The new Veronafiere event scheduled 11-14 December

MS MARMOMACC SAMOTER AFRICA AND MIDDLE EAST
OPENS TODAY IN CAIRO:
THE WORLD OF ITALIAN NATURAL STONE AND CONSTRUCTION MEET EGYPT

Debut in North Africa for the Veronafiere event dedicated to natural stone and machinery for quarries and building sites. Four days of B2B events and professional training with 120 companies from 7 countries and professionals from all over the African continent, the Middle East and Europe.

Verona, 11 December 2014 – More than **120 companies and associations** active in fields involving natural stone and machinery for quarries and building sites from Italy, Egypt, China, India, Turkey, Russia and Poland meet today in **Cairo**. The Egyptian capital on 14 December welcomes the first edition of **MS Marmomacc Samoter Africa and Middle East**, the new **Veronafiere** show taking its exhibition know-how in natural stone and construction sectors to North Africa (www.msafrica.net).

The objective is to promote contacts between 120 exhibitors and a qualified audience of designers, construction companies, distributors and hire companies from the African continent, nearby Gulf countries and Europe.

Egypt enjoys a very favourable geographical location as the main node linking southern Mediterranean and Middle East countries; its marble and granite industry ranks fifth in the world and the Government has launched a series of major infrastructural development projects worth 7 billion dollars, alongside 12 billions envisaged for doubling the Suez Canal, largely funded by neighbouring Gulf countries.

There are many growth opportunities for business involving Italian companies in Egypt, especially in view of the fact that Italy is already today the leading supplier of mechanical machinery, with a 32% share of Egyptian imports.

"*Egypt is one of the most important trading partners for Italy in the Mediterranean area: Italy ranks first in Europe and third worldwide,*" says **Giovanni Mantovani**, **CEO & Director General of Veronafiere and member of the Italian-Egyptian Business Council**. *Thanks to MS Marmomacc Samoter Africa and Middle East, Veronafiere becomes the first international exhibition operator present in Cairo with an event dedicated to the building industry. This initiative helps us continue strengthening our involvement on the most promising foreign markets and, all the more, open a window in North Africa for further partnerships in strategic areas for us such as agriculture, agricultural engineering and food*."

Right from its debut, MS Marmomacc Samoter Africa and Middle East - organized by Veronafiere with its partners Art Line and Expolink and the collaboration of the local Italian Foreign Trade ICE Office, the Egyptian Export Council and the Egyptian Chamber of Commerce for Building Materials - aims to become the landmark event in Egypt and North Africa for the building industry in terms of both materials and technologies.

MS AFRICA & MIDDLE EAST
The International Trade Fair Stone Design,Technology,
Earthmoving and Building Machinery
11-14 December 2014
Cairo, Egypt

VERONAFIERE

The four-day event hosts a calendar of B2B meetings involving exhibitors and **international buyers** from Algeria, Cameroon, United Arab Emirates, Jordan, Morocco, South Africa, Tanzania, Tunisia, Lebanon, Nigeria, Turkey, Czech Republic, Germany, Iraq, Saudi Arabia, Palestine, Uganda and Qatar.

Business aspects are also flanked by **workshops**, **cultural and training events** - such as the course for architects titled "Designing with Natural Stone Egypt 2014" organised by Marmomacc Stone Academy. The programme today includes the seminar titled "Italian Technologies for Restoration and Conservation for the Cultural Heritage" that aims to promote Italian experience in this field, as well as a conference exploring opportunities in Tanzania for the construction sector. On 11 and 12 December, lastly, MS Marmomacc Samoter Africa and Middle East hosts the 2014 annual meeting of the AUA, the Union of African Architects, with over 70 professionals taking part.

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