



member of **5P Expos**

FOR

THE 3RD PAN AFRICAN  
INTERNATIONAL EXHIBITION  
**PLASTIC  
RUBBER  
NON-WOVEN**  
TECHNOLOGIES, MACHINERY,  
MATERIALS AND PRODUCTS

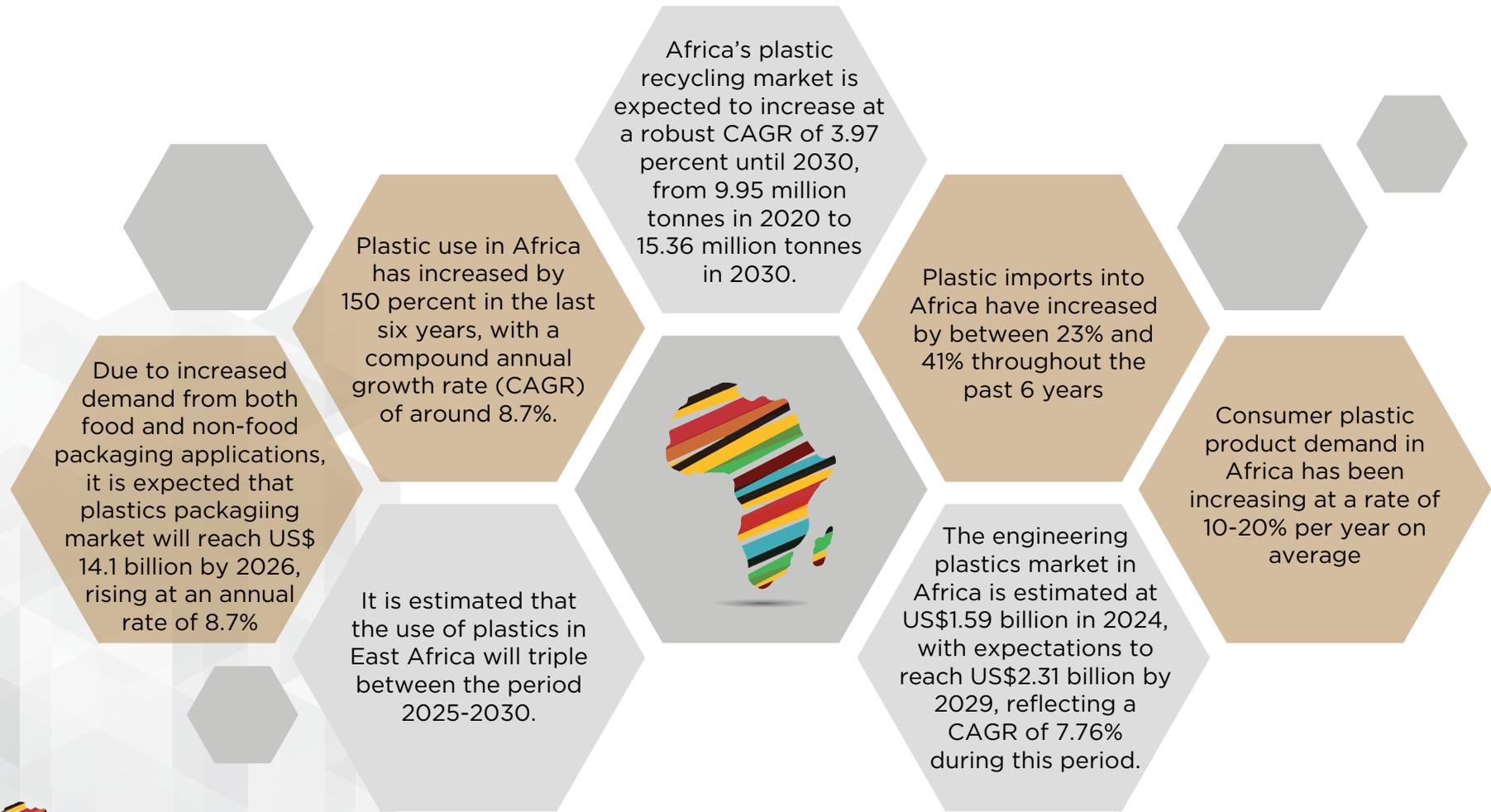
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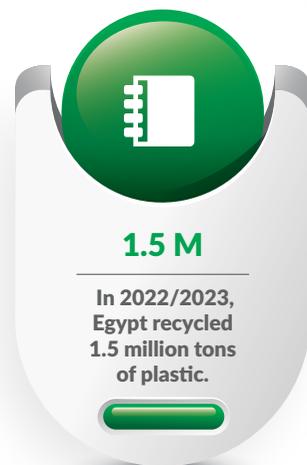
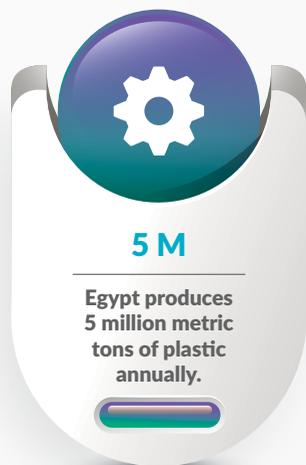
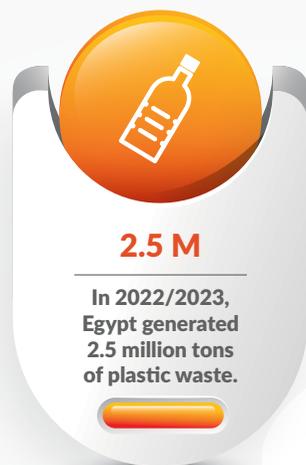
9-12 **يناير 2027**  
**JANUARY 2027**

مركز مصر للمعارض الدولية - القاهرة الجديدة  
EGYPT INTERNATIONAL EXHIBITION CENTER  
NEW CAIRO, EGYPT

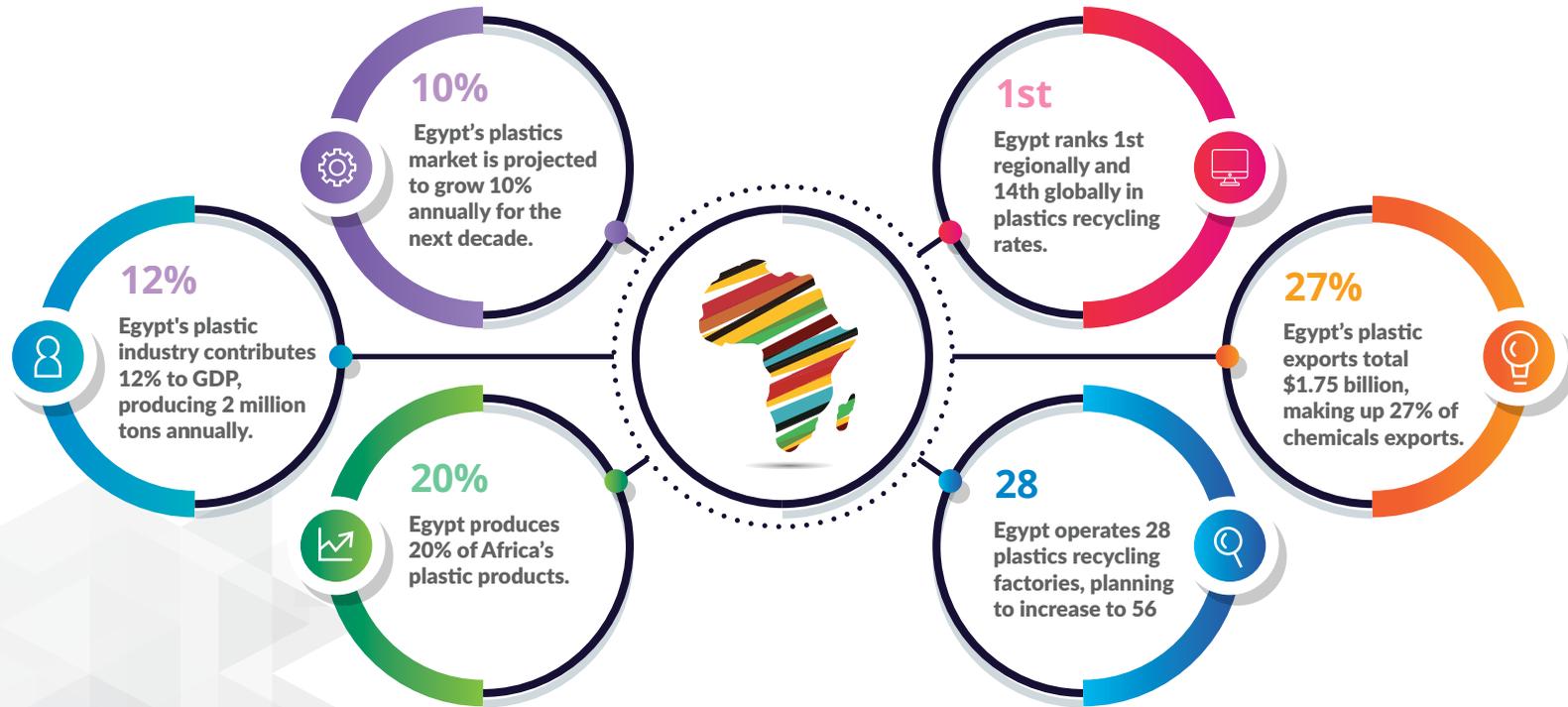
## AFRICA'S BOOMING PLASTIC RECYCLING MARKET: A FUTURE OF SUSTAINABLE GROWTH AND EXPANDING DEMAND



## EGYPT'S BOOMING PLASTIC MARKET: A KEY PLAYER FOR INDUSTRIAL GROWTH



# EGYPT



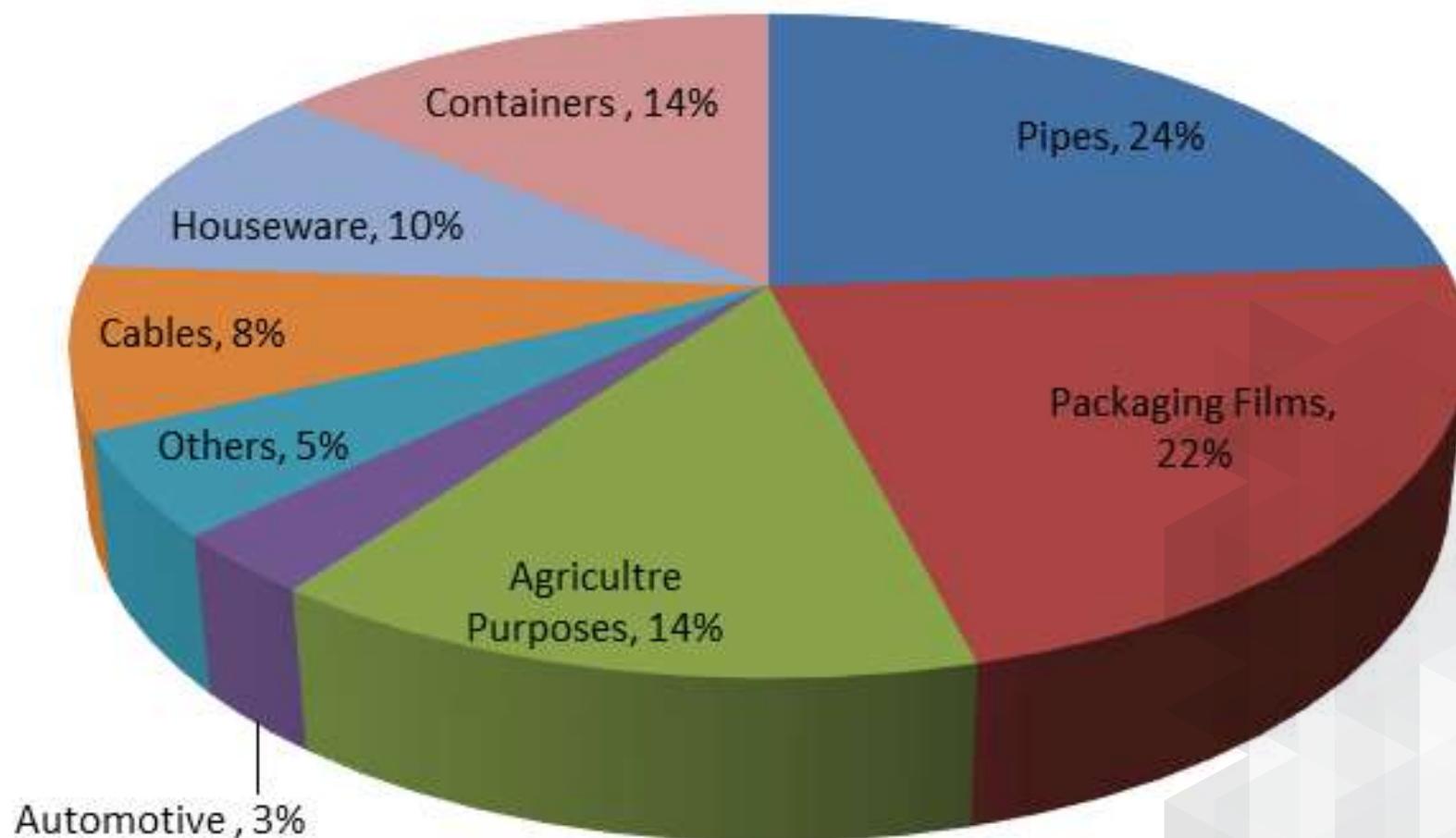
Egypt has over **15,000** registered plastic factories, employing over **3** Million Workers



Egypt imports **76%** of its needs from Plastic Raw Materials, while **24%** is produced locally



## PERCENTAGE OF PLASTIC CONSUMPTION IN EGYPT BY APPLICATION



## AFROPLAST 2025: EXPANDING HORIZONS, CREATING OPPORTUNITIES

As regional demand for plastic, rubber, and non-woven technologies, raw materials and products continues to rise, AFROPLAST provides a highly lucrative export platform for companies seeking to expand their reach and establish strong footholds in Africa and the Middle East.

Gathering over 450 global brands from 27 countries, AFROPLAST is a powerful platform for manufacturers, suppliers, and industry professionals to connect, network, and explore unprecedented business prospects.

With more than 18,000 trade visitors from Egypt, the Middle East, and Africa AFROPLAST serves as a gateway to over 12 emerging markets, offering exhibitors direct access to buyers and distributors from some of the fastest-growing economies in the world.

For technology makers and products producers looking to secure new distribution channels, establish long-term partnerships, or launch innovative solutions, AFROPLAST is indeed the ultimate destination for businesses aiming to maximize their regional and global presence.

The previous edition of AFROPLAST exceeded expectations, generating mega business deals and record-breaking trade volumes. Exhibitors reported exceptional networking opportunities, direct engagement with high-level buyers, and increased brand exposure across multiple sectors, many companies successfully expanded their export activities, unlocking multi-million-dollar agreements with trade visitors from the entire African continent in addition to the Middle East region.

The coming edition of AFROPLAST is set to attract an even larger and more diverse audience, comprising key decision-makers, investors, and buyers actively seeking high-quality products and advanced solution providers.

From raw materials and machinery to cutting-edge technologies and sustainable products, exhibitors will have the opportunity to showcase their latest innovations to an engaged audience eager to adopt the next generation of plastic and rubber products; the event's strategic B2B criteria ensures that exhibitors will connect directly with the right partners, accelerating deal-making and business growth.

AFROPLAST is more than just an exhibition; it is a hub for industry transformation and innovation with a focus on sustainability, digitalization, and advanced manufacturing, the event highlights the latest trends and developments shaping the future of plastics and rubber industries in the Middle East and Africa.

### ADVANTAGES OF EXHIBITING IN AFRO PLAST

Some of the benefits and rewards the exhibitors can gain from AFRO PLAST, among many others, are:

- **GAIN ACCESS TO OVER 12 NEW MARKETS** – Expand your business into emerging markets across Africa and the Middle East.
- **MEET 18,000+ TRADE VISITORS** – Connect with industry leaders, buyers, and decision-makers looking for the latest products and technologies.
- **GENERATE MEGA BUSINESS DEALS** – Secure high-value contracts and partnerships with regional and international clients.
- **SHOWCASE YOUR INNOVATIONS** – Present your latest technologies, materials, and products to a highly targeted audience.
- **NETWORK WITH 450+ GLOBAL BRANDS** – Join top manufacturers, suppliers, and distributors in a premier industry gathering.
- **BOOST YOUR EXPORT OPPORTUNITIES** – Find new distributors and expand your reach into high-demand international markets.
- **JOIN INDUSTRY-SPECIFIC B2B MATCHMAKING PROGRAM**– Engage in pre-scheduled meetings with potential buyers and business partners.
- **CAPITALIZE ON EGYPT'S STRATEGIC LOCATION** – Benefit from Cairo's position as a gateway to Africa, the Middle East, and Europe.
- **STAY AHEAD OF MARKET TRENDS** – Discover the latest industry developments, innovations, and sustainable solutions.
- **INCREASE BRAND VISIBILITY** – Strengthen your market presence and gain exposure to key stakeholders in the industry.

## Plastics Sector

- ▶ Injection molding Machines
- ▶ Extrusion Machines
- ▶ Blow Molding Machines
- ▶ Thermoforming Machines
- ▶ Welding machines
- ▶ Finishing Machines
- ▶ Machines for Secondary Processing
- ▶ Plastics Packaging Machines
- ▶ Feeding Industries Machines
- ▶ Software for Plastics Industries
- ▶ Recycling Machinery
- ▶ Machinery Parts & Components
- ▶ Film Applications
- ▶ Mold & Dies
- ▶ Coating Compounds
- ▶ Ancillary Equipment
- ▶ Raw Materials, Polymers, Resins & Components
- ▶ Additives
- ▶ Resins & Fibers
- ▶ Molds and dyes
- ▶ Semi-finished and Finished Products



## Rubber Sector

- ▶ Raw Materials, Retreading Materials
- ▶ Rubber Testing Equipment
- ▶ Rubber Additives & Chemicals
- ▶ Molded / Extruded Rubber Goods
- ▶ Rubber Tyres & Tube Manufacturers
- ▶ Reclaim Rubber Machinery
- ▶ Rubber Machinery
- ▶ Rubber Recycle and reclaim Products
- ▶ Finished Rubber Products
- ▶ Conveyors, Transmission & V Belts
- ▶ Rubber Compounding & Mixing
- ▶ Rubber Processing Oils & Chemicals
- ▶ Surgical Products
- ▶ Rubber Chemicals
- ▶ Rubber Processing Machinery
- ▶ Industrial Rubber Products
- ▶ Rubber Hoses, Cots and Aprons
- ▶ Valves & Tubes



## Non-Woven Sector

- ▶ Masterbatch
- ▶ Nonwoven Technologies
- ▶ Nonwoven Products For Automobile Industries
- ▶ Nonwoven Geo Textiles
- ▶ Nonwoven Agro Textiles
- ▶ Nonwoven Fabric Making Machine
- ▶ Nonwoven Converting Machine
- ▶ Nonwoven Fabrics
- ▶ Nonwoven Medical Textiles
- ▶ Nonwoven Industrial Textiles
- ▶ Nonwoven packaging Textiles
- ▶ Raw Material For Nonwoven Industries
- ▶ Nonwoven Hygiene Textiles
- ▶ Nonwoven bag Making Machinery





# VISITORS PROFILE

**by Profession**

<b>Businessmen</b>	<b>Distributors</b>	<b>Manufacturers</b>
<b>Investors</b>	<b>Factory and Store owners</b>	<b>Mechanical Engineers</b>
<b>Trade Agents</b>	<b>Importers &amp; Exporters</b>	<b>Merchants</b>
<b>Buyers &amp; Sellers</b>	<b>Government Officials</b>	<b>Retailers/ Wholesalers</b>
<b>Dealers</b>	<b>Industry Specialists &amp; Professionals</b>	<b>Trade Associations</b>

**by Sector**

● Advertising	● Petrochemicals	● Pharmaceuticals	● Oil & Gas
● Agriculture	● Paper & Paperboard	● Printing	● Food and Beverage
● Automotive	● Chemicals	● Plastics	● Construction
● Furniture	● Electronics	● Packaging	● Transportation & Logistics

## AFROPLAST PROMOTION CAMPAIGN

### **Media Campaigns**

With over two decades of experience in promoting a wide range of events in Egypt and looking after the media, the organizers are planning to maximize event coverage for AFROPLAST through extensive print & online media campaigns covering listings in both print and online directories, print advertising, online advertising, local press conferences and both print and online press releases.

### **Online Presence**

AFROPLAST will be given added value through an online presence with promotions through the official website, digital channels, online communities, email shots and digital advertisements to ensure that audiences have every opportunity to attend the event.

### **Mobile Marketing**

Mobile marketing promotions aimed at industrial visitors will spread the word on AFROPLAST keeping targeted audiences up-to-date and fully aware on why the event is the preferred meeting point for the plastics, rubber and non-woven sectors.



## PROMOTION CAMPAIGN

### **Social Media**

From daily show updates to sponsored posts, AFROPLAST news via social media outlets will reach out to target visitors across all essential channels, reminding them of all that is new and featured at the event this year.

### **Press Releases**

Ensuring that key journalists are kept fully informed with this year's content, features and attractions at AFROPLAST and making the news through a locally held press conference and schedule of press releases so as to keep the event in the mind of audiences and increase the show's visibility and awareness through announcements and updates.

### **Outdoor Promotion**

The organizers will also ensure that AFROPLAST brand receives maximum exposure through outdoor campaigns including billboard displays in prime locations and industrial cities to ensure that visitors get every incentive to attend the event.

### **Targeted Trade Invitations**

60,000 targeted invitations will be sent out to trade delegates & related members of the Industrial community prior to the event, ensuring they 'save the dates' for AFROPLAST to have adequate time to plan their visit in advance and arrange appointments for important discussions.

## THE VENUE

AFRO PLAST will take place at the distinguished Egypt International Exhibition Center (EIEC), a fully equipped facility with 4 halls providing over 40,300 m2 of exhibition space.

It is located in one of the most prominent areas in Egypt, the Fifth Settlement, near several 5-star hotels and entertainment destinations. Only minutes away is Cairo International Airport, the regional hub for air transport with over 20 million passenger airlines serving over 70 world destinations.

### VENUE ADDRESS

Egypt International Exhibition Center  
New Cairo, 5th settlement  
El Moshir Tantawy Axis  
Cairo Governorate



## ORGANIZERS



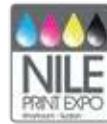
Afro Plast is organized Jointly between Business Plus the leading energetic results-focused Emirati holding group steadfast to serving multiple business sectors, including commercial, trading, industrial, consulting and events management; aiming at “Perfecting the Business Partnership Practices” through presenting integrated portfolios of well-sited and high-performance business events; providing unprecedented growth opportunities for all business associates; and Vision Fairs a robust entrepreneurial organization that sparkled in the field of organizing professional international trade events serving multiple industries.

Already setting the benchmark for international trade events’ standards; the visionary trade exhibitions organized by Business Plus and Vision Fairs will continue to craft added values and unrivalled commercial grounds; showcasing top-class brands, products technologies and promotions appealing to high-end buyers from the Middle East and Africa, presented in contemporary business settings with high presentation criteria that is underpinned by exceptional services.

Business Plus and Vision Fairs portfolio of 25 exhibition brands with more than 100 editions to date, addresses the world’s most dynamic business sectors; generating millions of dollars in business deals.



Our Exhibitions





## افروبلاست

المعرض الأفريقي الدولي الثالث لماكينات ومنتجات البلاستيك والمطاط والصناعات الغير منسوجة

The 3rd Pan African International Exhibition for Plastic, Rubber and Non-Woven Technologies, Machinery, Materials and Products

9-12 يناير 2027  
JANUARY 2027

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