



SAVUNMA VE HAVACILIK SANAYİ İHRACATÇILARI BİRLİĞİ

Sayı: 58224147-TİM.OAİB.26.ARG4.2024/80-5771
Konu: EGYPT INTERNATIONAL AIRSHOW 2024

Ankara, 10/05/2024

Sayın Üyemiz,

T.C. Cumhurbaşkanlığı Savunma Sanayii Başkanlığı'ndan (SSB) alınan bilgiye göre, **2-5 Eylül 2024** tarihleri arasında Mısır'ın El Alamein Uluslararası Havaalanı'nda **EGYPT INTERNATIONAL AIRSHOW 2024 Fuarı'nın** düzenleneceği iletilmiştir.

Söz konusu fuara ilişkin gösteri alan planı ve tanıtıcı broşürler Ek'te yer almaktadır.

Bilgileri ve gereği rica olunur.

Musa DEMİR
Genel Sekreter

EKLER:

- 1- Etkinlik Broşürü (11 sayfa)
- 2- Etkinlik Alan Planı (1 sayfa)

Ayrıntılı bilgi için: İftar Hatice İrem Biga - Uzman Yardımcısı

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EGYPT INTERNATIONAL AIRSHOW

2-5
SEPT
2024

El Alamein International Airport
DEFENCE | SPACE | COMMERCIAL

EVENT BROCHURE

THE GATEWAY TO AEROSPACE IN AFRICA & THE MIDDLE EAST



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DEFENCE



SPACE



COMMERCIAL
AVIATION

EVENT INTRODUCTION

Egypt International Air Show (EIAS) is set to launch on 2-5 September 2024 at El Alamein International Airport. Spearheaded by the Egyptian Ministry of Defence, Egyptian Air Force, Egyptian Ministry of Civil Aviation, Egyptian Space Agency, and EgyptAir, EIAS aims to accelerate industrialisation, digitalisation, and globalisation in the aerospace, aviation, defense, and space sectors in Africa and the Middle East.

Egypt's strategic position as a global aerospace and defense ally makes it the ideal host for this pivotal event, showcasing its investments ranging from regional capabilities to space exploration.

Egypt boasts the largest Air Force in the MENA region and hosts Africa's busiest airport in Cairo, along with the 5th busiest airport in Hurghada; EIAS offers a unique platform for fostering commercial partnerships across Egypt, the Middle East, and Africa.

The 4-day event will feature aircraft displays, thought-leadership conferences, and an exhibition of cutting-edge aerospace products and services. Don't miss the chance to shape the future of aerospace in Africa and beyond – **book your space now and expand your business at EIAS.**

WORLD-CLASS
EXHIBITION

250+

EXHIBITING COMPANIES

DELEGATION
PROGRAMME

100+

HOSTED VIPS

CUTTING-EDGE
CONTENT

3

CONFERENCES

STATIC & FLYING
DISPLAYS

50+

AIRCRAFT ON DISPLAY

INTERNATIONAL
PRESENCE

20+

COUNTRY PAVILIONS



VENUE

EL ALAMEIN INTERNATIONAL AIRPORT

Egypt Airshow will be located at the El Alamein International Airport, an airport that is expanding to meet growing demands and is strategically positioned close to the city of El Alamein.

The venue is dedicated to enhancing its facilities and improving connectivity. With ambitious plans for expansion, the venue promises a dynamic environment, ensuring an unforgettable experience for exhibitors and visitors alike.

Nestled on Egypt's stunning mediterranean coastline, El Alamein provides a stunning destination with a blend of historical charm, contemporary amenities, and breathtaking natural landscapes.



www.egypt-air-show.com

FEATURES



EXHIBITION

Discover the latest aerospace technology and equipment in the exhibition with over 250 exhibitors and 20+ country pavilions. Enquire about exhibiting today.



CONFERENCE

The Conference will host some of the most renowned speakers and companies in the aviation industry. Sponsors will have the opportunity to speak.



STATIC AIRCRAFT DISPLAY

Egypt International Airshow will feature a spectacular line-up of commercial, private and military aircraft. Contact the team to enquire about space.



FLYING DISPLAY

The flying display is a highlight for visitors and exhibitors alike, with some of the worlds most advanced aircrafts on display in the air.

VIP DELEGATION PROGRAMME

Egypt International Airshow provides the ideal platform to connect the right people at the right time. Our VIP engagement team work directly with exhibitors to create relevant, balanced programmes for each delegation, ensuring suppliers of appropriate products and services are matched with potential customers.

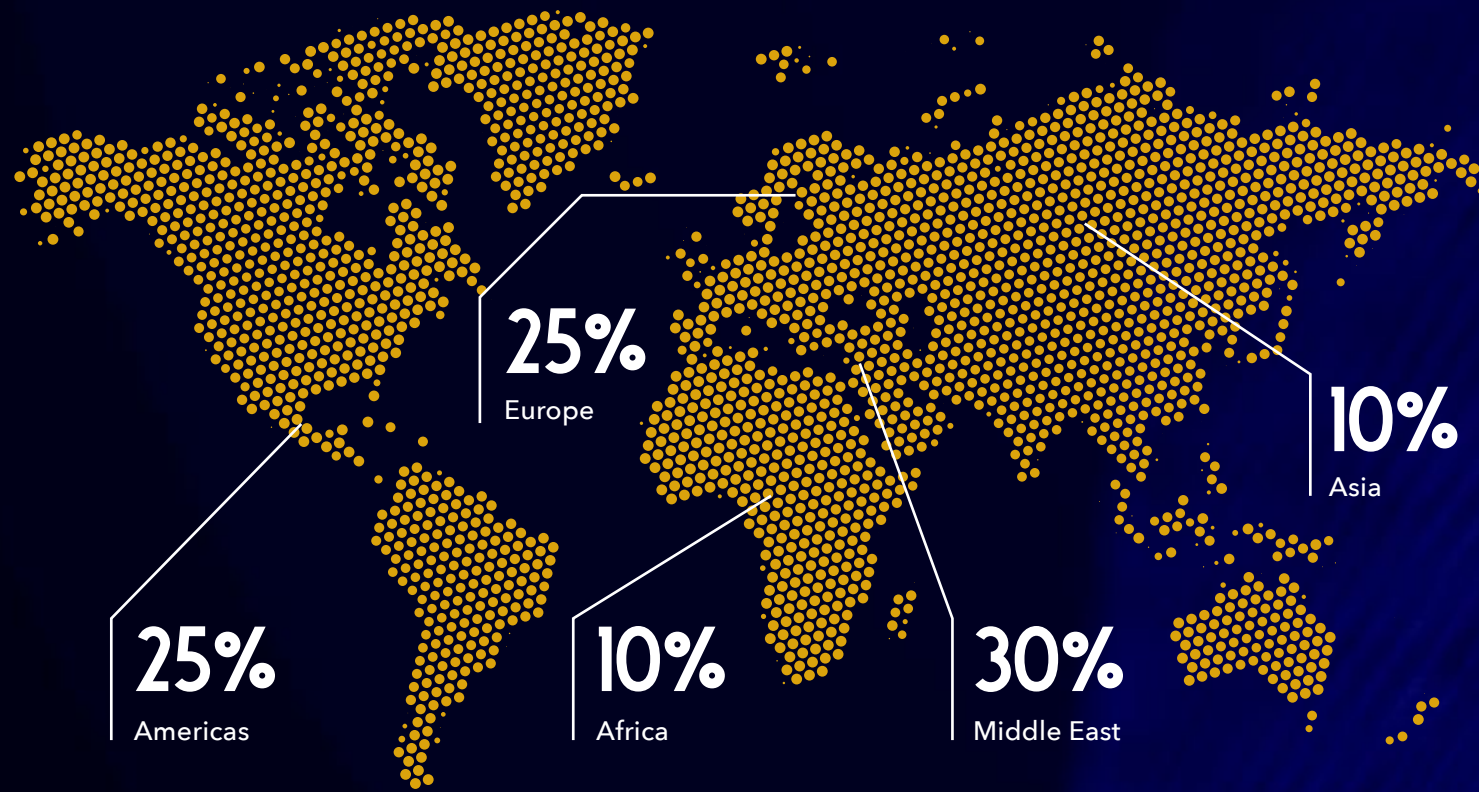
BENEFITS FOR EXHIBITORS

- » Opportunity to request meetings with specific Delegations based on your product/service offerings
- » Access to the VIP programming team during show days for live updates on VIPs in attendance and to request new meetings
- » Face-to-face time to showcase your technological innovations to both procurement and operational heads



EXHIBITOR OVERVIEW

WHERE DO EXHIBITORS COME FROM



EXHIBITOR SECTORS



WHY SHOULD YOU EXHIBIT AT EGYPT INTERNATIONAL AIRSHOW?

- » **Brand Exposure:** Showcase your products and services to a select audience of government and private sector stakeholders from the Africa and the Middle East, including military, air forces, and space agencies.
- » **Networking:** Engage with industry experts, manufacturers, and suppliers in the aerospace sector. EIAS's intimate scale fosters meaningful interactions and relationship building in the region.
- » **Lead Generation:** Generate business prospects through face-to-face meetings with potential customers and partners from government and private sectors. Identify new growth avenues not typical in larger events.
- » **Publicity:** Benefit from extensive media exposure with premier industry publications, websites, and social media platforms, boosting your brand visibility.
- » **Market Intelligence:** Stay updated on the latest aerospace trends and advancements. EIAS gathers influential stakeholders, providing strategic market insights for effective industry navigation.



WHO SHOULD EXHIBIT?



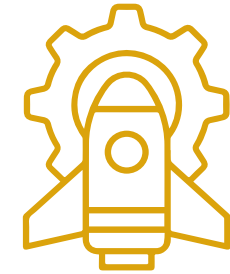
DEFENCE

- » Advanced Aerospace Manufacturing and Engineering Services
- » Aerial Systems: Refueling, ISR, Lasers, Target Systems, UAVs, RPAS, and Anti-Drone Systems
- » Air Traffic and Flight Control Systems: Take-off, Landing, Stabilization, and Autonomous Robotics
- » Airborne Equipment: Safety, Emergency, Aircrew PPE, and Rescue
- » Communication, Command, and Control Systems: Airborne, C5ISR, Cybersecurity, and SatCom
- » Defence Analytics, Data Solutions, Software, and Consulting Services
- » Weaponry: Ammunition, Ordnance, Missile Systems, PG Munitions, and Weapon Systems
- » Airborne Platform Technologies: Avionics, EW Systems, Navigation, Sensors, Radar, and Stealth
- » Aircraft Maintenance and Infrastructure: MRO Services, Ground Stations, Engines, Propulsion, and Chemicals
- » Specialized Defence Systems: Space Defence, Helicopters, and Electric/Hybrid Aircraft



COMMERCIAL AVIATION

- » Aerospace Manufacturing, Design, and Engineering: Airframes, Advanced Materials, and Test Equipment
- » Air Traffic Management and Flight Control Systems
- » Airport Infrastructure, Construction, Services, and Retail
- » Commercial Aviation: Airlines, Business Aviation, and Helicopters
- » Ground Services: Cargo, Baggage, Support Equipment, Firefighting, and Safety Systems
- » In-Flight Services: Catering, Entertainment, Interiors, Connectivity, and Crew Services
- » IT Solutions: Analytics, Data, Software, and Cybersecurity
- » Maintenance, Repair, Overhaul (MRO) Services, and Third-party Services
- » Navigation, Communication, and Radar Systems
- » Specialized Commercial Technologies: Electric/Hybrid Aircraft, UAVs/Drones, and Environmental Solutions



SPACE

- » Satellite and Communication Systems: Antennas, Earth Observation, Deep Space, Tracking, and Terminal Equipment
- » Exploration and Robotics: Automated Systems, Docking, and Lunar/Interplanetary
- » Data, Analytics, Imagery, and Remote Sensing Services
- » Support Systems: Ground Control, Ground Networks, Stations, and Mission Planning
- » Spacecraft Components and Systems: Sensors, Actuators, Interiors, Power, Propulsion, and Thermal Control
- » Space Travel and Equipment: Suits, EVA, Life Support, Maintenance, Tourism, and Commercial Services
- » Scientific Equipment and Services: Astronomy, Astrophysics, Telescopes, Observatories, and Microgravity Experiments
- » Regulatory, Legal, and Investment Services

WHO WILL YOU MEET?

35%

AEROSPACE INDUSTRY

- » CEOs and C-Level Executives
- » Directors for Sales and Business Development
- » Technical and Engineering Directors

10%

SPACE

- » Heads of Space Agencies
- » Commanders of Space Forces
- » Space Industry CEOs

20% MILITARY

- » Air Force Commanders and Chiefs of Air Staff
- » Directors of Air Operations
- » Heads of Air Force Procurement

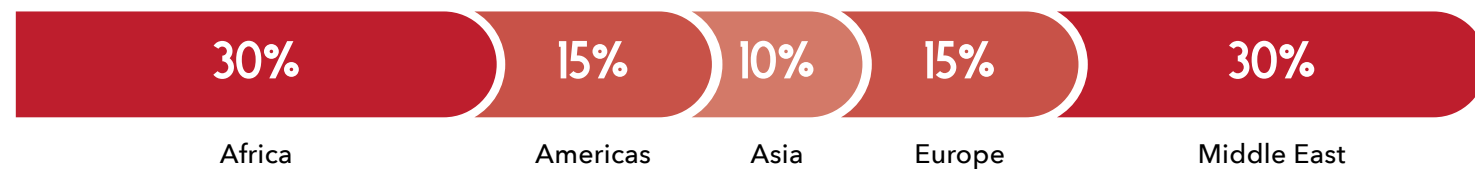
20% AIRLINES

- » CEOs and C-Level Executives
- » Heads of Procurement
- » Heads of Engineering and Technical Services

15% GOVERNMENT

- » Ministries of Transport and Civil Aviation
- » Civil Aviation Authorities
- » Regulatory Bodies and Policy Makers

REGIONAL VISITOR BREAKDOWN



FORGING THE FUTURE

CONFERENCES AT EGYPT INTERNATIONAL AIRSHOW

Egypt International Airshow hosts three vital conferences that draw global thought leaders to the forefront of innovation. These conferences attract key figures, including government officials, high-ranking military officers, aviation CEOs, and international experts, fostering collaboration and innovation in aviation, defense, and space sectors.



CIVIL AVIATION

The Civil Aviation Conference is a gathering of global thought leaders, where we delve into the future of aviation, sustainability, and innovation.

Key topics:

- » Future of Air Travel and Regional Requirements
- » Sustainable Aviation, Green Technologies, and Environmental Impact
- » Airline Operations, Safety and Security
- » Airport Infrastructure and Capacity Planning
- » Fleet Readiness and MRO
- » Modernisation and Integration of Next-Generation Technologies

AIR POWER

The Air Power Conference brings together military and industry experts to discuss emerging capabilities and advancements in military aviation technologies.

Key topics:

- » Military Aircraft Modernisation and Upgrades
- » Unmanned Aerial Systems and Autonomous Systems
- » Airborne Intelligence, Surveillance, and Reconnaissance (ISR)
- » Air-to-Air and Air-to-Ground Combat Systems
- » Aircraft Maintenance, Repair, and Overhaul (MRO)
- » International Defense Cooperation and Partnerships

SPACE

The Space Conference is your gateway to the future of space technology, where experts gather to explore the impact of space on digitalisation, technology, and economic growth across Africa and the Middle East.

Key topics:

- » Development of National Space Programs
- » Satellite Communication and Global Connectivity
- » Earth Observation and Environmental Monitoring
- » Space Policy and International Space Cooperation
- » Space Situational Awareness
- » Emerging Trends and Technology for the Space Sector



THANK YOU TO OUR STRATEGIC PARTNERS



Egypt Air Force



Ministry of Defence



وزارة الطيران المدني
Ministry of Civil Aviation



وكالة الفضاء المصرية
Egyptian Space Agency



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	HEADLINE SPONSOR	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR
Branding on all general online and printed collateral	●	●	●	●	●
Branding on all general onsite signage	●	●	●	●	●
Sponsors welcome editorial in show guide	250 WORDS	250 WORDS	150 WORDS	150 WORDS	100 WORDS
Dedicated e-blast to registered visitors post-show	●	●	●	-	-
Delegation Lunch Area passes	8	6	4	2	-
Dedicated social media posts (content provided by sponsor)	5	4	3	2	1
Table at the Official Gala Dinner	●	-	-	-	-
TOTAL COST	\$150,000	\$75,000	\$50,000	\$25,000	\$15,000



LANYARD SPONSOR*
\$75,000



WATER BOTTLES SPONSOR*
\$20,000



VISITOR BAG SPONSOR*
\$75,000



REGISTRATION SPONSOR
\$20,000



BADGE SPONSOR
\$40,000

*Sponsored item to be provided by sponsor or cost covered by sponsor

EXHIBITING OPTIONS



INDOOR	PER SQM:	OUTDOOR SPACE (Minimum 25 Sqm)	PER SQM:
Space	\$700	Outdoor Exhibits	\$490
Shell	\$800	Outdoor Custom Build	\$600
		Golf Carts (Weekly Hire)	\$3,000

AIRCRAFT STATIC DISPLAY



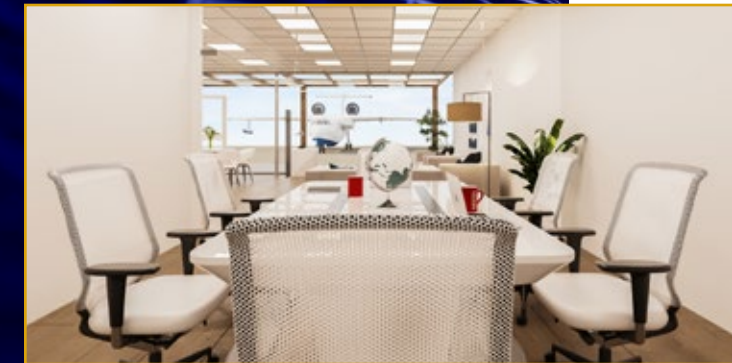
ADMIN FEE PER AIRCRAFT

Any company which is exhibiting and wants to display aircraft at Egypt Airshow will be charged an administration fee (non-refundable) per aircraft displayed

\$2,000

Any company which is exhibiting and has less than 25 sqm or any company which do not have exhibition space will be required to pay the administration fee above and tonnage fee (based on MTOW) per aircraft listed below:

• UP TO 0.5 TONNES	\$5,500
• 0.5-4 TONNES	\$6,500
• 4-9 TONNES	\$7,500
• 10-24 TONNES	\$9,000
• 25-39 TONNES	\$10,000
• 40-59 TONNES	\$11,000
• 60+ TONNES	\$12,000



CHALETS

SHELL ONLY (160SQM)	\$95,000
TURNKEY	
1 X Reception Counter	\$175,000
1 X Meeting Room (6 Pax)	
1 X Lounge Area (6 Pax)	
1 X Dining Area (Bistro Style Furniture 16 Pax)	
1 X WC	
1 X Pantry & Servery	

sales@arabianworldevents.com



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