




TechnoPrint


“Where Print Meets the Future”



About TechnoPrint

 **TechnoPrint** started its first Exhibition in the printing and packaging industry back in 2006, as the first and leading Printing Fair ever held in Cairo Egypt.



 **TechnoPrint** is the largest and most influential printing and packaging trade fair in Egypt and North Africa. The 2025 edition attracted over 250 exhibitors and nearly 18,000 visitors from more than 20 countries, positioning Cairo as the hub for printing and packaging in the region.



Why Egypt?

- Because of its Strategic geographical position, as well as being the **Second largest** signatory to multilateral trade agreements in the world, Egypt connects investors with established and emerging markets.
- Egypt's print and packaging market valued at **\$2.201 billion** in 2025.
- Demand driven by **flexible packaging and digital printing**
Egypt is a **regional logistics hub** connecting North, East & West Africa.
- Member of **COMESA and AfCFTA** with trade advantages
Suez Canal provides unique global access.



Why Africa?

- 🇳🇬 Africa is the world's 2nd largest continent after Asia **"30.۳۷ Million Square KM"** as 54 recognized sovereign states.
- 🇳🇬 Africa is the world's second largest population after Asia **"over 1.۰۰ billion"** representing around 18.8% of the global population.
- 🇳🇬 Africa's printing industry valued at \$11.144 billion in 2025.
- 🇳🇬 Flexible packaging segment alone reached \$2.33 billion
- 🇳🇬 Expected annual growth rate (CAGR) of 5.37% from 2023 to 2030.
- 🇳🇬 Expanding middle-class demand and retail infrastructure
- 🇳🇬 Africa has a strategic location among the world, surrounded by Mediterranean Sea, Suez Canal and the Red Sea, Indian Ocean and Atlantic Ocean



This indicates that Africa comprises all required factors to realize economic development.

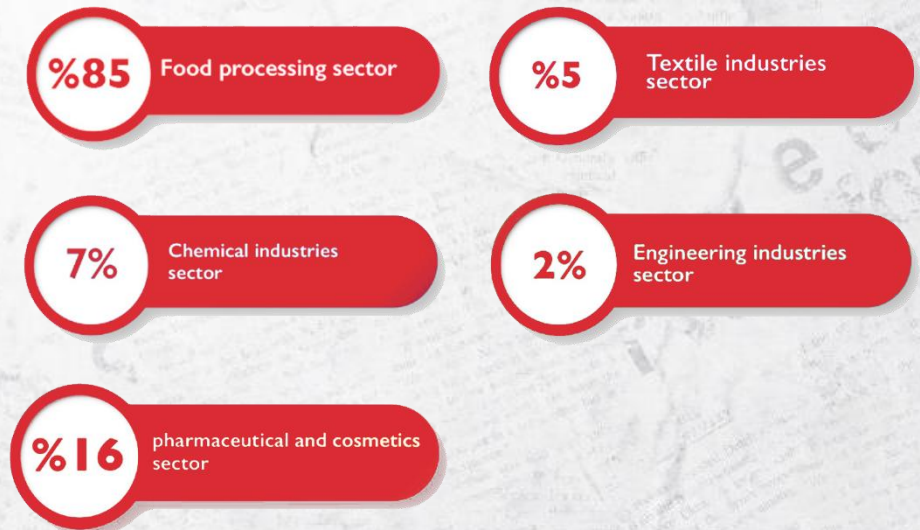


The Printing Industry in a transformation period

Printing and Packaging

Egypt is ranked the 3rd largest market for packaging and packaging products in the Middle East and North Africa. The importance of the printing and wrapping industry sector comes from the fact that it constitutes an integral part of most other industrial sectors. The sector is one of the most important complementary industries for products of all kinds, and some industries such as food, pharmaceutical, chemical and education industries are an integral part of the manufacturing process and of final products.

In addition to its role as a feeding sector for the rest of the industries, the printing and wrapping sector represents a hub between the centers of production and consumption, through which products are appropriately prepared to meet international standards and ensure that they are transported and stored properly, in addition to protecting them from environmental impacts and risks of associated with packaging, transportation and storage processes.



The Printing Industry in a transformation period

As we all know, the printing industry is undergoing a fundamental transformation — shifting from traditional printing applications and products to a new era of advanced, cutting-edge technologies. Emerging innovations such as digital printing, functional printing, printed electronics, industrial printing, and packaging are rapidly taking center stage. Social media and smart technologies are also influencing the way print integrates with digital platforms and consumer experiences.

With the rapid emergence of new innovations, ideas, and applications, it has become essential to pause and carefully analyze these developments. By studying and discussing the latest technologies and products, we can better understand how to adapt and remain competitive in the evolving landscape of the modern printing industry — both in the near and long-term future.

The Advertising Industry

Egypt stands as one of the leading regional hubs for the advertising industry, both in terms of the number of companies and the size of the workforce. It accounts for a significant share of the advertising activity in the Middle East and North Africa, driven by its large population and its long-established role as a center for creative content production in the Arab world. Key sectors investing heavily in advertising include telecommunications, consumer goods, and government institutions. Moreover, the growing interest of international firms in the Egyptian market is enhancing competition and creating new opportunities for the advertising industry to expand and thrive.

Reasons to Exhibit in TechnoPrint

-  Fast convenient access to new, alternative and emerging markets in Africa and MENA region.
-  Networking opportunities with thousands of new customers.
-  Total market awareness about Africa and MENA Region.
-  Review your business strategy in Africa and MENA Region.
-  Monitor your competitors in these regions.
-  Identify business growth opportunities in Africa and MENA Region.
-  Meet face to face with the agent that you are looking for and set new suppliers with better conditions and qualities.
-  Support your overseas agents and distributors in these regions and neighboring states.
-  Evaluate risk and opportunities in Africa and MENA Region.
-  Understand the impact of macroeconomic development on business in Africa and MENA Region.



Why Exhibiting in TECHNOPRINT

The exhibition exploring Machinery, Equipment, High Quality Products, Materials of:

- Offset Printers, Packaging Printing
- Work, Graph Plotter, Blueprint Machine, Scanner Machine, Instant Digital Printing, Cutter Machine, Wide-Format Inkjet Printer, Laminating Machine, Binding Equipment and other Post-Printing Equipment, Trimming Machine, Image Setter and other Pre-Printing Equipment, UV machines,
- Printer Machine for: Inkjet (In door-Our Door), Laser, Dot Matrix, Photo, Thermal, Receipt.
- print refinements: (engraving, stamping, coating, .. Etc)
- Embroidery & tagging machines,
- components for advertising production (plastic, glass, metal... etc),
- Light Box Group, Led Monitor Business, Led Lights Save Energy, Led Lights For Decoration
- SERVICE BUSINESS for: Advertising Companies, Publisher Companies, Printing Equipment Companies.
- Printing Equipment Components, Materials, Consumables, Technologies, Soft Ware.



Who Should Exhibit?

-  Press Manufacturers
-  International Press Equipment Manufacturers
-  Pre-Press Equipment Suppliers and Technologies
-  Post-Press Equipment and Materials Suppliers
-  Paper, Inks, Plates, and Chemicals Manufacturers and Suppliers
-  Printers (Commercial, Digital, Offset, Industrial, etc.)
-  Packaging Materials Manufacturers and Suppliers
-  Auxiliary Equipment and Spare Parts Manufacturers and Suppliers
-  Dealers and Representatives of International Brands
-  Advertising and Marketing Agencies
-  Suppliers of Pre-Owned Printing Equipment (Local & International)























Who Should Exhibit?

-  Label Printing and Labeling Technologies
-  Corrugated Carton & Folding Carton Packaging Producers
-  Flexible Packaging Manufacturers (Printed & Unprinted)
-  Screen Printing, Textile Printing & Serigraphy Specialists
-  Graphic Design Studios and Branding Consultants
-  Product Managers and Packaging Developers
-  Photography Labs and Visual Communication Services
-  Poster & Outdoor Advertising Production Companies
-  Software & Workflow Solutions for Print and Packaging
-  3D Printing and Specialty Print Applications
-  Sustainability and Eco-friendly Packaging Innovators






What to Exhibit?

Printing Equipment & Technologies

-  Inks & Toners
-  Printers & Copiers
-  Digital, Offset, Large Format
-  Cartridges
-  3D Printers
-  Printing Plotters
-  Sublimation Printers
-  Textile Printing Machines
-  Flexography Machines
-  Screen-printing Machines
-  Offset Printing Machines
-  Engraving Machines
-  Stamping Machines
-  Laminators & Supplies
-  Photo Printing Equipment
-  Routers
-  Laser Cutters
-  Cutter Plotters
-  Cranes for Industrial Printing
-  Printing & Sublimation Fabrics

Materials & Consumables

-  Sublimation Inks
-  Transfer Papers
-  Printing Fabrics
-  Vinyl Rolls
-  Plates & Chemicals
-  Laminating Films
-  Specialty Media











What to Exhibit?

Visual Communication & Signage

-  Backlights
-  Signage Materials
-  Corporeal (3D) Letters
-  LED Screens & Lights
-  Neon Signs
-  Signposting Systems
-  Electronic & Illuminated Signs
-  Panel Manufacturers
-  Publicity Media

Components & Accessories

-  Cartridges & Refill Stations
-  Auxiliary Hardware
-  Adhesives, Frames, Stands
-  Mounting Systems
-  Printing Substrates (PVC, Acrylic, Banners, etc.)
-  Embroidery Machines
-  Displays & POP Materials
-  Textile Stamping Machines
-  Vinyl Cutting Machines
-  Engraving and Etching Tools

Pre-press & Finishing Solutions



Who Should Visit?

All Local and International buyers who classified according to the following categories targeted

- 🇪🇬 Books and Magazines.
- 🇪🇬 Commercial Prints & Digital Printing Consumables.
- 🇪🇬 Packaging materials, Printed and non-Printed.
- 🇪🇬 Paper, Inks, Plates and Chemicals.
- 🇪🇬 Corrugated Carton Boxes.
- 🇪🇬 Carton Board Boxes For Foods and Medicine.
- 🇪🇬 Flexible Packaging (Printed & Materials).
- 🇪🇬 Kraft Paper Bags For Cement & Gypsum Packaging.
- 🇪🇬 Paper Bags For Shopping, Gifts and Fast Food Labels.
- 🇪🇬 Rubber Cylinders For All Industry Applications.
- 🇪🇬 Packaging & Post Press Machines produced by Egyptian Manufactures Local and international Printers.
- 🇪🇬 Manufacturers of equipment and materials.
- 🇪🇬 Consumers of printing products and packages.
- 🇪🇬 Marketing and advertising agencies.
- 🇪🇬 Marketing Managers and Executives of various companies in all sectors.
- 🇪🇬 International visitors who are interested in the business of printing and packaging.
- 🇪🇬 Reporters and editors of local and foreign media.










Who Should Visit?

All Local and International buyers who classified according to the following categories targeted

- Marketing Managers and Executives of various companies in all sectors.
- Paper Bags For Shopping, Gifts and Fast Food Labels.
- Commercial Prints & Digital Printing Consumables.
- Marketing and advertising agencies.
- Architecture Agencies
- Consultants
- Designers
- Printers
- Design Agencies
- Serigraphy and textile screen-printing
- Advertising Agencies
- Marketing Companies
- Manufacturers
- Photography Agencies
- Marketing Managers
- Photography Labs
- Graphic Studios
- Printing Houses
- Institutions
- Technicians
- Product Managers

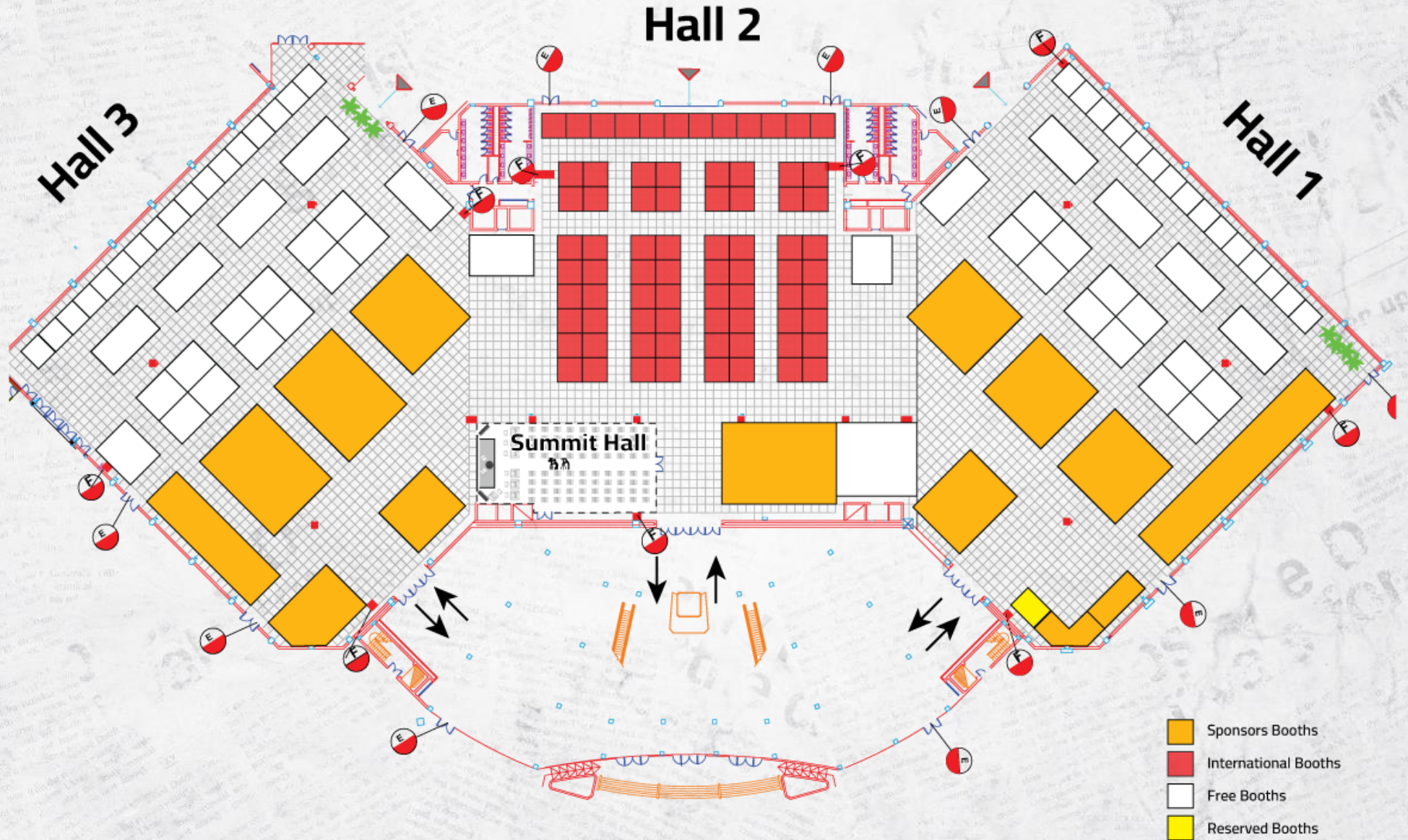


Why Visiting TECHNOPRINT

-  **Face-to-face** marketing activities continue to be the most powerful and enduring way of building relationships with potential customers and ultimately to sell more products.
-  After attending events:
-  **76%** of visitors believe live events “make it easier to buy”
-  **65%** of visitors believe “experiencing a business first-hand makes it more memorable”
-  **71%** of visitors believe that live events are the “best way to meet new contacts”
-  **74%** of visitors believe live events are the “best form of marketing – as you can interact and compare to others”
-  **63%** of visitors state they would buy from an event.



2026 FloorPlan

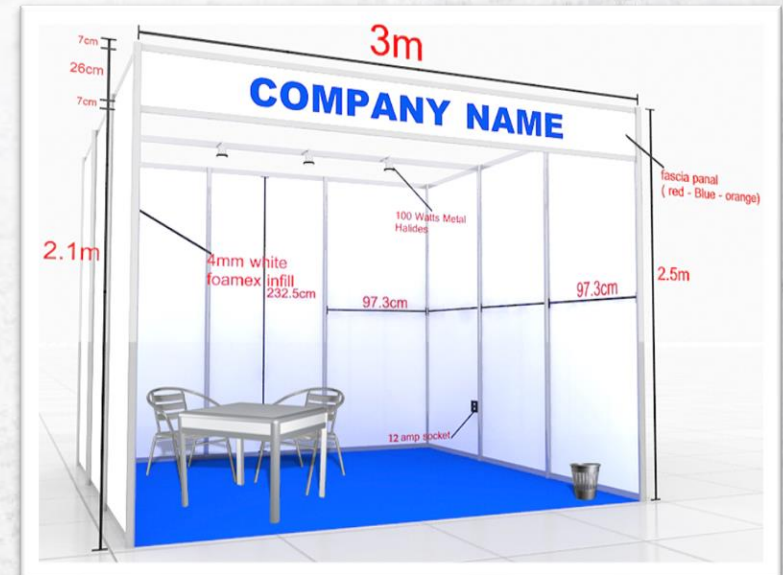


Participation Cost (USD)

Hall	1, 2,3
Shell scheme Furnished Booth	330 \$ /SQM
Space Only	300 \$ /SQM

Shell scheme Furnished Booth: This option includes space, back & side white panels, fascia Board with company name & stand number, carpet, 3 spot lights, 1 single-phase power point, 1 Table & two chairs per unit of 9 SQM. (As shown in the Design)

SPACE ONLY: Exhibitors are free to make their own stand design & construction arrangements, subject to the approval of the Organizers.



2025 Post Show Summary



Season ▶

TechnoPrint

Create, Print & Inspire



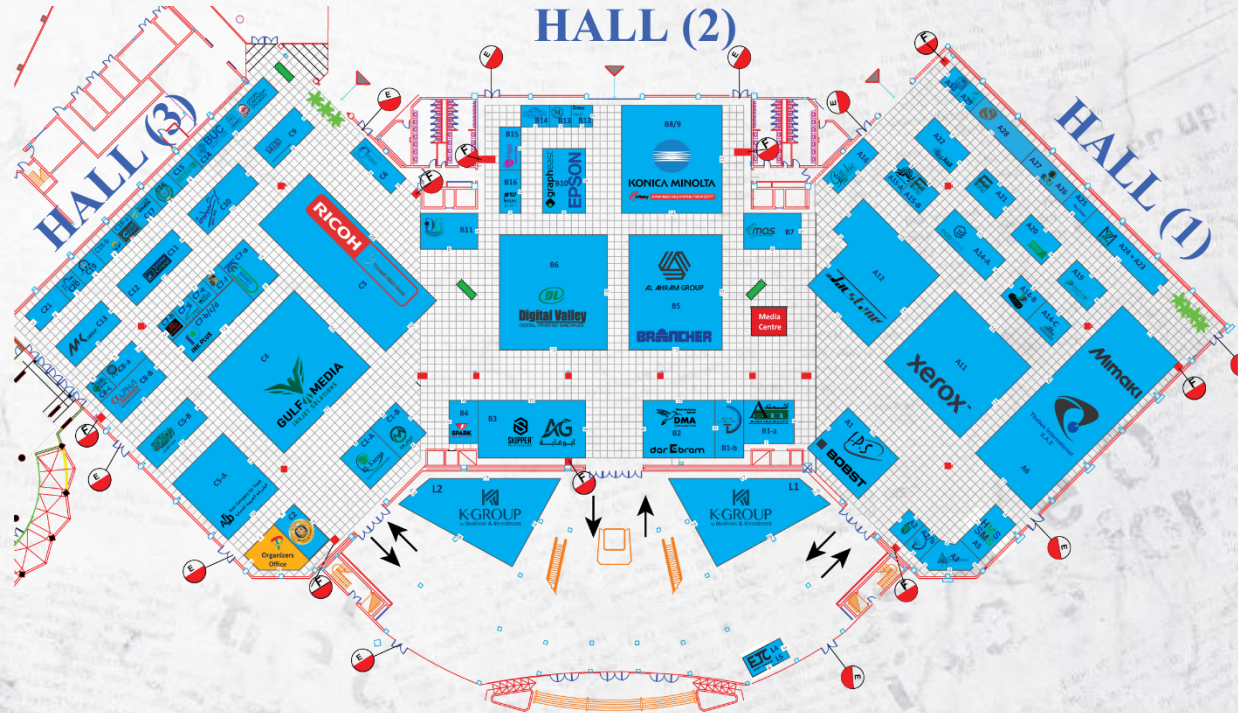
2025 Show Summary



19, 20, 21 June



8500 SQM



2025 Show Summary

17949

Visitors



1371

International
Visitors



24

Countries

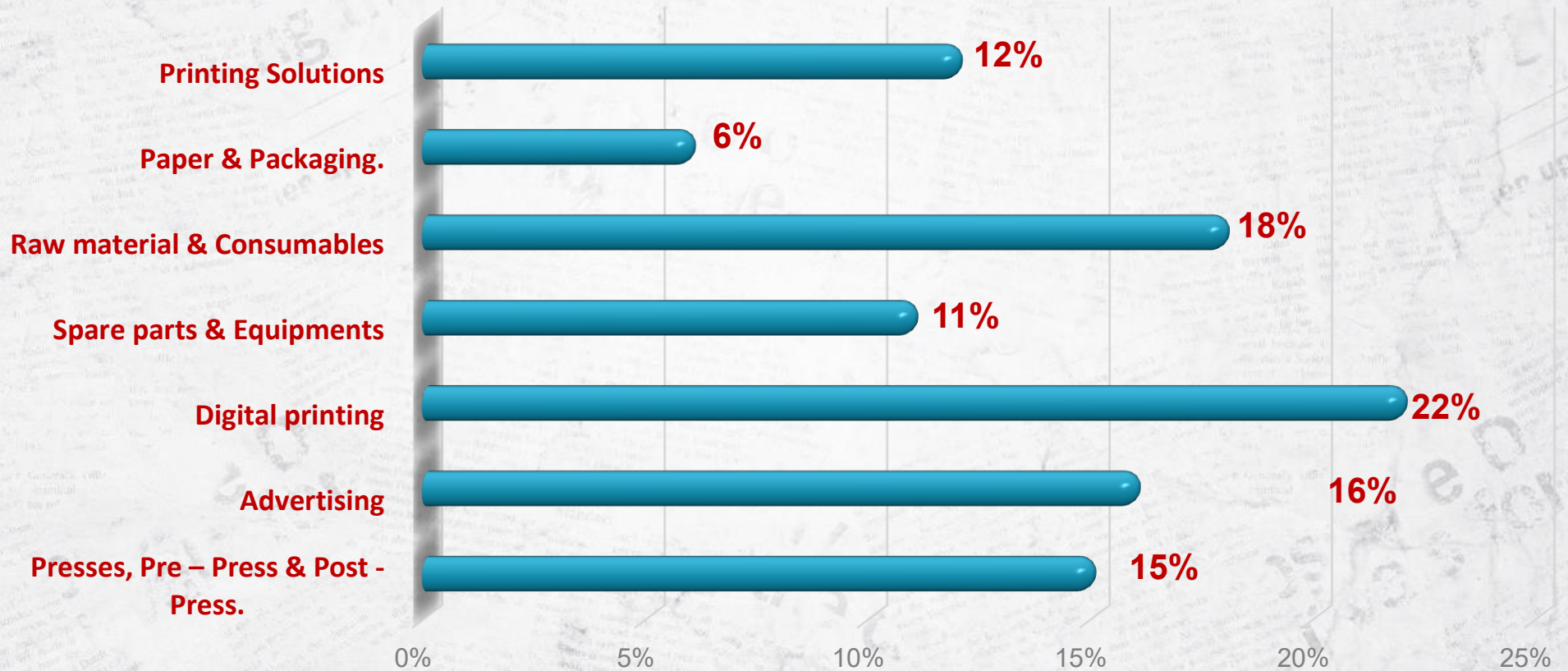


250

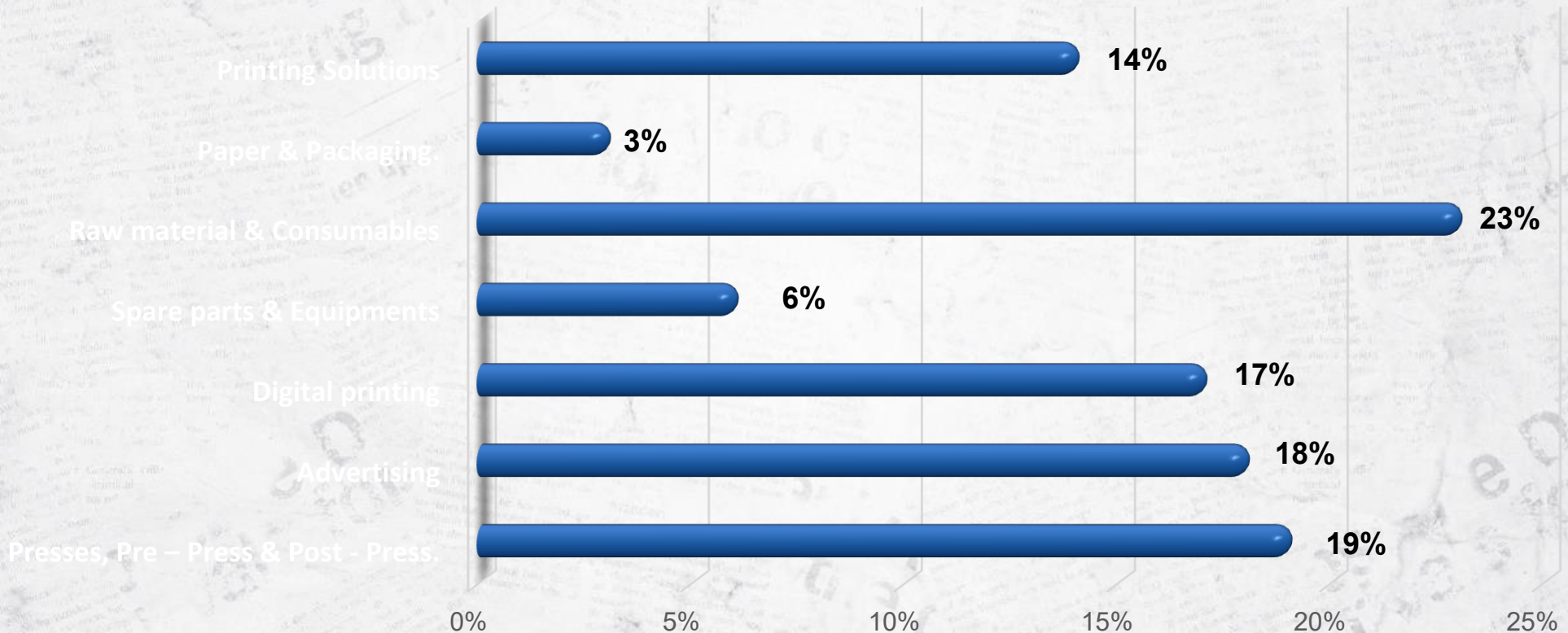
Exhibitors



Exhibitors Categories

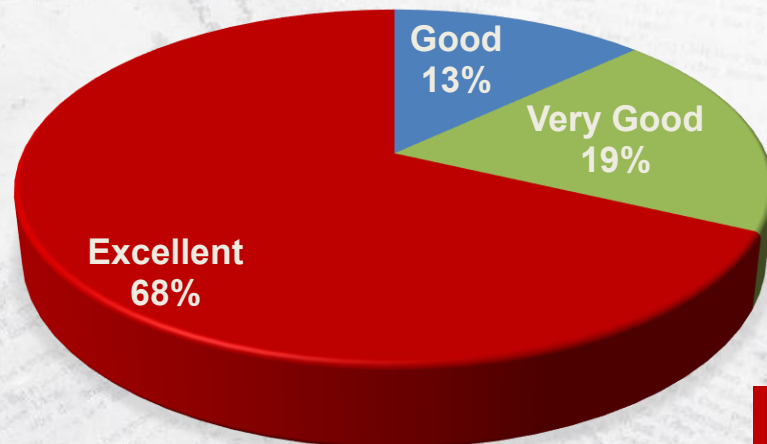


Visitors Categories

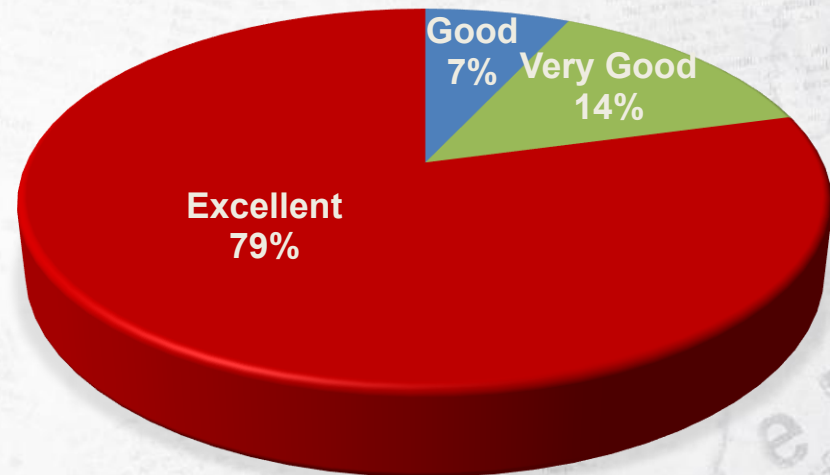


Exhibitors Feedback

HOW EXHIBITORS RATED THE EXHIBITION



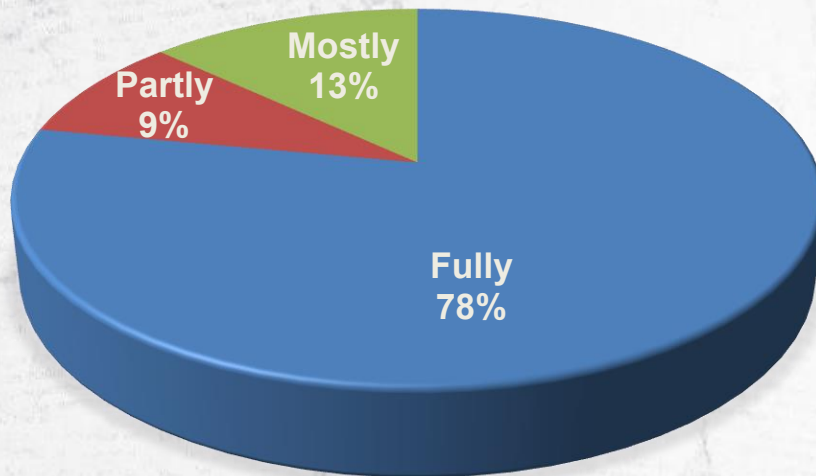
HOW EXHIBITORS RATED THE QUALITY OF VISITORS



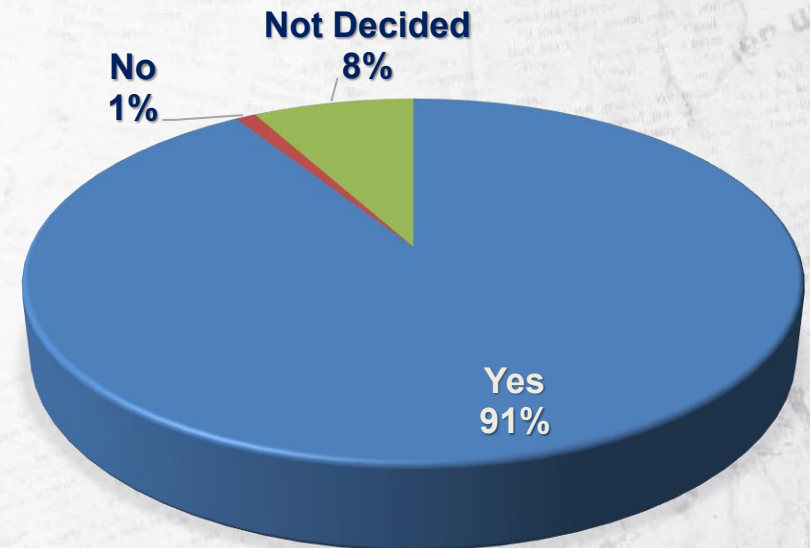
HOW EXHIBITORS RATED THE QUANTITY OF VISITORS

Exhibitors Feedback

DID EXHIBITORS MEET RELEVANT CUSTOMERS ?



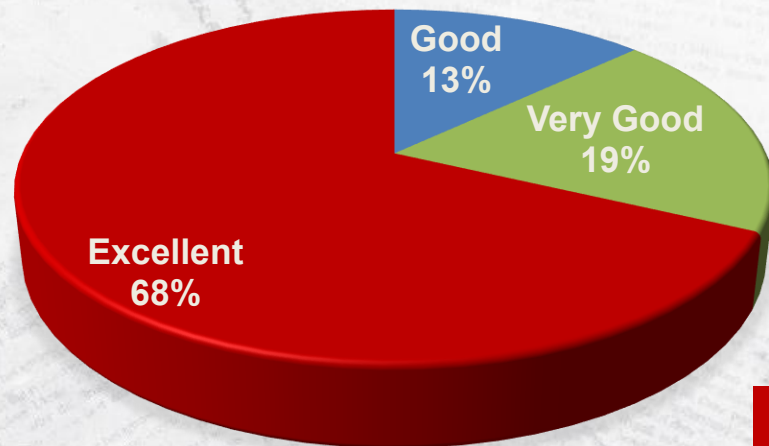
HOW EXHIBITORS PLANNING TO PARTICIPATE IN THE NEXT EDITION



HOW EXHIBITORS RATED THE ORGANIZING OF THE SHOW

Visitors Feedback

HOW EXHIBITORS RATED THE EXHIBITION



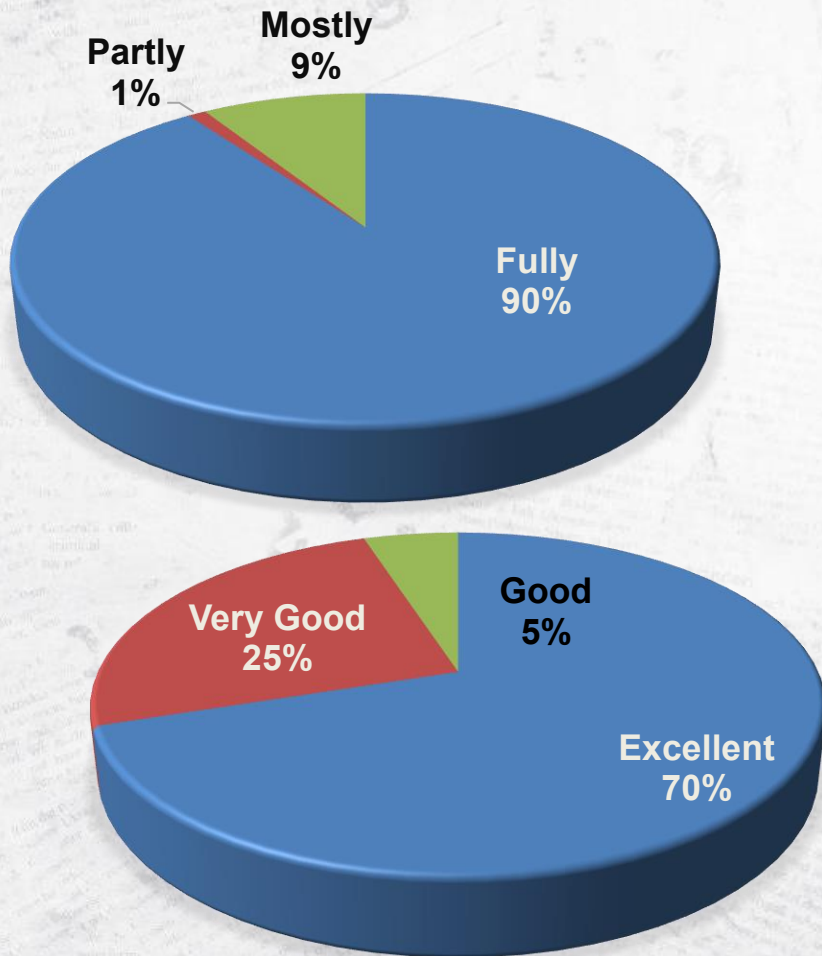
HOW EXHIBITORS RATED THE QUALITY OF VISITORS



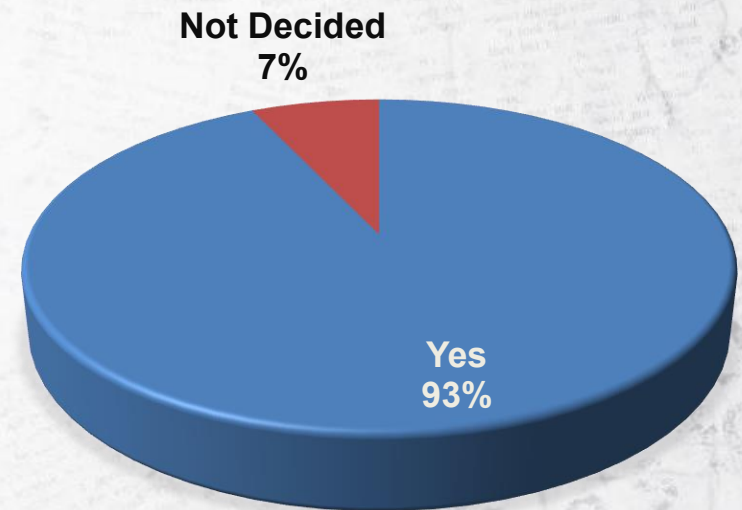
HOW EXHIBITORS RATED THE QUANTITY OF VISITORS

Visitors Feedback

DID VISITORS MEET RELEVANT CUSTOMERS?



HOW VISITORS PLANNING TO VISIT THE NEXT EDITION



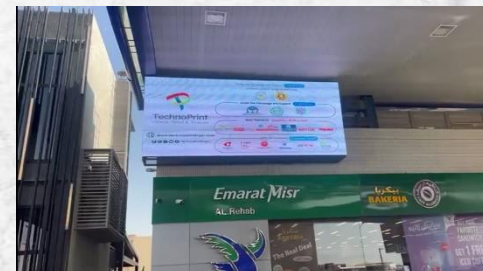
HOW VISITORS RATED THE ORGANIZING OF THE SHOW

Marketing Campaign

A wide ranged marketing and PR campaign guarantees the success of the event, besides effective promotion before, during and after the show.

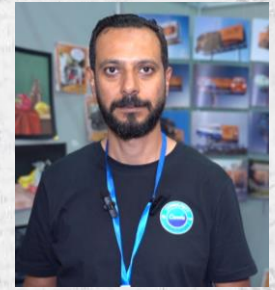
Below is an outline of the main marketing campaign and PR activities”

Outdoor Advertising



Marketing Campaign

Media Coverage



Email & SMS Marketing



Daily Printed Expo Magazine



Direct Invitations Mail



Social Media Presence



Visits ⓘ

Export ▼

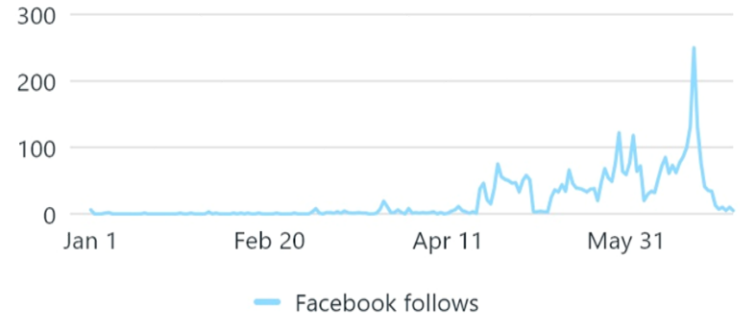
84,294 ↑ 9.5K%



Follows ⓘ

Export ▼

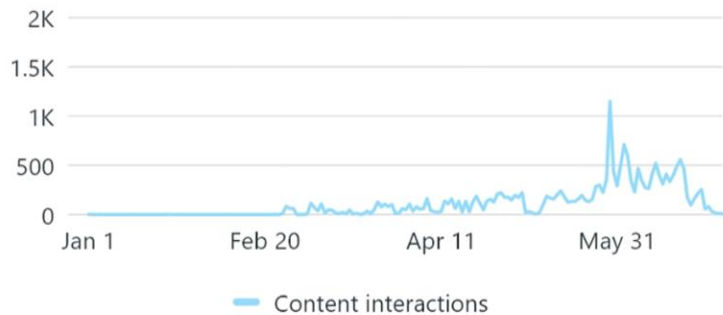
3,802 ↑ 13.5K%



Content interactions ⓘ

Export ▼

19,999 ↑ 124.9K%



Link clicks ⓘ

Export ▼

41,468 ↑ 100%



Testimonials

“ Since its beginning, Technoprint Expo has proven its worth in attracting all investors and those interested in the printing sector and keeping pace with the latest technologies in this industry.

Dr. Ahmed Abdel Zaher

President of the Arab and African Cooperative Union
and President of the General Union of Cooperatives

”



“ Technoprint Expo is the main gateway to the Egyptian printing industries and is considered the most important and largest event that brings together experts and all those interested in the printing industries under one roof.

Eng. Nadeem Elias

Chairman of the Board of Directors of the Chamber of
Printing Industry and Chairman of the Export Council for
Printing, Packaging and Paper

”



Testimonials

“ The Technoprint Exhibition restored prestige to the Egyptian printing industries, as the exhibition succeeded in bringing together all parties of the profession at home and abroad, and the technological development that the world is witnessing today increases the need for printing and not the other way around.

Dr. George Nubar

Dean of the Faculty of Applied Arts at Badr University



“ Technoprint Expo occupies the forefront of exhibitions specialized in printing in Egypt, Africa and the Middle East, as it is characterized by privacy and integration of everything related to the printing industries.

Eng. Mahmoud Abbas

Chairman of the Board of Directors of Al-Ahram Group

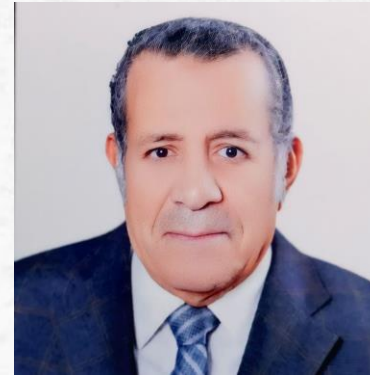


Testimonials

“ Technoprint Expo is the first exhibition in the region and represents an honorable interface for the printing industries and works to attract and encourage investors to localize this industry.

Eng. Ahmed Al-Masry

Chairman of the Board of Directors of the Engineering Center for Printing



“ Technoprint Exhibition is distinguished from all other exhibitions as it brings together everything the world has achieved in printing technology and represents the soul of the printing industries in Egypt.

Eng. Tariq Nasr El-Din

Chairman of Mission



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CHAMBER OF PRINTING & PACKAGING INDUSTRIES



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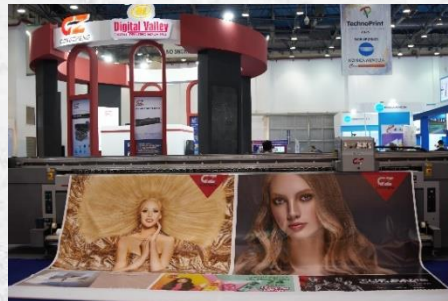
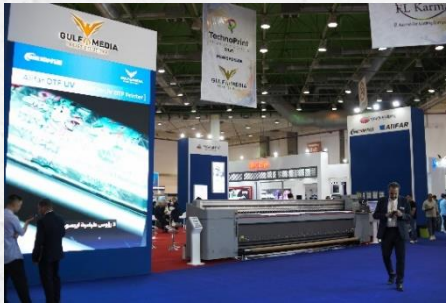
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Media gallery



Media gallery



THE ORGANIZER: PRINTING INDUSTRIES CO-OP ASSOCIATION (TAG)

About Printing Industries CO-OP Association

The association was established in 2006 under the umbrella of the Federation of Productive Cooperation in accordance with the provisions of law no. 110 of 1975. Association members are the owners of printing houses, and companies in the printing industry field in Egypt.

The Association Goals:

- 🎯 Create work opportunities for members.
- 🎯 Distribute the association work among the members to do it.
- 🎯 Develop the industry's service level to reach the best performance.
- 🎯 Offer technical guidelines to improve and develop the work level as well as spread the technical information among the members.
- 🎯 Offer credit options and accept deposits to implement related work.
- 🎯 Import equipment, materials, printing machines and spare parts.
- 🎯 Export the products of the members printing houses to the international market.
- 🎯 Establish and organize specialized conferences and fairs in the printing field.



الجمعية التعاونية الإنتاجية
لصناعات الطباعة و مستلزماتها
PRINTING INDUSTRIES CO-OP



Mr. Khaled Abd El Aziz Hamdy
Chairman of Printing Industries
CO-OP Association
CEO Of Technoprint Expo

Overseas Marketing Agency

ECTEC is a full service **Exhibitions, Conferences & Trade Shows Management** Company based in Cairo. Since 2009, with our professional multi-language team, ECTEC has successfully planed and organized many exhibitions, conferences, business projects, arranged formal and official business visits. We believe that our customers deserve the highest quality and best service, so we always care to provide the complete services to achieve greater Success.



ECTEC™

Egypt China Technology and Exhibitions Center
埃中科技展览中心

No matter the time, the culture or the language difference, ECTEC is ready for it.



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الجمعية التعاونية الإنتاجية

لصناعات الطباعة و مستلزماتها

PRINTING INDUSTRIES CO-OP



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TechnoPrintExpo



TechnoPrint

“Where Print Meets the Future”



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