

National Sports Facts & Figures

4000

sports fields

250

youth sporting
centers

90

olympic pools

14

open and covered
stadiums

Sports is a current national priority in Egypt.

The Ministry of Youth and Sports has already invested more than **one Billion dollars** in developing sports facilities for the public; nearly

THOUSANDS

of sports events and activations



SPORTS E PO EGYPT 2023

A world class sports expo is the extension of the efforts to promote sports and investments in sports on a National scale.

Sports Expo Egypt 2023 aims to bring the latest in sports to the eager population and decision makers from the public and private sectors

WHY SPORTS EPO

**THE BIGGEST
TRADE SHOW
FOR SPORTS
IN EGYPT**

Annual gathering of decision makers and business leaders of the sports industry and authorities of Egypt and neighboring countries.

Presenting the latest innovations in sports to Egypt's population of 100 Million and neighboring countries.

Acquiring a better understanding of the Egyptian sports market needs.

Opening and expanding markets, increasing sales and initiating business alliances.

Exhibitor Categories

- Sports, fitness, and physiotherapy equipment.
- Floors, artificial grass, and stadiums supplies.
- Sports clothing and tools.
- Supplements and healthy foods.
- Youth clubs and fitness centers.
- Sports clubs and academies.
- Medical and physical therapy centers.
- Water sports and diving equipment.
- Martial Sports Supplies (Karate - Judo - Boxing - Taekwondoetc.).
- Fishing supplies and tools.
- Equestrian equipment and supplies.
- Tennis and table tennis supplies and equipment.
- Athletics and gymnastics supplies.
- International sports agents.
- Sports camping equipment.
- Electronic games equipment.
- Motorcycles and bikes.
- Sports radio and TV channels.
- Sports Destinations.





Visitor Profiles

- Youth and athletes.
- Sports authorities and federations.
- Managers and presidents of sports clubs and houses of armed force.
- Owners of sports equipment stores.
- Owners of sports clubs and academies.
- Decision makers of universities and schools
- Hotels and spas.
- Construction companies.
- Businessmen and investors.

International Conference Keynotes

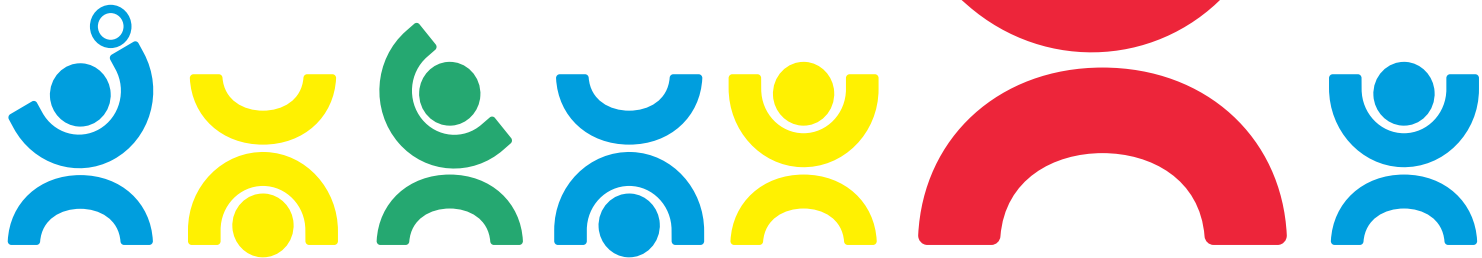
- Future trends in sports
- The impact of technological development on sports
- AI applications on sports
- Investment in sports
- International sports events promoting tourism
- Sustainability and environmental protection
- Sports medicine & field Injuries
- Creativity in sports
- Organization of Football world cup



National Campaign for Sports

Sports being a national priority in 2022 - 2023, Egypt is launching a national campaign to promote sports to a population of 100 Million, *Break your record* is a massive campaign across all media.

The campaign will increase the need for sports goods nation wide and will spillover unto the MENA region.





SPORTS
EPO

EPO

BREAK
YOUR RECORD

EPO

EPO
EGYPT 2023





Best of Exhibit Awards

Sports Expo Egypt will conclude with a ceremony to award the best of show in the following categories

PAVILION
INNOVATION
VARIETY

VENUE



EGYPT INTERNATIONAL EXHIBITION CENTER

4 fully equipped and flexible halls with a height of 7 meters, stretching over an area of 40,000 m².

SPORTS EXPO EXPO EGYPT 2023



Communication Partner



Sponsored by



Organizers



Consultants



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