

Event scheduled in Cairo 10-13 December in conjunction with Projex Africa

VERONAFIERE IN EGYPT WITH MS MARMOMACC + SAMOTER AFRICA, GROWTH OF UP TO 15% BY 2020 FOR THE EGYPTIAN NATURAL STONE SECTOR

More than one hundred exhibitors from eight countries and delegations of buyers from thirteen countries in Africa and the Middle East: these are the figures for the two exhibitions organised by Veronafiery dedicated to natural stone, earth moving machinery and sustainable construction. Italy is the second largest supplier of stone processing technologies to Egypt, with trade worth 2.4 million in 2015.

Verona, 7 December 2016 – The Egyptian marble, granite and alabaster sector by now ranks eighth in the world, with exports of stone materials up by 490% in quantity over the last eight years. Despite the slight downturn in 2015 (-3% for exports) following the drop in demand from China, the sector is likely to grow by 15% over the next four years, with production increasing by 2020 to 650,000 tonnes. This emerges from the **Marble and Stones in Egypt Report** which will be presented in **Cairo** during the third edition of **MS Marmomacc + Samoter Africa** alongside the second edition of **Projex Africa**, the two events dedicated to the construction world scheduled in Egypt's capital **10-13 December** (www.msafrika.net).

Local partners Art Line and Expolink joined **Veronafiery** in organising events on the opposite shore of the Mediterranean highlighting expertise in sectors such as natural stone, earth moving machinery and sustainable construction as well as accompanying more than 40 international companies into this market. With **over 100 exhibitors** from Egypt, Italy, China, Brazil, Bulgaria, United Arab Emirates, Germany and Turkey, three halls and a show area of 6000 square metres, the event is already a landmark for the sector in Africa. Its role is equally emphasised by the presence at the inauguration on Saturday of **Tarek Kabir, the Egyptian Minister for Trade and Industry**.

The ribbon-cutting ceremony will also be attended by **Massimiliano Sponzilli, Director of ICE-Italian Trade Agency in Cairo**. Italy is one of Egypt's main trading partners, especially in the natural stone sector where it is the second largest supplier of stone processing machinery and technology with 2.4 million euros of trade in 2015 and the sixth largest importer of unhewn blocks of Egyptian marble, worth 1.5 million euros.

ICE, in collaboration with Veronafiery, selected **qualified buyers** from Algeria, Angola, Saudi Arabia, Congo, United Arab Emirates, Ethiopia, Jordan, Iraq, Kenya, Lebanon, South Africa, Tunisia and Uganda to take part in b2b meetings during the two shows in Cairo.

"MS Marmomacc + Samoter Africa and Projex Africa see Veronafiery further consolidate its presence on the African continent," says Giovanni Mantovani, CEO of Veronafiery and member of the Italian-Egyptian Business Council. Within the scope of our exhibition activities on consolidated and emerging markets around the world, North Africa is an area where we have invested in construction agro-food sectors for some time. In addition to Egypt, we are also active in Morocco with the Medinit Expo and Medinit Agro events, and Ethiopia, where this year saw the debut of Building East Africa."

The innovations at this edition of MS Marmomacc + Samoter Africa include the first **Egyptian Stone Summit** organised by Veronafiere to analyse the state of the art and likely development of the local natural stone industry, with the presentation on Saturday 10 December of the Marble and Natural Stone in Egypt Report edited by Carlo Montani. This year also welcomes the debuts of the **Stones of Africa Gallery**: the most comprehensive exhibition of marble, granite and natural stone materials.

Projex Africa, on the other hand, is home to the international **Middle East Buildings & Façades Summit**, with a focus on green building techniques and the latest findings in the field of materials, facades, fixtures and renewable energy.

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