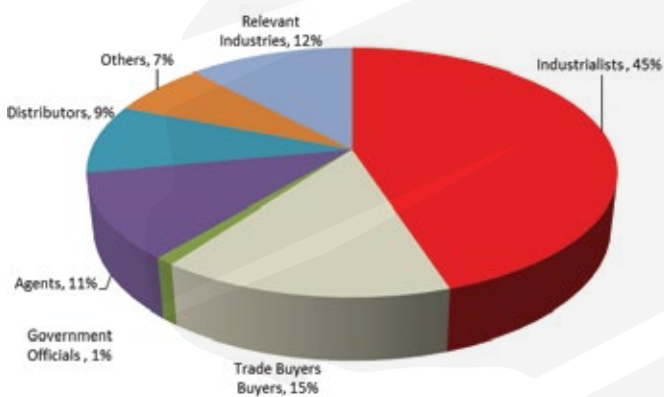
**Regional & International Visitors & Buyers:**

United Arab Emirates, Kingdom of Saudi Arabia, Greece, France, Turkey, Sudan, Tunisia, Jordan, Syria, Iraq, Qatar, Kuwait.

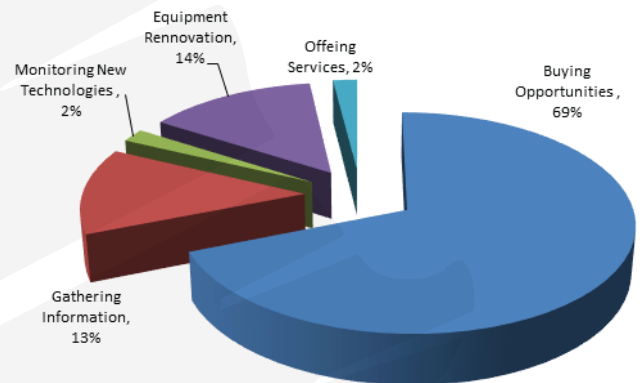


## VISITOR PROFILE

**A- Visitors Analysis by Nature of Business**



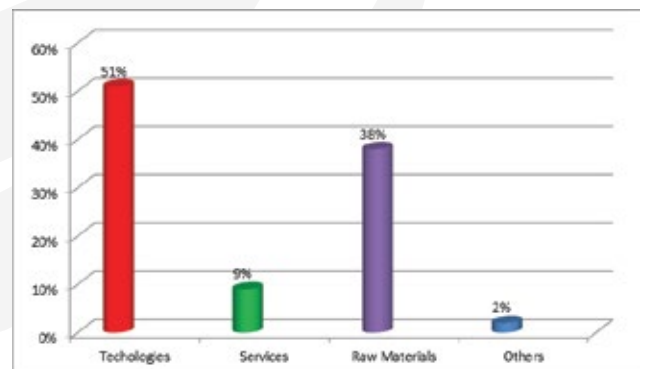
**B- Visit Main Objectives**



**C- Visitors Purchase Intention Time Frame**

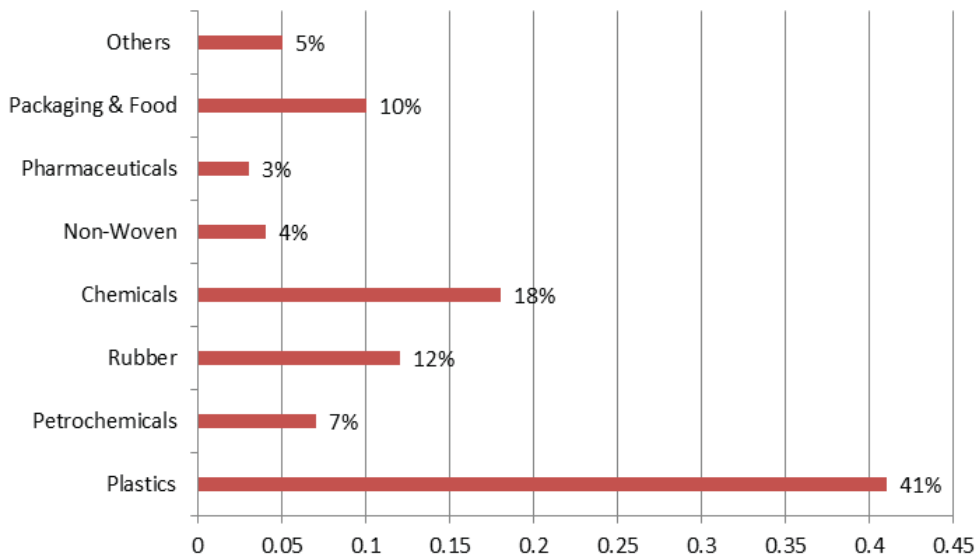


**D- Visitors Type of Purchase**

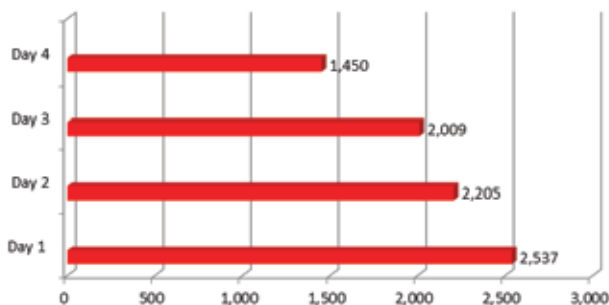


# VISITOR PROFILE

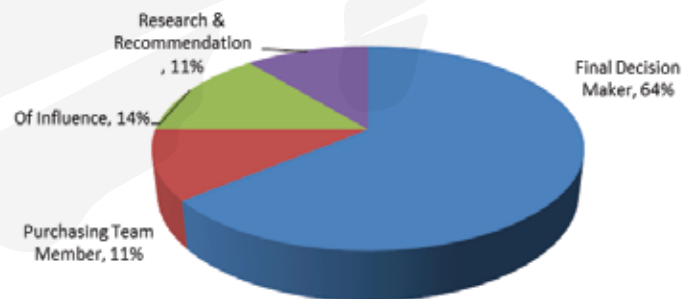
## E- Purchasing Analysis by Sector



## F- Visitors Admission Analysis by Show Days



## G- Visitors in Terms of Buying Decision Influence





# VISITORS

## H – Results from Visitors Survey



**90%**  
of the visitors said that they found the technologies/products they were looking for



**88%**  
of the visitors rated their visit as successful

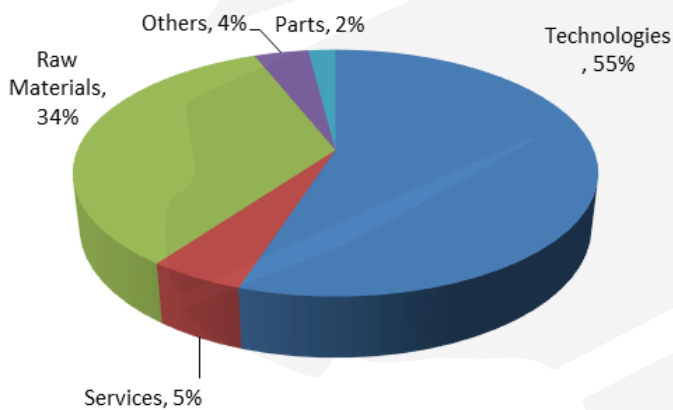


**85%**  
of the visitors confirmed that they will attend the next edition in 2025



# EXHIBITORS PROFILE

## A- Exhibitors Nature of Business

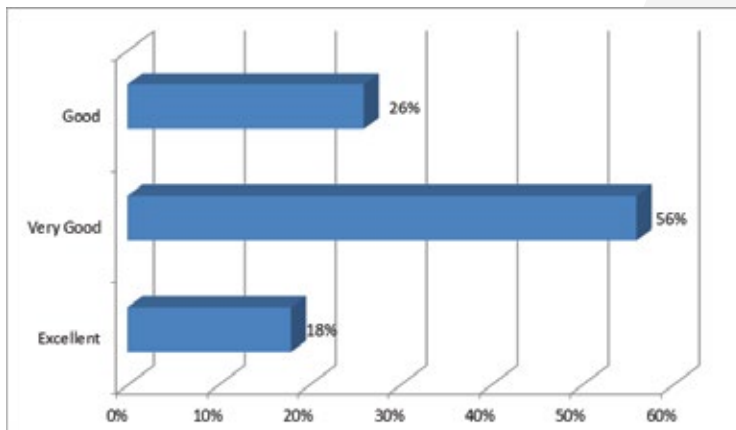


## B- Results from Exhibitors Survey

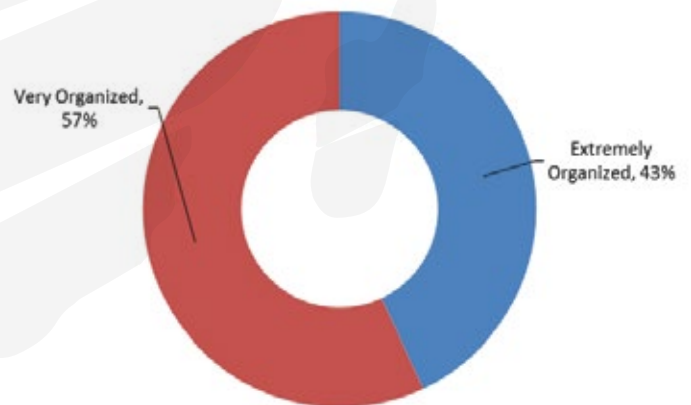
### Exhibitors Rating for AFROPLAST



### Exhibitors Rating for AFROPLAST Value for Money

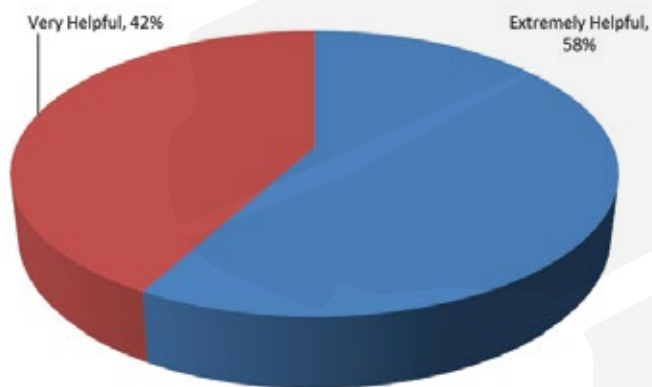


### Exhibitors' Rating for the Organization of AFROPLAST

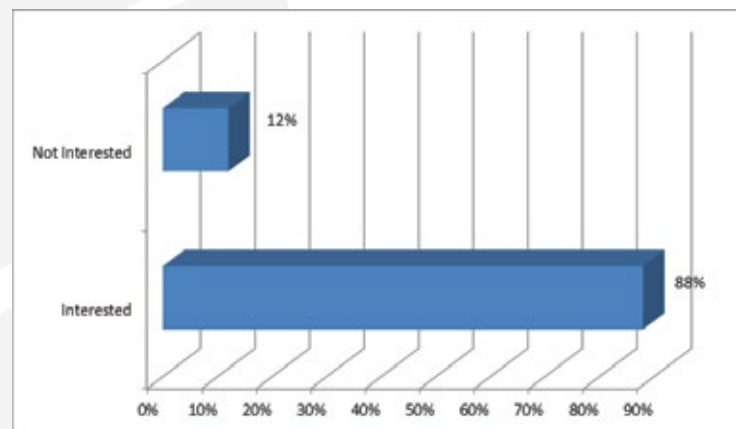


## EXHIBITORS PROFILE

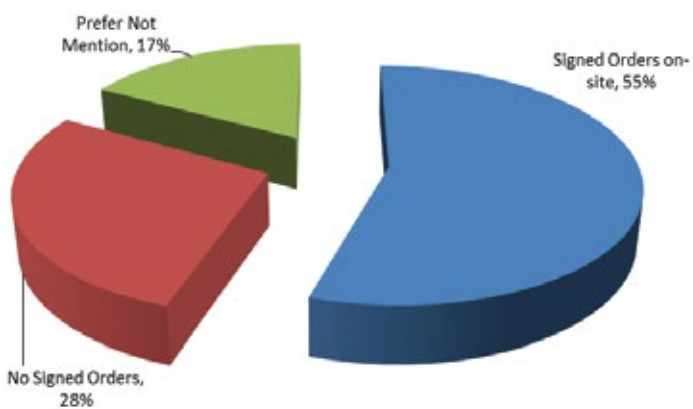
**Exhibitors' Rating for How Helpful was AFROPLAST Staff**



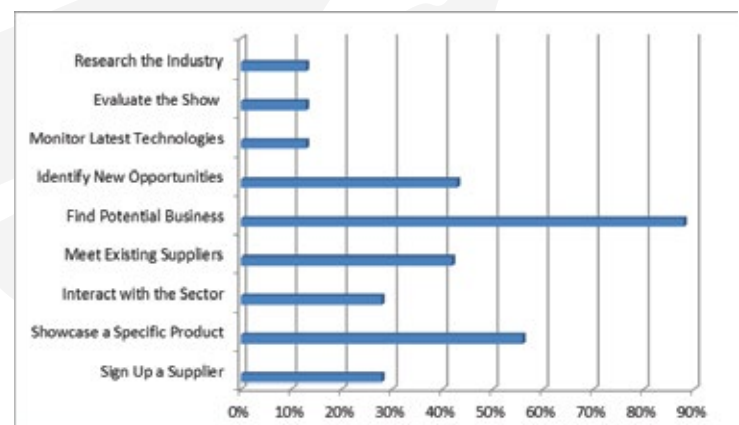
**Exhibitors' Intention to Exhibit in the Coming Edition of AFROPLAST Staff**



**Exhibitors' On-site Orders**



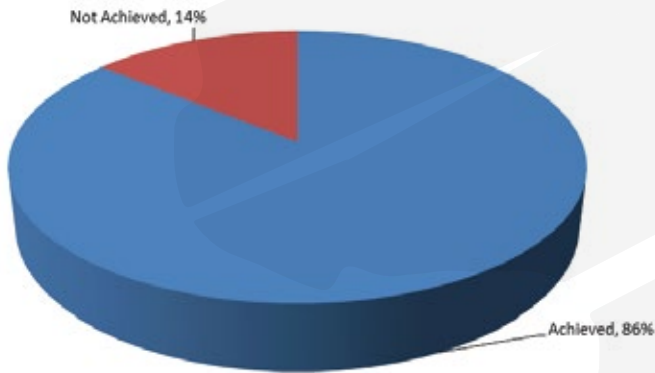
**Exhibitors' Objectives from Participating at AFROPLAST**



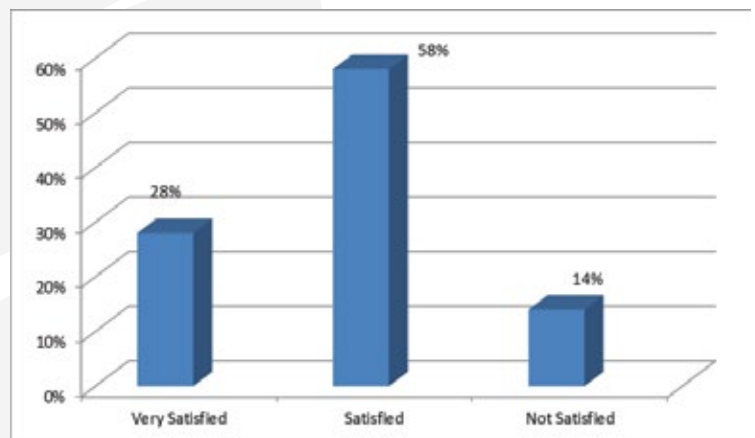


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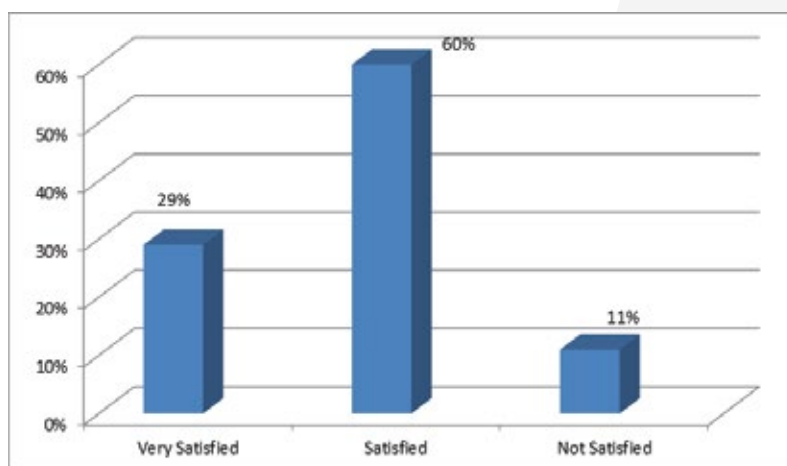
**How Far did AFROPLAST Exhibitors Achieve their Objectives**



**AFROPLAST Exhibitors' Rating for Quantity of Visitors**



**AFROPLAST Exhibitors Rating for Quality of Visitors**



# Promotional Activities & Media Coverage

## Invitations



## SMS Messages



## Magazines Ads.

## Radio Commercial



# Promotional Activities & Media Coverage



**Outdoor**



**Printed Items**



**Social Media posts**







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