تحت رعاية الدكتور/ مصطفى مدبولي – رئيس مجلس وزراء جمهورية مصر العربية

Under the Patronage of H.E. Dr. Mostafa Madbouly, Prime Minister of the Arab Republic of Egypt

PLASTEX

9 - 12 JANUARY 2026

EGYPT INTERNATIONAL EXHIBITION CENTER

UNDER THE PATRONAGE OF

THE LARGEST PLASTICS & RUBBER EXHIBITION IN THE MIDDLE EAST & NORTH AFRICA

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Chemicals & Fertilizers Export Council
المجلس التصديري للصناعات الكيماوية والأسمدة

EPEMA Your Voice

Plastic Division شعبة صناعة البلاستيك

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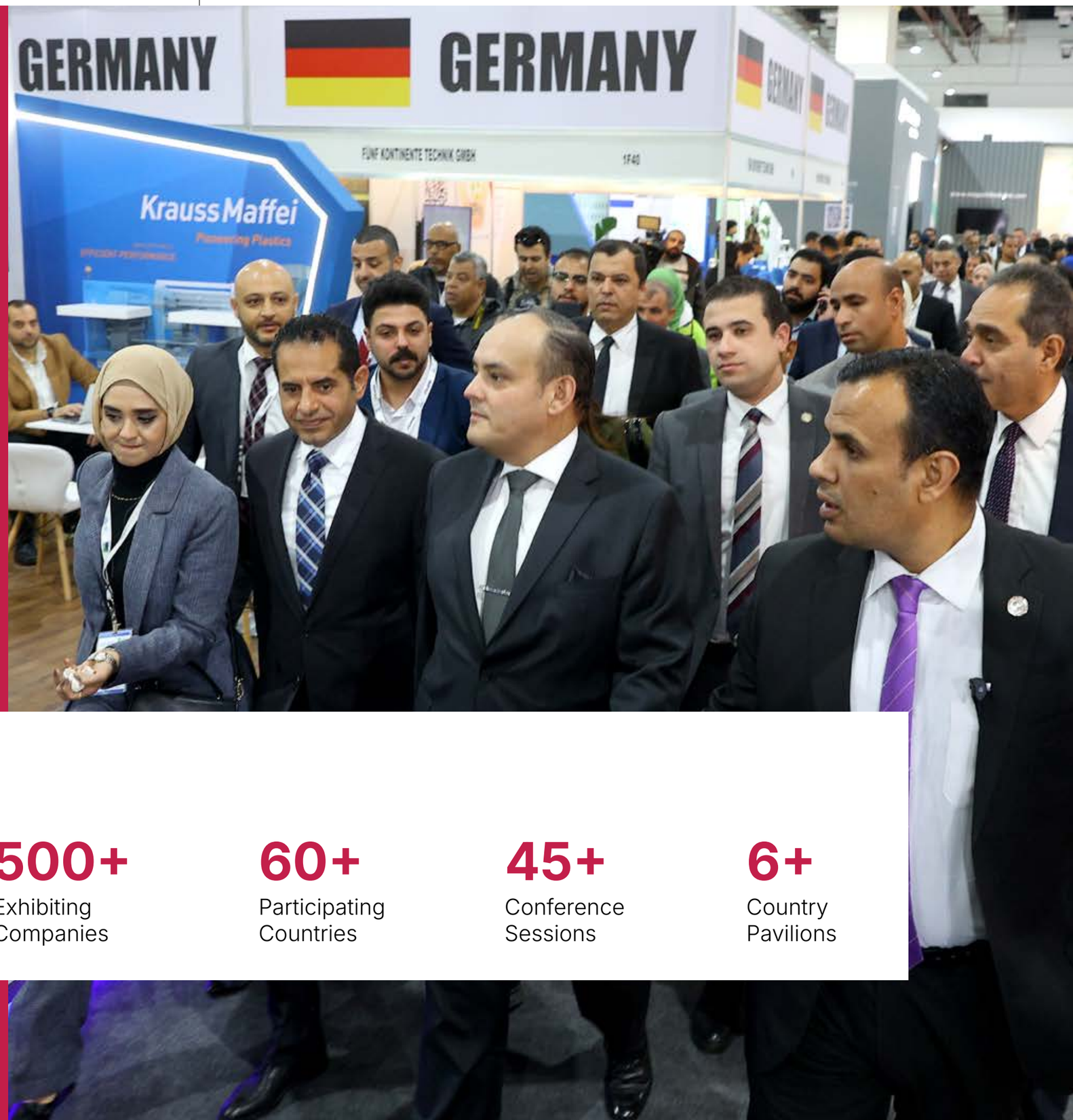
INDIA EXPORT IMPORT CHAMBER

WELCOME TO PLASTEX

Held under the Patronage of the Ministry of Trade and Industry and supported by the Chamber of Chemical Industries, the Division of Plastics Industries and the Chemical & Fertilizers Exports Council, PLASTEX is the Middle East and North Africa most influential meeting place where leading plastics and rubber companies convene in-person to engage and identify the vast opportunities in the ever-growing MENA markets.

PLASTEX has been the trusted partner of local and international plastics companies and the market entry tool for international brands seeking to establish a footprint in MENA. The exhibition provides opportunities for buyers and sellers to meet, learn, network, do business and discover new products, solutions and technologies from over 500+ exhibiting companies from 50+ participating countries providing a world-class environment for trade across the industry's full value chain.

In 2025, PLASTEX returns for its 20th edition, and we are inviting the global industry to take part in what will be our most vibrant edition yet. By participating in PLASTEX 2025, your company will be plugged into the heart of this rapidly growing regional market, giving you exclusive access to buyers from across the region.



YOUR EXPERIENCE IN NUMBERS

32,000+
Global Attendees

20,000+
SQM Exhibition Space

500+
Exhibiting Companies

60+
Participating Countries

45+
Conference Sessions

6+
Country Pavilions

WHY SPONSOR PLASTEX 2026

ACCESS A GROWING MARKET

PLASTEX is the largest plastics and rubber trade show in MENA. Sponsoring gives you direct access to rapidly growing industries like packaging, construction, and automotive, aligning your brand with a key regional platform.

BOOST BRAND CREDIBILITY

With 20 years of success, PLASTEX is a trusted global event. Sponsorship elevates your brand's credibility and positions you as a leader in an industry that values expertise and innovation.

NETWORKING OPPORTUNITIES

Connect with over 500 exhibitors and thousands of professionals. Sponsors get privileged access to VIP areas and exclusive networking events, helping build valuable industry relationships.

MAXIMISE BRAND VISIBILITY

Sponsorship packages offer prominent branding across exhibition halls, digital campaigns, and event collateral, ensuring exposure to tens of thousands of visitors and targeted audiences.

SHOWCASE INNOVATION

Sponsorship lets you showcase your latest innovations and solutions to decision-makers, positioning your company as a pioneer in the competitive plastics and rubber market.

SUPPORT INDUSTRY GROWTH

Sponsoring PLASTEX contributes to advancing the plastics and rubber industry in MENA. Your brand helps drive discussions, innovation, and sustainable practices in the region's booming market.

GLOBAL INNOVATORS
SHAPING THE FUTURE OF PLASTICS AND RUBBER

At PLASTEX, we bring together a premier lineup of exhibitors from around the world, each showcasing their latest advancements and innovations in the plastics industry. This year's event highlights a diverse array of companies, from established industry leaders to emerging startups, all committed to pushing the boundaries of technology and sustainability.

Explore cutting-edge solutions in materials, machinery, and manufacturing processes as our exhibitors demonstrate their contributions to enhancing efficiency, reducing environmental impact, and driving technological progress. With a focus on future-ready practices and breakthrough innovations, PLASTEX provides a unique platform for networking, knowledge exchange, and collaboration.

EXHIBITOR FEEDBACK

BELIEVE PLASTEX IS IMPORTANT FOR BUSINESS

SATISFIED WITH QUALITY OF VISITORS

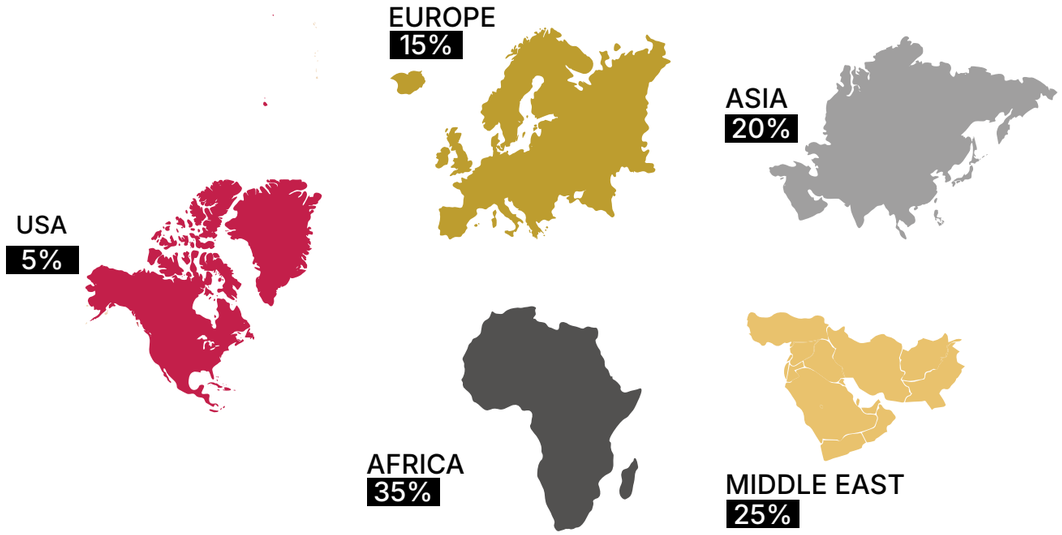
PLAN TO RETURN FOR PLASTEX 2024

MET OR EXCEEDED RETURN ON INVESTMENT

EXHIBITOR PROFILES

- MACHINERY & EQUIPMENT
- RAW MATERIALS & AUXILIARIES
- SEMI-FINISHED & END PRODUCTS
- PLASTICS PACKAGING
- PLASTICS RECYCLING
- ROBOTICS & AUTOMATION
- SERVICE PROVIDERS
- TECHNICAL COMPONENTS & SPARE PARTS
- RE-INFORCED PLASTICS

EXHIBITOR INTERESTS
BY COUNTRY



PLASTEX is the largest event in plastics and rubber in MENA and 2024 edition it was bigger than ever before. The Egyptian government has set a goal to enhance the country's exports of plastics and rubber to new markets, specifically targeting the African continent. The plan is to capitalise on the growing demand for these products in the African market and increase the revenue generated from exports. The government is working with local manufacturers to improve the quality of their products and expand their production capabilities, with the aim of establishing Egypt as a leading exporter of plastics and rubber products in Africa.

Khaled Aboul Makarem
Chairman
Chemical and Fertilizers Export Council

Chemicals & Fertilizers Export Council
المجلس التصديري للصناعات الكيماوية والأسمدة

PACKAGES
SPONSORSHIP

STANDARD DELIVERABLES	DIAMOND US$ 70,000	GOLD US$ 50,000+	SILVER US$ 35,000+	BRONZE US$ 20,000+
EXHIBITION				
Exhibition Visitor Ticket				
■ Logo on the front cover of the Visitor Ticket	☑	☑	☑	☑
Exhibition Digital Brochure				
■ Logo on the front cover of the Event and Sponsorship Brochures	☑	☑	☑	☑
■ Logo on the sponsor recognition page	☑	☑	☑	☑
Digital Show Catalogue				
■ Logo on the front cover	☑	☑	☑	☑
■ Logo inside sponsor recognition page - at the front	☑	☑	☑	☑
■ Logo and 150 words corporate profile within Sponsors page	☑	☑	☑	☑
■ Advertisement in the digital Exhibition Catalogue	Full Page	Full Page	Half Page	Half Page
MARKETING				
Advertisements*				
Partners and sponsors to receive recognition where applicable on the following advertisement formats produced by Plastex Egypt				
■ Outdoor City Branding	☑	☑	☑	☑
■ Local Newspapers	☑	☑	☑	☑
■ Industry Publications (Print and digital)	☑	☑	☑	☑
Onsite Venue Branding				
■ Logo on the venue welcome banners	☑	☑	☑	☑
■ Sponsor recognition “Thank You” boards	☑	☑	☑	☑
Digital Post Event Report				
■ Onsite interview for post show highlights	☑	☑	☑	☑
■ Logo on the front cover	☑	☑	☑	☑
■ Logo within the sponsor recognition page	☑	☑	☑	☑
Email Campaigns				
■ Logo on footer of emails	☑	☑	☑	☑
Social Media				
■ Sponsor announcement on social media platforms	☑	☑	☑	☑
■ Logo of sponsor on show or industry content marketing across the social media channels	☑	☑	☑	☑
Website				
■ Dedicated feature on sponsors webpage	☑	☑	☑	☑
■ Rotating logo on the homepage in the sponsorship tier	☑	☑	☑	☑

*Sponsor recognition, wherever reasonably possible and subject to production timelines

PLASTEX 2026
EXHIBITION PACKAGES

HALL ENTRANCE ARCHES

Maximise your company's brand visibility at the show's most prominent locations—the hall entrances. Feature your logo exclusively on entrance arches at Halls 1 and 2, making your brand the first thing attendees see as they arrive at PLASTEX.

Location: Exhibition Halls 1 and 2
Opportunity: Exclusive Sponsor
Price: $50,000 + 14% VAT

EXHIBITION SHOW BADGES

Amplify your brand's visibility with your logo printed on over 32,000 badges worn by both exhibitors and visitors, ensuring widespread exposure throughout the event.

Position your company's logo prominently at the top of each badge, guaranteeing enhanced brand recognition and reinforcing your presence to every attendee over the 4-day PLASTEX exhibition.

Location: Exhibition Halls 1 and 2
Quantity: 35,000
Opportunity: Exclusive Sponsor
Price: $50,000 + 14% VAT

EVENT LANYARDS

Attendee lanyards branded with your company for constant visibility throughout the 4 days of PLASTEX. Enhance your presence with branding on lanyard trees in the lobby of Halls 1 and 2 and on entrance arches, making your logo the first thing attendees see as they enter the Show.

Location: Exhibition Halls 1 and 2
Opportunity: Exclusive Sponsor
Price: $40,000 + 14% VAT

VISITOR REGISTRATION

ONLINE

Your company logo will be prominently featured on the PLASTEX visitor registration pages, promotional emails, and confirmation emails—maximising visibility and reaching a broad audience throughout the registration process.

Location: Exhibition Halls 1 and 2
Opportunity: Exclusive Sponsor
Price: $35,000 + 14% VAT

ONSITE

Showcase your company logo or artwork on the registration desks located at Halls 1 and 2. This exclusive branding ensures that every attendee interacts with your brand during the registration process, enhancing your visibility and presence throughout PLASTEX.

VISITORS BAG & DISTRIBUTION UNITS

Location: Exhibition Halls 1 and 2
Opportunity: Exclusive Sponsor
Price: $35,000 + 14% VAT

Your company logo will be prominently featured on the official event bags carried by over 32,000 attendees throughout the 4-day Show, providing continuous exposure as visitors move through the exhibition.

Showcase your brand at every hall's registration area with your logo featured at the bag tree collection points, ensuring your sponsorship is noticed as attendees pick up their event bags upon arrival.

EXHIBITION HALLS PILLAR BRANDING

Location: Exhibition Halls 1 and 2
Opportunity: Exclusive Sponsor
Price: $25,000 + 14% VAT

Display your company's artwork or message on prominent pillars in the lobby area at the entrances of Halls 1 & 2, ensuring high visibility in this prime, high-traffic location.

PLAZA WINDOW SEE-THROUGH BRANDING

Location: Exhibition Halls 1 and 2
Quantity: 1 Panel
Price: $20,000 + 14% VAT

Leverage the Plaza, a key attraction and central meeting point between Halls 1 and 2, to maximize your brand's visibility at PLASTEX.

Benefit from the Plaza's position as a major intersection where attendees gather and pass through, ensuring your brand is seen by thousands over the course of the event.Position your company in this premium location for impactful venue branding, making a lasting impression on visitors. Utilize this space to effectively communicate your company's message to a captive audience, reinforcing your brand throughout the event.

EXHIBITION HALLS SEE-THROUGH GLASS BRANDING

Location: Exhibition Halls 1 & 2
Quantity: 1
Price: $15,000 + 14% VAT Per Glass Window

Position your branding on one of 12 external glass panels on the outer surface of Halls 1 & 2 for maximum visibility. Gain exposure to thousands of attendees entering and exiting the venue, ensuring consistent engagement and reinforcing your brand presence throughout the Show.

HALL PLAZA ESCALATOR BRANDING

Position your brand in the busy plaza between Halls 1 and 2, a central hub for PLASTEX attendees. Ensure maximum visibility as thousands pass through over the four-day Show, creating a lasting impression and keeping your brand top of mind as they navigate the exhibition.

Location: Plaza 1
Quantity: 2
Opportunity: Exclusive Sponsor
Price: $15,000 + 14% VAT

EXHIBITION VENUE LAMP POSTS

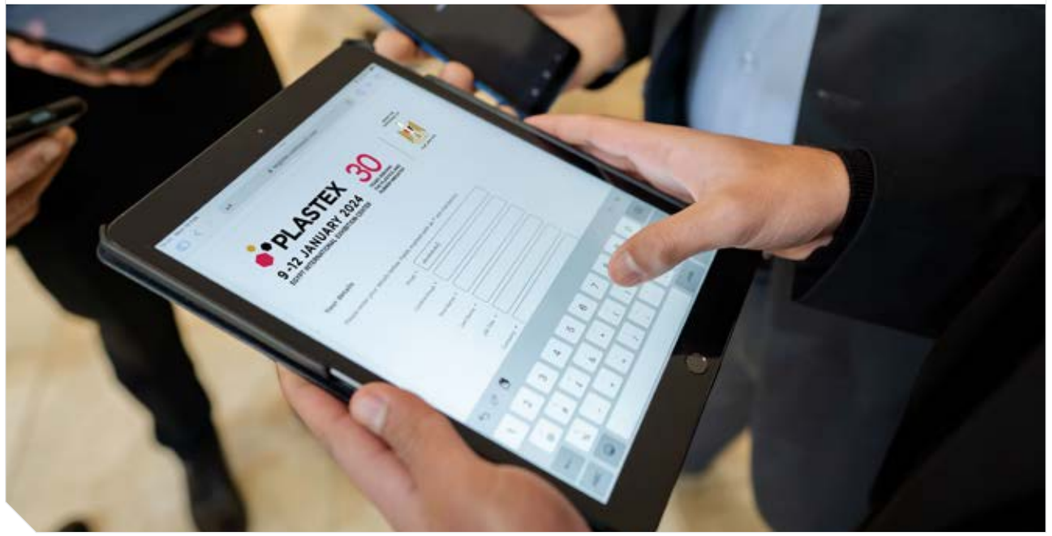
Feature your company logo on 40 strategically placed lampposts across key areas such as exhibition halls, parking lots, and internal roads. Gain continuous visibility in high-traffic zones, ensuring your brand captures the attention of attendees throughout PLASTEX, both inside and outside the venue.

Location: Exhibition Halls 1 and 2
Quantity: 10
Opportunity: Multiple Sponsors
Price: $10,000 + 14% VAT

PLASTEX SURVEY

Display your company logo on t-shirts worn by research staff conducting surveys throughout PLASTEX. With survey teams interacting across both the exhibition and conferences, your brand will gain continuous exposure, enhancing visibility and engagement with thousands of participants over the entire Show.

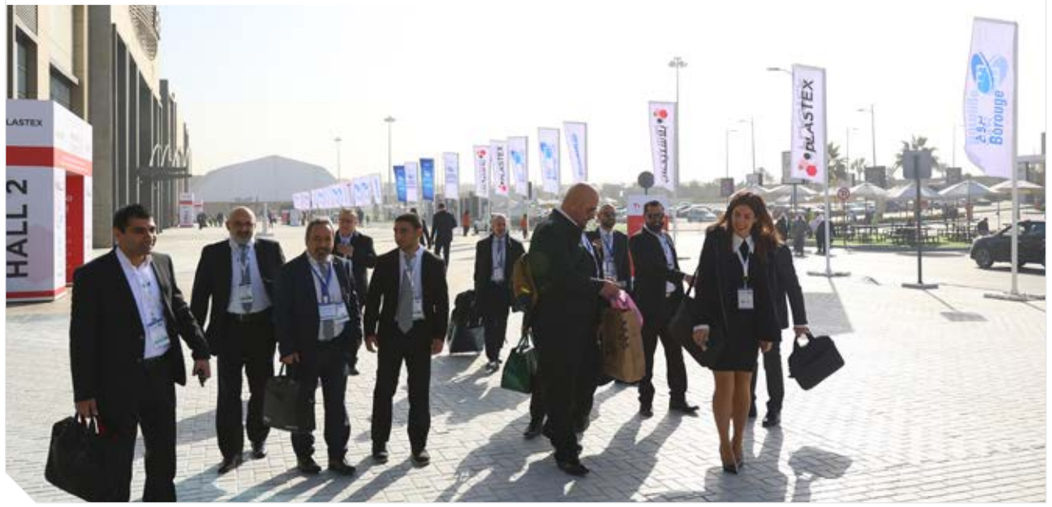
Location: Exhibition Halls 1 and 2
Opportunity: Exclusive Sponsor
Price: $10,000 + 14% VAT



EXHIBITION HALLS FLAGS

Showcase your logo on up to 40 flags positioned outside Halls 1 and 2 for maximum exposure. Gain visibility as one of the first brands attendees see, ensuring continuous engagement and top-of-mind presence throughout the Show.

Location: Exhibition Halls 1 and 2
Quantity: 10
Opportunity: Mutliple Sponsors
Price: $10,000 + 14% VAT



EXHIBITION POCKET MAP

Showcase your company logo on the top corner of the pocket maps distributed to 32,000+ attendees throughout PLASTEX. Gain ongoing exposure as attendees use the maps to navigate the exhibition, and benefit from placement at registration desks in Halls 1 and 2 for maximum brand engagement.

Location: Exhibition Halls 1 and 2
Quantity: 30,000+
Opportunity: Exclusive Sponsor
Price: $10,000 + 14% VAT

EXHIBITION DIGITAL SCREENS

Display your corporate video on digital screens at the hall entrances for maximum exposure. With continuous playback over all four Show days, your brand will capture the attention of every attendee, ensuring repeated visibility and dynamic brand presence throughout the event.

Location: Exhibition Halls 1 and 2
Quantity: 4
Opportunity: Mutiple Sponsors
Price: $5,000 + 14% VAT

YOU ARE HERE BOARDS

Position your company's brand on the highly visible 'You Are Here' boards located in the busy registration areas-key entry points for all attendees. These prominent placements offer continuous visibility and direct exposure to decision-makers and participants as they check in and navigate the lobby areas of Halls 1 and 2 throughout the four-day Show.

Location: Exhibition Halls 1 and 2
Quantity: 2
Opportunity: Multiple Sponsors
Price: $5,000 + 14% VAT

PLASTEX allows us to connect, listen, and gain insights from our customers and industries. Over these remarkable four days, we've delved into trends, challenges, and opportunities, making this unique year a platform for a successful event. I am thrilled to witness the presence of our customers and the entire value chain, not just from Egypt but also from neighbouring countries in Africa and the Middle East. It is a testament to the expanding reach of PLASTEX, not only regionally but also globally.

Khalfan Al Muhairi
Senior Vice President, Middle East and East Africa
Borouge – UAE

PLASTEX 2026
CONFEFENCE PACKAGES

PACKAGES
CONFERENCE

STRATEGIC CONFERENCE HEADLINE

Secure the exclusive Headline Sponsor title with logo placement on the conference webpage and all event materials. Enjoy premium visibility on prominent signage, deliver a keynote speech, and lead a dedicated session to present your industry expertise. Benefit from complimentary conference passes, feature in event email campaigns and social media, and be recognized in post-event reports and thank-you communications sent to attendees.

Location: TBC
Opportunity: Exclusive Sponsor
Price: $30,000 + 14% VAT

CONFERENCE DELEGATE LUNCH

All conference delegates receive lunch during the four-day event. As the lunch sponsor, enjoy prominent branding inside and outside the lunch area, a reserved table for up to 6 guests for VIP business meetings, and logo placement on digital signage within the lunch area.

Location: TBC
Opportunity: Exclusive Sponsor
Price: $30,000 + 14% VAT

TRAINING PROGRAMME HEADLINE

Position your brand with logo visibility across all technical sessions, including screen displays between sessions. Enjoy a speaking opportunity at a dedicated session.

Location: TBC
Opportunity: Exclusive Sponsor
Price: $15,000 + 14% VAT

ATTENDEE PENS

Branded conference pens offer high-profile visibility with your logo prominently displayed. Distributed in delegate bags, conference sessions, and placed at the registration desks in Halls 1 and 2, ensuring maximum exposure.

Location: TBC
Quantity: 4,000
Opportunity: Exclusive Sponsor
Price: $15,000 + 14% VAT

TECHNICAL CONFERENCE HEADLINE

Enjoy the exclusive Headline Sponsor title with logo placement on the conference webpage and all collateral. Gain visibility on prominent signage and deliver a keynote speech or opening remarks. Lead a dedicated session or panel to showcase your expertise. Receive complimentary conference passes, feature in email campaigns and social media, and be highlighted in post-event reports and thank-you communications sent to delegates.

Location: TBC
Opportunity: Exclusive Sponsors
Price: $15,000 + 14% VAT

SESSION SPONSOR

Showcase your brand with logo visibility throughout all technical sessions, including screen displays between sessions, and gain a speaking opportunity at a dedicated session.

Location: TBC
Opportunity: Multiple Sponsor
Price: $10,000 + 14% VAT

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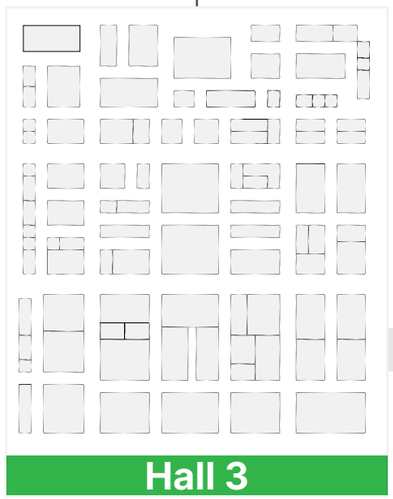
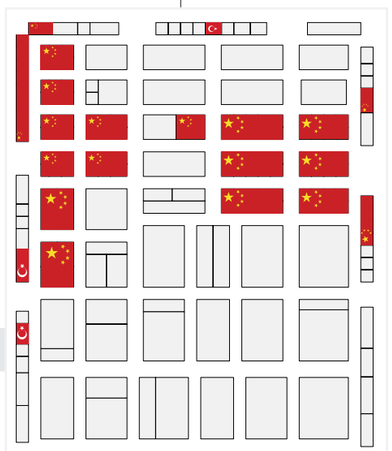
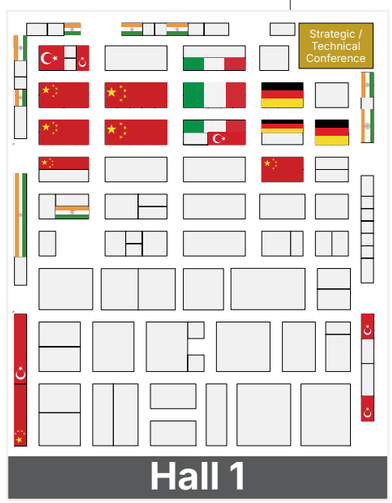
PLASTEX



Hall 3



Hall 2



Hall 1

PARKING

PARKING

REGISTRATION AREA

REGISTRATION AREA

ENTRANCE

ENTRANCE

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PARKING

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ENTRANCE

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