

International Fashion Business Affairs
FASHION NAS
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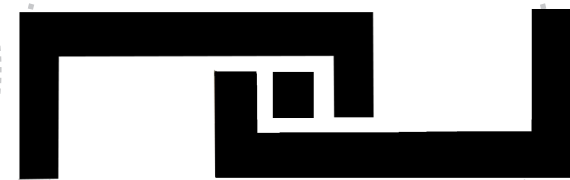
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We are a company whose main activity is to provide viable alternatives in terms of policy and commercial strategy to our European customers, having our activity focused mainly on the Middle East market. We are specialized in developing, establishing, consolidating and recovering business and commercial relations of European companies in countries of the Middle East.

- o Opening of European markets in the Middle East.*
- o Active pursuit of strategic business and strategic partners in the Middle East.*
- o Promotion activity at fairs and conferences of European products and services in the Middle East.*
- o Business management and intermediation services.*
- o Consolidation and growth of previous commercial activity of European companies in the Middle East.*
- o Presentation of European projects and investments in the Middle East.*
- o Specialized technical-commercial consultancy by sector*



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FASHION NAS
Pending confirmation
EGIPTO - EI CAIRO



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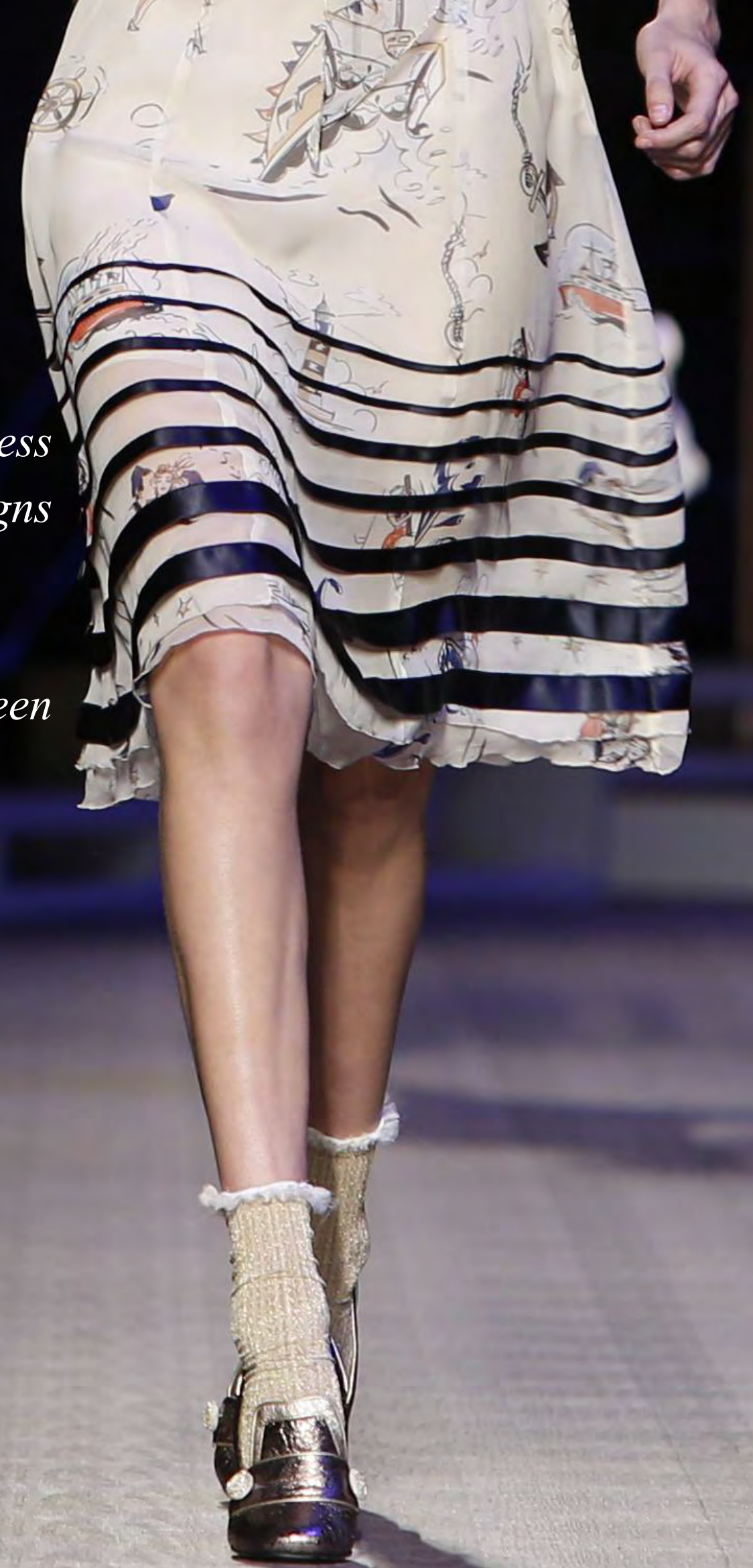
***PRESENTATION
WHY IN EGYPT
EGYPT AND FASHION
OBJECTIVES
ATTENDEES
SERVICES OFFERED
ACTIVITIES PROGRAM
REGISTRATION FORM***

PRESENTATION

Egypt's FASHION NAS aims to strengthen ties between the Arab and European worlds.

FASHION NAS brings together entrepreneurs, investors, fashion figures and business leaders to discuss, establish business relationships and learn about fashion trends, designs and innovations of the fashion industry.

FASHION NAS is an event to promote companies and facilitate contacts between suppliers and investors of the world of fashion in general.



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WHY EGYPT

There are numerous international franchises in the field of fashion and hostelry that populate the shopping centers that have proliferated in the two main cities of the country.

In a country that is restless and eager to make itself known to the world as a friendly and open country, the world of fashion is climbing very strong positions within the industrial and financial fabric of the country, being currently one of the engines of the economy of Egypt in an emerging phase but with prospects of consolidation in the short term.

Geographically, the sector is still very concentrated in Cairo (75%), followed by the city of Alexandria (13%)

Egypt has a favorable business climate.

Egypt is a fairly open economy, maintaining a very liberal trade regime with low tariff rates.

Its geographical location and its monuments and tourism, more than known, make it an attractive destination for the development of events.

Egypt is a country in full renewal and development with large prospects for the future.

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EGYPT AND FASHION

For some years already, Egypt is experiencing an incredible opening to the Western world, outstanding the fashion sector, given its versatility and variety, as well as the great economic exponent that supposes well-proven in many markets in the West World.

Many are internationally renowned designers, such as John Galiano who have been inspired by ancient Egyptian fashion and adapted it to modern times. Taking Cleopatra, the last queen of Egypt and one of the greatest muses in history.

Not only in Ancient Egypt is the current trend of fashion in Egypt, but the fashion sector is now consolidating as a strong internal power of the country's economy, reaching high market shares, in addition to its increasingly strong Implementation of franchises related to the fashion and accessories industry.

Multiple brands that currently stand out in the fashion market in Egypt can be mentioned, such as Amina Khalil (Amina K.), Ahmed Azzam (Zaam), Amira Motawea (Elia), Farah El Ashiry (Fufa), Farida Temraz (Temraza), Sami Amin, Yasmine Yeya (Maison of Yeya)

FASHION NAS OBJECTIVES

Exhibitions and fairs are the most economical and efficient way to gain market share.

The most complete communication tools where a direct interaction between buyer and seller, "face to face", is put into operation, putting the five senses into operation.

They allow to obtain a high volume of information in a short period of time.

The ideal place to establish business contacts: meeting with regular customers and attracting new customers, offering new services and / or products.

Allowing to check the degree of satisfaction of real or potential customers with respect to our products and those of the competition.

Exhibitions provide immediate feedback on the introduction of new products and / or improvements to existing ones.

They have a considerable impact on the purchasing decision process.

They are essential for finding export opportunities.

Trade fairs provide access to the international market at the best price.

They constitute a true platform in the strategy of internationalization of companies.



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ATTENDEES

Companies and professionals of the sector who wish to exhibit their products and services in the sectors related to fashion and accessories.

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Visitor Profile

Agent

Retailers

Boutiques

Multi-brand stores

Manufacturers

Department Stores

Importer-Wholesale

On line Store

Agencies of image representation and integral personal advice

Agencies of models

Responsible for press, communication, bloggers, community managers, etc.

Franchises related to the sector

And much more...

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Forum, Parade and Accommodation Le Méridien Pyramids Hotel & Spa 5*****

Parade day

The fashion show will be held in the outdoor pool area of the Hotel Le Méridien Pyramids Hotel & Spa overlooking the Great Pyramid of Keops.

For the parade, the organization will provide models, makeup and hairdressing, as well as a costume set available to designers.

The walkway will be distributed by the pool area with a visual route for the audience as well as for the media that will cover Fashion NAS.





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FASHION PARADE DAY

On this day will develop the parade of garments of the participating designers, both local and international, where their collections will be released and their creations will show.

A very important Media Coverage will be held, which will allow designers and fashion houses to present their collection to local, regional and international media and receive coverage of important television channels, magazines, newspapers and online media.

INITIAL MEDIA ASSISTANCE FORECAST

Television channels from Egypt and the Middle East, with national and international coverage:

NileTV, Nile Culture, OnTV, OnLIVE, Cbc, Al Nahar Television, Alhayat TV, Dmc TV, Mbc Misr, Dubai 1 y Abu Dhabi 1.

Written media and press:

Youm7, Al watan, Al ahram, Sada the balad

Radio and television:

Veto, Al Bawaba news, Al Wafd, Shoof Egy, Masrawy, Bbc

Public and influential personalities from Egypt:

Ministry of Culture, Ministry of Tourism, Director of the Opera House, Head of the actors' union, teachers of the faculty of Fine Arts, top footballers in Egypt, actors and actresses and VIP's of the Egyptian social scene.

PROGRAMME OF ACTIVITIES “FASHION NAS”

FASHION NAS

Due to the recent events related to Covid19, three dates will be initially proposed for future participants to choose in the web form.

The date of the celebration will be agreed between attendees and the organization, taking into account all the parameters, both of availability of attendees, and of permissiveness of trips and celebrations.

DAY 1 Pending confirmation

19:00 ... Welcome in airport
19:20 ... Steps of visa
20:30 ... Transfer to hotel
21:00 ... Dinner in hotel
22:30 ... Performance in the gardens of the hotel (assistants' meetings)

DAY 2 Pending confirmation

09:00...Breakfast in hotel
10:00...Promotional activities of the event, press conference and business appointment among interested companies of the sector of the mode in Egypt and the Arabic Countries.

11:00...FASHION NAS FORUM
12:00...FASHION NAS FORUM
13:00...FASHION NAS FORUM

14:00...Lunch in hotel BUFETE
15:00...Free time
16:00...Free time
17:00...FASHION NAS FORUM
18:00...FASHION NAS FORUM
19:00...FASHION NAS FORUM
20:00...Dinner in hotel BUFETE

DAY 3 Pending confirmation

09:00...Breakfast in hotel
10:00...Visit to the Citadel of Saladino
14:00...Lunch in hotel
15:00...Free time
16:00...Free time
17:00...Visit at Archaeological Museum of Cairo
19:30...Withdrawal of the archaeological museum of Cairo
21:00...Dinner in the ship " The Saraya" on Nile with belly dance spectacle
23:00...Transfer to hotel

DAY 4 Pending confirmation

DAY OF PARADE

DAY 5 Pending confirmation

09:00 ... Breakfast in hotel
10:00 ... Visits to the Pyramids of Keops, Kefren, Micerinos and the Sphinx
14:00 ... Lunch in the restaurant CHRISTO
16.00 ... Transfer to the Hotel
17:00 ... Free
19:00 ... Visits to Khan el-Khalili market
21.00 ... Dinner in typical Restaurant
23:00 ... Transfer to the hotel

DIA 6 Pending confirmation

Breakfast and exit, at the foreseen hour I move to the airport to realize target flight to native land.
End of our services.

The organization reserves the right to cancel the event in case it does not reach a minimum of 40 european participants.

RATES

TRIP BUSINESS TOURISM FASHION NAS

1890 € V.A.T. NOT INCLUDED

INCLUDED IN THE TRIP

*Flights of Madrid and Barcelona to Cairo (From other origins to consult)
Payments of the steps of visas
Double room (For single room to consult)
Transfers in bus
Housing in hotel 5* Le Merydien Pyramids
Full board
Visits the pyramids of the Giza
Visits the Citadel of the Saladino
Visit to the Archaeological Museum of Cairo
Visit to the market there gives Khan the Khalili
Assistance to the fashionable forum FASHION NAS in hotel 5* Le Merydien
Pyramids
Assistance to Cairo Fashion NAS
Translators of Spanish speech
Tables of negotiation
Dinner in the ship " The Saraya " on Nile and show restraint programmed.*

OPTION PRESENTATION IN THE FORUM

TRIP BUSINESS TOURISM FASHION NAS

500 € V.A.T. NOT INCLUDED

INCLUDED IN FORUM FASHION NAS

*To exhibit and to sell your brand during 10 minutes
Media coverage of televisions and national and international press
Tables of negotiation with businessmen of the sector
To insert logo of the brand in the Foto Call*

OPTION PARADE Cairo Fashion NAS

100 € PRICE PER ARTICLE (GARMENT) NOT INCLUDED VAT

PARADE FASHION NAS

Le Méridien Pyramids Hotel & Spa

DATE: PENDING CONFIRMATION

International night for global designers

Cost for item(Garment) 100 euros + VAT %

The price includes :

Direction of parades of modes

Professional models

Makeup and hairdresser's shop

Rest backstage

12 Minimum items (garments) per designer



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INFORMATION FASHION NAS

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