


تراثنا


Micro, Small & Medium Enter-
Development Agency
(MSMEDA)

**Under the Auspices and in the Presence of
H.E. President of Egypt Abdel Fattah El Sisi**

**Egyptian Handicrafts Exhibition
Turathna 2023**

October 8-14, 2023

Egypt International Exhibitions Center (EIEC)

New Cairo

MSMEDA
مركز
التجارة
الداخلية
والتصدير
بمصر
مصر



Turathna Exhibition

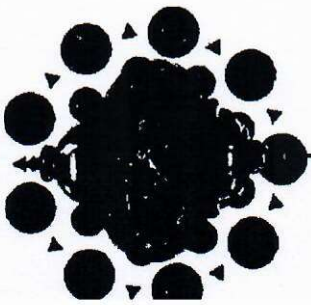
- The Egyptian Handicrafts Exhibition "Turathna" is organized yearly with the aim of supporting Egyptian handicrafts as well as promoting cooperation with different countries and stakeholders in this sector.
- "Turathna" is the largest exhibition to be held in Cairo for the fifth consecutive year. It scores the highest rates as for the number of exhibitors and visitors.
- The Micro, Small and Medium Enterprise Development Agency (MSMEDA) attempts to open new markets for Egyptian handicrafts by organizing specialized exhibitions to promote the Egyptian handicrafts sector and raise awareness of the business opportunities available in addition to the cultural and heritage preservation mandate.



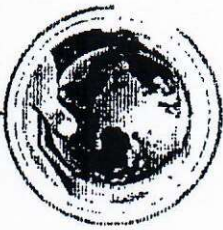
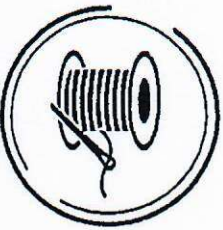
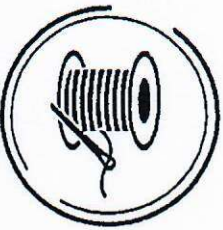
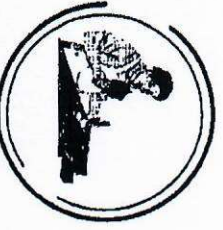
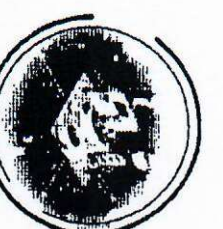

Turathna Exhibition

Goals of the Exhibition

- Develop Egyptian handicrafts and protect them from extinction.
- Sustain job opportunities for skilled labor and transfer expertise to future generations.
- Encourage young men and women to learn handicraft skills and launch small enterprises.
- Motivate bilateral trade exchange and contribute to attaining economic integration with guests of honor representing participant countries.
- Accelerate direct selling/contracting and stimulate business-to-business (B2B)/business to customer (B2C) transactions.



Review of previous rounds of Turathna Exhibitions (2019-2022)

Country participation تشاركنا 2022	Products	No. of Exhibitors	Area
 Kingdom of Saudi Arabia	 Rugs/carpets, embroidery works, "Akhmin" fabrics, "Tally" embroidery products, "Khayamiya" arts, accessories, copper/glass products, furnishings, leather works, wicker products, antiques, shell arts and Sinai products.	1500 Exhibitors	10,000 m ²
 United Arab Emirates			
 The Hashemite Kingdom of Jordan			
 Republic of Sudan			
 State of Libya			

International Participation

Determinants

- International participation in "Turathna" takes place in accordance with an official invitation given by the Exhibition Organizer.
- Response to the extended invitation shall be no later than August, 15 2023 in order to benefit from privileges granted to the invited countries and finalize area allocation procedures for the country booth(s). The following data shall be provided to the Exhibition Organizer:

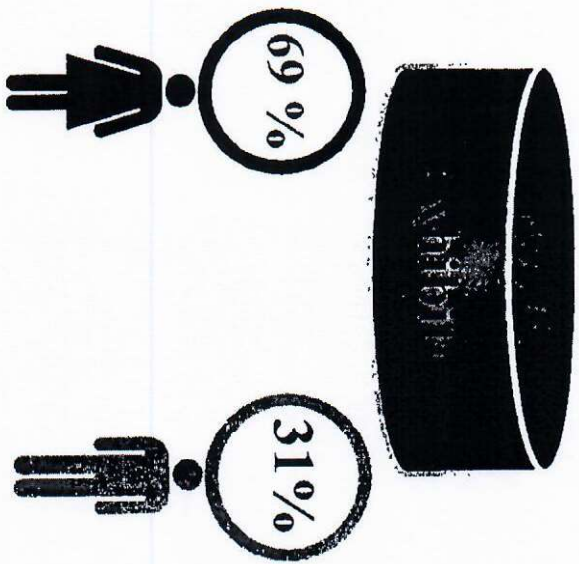
Information about the participant country's delegation:

- ✓ Organization
- ✓ Name of participant
- ✓ Title
- ✓ Passport number/copy/kind
- ✓ Information about products to be exhibited
- ✓ Any other relevant information the Exhibition Organizer may request

Privileges

- Allocation of a total area of 20m² accommodating 2-3 exhibitors.
- Official Government pavilion will be offered on a complimentary basis and under the understanding of mutual treatment in similar events abroad.

Turathna Exhibition



B2B
B2C





Contact person

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Thank You

