

Under the Patronage of



The International Exhibition for Gifts & Promotion Items

25-27 يونيو 2026
JUNE 2026

مركز القاهرة الدولي للمؤتمرات - مدينة نصر
Cairo International Conference Center (CICC) - Nasr City



www.africagiftsexpo.com



Massive Opportunities... Promising Markets:

Egypt's population reached 114.5M in 2024, making it the largest consumer market in MENA, with 1.5% annual population growth .

MENA gift & lifestyle market expected to increase from USD 4.84 Billion in 2023 to USD 6.38 Billion by 2030 with a CAGR of 5%)

Egypt's gift retail market is estimated at USD 39.78M in 2024, with growth expectation of 3.6% annually.

GCC countries' gift retail market totals USD 162.16M in 2024, with a strong 4.1% annual growth rate.

North Africa (excluding Egypt) gift retail market is valued at USD 34.51 M in 2024, growing at approximately 6.9% annually.

Egypt's flowers & gifts e commerce segment earned USD 1.0M in monthly revenue (May 2025) and saw a 17.9% MoM increase compared to April 2025.

Egypt's e commerce market stands at USD 10.24B in 2025, with an impressive 13.5% CAGR expected through 2030.

AFRICA GIFTS EXPO .. A Hub for the Region's Premier Gifts and Promotional Solutions



Setting the stage for the latest trends in the gifts and promotional products industry, **Africa Gifts Expo** serves as the ultimate destination for regional and international manufacturers, suppliers, and innovators seeking to expand their footprint across Africa and the MENA region. It is the go-to meeting point for businesses aiming to assess market dynamics, strengthen their brand visibility, and unlock future trade opportunities within one of the fastest-growing consumer markets.

Bringing together the full spectrum of the industry's value chain—from production to branding and end-user delivery—**Africa Gifts Expo** places a sharp focus on innovation, design, and market adaptability. The event is purpose-built to support business growth and investment by connecting exhibitors with high-quality buyers, distributors, and agencies ready to collaborate across borders.

With a vibrant showcase of creative, functional, and customizable gift and promotional items, Africa Gifts Show becomes a launching pad for brand expansion. It offers exhibitors direct access to Egypt's robust trade network, while opening up new frontiers for companies eager to explore the rising demand across MENA's commercial and corporate gifting markets.

Africa Gifts Expo is more than just an exhibition—it's a dynamic business experience curated to foster strategic partnerships, encourage knowledge exchange, and drive trade activity under one roof. Designed with a forward-looking vision, the show highlights emerging product categories and branding innovations, offering buyers and suppliers a smart sourcing gateway across Egypt and beyond.

Rather than incurring high costs and lengthy trips to source promotional and gift products from distant markets like the Far East, Africa Gifts Show presents a practical alternative; by exhibiting or attending this event, traders can save substantial time and money while accessing a diverse and competitive product base right at the heart of the region.



www.africagiftsexpo.com

AFRICA GIFTS EXPO .. Advantages of Exhibiting:

For today's entrepreneurs and industry leaders, trade fairs have become much more than exhibition spaces—they are pivotal business accelerators. As a gateway to expanding from local operations into high-potential markets like Egypt and the broader MENA region, **Africa Gifts Expo** provides an unmatched opportunity to engage with a growing audience, boost brand influence, and capture new business.

The expo offers far-reaching benefits that make it an essential platform for brands in the gifts and promotional sector looking to scale:

- Stay aligned with evolving market trends and validate your strategic direction in a competitive industry.
- Gain a competitive edge by accessing what's next before it hits the mainstream.
- Draw inspiration from face-to-face engagement with industry pioneers, creative thinkers, and emerging disruptors.
- Enhance your marketing strategy by gathering real-world insights from buyers, partners, and competitors.
- Network with the region's most influential corporate buyers, retailers, and procurement agents.
- Benchmark your products and approach against leading global gift and promotional suppliers.
- Analyze how competitors are adapting their offerings to exceed the expectations of today's dynamic customer base.
- Forge strategic partnerships with progressive companies and like-minded professionals.
- Strengthen relationships with current clients and develop pipelines with new leads and suppliers.
- Gain practical knowledge and innovative ideas through expert-led sessions and curated content.
- Explore breakthrough startups and technologies shaping the future of promotional merchandise.
- Educate your audience through branded collateral, interactive demos, and digital storytelling.

Whether you're launching a new product line, entering a new market, or expanding your distribution network, **Africa Gifts Expo** is the ideal platform to amplify your impact and engage with a qualified regional audience—without the high costs and long lead times of sourcing from distant markets.

Key Promotional Activities for.. AFRICA GIFTS EXPO

- Distribution of 40,000 complimentary visitor passes and 10,000 VIP invitations sent directly to pre-qualified industry professionals across Egypt and the MENA region.
- A VIP International & Regional Buyer Program, working in alignment with chambers of commerce, syndicates, and official trade delegations to facilitate high-level participation.
- Extensive pre- and post-event editorial coverage in leading industry publications, highlighting trends, exhibitor showcases, and key insights.
- Strategic placement of editorials and advertisements in top-tier local, regional, and international trade magazines and journals.
- Widespread media coverage in major Egyptian newspapers to reach broader business and procurement audiences.
- Prominent street signage and billboard campaigns across high-traffic areas in Cairo to boost public visibility and anticipation.
- A dedicated press conference series to generate media buzz and encourage coverage across broadcast and digital platforms.



- A fully optimized official event website, serving as a central hub for updates, exhibitor listings, registration, and digital promotion.
- A dynamic social media campaign across platforms such as LinkedIn, Facebook, Instagram, and X, targeting decision-makers and marketing professionals.
- Global presence through international trade fair participation, promoting Africa Gifts Expo at partner exhibitions and through global industry networks.





AFRICA GIFTS SHOW .. Exhibit Profile:



Corporate & Business Gifts

- Executive Gift Sets
- Personalized Office Supplies
- Branded Stationery
- Desktop Accessories
- Leather Items (Folders, Wallets, Card Holders)
- Watches, Pens & High-End Promotional Items
- Award Plaques & Trophies



Promotional Products

- Giveaways & Custom Merchandising
- Eco-Friendly & Recycled Promotional Items
- Tech & Smart Gadgets (USBs, Power Banks, etc.)
- Event & Campaign Merchandise
- Logo Printing & Branding Services
- Key Chains, Lanyards & Badges
- Tote Bags, Caps & Apparel



Creative & Handcrafted Gifts

- Artisanal Crafts & Handmade Gifts
- Local Heritage Souvenirs
- Decorative Items & Keepsakes
- Paper Crafts, Journals & Stationery Art
- Aromatherapy & Scented Products
- Small Decorative Sculptures & Figurines



Home & Lifestyle Gifts

- Decorative Home Accessories
- Picture Frames & Wall Art
- Candles & Fragrance Diffusers
- Kitchen & Dining Gifts
- Holiday & Festive Gift Items
- Clocks, Mirrors & Functional Decor



Fashion Accessories & Apparel

- Branded T-Shirts & Hoodies
- Custom Hats & Caps
- Scarves, Ties & Fashionable Giveaways
- Jewelry & Costume Accessories
- Corporate Uniforms & Workwear



Travel & Outdoor Gifts

- Travel Kits & Accessories
- Branded Backpacks & Luggage
- Water Bottles, Mugs & Thermos
- Picnic & Leisure Products
- Outdoor & Sport-Themed Giveaways



Packaging, Printing & Customization

- Gift Wrapping Materials
- Custom Packaging Solutions
- Printed Ribbons, Boxes & Bags
- Digital Printing & Sublimation Services
- Laser Engraving, Embroidery & Embossing



AFRICA GIFTS EXPO ..

Visitors Profile:



Retail Sector

- Gift Shop Owners & Chains
- Home & Lifestyle Boutiques
- Department Stores & Concept Stores
- Online Retailers & E-commerce Platforms
- Shopping Mall Merchandisers
- Souvenir & Handicraft Retailers
- Seasonal & Holiday Product Buyers

Corporate & Business Buyers

- Corporate Procurement Managers
- HR & Admin Executives (handling corporate gifting programs)
- Marketing & Brand Managers
- Corporate Communications Teams
- Government Procurement Departments
- Banks, Insurance & Telecom Sector Buyers
- Real Estate Developers & Property Managers (for branded gifts and giveaways)

Advertising, Marketing & Branding Agencies

- Promotional Product Distributors
- BTL & Experiential Marketing Agencies
- Event Management Firms
- Creative Studios & Design Consultants
- Print & Merchandise Brokers
- Trade Show & Conference Organizers
- Advertising Production Agencies

Importers, Wholesalers & Distributors

- Gifts & Promotional Product Importers
- Regional Distributors for International Brands
- Merchandisers & Product Sourcing Agents
- Traders & Re-exporters in MENA and Sub-Saharan Africa
- Large-Scale Wholesale Buyers & Exporters



www.africagiftsexpo.com



Events & Hospitality Buyers

- Hotels & Resorts (hospitality giveaways)
- Convention Centers & Exhibitions Organizers
- Event Planners & Wedding Organizers
- Tourism Boards & Destination Management Companies
- Cruise Lines & Airlines (for branded gift packs)

Educational & Institutional Buyers

- Schools & Universities (for branded materials, awards, merchandise)
- NGO & Development Agencies
- Government Ministries & Public Sector Organizations
- Chambers of Commerce & Business Councils
- Religious Institutions (for custom printed items and giveaways)

Entrepreneurs & Startups

- Small business owners seeking branded merchandise
- Startups launching product lines or seeking OEM suppliers
- Creative professionals looking for white-label or custom products
- Franchise operators and network marketers
- Regional & International Visitors
- Buyers from North & Sub-Saharan Africa
- Procurement delegations from GCC & Middle East
- International traders seeking African-made products
- Licensing agents & product developers



www.africagiftsexpo.com

AFRICA GIFTS EXPO .. The Venue

Africa Gifts Expo will take place at the luxurious venue Cairo International Convention and Exhibition Center.

The deluxe venue is accredited as the paramount comprehensive exhibition center in Egypt; which is fully-equipped with all facilities including conference halls, huge car parking, unlimited floor loads, central air-conditioning and food & beverage outlets.

The prestigious Cairo International Convention Center is dedicated to first class conferences and exhibitions catering for the requisites of all organizers with top efficiency.

The venue enjoys an impressive artistic design that charms visitors and exhibitors from all over the world. It is also located in one of the most prominent areas in Egypt; Nasr City, near to several 5-star hotels, entertainment destinations and only minutes away from Cairo International Airport.



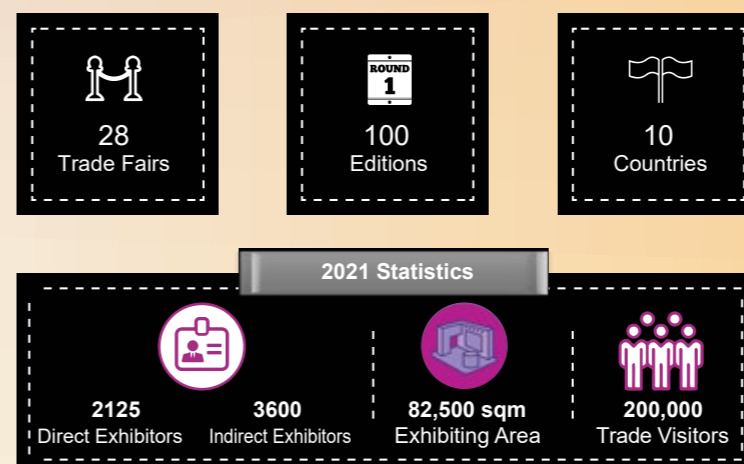
AFRICA GIFTS EXPO .. The Organizers

Africa Gifts Expo is jointly organized by Business Plus Fairs, and Vision Fairs.

Business Plus Fairs is a leading Emirati holdings group serving multiple business sectors, including commercial, trading, industrial, consulting, and events management. It is one of the top trade fair organizers in the Middle East and Africa, with significant experience and specialization in producing and managing international exhibitions. Its' commercial events track record includes a variety of industries in addition to B2B matchmaking events and export development activities.

Vision Fairs is Egypt's leading b2b exhibition organizer bridging the gap between Egypt, the Middle East, and Africa's economies. They create the best-attended industry events with valuable opportunities for companies to showcase, promote, and strike deals with the right partners while learning about the latest industry trends and critical industry issues.

With a combined portfolio of 28 annual shows spanning 10 countries, including Saudi Arabia, Morocco, Iraq, Ethiopia, Erbil, Kenya, and Tanzania, the organizers of Saudi Stitch & Tex focus on producing mega-size trade fairs that generate millions of dollars in business deals that directly benefit host countries' economy and industrial scope.



www.africagiftsexpo.com



For Exhibit & Sponsorship

+201222180431

ahmed@africagiftsexpo.com

www.africagiftsexpo.com

Supported by



Organized by



50 Shooting Club st
Dokki 12411 Giza Egypt
Tel: +202 333 554 23
Fax: +202 333 679 79
info@visionfairs.com
info@businessplusfairs.com

