

NEBU III  
EXPO FOR  
GOLD & JEWELRY



نبيو III  
معرض  
الذهب والمجوهرات



# NEBU EXPO FOR GOLD & JEWELRY 2023

THE 3<sup>RD</sup> INTERNATIONAL EXHIBITION FOR GOLD AND JEWELRY IN EGYPT

26 - 28 NOVEMBER, 2023

Egypt International Exhibition Center  
New Cairo, Egypt.



# Introduction

Nebu Expo for Gold & Jewelry (Nebu) is gearing up for its much-awaited return in 2023. Positioned as one of the industry's top annual b2b sourcing events in Africa and the MENA region, Nebu offers sellers and buyers unmatched opportunities in a city increasingly becoming known as the new heart of the global jewelry trade – Cairo.

Nebu's roster of quality exhibitors is anticipated to present the best of the new at the fair's expansive

gold and jewelry showcases, Fashion jewelry, contemporary and vintage designs, colored gemstone, and pearl marketplaces and zones dedicated to machinery and technology solutions.

Jewelry designers can pit their skills against each other in the jewelry design contest while showcasing top creative talent and unique brand pieces.

If you want to export, expand your business to international markets, or locate distributors in other countries,

prepare for the hosted buyers' program. With over 100 international participants from 20 countries, interested exhibitors can sign up for pre-arranged meetings and get matched with the most suitable prospects.

**Join us for three intense days of powerful business networking, collaboration, discovery, and showcasing at Nebu!**





## NEBU in Numbers

**3 Days**  
of exhibition

**150+**  
Companies

**15,000+**  
Visitors

**200+**  
Hosted Buyers

## Why Participate

- A platform for manufacturers and merchants to showcase their products and services to prospects, government, corporates, and buyers
- Access to 20 African and Middle Eastern markets simultaneously.
- Align your brand with the region's top gold and jewelry trade fair.
- Face-to-face contact with over 15,000 trade visitors
- Elevate your brand visibility and showcase the latest collections.
- Reach a captive audience of decision-makers and serious buyers.
- Sign mega business and export contracts.
- Attend the conference and the Jewelry fashion show.
- Participate in the Jewelry Design Contest and get awarded for your exceptional designs.
- Get inspired with new ideas and industry insights.
- Gain valuable industry insights from respected industry leaders.
- Learn about the latest market trends, challenges, and forecasts.
- Foster business partnerships and develop new ventures.
- Network with other exhibitors, investors, and buyers
- Enjoy year-round post-event business communication channels.



# The Story

## Egypt, The World's Rising Gold Hub

In 2023, Egypt ranked the world's third in terms of its annual increase in strategic gold reserves, up from 75 tons to 125 tons. Egypt's Ministry of Petroleum and Mineral Resources revealed that the sales of gold and silver recorded USD 5.3 billion between 2014 and 2022. Last year, gold and silver sales witnessed a 17% jump over the 2021 figures, with 568,000 ounces of gold and silver sold, fetching a revenue of USD 878.24 million.

In 2022, Egypt became the most significant gold buyer among the world's central banks. A report by the World Gold Council indicated that the Central Bank of Egypt bought 44 tons of gold, increasing its total holdings by 55%, reaching 125.3 tons. That is equivalent to almost 20% of the entire Egyptian reserves.



According to the annual report by the General Organization for Export and Import Control, in 2022 Egypt's gold exports grew by 33%, reaching USD 1.63 billion compared to USD 1.12 billion in 2021.

This year alone, sales of Egyptian gold products are expected to hit an unprecedented level of USD 1 billion. In anticipation of this boom and to attract foreign investment, Egypt recently established The City of Gold, a 150 acres space dedicated to gold manufacturing and trading. It features 400 workshops for gold production, 150 educational seminars, and an integrated technical school for gold and jewelry.



## A Gateway to Over 400 Million Regional Customers

The international community is eager to engage with Egypt, as a presence in the Egyptian market provides preferential access to over 400 million inhabitants in Africa and the MENA region. This extensive accessibility is enabled by the roster of free trade agreements that Egypt has signed with many countries. Its' membership in the African Continental Free Trade Agreement (AFCFTA), Common Market for Eastern and Southern Africa (COMESA), Agadir Free Trade Agreement, Greater Arab Free Trade Agreement (GAFTA), and the Pan-Arab Free Trade Agreement are just a few of these influential accords.

### Since 2021

- ✓ **15,000+** Local Trade Visitors
- ✓ **1500+** International Visitors
- ✓ **2** Rounds
- ✓ **10 Countries** Participated
- ✓ **400+ Brands** Represented
- ✓ **8000+ m2** gross exhibition space



## Exclusive Expo Feature

### Buyers Program

NEBU EXPO FOR GOLD & JEWELRY is Africa's first and only trade fair to host 100 buyers from companies with serious gold and jewelry sourcing intent. This program aims to create an effective communication zone where exhibitors and buyers sharing common goals and interests will engage via pre-scheduled meetings.



## Top 10 Exhibitor Benefits

- ✓ Engage high-quality buyers with serious purchasing power.
- ✓ Connect with current and future strategic partners.
- ✓ Explore, showcase, and demonstrate new technologies.
- ✓ Target hard-to-reach customers with face-to-face promotions
- ✓ A one-stop shop to explore business expansion opportunities
- ✓ Monitor and observe competitors' business
- ✓ Discover and boost export activities
- ✓ Sign business deals with new parties and partners
- ✓ Meet top buyers from Saudi Arabia and the GCC region
- ✓ Increase your brand presence at a one-of-a-kind regional trade show

## Who Should Exhibit

- ✓ Gold Jewelry
- ✓ Fancy Gold Items
- ✓ Antique and Vintage Gold
- ✓ Gold Bars and Coins
- ✓ Silver Jewelry
- ✓ Silver Bars and Coins
- ✓ Gold Accessories
- ✓ Diamond/Gem Jewelry
- ✓ Pearl Jewelry
- ✓ Gemstones
- ✓ Fine Gems
- ✓ Semi-Precious Stones
- ✓ Display and Packaging
- ✓ Fashion Jewelry
- ✓ Costume jewelry
- ✓ Cleaning Devices
- ✓ Packaging and Display
- ✓ Machinery and Tools

## Who Should Visit

- ✓ Qualified Trade Buyers
- ✓ Hosted Buyers
- ✓ Retailers/ Wholesalers
- ✓ Boutique Owners
- ✓ Jewelry Connoisseur
- ✓ Designers
- ✓ Fashion Experts
- ✓ Contract Manufacturers
- ✓ Importers / Exporters
- ✓ Jewelry Manufacturers
- ✓ Diamond Gemstone & Pearl Suppliers
- ✓ Diplomats and Foreign Dignitaries
- ✓ High Net Consumers and Buyers
- ✓ Jewelry and Gold Collectors





# Marketing & Promo Campaigns

Through an intense integrated marketing and promotion campaign, NEBU EXPO FOR GOLD & JEWELRY organizers will attract top-quality manufacturers and trade visitor groups via the following means:

## Hosted Buyers Program

NEBU EXPO FOR GOLD & JEWELRY will feature a specialized “Regional Hosted Trade Buyers Program” and official trade missions represented by gold and jewelry associations, councils, and chambers of commerce in the Middle East and Africa. (Targeted markets are Algeria, Libya, Lebanon, Jordan, Iraq, Ghana, Sudan, Burkina Faso, Mali, Uganda, and Tanzania).

## Integrated Media Campaigns

Maximizing event coverage via media campaigns, specialized magazine advertising, online press advertising, and press releases.

## Official Website, Newsletter & Retargeting Campaigns

Easy online registration for exhibitors and visitors, with the option to subscribe to newsletters and email shots for regular updates. A retargeting campaign will prompt prospective visitors to complete their registration and attend.

## Radio Advertising

Awareness campaign to create excitement around the event on local stations during prime-time slots

## Mobile Marketing

To increase attendance rates, programmatic ads will target prospective visitors.

## Social Media

Daily show highlights, sponsored ads, and news posts via social media outlets to live visitors and potential attendees across all digital channels

## Press Releases

Critical event updates, features, and daily attractions notifications to journalists and specialized press representatives

## Outdoor Promotions

Appealing outdoor billboard designs in prime locations and industrial cities

## Trade Invitations

30,000 invitations to prospective local buyers encourage them to plan their visit and book appointments with exhibitors interested in meeting.





## About The Venue

NEBU EXPO FOR GOLD & JEWELRY will take place at the distinguished Egypt International Exhibition Center (EIEC), a fully equipped facility with 4 halls providing over 40,300 m2 of exhibition space.

It is located in one of the most prominent areas in Egypt, the Fifth Settlement, near several 5-star hotels and entertainment destinations. Only minutes away is Cairo International Airport, the regional hub for air transport with over 20 million passenger airlines serving over 70 world destinations.

### ADDRESS

**Egypt International Exhibition Center (EIEC)**  
New Cairo, 5th settlement  
El Mosheer Tantawy Axis  
Cairo, Egypt



### For Inquiries, Space Booking, Sponsorship & Advertising, Contact:

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## About The Organizer

**Vision Fairs is the organizer of the NEBU EXPO FOR GOLD AND JEWELRY.**

As Egypt's leading b2b exhibition organizer, Vision Fairs trade fairs bridge the gap between Egypt, the Middle East, and Africa's economies. They create well-attended industry events with valuable opportunities for companies to network, promote, and sign deals with the right partners while learning about the latest industry trends and critical industry issues.

Their 96 editions and 29 annual shows span 10 countries, including Sudan, Ethiopia, Morocco, Erbil, Kenya, Tanzania, and Saudi Arabia. Vision Fairs produce mega-size trade fairs that generate millions of dollars in business deals.

## Vision Fairs in Numbers

### Since 2005:

- 29 Regional trade fairs
- 10 Countries
- 96 editions

### In 2022:

- 1,125 Direct exhibitors
- 2,500 Indirect exhibitors
- 700,000 Trade visitors
- 82,500 m2 of net exhibitor space

### Nebu 2023:

- Under the auspices of the Ministry of Supply & Internal Trade
- Under the auspices of the Federation of the Egyptian Chamber of Commerce
- Expo by the Gold and Jewelry Division
- Organized by Vision Fairs



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تحت رعاية

وزارة التموين والتجارة الداخلية  
Ministry of Supply & Internal Trade



الاتحاد العام للغرف التجارية المصرية  
Federation of Egyptian Chamber of Commerce

Expo by:



الشعبة العامة للمصوغات والمجوهرات  
Gold & Jewelry Division

Organized by:



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