

"TURTHNA" Exhibition 2022

Under the Auspices of

**His Excellency President
Abdel Fattah El Sisi**

4-9 October 2022

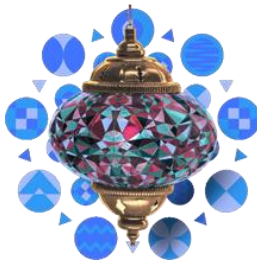
Egypt International Exhibition Center (EIEC)

New Cairo

“TURATHNA”

**Under the auspices of H.E. President
Abdel Fattah El Sisi**

- Based on the presidential mandates to support and develop handicraft and heritage industries to reduce the economic crisis effects on these industries, the Medium, Small and Micro Enterprise Development Agency (MSMEDA) is exerting enormous effort to open new exhibitions for traditional handicrafts; by expanding the organization of exhibitions and events specialized in promoting these handicraft and heritage products and raising awareness of the importance of craft work.
- Accordingly, the fourth edition of the “Turathna Exhibition for Handicrafts and Heritage” will be organized during the month of October 2022 under the patronage of His Excellency the President Abdel Fatah El Sisi.



Brief on “TURATHNA” 2021

Objectives

- Protecting traditional handicrafts and artifacts from extinction, as well as developing them.
- Preserving job opportunities that represent skilled labor and transferring expertise to future generations.
- Encouraging young people to learn the art of handicrafts and set up small projects to enhance the national economy.
- Encouraging intra-regional trade and contributing to achieving economic integration with honorary guests from the countries participating in the exhibition.



Brief on “TURATHNA” 2021



SPACE

In halls (3) and (4) over an area of 20000 square meters



EXHIBITORS

1579 exhibitors participating in the exhibition



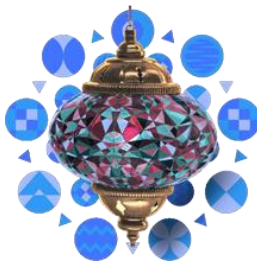
PRODUCTS

Carpets and kilims - embroidery - Akhmim – accessories glassware - furniture – leather .. etc.



Participating countries

United Arab Emirates - Kingdom of Jordan - Sudan



Brief on “TURATHNA” 2021

**HAYA
KARIMA**



supported by
47 exhibitors

**Creative
Child**



21 child
participated

E-catalog

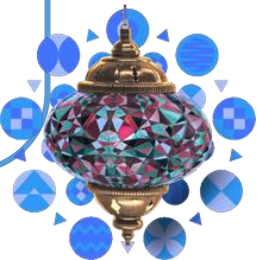


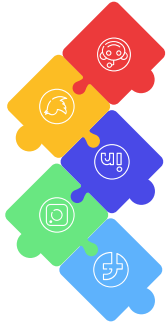
A catalog of exhibitors' products has been created to facilitate visitor access to exhibitors through product image and exhibitor data.

QR CODE



To reach exhibitors and their products through social media





MSMEDA Services: Business Development Unit

Photography training

75 Services
75 Exhibitors

Consulting

149 Exhibitors

Amazon services

188 Exhibitors

Photography

900 Services
300 Exhibitors

Web Design

900 Services
300 Exhibitors

Graphic Design

110 Services
110 Exhibitors



Brief on “TURATHNA” 2021

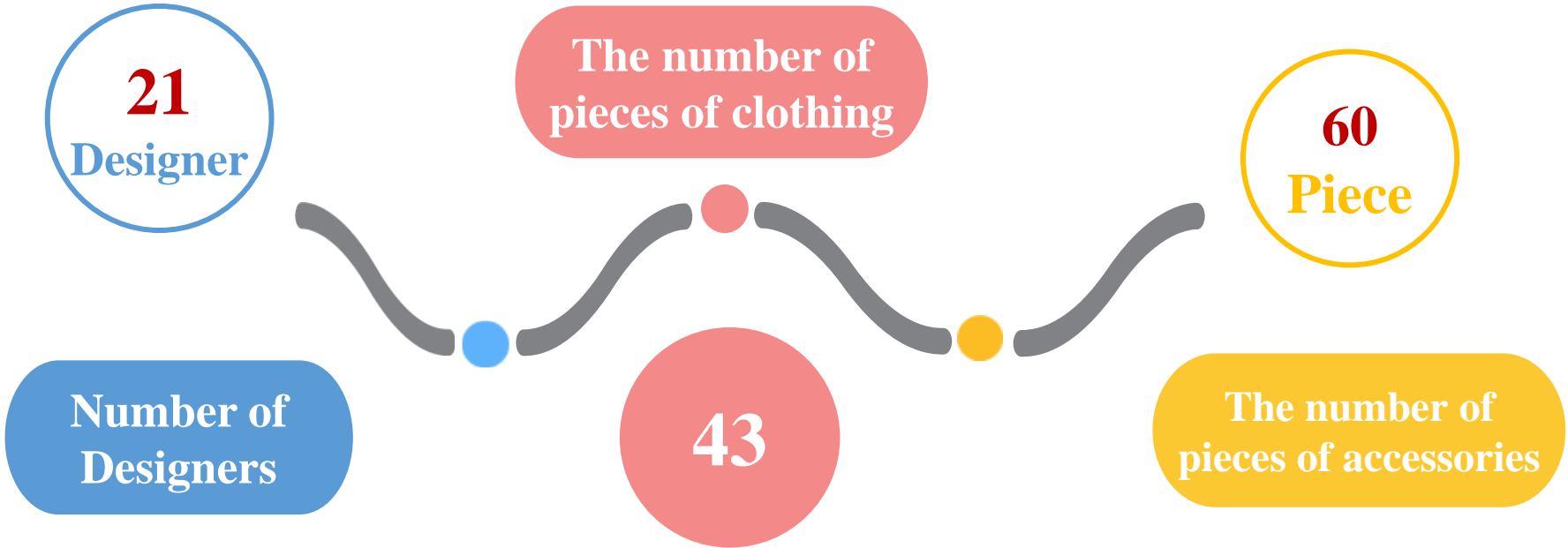
“TURATHNA” Fashion Show

- An initiative was launched targeting innovative ideas to promote handicraft and heritage products (branding) to link traditional fashion with international designs.
- Launching a cooperation program with a number of distinguished Egyptian fashion designers to develop traditional clothing production.
- Forming an industrial base of distinguished small and micro enterprises capable of developing special brands for their products.
- Cooperation with fashion houses and designers at the regional levels.



Brief on "TURATHNA" 2021

"TURATHNA" Fashion Show

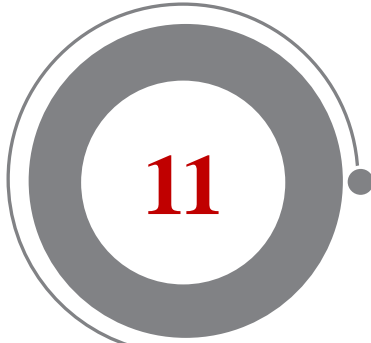


Brief on "TURATHNA" 2021

Participants



Exhibitor from (universities, ministries, development partners)



breadwinner women



Exhibitor with special needs



Exhibitor from civil society associations



Live Show Exhibitor



Individual facility Exhibitor

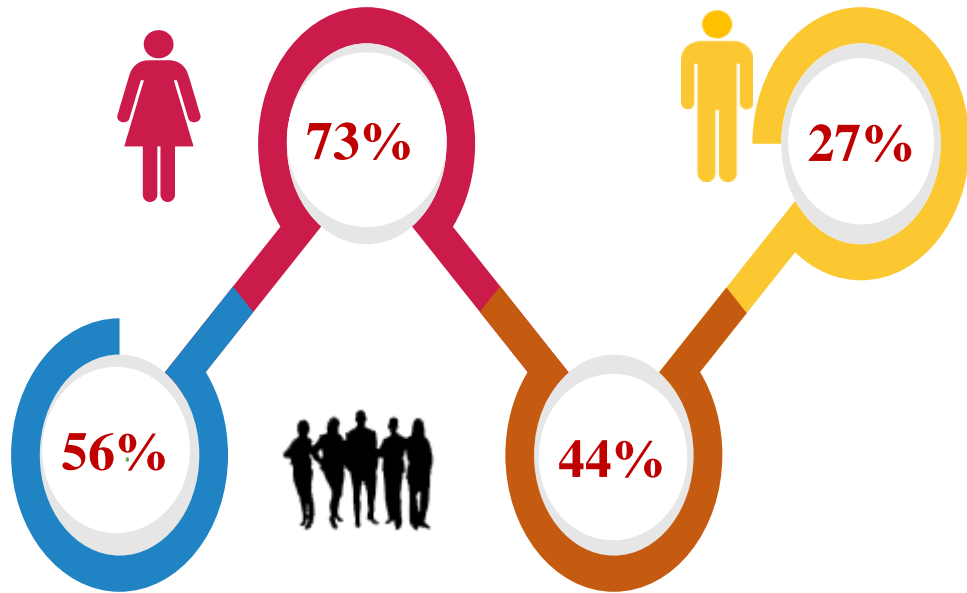
Brief on "TURATHNA" 2021

Statistics

Percentage of women participating

Percentage of men participating

Products Percentages

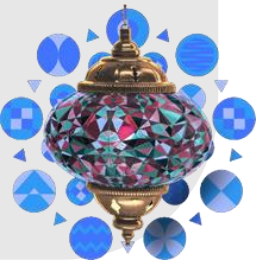
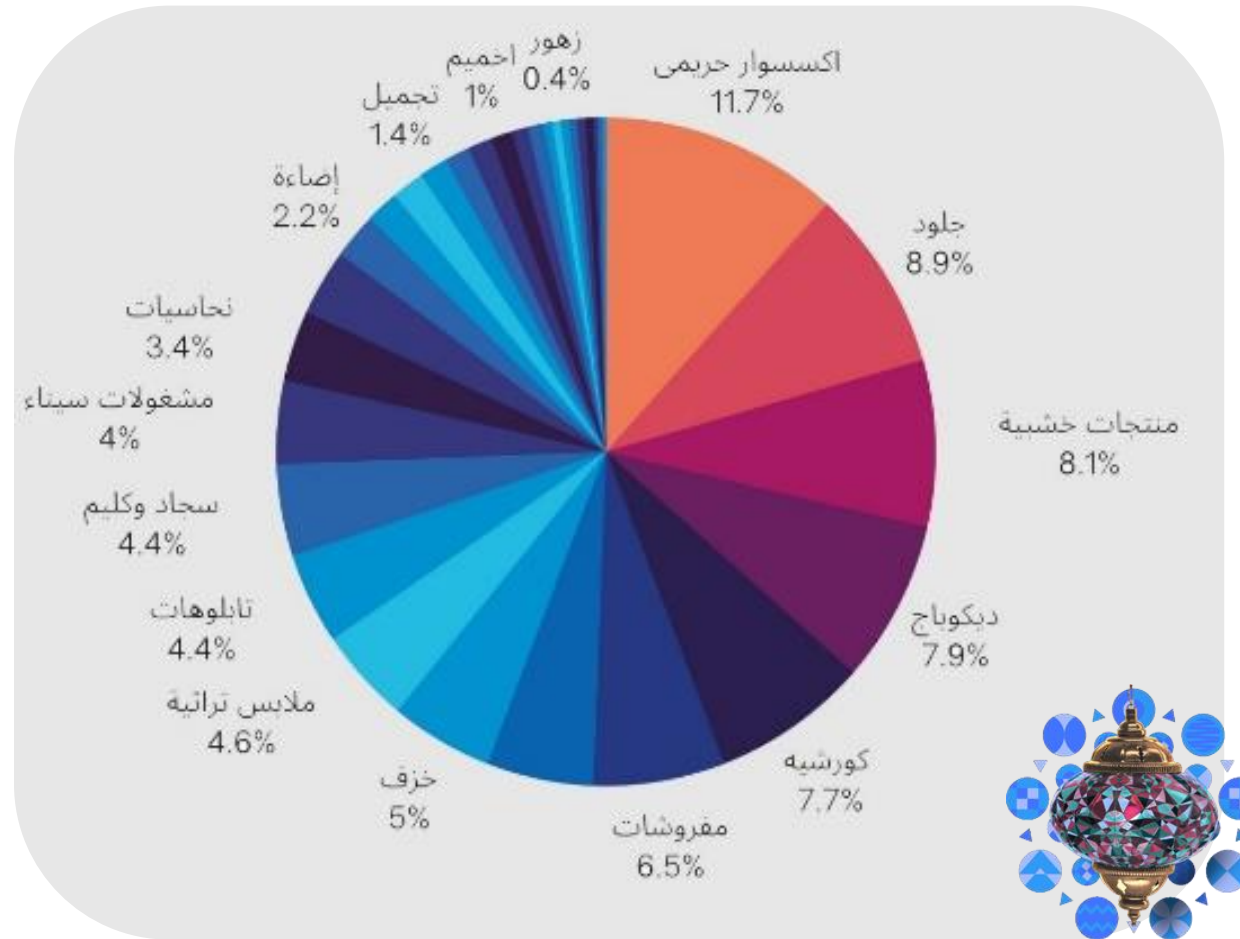


Previous Exhibitors

New Exhibitor

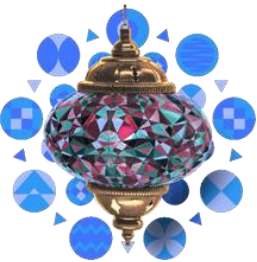
80,000
Visitors

1,579
Exhibitor

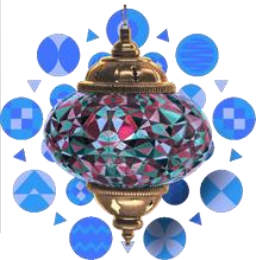


The Objectives of "TURTHNA" Exhibition 2022

- Helping small manufacturers of handicrafts and traditional artifacts market their products.
- Supporting and empowering women, and facilitate their inclusion in work and production chains, and increasing the number of women entrepreneurs in this sector.
- Supporting people with special needs in marketing their products and allocating booths to show and promote them.

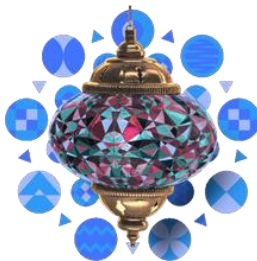


Participating countries booths



Participating countries booths

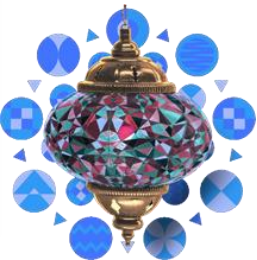
A booth measures 20 msq fits from 2 to 3 presenters with a total cost of USD 4000, including decorations cost



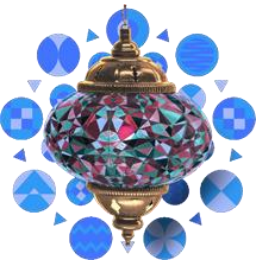
Exhibitors booths



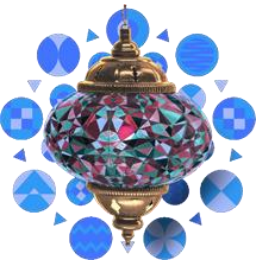
Food area



Waiting area



Sinai area



For more Information

Mr. Hatem El Ashry

**Advisor to the Minister of Trade and Industry for
Institutional Communication**

Tel: (+2) 27921167 / 23422466

Mobile: (+2) 01001001418

Email: hatem_elashry@mti.gov.eg

Bank Account

EGP Account Number: 0013070550481300014

National Bank of Egypt – Headquarters

Name: Exhibitions Account

USD Account Number: 100018263801

Commercial International Bank (CIB) El Said Branch

**Name: Egyptian Micro, Small and Medium Enterprises
Development Agency (MSMEDA)**

IBAN: EG980010002500000100018263801

Swift Code: CIBEEGCX025

تراثنا
2022

Thank you

