

تحت رعاية معالي الأستاذ الدكتور مصطفى مدبولي، رئيس وزراء جمهورية مصر العربية
HELD UNDER THE PATRONAGE OF HIS EXCELLENCY DR. MOUSTAFA MADBOULY, PRIME MINISTER OF THE ARAB REPUBLIC OF EGYPT

NEBU IV
EXPO FOR
GOLD & JEWELRY



نبو IV
معرض
الذهب والمجوهرات



The Fourth International Exhibition
for Gold and Jewelry in Egypt.

POST-SHOW REPORT

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

15-17
ديسمبر
DECEMBER
2024



Message from the Organizers

NEBU has established itself as the premier event for the gold and jewelry industry, providing international producers and trendsetters with an unparalleled platform to enhance market visibility, capitalize on new business opportunities, and achieve strategic commercial objectives. Set within a dynamic business environment, NEBU connects industry leaders with the thriving gold and jewelry markets of Egypt and the surrounding region.

As a comprehensive industry hub, NEBU fosters profitable collaborations across the entire value chain—from pre-production to final products—while showcasing innovation and modernity. With a strong focus on trade, the event enables exhibitors, buyers, and industry professionals to leverage ongoing business opportunities in a highly competitive marketplace.

Bringing together an exceptional selection of high-quality, on-trend products, NEBU serves as a catalyst for brand expansion, creating lucrative business prospects for leading gold and jewelry manufacturers. The event facilitates bilateral trade and presents cutting-edge solutions, all under one roof.

Standing apart from any other industry event in the region, NEBU possesses the expertise and market insight to attract thousands of qualified trade buyers and decision-makers with real purchasing power.

We extend our sincere gratitude to our valued sponsors and exhibitors for their unwavering support.

To ensure our business partners maximize their participation and achieve outstanding results, we have prepared this post-show report. It provides a comprehensive analysis of visitor insights and feedback, offering valuable data to help exhibitors and sponsors optimize their strategy for future editions.

We look forward to welcoming you to the next edition of NEBU.



NEBU IV OVERVIEW

1- Exhibition Dates:
15-17 December 2024

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

3- Total Number of Exhibitors:
80 Companies

4- Exhibition Space:
10,000 M²





NEBU IV OVERVIEW

5- Total Number of Visitors :



13,561 Visitors



NEBU IV OVERVIEW

6- Total Number of Trade Buyers

160

Fully Hosted Trade Buyers

7- Trade Buyers Countries of Origin:

EGYPT, ALGERIA, UAE, LIBYA, BAHRAIN,
TUNISIA, LEBANON, JORDAN, KSA, IRAQ,
SOUTH AFRICA, GHANA, NIGERIA, KUWAIT,
MALI, QATAR, UGANDA, TANZANIA.



8- National Pavilions:

ITALY



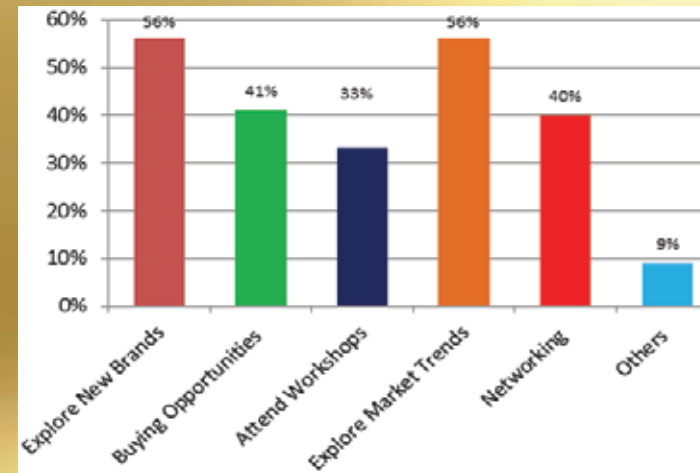
TURKIYE



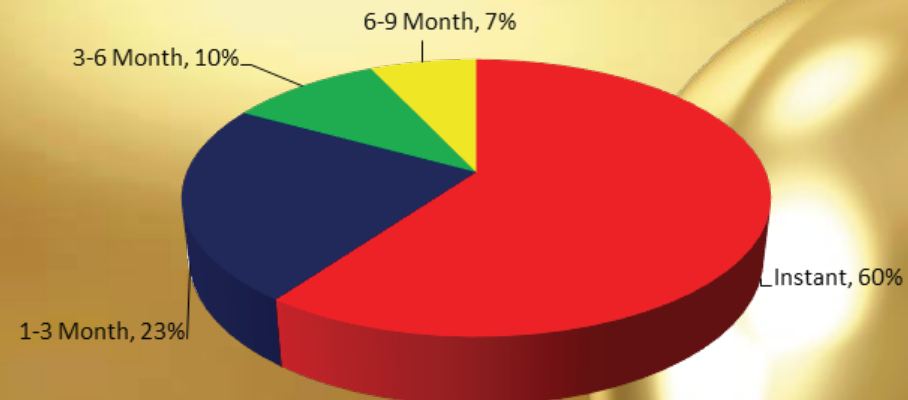


Visitor's Analysis

A- Visit Main Objectives



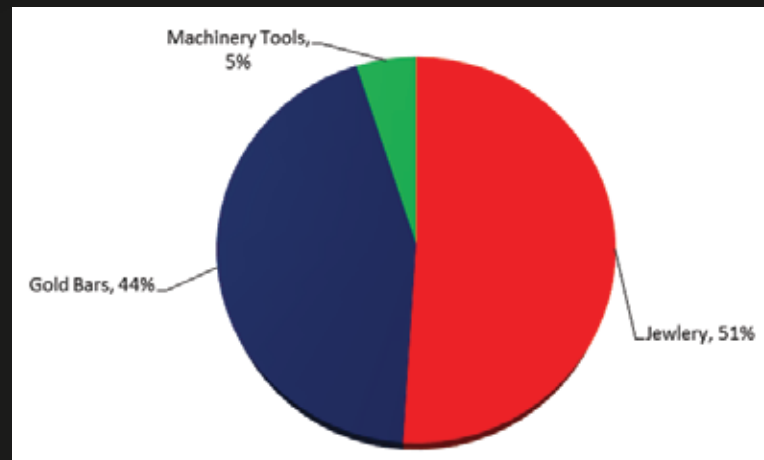
B- Visitors Purchase Intention Time Frame



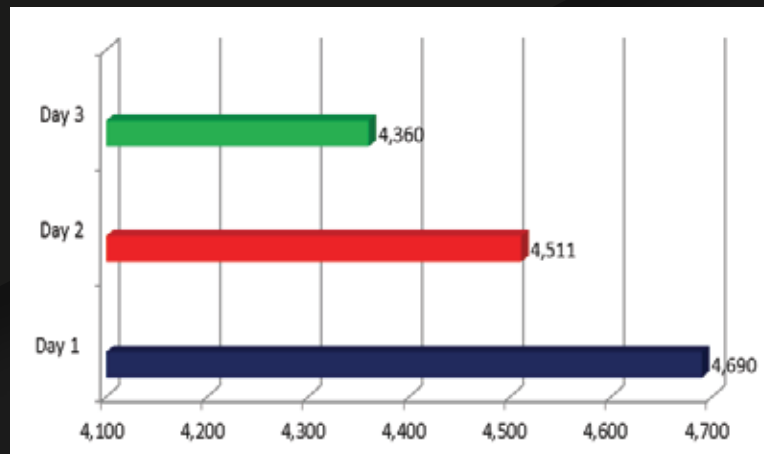


Visitor's Analysis

C- Visitors Type of Purchase



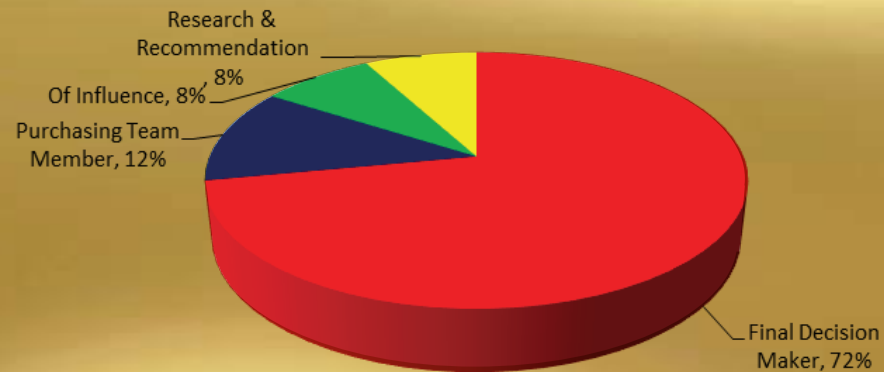
D- Visitors Admission Analysis by Show Days



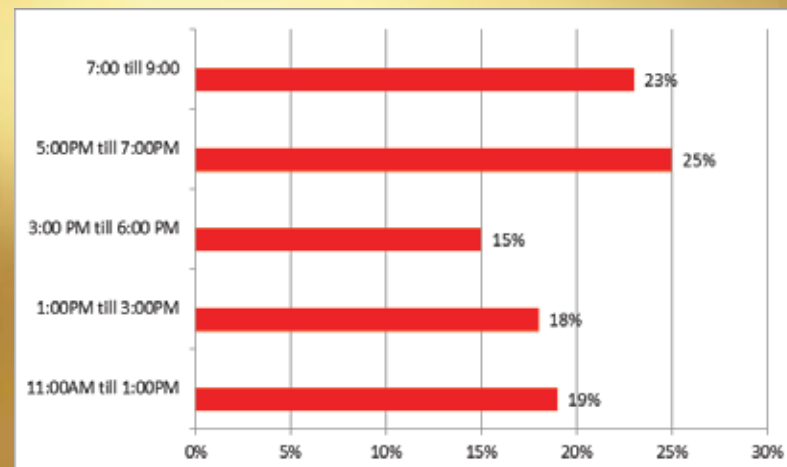


Visitor's Analysis

E- Visitors in Terms of Buying Decision Influence



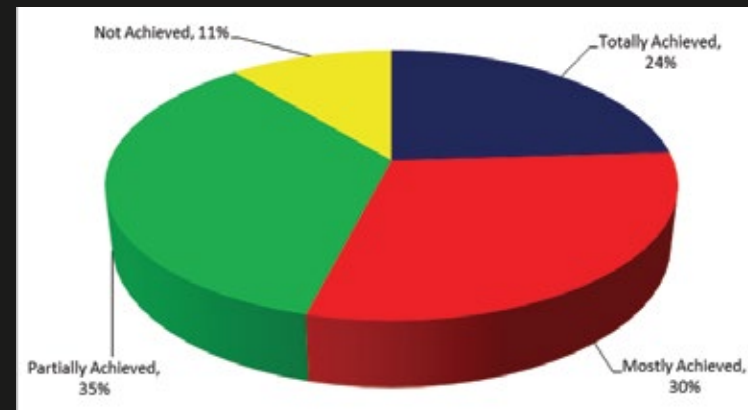
F- Prime Time for Visitors Flow (Opening Day)



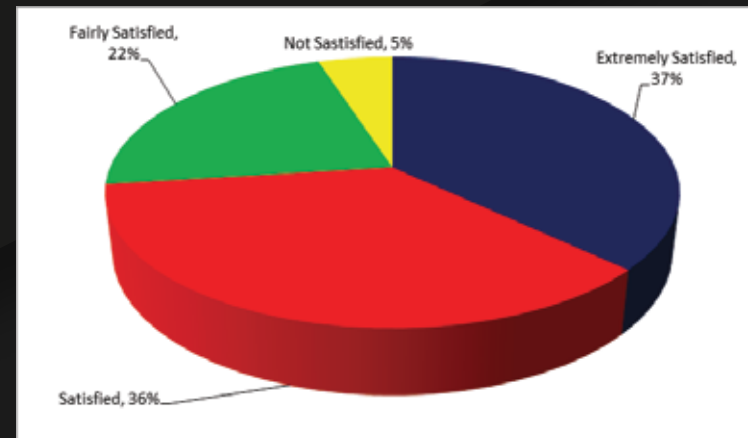


Visitor's Analysis

G- How Far Did The Visitors Achieve Their Objectives



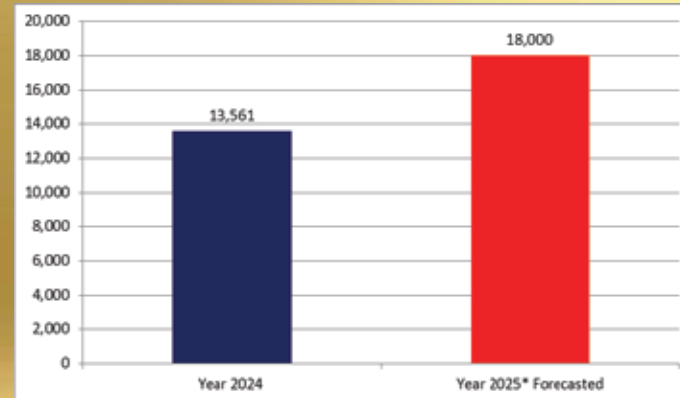
H – Visitors Rating on Their Viisit Experience



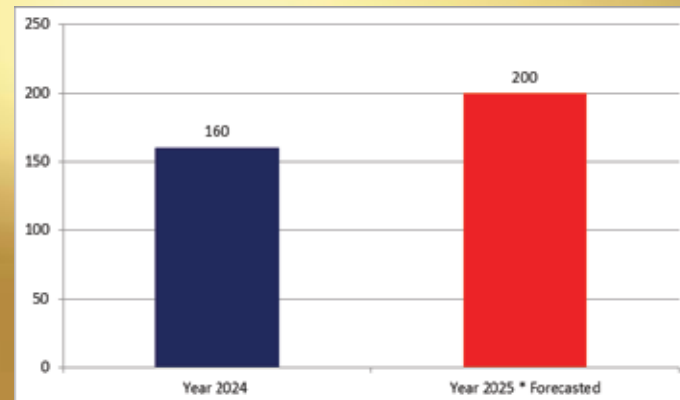


Visitor's Analysis

I- NEBU's Expected Growth in Terms of Visitors



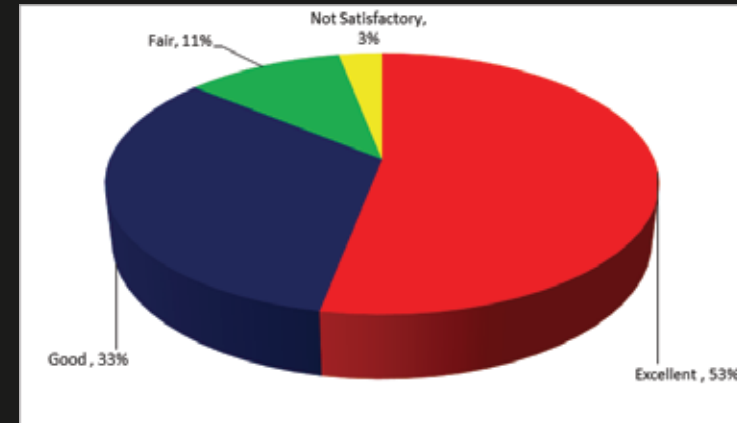
J- NEBU's Expected Growth in Terms of Trade Buyers



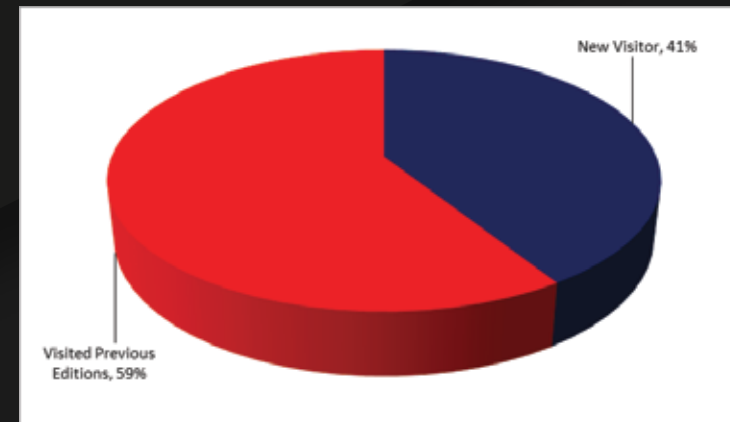
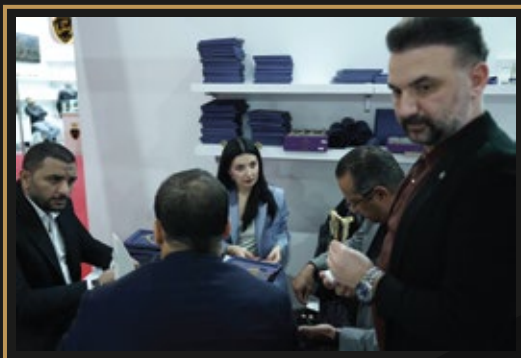


Visitor's Analysis

K- Visitors Rating on the Organization of the Event



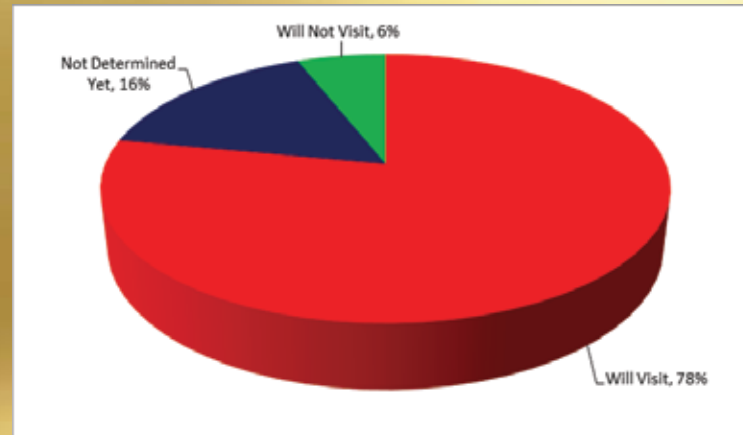
L- Percentage of New Visitors to Previous Edition Visitors



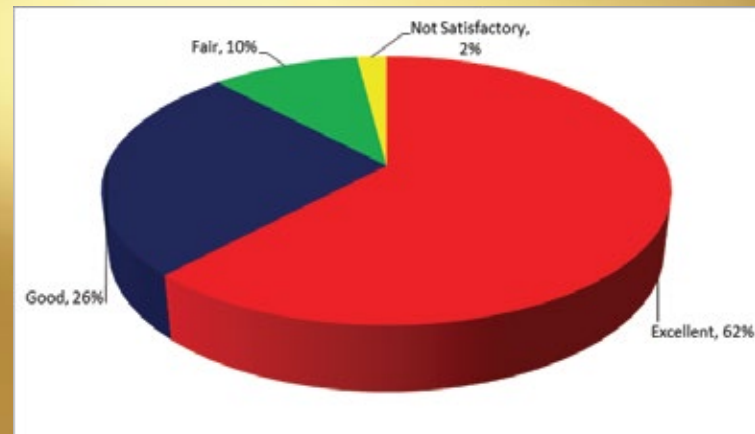


Visitor's Analysis

M- Visitors Intention to Visit the Next Edition



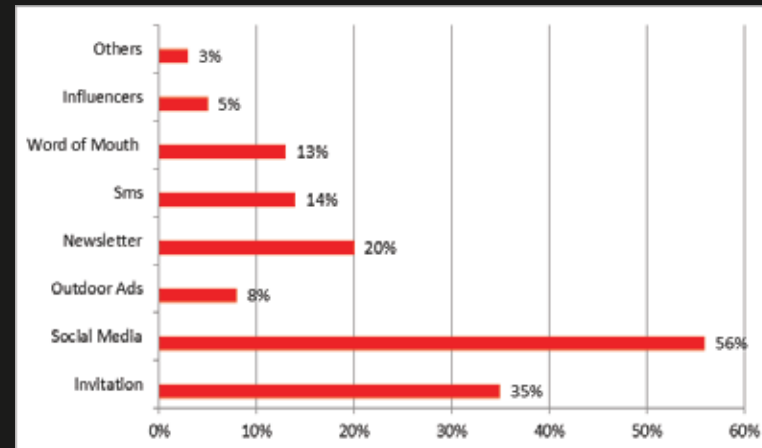
N- Visitors Rating of Exhibits



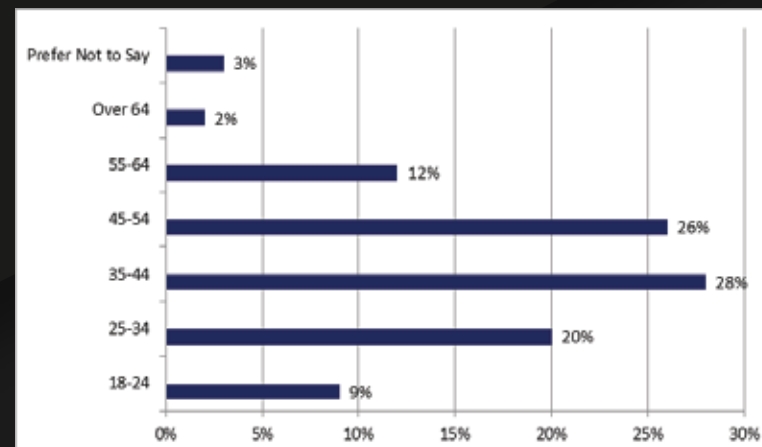


Visitor's Analysis

O- How Did the Visitors Know About the Exhibition



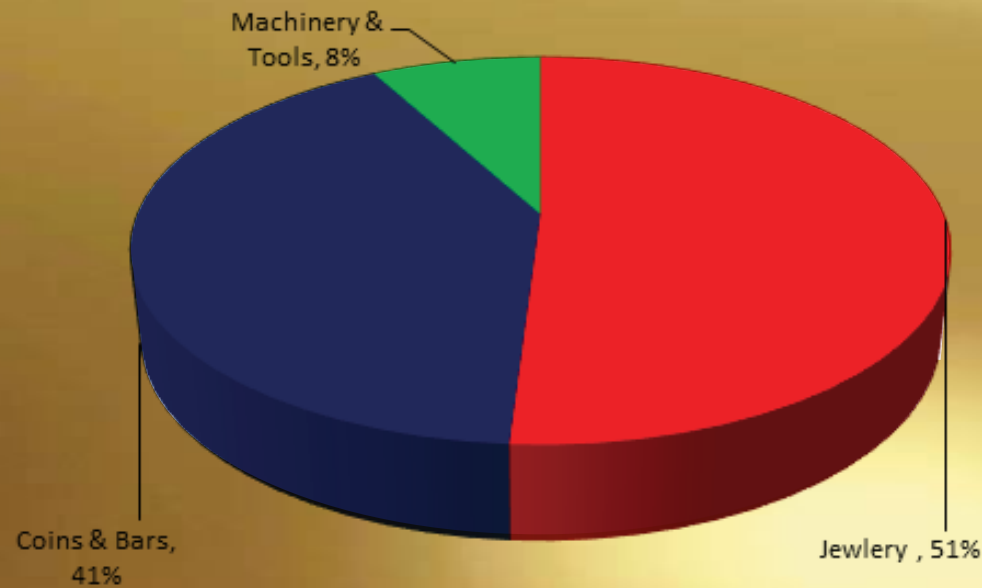
P- Visitors Classification by Age Group





Exhibitor's Analysis

A- Exhibitors Nature of Business





Exhibitor's Analysis

B- Results from Exhibitors Survey

94%

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



93%

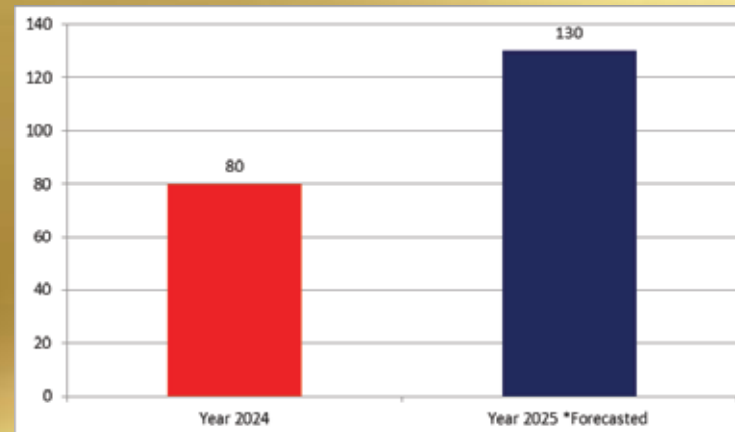
of the exhibitors rated the Organization of the show as Very Good



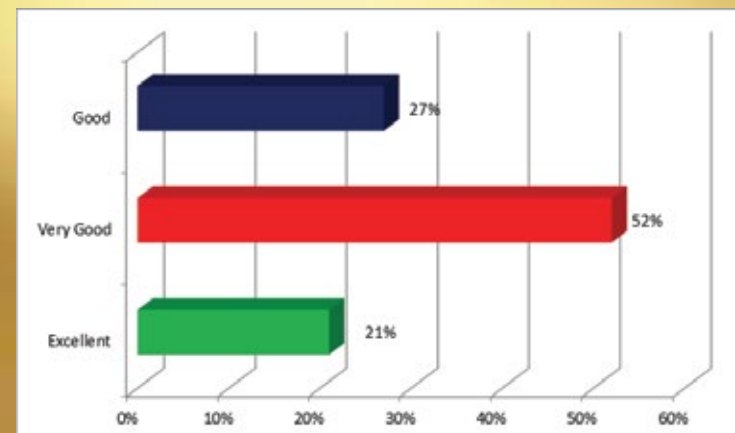


Exhibitor's Analysis

C- NEBU's Expected Growth in Terms of Exhibitors



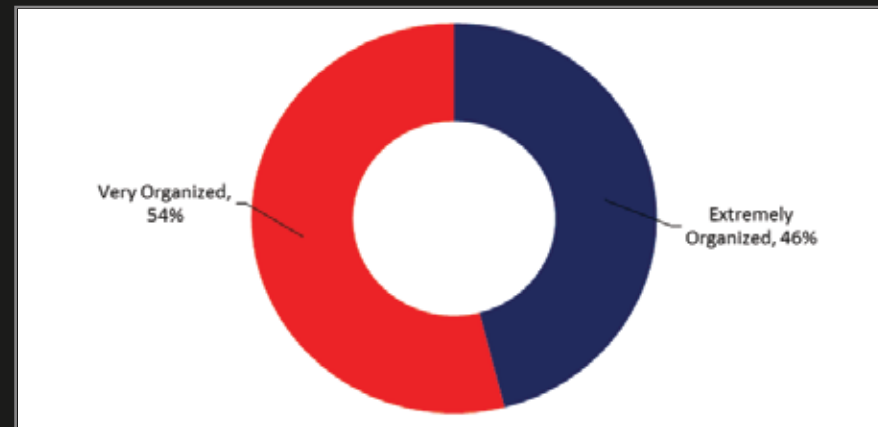
D- Exhibitors Rating for NEBU Value for Money



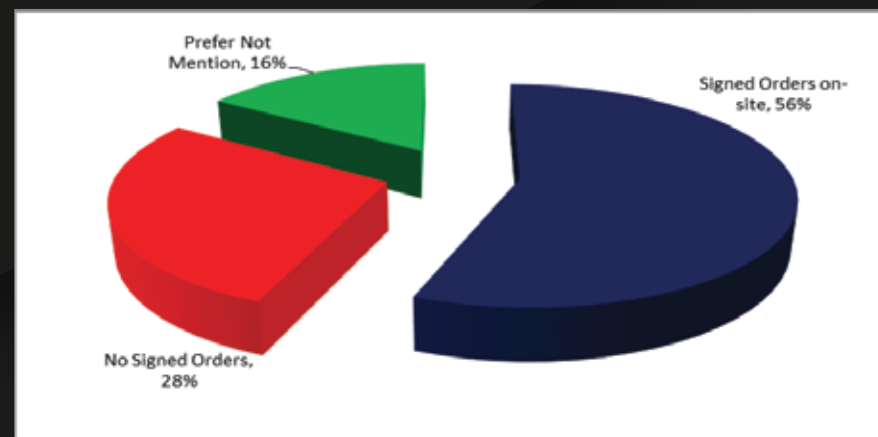


Exhibitor's Analysis

E- Exhibitors' Rating for the Organization of NEBU



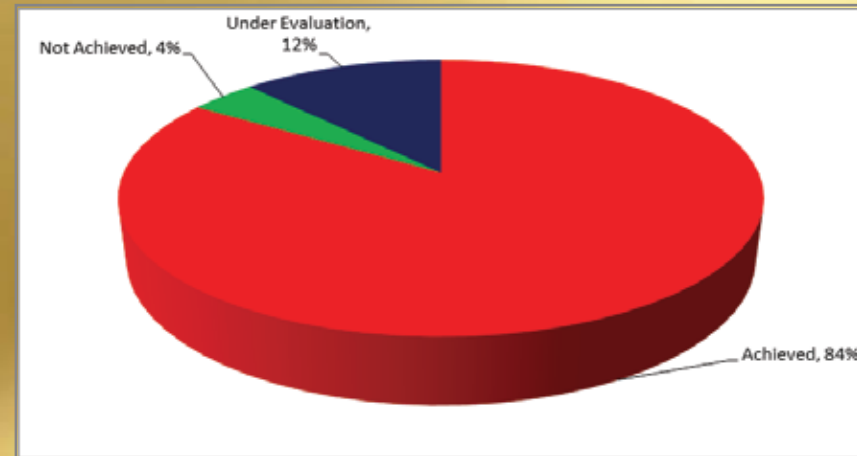
F- Exhibitors' On-site Orders



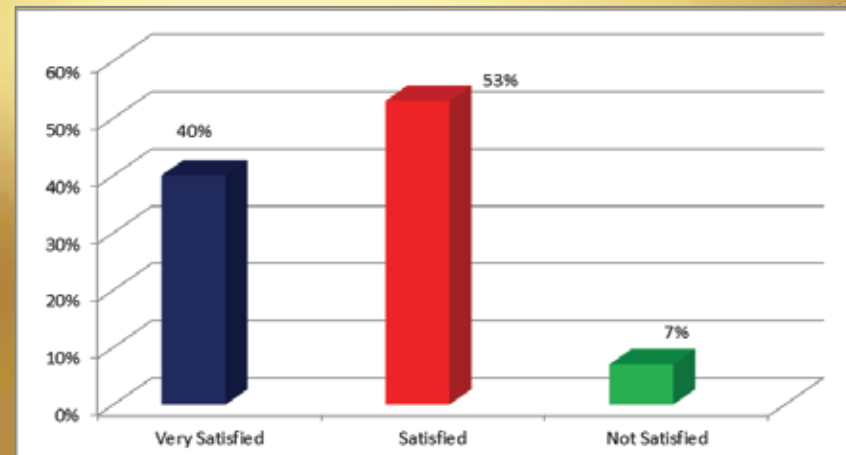


Exhibitor's Analysis

G-How Far did NEBU Exhibitors Achieve their Objectives



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





NEBU 2024 Special Features

Hosted Buyer Program

Summary
of Event
Participation

166

Buyers

Total
Primary
Hosted Buyers

137

Buyers

Total
Companions of
Hosted Buyers

29

Buyers

Participating Countries:

Saudi Arabia, Algeria, Jordan, Yemen,
Lebanon, Syria, Tunisia, Libya, Palestine,
Bahrain, Kuwait, Oman, Pakistan, UAE,
India, Belgium, Germany, Kenya, and the USA.

19

Participating
Countries





NEBU 2024 Special Features

Conference

The conference at Nebu focused on the gold, jewelry, and precious stones industries, featuring expert-led discussions on design, global branding, diamond and gemstone roles in alloys, and investment in gold. It also highlights emerging jewelry companies, exploring their challenges, opportunities, and the support needed to drive industry growth. The event provided a valuable platform for networking and learning about trends and opportunities in these sectors.





NEBU 2024 Special Features

Jewelry Designing Competition

Total

276

Competition
participants

258

participants
From Egypt

18

International
participants

13

Participating
Countries

Participating Countries:

Bahrain, Iraq, Jordan, Libya, Oman,
Palestine, the Philippines, Qatar,
Saudi Arabia, Spain, Sudan,
and Syria.





NEBU 2024 Special Features

Art Wall

The Nebu Gold & Jewelry Exhibition invited Egyptian visual artists to explore the theme "Jewelry as a Reflection of Egyptian Identity Through History - The Pharaonic Era" in their artwork, was showcased in an ART WALL alongside the event.





Photo Gallery

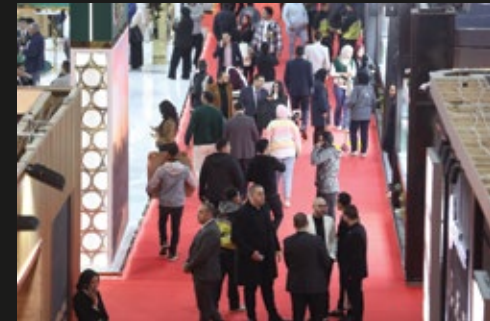


Photo Gallery



See you in the next

NEBU V
EXPO FOR
GOLD & JEWELRY



نبيو
معرض
الذهب والمجوهرات

THE 5TH INTERNATIONAL EXHIBITION
FOR GOLD & JEWELRY
IN EGYPT

23-25 نوفمبر 2025
NOVEMBER

www.NebuGoldExpo.com

نبيو IV

معرض
الذهب و المجوهرات



NEBU IV
EXPO FOR
GOLD & JEWELRY

SUPPORTED BY بدعم



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مصلحة دمج المصنوعات والموزعين
Authority of Marking Jewellery and Weights



اتحاد الحام للفرق التجارية المصرية
Federation of Egyptian Chamber of Commerce



الشيبة العامة للمصنوعات والمجوهرات
Gold & Jewellery Division



اتحاد الصناعات المصرية
FEDERATION OF EGYPTIAN INDUSTRIES



غرفة الصناعات المعدنية
Chamber of Metallurgical Industries



غرفة صناعة الذهب والمجوهرات
و المعادن الثمينة والتعدين

الناقل الرسمي
OFFICIAL CARRIER



EGYPTAIR
ALIBIA ALMAHALLA KHEMEN

وكيل الشحن الرسمي
OFFICIAL FREIGHT FORWARDER



15-17
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مركز مصر
للمعارض الدولية
القاهرة الجديدة

EGYPT INTERNATIONAL
EXHIBITIONS CENTRE,
NEW CAIRO, EGYPT

تنظيم

ORGANIZED BY



20 VISION
FAIRS
YEARS OF CONNECTING BUSINESSES