



PORTFOLIO & FACT SHEET

...where great business begins

ABOUT US

ATF (Al Awael for International Trade Fairs), is an Egyptian EXPO, Conference, Convention and Events organizer, committed to the primary cause of promoting trade in Egypt and the MENA region.

ATF has begun to globalize and optimize its aim to become a leading & unique company in the field of organizing trade fairs & exhibitions designed to be ideal platforms for foreign, regional and local companies establishing or enlarging business in the Middle East and seeking exposure to top regional exhibitors and decision-makers.

Incorporated in 1998 with a scope of business covering waste recycling management, water and wastewater treatment technology, real estate , Green buildings Technology, power, energy and beyond has grown in delivering world-class events in Egypt, providing local, regional and international exhibitors with unmatched expertise and in-depth market knowledge.

The company has organized numerous trade fairs and exhibitions with positive results and feedback from exhibitors. Sales revenues generated during these shows are proof of **ATF**'s successful approach to each specific market and industry.



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Why Egypt...

Egypt is home to one of history's first great civilizations. Situated at the northeastern most point of Africa, Egypt has acted as a bridge between cultures of the Middle East and Mediterranean Basin and the peoples of Africa.

Egypt has been rated as one of the most quickly reforming economies in the world. Egypt's unique landscape is visible even from space- a thin ribbon of green running through a vast desert plain.

... why Cairo

Egypt's sprawling city, Cairo, is the largest in the Middle-East, second-largest in Africa and in every respect the center of Egypt, since its foundation in 969 AD. It's a charming blend of day and night life, business and entertainment, culture and art, history and architecture and essentially it is "The Conqueror" as its official name, Al-Qahira, implies.

With its booming stock market, focus on mega projects and unequalled opportunities for private direct investments, is an unmatched city with a discreet setting allowing significant networking opportunities, business growth and development.

Cairo pays homage to diverse companies from various industries in addition to being the region's largest publishing and broadcasting center.



OUR VISION

Egypt's primary EXPO organizer bringing connections, satisfaction to our clients and populations with the supremacy to adapt your industry to its magnitude

MISSION

To being a major key player in restructuring & reshaping the future of exhibitions and conferences industries in Egypt and the MENA "Middle East & North Africa" region, within working closer with our customers and businesses partners, using our professional & loyal staff, extended experience and passion for perfection.

COMPETITIVE KNOWLEDGE

- 🌐 Power of Knowledge
- 🌐 Extensive Experience
- 🌐 Reach for Globalization
- 🌐 Strategic Guidance for Your Event
- 🌐 Efficient, Creative and Innovative
- 🌐 Target Oriented
- 🌐 Always Your Partner
- 🌐 Compassionate Bonding with Our Patrons & Clients



WHAT WE OFFER

State-of-the-Art Facilities and services includes;

- Multipurpose EXPO halls providing over 20,000 m² of space under one roof
- Conference hall accommodating more than 500 seats/attendees
- Accessible parking for over 1,000 lots and convenient vehicle access
- full service, exhibit design, installation and dismantle, graphics, exhibit storage and on-site logistical support. ATF listen to your ideas, meet your needs and make your next show a success.
- Five star catering facilities and luxurious dining
- Convenient site with easy accessibility to all of Cairo's variety of hotels ranging from 3 star to 5 star
- Within 15 Minutes from the airport
- Sight-seeing attractions and night outs are around town, Nile Cruise, Light & Sound at the Pyramids, Cairo Museum, oriental Cafes, Palaces and shopping.
- Out of town getaways are also offered for beach lovers, divers, safaris, water sports, temples, shrines and many more
- Team of organizers are available all through your stay for assistance
- Help-line is available to our guests and clients to provide reliable information and support.
- 24 hour security
- Wifi



OUR TRACK RECORD OF EXPOS



WHO SHOULD ATTEND

- Government Agencies
- Existing and future producers
- Economic development, finance professionals
- Scientists, academics and researchers
- Professors and Experts
- Public works directors
- Managers of institutional food waste
- Suppliers, technology service providers
- Processing facility managers
- Board members
- Technology experts
- Owner/operators
- Project Managers
- IT and Computer Training Managers
- Manufacturing managers
- Utility executives and managers
- Executives and managers
- Equipment manufacturers
- Media
- Entrepreneurs & SME's
- End-users, and more!



OUR PATRONS & SUPPORTERS

All our EXPO & Conferences are highly supported and are under the Patronage of;

-  The Office of the President of Egypt
-  The Council of Ministers
-  The Ministry of Industry
-  Ministry of Investment
-  Ministry of Supply
-  Ministry of Electricity
-  Ministry of Defense
-  Ministry of Youth and Sports
-  Ministry of Communications and Information Technology
-  Ministry of Military Production
-  Ministry of Environment
-  Ministry of Urban Development
-  Ministry of Agriculture and Land Reclamation
-  Federation of Egyptian Industries
-  Chamber of Commerce Matrouh & Alexandria.
-  Urban Communities Authority
-  International Commercial Office in Cairo
-  Arab Organization for Industrialization



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OUR SPONSORS

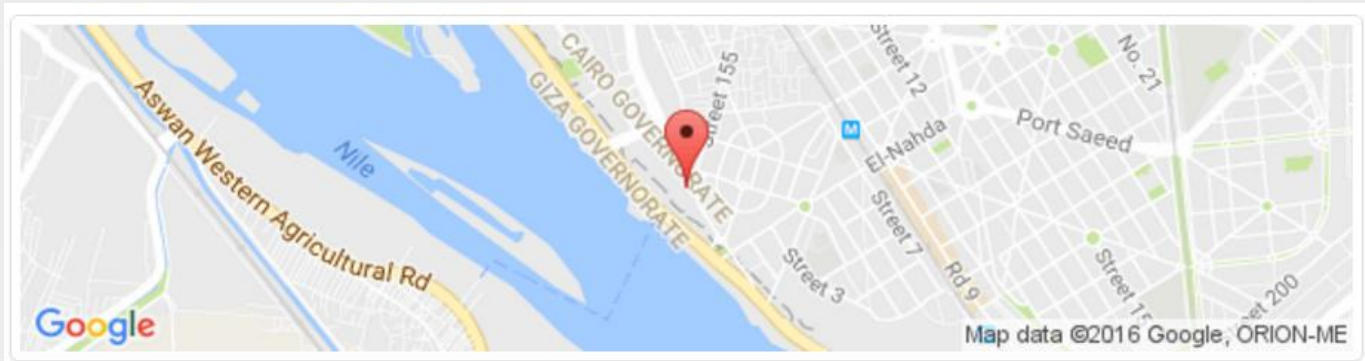






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