

HATS Egypt 2019: A leap towards the future of Egyptian Home Appliances and Kitchenware Industries globally

In an unprecedented initiative, the Engineering Export Council of Egypt is organizing the Home Appliances and Tableware Show – HATS Egypt, a hosted buyers event that will take place from 23-25 September 2019, in Kempinski Royal Maxim – Cairo, Egypt.

HATS Egypt is expected to host 50 buyers from 20 countries in the Middle East and Africa, showcasing products from over 30 Egyptian exporters, organizing more than 750 B2B meetings and arranging factory visits for the international buyers.

The event will be the first to specialize in b2b matchmaking for the sectors of home appliances, kitchenware and tableware. With over \$1 Billion in exports in 2018, these sectors possess one of the strongest exporting capabilities in Egypt; their products' high-quality, sensible prices and innovative designs provide them an unparalleled competitive edge.

HATS Egypt comes within a series of international marketing activities that the Engineering Export Council of Egypt is organizing in efforts to provide the Egyptian companies with new export opportunities in markets with untapped potential and expand in existing ones.

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