

# "TURTHNA" Exhibition 2022

Under the Auspices of

**His Excellency President  
Abdel Fattah El Sisi**

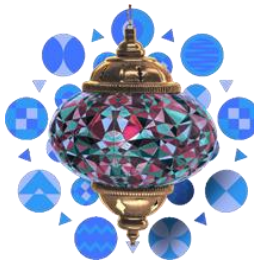
4-9 October 2022

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



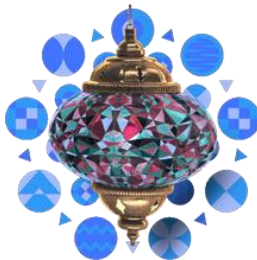
### PRODUCTS

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

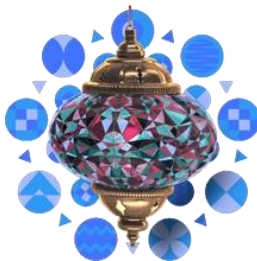
**900 Services**  
**300 Exhibitors**

### Web Design

**900 Services**  
**300 Exhibitors**

### Graphic Design

**110 Services**  
**110 Exhibitors**



## Brief on “**TURATHNA**” 2021

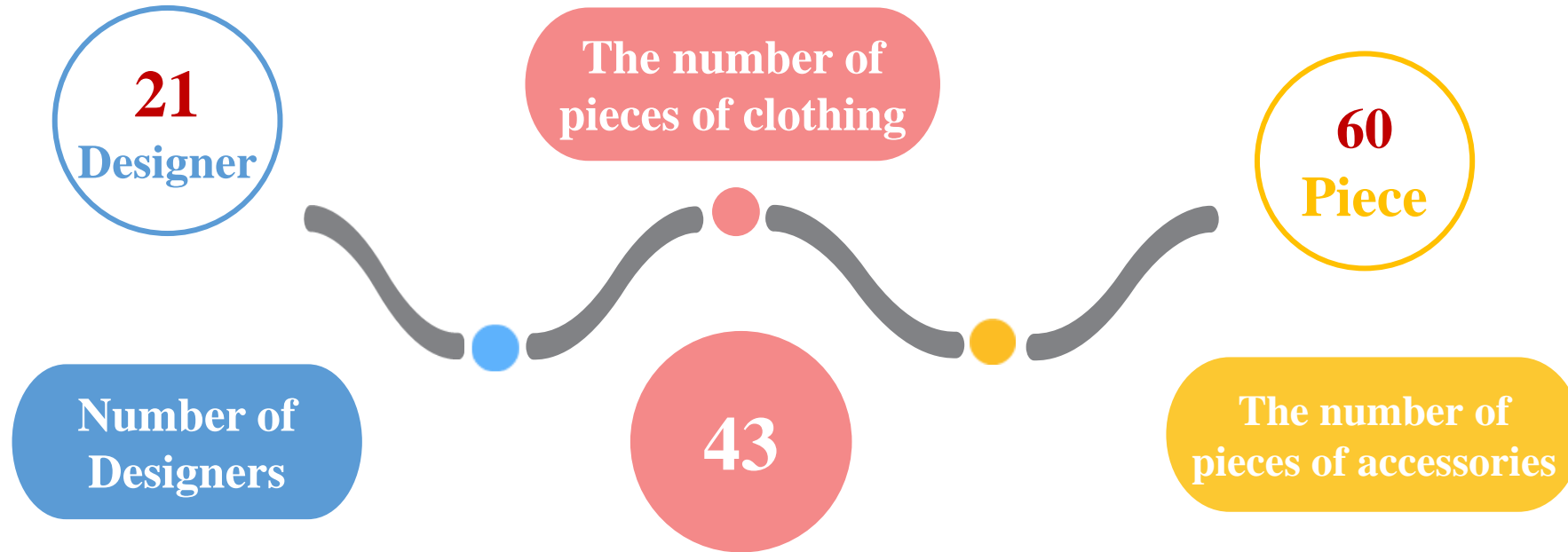
### “TURTHNA” Fashion Show

- 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

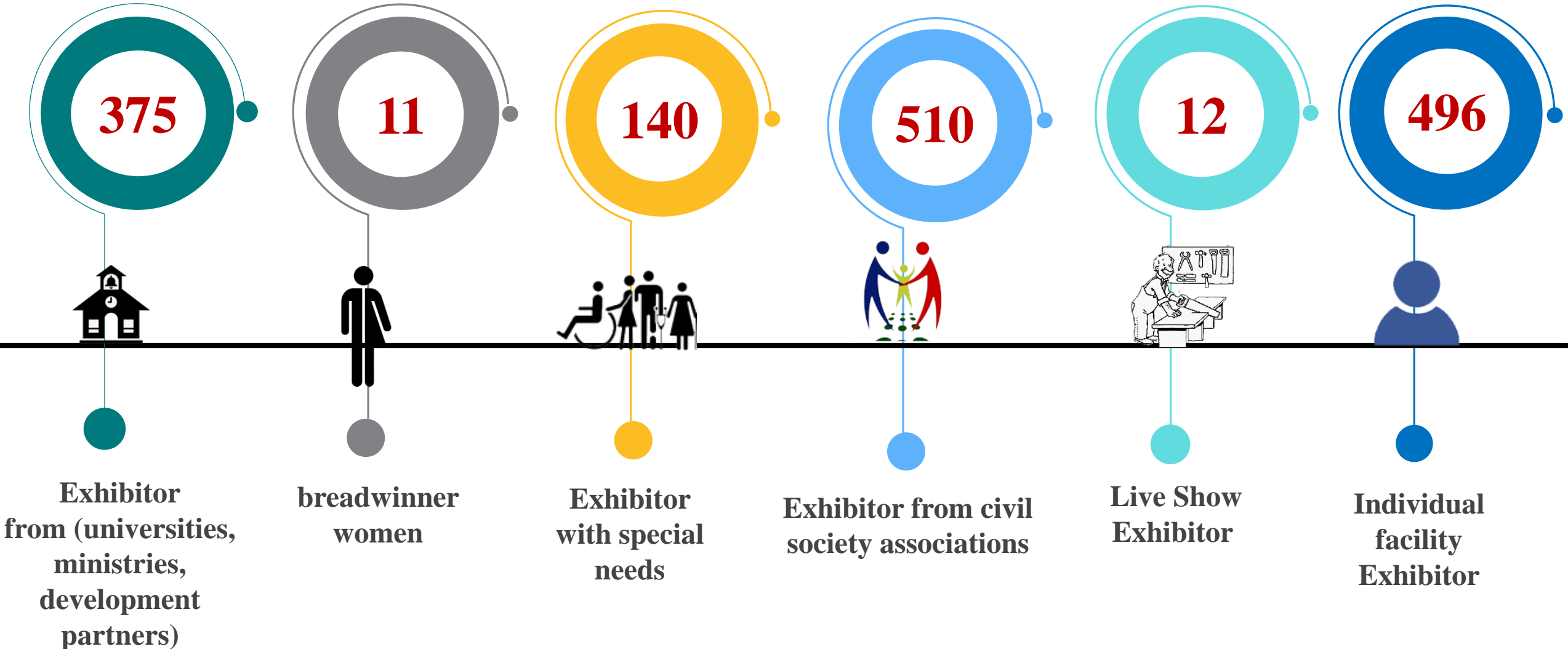
### "TURTHNA" Fashion Show





## Brief on “TURATHNA” 2021

### Participants



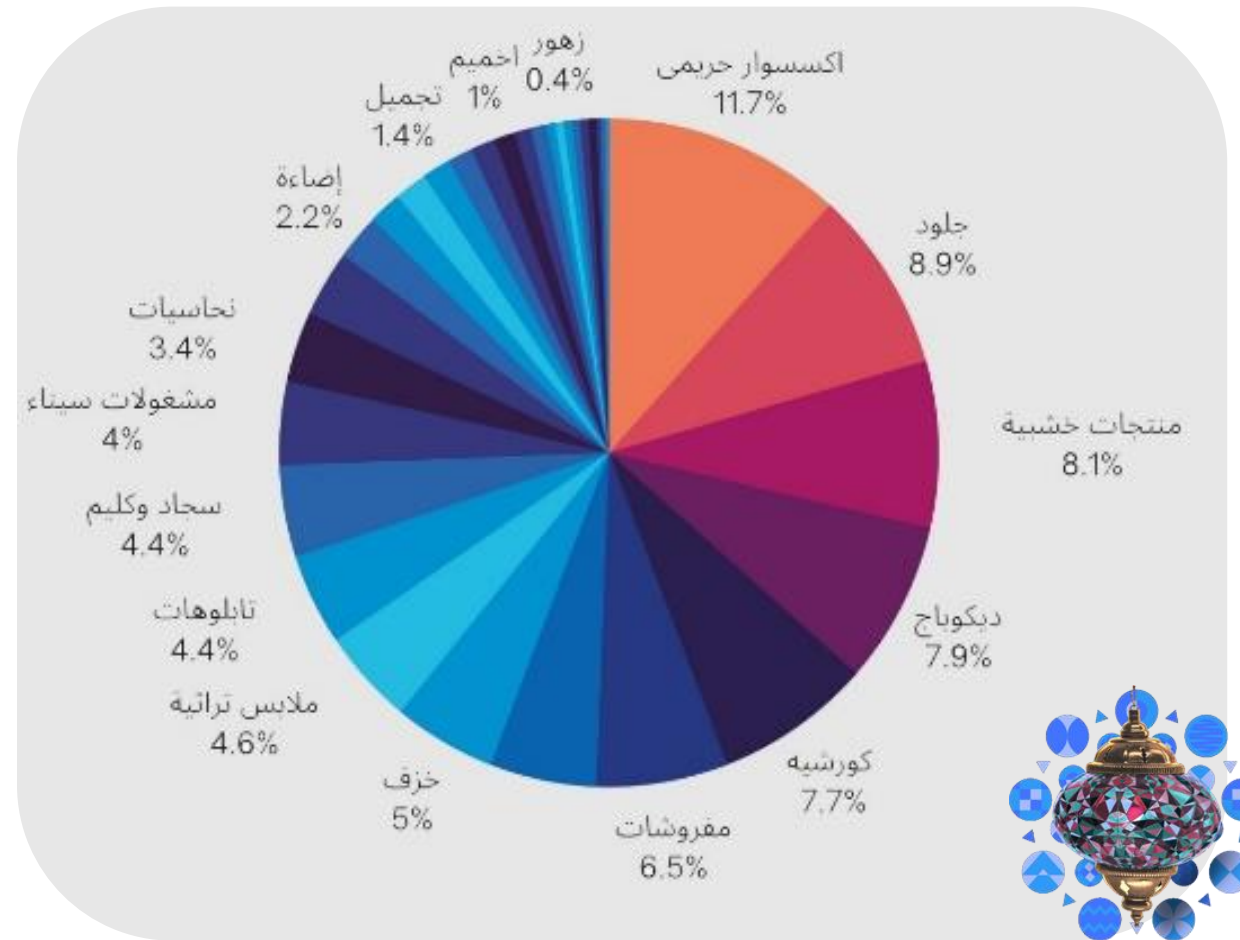
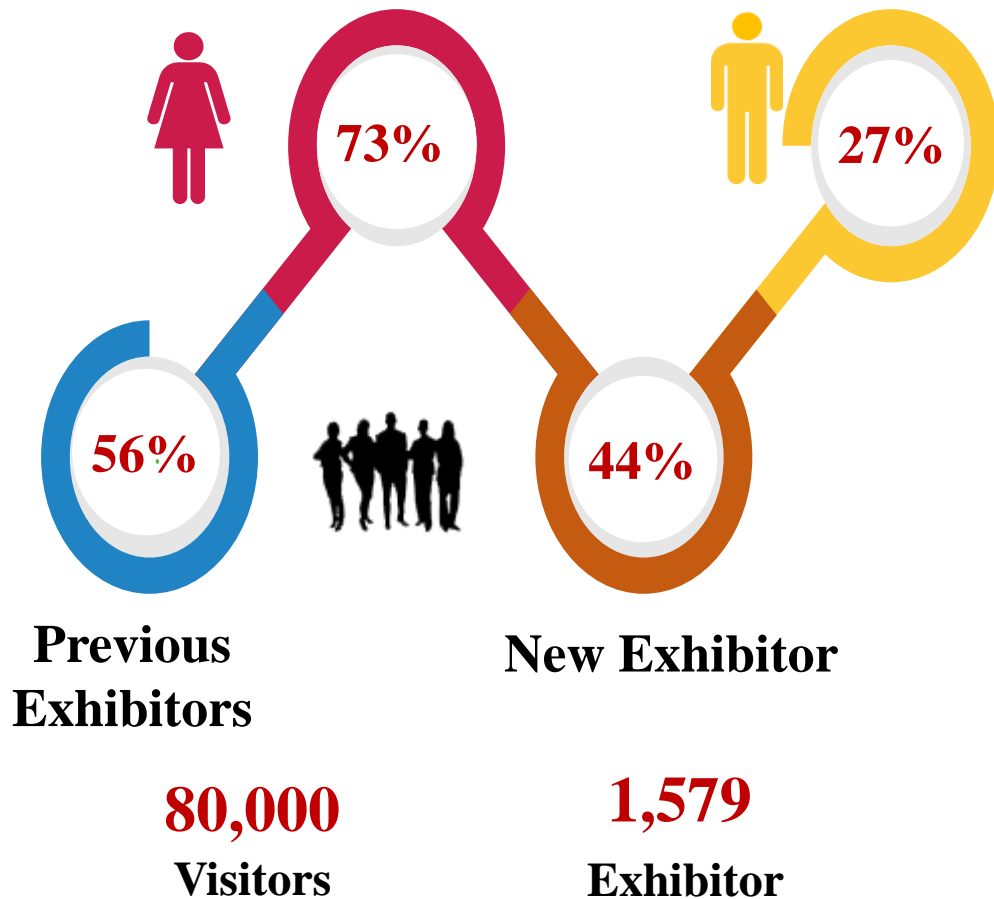
# Brief on “TURATHNA” 2021

## Statistics

Percentage of women participating

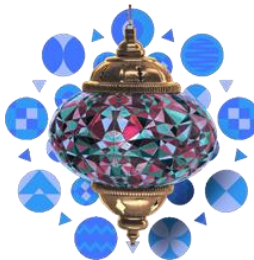
Percentage of men participating

Products Percentages



## 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.





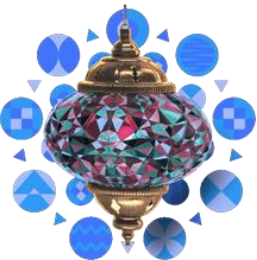
## Participating countries booths





## 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



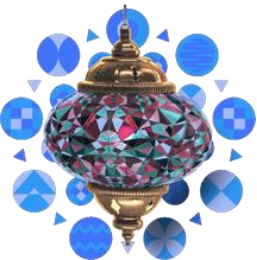


## Food area



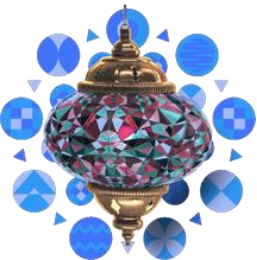


## Waiting area





## Sinai area



## **For more Information**

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## **Bank Account**

**Account Number: 0013070550481300014**

**National Bank of Egypt – Headquarters**

**Name: Exhibitions Account**

**تراثنا**  
**2022**

**Thank you**

