

# Post Show Report

# 2023

**6-8 MAY**  
**2023**

Egypt International Exhibition Centre,  
Cairo – Egypt



The **13<sup>th</sup>** International Exhibition For  
**Glass, Aluminum,  
U-PVC, Facades,  
Doors & Windows**  
(Products - Technologies)

*Where the big deals  
are made...*

## Diamond Sponsor



## Platinum Sponsors



## Golden Sponsors



## Silver Sponsor





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## WINDOOREX 2023

### Region's Largest Fenestration Trade Hub...

**WinDoorEX Middle East** has again proved to be the region's biggest fenestration platform for B2B cooperation between manufacturers, suppliers and quality buyers of all hues connected to the fenestration industry in the Middle East. 2023 edition was inaugurated by H.E. Engineer Ahmed Samir, the Minister of Trade and Industry, on May 6th at the Egypt International Exhibition Center (EIEC) in the Fifth Settlement.

It has welcomed over 220 exhibitors from 18 countries and 9,000+ industry buyers from all hues connected to the market in the Middle East & North Africa. The 13th MENA prestigious exhibition for glass, aluminum, facades, u-PVC, door, window and components was solid platform to see all the new products, technologies and services to meet the immense rising demand in the construction sector and for specialist glazing signals, solve the fenestration industry's most pressing challenges.

**WinDoorEX Middle East 2023** alongside with Glass & Aluminum Middle East 2023, covering the full spectrum of the industry including all kinds of Glass, Aluminum profiles, u-PVC, Windows, Doors, Facades, Curtain walls, skylights, sunroofs, adhesives, sealants, solar protection, ventilation, hardware" Products, Technologies , Services".

**WinDoorEX Middle East 2023** was serious platform to make the big business deals ever as the result of an intense campaign of potential buyers and producers visiting the exhibition. Thousands of industry representatives, users, distributors, consultants, developers, engineers,



traders and professionals from Egypt and MENA region visited 2023 edition. WinDoorEX Middle East 2023 closed its doors with a great satisfaction of all local and international exhibitors and visitors.

Exhibitors described **WinDoorEX Middle East 2023** as ideal for generating leads, closing business deals and building lasting relationships. Participants were satisfied by 96%, particularly with the comprehensive range of products and machinery on display and the high quality of trade visitors.

We would like to offer our highest gratitude to our sponsors, exhibitors, partners and visitors, all of whom allow **WinDoorEX** to drive the fenestration market in the Middle East forward. We look forward to seeing you next year in 2024.

If you're interested in being part of **Windoorex Middle East 2024**, feel free to contact us on [marketing@arabiangerman.com](mailto:marketing@arabiangerman.com)

#### HEADLINE STATS

**9,200**

PROFESSIONAL  
VISITORS

**220**

COMPANIES  
exhibited their products

**4**

COUNTRY  
Pavilions

**18**

COUNTRIES  
represented



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## 2023 EXHIBITION COVERAGE





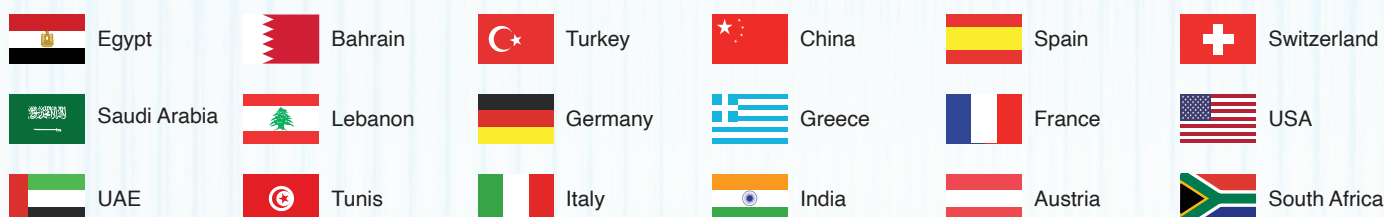
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# 2023

## EXHIBITOR ANALYSIS

More than 220 local and global leading companies from 18 countries were showcased the industry's latest products, technologies and services to the Egypt market and MENA region. Exhibitors from the glass, aluminum, u-PVC, doors, windows and facades sectors all participated to make 2023 the largest edition of Windoorex.

### PAVILIONS & COUNTRIES PARTICIPANTS:



"We are the Diamond for Windoorex as it is the best platform to showcase our professional range of high quality products and services to a high potential audience. I have already reserved my space for upcoming exhibition. Show is excellent"

**Mr. Mohamed Khattab, SPHINX GLASS**



"Windoorex was a great and busy show for us. It was a strong platform to launch our new brand and products in the market. We are so pleased to be right here. It is a great experience so far and would love to be part of next editions"

**Mr. Taymor alsayed – Alcotech Group - Egypt**



"This is the 2nd time at Windoorex and Glass & Aluminum. Year after year it succeeded our expectations. Thanks for the organizing level as well and I would like to thank the team on the success of Windoorex "

**Mr. Joerg Zimmermann - Hegla Corp, Germany.**



"Windoorex is an important and valuable exhibition to who involved in the fenestration industry. I have met a lot of buyers interested in our Cladding Products. We have already re-booked and are looking forward to exhibiting in 2024"

**Mr. Ramy Elkhaliqy - Alcobond Egypt & UAE**



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# 2023



“It is our 2nd time to participate at Windoorex and Glass & Aluminum show. We met many interested people in our machines and refreshed our business relations in this market”

**Mr. Victor Nnamdi, Forel Spa – Italy/ South Africa**

”

**How would you rate the exhibition management?**

**96%**

of exhibitors rated the Exhibition Management as “Very Good” or “Good”



**How would you rate the number of visitors?**

**93%**

of exhibitors were satisfied or very satisfied with the number of visitor



**How would you rate the quality of visitors?**

**91%**

of exhibitors were satisfied or very satisfied with the quality of visitors at the show



**How would you rate the nature on your investment in exhibition?**

**89%**

of exhibitors were satisfied with the nature of this investment



**Given the above reasons to exhibit, how satisfied were you with the exhibition?**

**90%**

of exhibitors were satisfied or very satisfied with the exhibition





## EXIBITORS' TOP3

### PARTICIPATION OBJECTIVES

Meet New  
Customers/  
Business  
Partners

Launch New  
& Unique  
Products

Increase  
Product  
& Brand  
Awareness

“We’re participating in Windoorex for the 1st time, Windoorex exhibition has been great. We’ve met quality prospects that we wouldn’t have reached through our other marketing channels. Well worth the investment!”

**Ms. Heba Kamal**, EGYBEL Aluminum.



“ We have been coming to WindoorEX Middle East for past 3 years and it has been one of the best shows. Clients visiting this event are more professional. They know what they want and are ready to buy” **Mr. Faisal Mohamed – Al Dahyan** Aluminium panel factory, Saudi Arabia.



“Our participation objective at Windoorex is to bring our brand forward in Egypt, and in the region. We have been busy at our stand, meeting decision-making customers. We also received good feedback of our products, and will definitely come back in 2024 with bigger space!” **Ms. Noha Mouselhy**, Saint Gobain Glass – France / Egypt



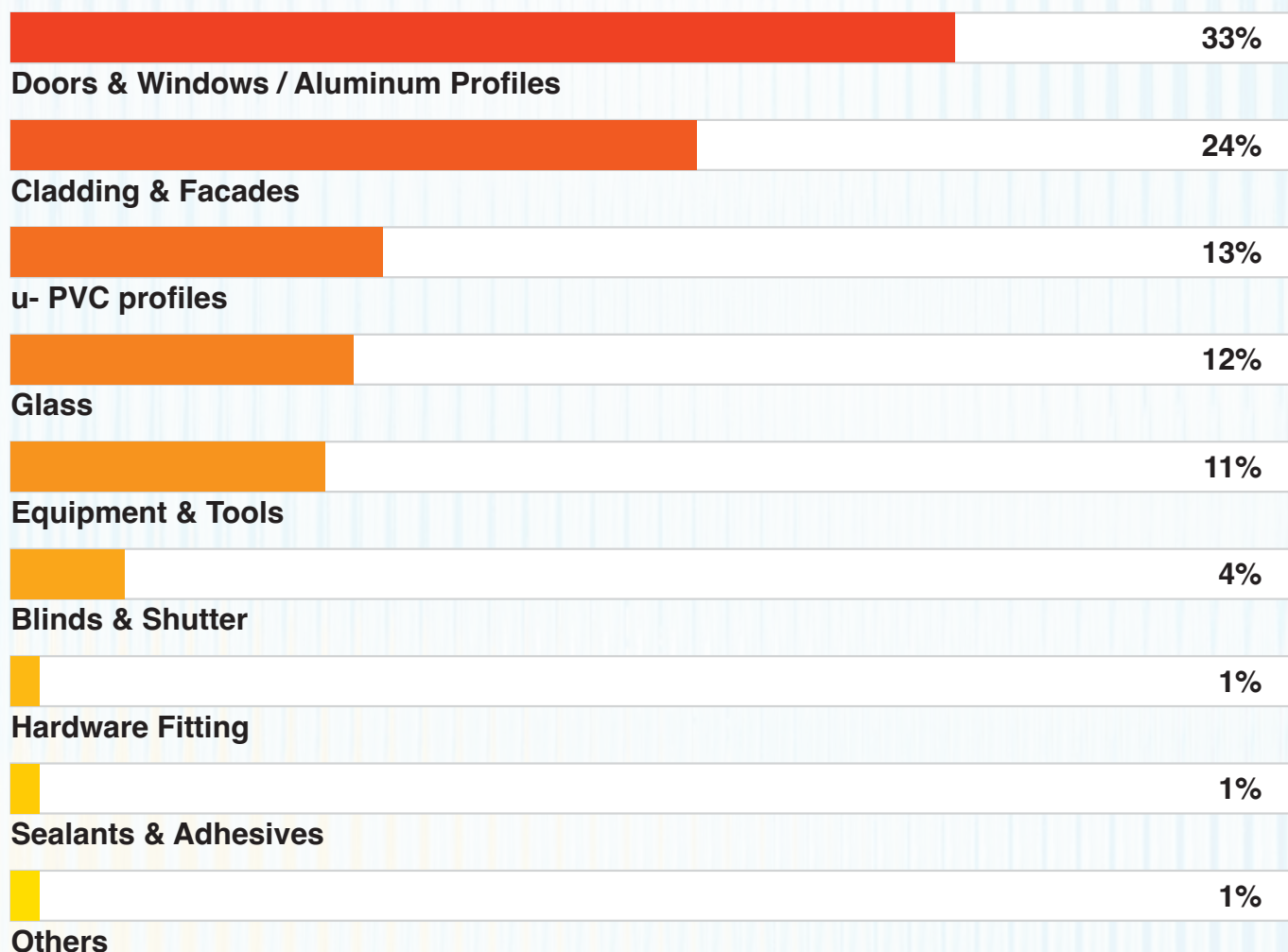
“We are considering WindoorEX Middle East one of our key exhibitions to increase our sales level. Customers are visiting it that ready to buy. We can meet our partners and distributors here” **Mr. Ahmed Lawendy – PREMIER UPVC window and door system**, Egypt.



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# 2023

## EXHIBITS RANGE



“Although this is my first time at the event, I have met a lot of buyers interested in our products from Egypt and Africa. We are hoping to have good business from this event. We are hoping to be here next year.”

**Mr. Andres Di Sotto, ALUGLOBALBRO SRL - Italy**



“This is our 3rd at WindoorEX Middle East and we can see that it has grown. The quality of the visitors is great, with a lot of interesting people to meet. We decided to take part in Windoorex Middle East next year. We are proud to be there!”

**Mr. Hassan Qarooni, Garmco - Bahrain.**





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# 2023

## VISITOR ANALYSIS

This year Windoorex Middle East reinforced its position as the leading fenestration exhibition in the Middle East & Africa, by connecting over 9300 visitors from 23 countries including Egypt, Saudi Arabia, UAE, Jordan, Lebanon, Libya, Iraq, Algeria, Turkey, Yemen, Tunis, Syria, Kenya, Nigeria, Sudan, Uganda, Tanzania, South Africa, Germany, China, India, UK, USA

### VISITOR SURVEY KEY FINDINGS\*



94%

of visitors 'satisfied' to 'very satisfied' with their overall show experience



84%

of visitors 'very satisfied' to 'satisfied' in meeting their objective of 'to keep abreast of industry trends



94%

visitors 'strongly agree' or 'agree' Windoorex is a must attend event



86%

of visitors 'hold direct authority' or 'influence' buying decisions



82%

of visitors are 'likely' to make contact with an exhibitor after windoorex



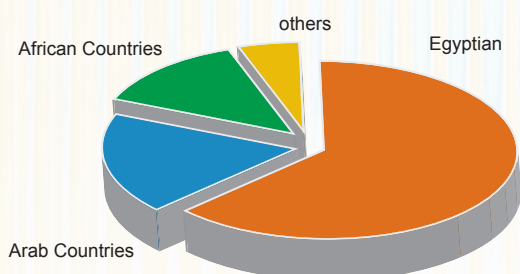
96%

of exhibitors were 'very satisfied' to 'satisfied' with Windoorex and will increase the space next year

"This is my first time to visit Windoorex. I'm one of the buyer delegation program provided by the organizer. Really it is valuable show and I'm most impressed by the variety of products and I'm happy to say that the negotiations are underway" **Ms. Brenda Denousse, Sucaba Trading Limited, Kenya**

"Representing a trading firm in Kenya, we are here to source new products. The exhibition is good as I'm able to see the latest material that I need " **Mr. MESLI Sid Ahmed Yassine, Sarl DRAINUM, Algeria**

### VISITOR BREAKDOWN



### WHAT IS THE SENIORITY LEVEL OF OUR VISITORS?



23.5%  
CHAIRMAN/CEO/  
PRESIDENT/OWNER



23.5%  
DIRECTOR/  
VICE PRESIDENT



43.54%  
MANAGER



13.24%  
EXECUTIVE



4.8%  
ENGINEER



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# 2023

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### EXHIBITION COVERAGE







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*Thank You*

**SEE YOU NEXT YEAR**

**SAVE THE  
DATES**  
**May 17-20**  
**2024**

**BOOK YOUR STAND TODAY**



Organized by

**Arabian German For Exhibitions S.A.E.**

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