



**VERONAFIERE - WITH THE EGYPTIAN EXPORTERS ASSOCIATION - PRESENTS
PROJEX AFRICA:
THE EXHIBITION LOOKING TO THE FUTURE OF BUILDING AND CONSTRUCTION**

The new initiative scheduled from 11-14 December 2014 in Cairo alongside Marmomacc Samoter Africa & Middle East (the international exhibition of stone design, technology and construction/earth moving machinery organised by Veronafiery with Art Line and ExpoLink.

Cairo, 25 June 2014 - Veronafiery, in collaboration with the Egyptian Exporters Association, presented in Cairo today the first edition of **Projex Africa 2014**, the international building and construction exhibition scheduled in the Egyptian capital **11-14 December 2014**.

The event, which is part of the strategy of active involvement in North Africa implemented by Veronafiery as a gateway to the entire continent, lines up with the international activities of Marmomacc, the landmark event in Verona (49th edition scheduled 24-27 September 2014) supporting the Italian natural stone industry and related sectors.

The Italian stone industry, in fact, still offers Italian companies excellent growth potential and, according to the latest analysis of Istat data carried out by the Marmomacc Observatory, is still the leader for processing and marketing of marble and granite. The first quarter of 2014 saw growth of **+5.3% in overall Italian exports** of finished and semi-finished products worth **407.8 million euros**, against 387.1 million euros for the same period in 2013.

In keeping with its mission supporting Italian industry, Veronafiery immediately took the opportunity of the exhibition in Egypt to support exhibitors and visitors even in the building energy efficiency field. This aspect sees Veronafiery exploit its own experience and networking capabilities achieved through the organisation of Smart Energy Expo, the event dedicated to the white and green economy (Verona, 8-10 October 2014).

Projex Africa 2014 will focus on the current situation and the future of construction and building material industries in Egypt and, on a broader scale, in Africa as a whole, through four days of demonstrations, seminars, forums and attendance by the most important sector operators. In 2015, investments in the Egyptian construction sector will come to 7.2 billion dollars, while over the next 20 years the populations of African cities will grow by 400 million people, matched by equal growth in demand for new housing.

Projex Africa 2014 will take place alongside Marmomacc Samoter Africa & Middle East 2014, the international exhibition of stone design, technology and construction/earth moving machinery organised by Veronafiery with Art Line and ExpoLink. The event will have an area of over 10 thousand square meters welcoming professionals, architects, contractors and institutions in the construction and building material fields.

The four days of the show will also offer training meetings dealing with design and architecture using stone. Organised by the Marmomacc Stone Academy, the event is dedicated to professionals and architects keen to improve their skills in an expanding industry. In particular, the press conference held today saw the announcement by the President of the AUA (African Union of Architects), architect Seif Allah A. Alnaga, that the AGM of the Association will be held during the event.

Lastly, thanks to the International Buyers Program, exhibitors will have the chance to take part in meetings with local buyers and top players in the industry.

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