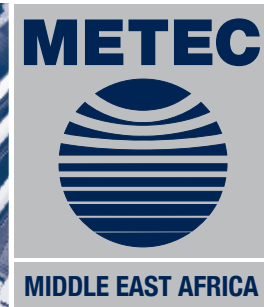


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Held in conjunction with:



02-04 September 2023

Egypt International Exhibition Center, Cairo - Egypt

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The Global Platform Wire / Tube / GIFA / Gifa ME 2023 with Metal & Steel ME 2023 **MORE BIGGER..... MORE STRONGER**

Metal & Steel / FABEX ME 2023 alongside with the Global platform Tube / Wire / Gifa / Metec Middle East Africa 2023 was inaugurated by Dr. Mohamed Abdel Karim - Chairman of Industrial Development Authority on behalf of the Ministry of Trade and Industry, Dr. Alaa Ezz - Secretary General of the Federation of Chambers of Commerce, Mr. Ayman El Ashry – Chairman of the Cairo Chamber of Commerce, Mr. Walid Gamal Elden – Chairman of Export Council for Building and Metallurgy Industries, Mr. Dr. Thomas Kaup -General Secretary / Board Member of German Association of Wire and Cable Machine Manufacturers (VDK), Mr. Don Neville – Chairman of International Wire and Machinery Association (IWMA), Mr. Dr. Kurt Eder - President of Austrian Association of Wire and Cable Machine Manufacturers (VOEDKM) and Mr. Bernd Jablonowski - Executive Director Messe Düsseldorf.



The 3-days global exhibition was a huge success, It delivered what it promised and exceeded exhibitors' expectations: the world's and most relevant tube and wire trade fair set standards, connected the industry on a global level and acted as both a marketplace and content hub. Visitors from 23 countries, 374 exhibitors from 19 Countries showcased the power and creativity of the industry with their new products, technologies and solutions. What was easy to see were the numerous impulses, ideas and concrete business deals which it will be implemented over the coming years

The events together were a great start to Messe Dusseldorf to start business in the Middle East and was the best place to meet or catch up with industry professionals, buyers and colleagues, find out the latest info on who or what is influencing the market and keep current on the latest trends and predictions for future success in the industry. The event offered new products' zones, new technologies and innovative products, including the very latest technologies, machinery, equipment and supplies that are needed in the regional Steel & metal works market.

Today, the exhibition serves as a global platform to establish crucial connections in steel, tube, wire, cable, foundry industries. The event connects elites, innovators, suppliers, manufacturers, fabricators for better business growth.

Thank you all for making all the last years a success.

We look forward to welcome you in 2025.



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2023 Exhibition Facts & Figures

374
Exhibitors
and
co-exhibitors

14060
Registered
Visitors

23
Visiting
Countries

15.070
m2
Area

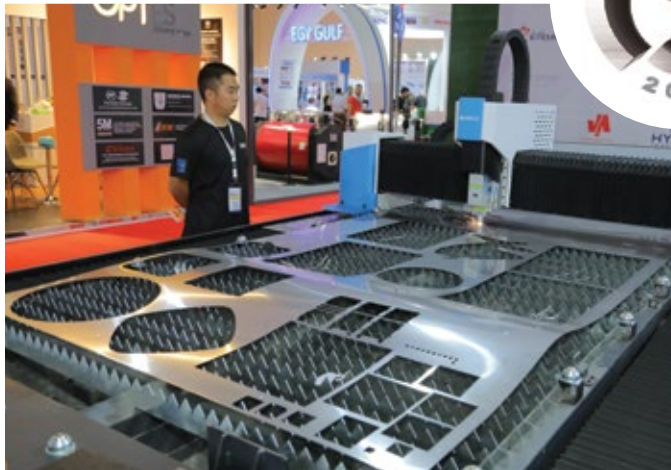
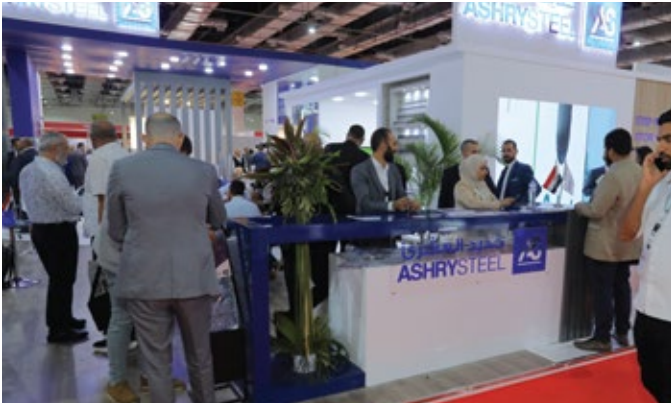
6
National
Pavilions



WHERE KEY MANUFACTURING BUYERS,
ENGINEERS AND MANUFACTURERS
GO TO FIND, SPECIFY
AND PURCHASE NEW EQUIPMENT



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EXHIBITORS OVERVIEW

2023 edition welcomed 374 participants from 19 countries. It has reported impressively and reinforced its position as the global platform for the exchange amongst all players in the event sectors, related process industries and all user industries.

The 13th edition had a significant focus segments; it had a remarkable increase of exhibiting companies in the steel, steel fabrication, steel structure, tube, Wire, cable, CNC & welding sectors, making significant contributions to trading targets of exhibiting companies and affected on the target visitors range. It has delivered a unique experience for exhibitors to develop business relationships.

According to most of the exhibitors interviewed, during the 3 days event they met competent people who were determined to enter into, explore new markets, and maintain commercial dealings at Metal & Steel Middle East and WIRE TUBE Middle East were a prominent ray for doing business in the region.

INTERNATIONAL PARTICIPANTS



Austria



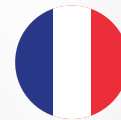
Belgium



China



Egypt



France



Germany



India



Italy



Morocco



Spain



Sweden



Switzerland



Taiwan



Turkey



UAE



UK



USA



Poland



Russia



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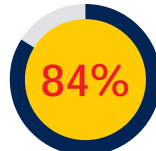


WHAT EXHIBITORS SAID!



HOW WOULD YOU RATE THE EXHIBITION MANAGEMENT?

Of exhibitors rated the exhibition management as "Very Good" or Good.



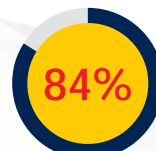
HOW SATISFIED WERE YOU WITH THE EXHIBITION OVERALL? Of exhibitors were satisfied or very satisfied with the exhibition overall.



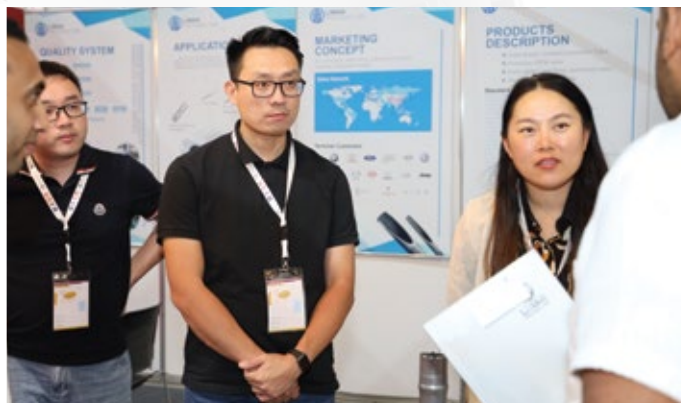
HOW WOULD YOU RETURN BACK? Of exhibitors stated that they certainly or possibly will participate at the exhibition in the future.



HOW WOULD YOU RATE THE QUALITY OF VISITORS? Of exhibitors were satisfied or very satisfied with the quality of visitors at the exhibition.



HOW WOULD YOU RATE THE HOSTED BUYERS? Of exhibitors had at least 3 meetings with hosted buyers at the event.



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VISITORS OVERVIEW

14060

Visitors

83.2%

Local

16.8%

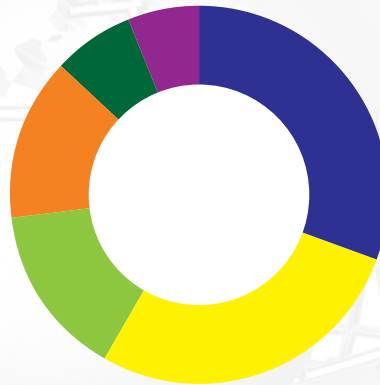
International
& Regional

23

Countries

The 13th edition of Metal & Steel Middle East alongside The global platform Wire Tube Middle East registered during the three days 14060 visitors and 7054 unique visitors had attended from 23 countries including: Egypt, Saudi Arabia , Turkey , China, Sudan, UAE, India , Syria , Yemen , Libya, Algeria, Palestine, Jordan, Morocco, Italy, Spain, Russia, Bahrain, Iraq, Germany, US, Portugal, Lebanon, Guinea, Tunis, Angola, Somalia, Cameron , Uganda, Ethiopia, Japan, France, Bella Russia.

MAIN REASONS FOR VISITING

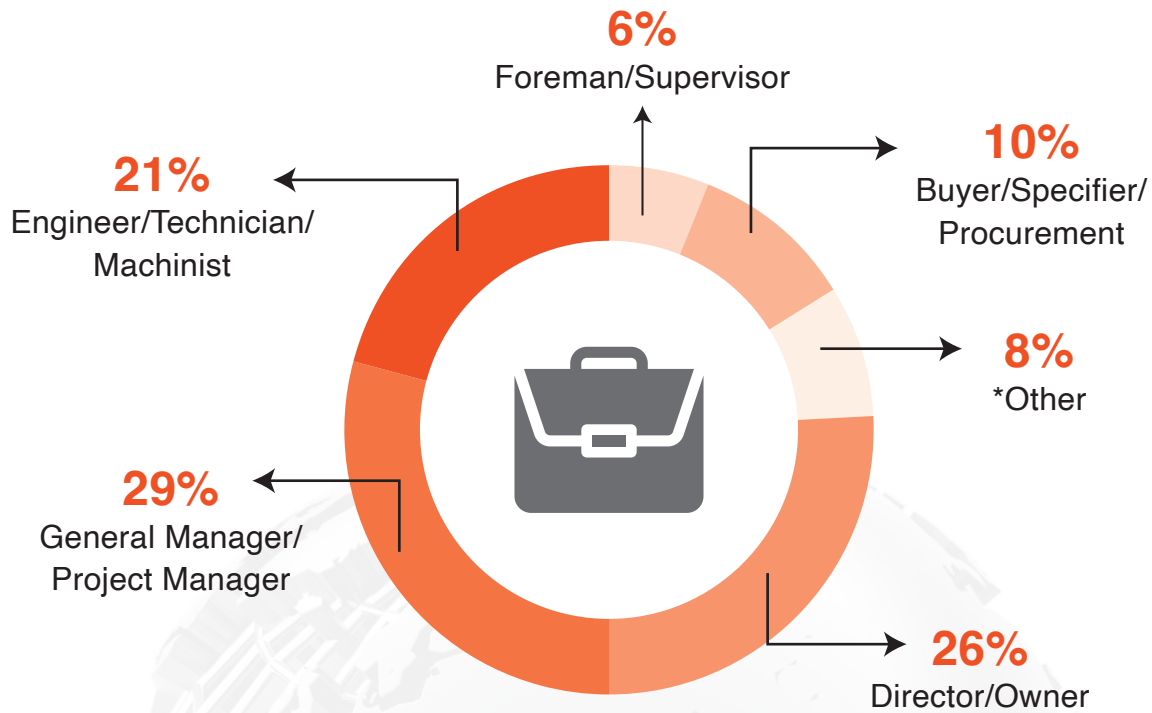


Find new product suppliers	82%
Keep up to date with new products and innovations	76%
Meet up with colleagues in the industry/networking	42%
Compare products with a view to placing orders later	36%
Assess the possibility of exhibiting	18%
Place an order at the event	14%

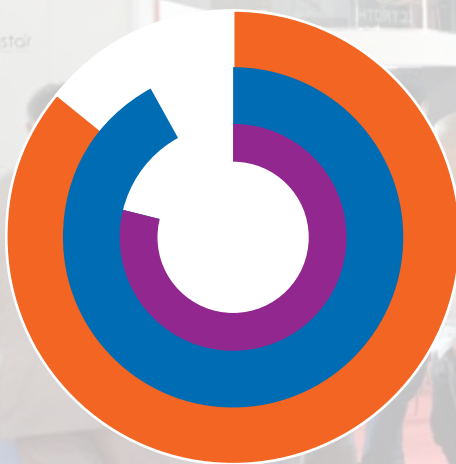
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VISITORS BY JOB FUNCTION



Visitor Feedback



86%

Plan to visit the show next year again

92%

Are satisfied with the show

79%

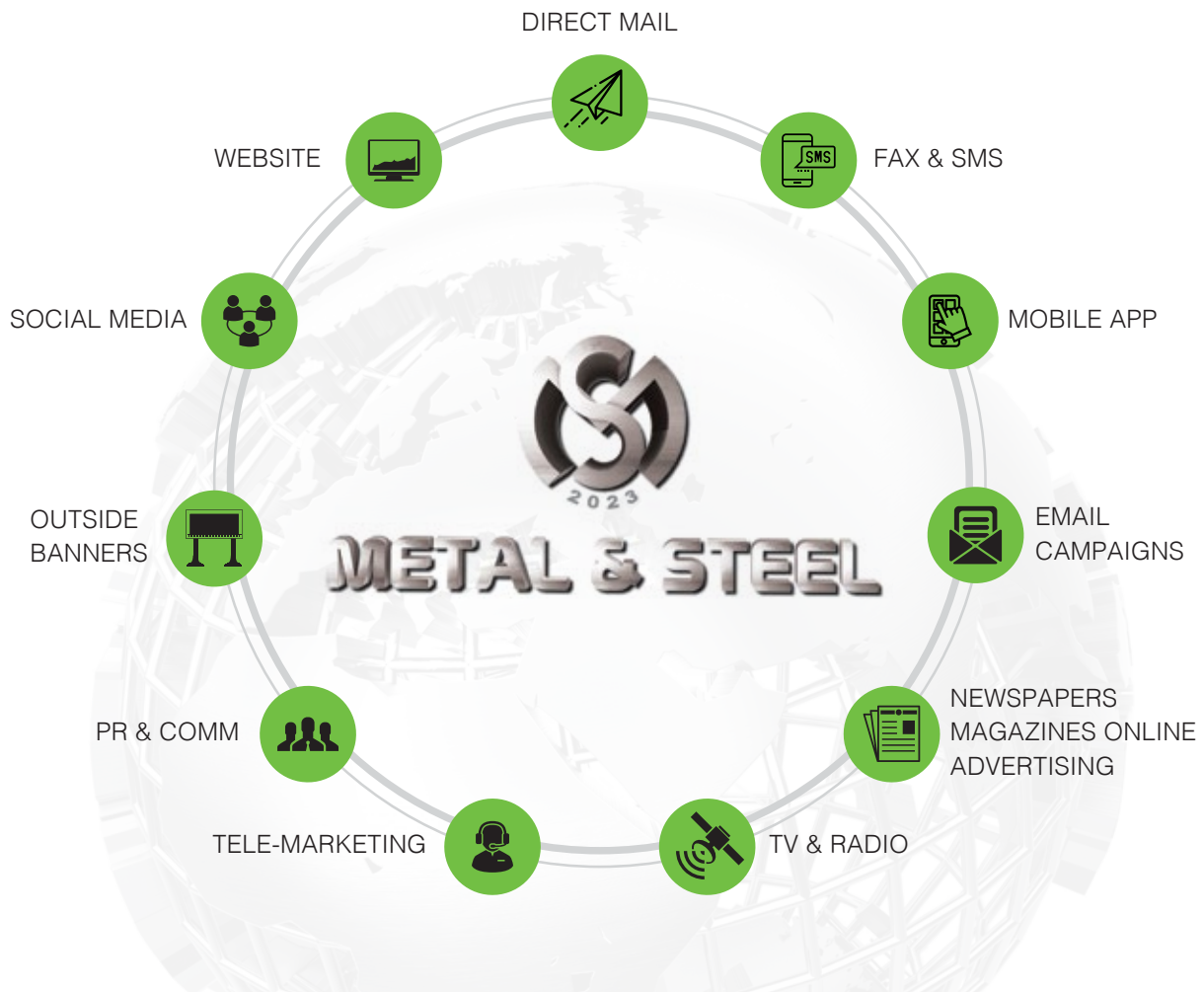
Recommend the exhibition

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MARKETING MEDIUMS

Metal & Steel Middle East / Wire Tube Middle East effective marketing campaign targeted professional local, regional and international visitors. The campaign penetrated successfully the entire marketing channels and delivered the highest possible return on investment:



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Thank You

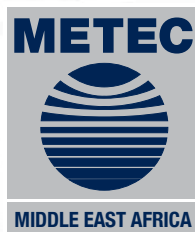
SEE YOU NEXT EDITION

2025



METAL & STEEL

FABEX
Middle East 2025



Grab The Opportunity Now!



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Website: www.arabian-german.com