



The initiative presented as an example by Egyptian entrepreneurs attending the Italy-Egypt Business Council in Rome today

VERONAFIERE ORGANIZING MARMOMACC SAMOTER & AFRICA MIDDLE EAST IN EGYPT IN DECEMBER

CEO & Director General, Giovanni Mantovani: "*North Africa is an area which enjoys close attention in our internationalization activities.*"

Verona, 25 November 2014 - With plans for expansion of the Suez Canal, 3,200 km of new roads and motorways and a five-year plan for the modernisation of the railways, as well as numerous public and private building projects, Egypt is experiencing a season of astonishing revival in the construction sector. Egypt enjoys a privileged geographical position as a primary hub towards Africa and the Middle East and, thanks to free trade agreements (Agadir and Comesa Agreement), offers tax-free exports to more than 20 other African countries.

This is why Veronafiere, decided to join forces three years ago with Art Line and ExpoLink, leading Egyptian exhibition organisers, to launch - in Cairo 11-14 December next - an exhibition dedicated to the building sector (materials and equipment): Marmomacc Samoter Africa & Middle East- *The International Trade Fair for Stone, Design, Technology, Earthmoving and Building Machinery* (Cairo International Convention and Exhibition Centre - CICC).

"*We are seeing considerable interest among Italian and Egyptian companies, as highlighted by a number of sector entrepreneurs in their reports today,*" said the **CEO & Director General** of Veronafiere, **Giovanni Mantovani**, during the sessions of the Italy-Egypt Business Council in Rome. "*Our relationships with Egypt institutions are excellent: in 2013, Marmomacc in Verona welcome the first international mission by the Egyptian Minister for Industry and Trade, Mounir Fakhry Abdel Nour, and this year Ali El Halawani, Consul-General of Egypt. North Africa is an area which enjoys close attention in our internationalization activities.*"

The focus of MS Africa & Middle East - the local version of Marmomacc and Samoter, two Veronafiere brands well-known in the construction industry, will be on marble and natural stone, stone processing, design and construction equipment. The event will also hold B2B meetings with buyers from Mozambique, Kenya, Ethiopia, Ghana, South Africa, the Democratic Republic of the Congo, Central African Republic, Congo, Cameroon, Tanzania, Nigeria, Algeria, Jordan, Lebanon, Tunisia, United Arab Emirates, Saudi Arabia, Turkey and Egypt itself.

There are also initiatives dedicated to architects and interior designers: training by the Marmomacc Stone Academy travels to Egypt with course for architects "*Designing with natural stone Egypt 2014*" (10-13 December), in collaboration with RIBA (Royal Institute of British Architects) and AIA (American Institute of Architects). The trade fair will also host the sessions of the AUA Annual General Meeting 2014 (Africa Union of Architects) - the official endorser of the two events together at SEA (Society of Egyptian Architects).

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