

# LEISURE SHOW – North of Africa

Swimming Pool, SPA, Landscape, Outdoor and Water Treatment

8<sup>th</sup> – 10<sup>th</sup> February, 2024

## Post-Show Report

Organizer

Heights



# Index



## Exhibition Over View

The exhibition heralds the participation of 56 prominent companies operating in sectors such as swimming pools, spa, outdoor, and water treatment. Their presence showcases the comprehensive scope and diversity of the outdoor industry.

The exhibition features the official launch of The Aquatic Lagoon Conference, drawing the participation of esteemed international, regional, and local speakers. This remarkable initiative promises invaluable insights and perspectives for the industry.



# Sponsors

## Main Sponsor



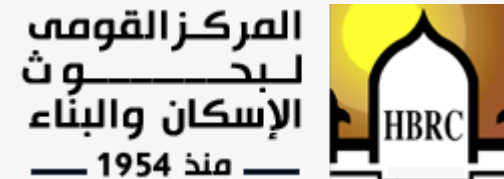
## Conference Sponsor



## Official Sponsors














## Strategic Sponsors














# Exhibitors

Number of Exhibitors : 55






Number of Sponsors :13

-  Al Elmia
-  Al Gohary Metal
-  Al Nour
-  Amwaj
-  Atlas Pool
-  Cultivate
-  Daghash Group
-  Dahab Bazaar
-  Dancing Fountains
-  Ebdaa Outdoor
-  El Hejaz

-  Elhawag
-  Emma Beauty
-  Al Nour
-  Epco Engeneering
-  Esthemax Egypt
-  Fitness Factory
-  Fountana Egy
-  Future Modern lap
-  Gabzi
-  Gemas
-  Heatco

-  Kassab
-  Lava Fire
-  M&A Swimming Pool
-  Mad Layers
-  Manar Steam
-  Mad Layers
-  Marso
-  Marwan Group
-  Master Line
-  MBD Factory
-  Meteora Swimming Pool

-  Micon
-  Oase Fountain
-  Palintest
-  Patios
-  Professional Pools
-  P-Zone International
-  Red Sea Industrial
-  Renaldi
-  Sauna Sport
-  Savor Spa
-  SHB Engeneering

-  Shutter Island
-  Sobek Sport
-  Sonaa Al Amal
-  Soul Design
-  Splash
-  Sun Egypt
-  Red Sea Industrial
-  Taqa Cables
-  The Architecture Aisle
-  Verde Vertical
-  VIP Swimming Pool

# Official Attendees



**Essam Alnagar**

Director  
General Organization  
for Import & Export  
Control



**Amr Shahin**

Director  
Egyptian Presidential  
initiative for Manf.  
Nationalism



**Ahmad Havez**

Business Development  
Egyptian Presidential  
initiative for Manf.  
Nationalism



**Safa Ragheb**

Director of Sanitary  
and Environmental  
Engineering



**Amr Albanna**

Head of Building  
Research Centre

# Official Attendees



**Dr.Yousry Al Sharkawy**

**H.E CG Dan  
Munyuza**

**H.E Catherien  
Nurujean**

**Umar Sanda  
Ahmed**

**H.E Mamadou  
Sow**

Head of Egyptian  
African Businessmen  
Association

Ambassador  
Republic of Rwanda

Ambassador  
Republic of Malawi

Ambassador  
Republic of Ghana

Ambassador  
Republic of Senegal

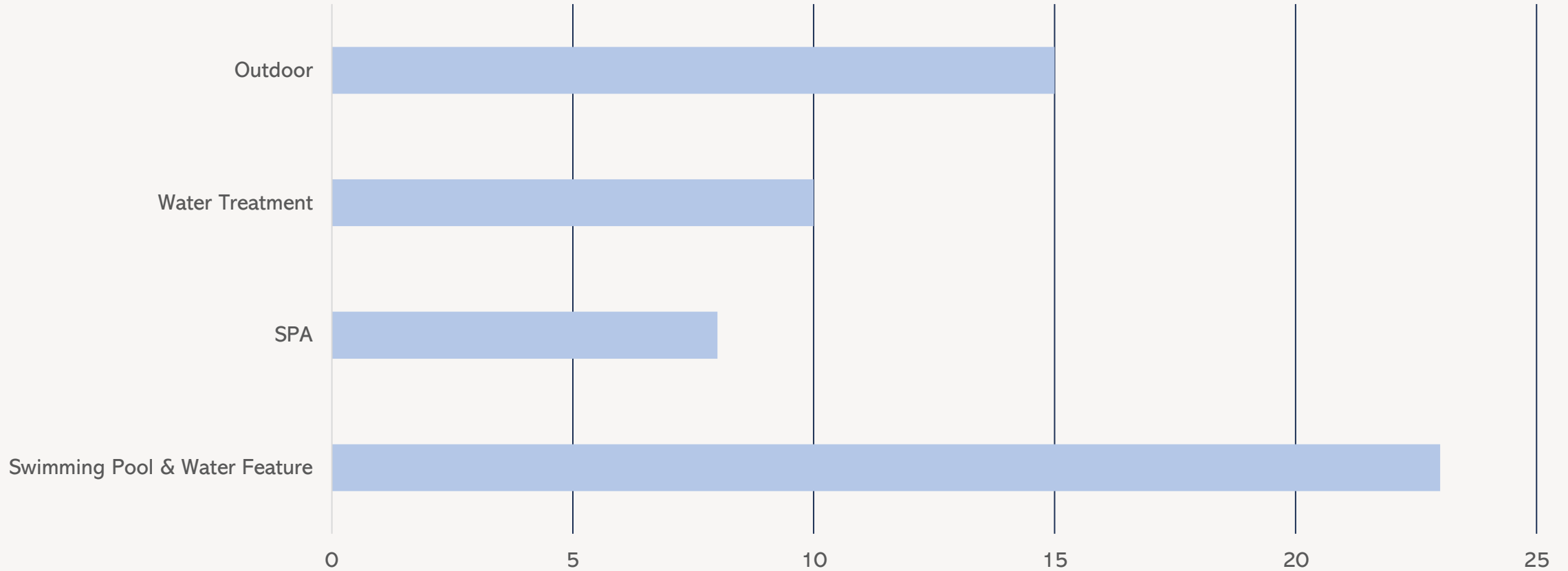
# Guest of Honor

Heights Egypt, the organizer of Leisure Show Exhibition, expresses gratitude for the dedication of swimming pool leaders in Egypt and the Middle East. In 2024, Mr. Samir Halim has been chosen as the guest of honor for this round.

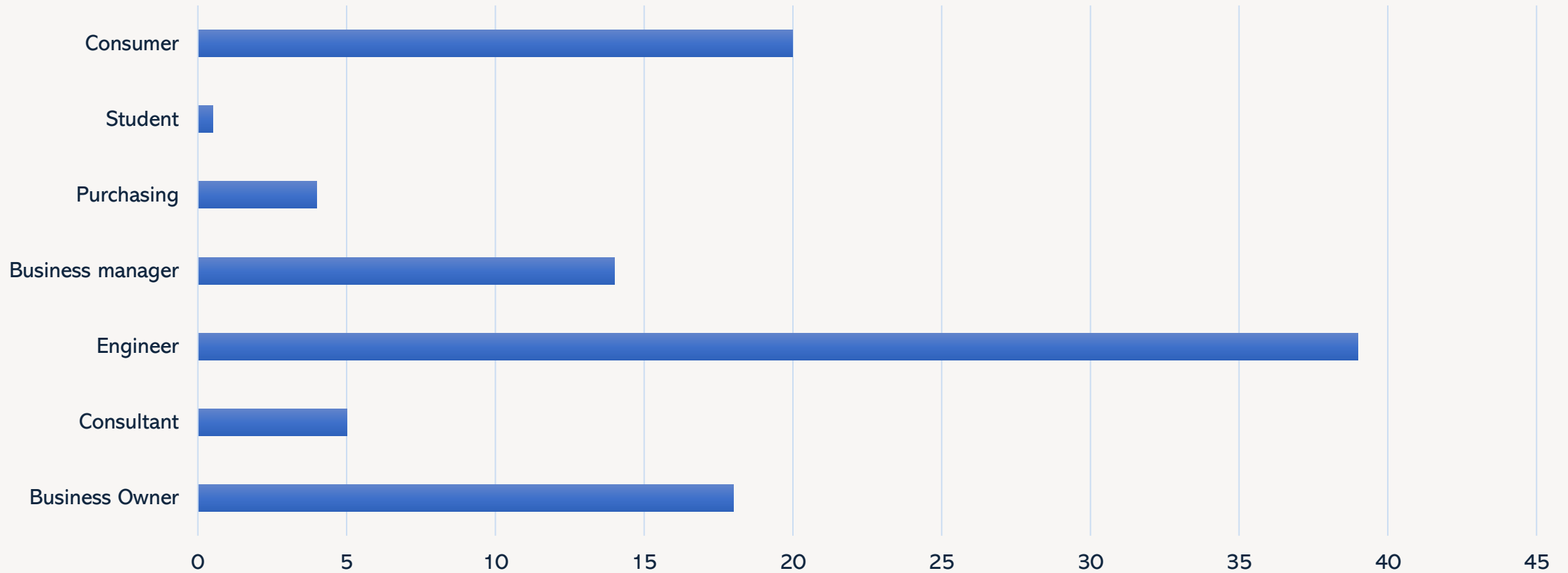




# Exhibitors Profile



# Visitor's Profile - %



# Aquatic Lagoon Conference

8<sup>th</sup> – 10<sup>th</sup> Feb, 2024



**AQUATIC LAGOON CONFERENCE**

**Main Topic**  
Outdoor Landscape Design

**Subject**  
Water integration in the urban landscape, a continuous challenge!

Experienced architecture and planning professional specializing in water features and urban elements. Skilled in negotiation, value engineering, business planning, and design. With 24 years of experience, I've conceived and specified products for public and landscape realms, as well as urban art and furniture. I've supported numerous multi-scale water feature projects globally, particularly in retail, hospitality, public spaces, and theme parks. My international collaborations have facilitated market expansion and secured new business opportunities. Passionate about creating innovative and memorable experiences with water features, and dedicated to fostering personal relationships and continuous learning.

**Mr. Enrique Varum**  
Africa Sales Director

Kempinski Hotel - New Cairo  
8 - 10 February 2024

CONFERENCE MAIN SPONSOR

**AQUATIC LAGOON CONFERENCE**

**Main Topic**  
Swimming Pools and Crystal Lagoons

**Subject**  
Feeder industries in the hotel & tourism sectors and its role in the classification of international standards

1. chairman and owner of score grass for industry & investment group ,
2. El hedaya sports for playgrounds installation: chairman & owner
3. Electron electric: chief executive officer.
4. Member of the board of directors & chairman industry committee of the Arab federation of marketing a sports investment of the unity council economic in the Arab league.
5. Member of board directors in the Egyptian African businessmen association.
6. Member of the Egyptian Turkish businessmen association
7. Member of the business investors association in the north Gulf of Suez.

**Eng. Karim Ismail**

Kempinski Hotel - New Cairo  
8 - 10 February 2024

CONFERENCE MAIN SPONSOR

**AQUATIC LAGOON CONFERENCE**

**Main Topic**  
Lagoon Water Treatment

**Subject**  
Manufacturing on effect real state developments

Overseeing the development of the factory  
Maintaining strong client relationships  
Driving future business opportunities  
Introducing cutting-edge technologies to the Egyptian market  
Managing projects and crucial agreements

**Emad sharabash**  
Business Developer at Allweller Farid Hassanein Pumps

Kempinski Hotel - New Cairo  
8 - 10 February 2024

CONFERENCE MAIN SPONSOR

**AQUATIC LAGOON CONFERENCE**

**Main Topic**  
Swimming Pool & Crystal Lagoon

**Subject**  
Pool Equipment with AI Technology

Over 7 years of extensive experience in international trading & business development, with an electrical engineering background

**Mahmoud Youssef**

Kempinski Hotel - New Cairo  
8 - 10 February 2024

CONFERENCE MAIN SPONSOR

**AQUATIC LAGOON CONFERENCE**

**Main Topic**  
Project & Business Support Systems

**Subject**  
Role and Services of Egyptian Organization for Standards and Quality

- Egyptian Organization For Standards and Quality
- Director of Commercial and Technical Obstacles Department International Trade Organization

**Eng. Howaida Gamal**

Kempinski Hotel - New Cairo  
8 - 10 February 2024

CONFERENCE MAIN SPONSOR

**AQUATIC LAGOON CONFERENCE**

**Main Topic**  
Lagoon Water Treatment

**Subject**  
Water Treatment

-Senior Quality Assessor at the Egyptian General Authority for Standardization and Quality

**Dr. Neamatalla Mohamed**

Kempinski Hotel - New Cairo  
8 - 10 February 2024

CONFERENCE MAIN SPONSOR



**AQUATIC LAGOON CONFERENCE**

**Main Topic**  
Lagoon Water Treatment

**Subject**  
Case Study - Pool Components - Made in Egypt

Ahmed Al-Sayed Abu Youssef, Owner and Manager of VIP Office and Factory for Swimming Pools since 2004, expanded operations in 2009 to include manufacturing. Committed to excellence, the company focuses on providing a comprehensive range of locally produced swimming pool supplies for the Egyptian market. Under Mr. Abu Youssef's visionary leadership, the mission is to advocate for the advancement and increased visibility of Egyptian products globally, emphasizing quality and innovation in the swimming pool industry.

**Eng. Ahmed EL Sayyed**  
Kempinski Hotel - New Cairo  
8 - 10 February 2024

CONFERENCE MAIN SPONSOR



**AQUATIC LAGOON CONFERENCE**

**Main Topic**  
Opening Of Conference

**Subject**  
Lagoon industry between international specifications and local manufacturing

Samir Halim Boutros is the founder and CEO of SHB Engineering also known as (المشروعات والهندسية). He is one of the pioneers in the swimming pool and water features industry, with one of the biggest and most prestigious portfolios of projects and new designs that revolutionized the industry and became the standard across most projects now.

The company was founded in 1968 and now has projects across all of Egypt in cities like Cairo, Alexandria, Hurgada, Sharm El Sheikh, Luxor, North Coast, Eln Sokhna and others.

**Eng. Samir Halim**  
Founder and CEO of SHB Engineering  
Kempinski Hotel - New Cairo  
8 - 10 February 2024

CONFERENCE MAIN SPONSOR



**AQUATIC LAGOON CONFERENCE**

**Main Topic**  
Swimming Pools and Crystal Lagoons

**Subject**  
Effect of Improperly Constructed Water Features on Adjacent Buildings

Associate Professor of Geotechnical Engineering, HBRC

**Dr. Amr Hemada**  
Kempinski Hotel - New Cairo  
8 - 10 February 2024

CONFERENCE MAIN SPONSOR



**AQUATIC LAGOON CONFERENCE**

**Main Topic**  
Swimming pool industry (latest technologies and challenges)

**Subject**  
Prefabricated swimming pools and lakes

The artist, Dr. Mohamed Hassan, has numerous internationally published scientific research papers on the integration of plastic arts and architecture. His work demonstrates innovative uses of materials that highlight the aesthetic aspects of architectural design while adhering to engineering standards, accomplished through collaboration with the Foreign Creativity Foundation's team.

**Dr. Mohamed Hassan**  
Kempinski Hotel - New Cairo  
8 - 10 February 2024

CONFERENCE MAIN SPONSOR



**AQUATIC LAGOON CONFERENCE**

**Main Topic**  
Lagoon Water Treatment

**Subject**  
Innovative Pool Technology and Water Treatment

Deniz Üstünes, born in 1985 in Izmir, Turkey, is an Industrial Engineer and Deputy General Manager at GEMAS. With a career spanning diverse roles, including Export Manager and contributions to international market effectiveness, he focuses on growth strategies and competitive advantage.

**Deniz Üstünes**  
Kempinski Hotel - New Cairo  
8 - 10 February 2024

CONFERENCE MAIN SPONSOR



**AQUATIC LAGOON CONFERENCE**

**Main Topic**  
Swimming pool industry (latest technologies and challenges)

**Subject**  
Innovative Pool Technology

-Service Manager for the Meslo Group with 20 years of experience in a range of equipment working with various manufacturing partners including Palintest UK the leading company in water analysis technologies.  
-Topic :Water Treatment Technology

**Andreas Andreadis**  
Palintest Middle East  
Kempinski Hotel - New Cairo  
8 - 10 February 2024

CONFERENCE MAIN SPONSOR

**AQUATIC LANDSCAPING CONFERENCE**

**Main Topic**  
Modern Landscaping Design

**Subject**  
Outdoor & Landscape

Egyptian architect Ahmed Darwish, a graduate of the Faculty of Engineering, established his Design House in 2012. With 12 years of experience, he has made a significant impact in Egypt, Saudi Arabia, and the UAE through over 800 successful projects, reshaping spaces and bringing dreams to life.

**Eng. Ahmed Darwish**  
Owner and Co-Founder of Ahmed Darwish Designs Consulting Company

Kempinski Hotel - New Cairo  
8 - 10 February 2024

CONFERENCE MAIN SPONSOR

**AQUATIC LANDSCAPING CONFERENCE**

**Main Topic**  
Modern Landscaping Design

**Subject**  
Urban and Landscaping Design Process

Ahmed Badie, a seasoned architect with 22 years of experience, co-founded "Kaitabni," excelling in innovative urban design. His entrepreneurial ventures, including founding a private business and co-founding "Infinity Pools" highlight his comprehensive skills in architecture and landscaping. Badie's commitment to excellence and innovation positions him as a leader in the field.

**Ahmed Badie**  
CTO - Infinity Pools

Kempinski Hotel - New Cairo  
8 - 10 February 2024

CONFERENCE MAIN SPONSOR

**AQUATIC LANDSCAPING CONFERENCE**

**Main Topic**  
Modern Landscaping Design

**Subject**  
Outdoor Landscape Design

Dr. Ahmed Ramy is the Owner and Founder of MAD Layers since 2018, dedicated to creating captivating landscape designs. With a Master's degree from the University of Stuttgart, he brings expertise in enhancing outdoor spaces' mood and ambiance through strategic plant groupings.

**Dr. Ahmed Ramy**  
Owner and Founder of MAD Layers

Kempinski Hotel - New Cairo  
8 - 10 February 2024

CONFERENCE MAIN SPONSOR

**AQUATIC LANDSCAPING CONFERENCE**

**Main Topic**  
Project & Business Support Systems

**Subject**  
Introduction about EBDA - Presidential Initiative for Industry Nationalism

Ahmed Hafez, a renewable energy engineer and climate activist, is a member of the National Initiative for developing the Egyptian Industry. A Forbes-featured entrepreneur and a accomplished researcher, he focuses on making a positive impact in renewable energy, sustainable development, and international collaboration.

**Ahmed Hafez**

Kempinski Hotel - New Cairo  
8 - 10 February 2024

CONFERENCE MAIN SPONSOR

**AQUATIC LANDSCAPING CONFERENCE**

**Main Topic**  
The Modern Outdoor Design

In a field brimming with architectural and interior design talent, Solid Architects, led by architect Adel Bassillious, has been quietly building a strong reputation as the go-to destination for distinctive designs and top of the line construction services. Since it was founded a decade ago, the innovative design house has proven that it is a rising force in Egypt's design and construction market.

**Eng. Adel Bassillious**  
Founder & Managing Director at SOLID architects

Kempinski Hotel - New Cairo  
8 - 10 February 2024

CONFERENCE MAIN SPONSOR

# Media Campaign

	<b>Outdoor</b>	<b>Outdoor</b>	<b>Outdoor</b>	<b>Outdoor</b>	<b>Outdoor</b>
<b>Location</b>	6 <sup>th</sup> October Bridge	Salah Salem Street	Down Town mall New Cairo	Almehwar, 6 <sup>th</sup> October	Banks Street, New Cairo
<b>Audience Size</b>	900,000	1.2 Million	700,000	1 million	300.000
	<b>Social Media</b>	<b>Social Media</b>	<b>Social Media</b>	<b>Digital</b>	<b>Direct</b>
<b>Location</b>	Facebook	Instagram	WhatsApp	Emails	Printed Invitations
<b>Audience Size</b>	400,000	250,000	12,000	9,000	5,000







# Thank you

Heights Egypt Expo

[event@htsxp.com](mailto:event@htsxp.com)

[www.htsxp.com](http://www.htsxp.com)

+20 100 8551097

Organizer

**Heights**

## See you - May 2025