

# POST SHOW REPORT **2022**



**METAL & STEEL**

**FABEX**

Middle East 2022



The **12<sup>th</sup>** International Exhibition for  
**Steel, Steel Fabrication  
& Metal Working Industry**

“Products - Technology - Services”

**17-19 MARCH, 2022**

Egypt International Exhibition Center,  
**Cairo – Egypt**

[www.metalsteegy.com](http://www.metalsteegy.com)



## **Metal & Steel ME / FABEX ME 2022**

### **Boosting confidence in Face to Face events**

**Metal & Steel Middle East Exhibition** alongside with **FABEX Middle East** returned back and brought exclusive foresights into the industry to recover from the pandemic. It concluded its 12th edition at Egypt inter. Exhibition Centre (EIEC) on 17 to 19 March 2022, with new highs and benchmarks of leadership, technology, creating awareness and opening business prospects. It has been held under the patronages regional associations and governmental authorities.

In its 12th edition, **Metal & Steel / FABEX ME 2022** hosted more than 273 exhibitors from 18 Countries put a wide range of new products and technology on display, 6151 professional visitors and buyers' delegations from 12 countries. It was even more inspiring than ever with a spirit of business community to overcome the challenges of previous 2 years.

The both events together are the best place to meet or catch up with industry professionals, buyers and colleagues, find out the latest info on who or what is influencing the market and keep current on the latest trends and predictions for future success in the industry

This year edition after 2 years of Pandemic, The event offered new products' zones, new technologies and innovative products, including the very latest technologies, machinery, equipment and supplies that are needed in the regional Steel & metal works market.

Today, the exhibition serves as an excellent platform to establish crucial connections in Steel & Manufacturing Supply Chain across Various Sectors. The event connects suppliers, manufacturers & fabricators for better business growth.

#### TOP LINE FIGURES

273	Exhibitors
18	Countries
4	National pavilions
6151	Unique visitors
12	Visiting Countries

***Thank you all for making all the last years a success.***

We look forward to upcoming edition of **Metal & Steel/ FABEX** together.

**Contact us on:** [marketing@arabiangerman.com](mailto:marketing@arabiangerman.com) or call & what's app.: +2 0106667 3344.



## EXHIBITORS OVERVIEW

2022 edition welcomed 273 participants from 18 countries, re-emphasizing its position as the Middle East & North Africa's flagship event exhibition for the Steel and Metal works.

The 12th edition had a significant focus segments; it had a remarkable increase of exhibiting companies in the steel structure, tube and pipes, CNC & welding sectors, making significant contributions to trading targets of exhibiting companies and affected on the target visitors range. It has delivered a unique experience for exhibitors to develop business relationships.

According to most of the exhibitors interviewed, during the 3 days they met competent people who were determined to enter into, and maintain commercial dealings and **Metal & Steel / FABEX Middle East** was a light ray for doing business in the region.

## INTERNATIONAL PARTICIPANTS



Turkey



Germany



Italy



USA



Spain



Austria



Belgium



UK



China



India



Czech Republic



Romania



Russia



Ukraine



Saudi Arabia



UAE



Tunis



Egypt





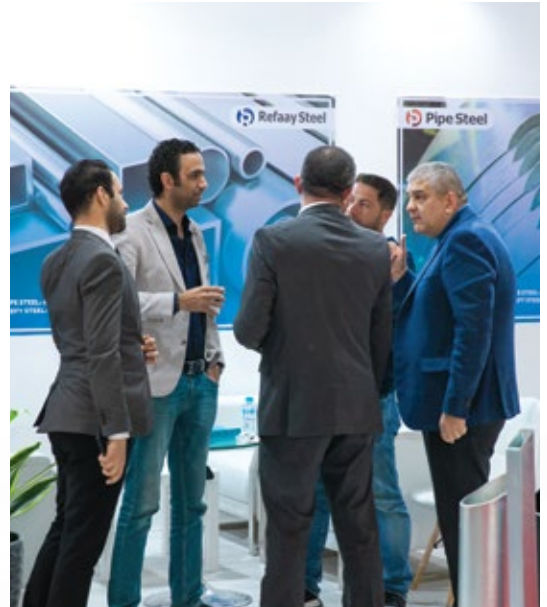
## WHAT EXHIBITORS SAID!

“We have been participating with Metal & Steel for the 3rd time because it is the best platform for the new products, market development, and meet the industry leaders. So far, the exhibition is very important for us on the level of the Arab world and locally.”

**Mr. Ahmed Mohamed – Refaay Steel For pipe**

“FABEX is a ideal platform to launch innovative solutions and we are so pleased to have launched one of our Metal scrap technology right here. Well organized”

**Mr. Safouen Benn Brahim – Vezzani S.P.A.**



91%

HOW WOULD YOU RATE THE EXHIBITION MANAGEMENT?

Of exhibitors rated the exhibition management as "Very Good" or Good.

82%

HOW SATISFIED WERE YOU WITH THE EXHIBITION OVERALL? Of exhibitors were satisfied or very satisfied with the exhibition overall.

77%

HOW WOULD YOU RETURN BACK? Of exhibitors stated that they certainly or possibly will participate at the exhibition in the future.

89%

HOW WOULD YOU RATE THE QUALITY OF VISITORS? Of exhibitors were satisfied or very satisfied with the quality of visitors at the exhibition.

81%

HOW WOULD YOU RATE THE HOSTED BUYERS? Of exhibitors had at least 3 meetings with hosted buyers at the event.

# POST SHOW REPORT 2022



“We have chosen Metal & Steel because we believe it is the most representative event for the steel industry in the whole region. This is the one spot where we can meet all our partners and reach more customers right here in Egypt. We will be again at next edition”

**Mr. Hesham El Masry – ARKITAINER of ElMasry Group**

“We are very happy to be at FABEX ME 2022. We are proud to have a great booth and location here that has generated so much interest. FABEX Egypt has set a great example of mixing the idea of quality & efficiency. Overall it is good.”

**Mr. JC Babu - Electrotherm Ltd.**

## TOP REASONS FOR EXHIBITING

Promote their brand

Generate new leads

Find a distributor or agent

Meet existing customers





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## VISITORS OVERVIEW

6151

Visitors

82.8

Local

18.2

International  
& Regional

12

Countries

The 12th edition of Metal & Steel/ FABEX Middle East Exhibition registered during the three days 6151 visitors from 12 countries including: Egypt, Saudi Arabia, United Arab Emirates, Algeria, Tunis, Jordan, Sudan, Nigeria, Turkey, Germany, UK, India, and China.

## MAIN REASONS FOR VISITING



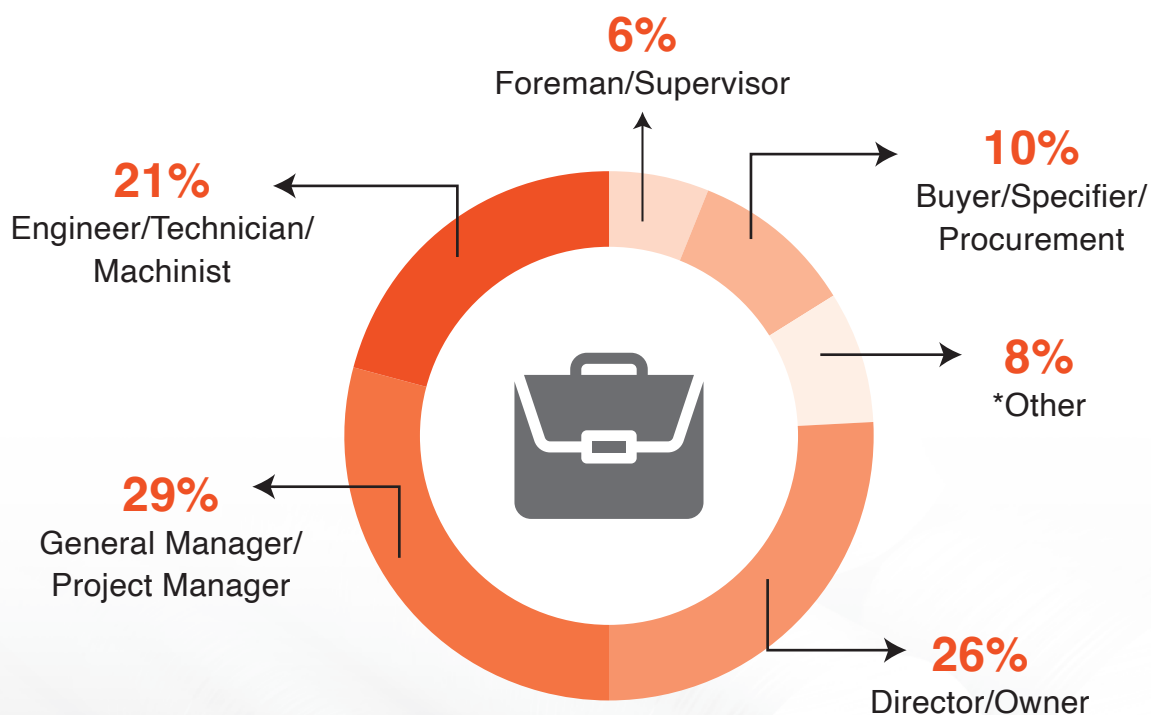
- Find new product suppliers
- Keep up to date with new products and innovations
- Meet up with colleagues in the industry/networking
- Compare products with a view to placing orders later
- Assess the possibility of exhibiting
- Place an order at the event



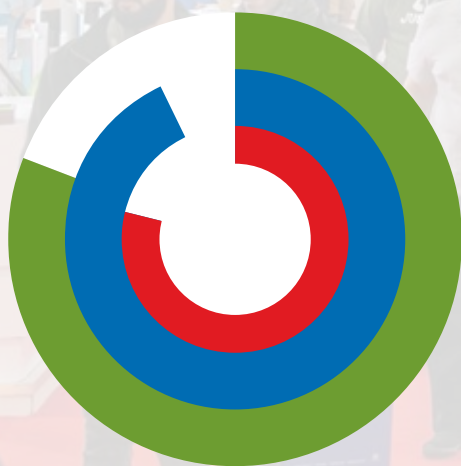
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## VISITORS BY JOB FUNCTION



## Visitor Feedback



**81%**

Plan to visit the show next year again

**93%**

Are satisfied with the show

**79%**

Recommend the exhibition



## CONCURRENT CONFERENCE

During 17 to 19 March 2022 at Hall No. 1, Steel Forum (Steel Industry between Reality and Hope) was organized concurrently Metal & Steel ME Exhibition and FABEX ME 2022.

Cooperation between AIST MENA chapter and Steel Network to organize a forum during Metal and Steel Exhibition.

The three days forum will contain a number of panel discussions that will address important issues in steel industry today. The forum will have some workshops targeting steel industry young professionals. Workshops will be provided by steel experts.



Strategic Partner

شبكة الحديد والصلب  
**Steel Network**  
Arab steel Platform

Organized by

**AGEX**  
Arabian German  
for Exhibitions S.A.E.



## MARKETING MEDIUMS

Metal & Steel Middle East / FABEX's effective marketing campaign targeted professional local, regional and international visitors. The campaign penetrated successfully the entire marketing channels and delivered the highest possible return on investment:







*Thank You*

**SEE YOU NEXT YEAR**

**2023**



**Grab the Opportunity now!**



Organized by  
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