

SUPPORTED BY بدعم



NEBU V
EXPO FOR
GOLD & JEWELRY



نبو
معرض
الذهب و المجوهرات



The Fifth International
Exhibition for Gold
and Jewelry in Egypt.

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

23-25
نوفمبر
NOVEMBER
2025

POWERED BY بالتعاون مع



Official Carrier



Organized by



ufi The Global Association of the Exhibition Industry



NEBU V
EXPO FOR
GOLD & JEWELRY

INTRODUCTION

Nebu Expo for Gold & Jewelry is gearing up for its much-awaited return in 2025! Positioned as one of the industry's top end-of-year B2B sourcing event 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 market-places and zones dedicated to machinery and technology solutions.

In addition to providing a rich resource for buyers, Nebu is presenting a business forum where attendees can uncover actionable business insights, make impactful connections and feel inspired.

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 Italy, Turkey, and other European countries, interested exhibitors can sign up for pre-arranged meetings and get matched with the most suitable prospects.

Join us for three intensive days of powerful business networking, collaboration, education, and showcasing at Nebu!

1



NEBU V
EXPO FOR
GOLD & JEWELRY

WHY BE A PART?

Why be part of Nebu Expo for Gold and Jewelry?

- ① A platform for manufacturers and merchants to showcase their products and services to prospects, corporates, government, and buyers.
- ② Access to 12 African and Middle Eastern markets simultaneously.
- ③ Align your brand with the region's top gold and jewelry trade fair.
- ④ Face-to-face contact with over 10,000 trade visitors
- ⑤ Elevate your brand visibility and showcase the latest collections.
- ⑥ Reach a captive audience of decision-makers and serious buyers.
- ⑦ Sign mega business and export contracts.
- ⑧ Attend the conference and the jewelry fashion show.
- ⑨ Participate in the Jewelry Design Contest and get awarded for your exceptional designs.
- ⑩ Get inspired with new ideas and industry insights.
- ⑪ Gain valuable industry insights from respected industry leaders.
- ⑫ Learn about the latest market trends, challenges, and forecasts.
- ⑬ Foster business partnerships and develop new ventures.
- ⑭ Network with other exhibitors, investors, and buyers.
- ⑮ Enjoy year-round post-event business communication channels.

>> 3 Days of Exhibition >> 150+ Companies
>> 15,000+ Visitors >> 200+ Commercial Buyers

2



NEBU V
EXPO FOR
GOLD & JEWELRY

A FUTURE WITHOUT LIMITS

Egypt, a country becoming the world's rising gold hub.

Egypt became the world's third top gold reserve, with strategic gold reserves exceeding 125 tons, up from 75 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 total Egyptian reserves.

According to the annual report by the General Organisation 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.

Al Sukari, one of Egypt's oldest and best-known mines, is expected to produce between 450,000 and 480,000 ounces in 2024. Egypt has also started experimental production at the recently-discovered Iqat gold mine in the Eastern Desert in the south of Egypt. Bearing roughly 1.2 million ounces of gold reserves and an excellent 95% extraction rate, Iqat is an advantageous national asset. Over the next decade, projected investments in the mine are expected to surpass USD 1 billion.

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.



NEBU V
EXPO FOR
GOLD & JEWELRY

A FUTURE WITHOUT LIMITS

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.



NEBU V
EXPO FOR
GOLD & JEWELRY

NEBU EXPO IN NUMBERS

Nebu Expo for Gold & Jewelry in numbers.

2021

Since

25,000+

Trade Visitors

2,000

Intl. Visitors

4

Rounds

10

Visitor's Countries

610+

Exhibiting Brands

20,000+

Gross Space
(m²)



NEBU V
EXPO FOR
GOLD & JEWELRY

EXCLUSIVE EXPO FEATURES

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. Their C&D-level management will be present to negotiate and sign deals with prospective partners at the fair.

Top Exhibitor Benefits

- ① Engage high-quality buyers with serious purchasing power.
- ② Connect with current and future strategic partners.
- ③ Explore, showcase, and demonstrate new technologies.
- ④ Target hard-to-reach customers with face-to-face promotions.
- ⑤ A one-stop shop to explore business expansion opportunities.
- ⑥ Monitor and observe competitors' business.
- ⑦ Discover and boost export activities.
- ⑧ Sign business deals with new parties and partners.
- ⑨ Meet top buyers from Saudi Arabia and the GCC region.
- ⑩ Increase your brand presence at a one-of-a-kind regional trade show.



NEBU V
EXPO FOR
GOLD & JEWELRY

EXHIBITOR CATEGORIES

Brands speclized in the following can exhibit at Nebu Expo for Gold & Jewelry

Gold Jewelry
Fancy Gold Items
Antique and Vintage Gold
Gold Coins
Gold Accessories
Diamond/Gem Jewelry
Pearl Jewelry
Gemstones
Fine Gems
Semi-Precious Stones
Display and Packaging
Cleaning Devices
Machinery and Tools
Software
Vaults
Scales
Chemicals



NEBU V
EXPO FOR
GOLD & JEWELRY

VISITOR CATEGORIES

Expected visitor profile for Nebu Expo for Gold & Jewelry

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



NEBU V
EXPO FOR
GOLD & JEWELRY

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.



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

A total of 30,000 to prospective and targeted buyers to encourage them to plan their visit and book appointments with exhibitors interested in meeting.



NEBU V
EXPO FOR
GOLD & JEWELRY

About the Organizer

Vision Fairs are the organizers of the Nebu Expo for Gold & 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 86 editions and 28 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.

- 28 Regional Trade Fairs
- 10 Countries
- 96 Editions
- 3,625 Exhibitors Annually
- 700,000 Trade Visitors Annually
- 82,500 m2 of space Annually





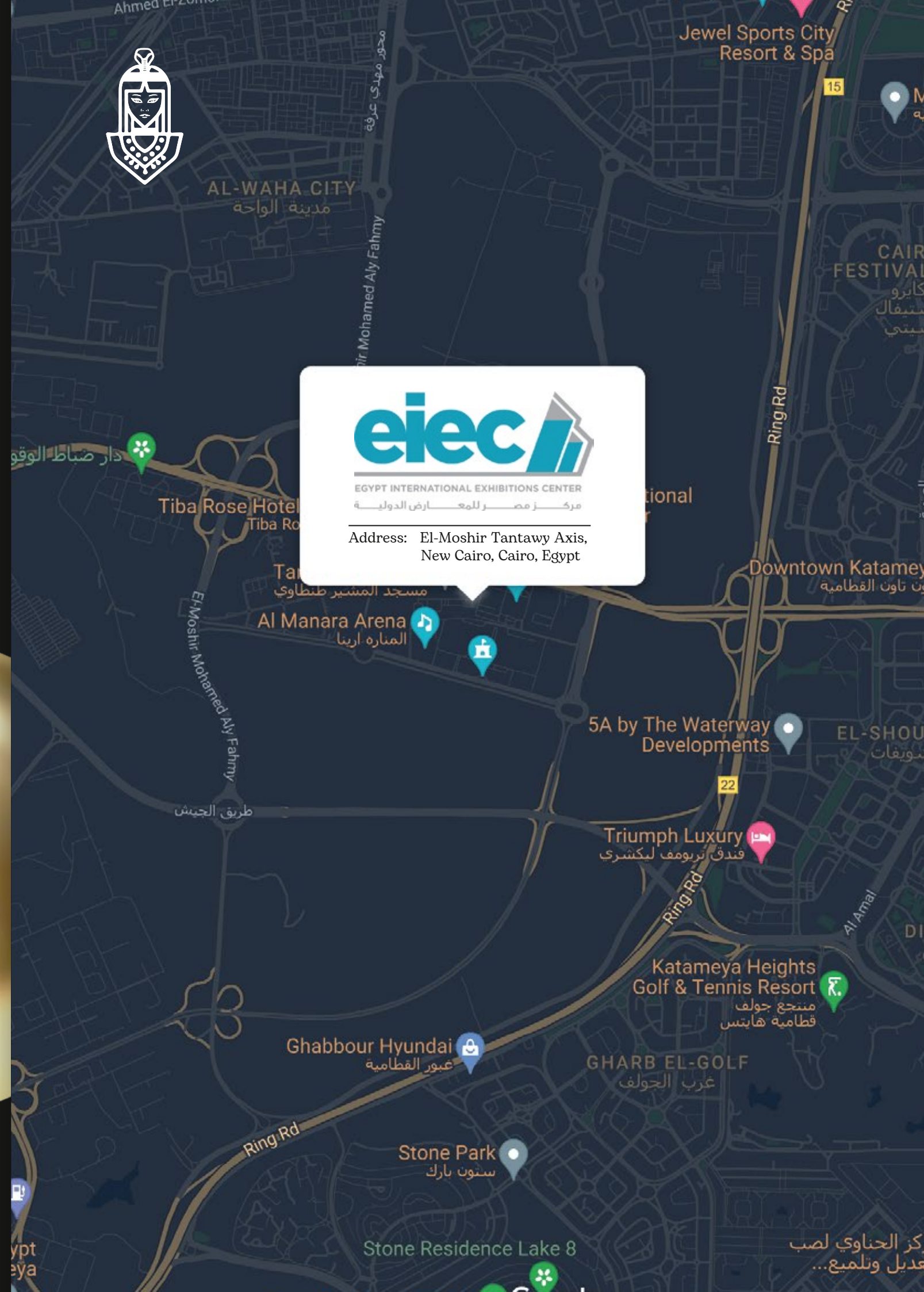
NEBU V
EXPO FOR
GOLD & JEWELRY

THE VENUE

What you need to know 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.





NEBU V
EXPO FOR
GOLD & JEWELRY

Photo Gallery



13



NEBU V
EXPO FOR
GOLD & JEWELRY

Photo Gallery



14

NEBU V
EXPO FOR
GOLD & JEWELRY



نبو
معرض
الذهب والمجوهرات

Be a part of
the Exhibiton!

**For inquiries, space booking,
sponsorship & advertising, contact:**

(+20) 100 777 5050

info@visionfairs.com

www.nebugoldexpo.com