



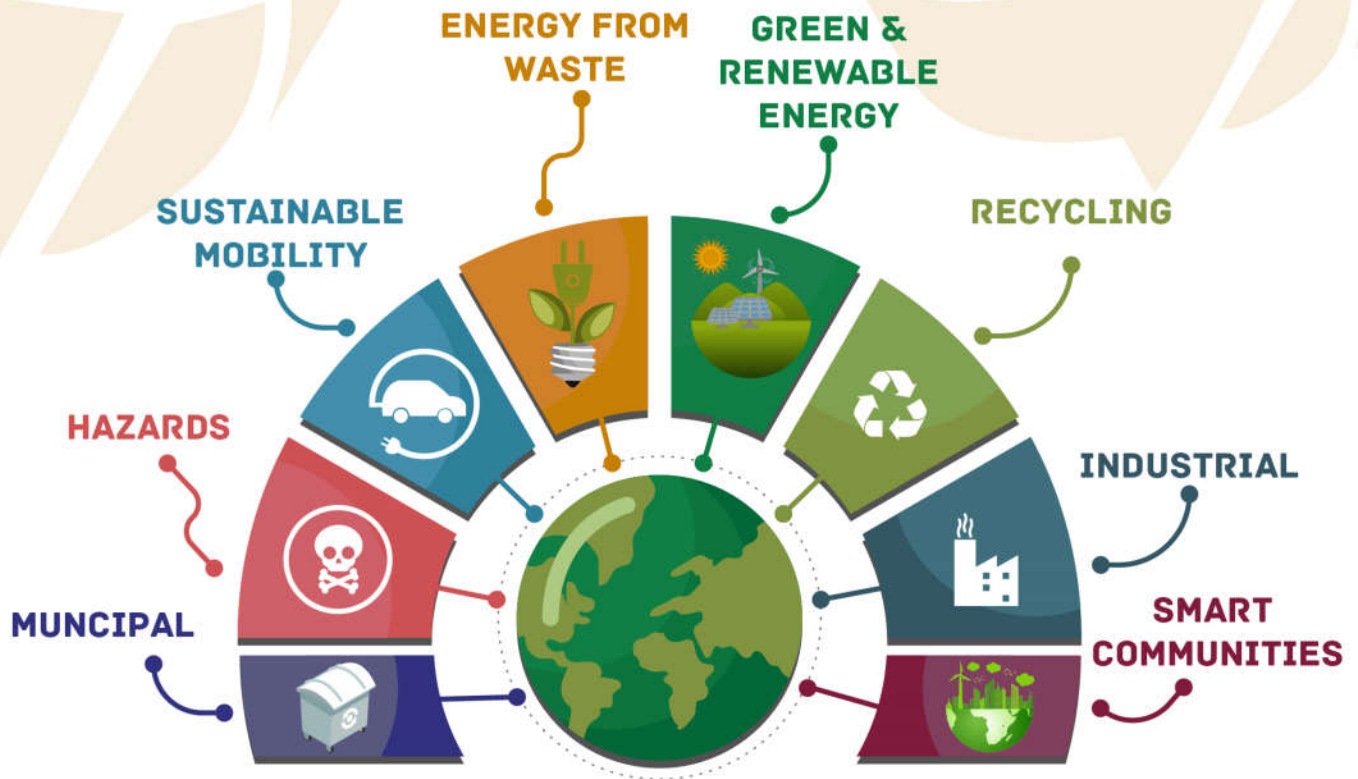
EGY WASTE & RECYCLING EXPO

**28-30
MARCH 2020**

**EGYPT INTERNATIONAL
EXHIBITION CENTER . EIEC**

THE 4TH INTERNATIONAL ENVIRONMENTAL EXHIBITION & CONFERENCE FOR :

- SOLID WASTE & RESOURCES MANAGEMENT
(AGRICULTURAL - MUNICIPAL - INDUSTRIAL - HAZARDS & URBAN WASTE)
- ENERGY EFFICIENCY
(GREEN & RENEWABLE ENERGY - ENERGY FROM WASTE - R.D.F)
- SUSTAINABLE CITIES
(SMART COMMUNITIES - SUSTAINABLE MOBILITY)



TOGRTHER TOWARDS A GREENER ECOSYSTEM

WELCOME MESSAGE



Eng. General
Wesam Swelam
CEO - ATF

Al Awael for International Trade Fairs & Exhibitions (ATF) has the pleasure to invite you to the biggest international environmental conference and exhibition in Egypt - EGY-Waste & Recycling Expo & Conference (EWRE) - in its fourth round which will be in March 28th-30th at Egypt International Exhibition Center (EIEC).



Burullus Power Plant

EWRE is one of the leading environmental events in Africa and MEA Region for Solid Waste & Resources Management (Agricultural - Municipal - Industrial - Hazards & Urban Waste), Energy Efficiency (Green & Renewable Energy - Energy from Waste - Refuse-derived Fuel (RDF), Sustainable Cities (Smart Communities - Sustainable Mobility).



Beni Sueif Power Plant



New Capital Power Plant

Considering the budget allocated to running and planned environmental mega projects in Egypt and other countries in the MEA region, EWRE 2020 will be the best networking hub gathering all environmental professionals specially in waste management & recycling processes, that makes EWRE 2020 the perfect connecting point between manufacturing technology providers in Europe, USA, the Far East and the potential customers in Egypt & MEA Region looking for such technologies for their existing and planned projects.

MAKE YOUR RIGHT DECISION AND DON T MISS THIS GREAT OPPORTUNITY AND JOIN US NOW IN EWRE 2020

WHY TARGET THE MIDDLE EAST & AFRICA (MEA) MARKET?

The Gulf is comprised of a mixture of markets that are rich in resources and finances, whereas Africa lacks technologies while it has great resources, as for the rest of the Middle East it is rich with technologies that they want to invest in other countries. The Middle East & Africa (MEA) is located in the heart of the world, which makes logistics easy to manage and in turn facilitates trading and international business relations. Moreover, in Paris Climate Summit, the agreement set out a global action plan to put the world on track to avoid dangerous climate change by limiting pollution and encouraged different countries to reduce their pollution through environmental developments, this has put a commitment on all countries to abide by and contribute to this global plan.

EGYPT'S MARKET



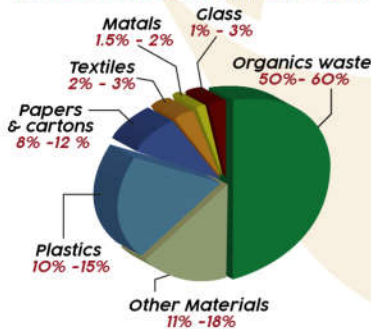
As an important country playing a major role in the MEA region, Egypt has positioned itself to occupy a fundamental place in the global economy. The trade liberation, exports promotion and Foreign Direct Investment (FDI) as well as the international development are the corner stones for enhancing Egypt's competitiveness. Egypt population is now 99 million, the urban population represents 75% of the total number of the population. Researchers estimated that the value of investment in environmental fields will provide about 25 billion dollars annually. According to the World Bank data, solid waste managements in Egypt costs annually between 32.4 and 37.3 million dollars.

MEA MICROECONOMI AND AGGREGATE DATA

	2009	2010	2011	2015
GDP GROWTH %	2.7	4.8	3.4	4.2
GDP GROWTH, PER HEAD %	4.6	4.2	4.8	4.8
POPULATION, MN	400.3	407.9	415	425
GDP (US\$ BN AT MARKET EXCHANGERATES)	2.301	2.750	3.100	3.350
GDP PER HEAD (US\$ AT MARKET EXCHANGERATES)	5.641	5.700	6.200	6.350
IMPORTS OF GOODS & SERVICES (US\$ BN)	501.40	510.02	560.33	627.57

SOURCE: NATIONAL AUTHORITIES AND IMF STAFF CALCULATIONS AND PROJECTION FOR 2019

AVERAGE OF SOLID WASTE TYPES PRODUCTION PER/YEAR

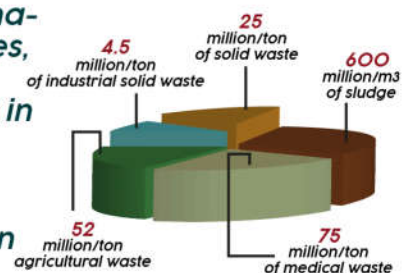


In addition to the above, the Egyptian President H.H Abdelfattah El Sisi has given the environmental file a top priority in his declaration for Egypt vision of 2030 for sustainable development which has shown a great interest in all environmental sectors, which pushed the Egyptian government to liberate and implement many new laws and regulations aiming to achieve this vision where a circular economy strategic plan has been announced where:

- A national waste policy and strategy has been developed and declared.
- Operator models for waste collection and recycling are currently being piloted.
- Alternative financing modules & partnerships started to be implemented.

With the new mega projects being implemented such as (Suez Canal New South Industrial Zone, 2.5 million hector for land reclamation, New Administrative Capital and other new urban communities, Suburbs replacements, new smart cities), the demand for new technologies and solutions in environmental fields in general and in waste management & recycling in particular has dramatically raised, with many new business opportunities for large, medium and small companies as well as Startups. Along with the governmental regulatory controls, awareness campaigns that have been held to lead to behavioral changes that showed already slight positive impacts, Egypt now is a very potential promising market in environmental businesses.

AVERAGE OF SOLID WASTE TYPES PRODUCTION PER/YEAR



WHY EXHIBIT ?

Al Awael International Trade Fairs (ATF) being one of the professional exhibitions and conference organizers is paying a great attention in defining the targeted clients for its exhibitors and delivering an effective media campaign, investing its vast experience, capabilities and strong relationships to attract the targeted audience via its wide connections with the governmental parties and leading private sector organizations. ATF analyzes the business market and tries to collect updated and accurate figures and statistics, which enables us to see the challenges facing this market and providing solutions.

Waste Management and Recycling has started to be a priority on the government agenda especially that Egypt's President H.H Abdel Fattah El Sisi has shown interest in the environmental file in the declared vision for 2030. Therefore, the importance of holding EGY-Waste & Recycling Expo (EWRE). EGY-Waste was previously held for three successful rounds where both local and international exhibitors have participated. Here are some of the important reasons for you to exhibit :



EWRE is your ideal networking hub to meet new national and international clients, new contacts and share expertise, display your products, materials, technologies, tools and solutions that have proven their efficiency in the market.

EWRE is the only specialized environmental exhibition in Egypt that covers all sectors of Solid waste and resources management, energy efficiency and sustainable cities, making its visit very essential to all environmental professionals.

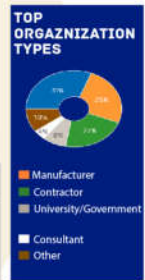
EWRE is aware of the financial challenges that are needed to support your business hence, many of financial institutions, banks and other international associations that supports funding environmental projects are actively participating in the exhibition and conference which gives start-ups, small and medium size companies who are looking for expanding their business the opportunity to sign new business partnerships.

EWRE hosts professional visitors/buyers from Egypt, Gulf, Africa and other international countries, which gives you the opportunity to meet face-to-face with your potential customers and get immediate feedback about your products and services.

EWRE has a great support from different governmental bodies regulating the waste sector (Ministry of Environment, Ministry of Local Development, etc...) so you have the optimum opportunity to network with government decision-makers, **EWRE** also recognizes the importance of the private sector as it attracts business leaders, decision makers and environmental concerned parties in the private sector such as (construction, industry, agriculture, hospitality).



93% OF ATTENDEES ARE QUALIFIED BUYERS/INFLUENCERS



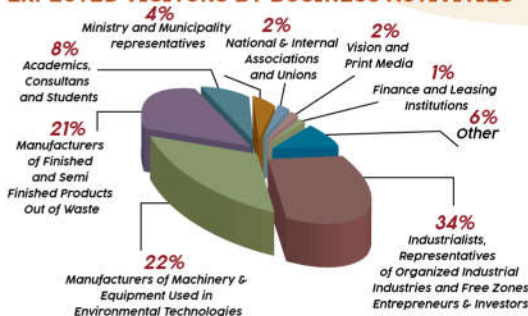
EXHIBITORS AGREE

89% IMPROVED RELATIONSHIPS WITH CURRENT CUSTOMERS

85% INCREASED COMPANY'S VISIBILITY IN THE INDUSTRY

76% REACHED NEW QUALIFIED CUSTOMERS

EXPECTED VISITORS BY BUSINESS ACTIVITIES



EWRE hosts different matchmaking and B2B meetings as a chance to connect with new agents, distributors and trade bodies

EWRE allows you to share best practices, expertise, innovations and market trends with National and Multinational Exhibitors that helps you in finding effective solutions for increasing sales and new opportunities for market expansion trends.

EWRE Raises the visibility of your brand to serious buyers from the region. (Through investing, different sponsorship packages including workshops, etc...)

Stay ahead of your competitors & do not miss out the opportunity of exhibiting in this promising innovative market, and take your place at the EWRE 2020.

HOW EGY-WASTE & RECYCLING EXHIBITION ATTRACTS VISITORS ?



At EGY-Waste & Recycling Expo we are looking to maximize the Return on Investment (ROI) for all participants (Exhibitors & Visitors) and this is achieved by the following tactics:

➤ Holding major targeted integrated media and promotional campaigns (national and international) :

- Identifying our audience, analyzing interest trends to create an efficient marketing plan
- Focus on digital marketing through advertising on waste specialized websites, international recycling events websites, online trade magazines, etc...,
- Egypt's key newspapers (Al- Ahram Daily Newspaper, Alborsa), Gulf specialized magazines, International environmental magazines, trade magazines such as Stream, World of Packaging and many guides such as Egydir, the Egyptian Industrial Guide etc...,
- Radio advertising and promotional campaign such as Radio Misr in premium times.
- Press Releases
- Social media advertisement campaigns using Facebook, E-mail Shots, Twitter, etc...
- Sending digital invitations to potential buyers.
- Search Engine Optimization (SEO)
- Outdoor marketing campaigns



- International agents and representatives that support in promoting our event internationally informing international trade partners via our foreign representatives abroad attracting both exhibitors and visitors attracting international visitors by international agents agreements, international trade offices etc....
- Direct mailing to 10,000 plus trade visitor invitations to potential visitors from Egypt & the MEA region.
- Providing different sponsorship packages that suits different budgets to brand our sponsors.
- Personal visits to key customers and industrial centers.
- Investing the existing governmental bodies contribution and support in the event to encourage their affiliates to attend or visit the exhibition.
- Diversity in exhibitors leads to attracting different visitor types
- Facilitate transportation from and to the exhibition venue with the support of our sponsors
- The existence and contribution of financing organizations supports in attracting visitors
- Contribution of entrepreneurs, NGO's and startups in the exhibition expands the segments of visitors interests

EXHIBITOR PROFILE :

SOLID WASTE

- Recycling Equipment for (Plastic, Paper, Metal, Glass, Wood, Electrical & Electronic Waste, Textile, Battery, End of Life Vehicles and Construction waste)
- Washing, drying and separation equipment
- Shredding, pressing, briquette making equipment
- Waste management processes
- Raw Materials, semi-products and marketable products produced from recycling
- Incineration plants for solid and hazardous waste
- Thermal, biological, medical and mechanical treatment
- Landfilling equipment & Measurement systems
- Recycling systems, technologies, plants
- Waste Collection Units



AGRICULTURE WASTE

- Compactors
- Agriculture waste recycling equipment, machines & tools
- Composting equipment
- Composting systems & technologies



MUNICIPALITY WASTE

- RDF
- Intractable wastes (plastic film, non-recyclable packaging materials)
- Food wastes
- Yard wastes
- Composite waste (clothing and plastics)
- Product packaging materials
- Market wastes
- Plastic containers



CONSTRUCTION & DEMOLITION RECYCLING

- Crushing equipment
- Collecting equipment
- Transportation



WASTE TO ENERGY

- Equipment & tools
- RDF
- Wood pallets
- Biogas Technology and Equipment
- Biodiesel Technology and Equipment



GREEN AND RENEWABLE ENERGY

- Solar energy technology and equipment (solar panels)
- Wind energy (turbines to capture moving air for energy)
- Hydropower (harnessing moving water to create power)
- Geothermal energy (converting the heat created deep in the Earth to energy)
- Biomass (decomposing material, decomposing equipment)
- Renewable Energies
- Geothermal Energy Technology and Equipment
- Thermal Treatment Technology and Equipment
- Isolation Materials and Application
- Cogeneration Systems
- Compactors



ACCIDENTAL PREVENTION, WORK SAFETY & RISK MANAGEMENT & SAFETY EQUIPMENT

- Alarm and Warning Systems
- Gas Detectors
- Fleet Safety
- Hazardous waste management
- Bio Medical & Biodegradable waste management
- Refuse Truck Bodies and Chassi
- Protective Clothing
- Signs and Guidance Signs
- Risk Management
- Safety Equipment

GENERAL EQUIPMENT & TOOLS

- Truck Mounted Vehicles, Loaders and its equipment
- Excavators and Crushers, Shredders
- Compactors, Hydraulic Components
- Loading and Stacking Vehicles, Storage & containers
- Alligator Shears
- Baler Shears
- Briquetters / Briquette Presses
- Cable Recycling Equipment
- Conveyors
- Cutters & Saws
- Dosage Systems
- Dust Extraction/ Suppression
- ELV/Vehicle Depollution Machinery & Equipment
- Glass Recycling Machinery & Equipment
- Green Waste Recycling Plant & Machinery
- Hammer Mills
- High Pressure Cleaners
- High Pressure Vacuum Equipment / Vehicles
- Hydraulic Transport and Freight Platforms
- KYOTO Recycling Machinery & Equipment
- Loading Shovels
- Magnets
- Materials Handling Machinery & Equipment
- Measurement and Weighing Equipment
- Paper & Cardboard Recycling Machinery & Equipment
- Metals Recycling Machinery & Equipment
- Picking Stations/ Waste Sorting Plants
- Polystyrene Recycling Machinery & Equipment
- Reinbold Briquetters / Briquette Presses & Shredders
- Recycling Equipment & Companies
- Screens
- Shears / Guillotines

- Skip Trucks
- Skips & Bins
- Storage and Transport Containers
- Textiles Recycling Machinery
- Tin and Alloy Can Recycling Machinery & Equipment
- Tires & Trailers, Balers, Brakes
- Transportation Management Logistics
- Trailers
- Trommels
- Tyre Recycling Machinery & Equipment
- Water Recycling Plant, Machinery & Equipment
- WEEE Recycling Machinery & Equipment
- Weighbridges
- Wood / Timber Recycling Plant & Machinery



WASTEWATER & SLUDGE

- Advanced Treatment of Waste Water
- Reuse of Water
- Process Water Recycling
- Recycling of Valuable Materials from Waste Water
- Reuse of Cooling Water
- Technologies for Sludge Minimization Membranes and Membrane Technologies
- Ion Exchange Resins and Technologies
- UV Oxidation and Disinfection
- Ozone Systems
- Active Carbon and Other Adsorption Materials and Technologies
- Nozzle and Diffuser systems
- Package Type Biological Treatment
- Equipment For Water/Wastewater Treatment Plants
- Reuse of Sludge
- Stabilization and Sterilization of Sludge
- Sludge Dewatering and Drying
- Sludge Incineration
- Sludge Digestion Systems
- Centrifuges, Separators, Bandpresses, Filter Presses, Dryers
- Stepped multiple hearth incinerators
- Fluidized bed incinerators
- Sludge drying beds
- Belt Filter press



WASTE GAS

- Waste Gas Treatment (Treatment Chemical, Treatment Equipment (PFC removal equipment by Chemical Capture System, PFC removal equipment by Catalytic Decomposition System, Dry-etching gas removal equipment)
- Separating Hazardous Compounds
- Reuse of Waste Gas
- Odor Control Equipment
- Organics Recycling
- Calcination equipment
- Filtration equipment
- Crystallization equipment
- Heat exchangers
- Grinding equipment
- Mixers
- Pressure leaching equipment
- Pressure release equipment
- Dilution equipment
- Washers
- Gas cleaning technologies
- Ceramic bed
- Bio-filters
- Trickling filters
- Bio-scrubbers



WASTE COLLECTION & TRANSPORTATION TOOLS



HAZARDOUS WASTES

- Hazardous waste management (petrol, medical, industrial)



URBAN ENVIRONMENTAL CLEANING

- Equipment
- Chemicals and Detergents
- Cleaning Companies
- Canal Cleaning
- Street Cleaning Vehicles and Equipment
- Winter Road Maintenance Vehicles and Services



SERVICES

- Consulting Organizations and evaluation processes
- Research Laboratories
- Quality and Optimization
- Analyzing and research laboratories
- Waste storage and transport services
- Waste Stock Exchange

ENTREPRENEURS, NGO S, SUPPORTING ASSOCIATIONS, STARTUPS



SMART COMMUNITIES



- Measurement and evaluation processes
- Plants Management
- Environment Management and Eco-Audit
- Project Offices and Engineering Companies
- Management of Treatment Plants
- Treatment and Optimization
- Separation and Processing
- Reuse and Treatment
- Marketing Secondary Raw Materials and Secondary Products

MEASUREMENT AND CONTROL TECHNOLOGIES

- Analysis and Laboratory Techniques
- Automation Processes
- On-line Processes
- Measurement Techniques & Devices
- Analyzing Devices & Systems

FINANCE, INVESTMENT & LEGAL SERVICES

- Financial auditing firms
- Banks
- Funding organizations
- Organizations providing international funding programs
- Financial consultants
- Legal firms
- Legal consultants

SCIENCE, RESEARCH & DEVELOPMENT

- Universities
- Research Institutions
- Data Banks
- Printed and Electronically Editions
- Trade Magazines
- Research & Development
- Projects

WASTE MANAGEMENT SOFTWARE & IT

- Computer Hardware & Software



OTHERS

- Business Services
- Wireless Communication
- Treatment Storage Disposal Facility



NOISE, AIR & SOIL POLLUTION

- Noise Reduction & Prevention Technology
- Air Pollution prevention reduction and control technologies
- Isolation technologies
- Soil Pollution prevention technology, treatment and control technologies

Exhibition Fees

Booth Type	Price / M2 (USD)	Included items
Shell Scheme	380 \$	Space, wall to wall carpet, partitions, lighting, one table, 3 chairs, fascia sign with company name and stand number
Indoor Space Only	350 \$	
Outdoor Space Only	250 \$	

WHY VISIT ?

- › An opportunity to visit an exhibition hall packed with 200+ exhibitors over an exhibiting area 7000 sq.m representing leading suppliers showcasing the latest equipment, technology and tools in the environmental industry that will help you do your job more efficiently and save your company or department time, money and provide you with long term relationships with these suppliers.
- › Visiting the exhibition will allow you to have the opportunity to meet buyers through the hosted B2B and matchmaking program.
- › Meet representatives from different governmental bodies exhibiting and participating in the conference and workshops such as Ministry of Environment, Ministry of local Development, Ministry of Housing and Urban Communities, General Authority for Investment, Ministry of Trade and Industry and SMEs etc.....
- › Get updated and explore the latest technologies, market trends, and international best practices.
- › Find solutions for your challenges to improve your company's efficiency.
- › Network and connect with peers from different countries to exchange expertise.
- › Attending EGY-Waste & Recycling Expo's comprehensive conference sessions and workshops provides you with an educational opportunity to learn about all aspects of the environmental industry, and get to know the updates in the market and the Egyptian country's vision in the future going towards 2030.



VISITOR PROFILE :

- › Municipalities' leaders and planners
- › Governors & environmental inspectors officials
- › Leading Real Estate Developers
- › Scrap Dealers
- › Car Wreckers
- › Landfill Operators
- › Local & Foreign Industrialists & Associations
- › Collection, Haulage & Disposal Operators
- › Environmental Consultants
- › Commercial Waste Generators
- › Collecting and recovery companies
- › Environmental Health Officers
- › Purchasing Managers
- › Representatives of Governmental Bodies
- › Industry Publishers & Associations
- › Converters & Secondary Material users
- › Representatives from Consultancy & Evaluation Process Organizations
- › CEOs & Managing Directors
- › Sustainable Property Developers
- › Recycling Agents
- › Energy Suppliers
- › Scrap users
- › Members of trade & professional organizations
- › Entrepreneurs
- › Start Up Owners
- › Academics, Consultants & Students
- › National & International Associations & Unions
- › Manufacturers of Finished & Semi finished products of Waste
- › Cement, briquette and steel Factories
- › Environmental Control Managers
- › Safety Managers
- › Food Industry
- › Land Reclamation companies and agricultural producers
- › Farmers
- › Urban planners
- › Hospitals
- › Hotels
- › E- solution providers
- › Cleaning companies
- › Waste collection workers
- › Contractors
- › Maintenance Engineers

EGY-WASTE & RECYCLING (EWRE) CONFERENCE :

EWRE conference is held to discuss the challenges and issues facing all concerned parties in the environmental fields and to provide them with effective solutions for their businesses. EWRE conference goals and objectives are to:

- Develop the environment and reduce market challenges by displaying and analyzing the current situation in the Egyptian Market in regards to waste and recycling, solving the issues and get to know the governmental vision 2030 agenda and updates
- Support interested investors in identifying investment opportunities in the market



- * Creating a debate regarding hot topics and issues concerning the environment in the different sectors of waste and recycling in Egypt through holding interactive sessions.
- * Reaching and applying international environmental standards by sharing best practices in different waste and recycling sectors
- * Get educated about the trends in the market and possible cost effective applications by solution providers and high-tech experts

- Help you understand the role of digitalization in this field
- Provide possible solutions and support opportunities by gathering experts in one hub to discuss the challenges facing large, midsize and startup companies
- Adopt and customize new technologies used in foreign markets that could be applied in the Egyptian market according to its needs by getting updated with these new technologies and how they work
- Providing financial support to solve financial challenges in the market by getting an opportunity to meet with financiers to understand the possible funding plans
- Get to know the importance of integration and synergy of stakeholders efforts to maximize the outcomes
- Providing a better waste free environment by raising awareness involving not only the government but public and private institutions
- Supporting the environmental efforts to raise awareness by identifying the role that media plays
- Networking, networking, networking! Our Conference is designed to provide maximum opportunities for important conversations and give you the opportunity to schedule meetings with current and prospective customers.



TRACKS & MAIN TOPICS :

- EGY Waste Management & Recycling Market Opportunities
- Energy
- Best practices in the solid waste management sector (Local Vs. International)
- Technological developments in the Solid Waste Management Sector
- The Rising Stars of the solid waste management sector
- The importance of integration and synergy of stakeholder's efforts to maximize outcomes
- Raising Awareness in the waste management sector
- Media Role in supporting environmental efforts in Egypt
- 2030 Vision

CONFERENCE FEES :

Category	Early Bird (Before 15 Feb., 2020)	Late Rate (After 15 Feb., 2020)
Egyptians	2800 EGP	3500 EGP
Non-Egyptians	300 USD	450 USD

- ★ Special rates are available for group registration
- ★ Special rates are available for students, governmental bodies and NGO's

INCLUDES:

- Access to all Conference sessions
- Daily Coffee Break
- Daily Lunch
- Conference Kit
- Wifi

Organized by



Al Awael International
Trade Fairs

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01066075777 - 01287222021

ACCOMMODATION FEES :

- We offer special rates for accommodation for single and double rooms on bed and breakfast basis for both Egyptians and Non-Egyptians.
- For more details, please refer to operation@atf-egy.com

ATF is one of the leading trade fairs organizers in Egypt and MENA region (Middle East & North Africa), with a portfolio of successful trade events, and played a key role in delivering the power of trade shows in stimulating regional and international trade and has set the place for the international trade exhibitions in Egypt ATF has built its enviable reputation for organizing successful events by attracting quality, targeted audience to its fairs' from across the region and beyond. ATFs' success is built upon running effective marketing campaigns utilizing a high experience in advertising, PR and management of database. The fairs' publicity campaigns take full advantage of ATFs' extensive database to ensure region-wide reach and high visitor attendance using a full range of media.

ATF Services

In coordination and with the support of our professional service providers and exhibition official partners ,our clients (exhibitors and visitors can enjoy competitives packages and offers such as



- Travel services

(hotel booking-ticketing-visa support-meet and assist-transportation- tours and excursions-translation-personal assistance.)



- Internet and communication facilities



- Shipping and custom clearance



- Advertising, Printing, Promotional Activities



- Decoration and stand building

If you like to enjoy any of our above mentioned services ,kindly contact our operation team at :
operation@atf-egy.com
(+202) 23580982 - (+202) 27670146

BOOK YOUR STAND Now

FOR EXHIBITION & SPONSORSHIP ENQUIRIES

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Waiting for you
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