



RETAIL PLUS

—
The International Conference and Exhibition for Retail and Franchise

Kempinski Royal Maxim Palace
7-8 March 2016



Retail Plus

Organized
By:



International
Partner:





Why Exhibit

Having an impressive group of international exhibitors with their quality products and innovative solutions, Retail Plus is widely regarded as an important growth catalyst for retail and franchise businesses for the rising markets of Egypt and Middle East. The show will gather a number of world-class competitions, along with networking events. Retail Plus will be the marketplace where international Players will have the opportunity to meet master, franchisees, sub franchisees, developers, distributors, wholesalers, dealers, retailers, buyers, and decision makers from Egypt and beyond as well as every aspect of running and growing a store—from marketing and brand management, to merchandising, mobile retailing, store experience, and more. It's also the event to see and be seen. Whether you're looking to network with fellow retailers, vendors, retail authorities, or all of the above, you'll be able to connect with them at Retail Plus.

Retail plus is matchmaking event between SMEs and retailers. The exhibition will create investment opportunities for VC and PI to invest in the retail business.

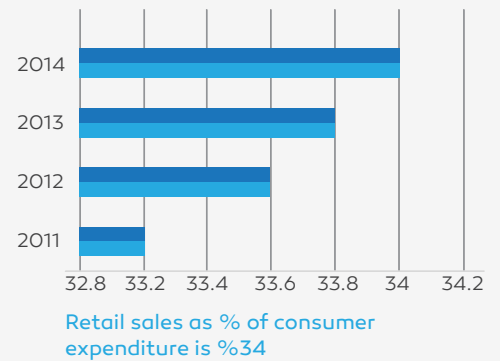
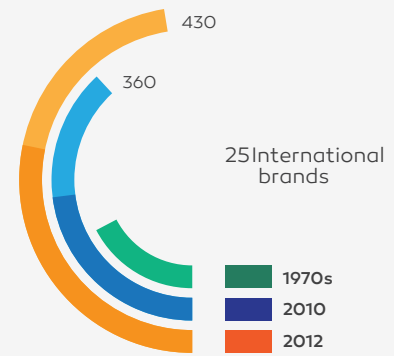
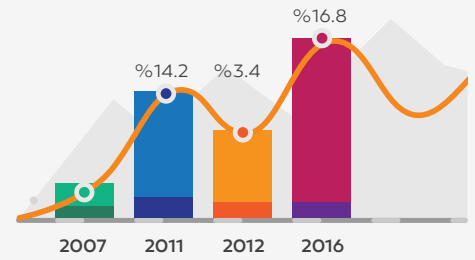


Retail Plus

Retail in Egypt

Retail sales have seen dramatic growth in recent years, experiencing a CAGR of %14.2 between 2007 and 2011, reaching USD 102.8 billion, driven by the expansion of the middle class in Egypt. Retail projects in Egypt are reported to be among the most profitable in the region, with some estimating that it actually offers the best returns.

Retailing Sector is expected to be boosted in the forecast period supported by greater political stability, economic growth and the rising disposable income levels. In addition to ongoing urbanization, Egypt's young population, widening internet access and strong retail development are also expected to support sales growth. Growth rates are expected to pick back up, forecasted to increase at a CAGR of %16.8 through 2016.



Franchise in Egypt

International franchises have been operating in Egypt since the 1970s but have only recently experienced dramatic expansion. The sector grew from 25 international brands in 1999, to 360 in 2010, and in the face of political and economic upheaval following the revolution in early 2011, reached 430 in 2012; an indication of the sector's resilience.

The Social Fund for Development, a quasi-public organization that promotes the development of small and medium-sized business including franchises, has announced goals for establishing 40 new sustainable franchise systems and 440 sub franchises, creating 7,000 jobs, by 2017.



Exhibitors Profile

1- Developers:

- Real Estate Developers
- Property Developers
- Mall Developers

2- Retail Store fixture & Interior:

- Display racks
- Showcases
- Cooling and heating cabinets
- Carts
- Packing machines
- Mannequins
- Wallpaper
- Lights
- Signage

3- Retail Technology:

- Cash Management systems
- Barcode systems
- RFID (radio frequency identification)
- Security System

4- Professional Retail Services:

- Consulting services for store management & Operation
- Real estate
- Finance & Insurance

5- Retail Trade Items:

- Distribution items from distribution channels in Egypt & MENA

6- Coffee Shops & Restaurants:

- Equipment
- Solutions
- Uniforms
- Furniture
- Suppliers

7- Food & Beverage:

- Fast Food
- Egyptian & international Cuisine
- Cafes & Bars

8- Beauty & Health:

- Hair & Make up
- Cosmetics
- Spa
- Healthy food
- Hospital equipment

9- Fashion:

- Clothing
- Shoes
- Accessories

10- Retail & Wholesale:

- Shopping Centers & Malls
- Hypermarkets & Supermarkets
- Large discount stores
- Department stores
- Convenience stores
- Road shops

11- Consulting services:

- Consulting services for real estate
- Finance
- Insurance

12- Education & Training:

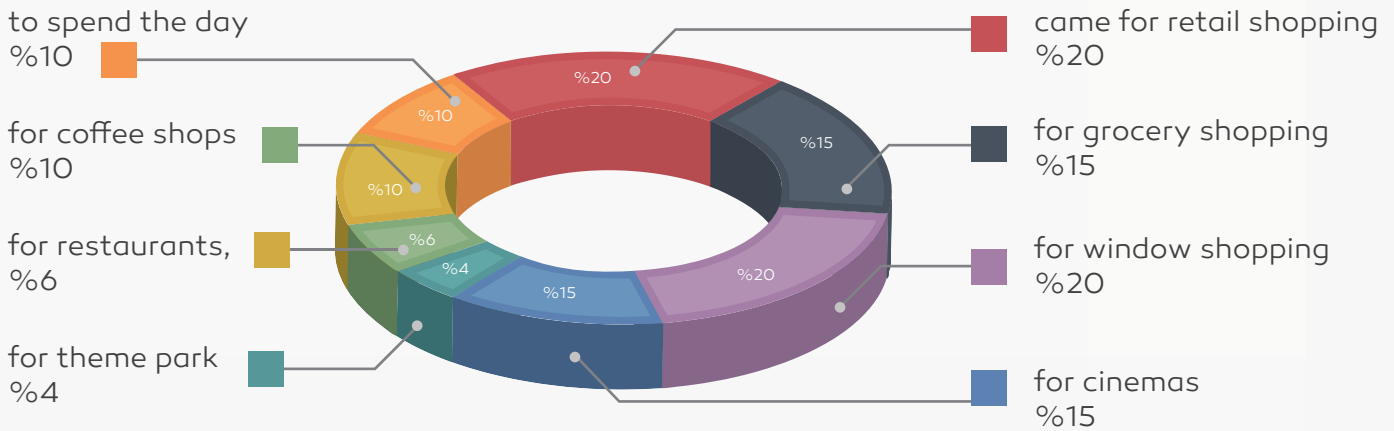
- Various educational businesses (children's education, higher education)
- Professional training

13- Other Specialized retail:

- Automotive / Motorcycle repair shops
- Specialized franchise stores.



Destination: Malls



Retail business in Egypt Insights

- Egypt is the largest market in the Arab world
- Egypt is the largest market in the Arab world. A population of more than 90 million citizens makes Egypt a lucrative market in the Middle East. About 42% of the population is under the age of twenty.
- Egypt is ranked 13th in terms of the most attractive retail market worldwide
- Population base of 90 million Egyptians, 50% - 40% of the expenditure is directed to retail.
- Consumer Spending in Egypt averaged 242.22 EGP Billion from 2005 until 2014
- Market value forecast: By 2016, the Egyptian apparel retail industry is forecast to value 11,025.8\$ million, 28.2% increase on 2011
- Two-thirds of British retailers (66%) expect their overseas sales to increase over the next five years, according to research from Barclays, and Egypt was listed as the second most popular country within the MENA region
- In 2016, the Egyptian food retail industry is forecast to have a value of 55.3\$ billion, an increase of 31.7% since 2011



Why you should attend

- Looking for new ideas to innovate your store
- Shopping around for in-store solutions
- Want to keep yourself up-to-date of the developments in the retail design and visual merchandising.
- Learning experiences, through the conferences & seminars which will be held at Retail & Franchise Egypt that cover issues in various categories including ecommerce, finance, marketing, merchandising, supply chain, and more.
- Discover promising international retail
- Gain international exposure showcasing your projects and solutions to all our unique participants
- Pinpoint potential partners from over 900 investors
- Host events and conduct meetings at your personal stand
- Meeting potential franchisees (Matchmaking/ Linkage of eligible franchisers with potential franchisees)
- Looking for consultancy (business planning, branding, advertising, and best stores locations)
- Need fund to start your business and franchising.
- Offering Solutions for Retail Outlets and Malls
- Leasing



Visitors Profile

- Franchisee
- Developers
- Retailers
- Investors
- Consultants
- Brand Marketing Managers
- Business Development Managers
- eCommerce Managers
- Financial Directors
- IT Directors
- Logistics Managers
- Managing Directors
- Marketing Managers
- Multichannel Trading Directors
- Operations Management
- Retail Systems Managers
- Security Directors
- Senior Retail Management
- Store Owners, Directors and General Managers
- Supply Chain Directors
- Heads of Digital
- Customer Experience Directors
- Merchandising Managers



Retail Plus Conference

Sharing of information and insights can enable retailers to influence and manage consumers' motivations, inclinations and paths - to - purchase with peers and channel partners.

Business strategies need to keep reinventing and evolving in the current world of connected consumers.

Retailers must create a new change of management system that benefit all, they must connect and not compete.

The Retail Plus Conference is designed to promote knowledge collaboration among retail businesses because collective wisdom is collective power



To book your space please contact us on:

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