

International Fashion Business Affairs
FASHION NAS
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ASUNTOS COMERCIALES
EUROPEOS EN ORIENTE
MEDIO

NASMECA 2017

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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ASUNTOS COMERCIALES
EUROPEOS EN ORIENTE

- *Apertura de mercados Europeos en Oriente Medio.*
- *Búsqueda activa de socios comerciales y estratégicos de referencia en Medio Oriente.*
- *Actividad de promoción en ferias y congresos de productos y servicios europeos en Medio Oriente.*
- *Gestiones comerciales y servicios de intermediación.*
- *Consolidación y crecimiento de actividad comercial previa de empresas europeas en Medio Oriene.*
- *Desarrollo y presentación de proyectos europeos en Medio Oriente.*
- *plataforma de presentación de inversiones internacionales.*
- *Asesoría técnico-comercial especializada por sectores.*

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الشؤون التجارية الأوروبية في الشرق الأوسط

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MIDDLE EAST COMMERCIAL AFFAIRS

International Fashion Business Affairs

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FASHION NAS
EGIPTO - EL CAIRO



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PRESENTATION
ABOUT US
WHY IN EGYPT
EGYPT AND THE FASHION OBJECTIVES
METHODOLOGY AND STRATEGY
PARTICIPANTES
SERVICES OFFERED ACTIVITIES
PROGRAM
REGISTRATION FORM



PRESENTATION

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

The process of liberalization of the financial sector, which has begun recently, is attracting foreign capital. Examples include the privatization of the Bank of Alexandria or the establishment of foreign banks such as HSBC, Pireus Bank, Société Générale or Citibank.

International distribution chains such as Makro or Carrefour are present in Cairo and Alexandria. Recently, the Swedish multinational Ikea has also begun to invest in Egypt. There are numerous international franchises in the field of fashion and restoration 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.

The franchise, is receiving the attention of the government and the private sector in recent years. According to a study carried out by the Social Fund for Development in recent years has increased the number of franchises, particularly in the fashion sector. 49% of the franchises in



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Egypt are confectionery, commercial distribution, furniture and decoration. The remaining 51% is distributed among about twenty sectors. The Social Fund For Development supports the establishment of franchises primarily through support for potential Egyptian franchisors. Geographically, the sector is still very concentrated in Cairo (75%), followed by the city of Alexandria (13%).

Demography and society

With a young population (average age 25.2 years) that exceeds 92 million inhabitants (of which around 20 are concentrated within the Cairo metropolitan area), Egypt is a very large and strategically Both geographically and politically, between three main axes: the Mediterranean countries, Africa and the Middle East.

As for the main cities, it is possible to emphasize the following ones:

Cairo, with 22.5 million inhabitants in its metropolitan area (Cairo, Guiza and Kalyoubia)

Alexandria: 4.4 million people

Port Said: 604,000 inhabitants

Suez: 550,000 inhabitants.

And something else.....

It 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 the fashion of Ancient Egypt and have adapted it to modern times. Taking as a reference of beauty and style of Ancient Egypt to Cleopatra, Egypt's last queen and one of the greatest muses in history, her beauty, style and costumes are a source of inspiration for today's society.

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.



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OBJECTIVES OF THE FASHION NAS

- Exhibitions and fairs are the most economical and efficient way to gain market share. They are the most complete communication tool 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.*
- They are the ideal place to establish business contacts: meeting with regular customers and attracting new customers, offering new services and / or products.*
- They make it possible to check the degree of satisfaction of actual or potential customers regarding our products and those of competitors.*
- They 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.*
- They contribute to reinforce the image of the company.*
- They build a unique opportunity to identify potential suppliers, subcontractors, representatives, importers and distributors.*
- They allow you to have a clear idea about the competition: who they are and what is the position of our company with respect to them. They also allow us to meet the customers of the competition.*
- They facilitate research on the company's pricing policy with respect to competition. They are the best way to "take the pulse" to the market, to know current and future trends.*
- They represent an excellent opportunity to discuss problems and new trends with other professionals in the sector.*



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A fashion show runway scene with models wearing patterned shorts and sneakers. The runway is illuminated, and the background is dark with some audience members visible.

METHODOLOGY AND STRATEGY

Through a methodological and strategic plan, the organizers will lay the groundwork for the successful development of FASHION NAS

To do this, we will follow a plan designed in advance in which the expected deadlines will be met.

PARTICIPANTS

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, Retailers, Manufacturers, Department Stores, Department Stores, Importer-Wholesale, Shop Agencies of image representation and integral personal advice.

Agencies of models.

Responsible for press, communication, bloggers, community managers, etc. Franchises related to the sector.

Motivations of exhibitors and visitors:

Show your products or services and reach a target audience.

Create or reinforce visibility and increase awareness and interest in their capacity provision.

Attend investigations and disseminate information.

Identify new potential customers or strengthen relationships with existing ones. Establish upward and downward trade links.

Identify agents.

Negotiate offers that can lead to business alliances.

Develop the network of relationships.

Know the potential partners that can lead to business alliances.



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OPPORTUNITIES IN THE FASHION NAS

Contributions of financing, technology and advising
Achieve alliances of cooperation among the actors of the sector
Visit of managerial Arabic groups and representatives of big fortunes
Recognition of the region promotes to local, regional and international level
Institutional Supports
Interinstitutional Organization

Added Value

Adoption of managerial services

Positioning of the product

Development of the productive sector country

New business ideas and his implementation arise.

The productive chain fortifies

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



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Forum and Accommodation Le Méridien Pyramids Hotel & Spa

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 Cheops.

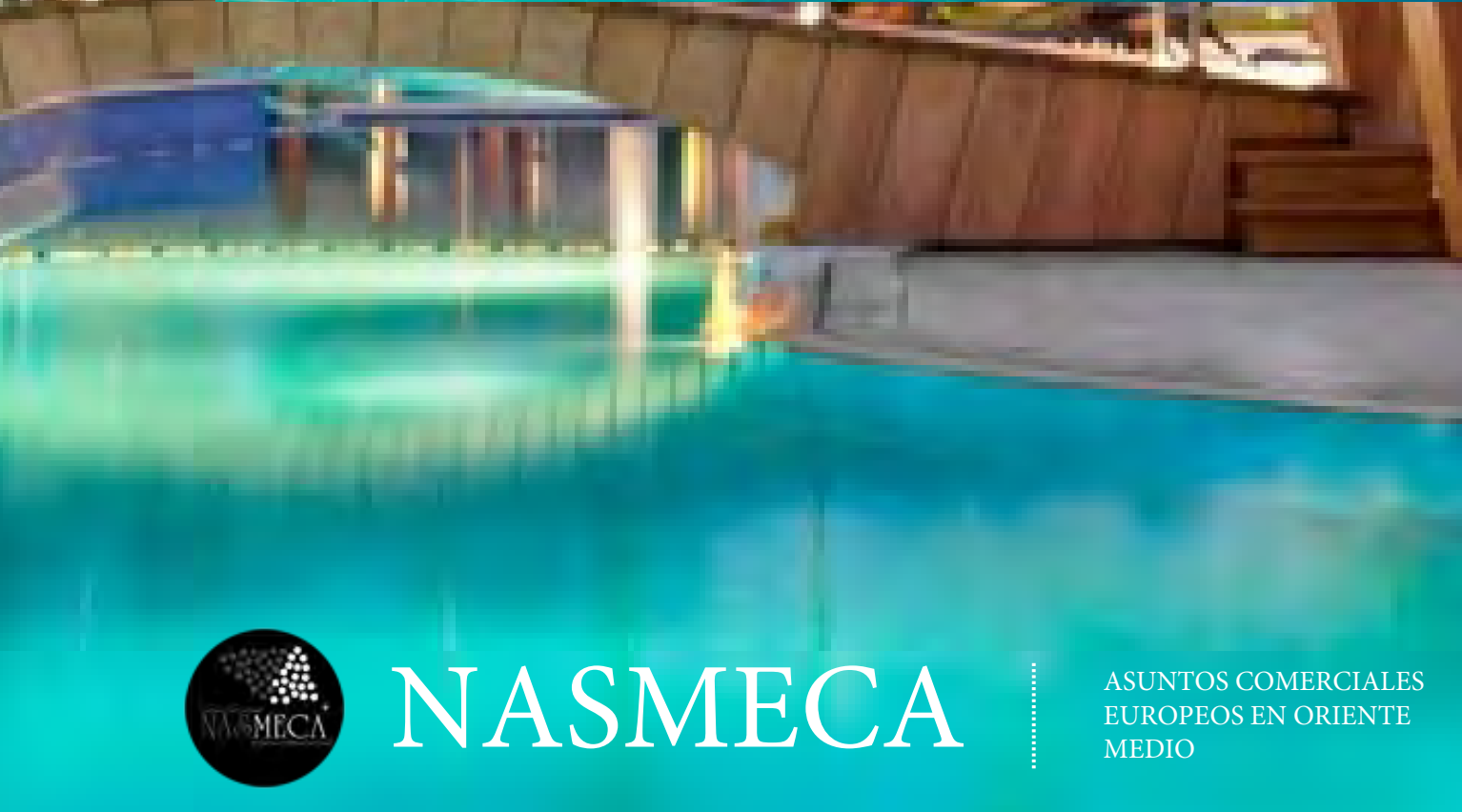
For the parade, the organization will provide models, makeup and hairdressing, as well as a costume set available to designers.

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



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PROGRAMME OF ACTIVITIES “FASHION NAS”

FASHION NAS

DAY 1

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

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

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 al Archaeological Museum of Cairo
19:30...Withdrawal of the archaeological museum of Cairo
21:00...Dinner in the ship " The Saraya" on Nile with spectacle dances of the abdomen
23:00...Transfer to hotel

DAY 4 17/02/2018

DAY OF PARADE

DAY 5

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

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

1590 € 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)
Movements 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 PARADES Cairo Fashion NAS

100 € PRICE PER ARTICLE (GARMENT) NOT INCLUDED VAT

PARADE FASHION NAS

*Le Méridien Pyramids Hotel & Spa Fecha on
November 18 7pm - 12am International night
for global designers
Cost for article(Garment) 100uros + IVA %*

The price includes all the necessary articles:

*Direction of parades of modes
Professional models
Makeup and hairdresser's shop
Rest backstage
5 Minimal articles(garments) for designer*



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INFORMATION FASHION NAS



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