

1-4 April 2027
CAIRO INTERNATIONAL
CONVENTION CENTER
(CICC) NASR CITY, CAIRO, EGYPT

DRIVE THE FUTURE

AUTOMORROW

EGYPT INTERNATIONAL MOTOR SHOW

2027



www.automorrowegypt.com

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VISION

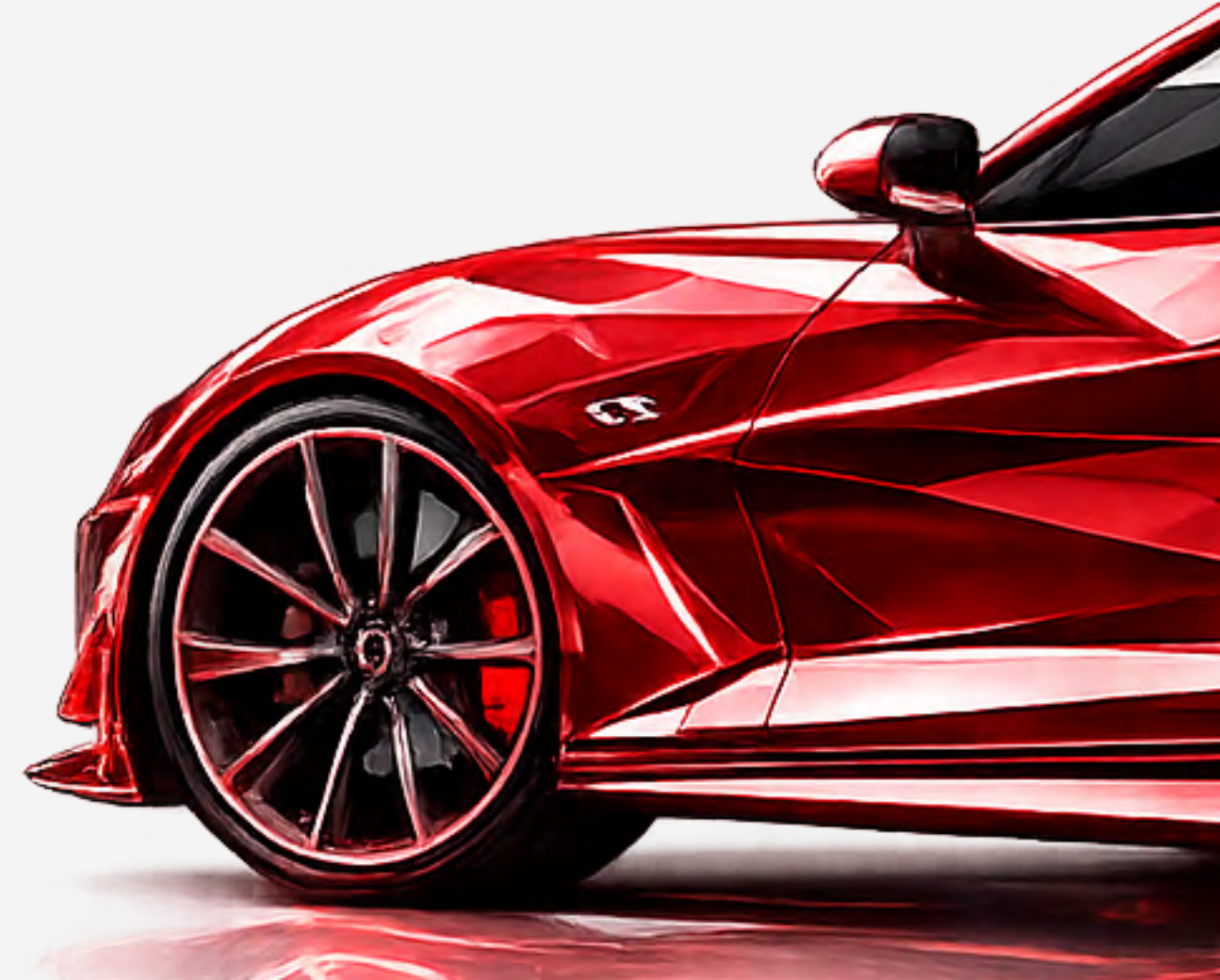
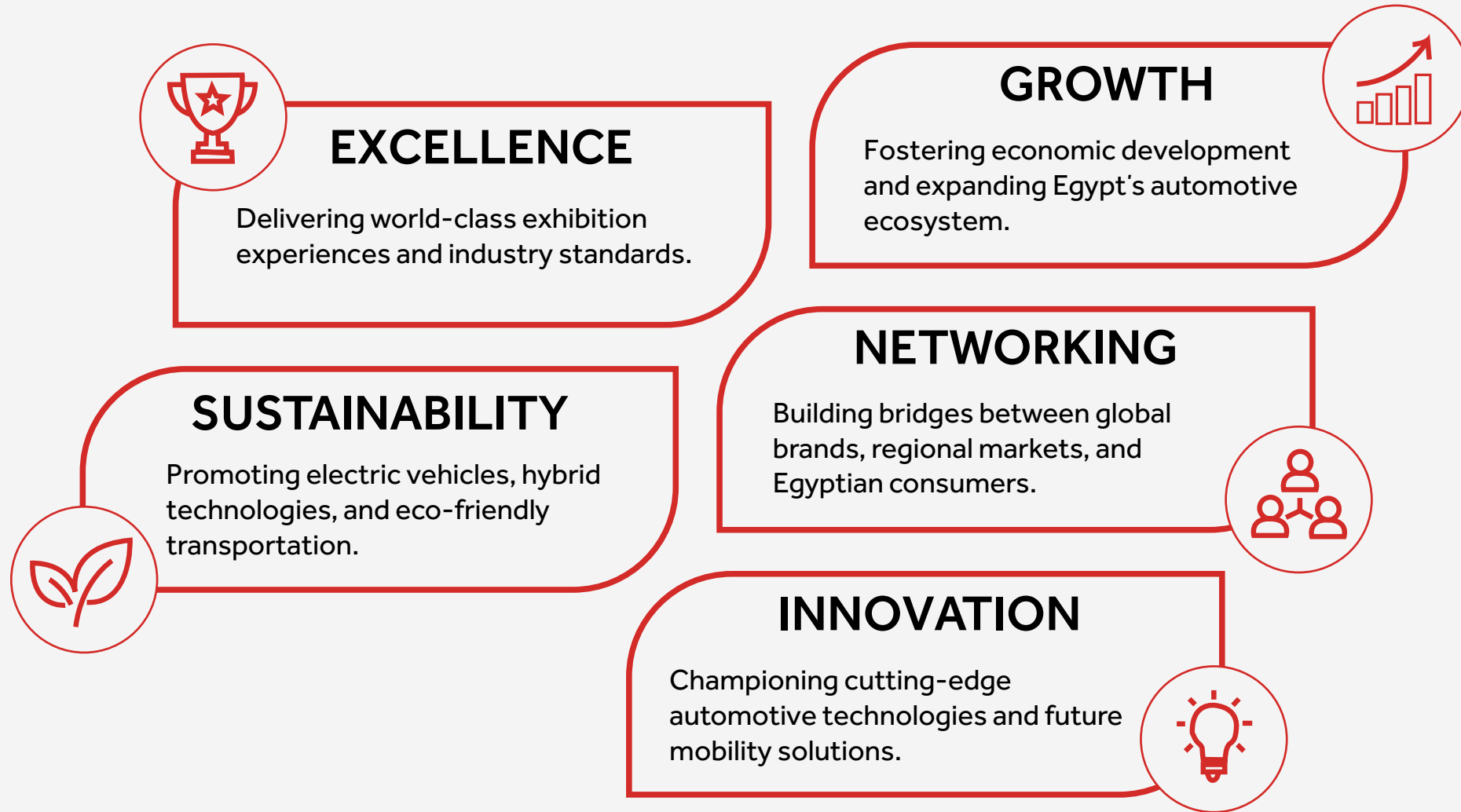
To establish Egypt as the leading automotive innovation hub across Africa and the Middle East by driving sustainable mobility, accelerating technological advancement, and connecting global automotive leaders with emerging regional opportunities.

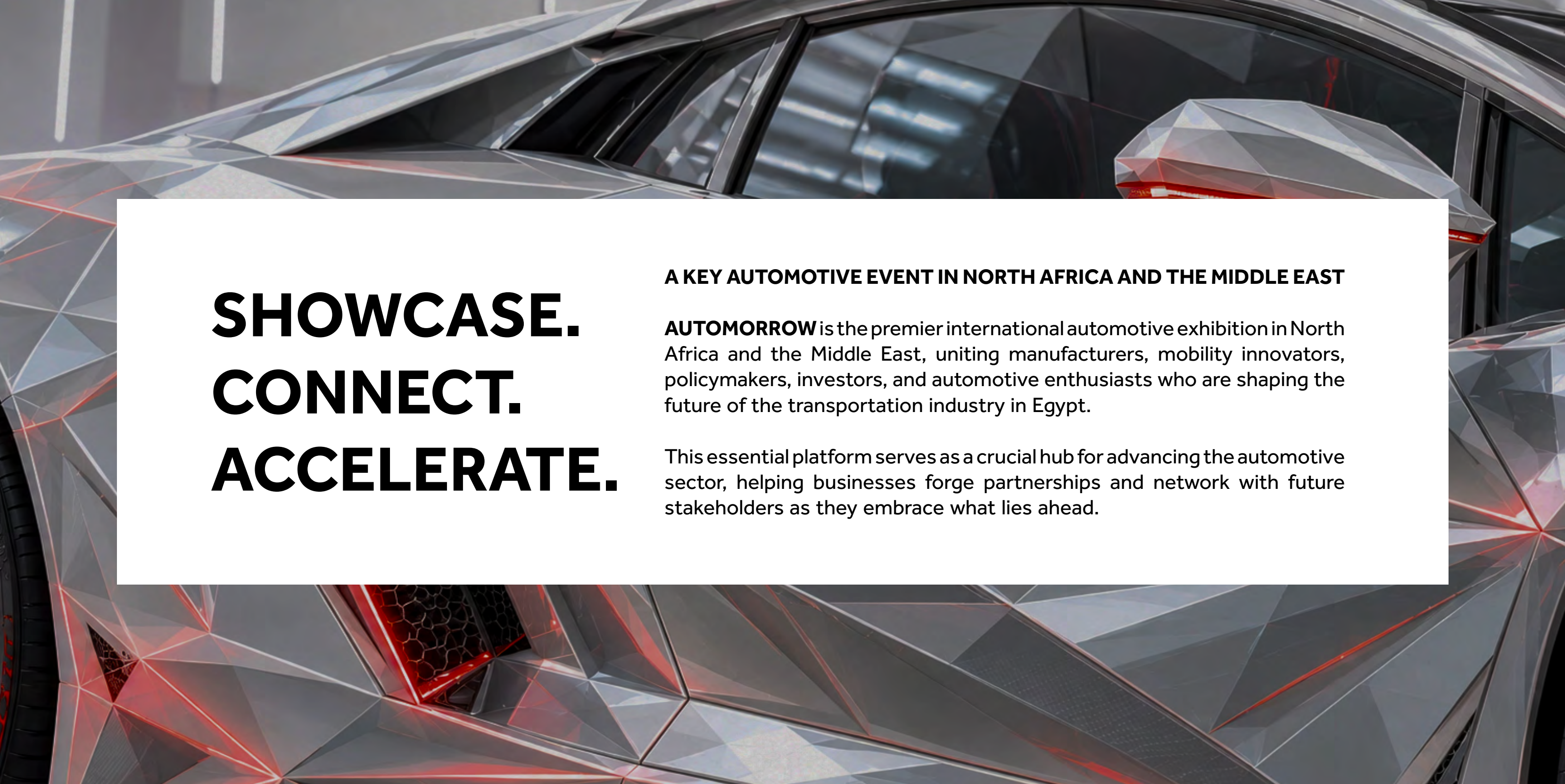
MISSION

To create a world-class platform that brings together automotive manufacturers, technology innovators, policymakers, investors, and industry leaders to showcase cutting-edge mobility solutions, foster strategic partnerships, encourage knowledge exchange, and drive sustainable business growth.



CORE VALUES





**SHOWCASE.
CONNECT.
ACCELERATE.**

A KEY AUTOMOTIVE EVENT IN NORTH AFRICA AND THE MIDDLE EAST

AUTOMORROW is the premier international automotive exhibition in North Africa and the Middle East, uniting manufacturers, mobility innovators, policymakers, investors, and automotive enthusiasts who are shaping the future of the transportation industry in Egypt.

This essential platform serves as a crucial hub for advancing the automotive sector, helping businesses forge partnerships and network with future stakeholders as they embrace what lies ahead.

WHY EGYPT?

**11M+**LICENSED
VEHICLES**120M**

POPULATION

**15K+**EV
REGISTRATIONS**500+**

DEALERSHIPS

**96K+**ANNUAL
VEHICLE SALES**200+**

DISTRIBUTORS

Egypt's Automotive Market Growth

Egypt's automotive industry is entering a new era of growth, driven by economic recovery, expanding local manufacturing, rising consumer demand, and strong government support for industrial development. As one of the largest automotive markets in Africa and the Middle East, Egypt offers significant opportunities for manufacturers, suppliers, investors, and mobility innovators. With more than 11 million licensed vehicles on the road and continued annual growth, the country represents one of the largest and most promising automotive markets in the Middle East and Africa.

Imports & Local Production

The Egyptian market continues to demonstrate significant momentum through both imports and domestic production. While vehicle and component imports exceeded \$3.9 billion in 2025, local assembly operations are expanding at an even faster pace, supported by government initiatives and strategic industrial partnerships aimed at strengthening the country's manufacturing capabilities.

THE FUTURE OF MOBILITY

Global Automotive Transformation

The global automotive industry is undergoing a profound transformation driven by electrification, digital connectivity, autonomous technologies, and sustainable mobility solutions. As this transition accelerates, Egypt is emerging as a strategic gateway for companies seeking early access to one of the region's fastest-growing automotive markets.

Future Mobility Trends

While internal combustion vehicles continue to dominate the market today, hybrid and electric vehicles (EVs) are expected to gain momentum over the coming decade. Industry projections suggest a gradual transition toward electrification, positioning Egypt as an emerging market for future mobility technologies and sustainable transportation solutions.



AUTOMORROW 2026 HIGHLIGHTS

 4 NUMBER OF DAYS	 30+ EXHIBITED BRANDS	 150+ AUTOMOTIVE MEDIA REP
 3 NUMBER OF HALLS	 100+ VEHICLES DISPLAYED	 60+ MEDIA PLATFORMS
 10,000m² EXHIBITION SPACE	 102,000+ RECORDED ATTENDANCE	 25+ INFLUENCERS & BLOGGERS

EVENT OVERVIEW

AUTOMORROW has established itself as a premier exhibition, highlighting advancements in automotive technology during its inaugural edition in 2026. Its goal is to serve as a vital platform for the automotive sectors within Egypt and the MENA region, aligning Egypt with global trends and positioning it as a significant hub for international automotive exhibitions.

The event provided a thorough exhibition experience that integrated vehicle displays, contemporary product launches, technology showcases, live demonstrations, workshops, keynote sessions, and networking opportunities. Crafted to captivate both industry professionals and consumers, it fostered a vibrant atmosphere where innovation could be experienced in real time.

EXHIBITOR PROFILE

The exhibition welcomes a diverse range of participants, including passenger vehicle manufacturers, luxury automotive brands, electric and hybrid vehicle producers, mobility technology companies, aftermarket suppliers, and service providers. Together, they represent the full spectrum of the automotive ecosystem.

ICE: Gasoline

Hybrids: MHEV, HEV, PHEV, REEV and e-POWER

EV: BEV and FCEV

Alternative fuels: CNG

AUTOMOTIVE EXHIBITS

- Sedans and Hatchbacks
- SUVs and Crossovers
- Coupes and Convertibles
- Sports and Supercars
- MPVs and Minivans
- Light Commercial Vehicles
- All-Terrain Vehicles (ATVs)
- Luxury Vehicles
- Concept Cars

Visitor Journey

- Discovery
- Product Interaction
- Demonstration Zones
- Brand Engagement
- Networking Opportunities
- Educational Experiences



AUTOMORROW 2027

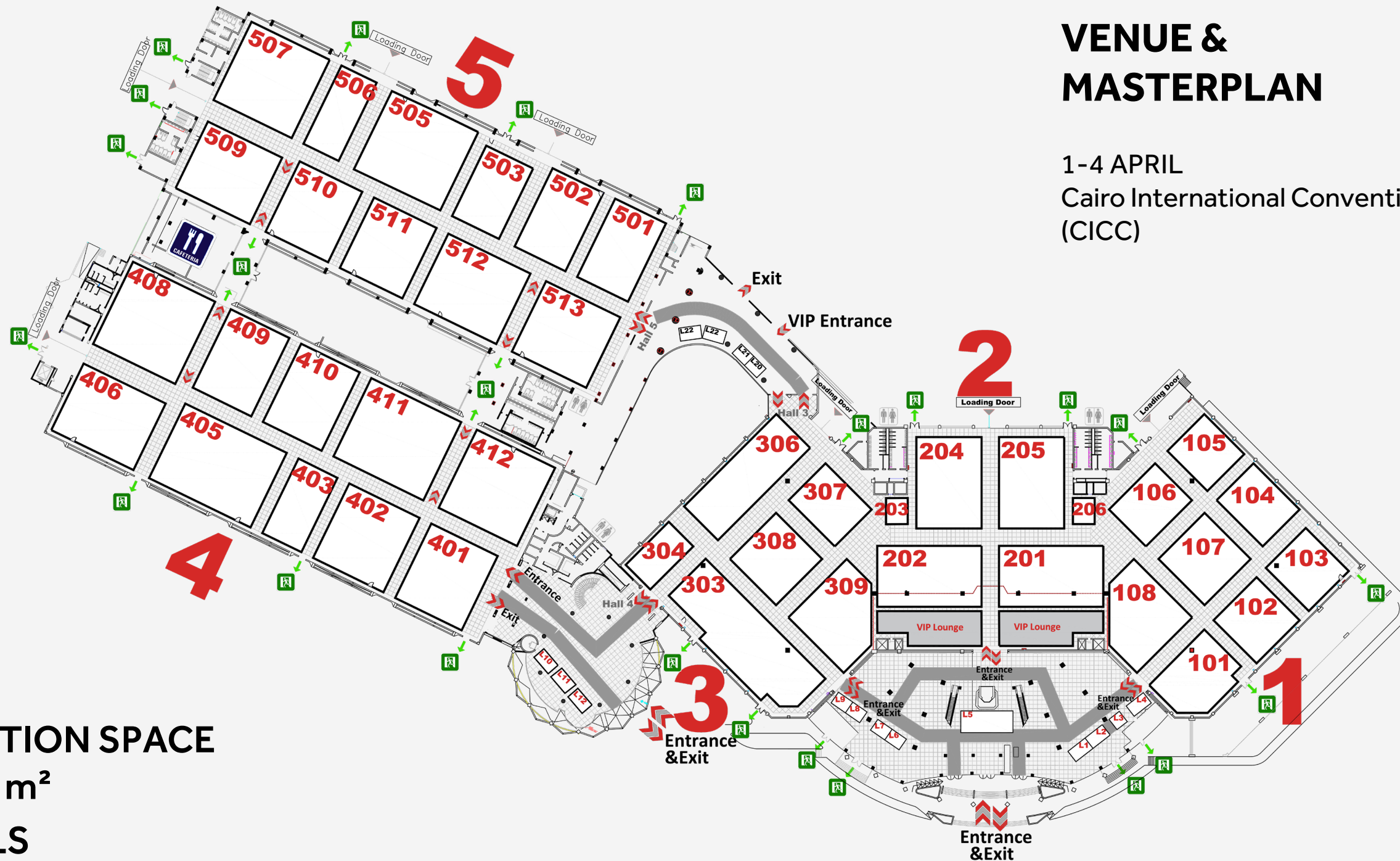
FACTS & FIGURES

	EDITION	2nd edition		EXPECTED EXHIBITORS	50+ local and imported brands
	FREQUENCY	ANNUAL		NUMBER OF DISPLAYED CARS	150+
	NUMBER OF DAYS	4		EXPECTED VISITORS	160,000+ trade and public visitors
	NUMBER OF HALLS	5		EXPECTED MEDIA REPS.	200+
	EXHIBITION SPACE	20,000 m2 Indoor space		EXPECTED MEDIA PLATFORMS	60+

VENUE & MASTERPLAN

1-4 APRIL

Cairo International Convention Center (CICC)



EXHIBITION SPACE
20,000 m²
5 HALLS



KEY BENEFITS OF EXHIBITING

1 Build Strategic Partnerships

An ideal venue for generating quality sales leads, attracting a concentrated audience of automotive enthusiasts, industry professionals, and potential buyers, allowing exhibitors to connect directly with interested prospects.

2 Launch New Products and Technologies

Position your brand as an innovator and leader in the automotive industry.

3 Connect with High-Value Buyers and Decision Makers

Connect with potential customers, partners, and the media. Effective networking can lead to lasting partnerships, innovative collaborations, and valuable industry insights. It can also drive post-show sales.

4 Strengthen Media Exposure

Present your innovations in a way that static advertising can't match. Live events allow visitors to see, touch, and experience cars up close, making them invaluable opportunities.

5 Generate Qualified Sales Leads

Gain insights into customer preferences, competitor offerings, and emerging trends.

6 Gain Valuable Market Intelligence

Attract press coverage and publicity, boosting your brand's profile in the industry.

7 Increase Brand Visibility Across Regional Markets

Increase awareness of your brand and dealership network and engage with both new and existing customers to build long-term customer loyalty.

MARKETING & PROMOTION STRATEGY

Media Campaigns

Comprehensive print, online, and industry media campaigns to maximize awareness and event visibility.

Online Presence

Strong digital promotion through the official website, email marketing, online communities, and digital advertising.

Radio Advertising

Prime-time radio campaigns to reinforce brand awareness and drive visitor attendance.

Press Releases

Regular press releases and media engagement to maintain continuous market visibility before the event.

Mobile Marketing

Targeted mobile campaigns delivering event updates and invitations directly to industry professionals.

Social Media

Daily content, sponsored campaigns, and audience engagement across all major social media platforms.

Outdoor Promotion

High-impact outdoor advertising, including strategically located billboards, to maximize brand exposure.

Targeted Trade Invitations

Distribution of 20,000+ targeted invitations to automotive professionals, buyers, distributors, manufacturers, and key decision-makers.



AUDIENCE & MARKET REACH

Expected Attendance

- 160,000+ Visitors

Media Exposure

- Regional Media
- International Media
- Automotive Publications

Influencers & Automotive Press

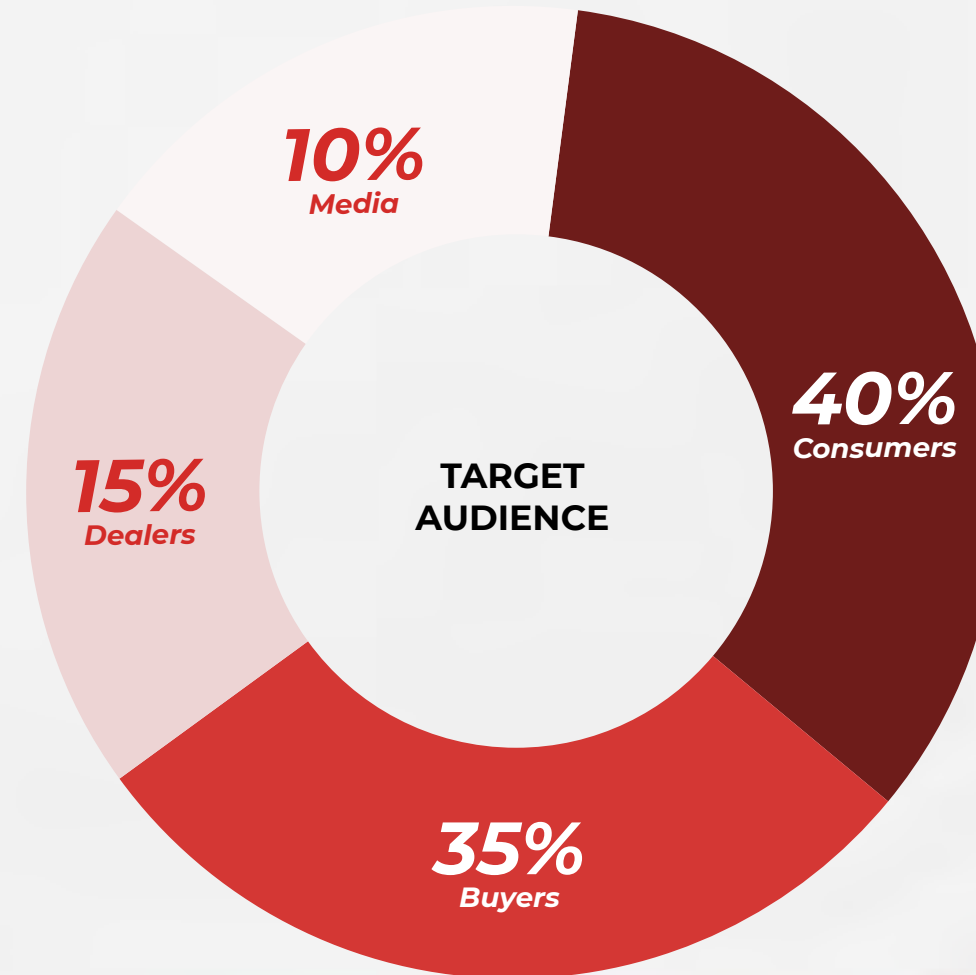
- Automotive Journalists
- Digital Creators
- Industry Influencers

Industry Stakeholders

- Manufacturers
- Dealers
- Distributors
- Investors
- Government Entities
- Technology Providers

Consumer Engagement

- Automotive Enthusiasts
- Product Demonstrations
- Interactive Experiences
- Brand Activations





DRIVING TOMORROW

Long-Term Vision

Position Egypt as Africa's leading automotive innovation hub.

Industry Collaboration

Manufacturers + Tech Companies + Government + Investors.

Sustainable Mobility Future

Transition toward EV, hybrids and clean transportation.

Egypt & Africa Positioning

Gateway to African, Middle Eastern and Mediterranean automotive markets.

Flexible Booth Options

Choose from customizable or standard booth layouts designed to maximize visibility and meet your branding needs.

Accommodates Different Budgets

Flexible sizes and packages for exhibitors of all scales.

Encourages Innovation

Layouts tailored to highlight vehicles, technology, and brands.

Promotes Networking

Open designs encourage attendee engagement and connections.

Allows Customizable Branding

Customizable spaces create a memorable brand presence.

DRIVING THE FUTURE

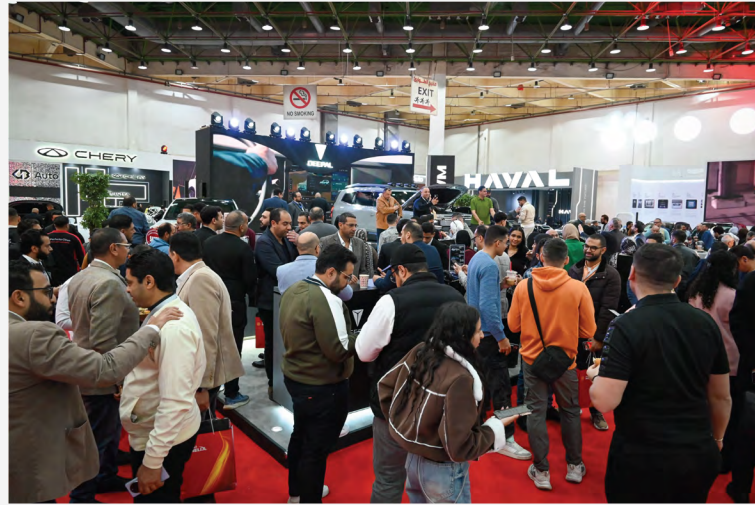
BY 2030

EGYPT & AFRICA'S PREMIER MOTOR SHOW CHARTING THE PATH FOR SUSTAINABLE TRANSPORT

Egypt's electric vehicle (EV) market is forecast to reach USD 20.08 billion by 2030, with a projected compound annual growth rate (CAGR) of 12.03%, growing from USD 10.22 billion in 2024. Growth drivers include government incentives like tax exemptions, increasing environmental concerns, and expanding local manufacturing, with a national ban on new fuel-powered car imports by 2040 as part of its vision 2030 goals. Worldwide, it is anticipated that there will be between 140 million and 230 million electric vehicles (EVs) on the roads worldwide, making up 30% to 50% of new car sales globally.



SCENES FROM AUTOMORROW 2026



SCENES FROM AUTOMORROW 2026





THE ORGANISERS

With more than three decades of experience, Art Line ACG-ITF has established itself as one of Egypt's leading exhibition and event organizers. The company delivers world-class trade exhibitions, conferences, and business events across a diverse range of industries, serving both local and international markets throughout Egypt and North Africa.

The group has experience in organizing and leading events in major trade and industrial sectors such as automotive, machinery and tools, real estate, accessories, furniture and interior design, and building and construction. As we look to the years ahead, we renew our pledge to remain committed to excellence, keep abreast of changes and innovations, adopt better management and construction techniques, and successfully overcome all challenges we have experienced before.

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AUTOMORROW

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