

NEBU III  
EXPO FOR  
GOLD & JEWELRY



نبو III

معرض  
الذهب و المجوهرات



26-28 نوفمبر 2023  
NOVEMBER

مركز مصر للمعارض الدولية - القاهرة الجديدة  
EGYPT INTERNATIONAL EXHIBITIONS CENTRE  
NEW CAIRO, EGYPT

POST-SHOW REPORT





# POST-SHOW REPORT III

## Message from the Organizers

Featuring gold and jewelry state-of-the-art tendencies; NEBU represented the most significant event for international producers and trendsetters to develop their market exposure; benefit from fresh commercial opportunities and achieve commercial objectives; at a distinctive business setting set to reach out to the flourishing gold and jewelry markets in Egypt and its neighboring states.

Encompassing profit-making collaboration across the gold and jewelry industries value chain from pre-production to end-product; NEBU signified an event set flexibly to reveal ingenuity and modernism with a positive emphasis on trading opportunities, driving exhibitors, trade buyers and visitors to take advantages of consistent marketplace business opportunities.

Demonstrating a lively collection of genuine and fashionable products display; NEBU was a facilitator for brand development; creating new profitable business scenarios to the world's top gold and jewelry makers to foster bilateral trade and provide pioneering solutions to the gold and jewelry industries under one roof.

Far beyond the capabilities of any other similar trade event in the entire region, NEBU grasped the know-how, experience and understanding to reach out and draw thousands of quality trade buyers 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**



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## NEBU III OVERVIEW

**1- Exhibition Dates:**  
**26-28 November 2023**

**2- Opened Daily from:**  
**11:00 AM till 9:00 PM**

**3- Total Number of Exhibitors:**  
**51 Companies**

**4- Exhibition Space:**  
**8000 M<sup>2</sup>**







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## NEBU III OVERVIEW

5- Total Number of Visitors :



**10,192** Visitors



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## NEBU III OVERVIEW

### 6- Total Number of Trade Buyers

# 120

Fully Hosted Trade Buyers



### 7- Trade Buyers Countries of Origin:

Saudi Arabia, Algeria, Jordan, Tunisia,  
Yemen, India, Turkey, Egypt, Syria,  
St. Kitts & Nevis, USA, France,  
Kuwait, Lebanon, Pakistan,  
UAE & Palestine.







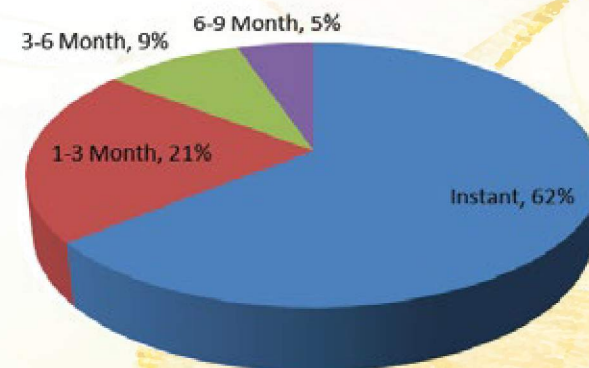
# POST-SHOW REPORT III

## Visitor's Analysis

### A- Visit Main Objectives



### B- Visitors Purchase Intention Time Frame





# POST-SHOW REPORT III

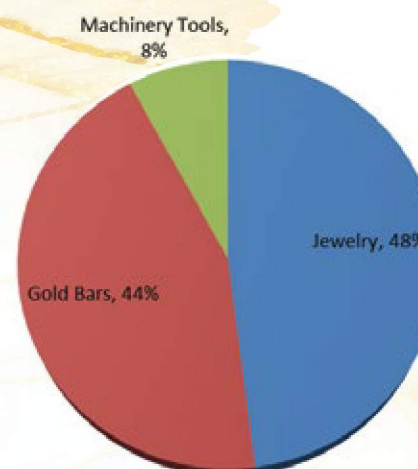
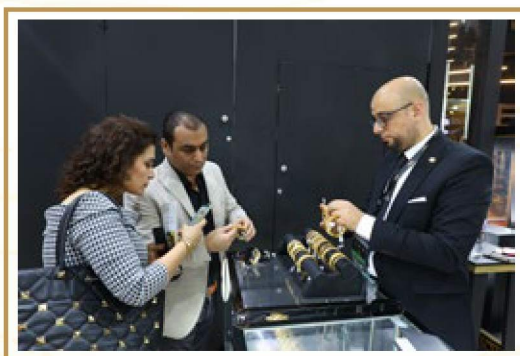
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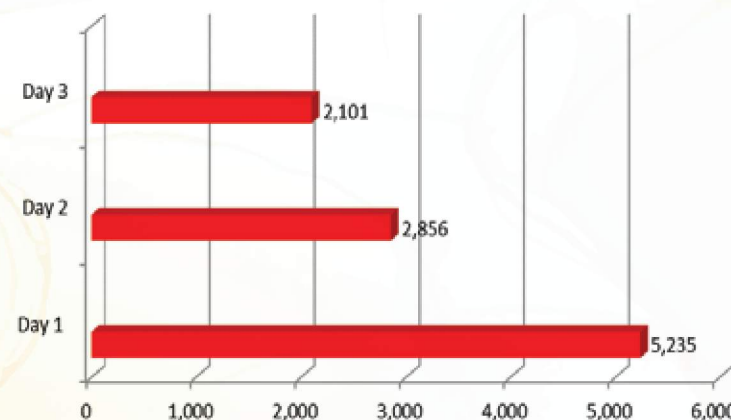
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## Visitor's Analysis

### C- Visitors Type of Purchase



### D- Visitors Admission Analysis by Show Days



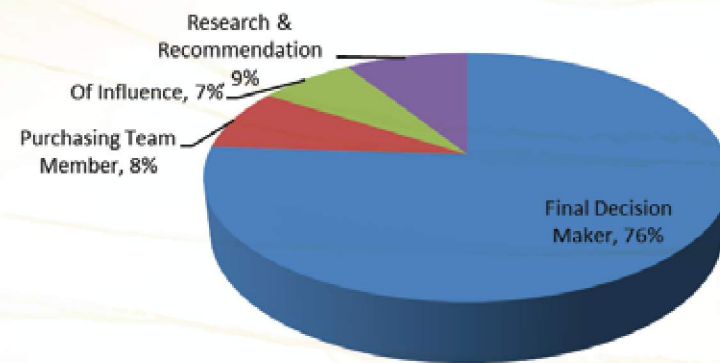




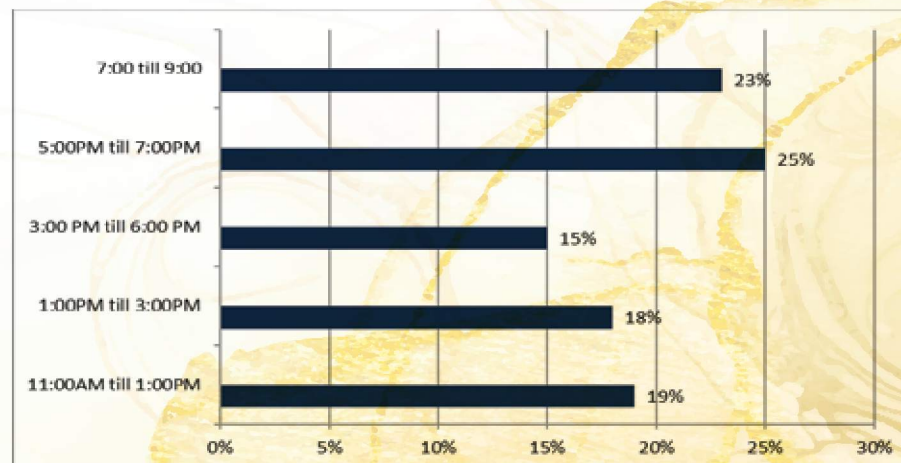
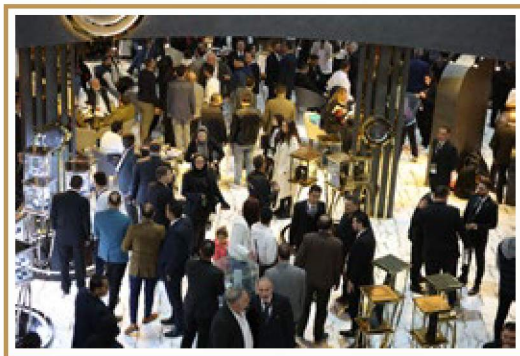
# POST-SHOW REPORT III

## Visitor's Analysis

### E- Visitors in Terms of Buying Decision Influence



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





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## Visitor's Analysis

### H – Results from Visitors Survey

**94%**

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



**95%**

of the visitors rated their visit as successful



**92%**

of the visitors confirmed that they will attend the next edition in 2024



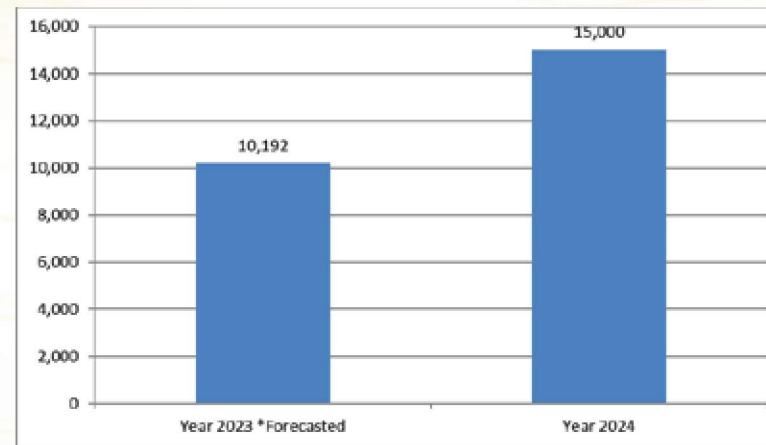




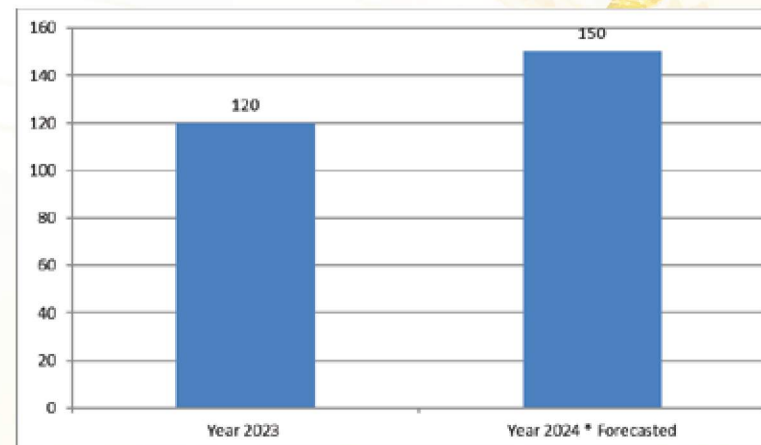
# POST-SHOW REPORT III

## Visitor's Analysis

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



### J- NEBU's Expected Growth in Terms of Trade Buyers





# POST-SHOW REPORT III

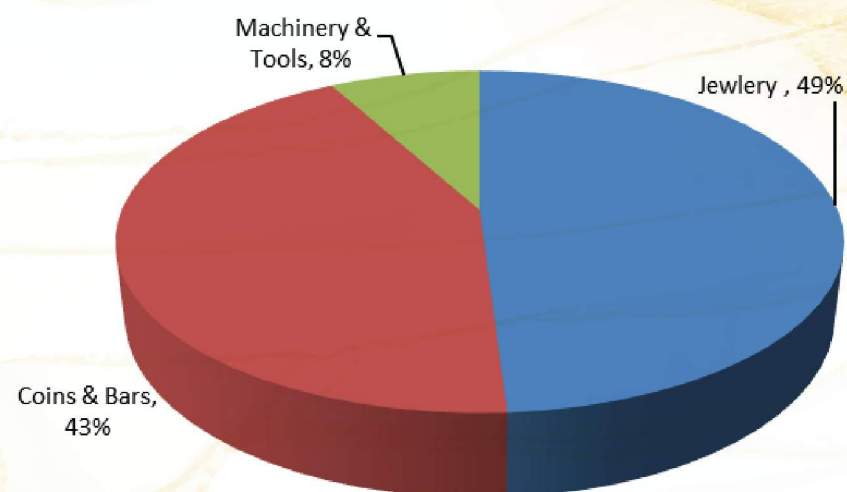
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## Exhibitor's Analysis

### A- Exhibitors Nature of Business







# POST-SHOW REPORT III

## Exhibitor's Analysis

### B- Results from Exhibitors Survey

# 93%

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 2023



# 90%

of the exhibitors rated the show as Very Good





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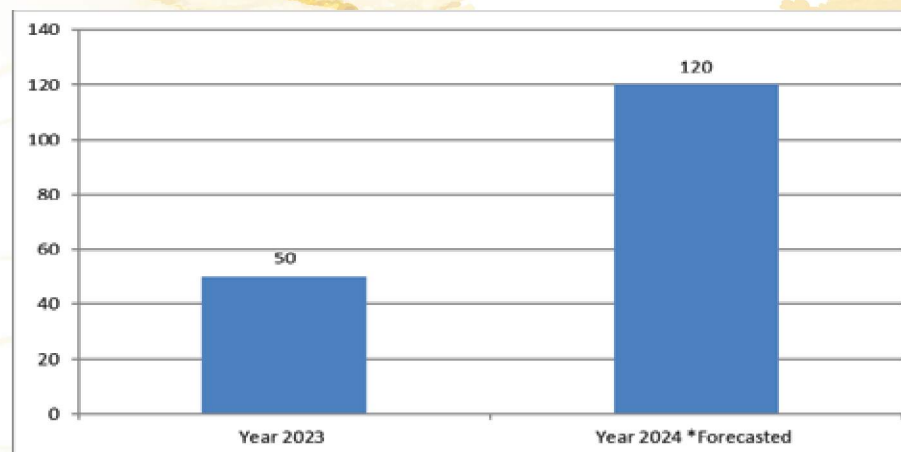
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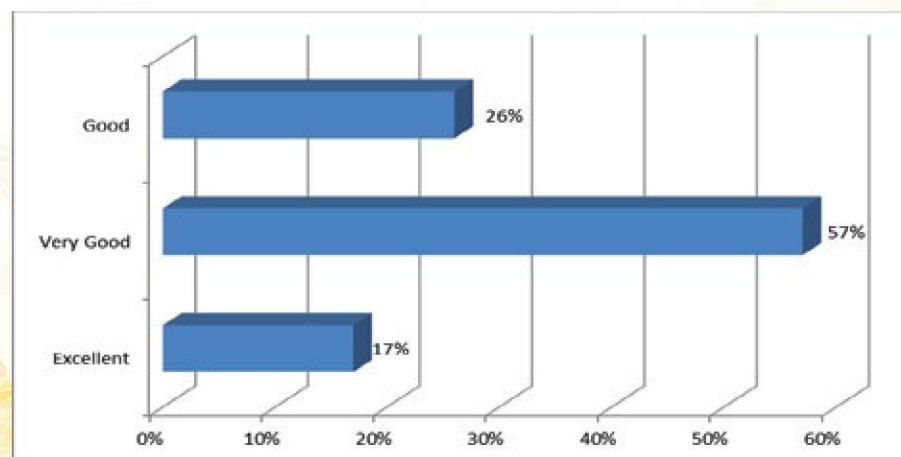
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## Exhibitor's Analysis

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



### D- Exhibitors Rating for NEBU Value for Money



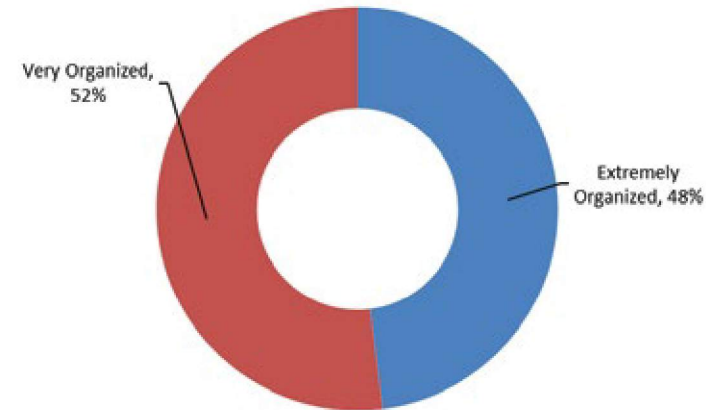




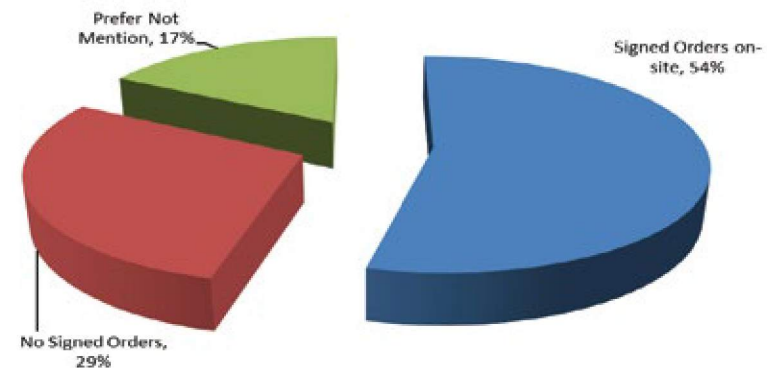
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## Exhibitor's Analysis

### E- Exhibitors' Rating for the Organization of NEBU



### F- Exhibitors' On-site Orders





# POST-SHOW REPORT III

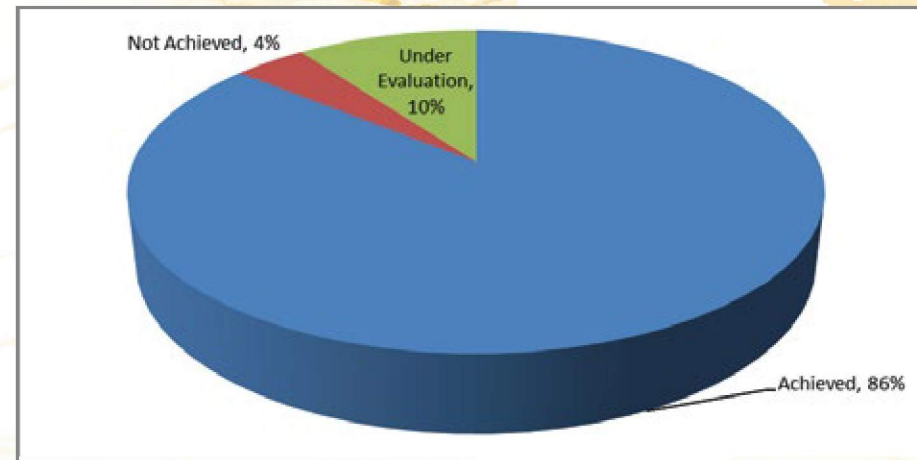
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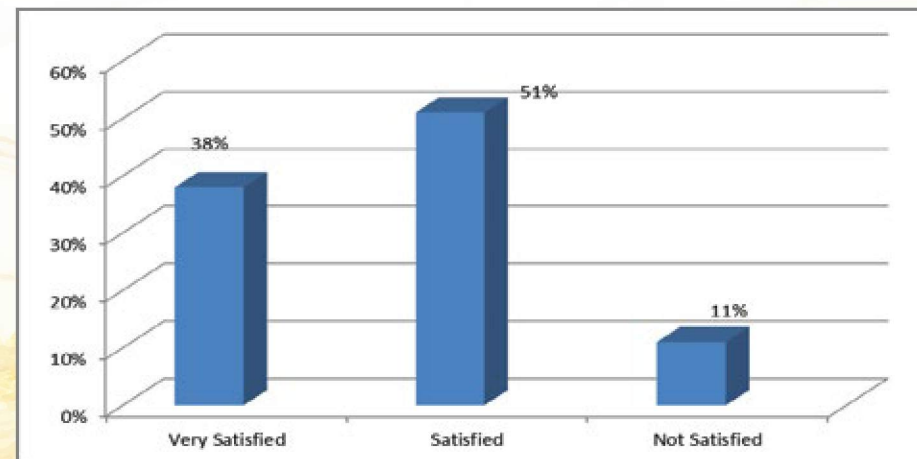
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## Exhibitor's Analysis

### G-How Far did NEBU Exhibitors Achieve their Objectives



### H- NEBU Exhibitors' Rating for Quantity & Quality of Visitors







# POST-SHOW REPORT III

## Photo Gallery





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## Photo Gallery







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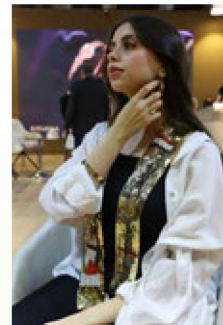
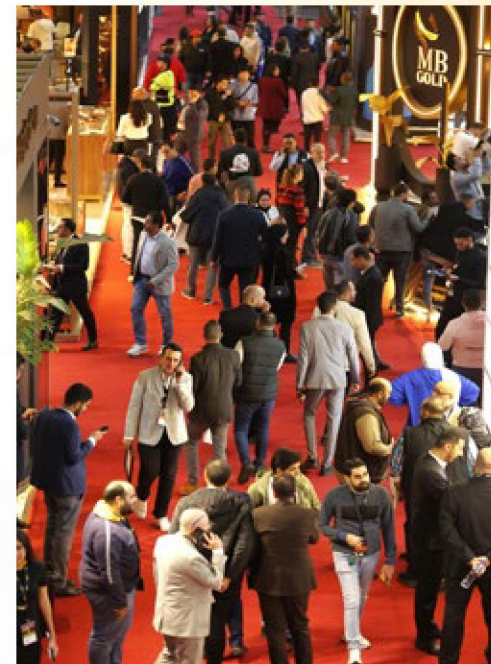
## Photo Gallery





# POST-SHOW REPORT III

## Photo Gallery





# Thanks to our exhibitors

## GOLD & JEWELRY

L'AZURDE  
لازوردي



BULLION TRADING CENTER  
Investment To Be Trusted

KIRMINA  
كيرمين

Andria &  
George GOLD

MASTERGOLD  
EGYPT

NEW  
EGYPT GOLD  
since 1935

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SAM PRECIOUS METALS

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GOLD  
MAKKAH & HEBRA  
SINCE 1994

Qaid Gold  
SINCE 1954

G.F.G.

EL GALLA GOLD  
ESTABLISHED 1996

WASSEF  
elle JOYCE

Sun Gold  
صن جول  
JEWELRY

SWISS GOLD  
PRECIOUS METAL REFINING

GOLD ERA  
Gold Investment Services

المصري  
التجارة الذهب

MINOUS  
Real Search

Smile  
Gold

Grielli  
FINE JEWELRY & DIAMONDS

JOYCE

## DIAMOND

SARANA

EGD  
EG Diamond

## SILVER

ES  
EGYPT SILVER

## GOLD MALL

ROCK GOLD  
NEW CAIRO

## MACHINERY / TOOLS / SOFTWARE / SERVICES



EGY Value Casting

NE BU  
JEWELLERY SYSTEMS

كلايف  
يوسف



H  
Hokai

TR-Q Technic



CONCEPT  
DESIGNS

Ezz  
Ezz Eldin

Emak®  
INTERNATIONAL for import and export

SMT  
SAMRAT MACHINE & TOOLS (PVT.)

TECHNO SCALE  
SOLUTIONS FOR JEWELLERY

TOP LASER

PASCOB

SUN LASER

MIRACLE  
CNC AND LASER

ثري كس

EGYPT GOLD  
SCHOOL

KHODEIR | PRO

## THANKS TO OUR INTERNATIONAL EXHIBITORS



Turkey



Italy



UAE



Germany



China



See you in the next

NEBU IV  
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نبو IV  
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THE 4<sup>TH</sup> INTERNATIONAL EXHIBITION  
FOR GOLD & JEWELRY  
IN EGYPT

14-16 ديسمبر  
DECEMBER 2024

[www.NebuGoldExpo.com](http://www.NebuGoldExpo.com)





تحت رعاية  
Under the Auspices of

وزارة التموين والتجارة الداخلية  
Ministry of Supply & Internal Trade



الاتحاد العام للغرف التجارية المصرية  
Federation of Egyptian Chamber of Commerce



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