

# FIRST ELECTRIC VEHICLES EXPO & CONFERENCE IN EGYPT

10 - 12  
OCTOBER 2024

EGYPT INTERNATIONAL EXHIBITION CENTER  
(EIEC) HALL3



**EVs  
Electrify!**  
EGYPT | Expo & Conference  
Everything Electric

## **ABOUT EVs ELECTRIFY!**

*Discover the future of automotive innovation at "EVs Electrify!" Expo & Conference in Cairo, Egypt. Join top industry players, engineers, and decision-makers to start shaping the electric vehicle industry today. In its inaugural year, the Egypt EV Expo & Conference introduces a dynamic 10,000 Sqm exhibition space with 300+ exhibitors for test drives and interactive showcases. The conference features sessions led by prominent speakers and Egyptian ministries. The event includes an Exhibition, Conference, Open Tech, Technology Park, Student Innovator Award, Market Gateway, Policy Dialogue, MOU Signing, Broadcasting Hub, EVs Test Drive, and a Networking Reception.*



## VISION

*To be the leading Electric Vehicles event in the Middle East and Africa Region.*

## MISSION

*Establish a dynamic platform that brings together local, regional, and global Electric Vehicle industry leaders enabling them to showcase their cutting-edge technologies and foster a collaborative exchange of expertise and innovation.*



# WHY? EGYPT

*Positioned strategically between the Red Sea and the Mediterranean Sea, Egypt boasts an advantageous geographical location, granting unparalleled access to vital global markets across the Middle East, North Africa, Sub-Saharan Africa, Asia, and Europe.*

*The Egyptian government has placed clean energy solutions at the forefront of its priorities, such as the national mono-rail project, the Bus Rapid Transit project which will serve the capital city's ring road, the Light Rail Transit program which will connect metro line 3 to the New Administrative Capital and 10th of Ramadan City, and the ambitious 2,000km long High Speed Railway Network project.*





## CARS

*Revenue is expected to show an annual growth rate (CAGR 2023-2028) of 18.27%,*

## MONORAIL

*This project is the longest monorail system in the world, which costs up to 2.5 billion Euros, is set to be inaugurated in 2023*

## BRT

*Egypt's Transport and Military Production ministries signed the roughly \$28 million agreement with the international bus manufacturer MCV to make 100 electric buses locally in Egypt. Dec 6, 2022 to be operated in the ring road with a length of 106km to be considered as the longest Electrified BRT in the world.*

## LRT

*Ministry of Transport has accomplished with Chinese consortium (AVIC/CREC) phase 1 & 2 of the LRT that connected with Cairo Metro Line 3 to reaching to the new capital and 10th of Ramadan city.*

## HIGH SPEED RAILWAY NETWORK

*Egypt signed a contract with German heavyweight Siemens to build around 2,000 kilometers of high-speed rail in the country, with a total cost estimated at (\$8 billion). The contract includes, besides the rail lines, 41 high-speed trains, 94 regional trains, 41 freight trains, and eight depots and freight stations.*



**E**EVs  
Electrify!  
EGYPT | 10-12 October 2024



SHAPING THE FUTURE OF  
ELECTRIC VEHICLES

## CONFERENCE & EXHIBITION

*Participate in content-driven conference sessions, engaging panel discussions, and informative Q&A sessions. Learn from over 150 industry experts with a significant influence on the global EV industry and government sectors at the event in Cairo.*

*Display your latest products and services, connect with potential leads, and conduct business within your booth while gaining recognition from key industry figures.*

# EXHIBITOR PROFILE

## NEXT-GEN ELECTRIC MOBILITY

- *Electric passenger vehicles*
- *Electric light vehicles*
- *Electric commercial vehicles*
- *Electric motorcycles*
- *Electric bikes*
- *Electric scooters*
- *Electric Skateboard*
- *Electric hoverboard*
- *Electric boats*
- *Electric watercrafts*
- *Electric surfboard*
- *Electric Golf Cars*
- *Electric wheel chairs*



## BATTERIES

- *Lithium Batteries*
- *Lead-Acid Batteries*
- *Nickel-Cadmium Batteries & Other Batteries*
- *Battery Management*
- *Testing Equipment*
- *Capacitors*
- *Battery Manufacturing Equipment*
- *Raw Materials*

## SPARE PARTS

- *Tires*
- *DC Converters*
- *Power Inverter*
- *Charge Port*
- *Onboard Charger*
- *Controller*
- *Steering & Suspensions*
- *Brake Systems*
- *Cooling Systems*





## POWERTRAIN

- *General/In-Wheel Motors*
- *Drive Systems*
- *Transmission*
- *Braking Technology & Components*
- *Other Powertrain Components*

## ENERGY AND INFRASTRUCTURE

- *Electric Energy Suppliers*
- *Energy Infrastructure*
- *Electric Cables*
- *Connectors*
- *Fast Charging Stations*
- *Energy And Charging Systems*
- *Charging Infrastructure*
- *Solar Panels*
- *Inverters*

## BENEFITS OF PARTICIPATION

- *Meet key prospects and decision-makers*
- *Brand-building opportunities within the industry and the general public*
- *Direct interaction with industry suppliers, buyers and distributors*
- *Discover the latest technologies, products and services*
- *Import & export opportunities*
- *Networking with industry professionals*
- *A platform to launch new products*
- *Explore joint-venture & partnership opportunities*
















## VISITOR PROFILE

- *Vehicle Manufacturers and Distributors*
- *Integrated Energy Companies*
- *Banks, Finance and Investment Firms*
- *R & D Companies*
- *Engineers, Architects, and Designers*
- *Consultants*
- *Environmental Agencies*
- *Government Officials*
- *CEOs and Senior Executive Management*
- *Company Founders, Owner, and Partners*
- *Public Transport Operators*
- *Technical / Business Specialists*
- *Technology Service Providers*
- *Customers and End-users*





# MARKETING CAMPAIGN

-  **Direct Email :** Regular email campaigns about exhibitors, products and services, special features and the exhibition will be sent out to our extensive database of local and international professionals in the industry.
-  **Online :** Online portals across the globe. Web banners featured on leading
-  **Radio:** Radio ads will be featured in local radio channels before and during the show.
-  **Media Coverage :** Leading media channels will be contacted to cover the event.
-  **Print Advertising :** Adverts featured in top Egyptian newspapers as well as relevant industry magazines to back up PR activity.
-  **Website :** Industry and exhibitor news and exclusive content on the event website.
-  **Public Relations :** Effective PR campaigns in local and international media to ensure regular communications about the show.
-  **Direct Marketing :** Key individuals and decision makers will receive invites and flyers before the event to inform them and remind them of the event.
-  **SMS :** campaign will be sent out to a wide range of relevant prospects across the region through internal and external databases.
-  **Social Media :** Targeted Facebook, LinkedIn and Google ads to ensure we reach a broad number of our target audience.
-  **Outdoor Advertising :** A Planned recognizable outdoor campaign will cover many prime Locations over Cairo



## WHO ARE WE?

*Tritech and Brandit, two prominent names in the event management industry, have come together with a combined 16-year legacy marked by excellence. We consistently deliver outstanding events that engage audiences, foster valuable connections, and make lasting impressions. We view events as powerful platforms for knowledge sharing, networking, and driving business growth. Our dedicated team of experienced professionals works tirelessly to ensure flawless execution, unwavering attention to detail, and unforgettable experiences for attendees and participants alike. This partnership between Tritech and Brandit is a testament to our commitment to delivering exceptional events, drawing on our collective expertise and resources to achieve a singular goal. Join us as we continue to set the stage for remarkable events and extraordinary moments.*

## THE VENUE

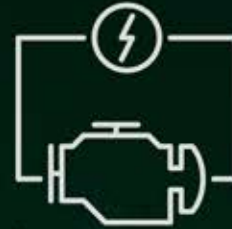
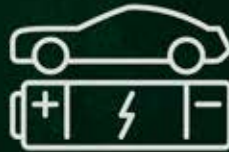
*EVs Expo & Conference will be hosted at the new Egypt International Exhibition Center, a premier venue known for its comprehensive facilities, including conference halls, ample parking, robust load-bearing capacity, central air-conditioning, and multiple dining options.*

*Situated in the prestigious New Cairo and Fifth Settlement area, it is within proximity to many 5-star hotels, restaurants, malls and entertainment venues. It is also just minutes away from Cairo International Airport, making it an ideal choice for hosting world-class events.*





15,000+  
VISITORS



10,000 m2



70+  
COMPANIES



CONFERENCE

## WHAT IS WAITING FOR YOU?

SPEAKERS



PANEL  
DISCUSSIONS


LEARN &  
EXPERIENCE




TEST DRIVE


# EVs Electrify!

EGYPT | Expo & Conference  
Everything Electric

Organized By |  | **Brandit.** | *Shaping the Future of Electric Vehicles*

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