



برقية صادرة

سلمه الله

سعادة الأمين العام لاتحاد الغرف السعودية
السلام عليكم ورحمة الله وبركاته

أفيدكم بتلقي الوزارة مذكرة سفارة جمهورية مصر العربية بالرياض ومشفوعها نسخة من الخطاب المرفق والموجه لسعادتكم من رئيس مكتب التمثيل التجاري المصري بمحافظة جدة بشأن الترويج للمعرض الدولي العاشر للتصميم ومهندسي الديكور ومصنعي الاثاث والمقام بمركز القاهرة الدولي للمؤتمرات بمدينة نصر خلال الفترة من ١٥ الى ١٧/مايو/٢٠٢٥م.
لتفضل سعادتكم بالاطلاع واتخاذ ما ترونه مناسباً. ولسعادتكم تحياتي.

وكيل الوزارة لشؤون الاقتصاد والتنمية بالإناابة

عنه
سعود بن محمد الساطي





ECS
التمثيل التجاري المصري
Egyptian Commercial Service



القنصلية العامة لجمهورية مصر العربية
مكتب التمثيل التجاري
جدة

رقم الفيد: ٧٨٦
ملف رقم: ١/٢٣/٣١٤
التاريخ: ٢٠٢٤/١٢/٣
مرفقات: (١)

سعادة الأستاذ/ وليد بن حمد العرينان
الموقر
الأمين العام المكلف لاتحاد الغرف السعودية

تحية طيبة وبعد،

في إطار العلاقات الأخوية بين جمهورية مصر العربية والمملكة العربية السعودية، وفي ضوء الحرص على المشاركة السعودية في مختلف الفعاليات التجارية المقامة في جمهورية مصر العربية.

أتشرف بالإفادة بأن الشركة الدولية لتنظيم المؤتمرات والمعارض ICEC تعتزم تنظيم المعرض الدولي العاشر للتصميم ومهندسي الديكور ومصنعي الأثاث، وذلك خلال الفترة ١٥-١٧ مايو ٢٠٢٥ بمركز القاهرة الدولي للمؤتمرات بمدينة نصر.

وترغب الشركة في دعوة كافة المستثمرين والمصنعين بالمملكة العربية السعودية والمهتمين بمجال صناعة الأثاث والديكور للمشاركة كعارضين أو كزائرين للمعرض المشار إليه أعلاه، حيث يقدر عدد الزائرين للمعرض سنوياً حوالي ١٥٠٠ زائر من المتخصصين والمهتمين بحلول تصميم وتنفيذ العديد من لمشروعات المختلفة التي تغطيها قطاعات المعرض داخل وخارج مصر، خاصة دول الخليج وشمال أفريقيا.

تجدد الإشارة إلى أن المعرض سوف يضم القطاعات التالية:

- قطاع التصميم المعماري والتصميم الداخلي والخارجي.
- قطاع تصميم وتصنيع الأثاث المنزلي والمكتبي.
- قطاع خامات وحلول مواد التشطيب والبناء.
- قطاع خدمات تأثيث المشروعات وحلول تنسيق المساحات.
- قطاع تصميم المنتجات وحلول الإضاءة للمشروعات الكبرى.
- قطاع الأنظمة الذكية للمشروعات السكنية ومساحات العمل.

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القنصلية العامة لجمهورية مصر العربية - ش محمد
أقبال - حي الروضة جدة



ECS
التمثيل التجاري المصري
Egyptian Commercial Service



القنصلية العامة لجمهورية مصر العربية
مكتب التمثيل التجاري
جدة

-٢-

ويمكن للشركات أعضاء اتحادكم الموقر، والمهتمة بزيارة المعرض أو المشاركة به التسجيل من خلال الموقع الإلكتروني للمعرض (<https://thedesign-show.com>)، كما يستعدنا الرد على أية استفسارات في هذا الصدد. وتفضلوا بقبول وافر الاحترام.

رئيس المكتب

الوزير المفوض التجاري

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القنصلية العامة لجمهورية مصر العربية - ش محمد
أقبال - حي الروضة جدة

SUPPORTED BY
Ministry of Trade & Industry
الوزارة التجارية والصناعية
Ministry of Economic Planning & Economic Cooperation
الوزارة الاقتصادية والتعاون الاقتصادي
Ministry of Housing, Urban & Urban Communities
الوزارة الإسكانية والجماعات الحضرية

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MAIN SPONSORS



THEDESIGNSHOWEG

ORGANIZED BY



WWW.THEDESIGN-SHOW.COM

THE DESIGN SHOW

The 10th International Interior, Exterior, Furniture and Fit-out Exhibition

15-17 MAY
2025

CAIRO INTERNATIONAL CONVENTION & EXHIBITION CENTER, CAIRO, EGYPT.

CO-LOCATED EVENT

WORKSPACE EXPO.

DESIGN, BUILD, FURNISH



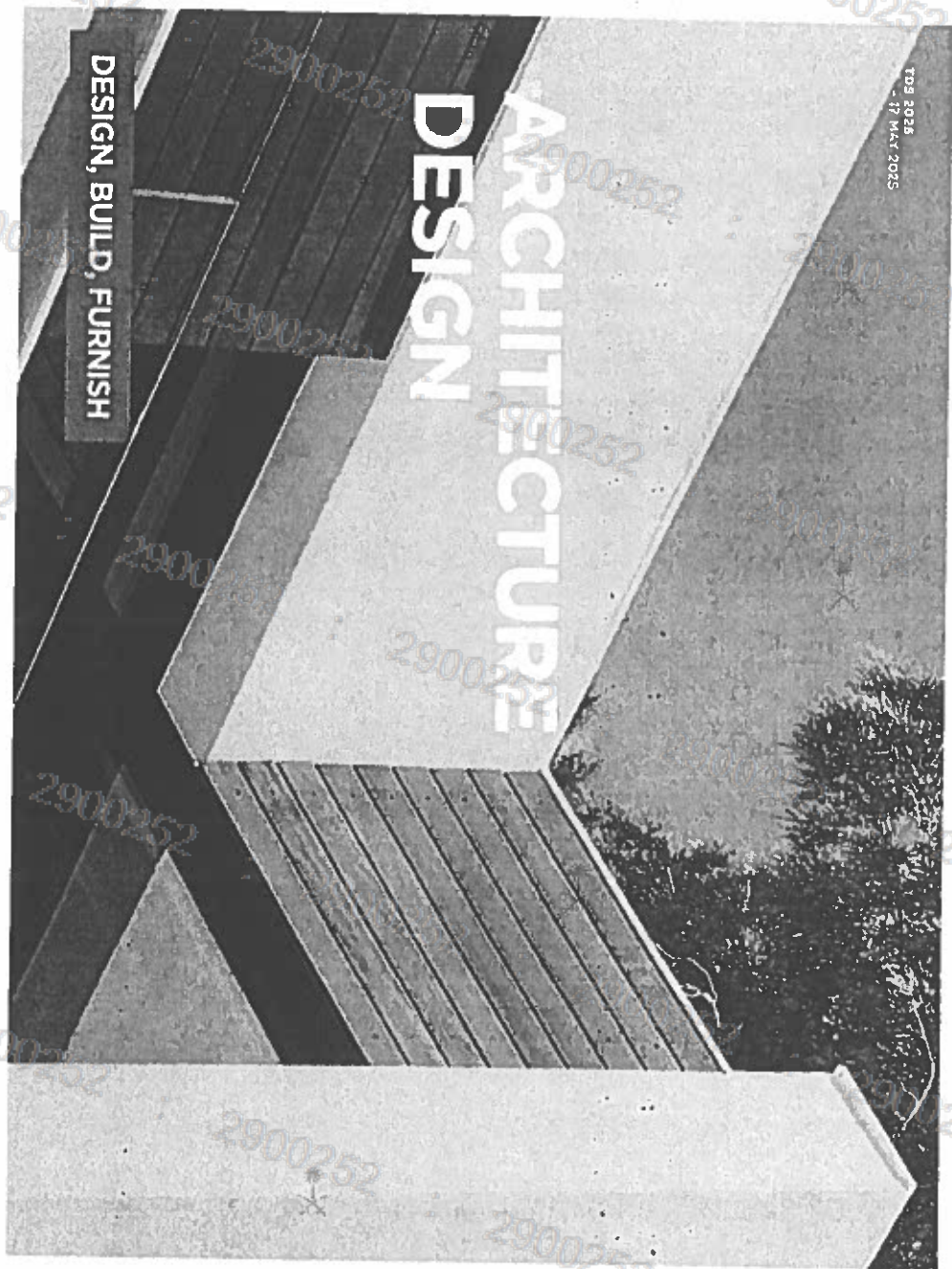
The Egypt Residential Real Estate Market size is estimated at USD 20.02 billion in 2024, and is expected to reach USD 33.67 billion by 2029, growing at a CAGR of %10.96 during the forecast period (2024-2029). There is an increasing demand for residential units in key cities of Egypt, especially Cairo.

The composition of Egypt's population is one of the principal contributors to the country's thriving real-estate sector: out of the nearly 90 million inhabitants, more than half are under the age of 25. In addition, with a recent growth in marriages - married couples make up a total of %37-33 of total population - the demand for houses has increased even further, with a particular demand for high and middle-income housing.

Every year, Egypt not only requires more than half a million homes to meet the demands of new families, but it must also continue to satisfy the existing house deficit. Essentially, with each year, the demand for houses and related infrastructure continues to exceed the supply.

The Egyptian government's ambitious construction master plan will speed up a US\$ 55 billion commercial, technological, industrial and residential construction program designed to incredibly modernize the country's residential, industrial and commercial portfolio.

Construction boom in Egypt is projected to stay on a growth path as the country continues to set mega construction plans; which will unquestionably require the most advanced designs, finishing materials and technologies to reflect the sought after modernized look of the country.



109 2026
17 MAY 2025

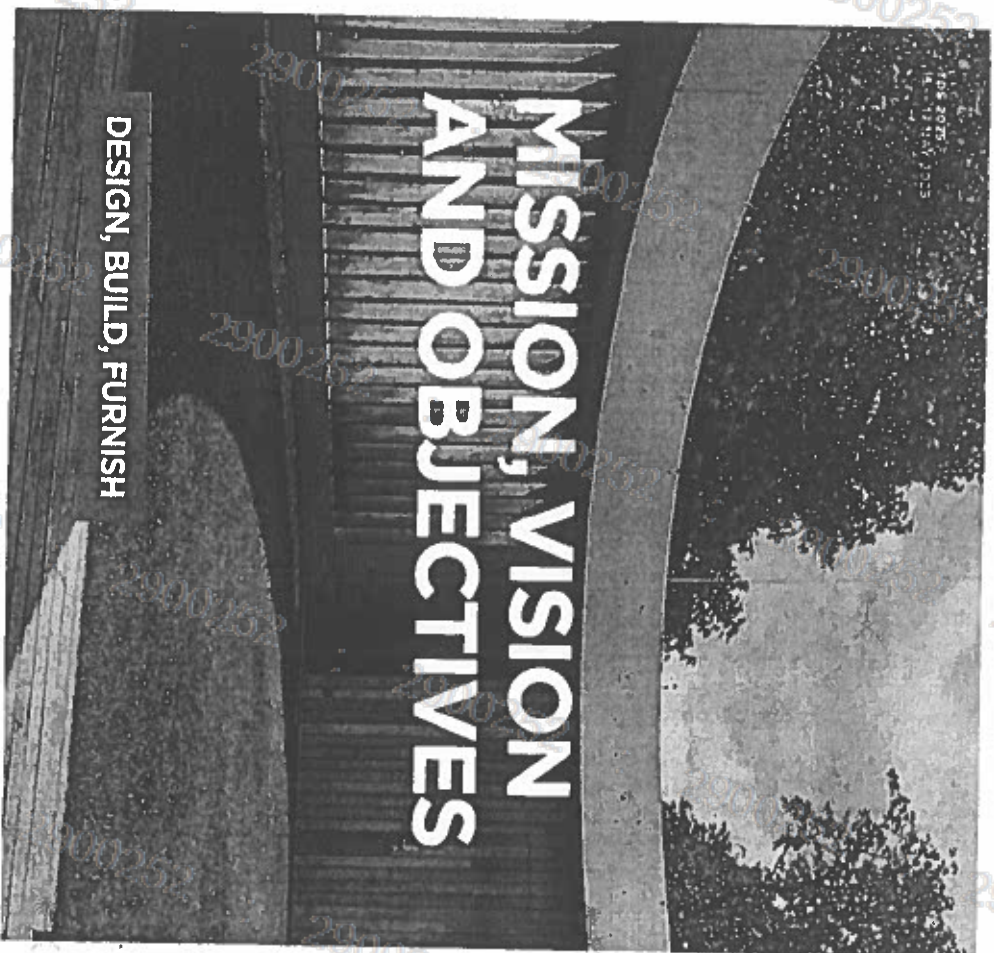
ARCHITECTURE DESIGN

DESIGN, BUILD, FURNISH

INNOVATIVE
SPACE DESIGN
SOLUTIONS
EXHIBITION

THE 2026 INTERNATIONAL ARCHITECTURE EXHIBITION
AND DESIGN SOLUTIONS EXHIBITION

05



DESIGN, BUILD, FURNISH

MISSION

Forming an inspirational value chain and extraordinary business mainstay, TDS puts an intense effort undertaking the process of divinely presenting unrivaled space and products design innovations business setting "and much more. TDS, the strategic mission is to generate the perfect bond amongst the design business community and scoping out those networks by means of staging top-notch project management tactics and context; providing stewardship solutions based on sound principles.

VISION

TDS has a crystal clear vision to position itself as the premier and only specialized architecture, interior and product designs exhibition in Egypt and the entire Arab African region, with a customer-centric focus pinpointing out-of-the-box design solutions, whilst keeping all commercial side well-versed. Already setting the benchmark for architecture, interior and product design events standards, the vision of The Design Show will continue to create benefits and matchless success grounds with criteria reinforced by exceptional performance patterns.

OBJECTIVES

- Create space design business culture: within comprehensive, exclusive, cost effective and high performance practices.
- Stimulate innovations; promoting new ideas and efficient solutions
- Promote new methods of planning.
- Introduce novelties and smart technologies to deliver on-going improvements in life modernism.
- Make sure the portfolio of the event maintains the appropriate mix of growth and profit generation
- Make available open talk sessions to engage the design community with key opinion leaders and to exchange ideas revolving around improving the design matrix.
- Encourage innovators to present their solutions to the challenges of design business in Egypt.
- Promote "Networking" between all parties involved in the design business
- Highlight the immense role of designers in modern lives.
- Organize seminars & workshops involving decision-makers in order to come up with the finest solutions and suggestions to enhance design business performance.
- Enrich the Egyptian design sector with the communication it needs, as well as the exchange of thoughts

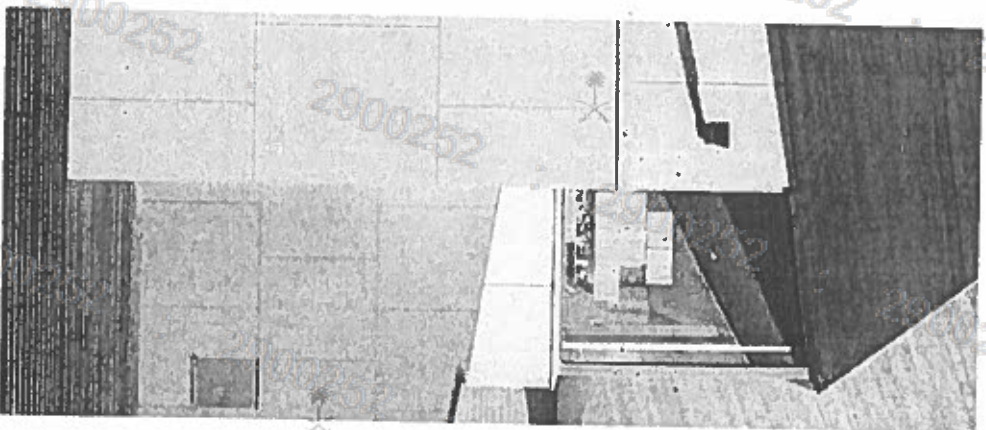
TDS 2025
5 - 17 MAY 2025

TDS SERVES RESIDENTIAL - HOSPITALITY AND COMMERCIAL PROJECTS

Scheming multifaceted trading stand-points, TDS is publicized as the most influential sourcing event for top-notch Arab - African markets tracking novelties and new propensities in the design and architecture sectors; crafting exceptional opportunities for the market leaders and key players to pop-in the highly growing designs market in Egypt and the entire MENA region.

Beyond the bounds of being a regular trade fair, TDS is a wide-reaching meeting-point where key regional and local high-end customers meet face to face with innovation makers to create a point of reference for architectural, interior & products design notions, where visitors can easily network with design experts, upgrade their modernization strategies and obtain full knowledge about the latest trends and innovations with-in this ever-growing business fields.

The conspicuously avant-garde features of TDS are absolutely premeditated to grant buyers and exhibitors the extra edge; within a vast trading event intended to create exceptional on-site commercial interaction among local, regional and international fraternities of the design and architecture sectors; revealing new borders for technologies and innovations in the world of designs. Celebrating its 7th anniversary, TDS indeed; has the reach, expertise and attendee drawing power to target and attract thousands of "Class A" buyers and decision makers with full-purchasing authority from Egypt & Arab - African Region; making the perfect all-year-round business forum.

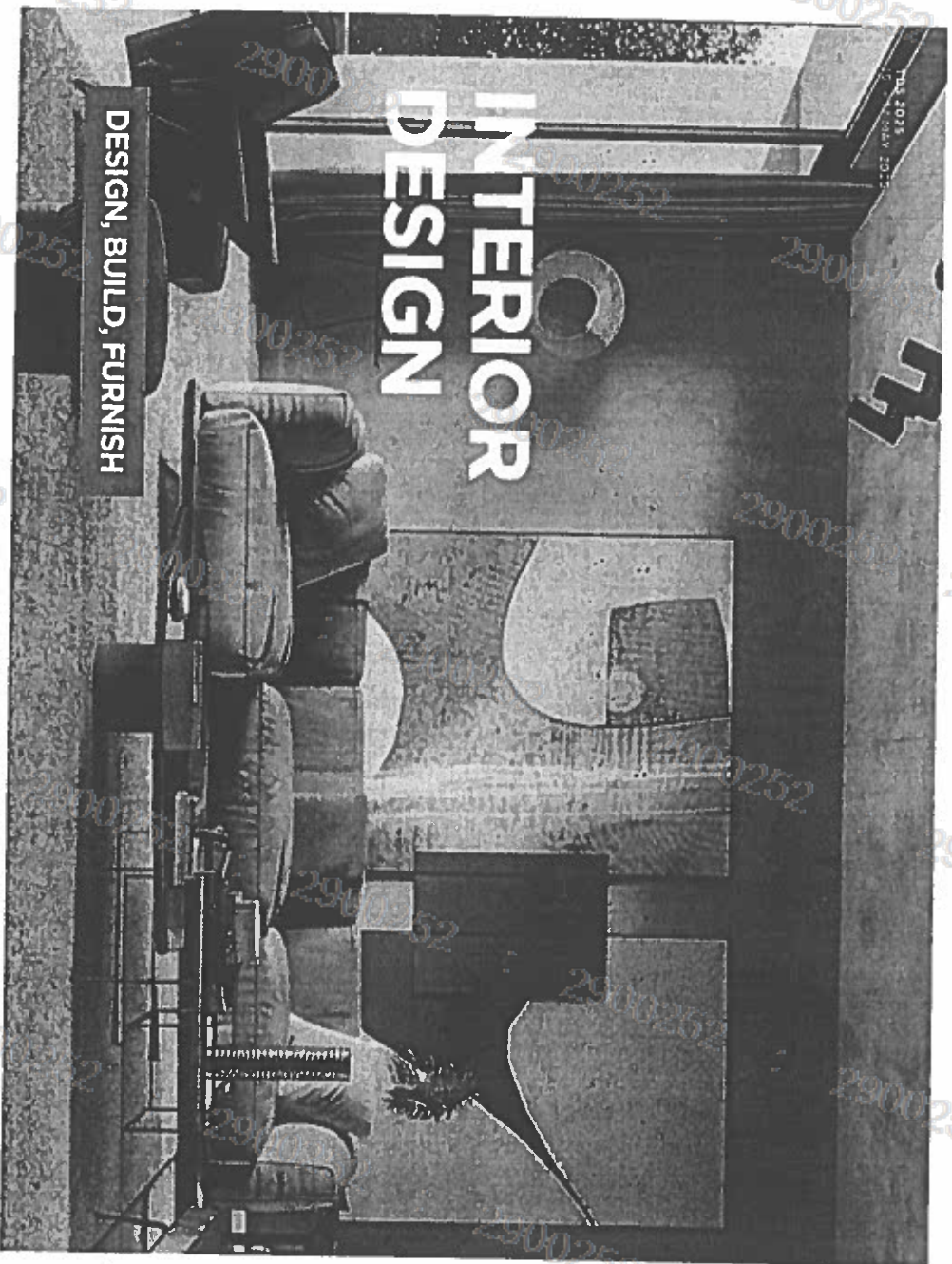


DESIGN INNOVATIONS, WELL SERVED

The 10th International Architecture Exhibition
and 5th Arab Fair

Envisioned to show-case the entire spectrum of architectural, interior and products latest design trends, TDS is undeniably the most prominent design know-how sharing and networking platform; spreading out cutting-edge design tendencies; revolutionary innovations, insights, know-how and most importantly exceptional business alliances opportunities.

TDS Covers the integral design practices and services for residential spaces, hospitality & commercial projects; TDS presents fresh formats, cross-business concepts and high-tech innovations to a dynamic rapidly growing business environment.



INTERIOR DESIGN

DESIGN, BUILD, FURNISH

INNOVATIVE
FIT-OUT
SOLUTIONS
EXHIBITION

The John Menzies Group, Architects
and Fit-out Contractors

TDS 2025
15 - 17 MAY 2025

TDS - EXHIBITING PROFILES

The Design Show - TDS will attract the leading names from Egypt and International markets offering a broad range of new services and products required for the design & fit out processes, and upgrade of residential, hospitality, office, and retail spaces. The services and products that will be showcased include:

DESIGN PLANNERS, INTERIORS, ARCHITECTS & CONSULTANTS

Architects & Interiors Design Firms, Design Innovators, Urban Design Concept Makers, Design Developers, Landscapers, Building & Engineering Consultants.

FURNITURE AND PRODUCT DESIGN SOLUTIONS

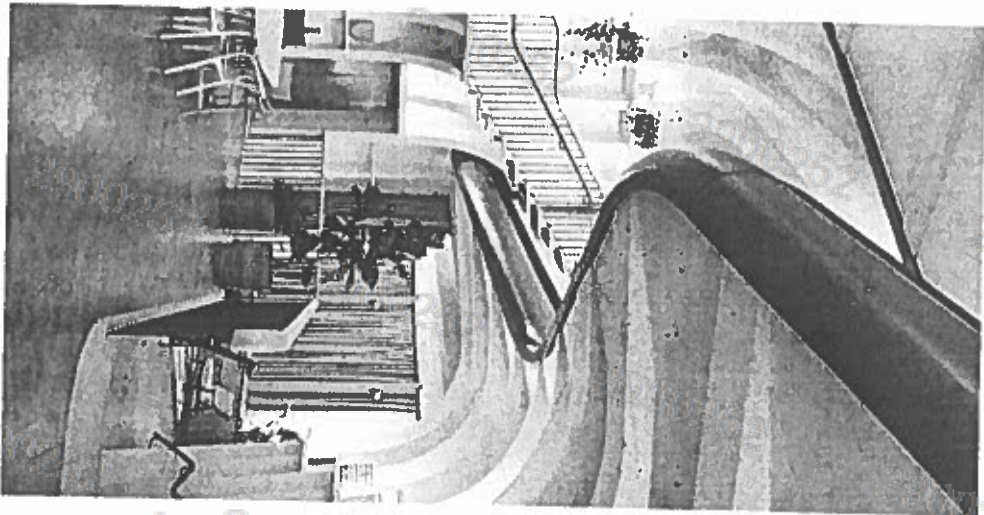
Indoor & Outdoor Furniture Design Firms, Furnishings Concept Makers, Art Designs & Accessories, Textiles, Kitchens Designs, Household Textiles, Rugs and Carpets, Curtains and Drapery Fabric, Upholstery.

OUTDOOR AND LANDSCAPE

Outdoor design planning firms -outdoor solutions providers & landscape Design Concept - Contractors - Lighting, Irrigation Systems - Soft & Hard Landscaping - landscape Tools & Machinery - fountains & water features - Outdoor Lighting, Pools & Hot tubs - Outdoor furniture Shades & Pergolas Solutions - Garden Equipment - Stone Paving - Sport surfaces & Equipment's - Soil Management - Solar System, Kids Playground

FIT OUT & FINISHING MATERIALS AND LIGHTING SOLUTIONS

Fit out Providers & Contractors, Renovation contractors, Paint Products & Solutions, Bathroom, Concrete and Decorative Panels, Flooring Materials, Marble, Porcelain, Ceramics, Granite Stones, Wallpapers, HVAC System, Swimming Pools Solutions, Bricks, Steel & Metal Products, Facades Materials, Aluminum Products, Windows & Doors, Glass Construction, Glass Accessories, Locks and Elevators & Sanitary ware, MEP solutions (Mechanical, Electrical & Plumbing)



Attracting the most influential brands in one place

The Time Investment Design and Interiors, Design and Art Show & Exhibition

SMART SOLUTIONS

Audio and Video Systems, Entertainment, Home Theatre Technologies, Smart Shades & Lighting Automations, Smart Automations Systems.

LIGHTNING DESIGN & SOLUTIONS

Architectural & Interior Lighting Designs, Outdoor Lighting, LED Lighting, Lighting Technologies & Solutions, Pathway Lighting.

HOSPITALITY PROJECTS SOLUTIONS

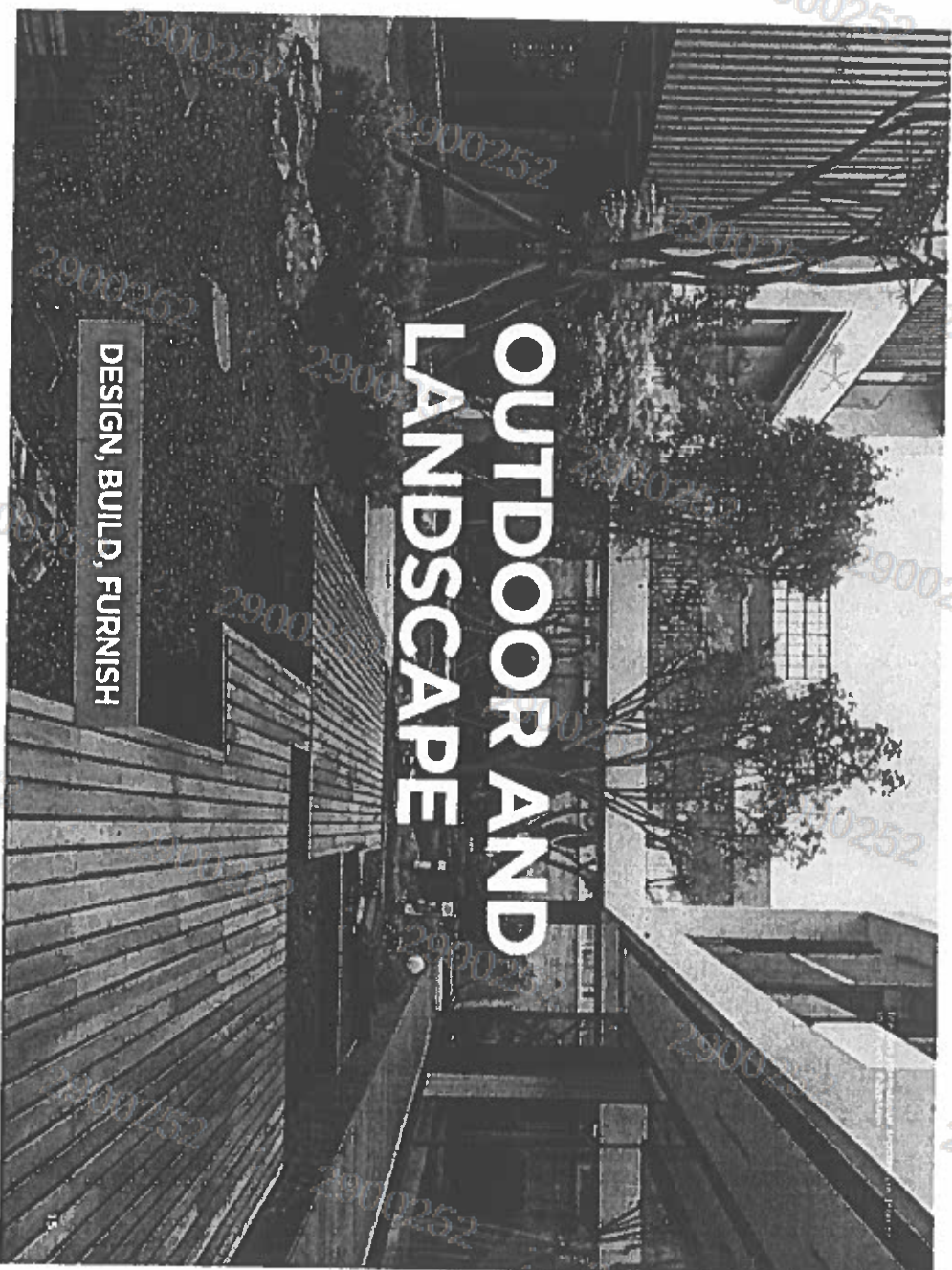
Hotel rooms Designs & Products, Sleep Products, Mattresses, Restaurants design solutions, Furniture Designs & Manufacturing.

SECURITY AND SAFETY SOLUTIONS

Security Alarms, Security Cameras, Network Solutions, Firefighting System, Protection and Safety Equipment Systems, Access Gates Systems, CCTV Systems.

TOS 2023
15 - 17 MAY 2023

OUTDOOR DESIGN & FURNISHING SOLUTIONS EXHIBITION



OUTDOOR AND LANDSCAPE

DESIGN, BUILD, FURNISH

NOV 2013
17 MAY 2015

BOUNDLESS OPPORTUNITIES FOR EXHIBITORS

DESIGN, BUILD, FURNISH

For most entrepreneurs, trade fairs have become the true difference between success and failure, and a vehicle to expanding to the next level of success. Some of the benefits and rewards the exhibitors can gain from The Design Show, among many others, are:

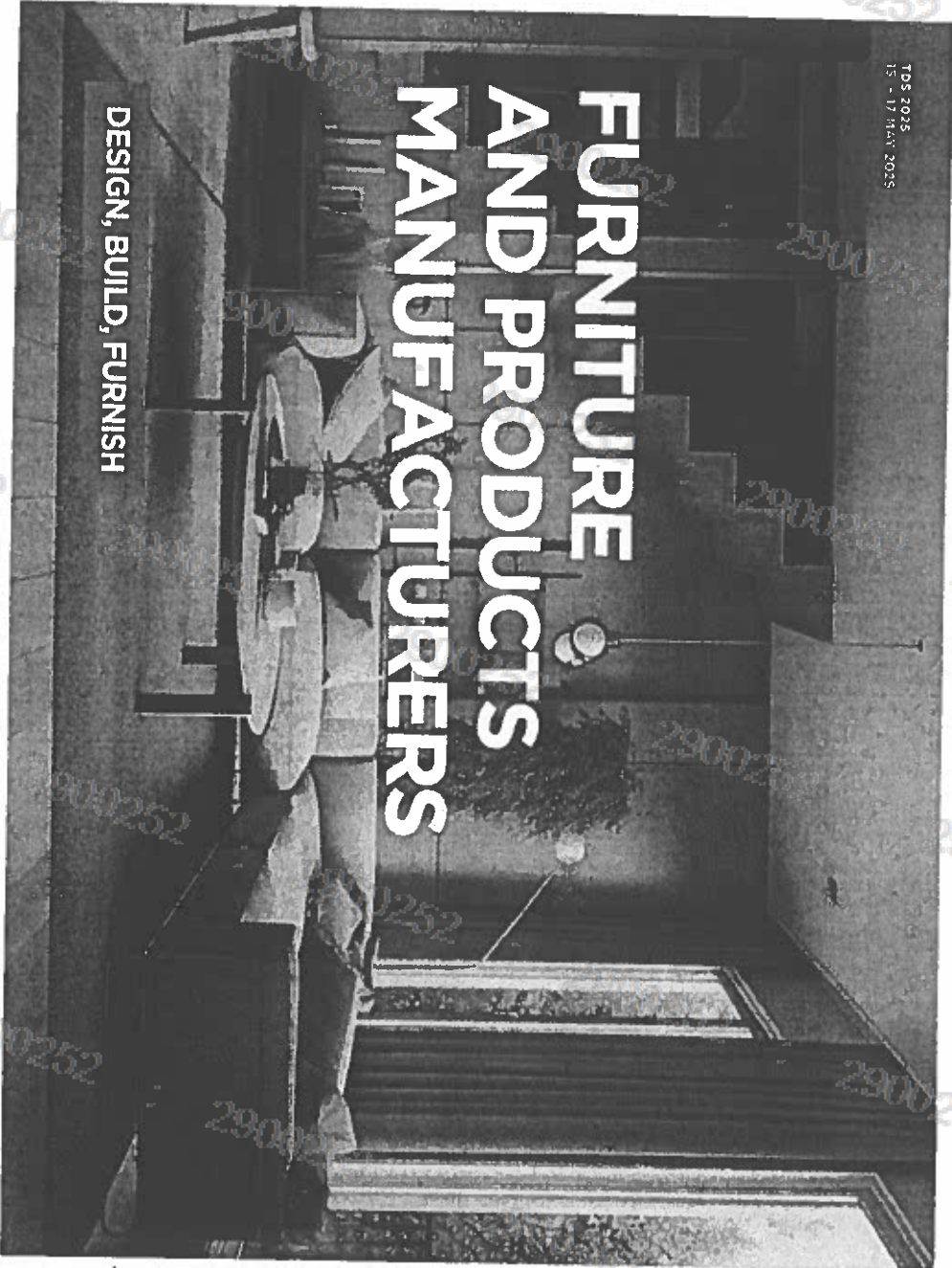
- Tracking the latest trends and ensure that strategic planning is on-on the right path.
- Staying ahead of competitors locally and internationally.
- Demonstrate leadership in the Market
- Gaining inspiration and ideas through interacting with major industry players, distributors and visionaries.
- Driving value in to the shaping of marketing approach.
- Meeting a cross-section of the region's top-quality buyers.
- Benchmarking against the key design and architecture innovators.
- Discovering how competitors are changing their traditional approach to ensure that their offerings exceed expectations.
- Connecting with like-minded progressive strategic partners.
- Building relationships with current and prospective clients, partners and suppliers.
- Taking away new ideas, insights and knowledge out of the comprehensive content.
- Finding out about the most exciting start-ups and solutions that could be pre-arranged for new markets
- Boost export activities.
- Connect with current and future strategic partners.
- Gaining trust and strengthen positioning existence in the market.

The Top International Architecture Association
and Show Exhibitor

TDS 2025
13 - 17 MAY 2025

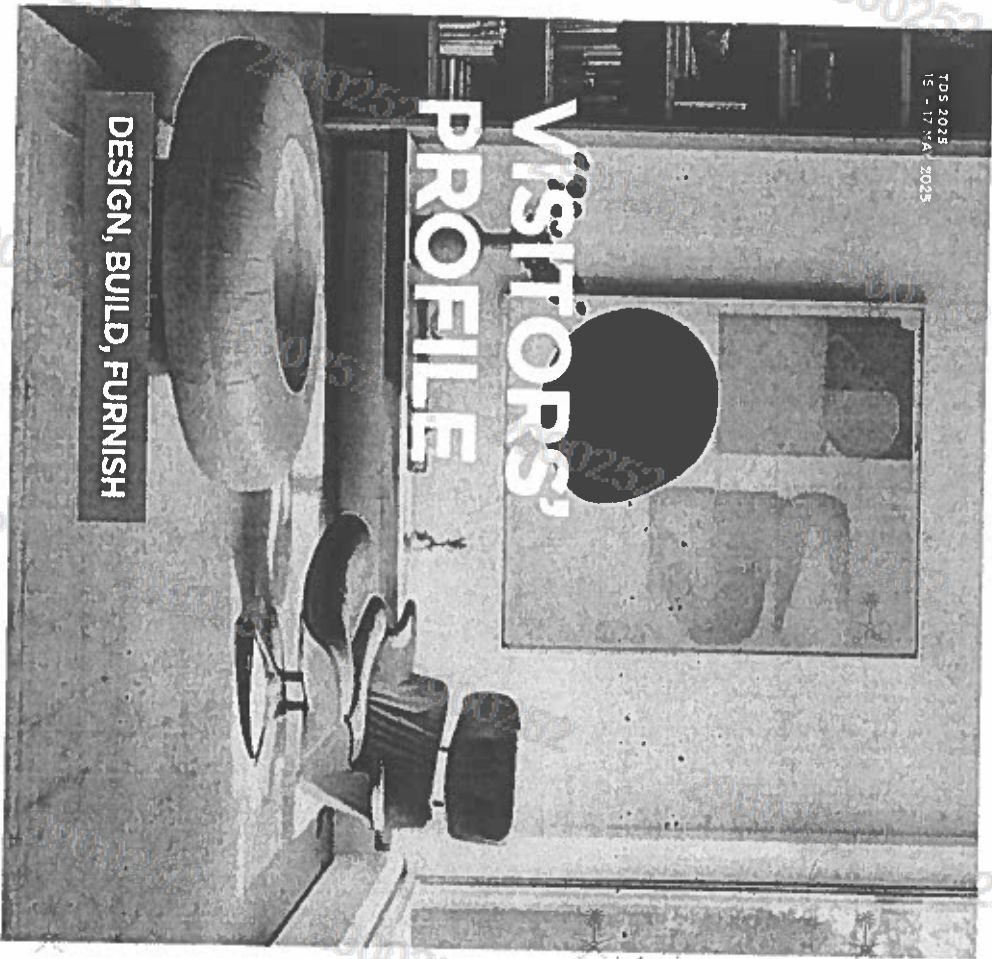
FURNITURE AND PRODUCTS MANUFACTURERS

DESIGN, BUILD, FURNISH



UNIQUE
FURNISHING
SOLUTIONS
EXHIBITION

The 10th International Architecture, Interiors
and Fit Out Exhibition



TDS 2025
IS - 17/VA, 2025

VISITORS' PROFILE

DESIGN, BUILD, FURNISH

- Property Owners
- Business Owners
- Interior Designers
- Chain Store Owners
- Facility Managers
- Civil & Consulting Engineers
- Real Estate and Resort Developers
- Government Officials
- Manufacturers
- Importers /Exporters
- Commercial enterprises
- Retailers
- Trade Associations
- Design Instructors
- Contractors
- Businessmen and Investors
- High-end Individuals
- Palace and Villa Owners
- Housing Institutes and Associations

The trip International Architecture Inc-01
and 1-701 E 1st floor

TARGETED VISITORS' CAMPAIGN

TDS media channels

Maximizing the event coverage through extensive print and online media campaigns covering listings in both print and online directories, print advertising, official website, digital channels, online communities and email spots to ensure that audiences have every opportunity to attend the event.

Targeted Invitations

100,000 targeted invitations will be sent out to top-notch targeted visitors of the design & properties owners' community prior to the event, ensuring they save the dates for The Design Show and have adequate time to plan their visit in advance and arrange appointments for important discussions.

Radio Advertising

Strategic spots at select local stations will serve as an extra reminder for visitor audiences to get involved with The Design Show as an unpatrolled event.

Mobile Marketing

Mobile marketing promotions aimed at industrial visitors will spread the word through massive SMS campaign on The Design Show keeping audiences up-to-date and fully aware of why The Design Show is the preferred meeting point for the targeted sectors.

Social Media

From daily show updates to sponsored posts, The Design Show news via social media outlets will reach out to target visitors across all essential channels, reminding them of all that is new and featured at The Design Show this year.

Press Releases

Ensuring that key journalists are kept fully informed with this year's content, features and attractions at The Design Show and making the news through a locally held press conference and schedule of press releases to keep the event in the mind of audiences and increase the show's visibility and awareness through announcements and updates.

Outdoor Promotion

We will also ensure that The Design Show brand receives maximum exposure through outdoor campaigns including billboard displays in selected locations to ensure that visitors get every incentive to attend the event.

TOP 2025
15 - 17 MAY 2025

FIT-OUT & FINISHING MATERIALS

DESIGN, BUILD, FURNISH



The 2025
Fit-Out & Finishing
Materials

TDS 2025
15 - 17 MAY 2025

TDS SPECIAL FEATURES

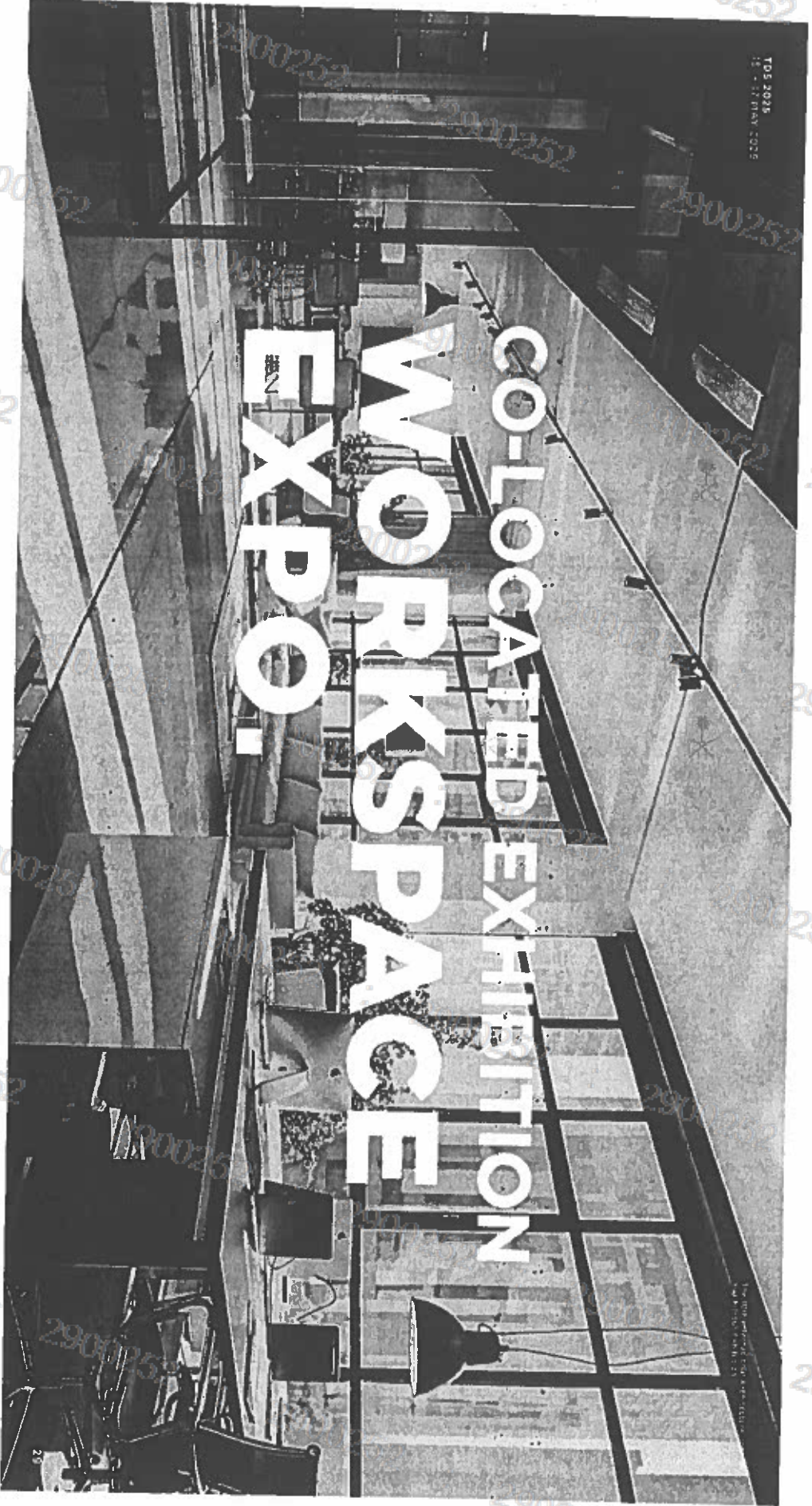
LIVE DESIGN TALKS

Free and open to visitors, TDS will feature professional series of in-person dialogues for the performing interiors design and architecture communities. The objectives of these design live stage talks are to inspire discussion of the most important issues affecting the industries including and deepening relationships between designers, interior design leaders, and architects patrons.

PANEL DISCUSSIONS

TDS will comprise Panel Discussions aiming to generate spontaneous interaction among participants, providing attendees with an update on the field challenges, whilst presenting the latest knowledge, innovations, trends and tendencies within the field of architecture, interior design and furnishing solutions for commercial and residential projects. The panel discussion will create an integrative atmosphere between developers, planners, interior, furniture designers, architects, solution providers and buyers on Q & A basis.





TDS 2023
11.11.2023

CO-LOCATED EXHIBITION WORKSPACE EXPO!

The information is for reference only.



15-17 MAY 2025

WORKSPACE EXPO.

THE WORKSPACE DESIGN, FURNISHING & FIT-OUT SOLUTIONS EXHIBITION

ABOUT WORKSPACE EXPO

The International Architecture, Interior Design and Fit-out Exhibition

Workspace Expo "The Workspace Design, Furnishing & Fit-out Solutions Exhibition" is the leading business platform in Egypt & Middle East offering a broad range of workspace designs and essential innovative solutions for the mega workspace projects, and upgrade of the administrative, educational, hospitals, home office, and hospitality projects in a business environment under one roof.

Workspace Expo presents a unique opportunity for energetic trade & ideas exchanges between the workspace design experts, solution providers, serious buyers & professional visitors from all over the globe, where visitors can easily network with experts, upgrade their modernization strategies and obtain full knowledge about the latest design solutions & innovations within this ever-growing workspace business fields.

Workspace Expo an absolute must-attend event for all the key players & decision-makers for workspace notions.

**15-17 MAY
2025**

CAIRO INTERNATIONAL CONVENTION
& EXHIBITION CENTER, CAIRO, EGYPT.

CO-LOCATED WITH

**THE
DESIGN
SHOW**



**UNLIMITED
SOLUTIONS,
UNEXPECTED
RESULTS**

The SDP International Architecture Interiors
and Fit Out Solutions

Space: 20,000 m2

Total Number of Participants & Brands: 200

Total Number of Visitors: 15K +

SECTORS:

A) THE DESIGN SHOW

- ARCHITECTURE DESIGN FIRMS
- INTERIOR DESIGN SOLUTIONS
- FURNITURE DESIGNS & MANUFACTURERS
- FIT-OUT SOLUTIONS
- OUTDOOR & LANDSCAPE SOLUTIONS

B) WORKSPACE EXPO (OFFICE & WORKSPACE INNOVATIONS)

- ARCHITECTURE & INTERIOR DESIGN FIRMS
- CONTRACTING & FITOUT SOLUTIONS
- FURNITURE DESIGNS & MANUFACTURERS
- FACILITY MANAGEMENT PROVIDERS
- WORKSPACE INNOVATIONS
- OFFICE AUTOMATION & SMART SOLUTIONS

EXHIBITORS NATURE OF BUSINESS

Architecture & Interior Designs	30 %
Product & Furniture Designs	34 %
Outdoor & Landscape Solutions	12 %
Lighting designs & Solutions	8 %
Finishing Materials & Solutions	8 %
Smart Solutions	2 %
Contractors	4 %
Brand communication	2 %

RESULTS FROM EXHIBITORS SURVEY

97% of the exhibitors said that the show was up to their expectations in terms of visitors and business deals
90% of the exhibitors confirmed that they will join the next edition
92% of the exhibitors rated the show as Very Good

VISITORS BREAKDOWN BY BUSINESS

Interior Designers	15 %
Chain store owners	5 %
Facility Managers	5 %
Real Estate Developers	11 %
Property Owners	14 %
Government Officials	5 %
Importers - exporters	13 %
Distributors	10 %
Trade Associations	10 %
Consulting Engineers	4 %
Manufacturers	8 %

VISITORS' MAIN OBJECTIVES

Contracting	57 %
Monitoring New Trends	31 %
Gathering Information	5 %
Education	4 %
Offeing Services	3 %

VISITORS BREAKDOWN BY REGION

Egypt	56 %
MENA	15 %
AFRICA	4 %
EUROPE	15 %
ASIA	10 %

VISITORS TYPE OF PURCHASE

Architecture & Interior Designs	47 %
Projects Design & Solutions	17 %
Product design & furnishing	14 %
Finishing Solutions	9 %
Smart solutions	7 %
Landscape Design	4 %
Others	2 %



SCAN FOR MORE



daily

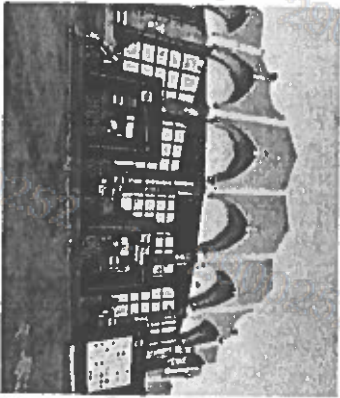


TD5 2025
15 - 17 MAY 2025

THE VENUE

Cairo International Conference Centre (CICC)

Is the comprehensive conference & exhibition centre in the country, over 30 hectares of it. Of these, 58,000 SQM have been given over to conference facilities that are nothing less than state of the art. The Centre is the very latest in conference facilities to ensure that while everything is carried with the greatest possible efficiency, the Centre is ten-minute drive from Cairo International Airport, a short drive from any one of several five star hotels.



THE ORGANIZERS



International Conferences & Exhibitions Company ICEC, a rising energetic enterprise offering a full range of exhibitions and event management services to an extensive diversity of customers within the MENA region. The company, which is located in Cairo was established in the year 2013 and has significant know-how in the field of organizing and managing international specialized trade events.

ICEC targets to provide businesses, exhibitors and visitors with a wide range of exclusive event services. The knowledgeable multi-lingual staff guarantees clients are well served; contented and have all relevant information to help them be successful at their events. The distinctive events organized by ICEC are set to support clients reaching their target audience every time: while visitors can experience creative notions in new areas of business and are always thrilled to return.



فهرس مرفقات المعاملة المتعلقة

بموضوع: المعرض الدولي العاشر للتصميم ومهندسي الديكور ومصنعي الأثاث.

عدد نوع المرفق	جهة صدوره	رقم	تاريخه	عدد الصفحات	ترتيبه في المرفقات	الاسم والتوقيع
١	سفارة جمهورية مصر العربية بالرياض	٧٨٦	٢٠٢٤/١٢/٢ م	٢٣	٢٣-١	عبدالعزیز بن ترکی آل سعود 