PLASTEX

SUPPORTED BY

9 - 12 JANUARY 2028 | EGYPT INTERNATIONAL EXHIBITION CENTER, CAIRO, EGYPT



ACCELERATING SMART, CIRCULAR PLASTICS GROWTH IN THE REGION

SPONSORSHIP BROCHURE

plastexegypt.com



REVOLUTIONISING PLASTICS WITH SUSTAINABLE INNOVATION FOR GLOBAL IMPACT

The global plastics and rubber industry is entering a period of sustained growth. The global plastics market is projected to exceed USD 2.1 trillion by 2029, growing at over 5.5% CAGR, while global rubber markets are expected to surpass USD 75 billion, reflecting continued demand across industrial and consumer applications.

Across the Middle East and North Africa, plastics manufacturing continues to accelerate. The regional plastics market is forecast to exceed USD 140 billion by 2029, driven by strong demand from packaging, construction, automotive, food & beverage, and healthcare, alongside increasing investment in processing capacity and modernisation.

Within this landscape, Egypt stands out as a key market. The country's plastics sector is expected to grow from USD 35.7 billion in 2024 to over USD 46 billion by 2029, accounting for nearly 11% of Middle East plastics consumption and reinforcing Egypt's role as a major production and demand centre.

As the industry shifts toward circularity, automation, and smarter manufacturing, PLASTEX 2028 sits at the centre of this transition connecting manufacturers, converters, and solution providers to support the next phase of plastics growth across Egypt and the wider MENA region.

SUPPORTING ASSOCIATIONS

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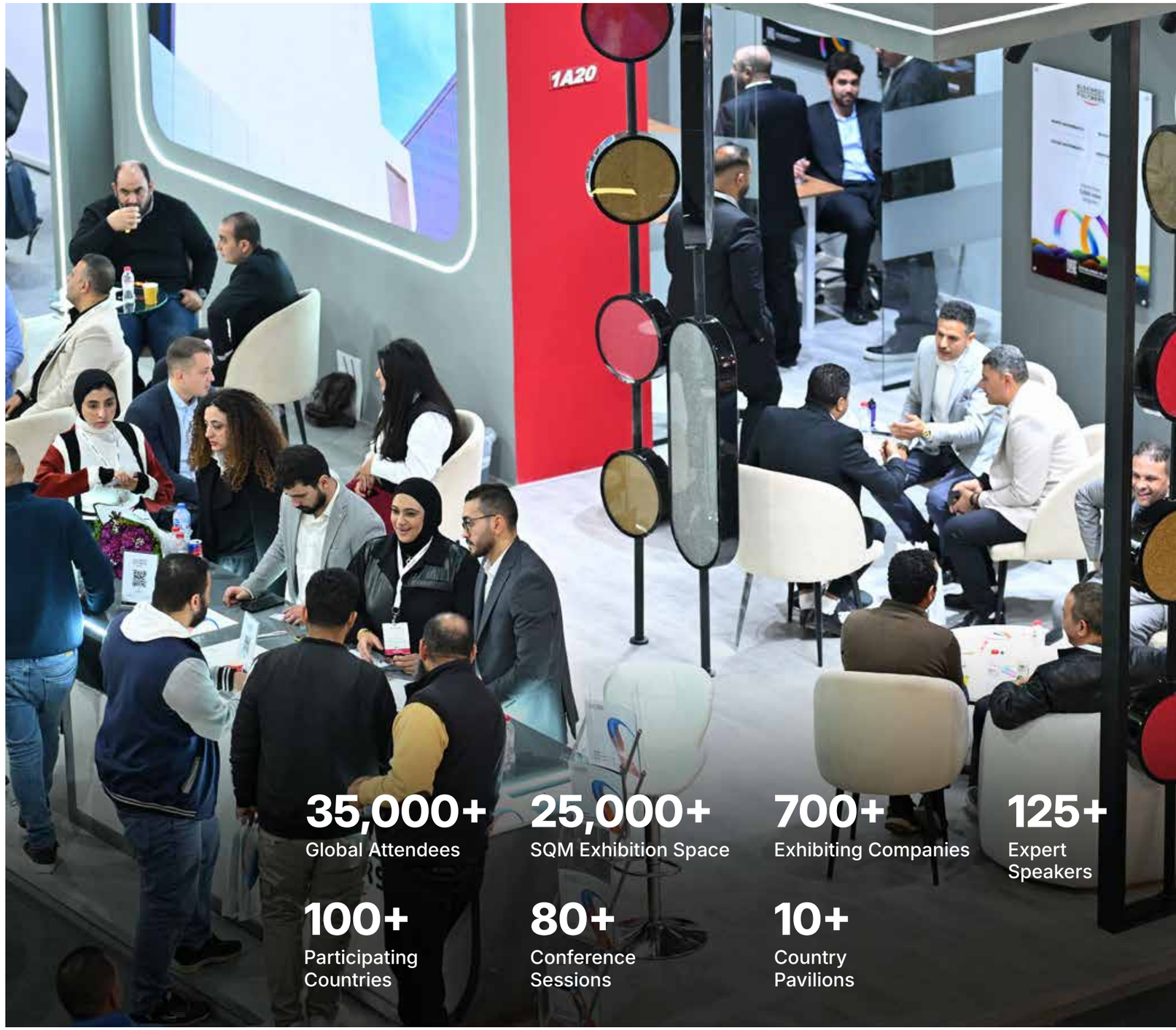
BROUGHT TO YOU BY

POWERING THE FUTURE OF PLASTICS & RUBBER ACROSS MENA

Building on nearly three decades of industry leadership, PLASTEX 2028 is being developed as the region's most comprehensive commercial and knowledge-driven platform for the plastics and rubber value chain across the Middle East and North Africa. Supported by leading industry bodies, the upcoming edition will further reinforce Egypt's role as a regional manufacturing and investment hub.

PLASTEX 2028 will integrate a world-class exhibition with an expanded, strategically curated conference programme bringing technology showcase and thought leadership together under one roof. The exhibition will span machinery, materials, automation, packaging, and recycling, while the conferences will address advanced manufacturing, circular economy solutions, sustainability, and investment trends shaping the industry's future.

Aligned with Egypt's accelerating industrial modernisation agenda, PLASTEX 2028 is being positioned to support localisation, export competitiveness, and foreign direct investment. With strong international participation anticipated and a highly targeted buyer audience in preparation, the event will deliver a results-oriented platform connecting manufacturers, converters, brand owners, distributors, and policymakers driving the next phase of plastics and rubber growth across MENA.



WHY SPONSOR PLASTEX 2028

Access high-growth manufacturing markets

Position your brand at the heart of one of the region's leading plastics and rubber manufacturing platforms. Engage decision-makers from across Egypt, North Africa and the wider MENA region seeking technologies, materials and strategic partnerships.

Enhance brand authority

Align your organisation with a trusted industry platform and strengthen your reputation among manufacturers, converters, brand owners and senior buyers. Sponsorship demonstrates your commitment to industry growth and innovation.

Connect with key decision-makers

Gain privileged access to industry leaders, procurement professionals, investors and government stakeholders. Sponsorship creates opportunities to build valuable relationships and accelerate business development.

Maximise visibility across the industry

Benefit from prominent brand exposure before, during and after the event through onsite branding, digital campaigns, marketing communications and high-impact engagement opportunities.

Influence industry conversations

Position your organisation as a strategic partner to the plastics and rubber manufacturing community. Sponsorship enables you to support knowledge exchange, contribute to industry dialogue and showcase your expertise.

Support the future of manufacturing

Champion innovation, sustainable production and industry advancement across the region. Demonstrate your role in helping manufacturers improve performance, strengthen supply chains and drive long-term growth.



A HIGH VALUE ECOSYSTEM OF BUYERS & DECISION MAKERS

PLASTEX brings together a concentrated ecosystem of plastics and rubber manufacturers, converters, material suppliers and technology providers from across MENA and global markets, positioning sponsors in front of senior decision-makers driving investment, procurement and production strategy.

The exhibitor landscape spans key growth sectors including packaging, construction, automotive, recycling and industrial manufacturing — all actively seeking solutions to improve performance, expand capacity and strengthen supply chains.

For sponsors, this creates a strategic platform for brand authority and visibility within a commercially active environment where technologies are evaluated, partnerships are formed, and purchasing decisions are shaped.

This ecosystem enables sponsors to influence industry conversations and strengthen long-term market credibility at the centre of regional manufacturing growth.

Exhibitor Profiles

- Machinery & Equipment
- Raw Materials & Auxiliaries
- Semi-Finished & End Products
- Plastics Packaging
- Plastics Recycling
- Robotics & Automation
- Service Providers
- Reinforced Plastics
- Technical Components & Spare Parts

Exhibitor Insights

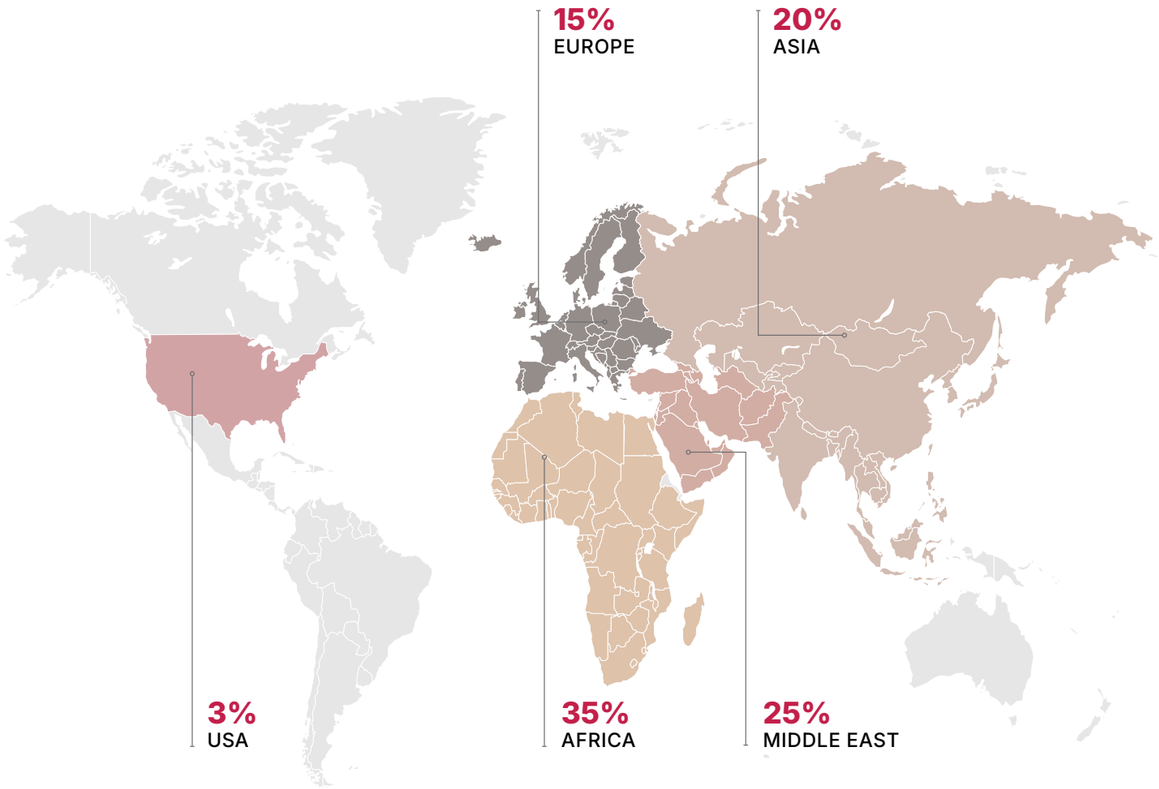
90% Satisfied or highly satisfied with the overall exhibition

88% Likely to recommend PLASTEX to industry peers

86% Likely to exhibit again at PLASTEX 2028

81% Met or exceeded their participation objectives

EXHIBITOR INTERESTS BY COUNTRY



PLASTEX is the largest and most influential event for the plastics and rubber sector in the MENA region, and the 2026 edition marked a new benchmark in scale and impact. The Egyptian government is actively working to expand exports of plastics and rubber products, particularly into fast-growing African markets. By supporting local manufacturers in enhancing product quality and increasing production capacity, Egypt is positioning itself as a key export hub for the continent. PLASTEX plays a vital role in this vision by connecting stakeholders, showcasing national capabilities, and facilitating access to new international markets.

Khaled Aboul Makarem, Chairman, Chemical and Fertilizers Export Council

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP TIER	DIAMOND US$ 70,000	GOLD US$ 50,000+	SILVER US$ 35,000+	BRONZE US$ 20,000+
STANDARD DELIVERABLES 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

PLASTEX 2028 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, 2 and 3, making your brand the first thing attendees see as they arrive at PLASTEX.



Location: Exhibition Halls 1, 2 & 3

Opportunity: Exclusive Sponsor

Price: $50,000 + 14% VAT

EXHIBITION SHOW BADGES

Amplify your brand's visibility with your logo printed on over 35,000 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, 2 & 3

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, 2 and 3 and on entrance arches, making your logo the first thing attendees see as they enter the Show.



Location: Exhibition Halls 1, 2 & 3

Opportunity: Exclusive Sponsor

Price: $40,000 + 14% VAT

VISITOR REGISTRATION

ONLINE

Your logo will appear across the PLASTEX visitor registration journey, including the registration page, promotional emails, and confirmation emails—maximising brand visibility and audience reach.

ONSITE

Showcase your logo or artwork on the registration desks in Halls 1, 2 and 3, ensuring every attendee engages with your brand throughout the registration experience



Location: Exhibition Halls 1, 2 & 3

Quantity: 35,000

Opportunity: Exclusive Sponsor

Price: $50,000 + 14% VAT

VISITORS BAG & DISTRIBUTION UNITS

Your company logo will be prominently featured on the official event bags carried by over 35,000 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.



Location: Exhibition Halls 1, 2 & 3

Opportunity: Exclusive Sponsor

Price: $35,000 + 14% VAT

EXHIBITION HALLS PILLAR BRANDING

Display your company's artwork or message on prominent pillars at the entrances of Halls 1, 2 or 3, ensuring high visibility in this prime, high-traffic location



Location: Exhibition Halls 1, 2 or 3

Opportunity: Exclusive Sponsor

Price: $20,000 + 14% VAT

PLAZA WINDOW SEE-THROUGH BRANDING

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.



Location: Exhibition Halls 1, 2 & 3

Quantity: 1

Price: $20,000 + 14% VAT

EXHIBITION HALLS SEE-THROUGH GLASS BRANDING

Position your branding on one of 12 external glass panels on the outer surface of Halls 1, 2 and 3 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.



Location: Exhibition Halls 1, 2 & 3

Quantity: 1

Price: $15,000 + 14% VAT Per Glass Window

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 Venue

Quantity: 10

Opportunity: Multiple Sponsors

Price: $10,000 + 14% VAT

PLASTEX SURVEY STAFF T-SHIRT BRANDING

Throughout the duration of PLASTEX, a dedicated team of independent research staff will conduct surveys among attendees at both the exhibition and conference. By branding the t-shirts worn by these survey staff, a company can significantly enhance its presence at PLASTEX. This provides a valuable opportunity to maximise brand visibility and engagement with the show's participants.



Location: Exhibition Halls 1, 2 & 3

Opportunity: Exclusive Sponsor

Price: $10,000 + 14% VAT

EXHIBITION HALLS FLAGS

Showcase your logo on up to 40 flags positioned outside Halls 1, 2 and 3 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: In-front of Exhibition Hall Entrance

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 35,000+ 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, 2 and 3 for maximum brand engagement.



Location: Exhibition Halls 1, 2 & 3

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, 2 & 3

Quantity: 6

Opportunity: Mutiple Sponsors

Price: $5,000 + 14% VAT

YOU ARE HERE BOARDS

Position your company's brand in the highly visible Plaza, a central hub for high-profile events like the Minister's exhibition tour. This prime location serves as a major gathering point between Halls 1, 2 and 3, offering continuous visibility and direct exposure to key decision-makers and attendees throughout the four-day show.



Location: Exhibition Halls 1, 2 & 3

Quantity: 3

Opportunity: Multiple Sponsors

Price: $5,000 + 14% VAT

PLASTEX is an effective business building opportunity and an ideal event for us, as the plastics industry represented by leading professionals is here. The exhibition provides us with strategic exposure and a chance to enhance our organization's reputation by showcasing our latest extrusion and recycling technologies. It is an excellent platform to meet new customers and strengthen relationships with existing ones.

Giovanni Cattaneo, Commercial Director, AMUT

PLASTEX 2028
CONFEFENCE PACKAGES



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: Multiple Sponsors

Price: $10,000 + 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.



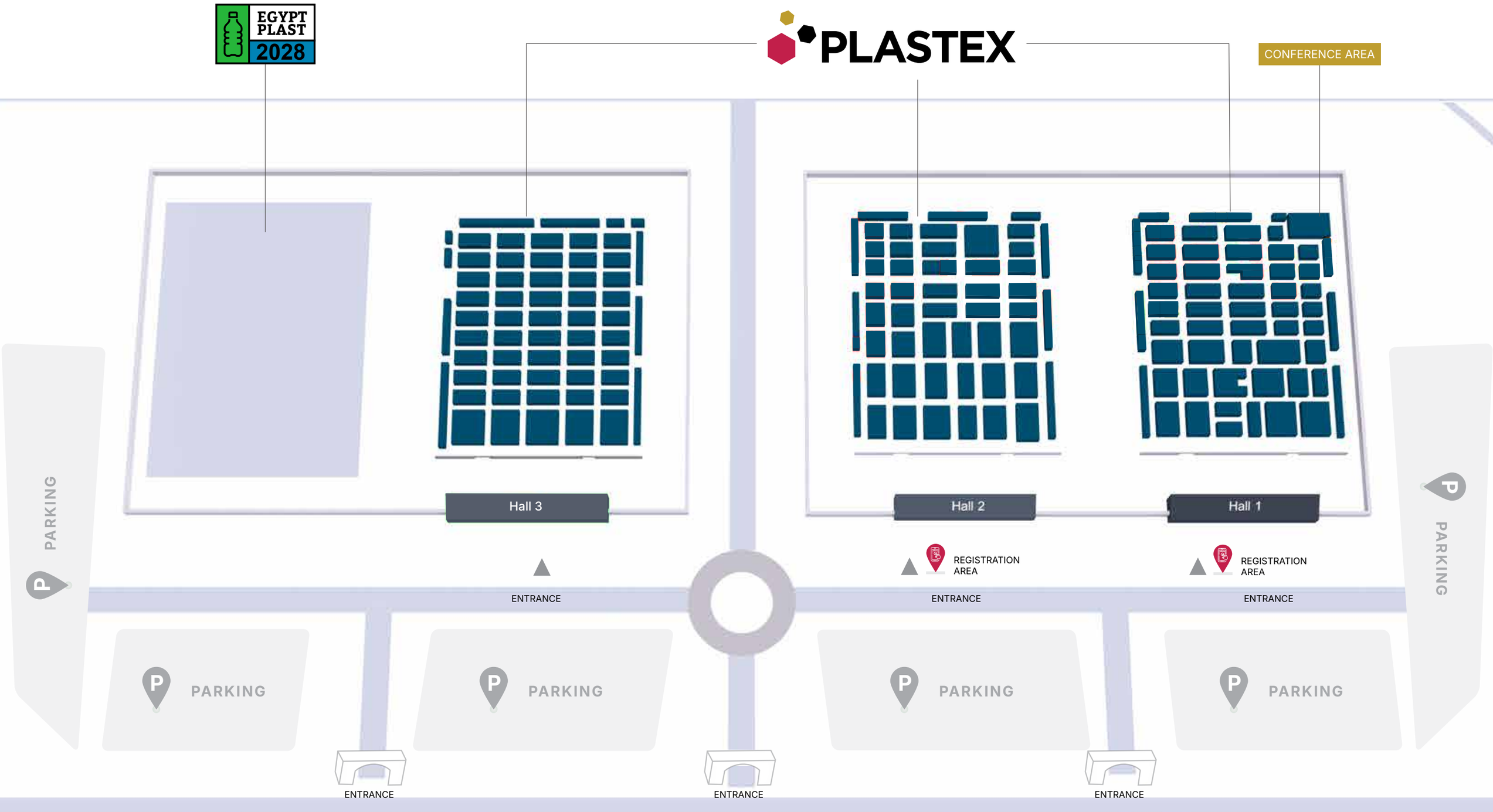
Location: TBC

Opportunity: Exclusive Sponsor

Price: $10,000 + 14% VAT

FLOORPLAN

9 - 12 JANUARY 2028
EGYPT INTERNATIONAL EXHIBITION CENTER



2026 SUPPORTERS, SPONSORS & PARTNERS

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TECHNICAL CONFERENCE HEADLINE SPONSOR

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SUPPORTING ASSOCIATIONS

AIA All India Association of Industries

AMAPLAST Italian Plastics and Rubber Processing Machinery and Moulds Manufacturers' Association

غرفة الصناعات الكيماوية Chamber of Chemical Industries

Camera di Commercio Italiana per l'Egitto The Italian Chamber of Commerce - Egypt الغرفة التجارية الإيطالية-مصر

Chemicals & Fertilizers Export Council المجلس التصديري للصناعات الكيماوية والأسمدة

Egypt National Cleaner Production Center

EOS الهيئة المصرية العامة للمواصفات والجودة Egyptian Organization for Standardization and Quality

EPEMA Your Voice

PAGEV

Plastic Division شعبة صناعة البلاستيك

مركز تكنولوجيا البلاستيك

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MACPLAS MP

MODERN PLASTICS INDIA

PLANT & EQUIPMENT

PLASTICS & RUBBER REVIEW

POLYMER

塑胶工业

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GET INVOLVED

EXHIBITION AND SPONSORSHIP

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