

POST SHOW SUMMARY

TECHNOPRINT EXPO

THE INTERNATIONAL EXHIBITION FOR PRINTING,
PACKAGING & ADVERTISING INDUSTRIES


Season 12
TechnoPrint
Create, Print & Inspire
19-21 JUNE 2025



Organized By

PRINTING INDUSTRIES CO-OP

Under the Patronage and Support **تحت رعاية ودعم**

وزارة الصناعة ووزارة التضامن الاجتماعى



Under the Patronage and Support

تحت مساندة ودعم



Main Sponsors **الرعاية الرئيسية**



Official Sponsors **الرعاية الرسمية**



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.

Unlike most of the printing exhibitions, **TechnoPrint** was where global and Egyptian manufacturers and suppliers of printing and packaging equipment's, supplies and materials join and exhibit together in one place.

since then, **TechnoPrint** continued it's success story by holding **TechnoPrint** Exhibition every two years, and became the leading and one of the biggest Exhibition in Printing and packaging industry.

TechnoPrint 2025

 As a continuation of the success of the previous **11** successful International TECHNOPRINT Fairs, it was decided to run the **12th** edition of **TechnoPrint** at Cairo International Convention Centre, Egypt. From **19 to 21 June 2025**

In a full display space of 3 Halls (No. 1, 2, 3), and Gross area of 8000 square meters.

 To be the largest trade fair specialized in Printing, Packaging & Advertising Industries ever held in Middle East and Africa.



“The estimated number of companies will participate in the exhibition is about **250** companies from the Egyptian and the global companies, and over of **200** international brands will participate through their agents in the Middle East.”

<http://www.technoprintexpo.com>

TechnoPrint 2025



The most specialized and dedicated exhibition exploring **Printing, Packaging & Advertising** Industries in Middle Eastern and African regions.

TechnoPrint is the gateway & platform for Printing, Packaging & Advertising Industries exploring Machinery, Equipment, High Quality Products, Materials & New Technologies.



In 3 days of TechnoPrint, you will have an opportunity for prominent **international and local exhibitors** to meet face to face with industry key players and professional leaders concerned in Printing, Packaging & Advertising Industries in Middle East and Africa.



Experience our success yourself and be part of TechnoPrint to Increase your profits, Develop business network, Capture market share and Gain media exposure.

Why Africa?

- 🌐 Africa is the world's second largest continent after Asia "30.2 Million Square KM" on 54 states.
- 🌐 Africa is the world's second largest population after Asia "over 1.4 billion"
- 🌐 African economy has the potential to grow at a fast pace because it is very rich with natural resources.
- 🌐 Few Figures: Africa has almost 90% of the world's Cobalt, 50% of Gold and 90% of Platinum, 70% of Tantalite, 98% of Chromium, 64% of Magnesium and 33% of Uranium.
- 🌐 Africa has a strategic location among the world, surrounded by Mediterranean Sea, Suez Canal and the Red Sea, Indian Ocean and Atlantic Ocean
- 🌐 Africa has numerous emerging& promising markets.



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

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 has one of the most dynamic growth rates in Africa. The country's GDP is the second largest in Africa (USD 404 billion in 2022) and Egypt is one of the few countries to have recorded a positive growth rate during the health crisis. The country is one of the "African lions", alongside South Africa, Nigeria, Morocco and Algeria: five powers that together account for 60% of African GDP.

Egypt marketplace offers manufacturers & developers a high value proposition. With a population of over **104 million**, Egypt is the largest consumer market in the Middle East, representing huge potential for consumer goods manufacturers.

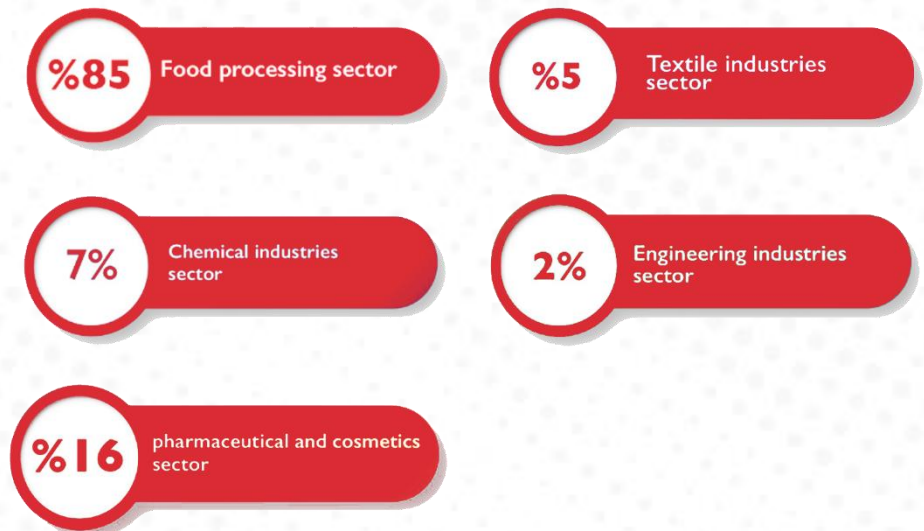


The Printing Industry in a transformation period

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 all 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, tourism 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 packaging, transportation and storage.



The Printing Industry in a transformation period

As we all know our printing industry is undergoing a fundamental transformation from the traditional printing applications & products to a modern state of the art applications & products of our new printing industry, with so many new technologies starting to show & dominate the scene, like digital printing, functional printing, printed electronics, industrial printing, social I media & more & more packaging.

With so many new innovations, inventions, ideas & applications, it was obvious that we need to stop for a while to study, discuss & observe these new technologies, applications & products to see what we will have to do in the near & far future in order to stay competitive in the market place of the new printing industry.

The Advertising Industry

Egypt is one of the most important economic bases for advertising companies and employees. Egypt represents more than half of the advertising companies and employees in the region, due to its population, and its historical role as a local content creation hub.

Here, the categories of firms which spent more on advertising include telecom and public utilities. Also, many foreign firms are choosing to invest in Egypt making the industry more competitive as well as giving the advertising industries more opportunities to expand and excel in their growth.

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.

Exhibits Profile



Activities covered by the exhibition:

- Traditional & News Paper Print Equipment Industry.
- The Packaging equipment's industry.
- The Advertising industry.
- Paper and Carton Board industry.
- Inks, Toners and printing supplies.
- Digital Printing.
- Pre and Post press equipment's and printing materials.
- Stationary equipment and materials
- Label / Barcode / Card Printer
- Barcode Scanner
- Labels / Stickers / Ribbons
- Secured printing solutions.
- Notebooks Making Machinery
- Spare parts & Raw material & Consumables.

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's Manufacturers
-  Pre-Press equipment suppliers and technologies.
-  Post-Press equipment and materials suppliers.
-  Paper, inks, plates and chemicals manufacturers and suppliers.
-  Printers Packaging materials manufacturers and suppliers.
-  Auxiliary equipment and spare parts manufacturers and suppliers.
-  Dealers and representatives of world suppliers.
-  Advertising Agencies.
-  Pre-Owned Printing Equipment (Local & International Suppliers)



What to Exhibit?

- Backlights
- Laser cuts
- Signs
- Hardware & Aluminum
- Stamping machines
- Factor of production for visual communication
- Corporeal letters
- Electronic and lighting signs
- LED screens and light
- Signposting
- Scanners
- Inks
- Transfers
- Tampography
- 3D Printing
- Printing plotters
- Routers
- Scanners
- Merchandising
- Associations
- Embroideries
- Displays and POP
- Textile stamping
- Flexography
- Photo printing
- Advertising photography
- Engravers
- Cranes
- Large format printing
- Laminators
- Screen-printing machines and supplies
- Pantograph
- Routers
- Publicity medium
- Sublimation
- Vinyl
- Neon
- Offset
- Cutter plotters
- Software & IT solutions
- Printing and sublimation fabrics
- panel manufacturers



Who Should Visit?

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

- 🇪🇬 Books and Magazines.
- 🇪🇬 Commercial Prints & Digital Printing.
- 🇪🇬 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.
- 🇪🇬 DTF printer & DTF-UV printer
- 🇪🇬 Rubber Cylinders For All Industry Applications.
- 🇪🇬 Packaging & Post Press Machines produced by Egyptian Manufactures Local and international Printers.
- 🇪🇬 Manufacturers of equipment and materials & Consumables.
- 🇪🇬 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?

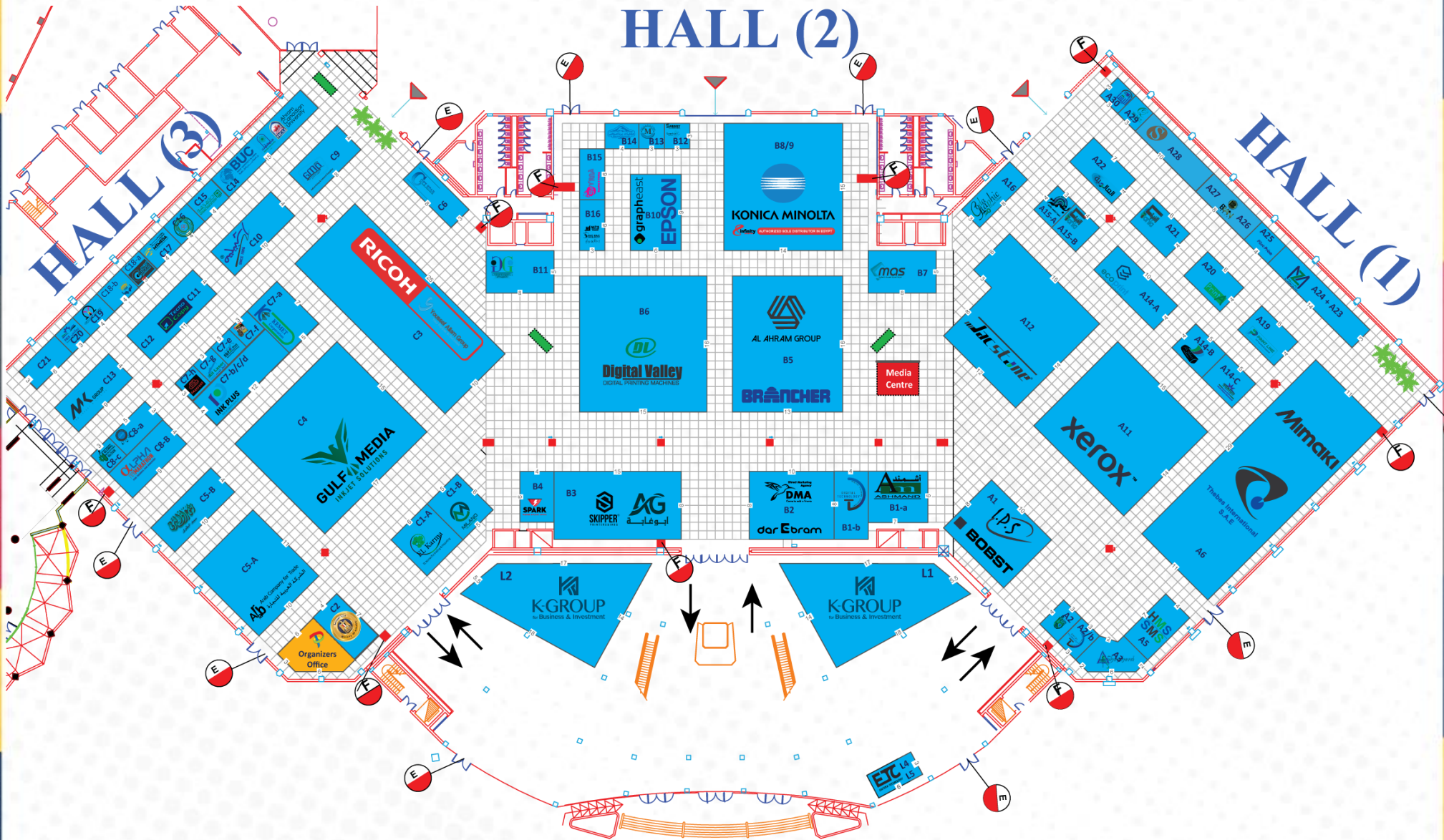
All Local and International buyers who classified according to the following categories targeted

- 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.

HALL (2)



2025 Show Summary

17949

Trade Visitors



8500 Sqm

Exhibition Space



1371

International Visitors



250

Exhibitors



24

Visitors Countries



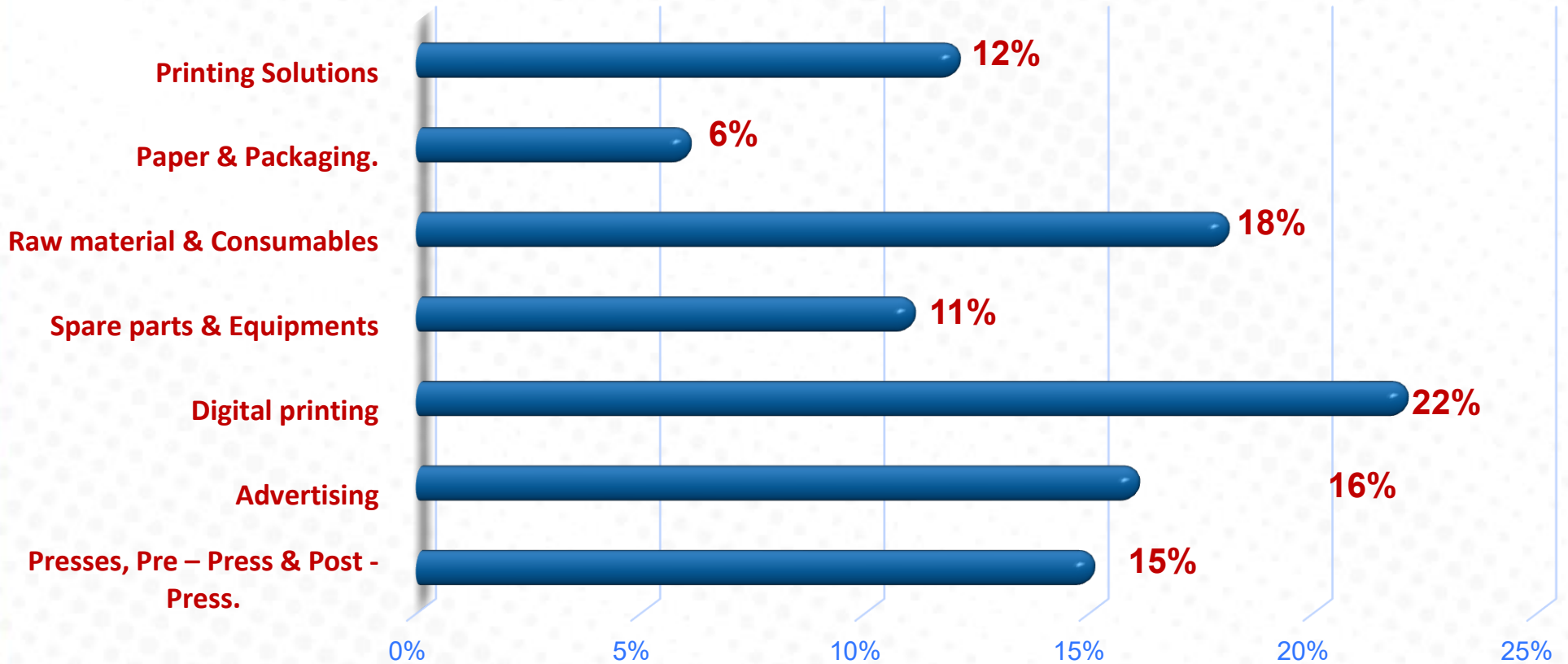
17

Exhibiting Countries

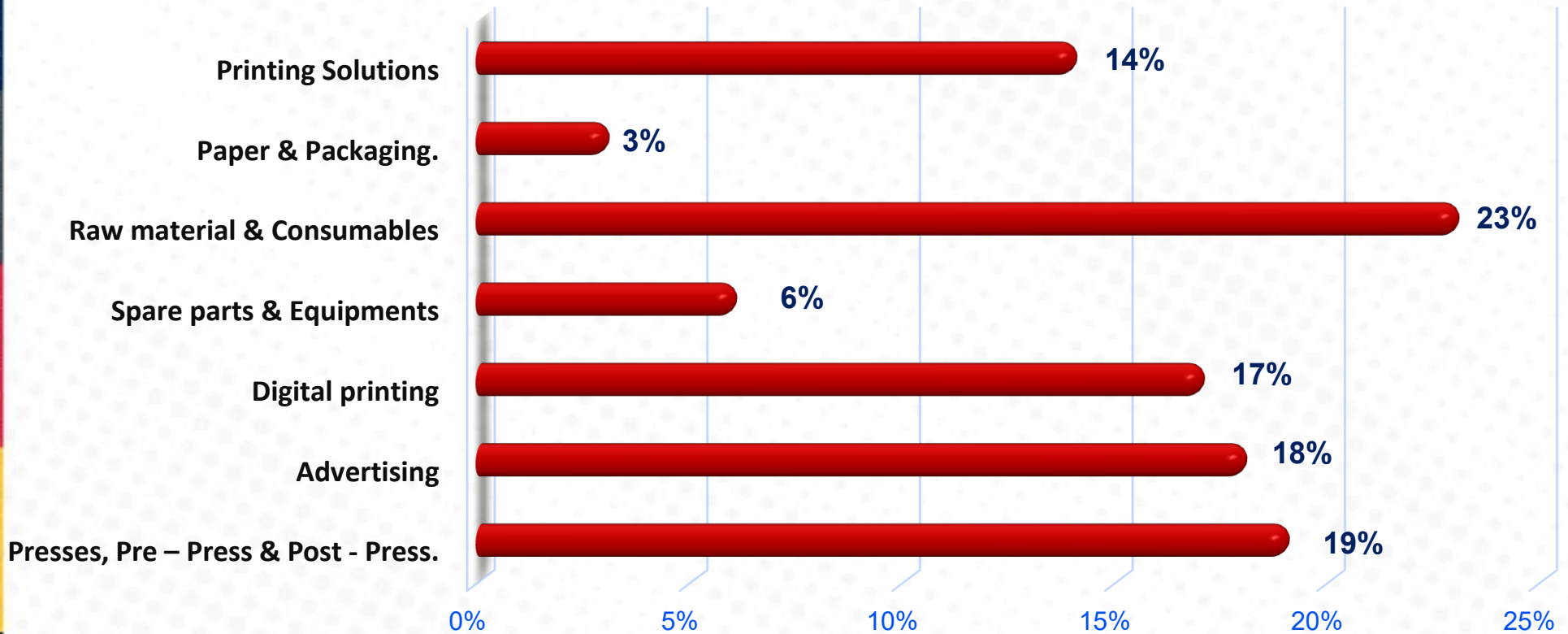



Season **12**
TechnoPrint
Create, Print & Inspire
19-21 JUNE 2025

Exhibitors Categories

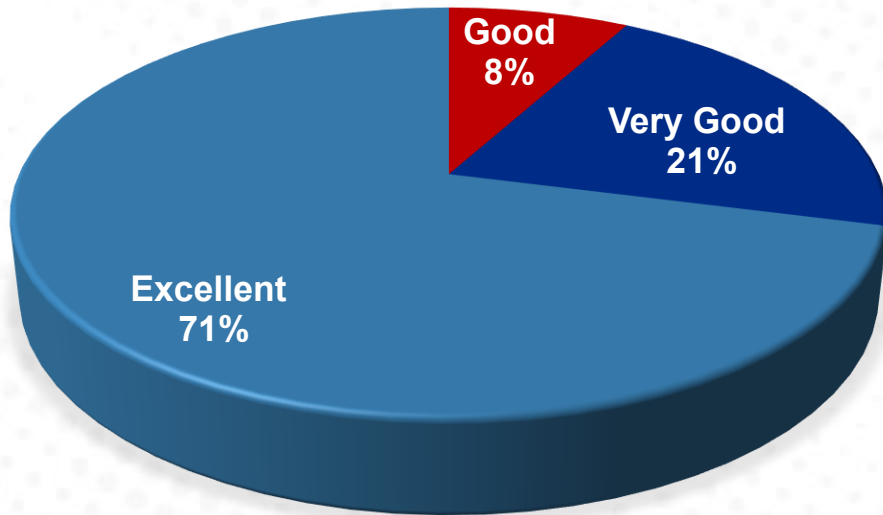


Visitors Categories

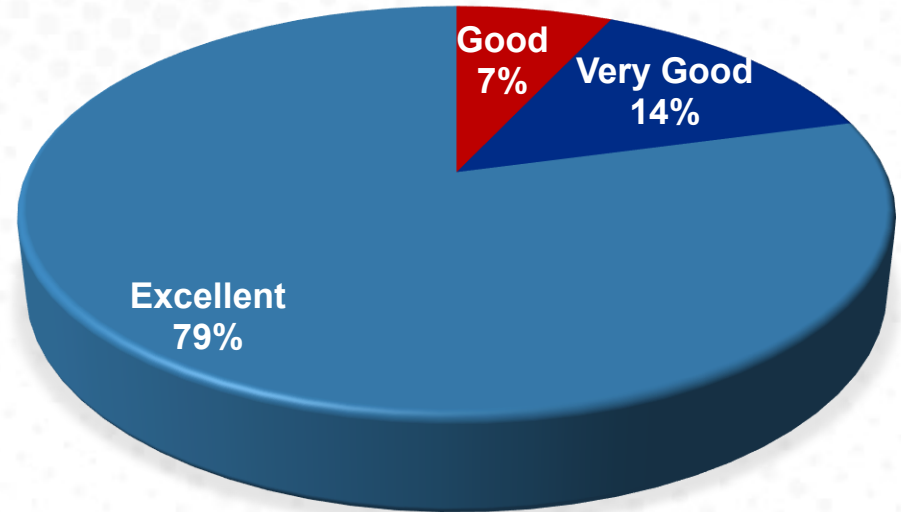


Exhibitors Feedback

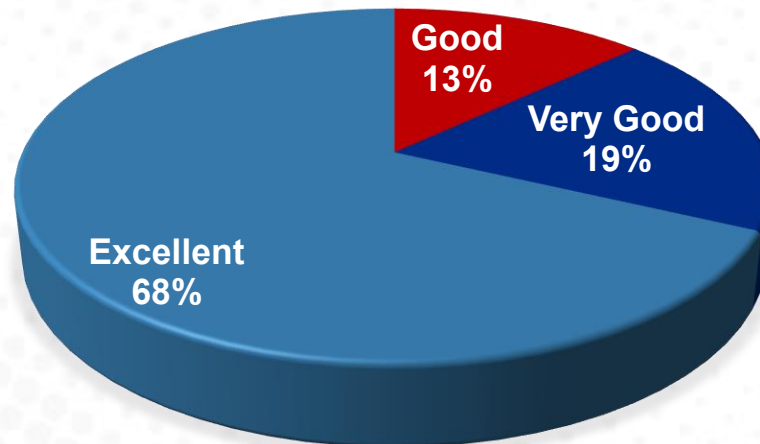
HOW EXHIBITORS RATED THE EXHIBITION



HOW EXHIBITORS RATED THE QUALITY OF VISITORS

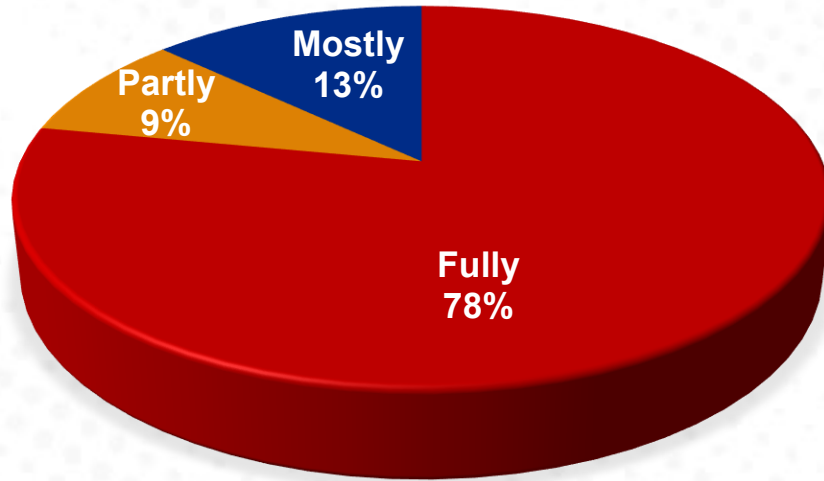


HOW EXHIBITORS RATED THE QUANTITY OF VISITORS

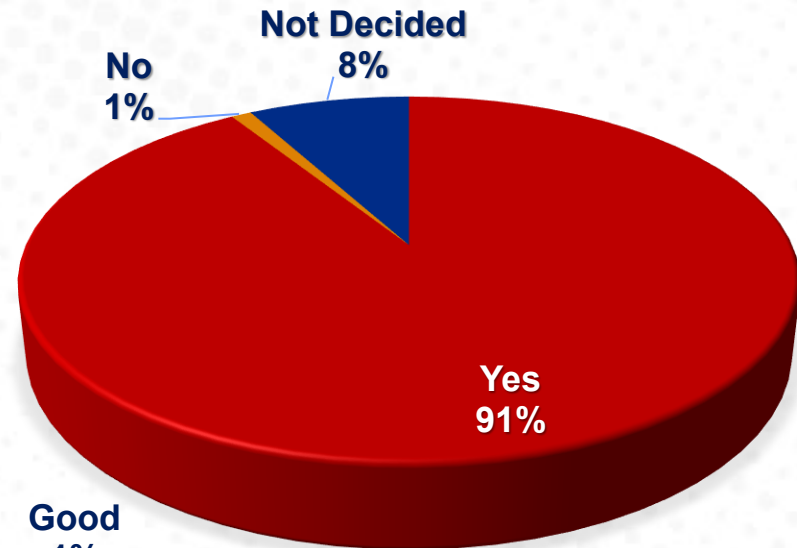


Exhibitors Feedback

DID EXHIBITORS MEET RELEVANT CUSTOMERS ?



HOW EXHIBITORS PLANNING TO PARTICIPATE IN THE NEXT EDITION



HOW EXHIBITORS RATED THE ORGANIZING OF THE SHOW

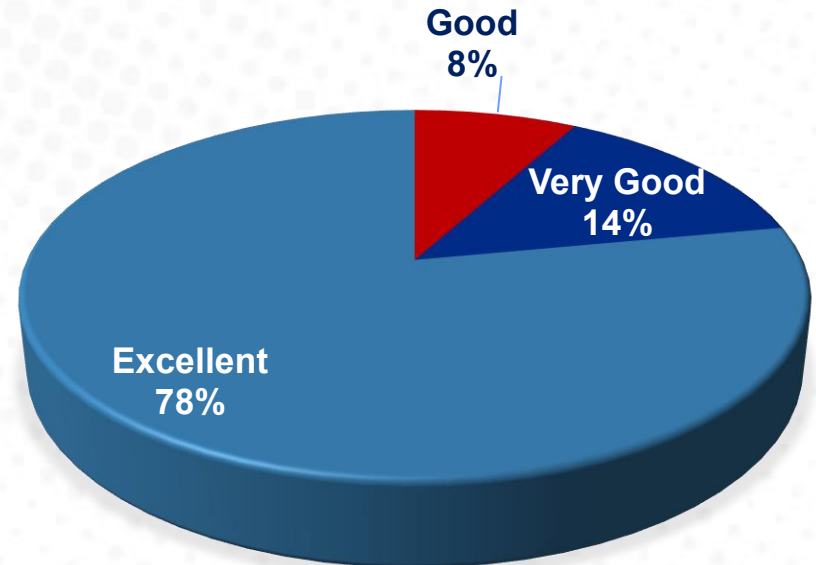


Visitors Feedback

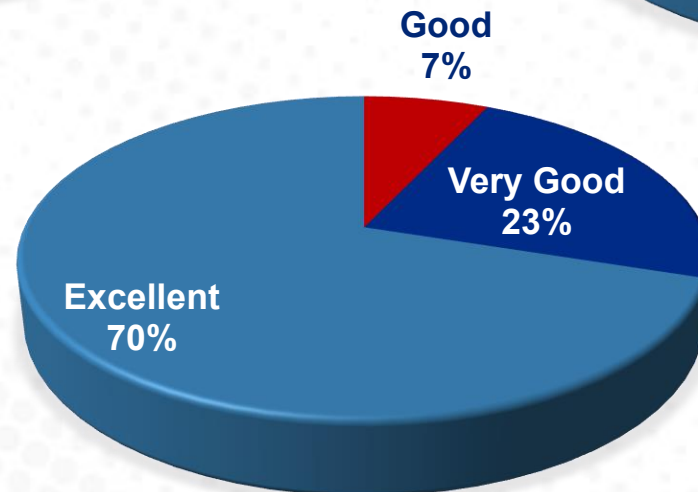
HOW VISITORS RATED THE EXHIBITION



HOW VISITORS RATED THE QUALITY OF EXHIBITORS

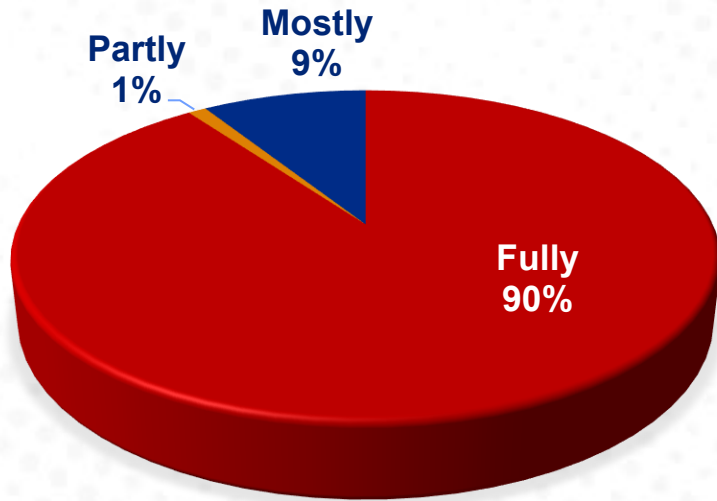


HOW VISITORS RATED THE QUANTITY OF EXHIBITORS

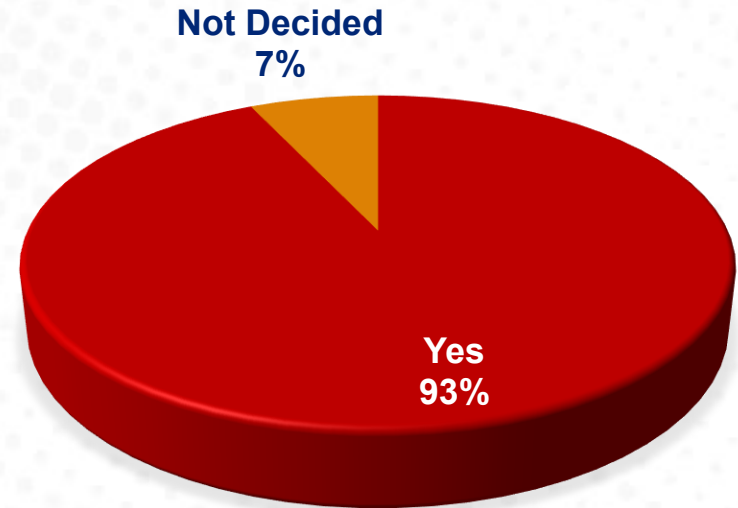


Visitors Feedback

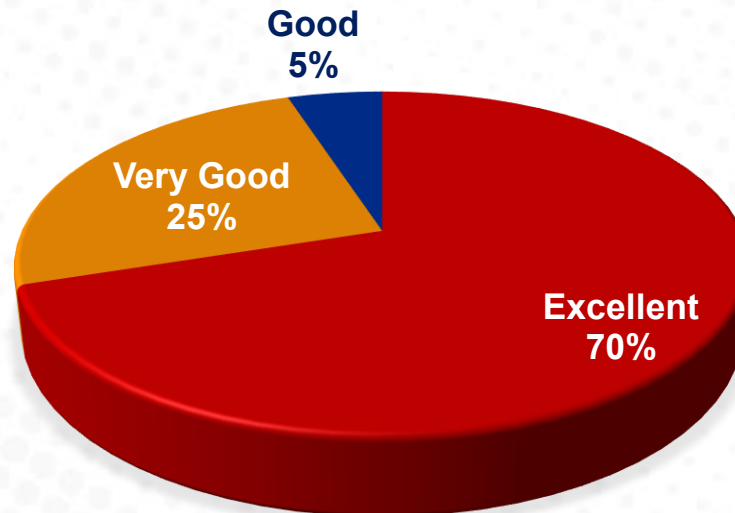
DID VISITORS MEET RELEVANT CUSTOMERS?



HOW VISITORS PLANNING TO VISIT THE NEXT EDITION



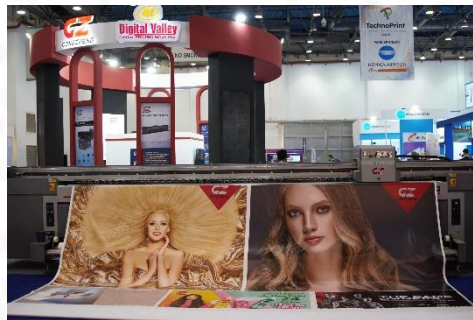
HOW VISITORS RATED THE ORGANIZING OF THE SHOW



Media Gallery



Media Gallery



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

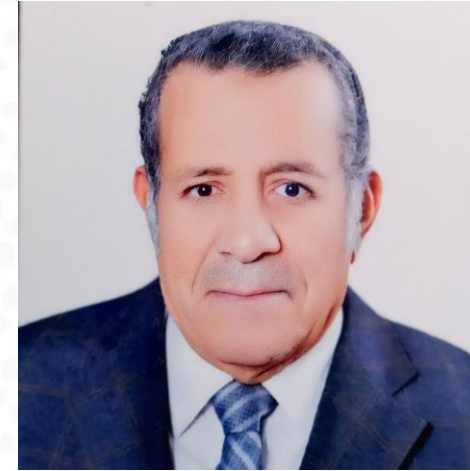


TESTIMONIALS

“ 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



Marketing Campaign

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

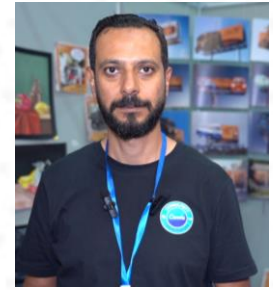
Below is an outline of the main marketing campaign and PR activities”

Outdoor Advertising



Marketing Campaign

Media Coverage



Email & SMS Marketing



Direct Invitations Mail



Daily Printed Expo Magazine



Official Directory



SOCIAL MEDIA POSTS

Views **5.8M** ↑ 84.7K%

Reach **3M** ↑ 110.3K%

3-second views **451.7K** ↑ 210.0K%

1-minute views **3.6K** ↑ 357.2K%

Content interactions **19.8K** ↑ 8.1K%

Watch time **89d 9h** ↑ 173.2K%

لسه طالب؟ أو خريج... جديد؟ وتدور على فرصة...

Wed May 28, 2:14am

713.4K 298 3 8

Technoprint

Mon May 19, 11:33pm

393.8K 1.2K 114 149

تكنوبرنت 2025... من كل قارات العالم... الصناعة جاية عندك...

Fri May 9, 10:00am

371.9K 618 131 55

بداية الرحلة هل أنت... هل أنت؟ هل أنت؟

Sun May 25, 8:25am

220.1K 858 176 89

قعدة رايقة... وكلام مهم! إيه اللي بيحصل لما..

Sat Jun 7, 6:27am

211.6K 180 13 17

هل مستعد تبدأ؟ Ready to Start?

معرض تكنو برنت

من ١٩ إلى ٢١ يونيو ٢٠٢٥

مركز القاهرة الدولية للمؤتمرات - مدينة نصر

محطة ورش العمل والجلسات التدريبية

Workshops & Training Sessions

محطة الطباعة الرقمية

Digital Printing Station

محطة الطباعة ثلاثية الأبعاد

3D Printing Station

محطة UV والطباعة الصناعية

UV & Industrial Printing Station

محطة الأوفست

Offset Printing Station

محطة تصميم وتطوير عبوات التغليف

Packaging Design & Development Station

محطة السلك سكرين

Screen Printing Station

محطة صناعة الإعلان والتقنيات الجديدة

Advertising & New Technologies Station

محطة السابلميشن والنقل الحراري

Sublimation & Heat Transfer Station

محطة قطع الغيار والصيانة

Spare Parts, Materials, and Maintenance Station

محطة الروتوجرافيو

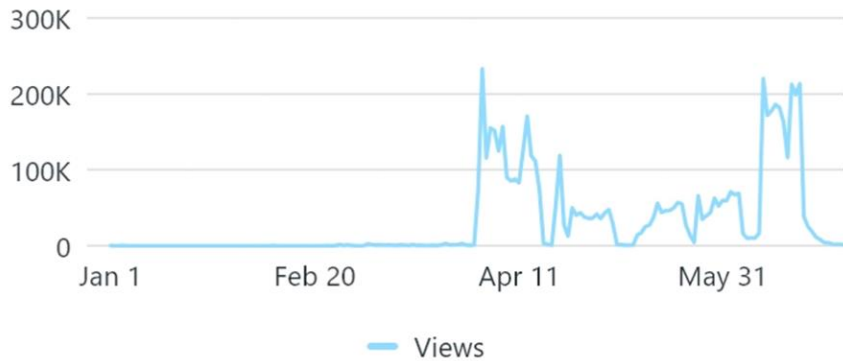
Rotogravure Printing Station

SOCIAL MEDIA PRESENCE

Views ⓘ

Export ▼

5,821,291



Reach ⓘ

Export ▼

3,022,522 ↑ 224.3K%



SOCIAL MEDIA PRESENCE

Visits ⓘ

Export ▼

84,294 ↑ 9.5K%



Follows ⓘ

Export ▼

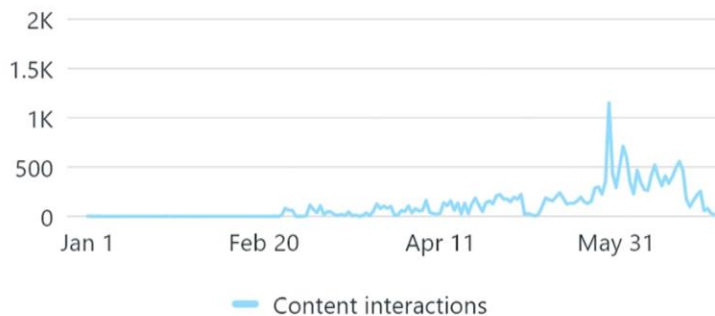
3,802 ↑ 13.5K%



Content interactions ⓘ

Export ▼

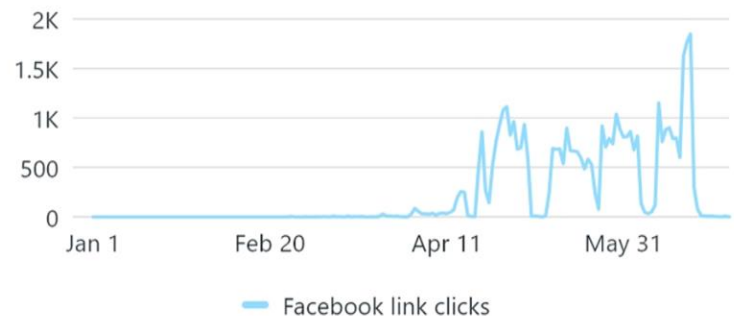
19,999 ↑ 124.9K%



Link clicks ⓘ

Export ▼

41,468 ↑ 100%



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 ومستلزماتها
PRINTING INDUSTRIES CO-OP



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

Co-Organizers & 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 planned 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.



ECTECTM
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.

Contact Us

ECTEC™

Egypt China Technology and Exhibitions Center

埃中科技展览中心



Website

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Season ▶

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www.technoprintexpo.com