



SAVUNMA VE HAVACILIK SANAYİ İHRACATÇILARI BİRLİĞİ

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Konu: EDEX 2023 MISIR FUARI

Ankara, 01/06/2023

Sayın Üyemiz,

T.C. Cumhurbaşkanlığı Savunma Sanayii Başkanlığı'ndan alınan bir yazıda, EGYPT DEFENCE EXPO (EDEX) 2023 Fuarı'nın (<https://www.egyptdefenceexpo.com/>) **4-7 Aralık 2023** tarihlerinde Mısır'ın Kahire şehrinde gerçekleştirileceği belirtilmektedir. Etkinliğe ilişkin ayrıntılı bilgilere Ek'te yer alan dosyadan ulaşılabilmektedir.

Bilgileri ve gereği rica olunur.

Fatih YUMUŞ
Genel Sekreter V.

EK: EDEX 2023 Bilgilendirme (8 sayfa)

Ayrıntılı bilgi için: Ezgi Çobanoğlu - Uzman

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EVENT BROCHURE



EGYPT'S LEADING TRI-SERVICE DEFENCE EXHIBITION

EGYPT INTERNATIONAL EXHIBITION CENTRE
4-7 DECEMBER 2023

@egyptdefenceexpo /egyptdefenceexpo @visitedex www.egyptdefenceexpo.com

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ARABIAN
WORLD EVENTS

EDEX 2021 HIGHLIGHTS



34,225
VISITORS FROM
97 COUNTRIES



407
EXHIBITING COMPANIES
FROM 42 COUNTRIES



VISITOR TO
EXHIBITOR RATIO:
84:1

84%

OF EXHIBITORS WERE
HAPPY OVERALL WITH THEIR
EXPERIENCE AT **EDEX**

98%

OF VISITORS SAY THEY WERE
HAPPY WITH **EDEX 2021**

94%

PLAN TO RETURN TO **EDEX 2023**



78

OFFICIAL DELEGATIONS
FROM **54 COUNTRIES**



Excellent event - very much appreciate the in-depth conversations we had with various senior officials from the Egyptian MOD Signal Department and Air Defence Forces.

Nick Baxter, Regional Sales Director - Global Defence



UNRIVALLED MEDIA COVERAGE



322,391 page views on
EDEX 2021 website



3,057 pieces of news coverage
about **EDEX 2021**



Total combined viewership of

21.8 billion



PR/Advertising Value of

\$44.5 million

Egypt set to launch 2nd edition of EDEX 2021 on 29 November



EVENT INTRODUCTION

THE THIRD EDITION OF EGYPT'S LEADING INTERNATIONAL DEFENCE EXHIBITION

Held under the patronage of His Excellency, President Abdel Fatah El Sisi, President of The Arab Republic of Egypt, The Supreme Commander of The Egyptian Armed Forces, Arabian World Events is proud to present the 3rd edition of EDEX – Egypt Defence Expo 2023.

The only tri-service defence exhibition in North Africa, EDEX is fully supported by Egyptian Armed Forces and presents a unique opportunity for exhibitors to showcase the latest technology, equipment and systems to a senior military audience across land, sea and air.

VENUE

EDEX will once again take place in the impressive Egypt International Exhibition Centre in New Cairo, conveniently located near to Cairo International Airport and several hotels. This fully equipped venue will ensure that all exhibitors and visitors have a smooth, enjoyable experience at the show.



VISIT EGYPT

Make the most of your visit to EDEX by taking in some of Egypt's ancient treasures, great history, vast deserts and warm sun. With some of the most enduring historical monuments on earth, Egypt makes for an unforgettable travel destination.

WHO CAN YOU MEET AT EDEX?

EDEX attracts a local, regional and international audience of key decision-makers from government, Army, Navy, Air Force and the defence industry.

There is a fully-hosted VIP program ensuring the key international VIPs and VVIPs are present at the show and fully engaged.

You will meet the following VIP delegates and organisations:

- › Defence and Security Ministers
- › Chiefs of Staff, Chiefs of Army, Navy and Air Forces
- › Coastguard Commanders
- › Procurement Directorates
- › Plans and Policies Departments
- › Capability Development Directors
- › Heads of MRO
- › Marines and Special Forces
- › National Guard and Royal Guard Commands
- › Critical National Infrastructure Authorities
- › Defence & Security Contractors
- › Academia and Research Organisations
- › Associations and Industry Bodies



SPONSORSHIP PACKAGES

PACKAGES	HEADLINE SPONSOR	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR
Superior add-on	1	1			
Deluxe add-on	1		1	1	
Branding on all general online and printed collateral	✓	✓	✓	✓	✓
Branding on all general onsite signage	✓	✓	✓	✓	✓
Dedicated hanging banner in exhibition hall	✓	✓	✓		
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

SPONSORSHIP ADD-ONS

SUPERIOR ADD-ONS
(Headline & Platinum Sponsor Only)

- Gala Dinner Sponsor
- ~~VIP & Visitor Lanyard Sponsor~~ *SOLD
- Visitor Bag Sponsor*
- VIP Bag Sponsor*
- ~~Badge Sponsor~~ *SOLD
- Conference Speaking Slot (AM)
- Conference Keynote Speaking Slot (Headline Only)

DELUXE ADD-ONS
(Headline, Gold & Silver Sponsor)

- Staff & VIP Host Polo Shirts Sponsor
- Directional Hanging Banners Sponsor
- Registration Sponsor
- VIP Delegation Lunch Sponsor
- Conference Speaking Slot (PM)
- Panel Discussion Slot
- Media Centre Sponsor
- Stand Locator Boards Sponsor

*Cost of production to be covered by sponsor

OVERVIEW OF EXHIBITING OPTIONS

SHELL SCHEME \$850 PER SQM



Shell scheme exhibition stands comprise of lighting, carpet, 13A socket and also include a table, three chairs, waste bin and a lockable counter. Each stand will also feature a fascia board with your company name on. The rest of the stand is up to you to brand as you wish.

SPACE ONLY \$750 PER SQM



Space only means that you will receive a raw space on the floor plan to build your own stand. You can use our appointed contractors to design and build your stand, or use your own contractors. All custom stands will require approval from the event organiser.

WHY SHOULD YOU EXHIBIT AT EDEX 2023?

- Position your brand in front of over 34,000 visitors
- Book meetings with specific VIP Delegations based on your product/service offerings
- Access the VIP programming team during show days for live updates on VIPs in attendance and to request new meetings
- Meet face-to-face with senior military and industry leaders from across the MENA region
- Meet all three services (land, air and sea) in one place
- Strengthen your relationships with existing clients
- Stay up to date with the latest industry developments and procurement requirements in the local and regional defence industry



Our participation at EDEX 2021 was a great success! It's definitely one of the most important defence exhibitions in the Middle East region.

Sally Lamie, Head of Regional Marketing



The whole experience went above and beyond what was expected, we are looking forward to joining EDEX 2023.

Ola Salman, Direct Sales Manager





EDEX is growing at a faster rate than any other defence event around the world. Now it can be considered one of the events that have to be pinned in the calendar for all in this sector.

Khaled Hegazy, CEO 

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Organised by



EDEX 2021 ATTENDING VIP DELEGATIONS



Chief of Staff of The Peoples National Army
Algeria



Chief of Staff Delegation
Bahrain



Armament Authority Delegation
Brazil



Chief of Defence Staff
Bulgaria



Minister of Economy
Bulgaria



Chief of General Staff
Burkina Faso



Minister for National Defense
Burkina Faso



Air Force Delegation
Burkina Faso



Chief of Staff
Burundi



Minister of National Defence and Veterans Affairs
Burundi



Chief of Staff Delegation
Cameroon



Ministry of Defence Delegation
Cameroon



Chief of Staff Delegation
Central African Republic



Ministry of Defence Delegation
Central African Republic



Air Force Delegation
Chad



Chief of Staff of the Development Army
Comoros Islands



Air Force Delegation
Cyprus



Chief of Staff Delegation
Cyprus



Chief of Staff Delegation
Czech Republic



Air Force Delegation
Democratic Republic of the Congo



Chief of Staff
Democratic Republic of the Congo



Chief of Staff Delegation
Djibouti



Directorate General of Armaments Delegation
France



Chief of General Staff
Gabon



Minister of National Defence
Gabon



Chief of Defence Staff
Ghana



Ministry of Defence Delegation
Ghana



Armament Authority Delegation
Greece



Chief Of Hellenic National General Staff
Greece



Commander Defence Forces
Hungary



Air Force Delegation
India



Ministry of Defence Delegation
India



Air Force Delegation
Indonesia



General Armament Delegation
Italy



Chief of Staff of the Armed Forces
Ivory Coast



Air Force Delegation
Jordan



Chief of Staff Delegation
Jordan



Commander Royal Jordanian Naval Force
Jordan



Chief of Staff Delegation
Kenya



Armament Authority Delegation
Kenya



Air Force Delegation
Kingdom of Saudi Arabia



Chief of Staff
Kingdom of Saudi Arabia



Air Force Delegation
Lebanon



Chief of Staff
Lebanon



Ministry of Defence Delegation
Lebanon



Chief of Land Forces
Mauritania



Ministry of Defence Delegation
Mauritania



Air Force Delegation
Morocco



Ministry of Defence Delegation
Morocco



Chief of Staff of the Armed Forces
Namibia



Air Force Delegation
Nigeria



Chief of Defence Staff
Nigeria



Minister of Defence
Nigeria

EDEX 2021 ATTENDING VIP DELEGATIONS



Chief of Staff Delegation
Oman



Ministry of Defence Delegation
Oman



Air Force Delegation
Pakistan



Land Force Delegation
Pakistan



Chief of Staff
Pakistan



Navy Delegation
Pakistan



Ministry of Military Production Delegation
Portugal



Chief of Staff
Qatar



Air Force Delegation
Republic of the Congo



Air Force Delegation
Republic of the Congo



Chief of Staff
Republic of the Congo



Armament Authority Delegation
Romania



Chief of Staff Delegation
Romania



Federal Service for Military and Technical Cooperation
Russia



Chief of Staff Delegation
Senegal



Ministry of Defence Delegation
Senegal



Chief of Staff Delegation
Serbia



Chief of Staff of the Development Army
Serbia



Air Force Delegation
Somalia



Chief of Staff Delegation
Somalia



Commander of Armed Forces
Somalia



Minister of Defence
Somalia



Ministry of Defence Delegation
Somalia



Armament Authority Delegation
South Africa



Chief of National Defence Force
South Africa



Chief of Staff Delegation
South Korea



Minister of Defence Acquisition, DAPA Delegation
South Korea



Ministry of Defence Delegation
South Korea



Minister of Defence and Veterans Affairs
South Sudan



Air Force Delegation
Spain



Air Force Delegation
Sri Lanka



Ministry of Defence Delegation
Sri Lanka



Chief of Staff
Sudan



Ministry of Defence Delegation
India



Air Force Delegation
Tanzania



Armament Authority Delegation
Tanzania



Chief of Defence Forces
Tanzania



Chief of Staff Delegation
Tunisia



Chief Of Staff Navy
Tunisia



Ministry of Defence Delegation
Tunisia



Air Force Chief of Staff
Uganda



Minister of Defence
Uganda



Navy Delegation
Uganda



Minister of Defence
United Arab Emirates



Chief of Staff
United Arab Emirates



Air Force Delegation
United Kingdom



Chief of Staff Delegation
United Kingdom



Ministry of Defence Delegation
United Kingdom



United States Naval Forces Central Command Delegation
United States of America



Air Force Delegation
Yemen



Navy Delegation
Yemen



Commander of Zimbabwe National Army
Zimbabwe



Minister of Defence and War Veterans
Zimbabwe