

"I was **SURPRISED** at the **LEVEL OF BUSINESS**"

Christian Pepper

I attended the *RT Imaging Expo and Summit*, in Cairo, Egypt, purely as a speaker, I thought. My expectations—of uncovering business opportunities and learning new things about the industry I could apply to my market 10,000 km away—were pretty low.

Let me tell you the truth. If you didn't attend, you certainly missed out. Let me tell you why. I personally came away with two unexpected new partners: a potential large importer interested in LD Products' Gold Line brand and a very innovative software provider that has ready-to-implement solutions in a number of areas related to the USA MPS market. I didn't expect this. Remember LD Products was not exhibiting: I was a guest presenter.

I was surprised to see 1,500 unique participants from Egypt and surrounding Middle-Eastern and African (MEA) markets attend. The packed expo floor over two



IN MY VIEW

What did you think about the Cairo expo?



Africa & Middle East

Robin Mowatt

Regional Sales Manager/General Manager
CET AIME Branch

To be honest, it was a lot busier than I thought it would be. So it has been very successful thanks to the good organization and marketing that got people to turn up here. So I am very happy. I'm expecting that this will follow on to the Zhuhai Expo where we will bring along our full team just as we did here.



Middle East & Africa

Sandeep Sethi

Regional Head
Clover Imaging Group

It's the first time I have participated at any RT Imaging Expo. I think it's a great platform for us to get connected with the middle-eastern and east-African markets. Egypt is a great market and *full of potential*. RT Imaging has provided a good platform to meet with customers face-to-face, interact with them and understand their requirements in terms of brand and the like. I have had a great response from them here at the Cairo show.



Egypt

Essam Hashem

SpearInk

I am happy because it's the second year for this expo and I see many more visitors and exhibitors than last year. This expo is connecting people from all over the EMEA with each other. This is good for the industry. I am also happy it connects us with more people from Europe and China ...from everywhere.

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Business deals were being done everywhere you looked.

days is not often seen in our industry any more, particularly in the USA where I am based. The 82 vendors, who displayed their wares in the trade show, had a steady stream of interested buyers from various market sectors.

The huge number of buyers at this event gave me my first event "take-away": if you are a vendor in this industry and you did not display, you allowed potential new customers to slip past you this year. The number one challenge for buyers relates to supply consistency and constraint and they were there at the expo in Cairo looking for solutions.

Cairo is currently the largest city in Egypt, Africa, and the whole Arab world and it's also the current economic center of Egypt. Because of its economic significance and cultural renown, among other several more tangible reasons, Cairo is one of the best places to do business in the Middle East. Egypt is also a member of the World Trade Organization.

I asked the audience of about 60 people in my summit presentation to identify the type of businesses they operated and why they attended.

There were large end-users of printing consumables looking for new vendors (such as the team from the

national airline, Egypt Air), many independent resellers of printing supplies and full service organizations focused on the A3 and A4 markets. Typical of the MEA region, most attendees at the conference were direct importers of aftermarket consumables, components and used equipment.

My second "take-away" was the obvious lack of visitors from the "E" part of EMEA—Europe. I understand many European buyers of consumables attend *RT Media's* Zhuhai show in October so they can visit Chinese factories in person. However this event had many of the key players from Asia as well as large international remanufacturers like Clover and Katun at the show. A regional event like this is a good opportunity to connect in person with existing partners as well as uncovering new vendors in the industry that you might be unaware of.

RT compiled a list of speakers on a wide range of topics and I sat through all of them to see what I could learn. Some of the presentations were in English and some were in Arabic. The attendees wore headsets so that they could hear the information translated simultaneously. Each presentation encouraged a lively amount of back



More than 200 actively participated in the Summit over two days

and forth between audience and presenter as questions and answers were translated to one another. The translators were amazing as they endeavored to keep pace with the passion in many a questioner and response. When complex questions and technical terms didn't translate very well, it was encouraging to see how people communicated with one another face-to-face by reverting to universal facial expressions including eye winks, knowing grins, head nods and hand gestures.

In addition to learning about the local market trends, challenges and new opportunities, my key take-away from the conference was how friendly, respectful and engaged everyone was regardless of their nationality. Outside of our industry, we humans face a lot of challenges and I left this conference feeling energized and positive about how there are many more things that unite us, as opposed to those that divide us.

This expo brought together people from a variety of backgrounds, cultures and business models. It could never have been possible without an event such as this. Many told me on the floor of the expo that such a networking opportunity has never existed in Cairo

before for this industry. I am sure the printing and copier industries can never be the same again given the networking and business deals that took place.

If you get the opportunity to travel to the upcoming regional show in Cancun Mexico, or any other events on the 2018 calendar, I urge you attend. You only get out what you are prepared to put in! ■

Pepper has more than 20 years executive and management experience in European and American markets, held leadership, sales and marketing positions within printer OEMs, hardware and consumables remanufacturers. He is a regular contributor and speaker within the Imaging and Managed Print Service industry. If you want to discuss it further, drop him an email at <christianpepper@hotmail.co.uk>



RT

Imaging Summit & Expo
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SEE YOU
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North Africa

Narjiss Mouslim
Regional Sales Manager
Katun(E.D.C)B.V.

This is a much better show than last year. A lot of companies have visited and we have talked with some of them. There is a lot of business being done here again this year.



Australia

Harry Stoubos
Cartridge World

This is my first time to visit Egypt and I am glad to be here. The location was safe and world-class and the facilities and staff were excellent. It's a great place. The exhibition was excellent and well organized too. I'm really happy to have come here. The African market has so much potential. It's still undeveloped and that's why I have visited. I think my company can help African business people to do more business, and smarter business.



Egypt

Benjamin Tawfik
General Manager
AGB

I am very interested in this show. Apart from being a safe and comfortable place, I have met vendors and customers all at the same place. It's very convenient and practical and the good organization provides a good business atmosphere. I'm happy to be here as it will improve us and our projects.



Egypt

George Origanos
General Manager
A Omega Tec

It's a good show. It's a good opportunity to meet all the vendors and manufacturers in this field. It's also good opportunity to meet the importers in the Egypt. We met a lot of dealers and manufactures here. The show is very well organized. The venue is also very good. You chose a very good venue. I hope next time I will find more participants here.

All Records Broken at the Second Imaging Expo

in Cairo, Egypt

Amber Guan RT Media



The Egyptian Prime Minister pledged to the support of his government as patrons of the Expo

Many of the 1,962 participants from 38 countries—including Egypt, Pakistan, Saudi Arabia, Lebanon, Tanzania and Algeria—including 87 exhibitors from China, Egypt, South Africa, Germany, The Netherlands, Poland and the Ukraine—remarked on the obvious growth in the number of visitors at the RTISE-EMEA Expo this year. Visitor

numbers grew 58.4 percent and there were 10.14 percent more exhibitors at the two-day event.

“If it were not for this

event, the print consumables industry would never have gotten together in this region,” one key Cairo-based industry player told RT Media’s Director David Gibbons. “I have made deals with people I never knew before, and we come from the same country!” Gibbons said they were comments echoed by many others as each captured “selfie” photos with the organizer.

Wanting to capture new partnerships, strengthen existing ones, meet new players, greet old players was the mood of the event again this year. Printing and copier consumables, 3D printing, digital media marketing, new business models,





and a broad range of new product lines gave participants a fresh vision and renewed energy to succeed in business in 2018 at the only dedicated office imaging exhibition in the European, Middle Eastern and African (EMEA) region.

This dedicated event provided in-depth insights into current and future trends, hot issues and developments: all were discussed openly and passionately at the Summit attended by 95 people over two days.

**1,962 visitors
from 38
countries
and regions**

As the “old” imaging industry markets—such as those in the U.S. and Western Europe—mature and consolidate sophisticated, the “new”

markets in developing regions like China, India, LATAM and Africa are showing growth, albeit still in small numbers. How do the industry elites view these markets? Zoltan Matyas, business development manager of the German-based

remanufacturer WTA was at the expo. He says Europe is “a consolidated industry” where players and customers are well defined. “It’s different in the

Middle East and Africa,” he asserts. “The biggest opportunity for the Middle East and African dealers and distributors of aftermarket products is to find products they can position between the high-price originals and the low-price compatibles.” He predicts “high quality, high value-added product” is the segment that will

**87 exhibitors
from 15
countries
and regions**



The InterContinental CityStars Hotel in Cairo hosted the expo and summit providing world class food and business opportunities for 1,962 participants over two days.

grow most rapidly in the Middle Eastern and African markets in the near future.

Christian Pepper, president of channel partner division of US-based LD Product, was also at the expo. He also believes there are two types of market in the EMEA region. The developed countries have a “very mature and declining” print and copier industry, but there are numerous emerging economies where the print is “growing”. He deems it as an opportunity for his company and others. “It’s a very unique region,” he commented.

As the world's leading franchisor in the office supply industry, Cartridge World has specific plans to leverage the great opportunity in the EMEA to expand its market. Harry Stoubos, global chief development officer of Cartridge World, described the EMEA region—especially the Middle East and Africa—



ECTEC's Mohamed Maher and Yomna Nabil (above, left to right) partnered with RT Media's David Gibbons to host the Cairo event proudly supported by the Egyptian Copier Association's Magdy Safari (below).



as “under developed, and with so much potential.” Cartridge World is “providing a different view on doing business using a model which offers services and solutions, not only products.” Stoubos gave genuine advice to the EMEA players: “You have to expand... you have to rediscover your business models in order to go to the next level.”

Yehia Khater, managing director of LaserStar and general manager of 3D Shop, says the EMEA is a very diverse market. Khater noted that while some countries in this region focus mainly on prices, the more educated a country becomes, the more they target quality over price. “With the OEM product price increasing,” he said, “people will be educated through events like this RT Imaging Expo to learn about the available compatible products and manufacturer companies.”



As a local entrepreneur of Egypt, Magdy Safari, Chairman of the Business Men's Association and the Copier Association, said that there are many indicators that reveal the prospects of the imaging industry in Egypt to be much better than other countries in the region. He concluded developed regions are "relying more on modern technologies such as digitalization and the paperless office." He delivered an inspiring presentation on 3D printing technologies for food at the RT Imaging Summit. Many in the audience found it difficult to believe that such technologies are now available. "New things come out every year, you can't predict what is coming around the next corner," he added. He believes both modern and "old-school" technologies will prosper.

**212 summit
attendees
over two
days**

MPS solution provider Princity and THI sense the great potential of the EMEA market. Krzysztof Serwatka, managing director of Princity, described the potential of MPS in this region as "huge." He added, "companies here don't know much about MPS yet, the market is very vast and fresh, and people are wanting to know."

Both exhibitors and visitors made a successful start at the RTISE—EMEA for 2018, as this event unveiled new opportunities and future trends, helping all players to be ready for the coming and challenging business year. This popular, dedicated event is expected to return in March 2019. ■

Positive Participation at the RT Imaging EMEA Summit & Expo in Cairo, Egypt

Mark Dawson

Following the Paperworld event in Dubai, in February, Internet of Printing BV (IOP) took part in its second Middle East trade show of 2018, by exhibiting at the *RT Imaging EMEA Summit & Expo* in Cairo.

The event was excellent. Egypt is a huge opportunity. With a population of more than 95 million, it is the biggest market in both North Africa and the Arab World. As we all know, the markets for hard copy supplies in Europe are very mature, while the markets in the Middle East & Africa (MEA) are showing much more dynamic growth.

MEA is strategic for IOP and I am glad we were visible with a booth. Both days of the event were busy. Traffic was strong, and the visitors were serious. We have come away with a whole new network.

Egypt has the second biggest economy in Africa having overtaken South Africa in 2016. It is projected to become one of the largest global economies of the 21st century, so I appreciate why the organizers chose Cairo.

Geographically and culturally, Egypt is a bridge between Africa and the Middle East and has become an important trading hub. I spoke with multiple companies that are active across the MEA region and have relocated their HQs from Dubai.

Cairo provides easy access to Africa and the GCC countries but is significantly less expensive than Dubai to do business. The event was very well organized and professionally managed. Next to the Expo, the summit was informative and well received.



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