

www.NebuGoldExpo.com



NEBU  
EXPO FOR  
GOLD & JEWELRY



نبيو  
معرض  
الذهب والمجوهرات

THE INTERNATIONAL EXHIBITION  
FOR GOLD & JEWELRY  
IN EGYPT

2022 فبراير 19-21  
FEBRUARY

فندق رويال مكسيم بالاس كمبينسكي - القاهرة الجديدة  
Royal Maxim Palace Kempinski Hotel, New Cairo

POST - SHOW REPORT 2022



## Message from the Organizers

**NEBU** was undeniably the most significant and energetic trade event dedicated to serving Egypt's prosperous gold and jewelry market; showcasing innovative range of exhibits to over 5,000 qualified professional visitors in a unique business setting.

Signifying the ultimate trading forum demonstrating the entire value chain of gold and jewelry industries; **NEBU** introduced contemporary tendencies, comprehensive perceptions and pioneering displays presented by Egypt's key brands to enthusiastic visitors in one of the world's most promising business zones.

**NEBU** is profound on introducing "All-inclusive concepts" allowing visitors as well as experts and trade buyers to source the latest gold and jewelry production lines; thus creating the most impeccable business atmosphere possible to generate profitable deals for both visitors and exhibitors.

We would like to extend our thanks to our respectful sponsors and exhibitors for their ongoing support.

In order for our exhibitors to achieve the best return on investment within **NEBU**, the organizers prepared this post-show report that makes available a perfect explanation for all the features and activities associated with **the event**, including a complete analysis of the visitors and their needs which will assist exhibitors to experience a better event in the coming round.

Looking forward to your participation in **NEBU's Next Edition December 2022.**

**NEBU Team**



## NEBU OVERVIEW

1- Exhibition Dates: 19-21 February 2022

2- Opened Daily from:

Opening Day: 2:00 AM till 9:00 AM

Show Days: 11:00 AM till 9:00 PM

3- Total Number of Exhibitors: 30 Companies

4- Exhibition Space: 1500 M2







## NEBU OVERVIEW

5- Total Number of Local Visitors :



**5,143** Visitors



## NEBU OVERVIEW

### 6- Regional Visitors :

**181** Visitors

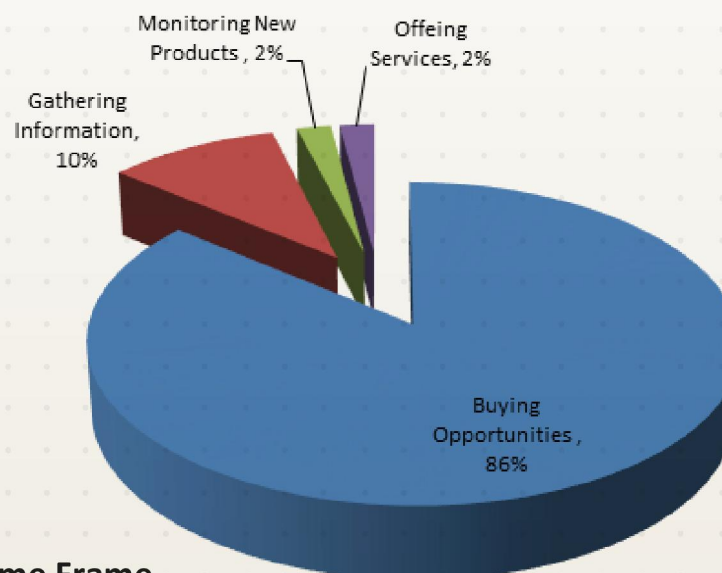
### 7- Regional Visitors Countries of Origin:

United Arab Emirates,  
Kingdom of Saudi Arabia,  
Lebanon, Kuwait, Turkey and Iraq

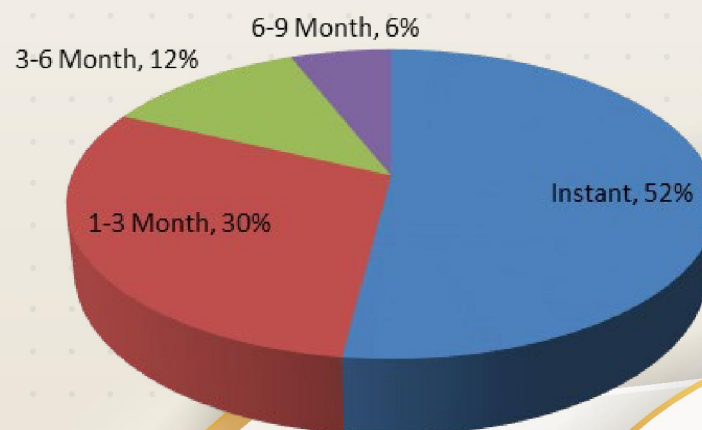


# Visitor's Analysis

## A- Visit Main Objectives



## B- Visitors Purchase Intention Time Frame

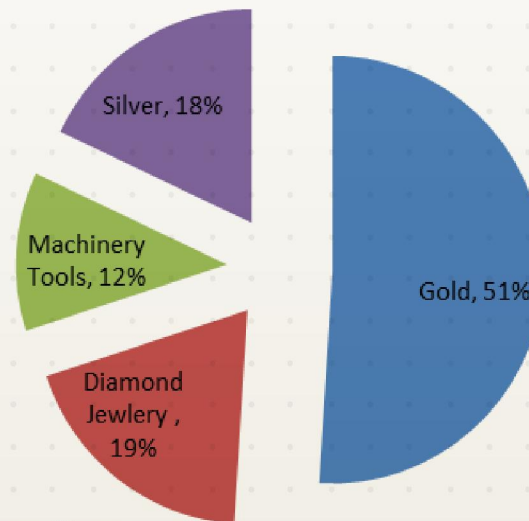




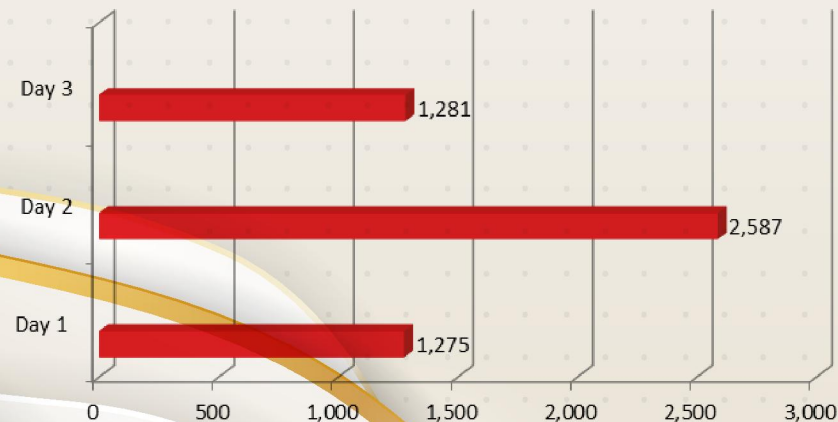


## Visitor's Analysis

### C- Visitors Type of Purchase

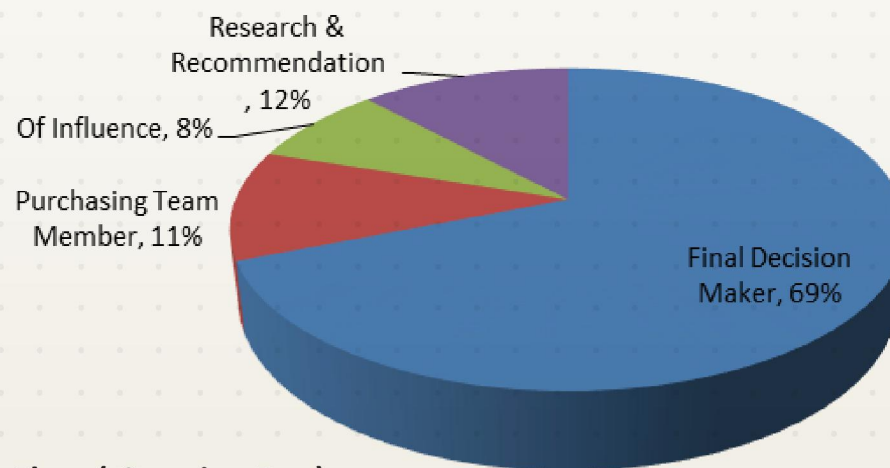


### D- Visitors Admission Analysis by Show Days

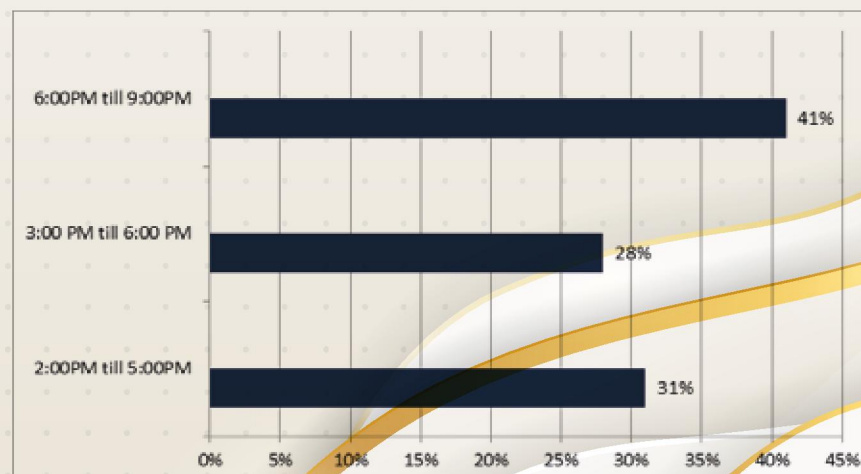


# Visitor's Analysis

## E- Visitors in Terms of Buying Decision Influence



## F- Prime Time for Visitors Flow ( Opening Day)

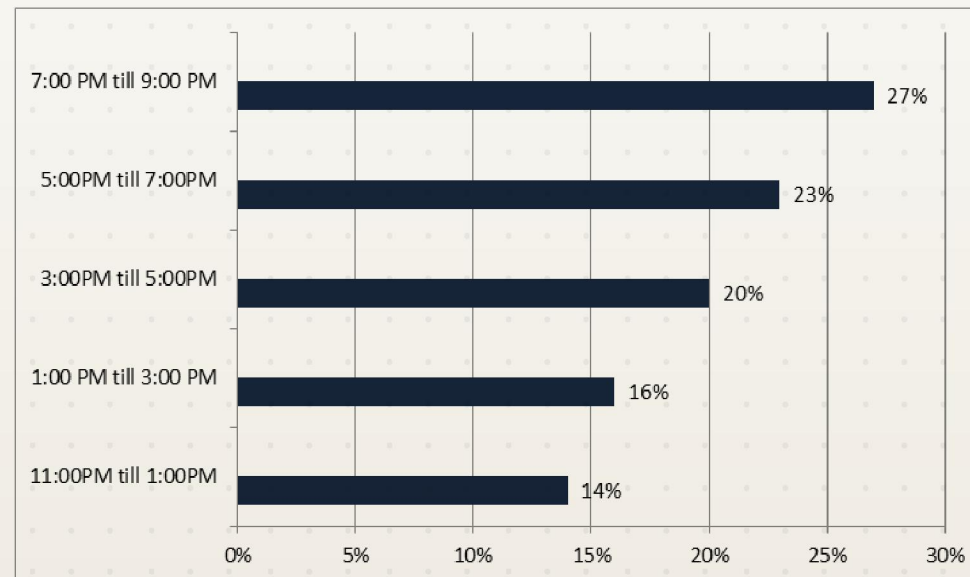






## Visitor's Analysis

### G- Prime Time for Visitors Flow ( Day 2&3)





# Visitor's Analysis

## H – Results from Visitors Survey

**90%**

of the visitors said that they found the products they were looking for



**88%**

of the visitors rated their visit as successful



**85%**

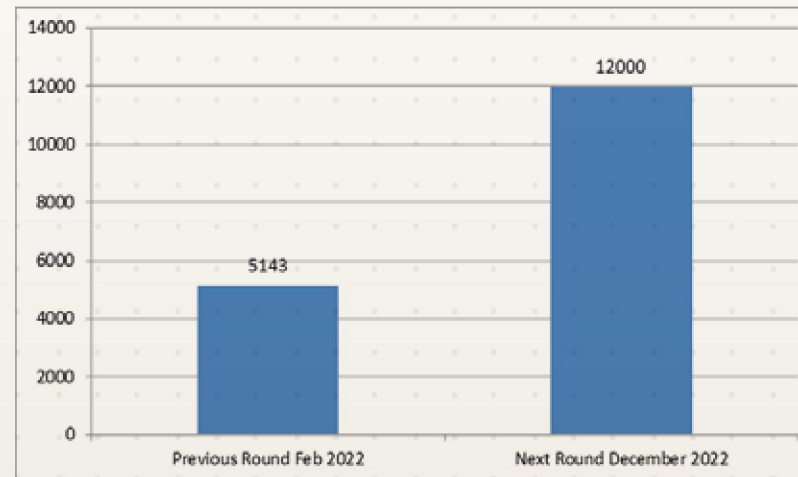
of the visitors confirmed that they will attend the next edition in December 2022



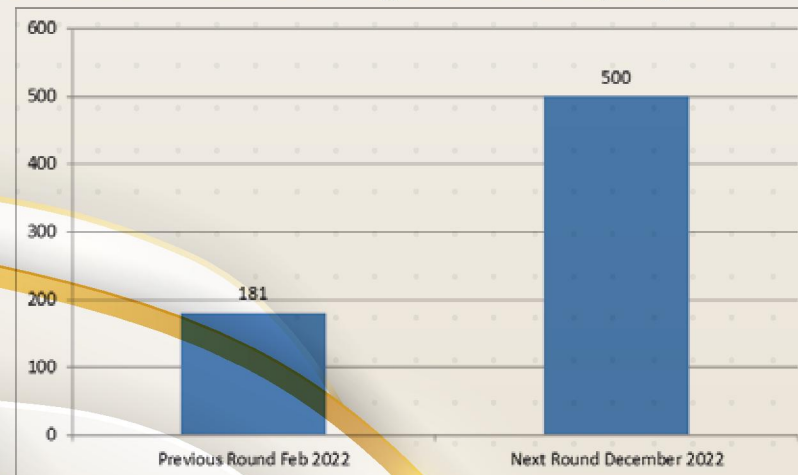


## Visitor's Analysis

### I- NEBU's Expected Growth in Terms of Local Visitors



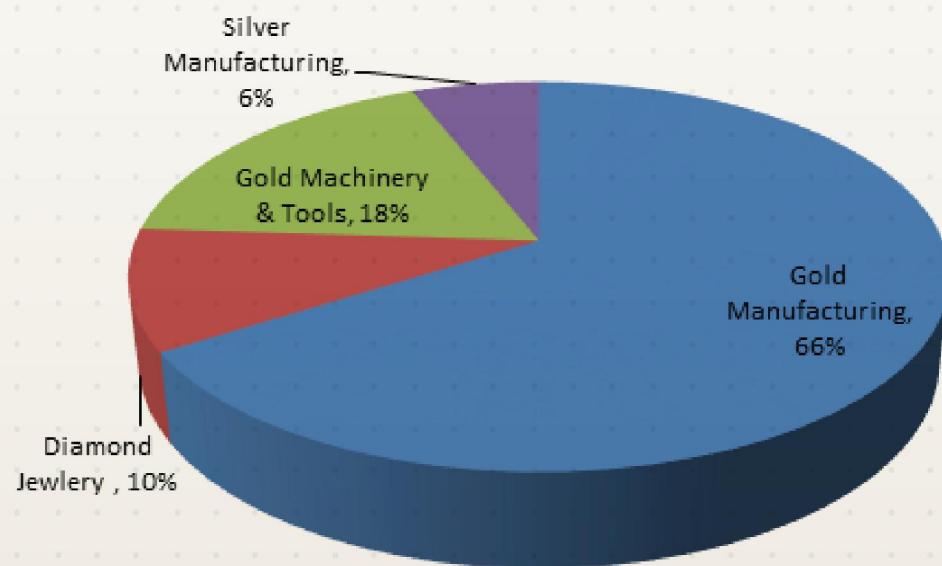
### J- NEBU's Expected Growth in Terms of Regional Visitors/Buyers





# Exhibitor's Analysis

## A- Exhibitors Nature of Business





## Exhibitor's Analysis

### B- Results from Exhibitors Survey

**91%**

of the exhibitors said that the show was up to their expectations in terms of visitors and business deals



**87%**

of the exhibitors confirmed that they will join the next edition in December 2022



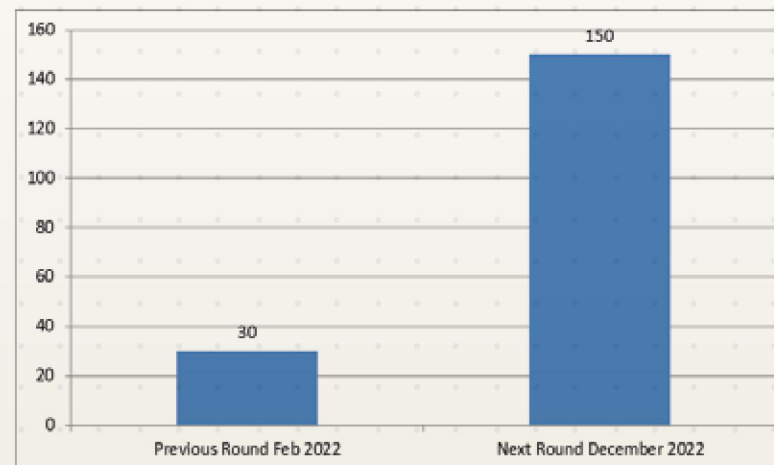
**90%**

of the exhibitors rated

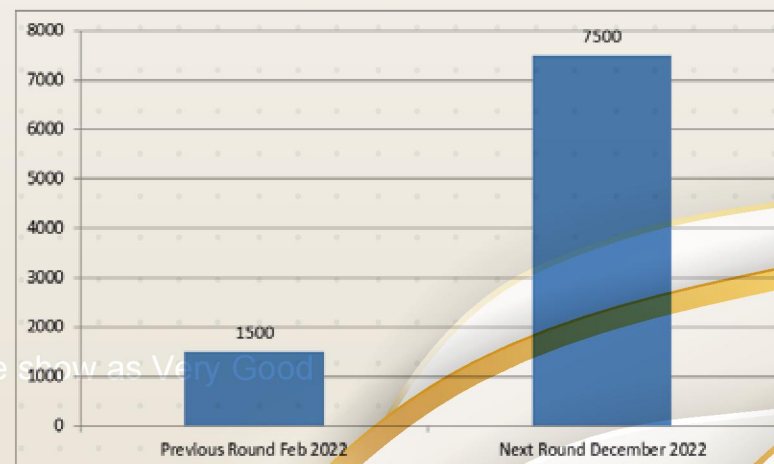


# Exhibitor's Analysis

## C- NEBU's Expected Growth in Terms of Exhibitors



## D - NEBU's Expected Growth in Terms of Space (In M2)



the show as Very Good



## CONFERENCE PHOTO GALLERY







# Photo Gallery





See you in the next

NEBU  
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10 - 12 DECEMBER 2022

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وزارة التموين والتجارة الداخلية  
Ministry of Supply & Internal Trade



الاتحاد العام للغرف التجارية المصرية  
Federation of Egyptian Chamber of Commerce



الشعبة العامة للمصوغات والمجوهرات  
Gold & Jewelry Division



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