



GREEN MOBILITY TECHNOLOGY EXPO

The International Exhibition for
Green Mobility & Sustainable Technologies

المعرض الدولي لوسائل النقل النظيفة و التكنولوجيا المستدامة



16 - 18 May 2024

📍 Cairo International Conference Center (CICC)
Cairo, Egypt

www.greenmobilityexpo.com



The Venue



Cairo International Conference Centre (CICC) is a mere ten minute drive from Cairo International Airport, a short drive from any one of several five stars hotels and a five minute walk from the Cairo International Exhibition Stadium .

It is the only comprehensive conferences center in the country, over 30 hectares of it Of these 58,000 sq.m. have been given over to the Exhibitions and 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, your comfort and convenience have been seen to.

CICC also has mobile interpretation units and three large rooms or boardrooms each with a capacity of 50 persons for the smaller meetings or receptions or even just for a display area.

About(GMTE)

(Green Mobility Technology Expo – GMTE) is the definitive platform that brings together the biggest trade professionals in the sustainable mobility's industries and its technologies & services. It is the place to expand your business through networking with the main industry players and gather insight into future market trends.

Over the course of 3 days, (GMTE) unites top decision makers specializing in all areas of manufacturing, remanufacturing, distribution, retailing, and installation of vehicle technologies, parts, chemicals, equipment, accessories, and more.

The exhibition is held in Egypt, the regional trading hub, which provides access to an expanding regional market with untapped potential and unexplored opportunities... and with best public interactive platform for resources sharing, product purchase and brand display for the people and industry.



Why Egypt?



Egypt has the largest population in the Middle East.

The Country provides an excellent platform of labor resources in the region.

It is the sensible investment choice considering its relatively low-cost labor, favorable operating premise, and Potentially high consumption market Egypt presents a huge commercial opportunity across a broad range of sectors. Egypt has now entered a new positive phase economic activities have revived, demand for all types of goods and services is growing fast.

These factors combine to create opportunities for trade and investments on an unprecedented scale and Egypt is now recognized as one of the hottest investment spots in the world that is targeted by international investors as promising market with a potential growth yet to be seen.

Benefits of Participation:

- Enter new markets - especially in Egypt - with a location that makes it an ideal export hub for MENA and Europe.
- Strengthen and extend their market presence.
- Have the opportunity to meet qualified contacts and key policymakers (politicians, transport authorities, purchasing bodies, etc.)
- Discover the opportunities in the Pan-African mobility markets.
- Meet international delegations visiting the exhibition.
- Showcase your products with more than 180 exhibitors from 15 countries.
- Raise their profile and enhance their image with industry stakeholders.
- Benefit from a market in transformation with increased exemption from custom duties.
- Be part of the main informative platform for the Green and Sustainable Mobility that educates, engages and informs industry enthusiasts about the latest trends and innovations.
- Promote their latest innovations and expertise.
- Benefit from the appeal the Guest of Honor and discuss the new, innovative projects there with representatives from the city.
- Make the most of the opportunity for talks – these are open to all visitors keen to gather information and discuss current affairs.
- Use the media plan, geared to maximum visibility: PR kit, advertising, partnerships, media relations, and more.



Why Green Mobility Technology Expo?



(Green Mobility Technology Expo – GMTE) is an occasion for those working in urban areas to reduce environmental and noise pollution and to build ever-more environmentally friendly mobility services and increasingly livable cities.

It will be an unmissable opportunity for businesses and individuals to exchange points of view and to find out about the many new environmentally friendly opportunities in the mobility sector.

Our focus always been driven by the overriding desire to look after the environment, which includes helping with solutions to the issues of climate change and local air pollution, but we also believe that today's overriding political priority is sustainable development; it is possible for people to like their planet, and to promote green mobility with the least impact on our environment.

Cairo will host this important event, beginning 08 June 2023. Entry to (GMTE) 2023 will be free for everyone. Participate in the numerous conferences, visit the exhibition stands, and experience the latest technology in the test drive area: cars, mopeds, bicycles, scooters, hover boards and much more will be available for our guests to try.

Egypt's Green Mobility vision:

A modern, well developed Mobility & transport sector is key to the growth of the national economy, providing tools to efficiently move goods and people on a national and global scale. Egypt's transport sector contributes 4.7% of the real GDP and it generated EGP 345.6 billion in 2020/21. At the same time, emissions from cars, busses, ships and planes contribute around 25% to all greenhouse gas emissions. We provide a transport system that achieves sustainable development goals.

Accordingly, modernizing and extending the country's transport sector is a core priority of the government aiming to offer sustainable, reliable and affordable transport to all. The investments foreseen in the transport sector reflect this ambition: H.E. Dr. Hala El-Said, Minister of Planning and Economic Development recently announced that the planned investments for the transport sector for the 2021/22 amount to 244.7 BL. EGP, which constitutes a growth rate of 104% in comparison to the years before the COVID-19 pandemic.

Reducing the growth of the energy consumption and the related greenhouse gas emissions from transport can only be accomplished by reshaping mobility through a modernization and extension of the public transport, switching to electric mobility, Switching to low emission fuels such as natural gas, applications of smart transport and its integration with sustainable Mega cities initiatives, improve transportation infrastructure including rails and road etc. Among the various projects that are currently underway, are the two electric train mega projects, the 660 km electric train project that will connect

"Ain Sokhna", on the Red Sea coast, with "Al Amain" on the Mediterranean coast. A second phase of

this project will extend to Upper Egypt. The Monorail project that will connect the New Administrative City with East Cairo and 6th of October City with Giza. Other projects are also underway such as the fourth line of Cairo underground. An integrated and low-emissions transport strategy includes also to tackle private mobility (cars) and busses. Egypt aims to convert 400,000 vehicles to operate on natural gas within three years and a country strategy for e-mobility is under preparation.

Our Expo & Conference aims to give an overview of the national plan for sustainable Mobility across all transport means and its impact of reducing greenhouse gases emissions, improve energy efficiency and enhancing energy security of supply. It will introduce the mobility strategy of Egypt that aims to fundamentally transform the transport sector by pushing a sustainable, smart and resilient transformation. It will shed lights on the ongoing initiatives for switching to low emission fuels, switching to electric mobility and their prospects by 2030, and the ongoing improvements in the public and mass transport

Visitors Profile:

- Mobility and transportation operators.
- Public infrastructure contractors
- Dealers and Distributors
- Exporters & Importers
- Direct Buyers & General Public
- Engineering and ICTs
- Vehicle retail establishments and repair shops
- Civil engineering and architecture companies
- Clusters that drive the competitiveness of the industrial fabric related to the field of electrical and sustainable mobility and storage.
- Political and technical representatives of communities and towns in their capacity as managers of urban transport, public works, information systems and urban maintenance.
- Investment networks and venture capital
- Ancillary industry in search of new business opportunities
- Services to facilitate the creation of new innovative companies
- Public and private fleet managers
- Energy suppliers (electrical, service stations)
- Taxi operating companies, shared vehicle services and local transport and distribution.
- Universities and vocational training centers aimed at training new professionals
- Interested EVs buyers and Students
- Municipalities & Development Authorities
- Ministries & Government Officers
- Environmental NGO
- Government Policy Makers & Urban Planners
- Environment Monitoring Authorities
- Print and Electronic Media
- Trade Media
- Trade Associations



Exhibitors Profile:



Manufacturers:

- Bus Manufacturers
- Micro Mobility and Active Mobility
- EV, CNG and Hybrid Cars Manufacturers
- E-mobility & Infrastructure
- Electric Components / Accessories / Spare
- Energy Company and Utility
- Urbanism, Urban Furniture and Infrastructure
- CNG Stations
- Tire Manufacturers
- Powertrain & BLDC Motors
- Electric Vehicle Batteries
- Clean Fuel manufacturers (Biodiesel, Ethanol, Hydrogen, Natural Gas & Propane)
- LPG Products
- LNG Products

Services:

- Systems & Charging Infrastructures
- Software and Technology
- Mobility Services
- Engineering
- Solutions of MAAS, Ticketing and Payment
- Public Works,
- Parking
- Corporate Mobility
- CNG Vehicles Transformation
- Banks & Funding
- Insurance Companies
- Startups and more.
- Connectivity, communication system and digital services.
- Shipping service providers and managing of shipping services.
- Operation, care, maintenance and repair.
- Green Hydrogen Tech.

Technologies

- ITS & A.I
- E-mobility Technologies
- Shared Mobility
- Urban Last Mile Logistics
- Mobility Services and Solutions for Smart Cities
- Autonomous-vehicles & Technologies
- Special Premiere Events
- Latest-generation Road and Rail Vehicles
- Energy Transition and New Energy Sources
- Connected Mobility and New Digital Services
- Active mobility
- Passenger information systems
- Telephony



Sustainability:

- Personal mobility and public transport
- Haulage and special vehicles
- Urban air mobility
- Alternative transportations and fuels
- Automated and autonomous driving and driver assistance systems

Green & renewable energy:

- Solar energy
- Wind energy
- Hydroelectric energy
- Biogas
- Biomass
- Tidal energy
- Geothermal energy

Marketing Campaign



Direct Email

Regular email campaigns about exhibitors, products and services, special features and the exhibition will be sent out to our extensive database of local and international professionals in the industry.



Online

Online portals across the globe. Web banners featured on leading



Radio

Radio ads will be featured in local radio channels before and during the show.



Media Coverage

Leading media channels will be contacted to cover the event.



Print Advertising

Adverts featured in top Egyptian newspapers as well as relevant industry magazines to back up PR activity.



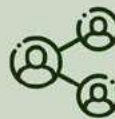
Website

Industry and exhibitor news and exclusive content on the event website.



Public Relations

Effective PR campaigns in local and international media to ensure regular communications about the show.



Direct Marketing

Key individuals and decision makers will receive invites and flyers before the event to inform them and remind them of the event.



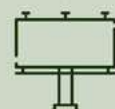
SMS

SMS campaign will be sent out to a wide range of relevant prospects across the region through internal and external databases.



Social Media

Targeted Facebook, LinkedIn and Google ads to ensure we reach a broad number of our target audience.



Outdoor Advertising

A Planned recognizable outdoor campaign will cover many prime Locations over the great Cairo

Booths Offers

Furniture Booth

Price per square meter

\$ 350

including the following:

(2 chairs - 1 table - basket - lighting - Stand - electrical socket - carpet)

Company Name



Unprepared Booth

Price per square meter

\$ 300

including the following:

(Empty space - electrical source)



Special Booth/Stand Design BTL HOUSE

\$ 300 Sq.m + Desgin Cost



4 El Borg Street. Lebanon Squire,
Mohandessein, Giza, Egypt
Tel.: +2 (02) 3303 5664 / 3304 9833
info@btlhouse.net
www.btlhouse.net



Platinum Sponsor

\$ 30,000

free space (64 m²) - not equipped

- 1- A distinctive free space in the exhibition (64 m²) - not equipped.
- 2- Putting the company's logo on all publications of the exhibition
(Brochure - tape Cards- exhibition bags for participants - outer cover of the exhibition magazine).
- 3- Your logo on the all ID's ribbon (Exhibitors, Staff, Media & Organizers) ...
- 4- Printing 5000 (five thousand) luxury gift bags with the sponsor's own logo.
- 5- Opening of the exhibition with the guest of honor from the ministers and eminent personalities.
- 6- Allocating a distinctive advertising space on the cover of the exhibition Catalogue (10,000 copies)
(Back Cover / for first platinum sponsor + one inside advertising page) – size of (12 W * 22 H) cm + 0.5 bleed.
- 7- Hosting the live broadcast of the exhibition.
- 8- Printing the logo and company name on the staircase ads to the exhibition hall.
- 9- Placing the company's logo on all social media advertisements and the exhibition's website.
- 10- Placing the company's logo on all external advertisements and corridors of the exhibition halls.
- 11- Allocating an advertising space on the exhibition's website until the next session.
- 12- The opportunity to display a promotional video about the company and its products
on the main exhibition screen for a period of time 30 seconds to 45 seconds.
- 13- Allocating an advertising space on the outer gate of the exhibition with an area of 2 * 6 m².
- 14- Allocating an advertising space on the main registration counter of the exhibition.
- 15- Allocating an advertising space with 4 special advertising banners (2 * 2 m - danglers)
in the name of the company hanging from the ceiling of the exhibition.
- 16- Conducting a television interview recorded and transmitted live on one of the satellite channels.
- 17- Participation in honoring the sponsors and participants and giving souvenirs (Exhibition shield).
- 18- Allocating an advertising space (8 light boxes) for the sponsor in the car parks.
- 19- Printing 10 banners (flags) in the name of the sponsor company and its logo.
- 20- Natural flower bouquets with chocolate and light snacks when opening the first day.
- 21- Putting the company's name and logo on the backdrop wall (photo wall).
- 22- Delivering sum of 250 VIP invitations to your own use.
- 23- Extra benefits (will be confirmed later)....

Golden Sponsor

\$ 25,000

free space (30 m²) - not equipped

- 1- A distinctive free space in the exhibition (30 m²) - not equipped.
- 2- Putting the company's logo on all publications of the exhibition
(Brochure - tape Cards- exhibition bags for participants - outer cover of the exhibition magazine)
- 3- Printing 3000 (Three thousand) luxury gift bags with the sponsor's own logo.
- 4- Allocating a distinctive advertising space on the cover of the exhibition Catalogue (10,000 copies)
(Inside Front Cover / for first Golden Sponsor + one inside advertising page) size of (12 W * 22 H) cm + 0.5 bleed.
- 5- Hosting the live broadcast of the exhibition.
- 6- Placing the company's logo on all social media advertisements and the exhibition's website.
- 7- Placing the company's logo on all external advertisements and corridors of the exhibition halls.
- 8- Allocating an advertising space on the exhibition's website until the next session.
- 9- The opportunity to display a promotional video about the company and its products on the main exhibition screen for a period of time 30 seconds.
- 10- Allocating an advertising space on the main registration counter of the exhibition.
- 11- Allocating an advertising space with 2 special advertising banners (2 * 2 m - dangles) in the name of the company hanging from the ceiling of the exhibition.
- 12- Conducting a television interview recorded and transmitted live on one of the satellite channels.
- 13- Participation in honoring the sponsors and participants and giving souvenirs (Exhibition shield).
- 14- Allocating an advertising space (4 light boxes) for the sponsor in the car parks.
- 15- Printing 4 banners (flags) in the name of the sponsor company and its logo.
- 16- Natural flower bouquets with chocolate and light snacks when opening the first day.
- 17- Putting the company's name and logo on the backdrop wall (photo wall).
- 18- Delivering sum of 150 VIP invitations to your own use.
- 19- Extra benefits (will be confirmed later)....



Silver Sponsor

\$ 20,000

free space (15 m²) - not equipped

- 1- A distinctive free space in the exhibition (15 m²) - not equipped.
- 2- Putting the company's logo on all publications of the exhibition
(Brochure - tape Cards- exhibition bags for participants - outer cover of the exhibition magazine)
- 3- Printing 2000 (Two thousand) luxury gift bags with the sponsor's own logo.
- 4- Allocating a distinctive advertising space on the cover of the exhibition Catalogue (10,000 copies)
(Inside Back Cover / for first Silver Sponsor + one inside advertising page) – size of (12 W * 22 H) cm + 0.5 bleed.
- 5- Hosting the live broadcast of the exhibition.
- 6- Placing the company's logo on all social media advertisements and the exhibition's website.
- 7- The opportunity to display a promotional video about the company and its products
on the main exhibition screen for a period of time 30 seconds.
- 8- Allocating an advertising space on the main registration counter of the exhibition.
- 9- Allocating an advertising space with 1 special advertising banners (2 * 2 m - dangles) in the name of the
company hanging from the ceiling of the exhibition.
- 10- Conducting a television interview recorded and transmitted live on one of the satellite channels.
- 11- Participation in honoring the sponsors and participants and giving souvenirs (Exhibition shield).
- 12- Allocating an advertising space (2 light boxes) for the sponsor in the car parks.
- 13- Printing 2 banners (flags) in the name of the sponsor company and its logo.
- 14- Putting the company's name and logo on the backdrop wall (photo wall).
- 15- Delivering sum of 75 VIP invitations to your own use.
- 16- Extra benefits (will be confirmed later),...





GREEN MOBILITY TECHNOLOGY EXPO

Official Support



Official Contractor



Official operation company



Official Freight Forwarder



Travel Agency



Official PR & Communication co.



Official Car Supplement



Official TV Program



YouTube Channels



Official Sports Magazine



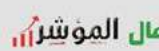
Official Arabic Magazine



Official Collision Repair Magazine



Media Partners



Address
6 El Abagy & El Iraqi st.,
Behind Badr Park, Gesr El Sues Rd.,
Cairo, Egypt

Tel. (+2) 012 8951 3629
Mo. (+2) 012 2218 1755

www.greenmobilityexpo.com
info@greenmobilityexpo.com

Organized by

