



North Africa's Leading Platform for Wood and Woodworking Machinery

Cairo WoodShow 2017 Forum

Opportunities, Challenges & Solutions for Transformation and Digitization of the Growing Egyptian Furniture Industry

Venue – Cairo International Convention Center, Cairo, Egypt

Date: 9 – 11 December 2017

Timings – 12:00pm – 5:00pm

In-conjunction with Cairo International Wood & Wood Machinery Show 2017

Cairo WoodShow is proud to introduce its new feature: Cairo WoodShow 2017 Forum with the theme '*Opportunities, Challenges & Solutions for Transformation and Digitization of the growing Egyptian Furniture Industry*'.

Executive Summary:

Cairo WoodShow 2017 Forum is a series of panel discussions between the experts and individual company presentations that will be conducted during the four days exhibitions.

The forum aims at delivering the sessions that will present the current challenges and solutions required by the growing Egyptian furniture industry. It will also throw light on the new opportunities that will be created within the industry that will be moving towards Digitization. Also it will focus on the financial aspect of the process of further development of the industry.

The targeted audience will include senior management professionals from the furniture industry and the interactive mode of the forum will allow the participants to have valuable Q&A sessions as well.

Key benefits of attending:

- Examine the wealth of business opportunities emerging from the burgeoning Egypt Furniture sector
- Study the challenges prevailing in transforming the furniture industry to use the latest technologies and new products
- Learn about the smart solutions coming in from the industry experts
- Identify and learn about the latest technologies and the use of different and alternative products
- Hear live projections, facts and figures on the present / future of the furniture sector in the MENA region
- Analyze the best vertical investments options in furniture production & manufacturing
- Discuss legal timber trading purchasing policies & legality



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Detailed Agenda

Day One – Saturday, 9th December, 2017

- 12.00 Opening Remarks about the forum from Cairo WoodShow Team
- 12.05 Welcome speech from the Ministry of Trade & Industry of Egypt
- 12:15 Welcome speech by Egyptian Furniture Export Council
- 12:25 Welcome speech by Industrial Development Authority
- 12.30 **Panel Discussion:**
Future Trends: Feasibility of Digitization of the Furniture Industry and Its Consequences
- Participants from:
- Ministry of Trade & Industry of Egypt
 - Egyptian Furniture Export Council
 - ATIBT
 - Good Wood
 - Biesse Group
 - Malaysian Timber Council
- 13:45 Keynote Presentation by Hettich Middle East
- Introduction to latest smart furniture accessories
 - Projecting different applications of the latest products
 - Points on trending technologies in the furniture industry worldwide
- 15:00 Keynote Presentation by Biesse Group
- Introduction to Industry 4.0
 - Impact and relevance of latest machinery technologies for the furniture industry
 - Latest machines from Biesse
- 16:00 Tea / Coffee Break
- 16:15 Keynote Presentation by American Hardwood Export Council
- Introduction to different Hardwoods
 - Relevance of Hardwoods in the furniture industry
 - Wood Industry trends worldwide
- 17:30 Closing Remarks



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Day Two – Sunday, 10th December, 2017

- 12.00 Opening Remarks from Cairo WoodShow Team
- 12.05 **Panel Discussion:**
Challenges faced in Import/Export Activities of Furniture Industry and Relevant Smart Solutions
- Participants from:
- Ministry of Trade & Industry of Egypt
 - Ministry of Forestry and Wildlife of Cameroon
 - Egyptian Furniture Export Council
 - Homag Group
 - APT
 - Ashley
 - Damietta Furniture City
- 13.15 Keynote Presentation by APT
- Introduction to Power Tools
 - Relevance to furniture industry
 - Different applications and usages of the tools
- 14:30 Keynote Presentation by Homag Group
- Introduction to Industry 4.0
 - Impact and relevance of latest machinery technologies for the furniture industry
 - Latest machines from Homag Group
- 15:45 Tea / Coffee Break
- 16:00 Keynote Presentation by Malaysian Timber Council
- Introduction
 - Overview of Malaysian Species grown in Malaysia
 - Status of Malaysian Timber Exports and relevance to the furniture industry
- 17:15 Closing Remarks



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Day Three – Monday, 11th December, 2017

- 12:00 Opening Remarks by Cairo WoodShow Team
- 12:05 **Panel Discussion:**
Opportunities & Possible Synergies within Wood, Furniture, Machinery & Construction Sectors
- Participants from:**
- Ministry of Trade & Industry of Egypt
 - Industrial Development Authority
 - SCM Group
 - American Hardwood Export Council
 - Head of Finance Sector of Small & Medium Enterprises Development Agency
 - Industrial Development Bank
 - Industrial Development Authority
 - National Company of Wood of Gabon
 - Ministry of Forestry and Wildlife of Cameroon
- 13:15 Keynote Presentation by SCM Group
- Introduction to Industry 4.0
 - Impact and relevance of latest machinery technologies in the furniture industry
 - Latest machines from SCM Group
- 14:30 Keynote Presentation by ATIBT
- Introduction to Legality of Timber
 - Status of Legal Timber trading worldwide
 - Overview of Tropical Timber Varieties
- 15:45 Tea / Coffee Break
- 16:00 Keynote Presentation by French Timber
- Introduction
 - Overview of French Species grown in France
 - Status of French Timber Exports and relevance to the furniture industry
- 17:00 Closing Remarks



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Cairo WoodShow 2017 Forum Speakers' Profile

Cairo WoodShow Forum targets decision makers of the entire wood-industry value chain including the Logistics & Supply Chain community, Consultancies, Green Building promoters, Investment & Private Equity world, Architectural & Designing houses, Property Developers, Forestry industry, Wood Material designers, Research & Development Institutions and Government-led or independent agencies

Cairo WoodShow 2017 Forum Media Partners

Cairo WoodShow Forum Media Partners are web and paper publications established to support, advocate and promote the entire spectrum of the wood & forestry sector.

