

MS Marmomacc + Samoter Africa & Middle East and Projex Africa scheduled 2-5 November

VERONAFIERE IN CAIRO WITH COMPANIES IN THE CONSTRUCTION SECTOR: INVESTMENTS IN CONSTRUCTION IN EGYPT WORTH 4 BILLION DOLLARS

MS Marmomacc + Samoter Africa & Middle East sees Veronafiery take excellence in natural stone and earth-moving/building sectors to Africa. The event will be attended by 90 exhibiting companies from 12 countries. Specialist operators and buyers are expected from 27 countries. Official trade delegations will also arrive from Ethiopia and Angola, with specific b2b focus meetings. The event this year is joined by Projex Africa, an exhibition dedicated to sustainable construction

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Cairo, 2-5 November 2015 – More than twenty projects will be contracted out before the end of 2016, for a total value of nearly 4 billion dollars: from the Maadi Contact Centre (210 millions) to the industrial port of Safaga (510 millions) and the construction of four new stadiums (360 millions). The recent announcement by President Al Salam and the Finance Ministry confirms the recovery in Egypt, with many investment and business opportunities, especially in the construction sector.

This scenario sees Cairo (2-5 November 2015) welcome back **MS Marmomacc + Samoter Africa & Middle East** - the initiative which **Veronafiery** and its Egyptian partners **Art Line** and **Expolink** accompany the most important realities in the international natural stone and construction machinery fields into Africa. The second edition of the event is flanked for the first time by **Projex Africa**, an exhibition dedicated to the construction industry, with a special focus on green and smart building.

MS Marmomacc + Samoter Africa & Middle East and Projex Africa 2015 will be attended by **90 companies from 12 countries**: Egypt, Italy, India, United States, Turkey, Poland, China, Ethiopia, Congo, Morocco, Benin and Saudi Arabia. Thanks to investments to encourage incoming qualified operators, **buyers from 27 countries** are expected, in particular from Africa itself; indeed, attendance is confirmed by numerous associations from sub-Saharan Africa, Southern Africa and the Middle East (*see list below*).

In this context, Veronafiery – which already sits on the **Italian-Egyptian Business Council** – is supported by the **Italian Embassy** and **ICE-Italian Trade Agency**.

*"With MS Marmomacc + Samoter Africa & Middle East and Projex Africa, " said **Giovanni Mantovani, CEO & Director General of Veronafiery and member of the Business Council**" "we confirm our major interest in a continent that holds great promise for the construction sector, joining our efforts in Morocco with Médinit Expo. It is estimated that Africa, in 2015-2016, will see growth in GDP above 5% and imports of building materials amounting to 29 billion dollars. Our initiatives in Egypt aim to make the country a full-scale hub for the whole of Africa."*

In addition to b2b meetings between visitors and exhibitors, the program in Cairo is flanked by a series of workshops, meetings and conferences, with a special focus events involving **Ethiopia and Angola**: African countries enjoying stable growth and important development plans for infrastructures, housing and tourism.

November 2 is dedicated to **real estate** with two workshops on investment opportunities organized by the Egyptian Export Council of Real Estate. The trade fair will also host a meeting between representatives of

the Green Building Councils of Egypt, Morocco and Tanzania to take stock of the **sustainable and green** construction sector in Africa.

On 3 November, attention will turn to the world of international architects, planners and designers thanks to the **B2A-Business to Architects** event, involving thirty African architects in a special training course dealing with Egyptian natural stone that includes a visit to local companies.

Another innovation for 2015 is the **Institutions Area**: another initiative to encourage networking during the event between institutions and professional associations in the building world from ten countries.

Industry associations attending the trade fair:

Chamber of Commerce of Addis Ababa-Ethiopia; AEA - Association of Ethiopian Architects; CCAE - Construction Contractors Association of Ethiopia; FMC - Federation Marocaine des Industries des Matériaux de Construction; Chambre de Commerce et d'Industrie de la République Democratique du Congo; ANECA Benin - Association Nationale des Entreprises de BTP et des Activités Connexes; CEPICI - Centre de Promotion des Investissements en Côte d'Ivoire; Union of Stone of Palestine; CCIAD - Chambre de Commerce, d'Industrie, d'Agriculture de Dakar-Senegal; Uganda Society of Architects; Zambia National Council for Construction; JOSTONE – Jordan's Stone and Tile Association.

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