



9 - 12 JANUARY 2028 | CAIRO, EGYPT

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ACCELERATING SMART, CIRCULAR PLASTICS GROWTH IN THE REGION

EVENT BROCHURE

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ACCELERATING SMART, CIRCULAR PLASTICS GROWTH IN THE REGION

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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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 EGYPT

For companies planning regional expansion, Egypt offers one of the most attractive and scalable industrial markets in the Middle East and Africa—making it a strategic foundation for PLASTEX 2028.

A Growing Manufacturing Powerhouse

Egypt's plastics and rubber sectors underpin key industries including packaging, construction, automotive, agriculture, and consumer goods. Ongoing capacity expansion and technology upgrades are driving sustained demand for machinery, materials, automation, and recycling solutions.

Gateway to Regional Markets

Strategically positioned between Africa, the Middle East, and Southern Europe, Egypt provides access to high-growth export markets through established trade corridors and logistics infrastructure—enabling exhibitors to reach multiple regions from a single market.

Strong Investment & Localisation Drive

National industrial strategies continue to prioritise localisation, value-added manufacturing, and export competitiveness. This is translating into active procurement by manufacturers and converters seeking international technologies and partners.

Commercial Relevance at PLASTEX 2028

PLASTEX 2028 connects exhibitors directly with qualified buyers, distributors, and project owners shaping Egypt's next phase of industrial growth—delivering efficient market entry, partnership development, and long-term opportunity.

Egypt is more than a host market—it is a growth engine for MENA manufacturing.



WHY EXHIBIT WITH THE INDUSTRY LEADERS

PLASTEX is purpose-built to deliver commercial outcomes connecting exhibitors with buyers, decision-makers, and growth opportunities across Egypt and MENA.

Direct Access to High-Intent Buyers

Engage manufacturers, converters, and project owners actively investing across Egypt and MENA.

Gateway to Egypt & Regional Markets

Position your business at the centre of Egypt's plastics and rubber market, accessing Africa, the Middle East, and Southern Europe.

Strengthen Brand Visibility & Market Positioning

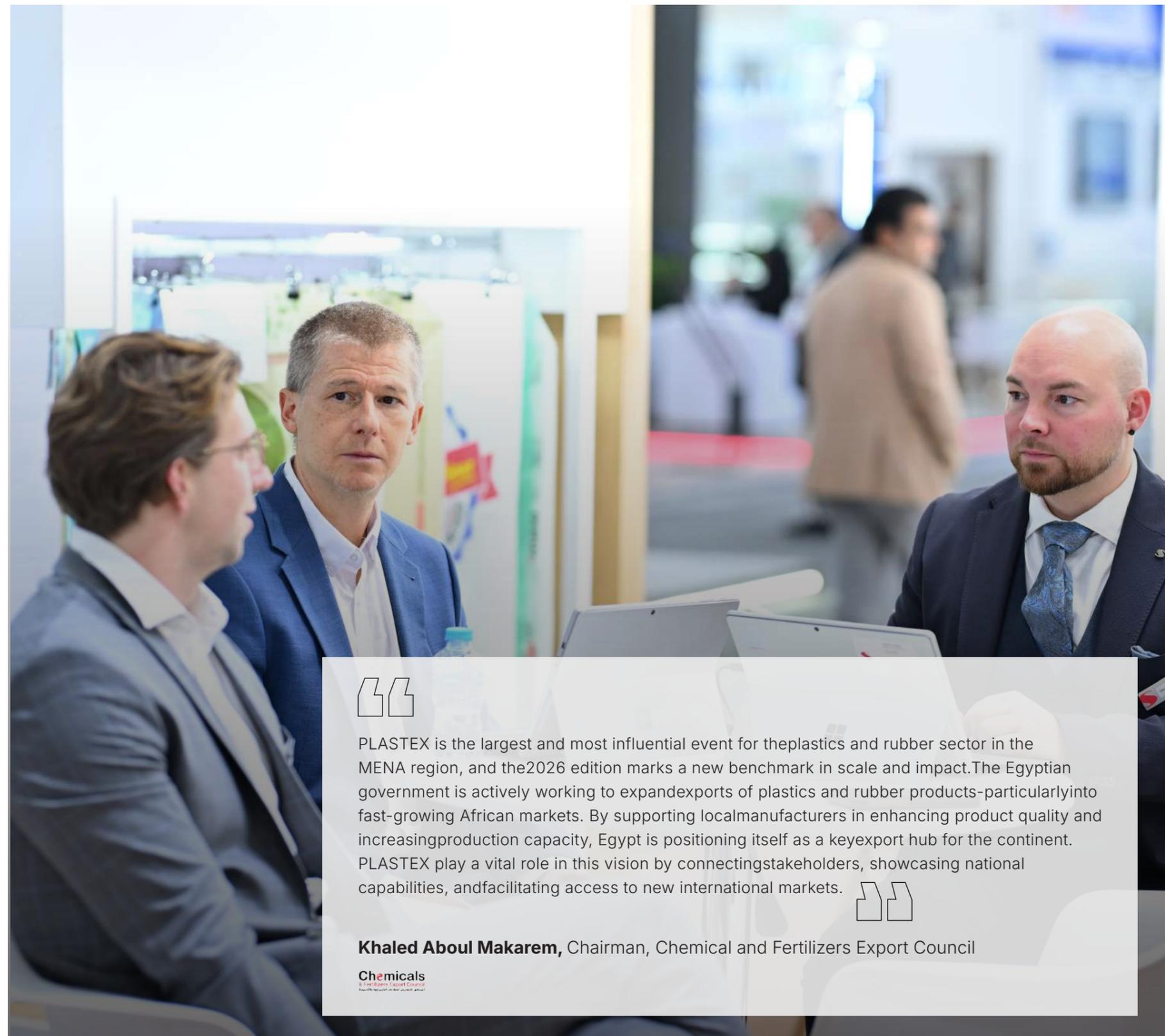
Build credibility and visibility alongside leading international and regional suppliers.

Showcase Technology in a Demand-Driven Environment

Demonstrate solutions directly to buyers evaluating live projects and procurement decisions.

Exhibitor Profiles Across the Plastics & Rubber Value Chain

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



PLASTEX is the largest and most influential event for the plastics and rubber sector in the MENA region, and the 2026 edition marks 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 play 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



WHERE PERFORMANCE-DRIVEN INNOVATION



FROM GLOBAL PIONEERS COME TOGETHER



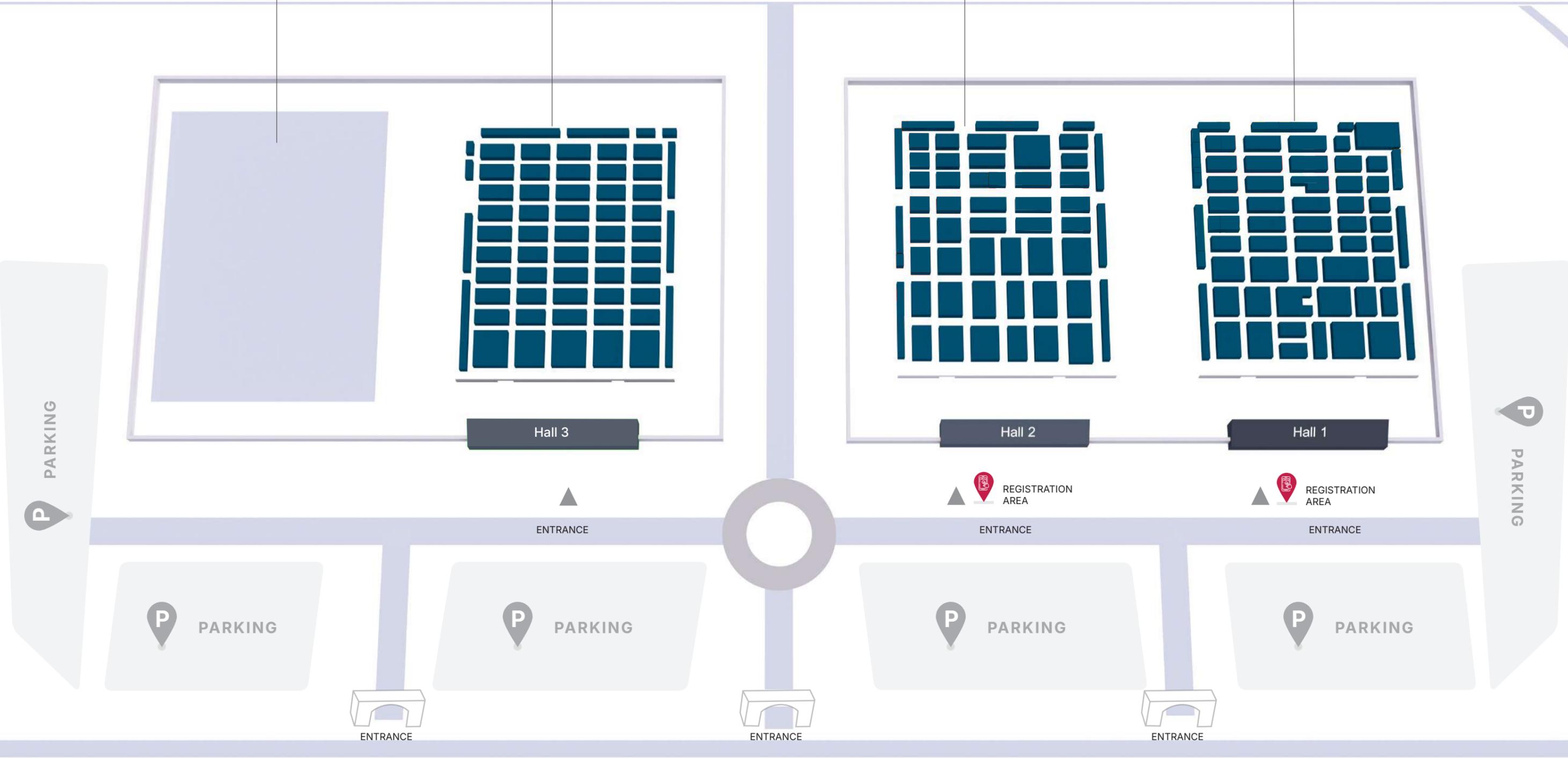
PLASTEX is an effective business building opportunity and an ideal event for us, as the plastics industry, represented by leading professionals, is here. The exhibition provides us with strategic exposure and a chance to enhance our organization's reputation by showcasing our latest extrusion and recycling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



Giovanni Cattaneo, Commercial Director, AMUT



FLOORPLAN



CONNECTING NATIONS, DRIVING COLLABORATION

PLASTEX provides a dedicated platform for international collaboration across the plastics and rubber industry through its country pavilions, bringing together manufacturers, solution providers, and industry stakeholders from around the world. These pavilions create a cohesive environment where global capabilities are presented to meet regional market demand.

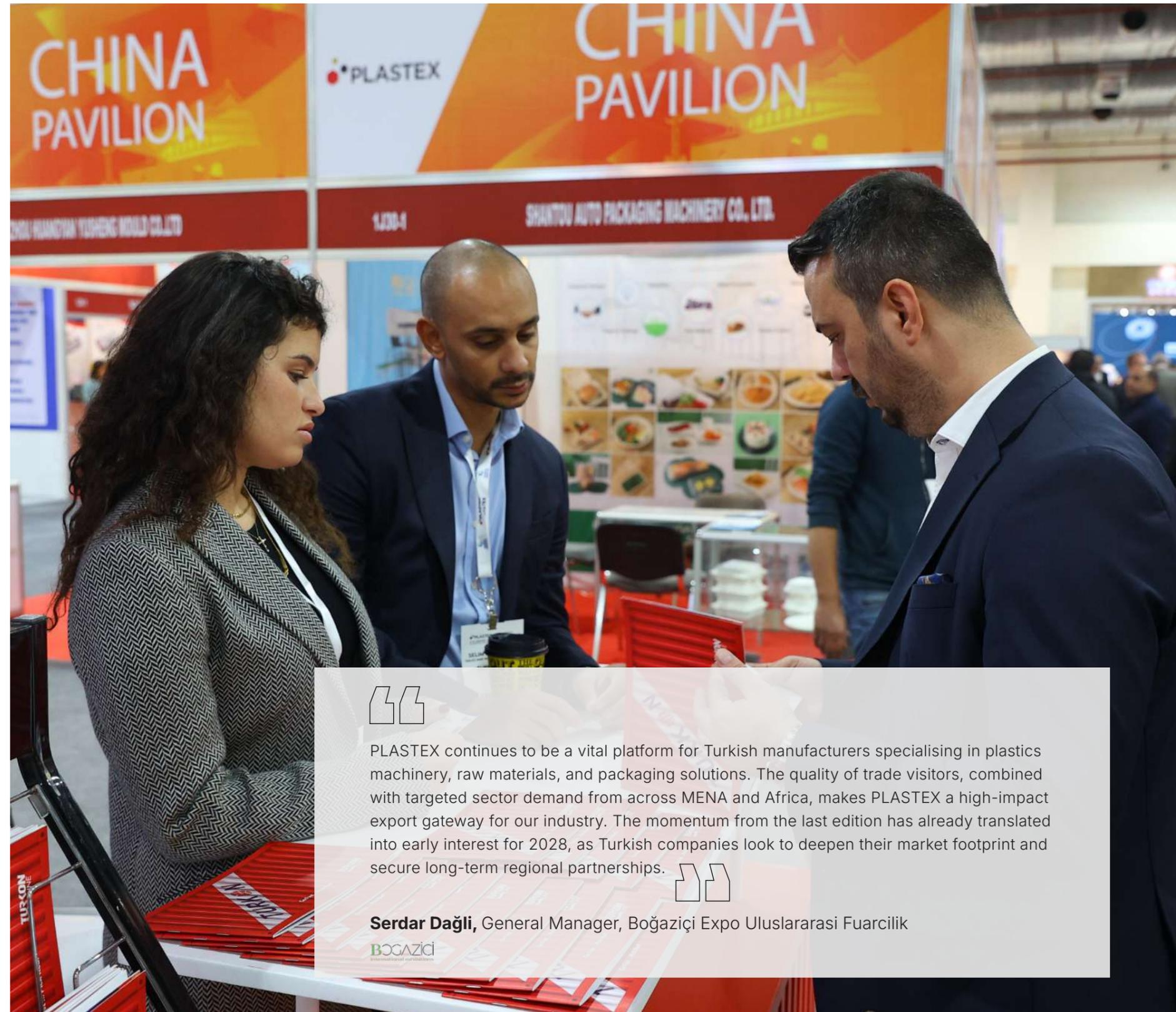
Country pavilions at PLASTEX highlight the strengths, expertise, and production capacity of participating nations, offering visitors a clear view of international solutions across materials, machinery, processing, packaging, and recycling. By presenting companies under a unified national presence, pavilions enable efficient market engagement, strengthen visibility, and support partnership development.

By gathering leading global suppliers in one place, PLASTEX facilitates cross-border business exchange, supports market entry into Egypt and the wider MENA region, and reinforces its position as the meeting point between international supply and regional demand in the plastics and rubber industry.

PLASTEX brings the global plastics and rubber community together—one market, one platform.

COUNTRY PAVILIONS

 AUSTRIA	 CHINA
 GERMANY	 INDIA
 ITALY	 SOUTH KOREA
 SPAIN	 TAIWAN
 TURKEY	 UNITED KINGDOM



“ PLASTEX continues to be a vital platform for Turkish manufacturers specialising in plastics machinery, raw materials, and packaging solutions. The quality of trade visitors, combined with targeted sector demand from across MENA and Africa, makes PLASTEX a high-impact export gateway for our industry. The momentum from the last edition has already translated into early interest for 2028, as Turkish companies look to deepen their market footprint and secure long-term regional partnerships. ”

Serdar Dağlı, General Manager, Boğaziçi Expo Uluslararası Fuarçılık



WHO WILL YOU MEET

PLASTEX 2028 attracts a high-quality, decision-driven visitor audience from across the global plastics and rubber value chain. With strong participation from MENA, Africa, Europe, and Asia, the exhibition delivers direct access to buyers, specifiers, and project owners actively sourcing technologies, materials, and partnerships.

PLASTEX attracts professionals across core and emerging plastics and rubber applications:

- Automotive & Mobility
- Agriculture & Irrigation
- Chemicals & Materials
- Textiles & Technical Fabrics
- Household Goods & Furniture
- Medical & Healthcare
- Consumer Products
- Food & Beverage Packaging
- Plastics Processing & Manufacturing
- Building & Construction
- Waste Management & Recycling
- Packaging, Labelling & Printing

Meet senior stakeholders responsible for purchasing, specification, and strategic investment, including:

- CEOs, Managing Directors & Business Owners
- General Managers & Plant Managers
- Procurement, Purchasing & Supply Chain Heads
- Technical Directors, Engineers & R&D Specialists
- Operations, Production & Maintenance Managers
- Sustainability, ESG & Circular Economy Leads
- Project Developers & Investment Managers



OVERVIEW PLASTEX CONFERENCES

The PLASTEX Conferences 2028 are being developed as a knowledge-led programme designed to support the evolving priorities of the plastics and rubber industry across Egypt, MENA, and international markets. Running alongside the exhibition, the conferences will provide a focused environment for strategic insight, technical exchange, and practical learning aligned with real market demand.

The 2028 programme will explore the themes shaping the industry's future-ranging from advanced manufacturing and materials performance to circular economy models, recycling scalability, operational efficiency, and sustainable production. Through curated sessions, expert-led discussions, and applied case studies, the conferences will equip attendees with actionable perspectives to support competitiveness, innovation, and long-term growth.

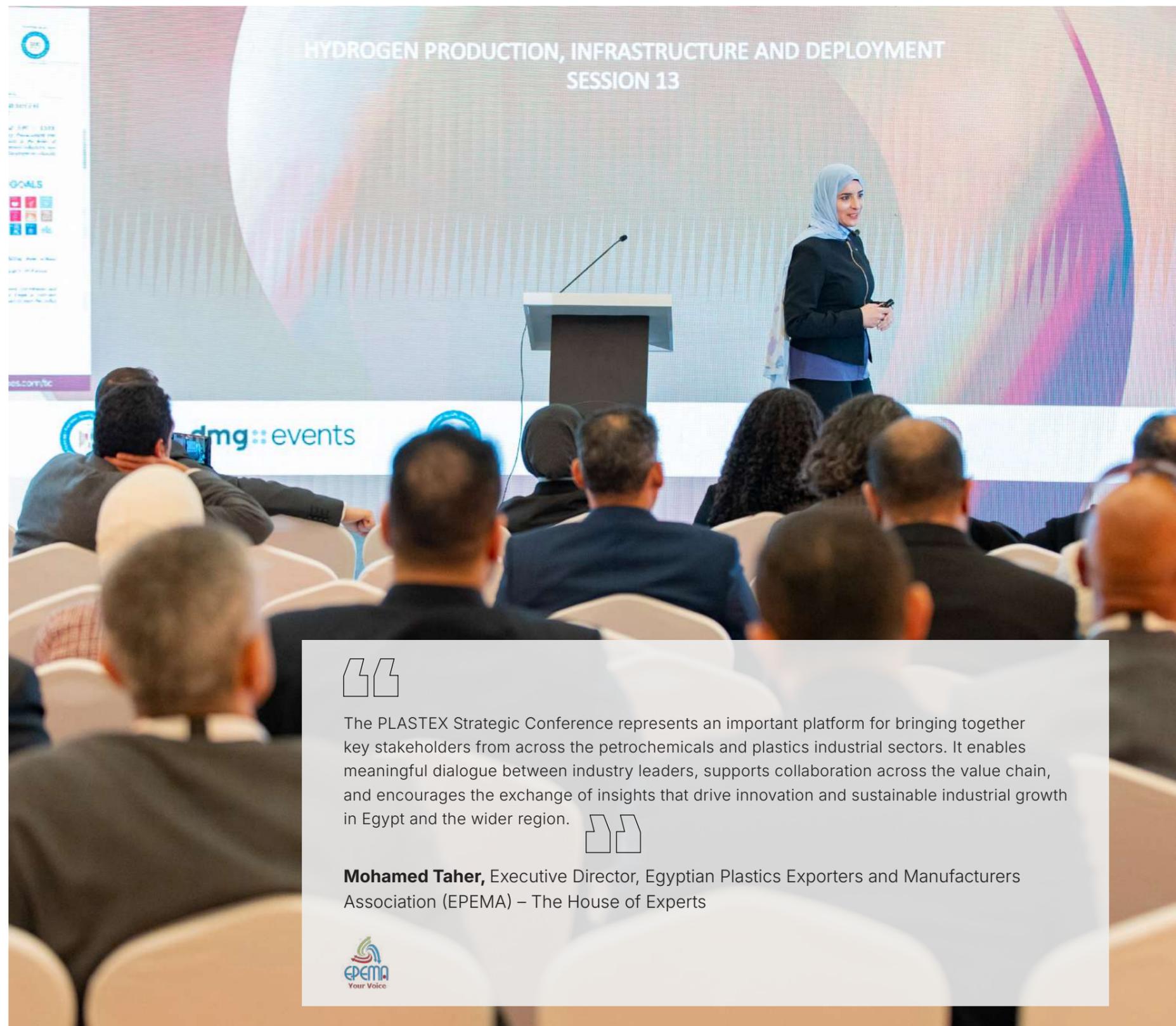
By integrating thought leadership with the commercial activity of the exhibition floor, the PLASTEX Conferences 2028 will serve as a critical platform for industry professionals seeking to stay ahead of market shifts, benchmark best practice, and translate insight into implementation across the plastics and rubber value chain.

200+
Conference Delegates

100+
Conference Speakers

60+
Conference Sessions

3
Conference Tracks



The PLASTEX Strategic Conference represents an important platform for bringing together key stakeholders from across the petrochemicals and plastics industrial sectors. It enables meaningful dialogue between industry leaders, supports collaboration across the value chain, and encourages the exchange of insights that drive innovation and sustainable industrial growth in Egypt and the wider region.



Mohamed Taher, Executive Director, Egyptian Plastics Exporters and Manufacturers Association (EPEMA) – The House of Experts



PAST INDUSTRY LEADERS WHO HAVE

SHAPED THE PLASTEX DIALOGUE



Khaled Abu El Makarem
Chairman
Chemicals and Fertilizers
Export Council (CEC)



Eng. Dr. Khaled Soufi
Chairman
Egyptian Organization
for Standards and Quality
(EOS)



Dr. Yasser Abd Allah
Chairman
Waste Management
Regulatory Agency
(WMRA)



Sherif El Gabaly
Chairman
Egyptian Chamber of
Chemical Industries (FEI)



Sherif El Sayyad
Chairman
Engineering Export
Council of Egypt



Eng. Khalid Al Kaabi
Chairman
Ecobatch Plastic Factory



Amr Shalan
CEO
TileGreen



Wail Al Jaaidi
CEO
Saudi Top Plastic
Factory (STP)



Hani Halim Ibrahim
Chairman & CEO
Al Ahram Group



Rabeh El Sherif
Managing Director
Coveris Flexibles



Mohamed Zakaria
Chairman and CEO
Sidi Kerir
Petrochemicals
Company (Sidpec)



Hesham Soliman
CEO & Chairman
The Egyptian Ethylene
& Derivatives Company
(ETHYDCO)



Ahmed Mowakea
Chairman
Egyptian
Petrochemical
Company (EPC)



Amin Khayyal
Chief Business Development
& Strategic Marketing Officer
Egyptian Propylene &
Polypropylene (EPP)



Sherif Ebaid
CEO
E.Styrenics Egypt



Dina Soliman
Co-Founder &
Chief Growth Officer
Reblox Panel



Saber El Saadany
Co-Founder &
Chief Commercial Officer
Nile Recycling



Rachida Semail
Partner
Food and Food Packaging
Keller and Heckman



Dr. Sara Ibrahim
Executive Director
Export Council for Printing
and Packaging, Egypt



Mohamed Maged
Executive Director
Chemicals and Fertilizers
Export Council (CEC)



Nader Saad Ali
Chief SME & Commercial
Banking Executive
National Bank of Egypt
(NBE)



Tamer El Habbal
CEO / Board Member
Delta Plast / Plastic
Division at the Federation
of Egyptian Industries /
EPEMA



Amr Fathi
CEO
Environ Adapt



Suchrat Saidov
Group CEO
Silon s.r.o



Antonello Ciotti
President
Petcore Europe



Hossam Eldin Shehata
Executive Director / CEO
Hydrochem International LLC
Upper Egypt for Spinning
and Weaving



Theresia Gollner
Regional Operational Projects &
Sustainability Manager AMET
Alpia Plastic Middle East
Industries LLC



Ahmed Abdelaleem
Country Manager
Plastic Bank



Shereen Shaheen
Head of Corporate &
Public Affairs MENA
Tetra Pak



Ahmed Saeed
Founder & CEO
Drop Me



Padmanabhan D S
President
Sales & Marketing
TCI Sanmar
Chemicals SAE



Dr. Eng. Khaled Ahmed Akl
Professor
American University of Cairo



Patrick Gilabert
Regional Head
United Nations Industrial
Development Organization



Mohamed Hussein Kelany
CEO
Egychem



Mundhar Al Rawahi
Head of Ladayn Program
OQ Marketing



Rabeh El-Shenawe
CEO & Founder
Grenco Egypt



Islam Elkosiry
Packaging Recovery
Manager
Coca-Cola HBC Egypt



Marco Scialpi
Partner & Global Business
Development Head
GPSNet - Global Product
Safety Net



Raj Shah
CEO
Coherent Market
Insights
(CMI)



Abdallah Atef Elmelig
CEO
Green Cycle Egypt



Dr. Frank Abraham
Global Director - Research
& Development
Platinum Industries Ltd



Eng. Mohamed Ibrahim
Consultant
Plastics & Petrochemicals



Rasha Hasaneen
Chief Product & Sustainability
Officer
Aspen Technology



David Jaklin
Deputy Sales Director
SILON



Hamees Ibrahim
Event Presenter
PLASTEX



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Head of Waste
Management Division,
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Industries - Federation of
Egyptian Industries



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Chemicals and Fertilizers
Export Council



Ahmed Kamal Abdel Moneim
Executive Director
Environmental Compliance
Office - Federation of Egyptian
Industries



Eman Abdel Mohsen
National Project
Coordinator
United Nations Industrial
Development Organization



Khaled Raafat
Chief Technology Officer
TileGreen



Youstra Abdel Aziz
Head of Plastic Unit
Ministry of Environment Egypt



Mohamed Meatemed Eissawy
Assistant Minister for Planning,
Investment & Institutional
Support
Ministry of Environment, Egypt



Nadim Elias
Chairman
Egyptian Export Council for
Printing, Packaging, Paper
Literary & Artistic Works



Abdulrahman Naji
Group CEO
GAP Polymers



Yara Yassin
Co-Founder
Up-Fuse



Alexander Chaloupka
Managing Director
NETZSCH Process
intelligence GmbH



Dr. Mohamed Naggar
Assistant - 1st Undersecretary of the
Ministry for HSE, EE, & Climate
Ministry of Petroleum and Mineral
Resources, Arab Republic of Egypt



Mahmoud Khairy
Engineering Director
MKH Engineering



Walter Peixoto
Regional Product Design
Manager AMET - Product
Development
Alpia Middle East DMCC



Mohamed M. Elsharkawy
Chairman & Co-founder
APT - Sharky (S.A.E)



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Strategic Sales
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Sabine Schoenfeld
Business Development
Manager Recycling
Coperion GmbH



Ahmed Balbaa
Sector Manager - Polyethylene
General Department
Sidi Kerir Petrochemicals
Company (SIDPEC)



Ihab Yahia
Products Survey and
Pricing Sector Head
Sidi Kerir Petrochemicals
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Systems Pvt. Ltd.



Reham Mohamadein
Technical Support
Manager
EISewedy Polymers



Sylvain Rambour
Technical Manager
ALBIS



Mohamed Asker
Sales Manager
Engro Polymer



El Arbi Hirchi
Polyethylene Market
Developer for Middle East &
Africa Based in Dubai, UAE
ExxonMobil



Ehab Orban
Head of Department
Sidi Kerir Petrochemicals
Company (SIDPEC)



Nehal Elwy
Contracts General Manager
Natural Gas Vehicles
Company - Cargas



Ahmed Khalifa
Chemicals and
printing and packaging
Sectors Head
Industrial Modernization
Center



Thorsten Middelhof
Head of Regional Sales
Steinert GmbH



Ehsan Nassef
Head of Petrochemical
& Eng. Department
Pharos University Alexandria



Ahmed Shoman
Business Development and
Technical Manager
Gulf Advanced Polymers
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Ahmed Elshokafy
Senior Manager
ThaiOil



Aly El-Madany
Operations Engineer
Sidi Kerir Petrochemicals
Company (SIDPEC)



Walid Hamdy
Export Manager
Egypastics



Amr Fawzy
Owner
Amr Lifescience



Ahmed Elgazar
General Manager
WCM Consulting



Osama Samir
General Manager
Sadkoplast



Abdel-Rahman AboKhateeb
Labs & Researches Department
Head
The Egyptian Ethylene and
Derivatives Company (ETHYDCO)



Marco Scialpi
Partner and Global Business
Development Head
GPSNet - Global Product
Safety Net



Leon Mishnaevsky Jr.
Senior Researcher
Technical University of
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Anand Mahadware
Strategy Business
Director
Platinum Industries Ltd.



Abdou Bukr
Electromechanic
Sales Sector Head
Power House
International



Sridhar S
Head of Market Development
Primary Packaging -
Polyethylene, Middle East &
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ExxonMobil



El Arbi Hirchi
Polyethylene Market
Developer for Middle East &
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Dina Samuel
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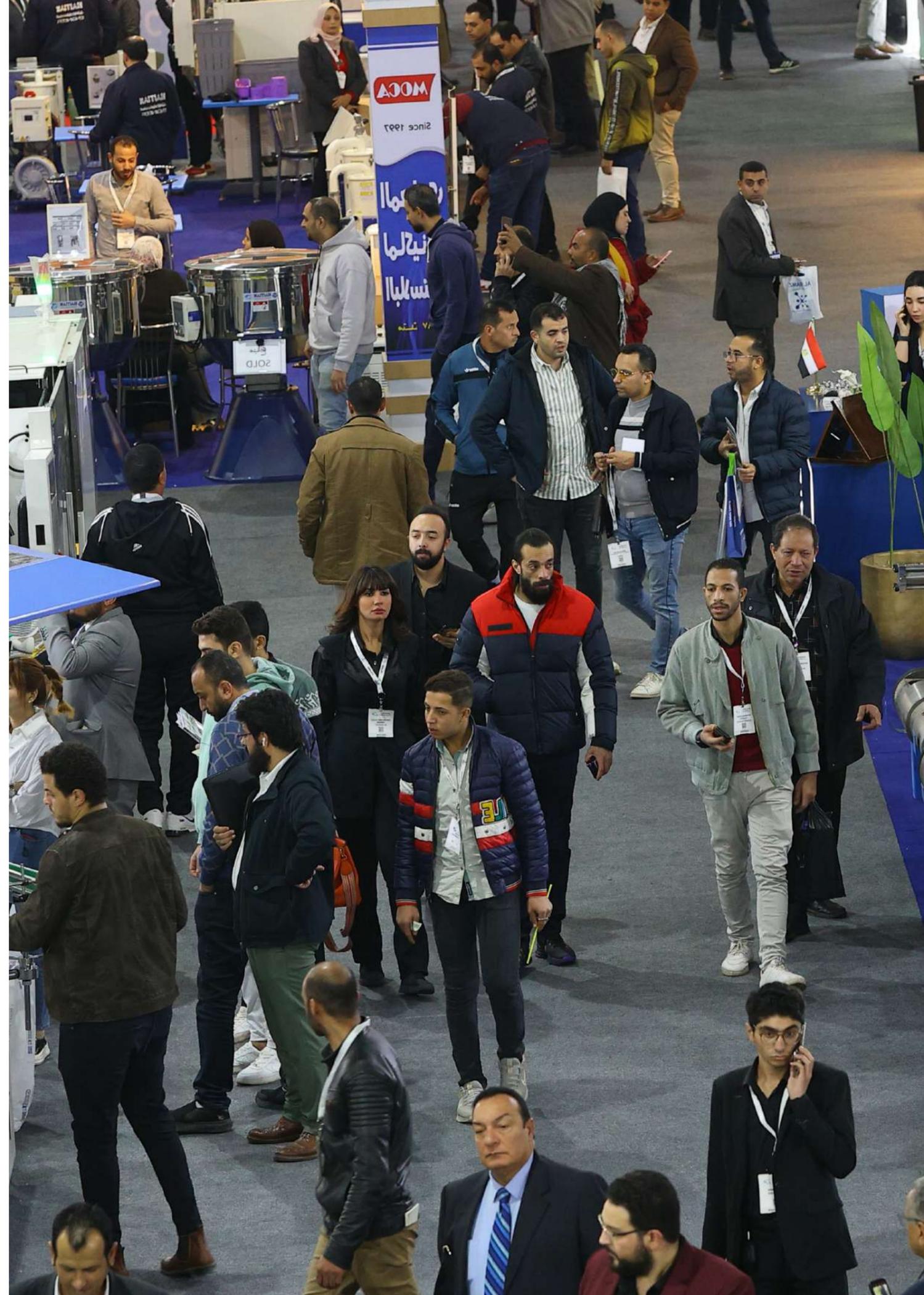
Tony Daponte
Global Technical
Director
Astra Polymers



John Van Lohuizen
Area Sales Manager
Holland Colours Europe B.V



Cihan Cabuk
Head of Market
Development & Innovation
OQ Marketing



ADVANCING KNOWLEDGE ACROSS THE PLASTICS & RUBBER VALUE CHAIN

STRATEGIC CONFERENCE

The Strategic Conference convenes senior industry leaders and decision-makers for high-level dialogue on sustainable growth strategies, regulatory developments, public-private collaboration, and advanced manufacturing. The programme provides a strategic forum to examine market direction, investment priorities, and long-term competitiveness, supporting Egypt's ambition to strengthen its position within the regional and global plastics manufacturing landscape.

RECYCLING & PACKAGING CONFERENCE

The Recycling & Packaging Conference offers a focused platform to explore commercially viable recycling models, next-generation packaging solutions, and the integration of recycled content at scale. Through practical case studies and applied insights, the programme addresses circular economy objectives while balancing cost efficiency, regulatory alignment, and product performance.

TECHNICAL CONFERENCE

The Technical Conference brings together engineers, production leaders, and R&D specialists to examine next-generation materials, processing innovations, and manufacturing technologies shaping the future of plastics and rubber production. The programme delivers application-led insight focused on improving productivity, product quality, energy efficiency, and process optimisation.



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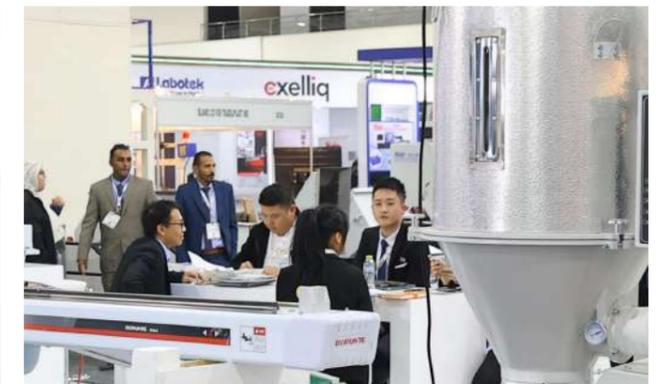
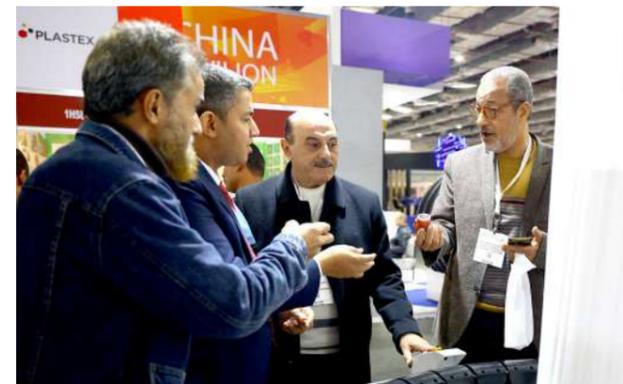
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