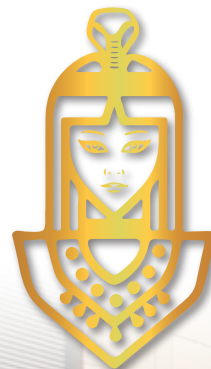


تحت رعاية فخامة السيد الرئيس عبدالفتاح السيسي رئيس جمهورية مصر العربية
HELD UNDER THE PATRONAGE OF HIS EXCELLENCY ABDEL FATTAH EL SISI, PRESIDENT OF THE ARAB REPUBLIC OF EGYPT

NEBU II
EXPO FOR
GOLD & JEWELRY



نبيو II
معرض
الذهب و المجوهرات



ديسمبر 10 - 12 2022
DECEMBER

مركز مصر للمعارض الدولية - القاهرة الجديدة
EGYPT INTERNATIONAL EXHIBITIONS CENTRE

POST-SHOW REPORT



POST-SHOW REPORT II

Message from the Organizers

Highlighting gold and jewelry latest trends; NEBU served indeed as the ultimate event for worldwide manufactures and innovators to expand their market coverage; open new trading horizons and forecast future commercial targets; at a one-point connection to reach out to the prosperous Egyptian gold and jewelry marketplace, as well as the markets of the MENA and Africa regions.

Covering commercial collaboration across the gold and jewelry industries value chain from pre-production to end-product; NEBU represented an event set openly to demonstrate creativity and innovation with a definite emphasis on business and trade, guiding exhibitors, trade buyers and visitors to capture reliable marketplace business opportunities.

Integrating a vibrant assortment of authentic and contemporary products display; NEBU provided a springboard for brand growth; opening up new prospects to the world's brightest gold and jewelry makers to nurture bilateral trade and provide cutting-edge solutions to the gold and jewelry industries under one roof.

More than any other gold and jewelry trade event in the region, NEBU, certainly; had the reach, expertise and attendee drawing power to target and attract 100 international accredited trade buyers and thousands of qualified visitors and decision makers with full-purchasing authority.

We would like to extend our thanks to our distinguished sponsors and exhibitors for their constant and continuous support.

For our business partners to gain full benefits and achieve outstanding results from the event, we prepared this post-show report that responsively highlights all the features associated with NEBU, presenting comprehensive analysis of the visitors and their feedbacks, to help our exhibitors/sponsors to experience a better up-coming edition.

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

NEBU Team

POST-SHOW REPORT II



NEBU II OVERVIEW

1- Exhibition Dates: 10-12 December 2022

2- Opened Daily from:

11:00 AM till 9:00 PM

3- Total Number of Exhibitors:

75 Companies (42 Local Exhibitors –

33 International Exhibitors)

4- International Exhibitors Countries of

Origin: Turkey, Italy, India, and UAE.

5- Exhibition Space: 8000 M²





NEBU II OVERVIEW

6- Total Number of Local Visitors :



6,200 Visitors

POST-SHOW REPORT II

NEBU II
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GOLD & JEWELRY



نبيو II
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الذهب والمجوهرات

NEBU II OVERVIEW

7- Total Number of Trade Buyers

100

Fully Hosted Trade Buyers



8- Trade Buyers Countries of Origin:

United Arab Emirates, Kingdom of Saudi Arabia, Lebanon, Kuwait, Turkey, Tunis, Bahrain, Libya, Tanzania and Jordan.

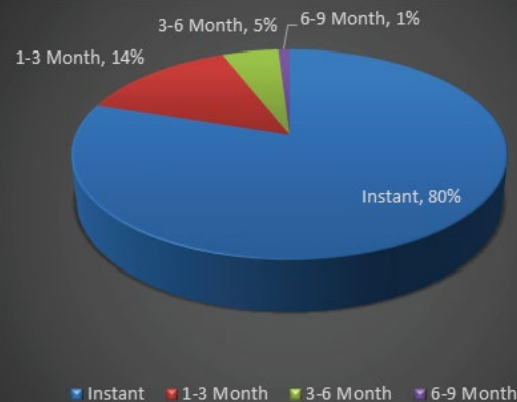


Visitor's Analysis

A- Visit Main Objectives



B- Visitors Purchase Intention Time Frame



POST-SHOW REPORT II

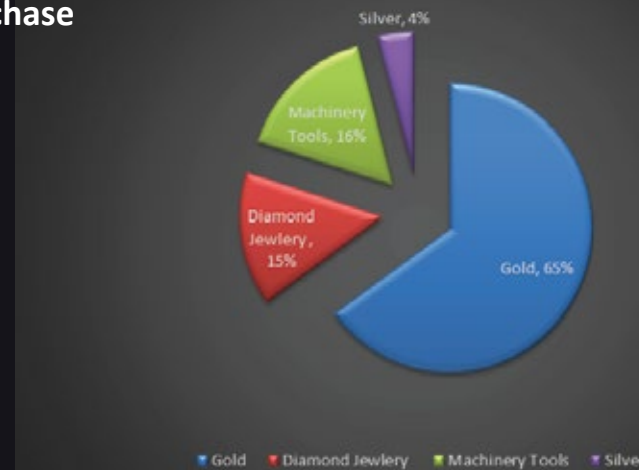
NEBU II
EXPO FOR
GOLD & JEWELRY



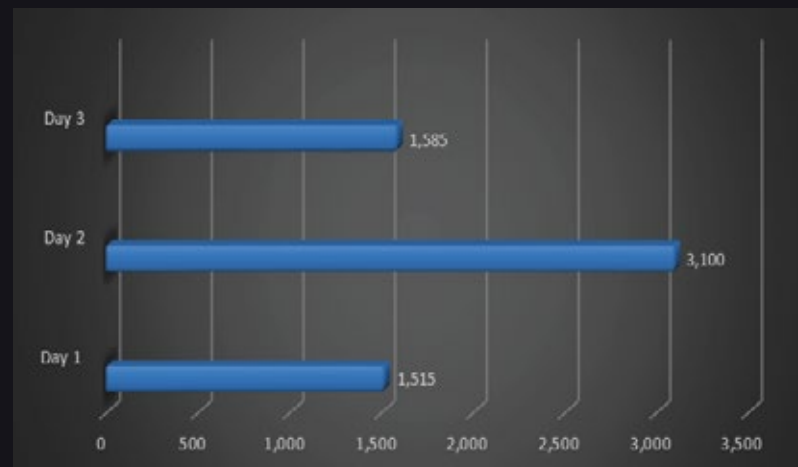
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Visitor's Analysis

C- Visitors Type of Purchase



D- Visitors Admission Analysis by Show Days

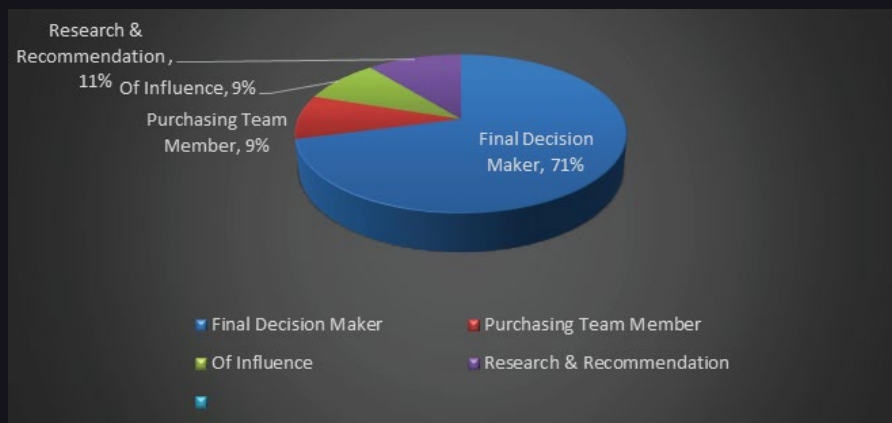




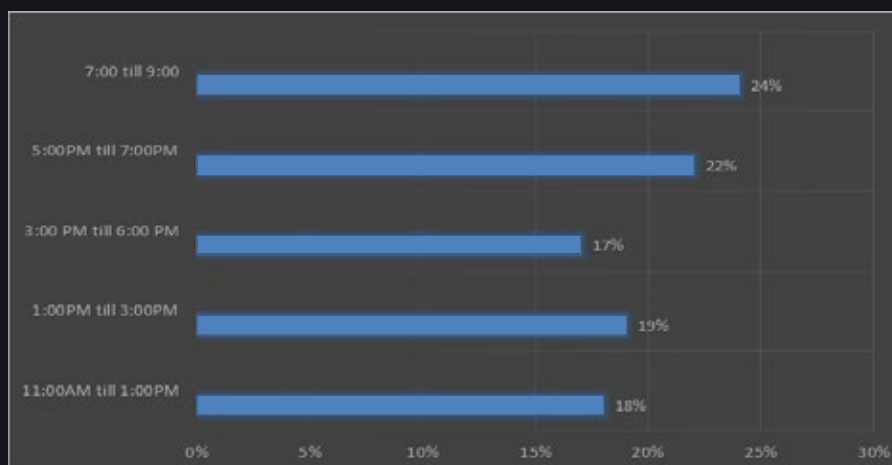
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Visitor's Analysis

E- Visitors in Terms of Buying Decision Influence



F- Prime Time for Visitors Flow (Opening Day)



POST-SHOW REPORT II

NEBU II
EXPO FOR
GOLD & JEWELRY



نبو II
معرض
الذهب والمجوهرات

Visitor's Analysis

H – Results from Visitors Survey

93%

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



95%

of the visitors rated their visit as successful



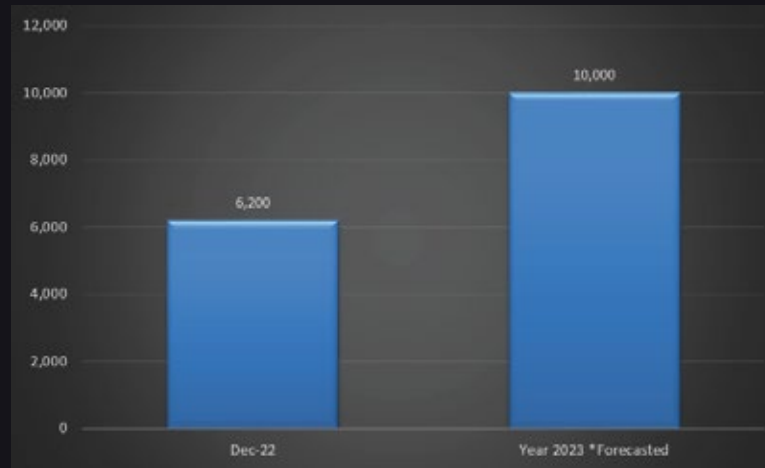
94%

of the visitors confirmed that they will attend the next edition in 2023

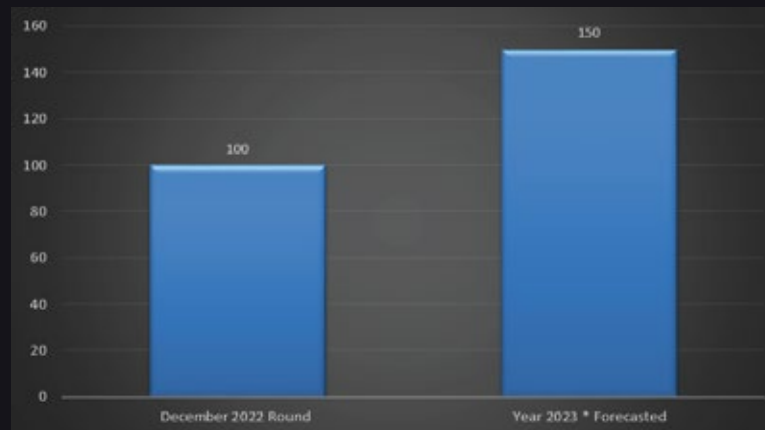


Visitor's Analysis

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



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



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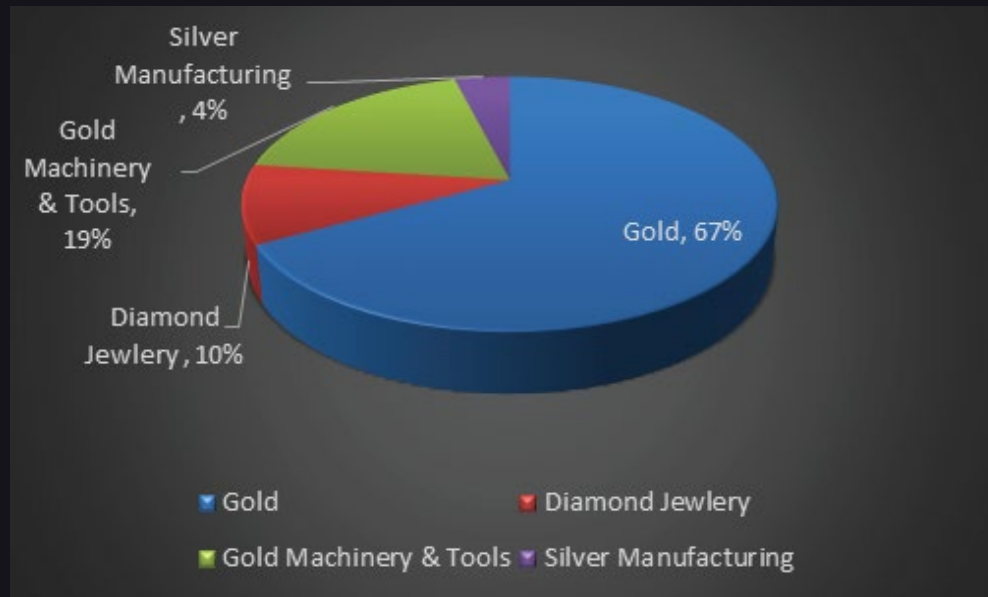
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نبيو II
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الذهب والمجوهرات

Exhibitor's Analysis

A- Exhibitors Nature of Business





Exhibitor's Analysis

B- Results from Exhibitors Survey

92%

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



88%

of the exhibitors confirmed that they will join the next edition in 2023



91%

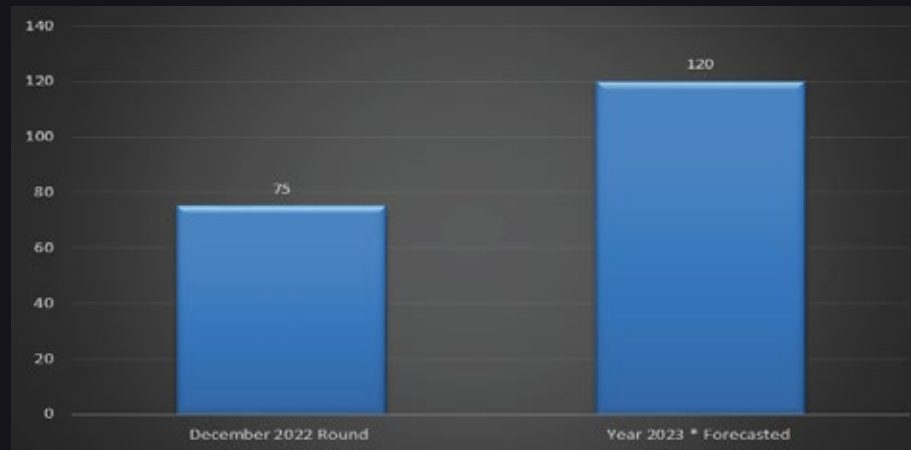
of the exhibitors rated the show as Very Good



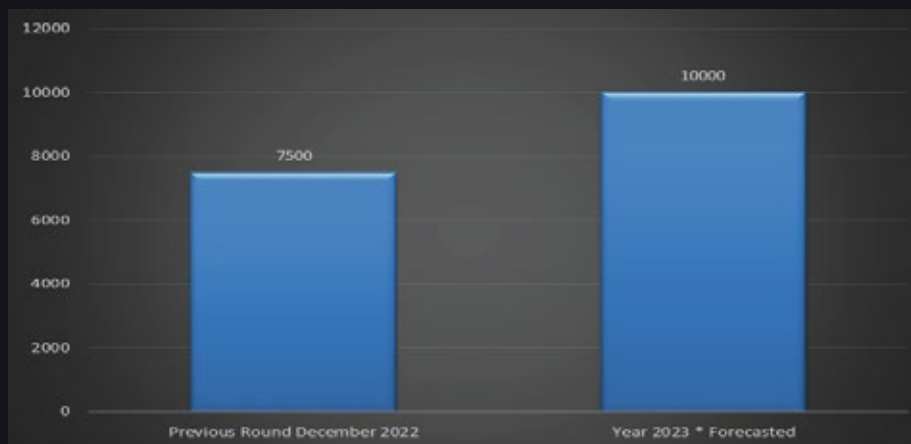
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Exhibitor's Analysis

C- NEBU's Expected Growth in Terms of Exhibitors



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



JEWELRY FASHION SHOW PHOTO GALLERY

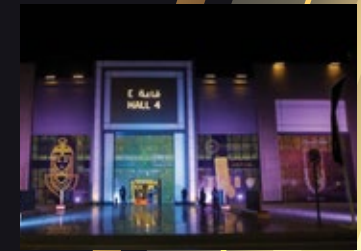


POST-SHOW REPORT II

Photo Gallery



Photo Gallery



POST-SHOW REPORT II

Photo Gallery



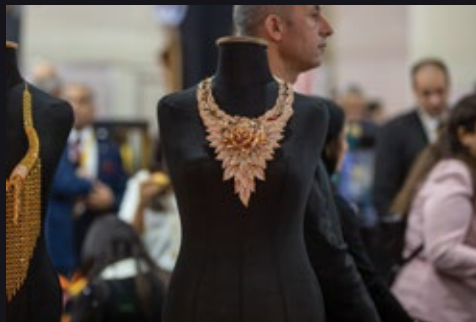


Photo Gallery



POST-SHOW REPORT II

Photo Gallery



Thanks to our exhibitors

GOLD MANUFACTURERS					GOLD MANUFACTURERS					GOLD MANUFACTURERS																			
GOLD MANUFACTURERS	    					GOLD MANUFACTURERS	    					GOLD MANUFACTURERS	    					GOLD MANUFACTURERS	    					GOLD MANUFACTURERS	    				
GOLD MANUFACTURERS					GOLD MANUFACTURERS					GOLD MANUFACTURERS																			
DIAMOND JEWELRY	      					DIAMOND JEWELRY	 					GOLD MALL																	
	DIAMOND JEWELRY						SILVER					GOLD MALL																	
INTERNATIONAL PAVILIONS					SERVICES					MACHINERY/TOOLS/SOFTWARE/SERVICES					MACHINERY/TOOLS/SOFTWARE/SERVICES														
INT'L. PAVILIONS	 					INT'L. PAVILIONS	    					INT'L. PAVILIONS	 					INT'L. PAVILIONS	     										
	INTERNATIONAL PAVILIONS						MACHINERY/TOOLS/SOFTWARE/SERVICES					MACHINERY/TOOLS/SOFTWARE/SERVICES					MACHINERY/TOOLS/SOFTWARE/SERVICES												

See you in the next

NEBU III
EXPO FOR
GOLD & JEWELRY



نبيو III
معرض
الذهب و المجوهرات

THE 3RD INTERNATIONAL EXHIBITION
FOR GOLD & JEWELRY
IN EGYPT

18 - 20 NOVEMBER 2023

www.NebuGoldExpo.com

تحت رعاية وتشريف
Under the Auspices and Attendance



الاتحاد العام للحرف التجارية المصرية
Federation of Egyptian Chamber of Commerce



الشعبة العامة للمصوغات والمجوهرات
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