



AUTOMECH
AKHBAR EL YOM
2009

Post Show Report

The 14th International African Arabian Exhibition for Vehicles, Buses, Motorcycles, Motorcar Workshops, Service Station Equipment, Automobile Spare Parts, Accessories and Feeding Industries

4 - 8 June 2009 - Cairo International Fair Ground - Egypt

Press Release

Cairo's Great Balls of Fire Open the "City of Cars"

An unforgettable opening marked the return of the "City of Cars", AUTOMECH AKHBAR EL YOM 2009, "The 14th International African-Arabian Exhibition for Vehicles, Buses, Motorcycles, Motorcar Workshops, Service Station Equipment, Automobile Spare Parts, Accessories and Feeding Industries" that took place from June 4th – 8th 2009 at the Cairo International Fair Ground.

AUTOMECH AKHBAR EL YOM 2009 returned with the "City of Cars" annual event hosting thousands of invited guests, inspired by the glamorous settings of the Cairo Fair Grounds which was transformed into a luxurious concert setting to host a night of entertainment highlighted by Claude Challe, one of the world's top ambient music dj's working successful compilations such as Les Bains Douches, Buddha Bar 1 & 2 and Nirvana Lounge.

Following Claude Challe came Hanine y son Cubano, a full Cuban band churning out a mixture of salsa, rumba & Latin rhythms while backing up a young Lebanese singer with a beautiful oriental voice intervened with fire flames lighting the entire venue, casting colorful light shadows on the exhibition halls and in the sky.

The gala hosted multiple VIP Lounges built within the concert structure hosting the leading automotive sector figures, thousands of guests and many Arabian celebrities.

AUTOMECH AKHBAR EL YOM series the "City of Cars" campaign attracts a vast audience for consumers, exhibitors, buyers and business traders. The campaign success is inspired by the 'power of the people,' which is the foundation that we build on.

ACG-ITF are proud to present the "City of Cars" annual event with a different slice. We are inspired to design and produce some of the most creative & effective event launches in the business. "We expect our creative ideas to magnify this event's status as a major regional and international trade event," Ghozzi concluded.

AUTOMECH AKHBAR EL YOM is a thrilling experience with multiple marketing interaction advantages, as the industry leaders strive to empower their corporate branding.





Background

The MENA region is a tremendous market. Within the next decade, the MENA population is projected to supersede that of the European Union by 20% growing at a rate of 3% versus the 0.8% of the EU. The market of 400 Million Consumers is projected to DOUBLE in size within 20 years, while the EU market is expected to double in size in approximately 80 years.

With a vast population of approximately 80 million, Egypt empowers on population and strategic location, being the crossroads for the entire region. The Egyptian Automotive market is rapidly expanding with an average of 200,000 units per year. The Egyptian market is the fastest growing automotive market within the MENA Region. Out of 20 million vehicles in the Arab region, about 5 million vehicles are based in Egypt, being a quarter of the total.

While the domestic market for new cars & services continues to expand, analysts predict a massive growth in the export oriented automotive feeding industries. Egypt's strategic location and infrastructure is attracting investment opportunities for servicing and re-exporting to Arab African countries.



Opening Ceremony

A fascinating gala night was organized in celebration of the opening of the 14th version of AUTOMECH AKHBAR EL YOM 2009 at the Cairo International Fair Ground. The venue and halls were shining with glamorous colours of shadow lights, while the organizers built a whole stage in the garden yard arena in the centre of show halls with a luxurious VIP Lounges to host top VIP guests and celebrity figures. The opening ceremony included several programs and a magnificent performance of global artists:



The leading artist was Claude Challe, one of the world's top ambient music dj's working successful compilations such as Les Bains Douches, Buddha Bar 1 & 2 and Nirvana Lounge

Following was Hanine y son Cubano, a full Cuban band churning out a mixture of salsa, rumba & Latin rhythms while backing up a young Lebanese singer with a beautiful oriental voice

Fireworks all over the Cairo International Fair Ground sky announcing the 14th eve of AUTOMECH AKHBAR EL YOM 2009.



The gala hosted four VIP Lounges built within the arena hosting the leading automotive sector figures as well as many Arabian celebrities.



Show Highlights

AUTOMECH AKHBAR EL YOM 2009 covered 12 halls at Cairo Int'l Fair Ground with 19 countries exhibiting their products.

Spare Parts and accessories covered 4 Halls while cars occupied 7 halls in addition to a separate hall and outdoor area for commercial vehicles.



Several press conferences, forums and discussion panels were organized during the show, attended by more than 400 journalists and media representatives.



AUTOMECH achieved more than what it was aspired for and caused total market revival.





Exhibition Profile

A- General:

Organized for the 14th consecutive year, AUTOMECH, which is dedicated to exhibiting the latest and most thrilling new models of cars, has succeeded to be the annual “City of Cars”. Brand agents and car manufacturers await AUTOMECH launch their new models. Press conferences at AUTOMECH are considered to be the formal announcement channels of companies new car models, marketing plans, new after sales services and/or branches...etc.

The Annual Automotive Industry Forum:

No other automotive event in the MENA region is held over more than 44,000 m² and visited by more than 490,000 visitors.

Spare Parts and Market Trends in AUTOMECH:

With more than 20,000 trade visitors, exhibitors of spare parts & components can meet first time potential agents and buyers across the different industry sectors. Spare parts exhibiting pavilions, manufactures, exporters come together with car manufacturers, importers and wholesalers from Egypt and MENA region all under one roof in AUTOMECH.



Exhibition Profile (cont.)

B- Fact Sheet:

TITLE	: AUTOMECH AKHBAR EL YOM 2009
SUBTITLE	: The 14th International African Arabian Exhibition for Vehicles, Buses, Motorcar Workshops, Service Station Equipment, Automobile Spare Parts, Accessories and Feeding Industries
DATE OF EXHIBITION	: 4 –8 June 2009
VENUE	: Cairo Fair Ground, Cairo, Egypt
FREQUENCY	: Annual
SIZE OF SHOW (average)	: 44,800 m
EXHIBIT PROFILE	: Vehicles – Buses – Trucks – Service Station Equipment – Spare Parts – Car Accessories – Motorcar Workshops & Feeding Industries
VISITOR PROFILE:	: Manufacturing: Vehicle, Manufacturing: Auto Parts & Accessories, Trading: Vehicle, Trading: Auto Parts & Accessories , Aftermarket Service Provider, Vehicle Users, Importer, Exporter, Media/Press , Scientific Research Institute/ University , Government/Embassy, Trade Associations
Exhibition Website	: www.automech-online.com



Organiser

ACG-ITF...Direct Global Interaction:

Since 1986, ACG-ITF entered the market with a clear vision, "The Power of Trade Fairs"

Since the foundation, ACG-ITF has skillfully taken exhibitions to a new level by increasing service solutions, introducing trends and maximizing on the regions opportunities. Now capturing 47% of the exhibitions market share in Egypt, ACG-ITF is a corporate force setting the foundation and optimizing the regions economically driven resources through direct global interaction. ACG-ITF operates through a vast network of offices and agents worldwide covering 10 industry sectors. ACG-ITF offers service lines from travel services to branding, sponsorship, imaging, structure designs & construction, mailing & data services.

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Personnel

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C.E.O

Hany Khafagy
Project Manager (Cars)

Hamdy Mashaal
Project Manager
(Spare Parts)

Rabab Ahmed
International Sales

Exhibition Profile (cont.)

C- Post show figures:

Number of years show has run : 13 years (14th Edition)

Floor space occupied :	44,800	m ²
- Spare parts & accessories:	8,000	m ²
- Cars:	36,800	m ²

Exhibitors

Number of exhibitors :	389
Local exhibitors :	144
International exhibitors :	245

Visitors

Total number of visitors:	492,428
Number of trade visitors:	20,531
Local trade visitors:	19,012
Foreign trade visitors:	1,519
Number of visitors in day 1:	89,462

Supporting Agencies / Organizations

Inaugurated by:

Mr. Galal Dewidar
Secretary General
The Supreme Council of Press

Mr. Momtaz El Kot
Editor-in-Chief
Akhbar El Yom Establishment

Mr. Mohamed Ahdy Fadly
Chairman
Akhbar El Yom Establishment



Sponsored by

Mobil 1

Platinum Bank



Official Media Spon-

العالم اليوم

Online Partner

carlog.com

Official Banks



Official Drink - Official Catering - Coffee by



List of Exhibitors

ED Group	Diamond Trade	Smart Tech
         	    	    
	<p>Star Spare Plug Co.</p>	<p>Matrix</p>
		

List of Exhibitors (Cont.)

Video Bus	Social Fund	EAFA	Ahmos
   			
Tuning Team	Crazy Car	Int. Engineering & Marketing Co.	Tunning
			
Karemco	Top Cover	ER-BI Egypt	EZI Egypt
 			
S.M.M	El Eman	The Egyptian Co. for Engineering ind.	Phoronic
			
		BIAZ	SONAX
			



List of Exhibitors (Cont.)

AUSTRALIA

ERA POLYMERS

CHINA

ACCEL AUTO -TRANSMISSION SYSTEMS CO., LTD.
AIR FILTERS
ANHUI IMPORT & EXPORT CO.,LTD.
BEARINGS
BEIJING CHENG SHUN HANG XING CO., LTD
BRAKING COMPONENTS
BRILLIANCE
BUMPER
CARTER AND CARTER HOLDING FOR BODY PARTS
CASKA
CHANGZHOU DINGLIANG VEHICLE ACCESSORIES CO.,LTD
CHANGZHOU FEITUO MOULDED PLASTICS CO.,LTD
CHINA NATIONAL ELECTRONICS IMP/EXP EAST CHINA COMPANY
CHINA SPSUN GROUP CO., LTD.
CHONGQING ASIA-CHINA AUTOMOBILE SALES CO., LTD
CHONGQING NORTH JIANSHE IMP. & EXP. TRADE CO., LTD.
CHONGQING RATO POWER CO.,LTD
CHONGQING SEASKY TRADING CO., LTD
CHONGQING SUPER STAR RUBBER INDUSTRIAL CO., LTD.
CHONGQING WANHU MECHANICAL & ELECTRICAL PRODUCTS CO., LTD.
CHONGQING XINJIE YUAN INDUSTRIAL AND TRADING CO., LTD.
CHONGQING YAOHU POWER MACHINE CO., LTD.
CONGHUA CITY JUNHAO VEHICLE PARTS CO., LTD
CQC & JYZ BEARINGS
DANYANG HAISHI AUTOMOTIVE COMPONENTS CO. , LTD
DANYANG HONGFENG PLASTICS CO., LTD.
EAST-SHANGHAI AUTOMOBILE TRADE CO., LTD.
ENGG AUTO PARTS CO., LTD.
ENGINE ATTACHMENT
FEIPENG AUTOMOBILE PARTS CO.
FEKON MOTORCYCLE
FEKON THREE WHEEL MOTORCYCLE
FOSHAN YONGLITAI AXLE CO.,LTD
FUHE AUTOMOBIL FITTING COMPANY
GUANGZHOU KAIJIE POWER SUPPLY INDUSTRIAL CO., LTD
GUANGZHOU NISSAN MOTOR CO., LTD
GUANGZHOU PANYU HAOJIAN MOTORCYCLE INDUSTRY CO., LTD.
HANGZHOU ANKAI MACHINERY CO.,LTD
HANGZHOU PLATINUM AUTO PARTS CO., LTD
HARBIN AIRUI AUTOMOTIVE EXHAUST SYSTEMS CO., LTD.
HARBIN AOTONG AUTOMOBILE ELECTRICAL CO., LTD
HARBIN CAIEC LTD.
HARBIN PANCO AUOMOTIVE INDUSTRY CO.LTD.
HOOD, FENDER
HUZHOU DAI XI ZHENHUA TECHNOLOGY TRADE CO.,LTD.
IDEA
JIANGMEN DIHAO MOTORCYCLE COMPANY
JIANGMEN SINO-HONGKONG BAOTIAN MOTORCYCLE INDUSTRIAL CO., LTD
JIANGXI OLITE CYLINDER LINER CO.,LTD
JIAXING DATONG MACHINERY CO.,LTD.
JINAN JIUDING ZHONGTAI INTERNATIONAL TRADE CO., LTD
JINAN QINGQI MOTORCYCLE CO., LTD.
JVK INC.
KING AUTO ELECTRONIC TECHNOLOGY CO., LTD
LAMPS
LYC BEARINGS
MEORIENT INTERNATIONAL GROUP



List of Exhibitors (Cont.)

MIRRORS
MOTORCYCLE GLOVES
MOTORCYCLE HELMETS
MOTORCYCLE LOCKS
MOTORCYCLE TAILBOXES
NINGBO LUCK VEHICLE CO., LTD
NINGBO OMEDA AUTO PARTS CO., LTD.
O-TECH (SHANGHAI) INC
PINGYANG FOREIGN TRADE CO.,LTD.
QINGDAO CAIEC SPECIAL AUTOMOBILE CO., LTD. (QINGTE GROUP)
QINGDAO ORICH INDUSTRIAL CO., LTD
QINGYUAN WANLIFENG PISTON RING CO.,LTD
QISHENG AUTOMOBILE EQUIPMENT CO., LTD QUANZHOU
QUANZHOU TIANZHONG MACHINERY FITTINGS CO., LTD.
RADIATOR
RUI'AN ZHONGTIAN AUTO ELECTRIC PARTS CO.,LTD
RUIAN BAIAN TRADE CO., LTD.
RUIAN BERLIT ENGINE SYSTEM CO., LTD.
RUIAN CITY JIECHENG LOCKS CO.,LTD.
RUIAN EHUA AUTO PARTS CO., LTD
RUIAN FENGDA ELECTRON CO.,LTD
RUIAN GONGTUO AUTOMOBILE PARTS CO., LTD.
RUIAN OURI COMPANY
RUI'AN RUIBA PUMP MANUFACTURING CO.,LTD
RUIAN SUNSHINE CARBURETOR CO., LTD.
RUIAN WANLICHENG FILTER CO., LTD.
RUIYANG AUTOMOTIVE MATERIALS CO., LTD
SHAANXI FENGHANG RUBBER SEALING PARTS CO., LTD
SHANGHAI AUZONE AUTO PARTS MANUFACTURING CO.,LTD.
SHANGHAI BAOLONG AUTOMOTIVE CORPORATION
SHANGHAI CHEZHOU MACHINERY AND ELECTRICAL CO.,LTD
SHANGHAI FANBAO AUTO MAINTENANCE EQUIPMENT CO., LTD.
SHANGHAI FOREIGN TRADE ENTERPRISES CO.,LTD.
SHANGHAI FUAO AUTO PARTS & ACCESSORIES CO.,LTD
SHANGHAI GENERAL MOTORS CO., LTD
SHANGHAI INTIER JIAO YUN AUTOMOTIVE PARTS
SHANGHAI MACHAGE INDUSTRY CO., LTD
SHANGHAI NEW-TRONICS M & E CO., LTD.
SHANGHAI REAL INDUSTRIAL CO.,LTD
SHANGHAI RI YONG-JEA GATE ELECTRIC CO.,LTD
SHANGHAI RISING AUTO PARTS CO.,LTD
SHANGHAI VOLKSWAGEN AUTOMOBILE CO., LTD
SHANGHAI WEI YAO TENG AUTO PARTS CO.,LTD
SHANGHAI YINHAO AUTO PARTS MANUFACTURING
SHANGHAI YINHAO AUTO PARTS MANUFACTURING CO.,LTD
SHANGHAI YONGBO MOULDING CO.,LTD
SHANGHAI YONGHONG AUTO PARTS CO.,LTD
SHANGHAI ZHANGJIAN MATERIAL TRADE CO., LTD.
SHANGHAI ZHONGDA AUTOMOBILE COMPING CO.,LTD
SHANHAI YINGTIAN AUTOMOBILE PARTS&ACCESSORLES CO., LTD.
SHENZHEN BENSON AUTOMOBILE GLASS CO., LTD.
SONGDE AUTO PARTS MANUFACTURING CO., LTD
TAIZHOU JIAXIAN INDUSTRIAL CO., LTD
TRUCK & TRAILER PARTS
WENZHOU CITY MINGXING VEHICLE FITTINGS CO.,LTD
WENZHOU DONGJIE AUTO PARTS CO.,LTD
WENZHOU KINGWAY INTERNATIONAL TRADE CO.,LTD
WENZHOU RIYI VEHICLE PARTS CO., LTD.
WENZHOU SHUANGYAN PISTON RING CO., LTD
WENZHOU ZHAOXIANG AUTO&MOTORCYCLE PARTS CO.,LTD
WENZHOU ZHENGQIANG AUTO AND MOTOR FITTINGS CO.,LTD
YANTAI CHINAR TRADE CO., LTD





List of Exhibitors (Cont.)

YONGKANG SHINING MOTORCYCLE CO.,LTD
YUEQING XINZHONG MOTORCYCLE FITTINGS CO., LTD
YUHUAN SOUTHERN COMPANY TIANHUAN ENTERPRISE
ZENGCHENG DONGYANG MOTORCYCLE INDUSTRY CO., LTD.
ZHEJIANG BORUI VEHICLE INDUSTRY CO., LTD.
ZHEJIANG DAWNING INDUSTRIAL CO.,LTD
ZHEJIANG JIALAIDUN PISTON MANUFACTURE CO., LTD
ZHEJIANG JUJIANG POWER SUPPLY MANUFACTURING CO., LTD
ZHEJIANG MINGTONG AUTO PARTS CO., LTD
ZHEJIANG OURUITAI AUTOMOBILE PARTS CO., LTD.
ZHEJIANG RUIDE AIRPROOF SEALING SCIENCE&TECHNOLOGY CO.LTD
ZHEJIANG TOPSUN LOGISTIC CONTROL CO., LTD.
ZHEJIANG YUELING WHEEL HUB MAKING CO., LTD.
ZHEJIANG ZHENGDONG VEHICLE FITTINGS CO.,LTD
ZHONGSHAN THOR SECURITY SCIENCE & TECHNOLOGY CO., LTD
ZHUJI GONGZHENG AUTO PARTS FACTORY
ZHUMADIAN CIMC HUAJUN VEHICLE CO. , LTD
ZIP STAR TUK TUK
ZXZ & XCC BEARINGS

FINLAND

AUTOROBOT

GERMANY

HOFFMAN MENERAL
NABALTEC AG
SONAX

HONG KONG

METRO BEARING & AUTOMOTIVE LTD.

ITALY

COMETI
SPACE
TEXA

JAPAN

COMBINE HARVESTING RICE (KUBOTA)
REAPER HARVESTING KUBOTA

KOREA

CNC TECH LTD.
HANATECH
SAMHONG

SPAIN

ACTIA GROUP

TAIWAN

DT RACING CO.

THAILAND

AEROFLEX INTERNATIONAL CO., LTD.
AEROKLAS
DAMRONGSILP SUPPLIES CO., LTD.
KLONKIJ TRADE CO., LTD.



List of Exhibitors (Cont.)

TURKEY


BEYZAT OTOMOTIV GIDA TUR. SAN. VE TIC. LTD. STI.
CELIK CONTA SAN. TIC. - IMSP
CMYS MADENI YAGLAR IMALAT ITH. IHR. NAK. SAN. VE TIC. LTD. STI.
D-F OTOMOTIV INDUSTRY AND TRADE COMPANY
EKOPART OTOMOTIV IC VE DIS TIC.
ESTAS EKSANTRIK SAN. VE TIC. A.S.
GERMEC
HALUK OTOMOTIV SAN. VE DIS. TIC. LTD. STI.
HIDRO OZCELIK HIDROLIK
KAYEN OTOMOTIV SOG. SAN. VE DIS TIC. LTD. STI.
LKN ODABASI OTOMOTIV
MARMARA MOTORLU ARACLAR LTD. STI.
MOTEC MADENI YAGLAR SAN. VE TIC. LTD. STI.
MURAT OTOMOTIV TIC. LTD. STI.
MURAT TICARET KABLO SAN. A.S.
NAYA YAZICILAR YEDEK PARCA IML. IHR. ITH. SAN. VE TIC. LTD. STI
OLCAY KILIT SAN. TIC. LTD. STI.
OTO CONTA SAN. VE TIC. LTD. STI.
PETFER MADENI YAG SANAYI VE TICARET LTD. STI.
PILOT
REMTAS OTOMOTIV SANAYI VE TIC. LTD. STI.
REVAR
SECKINSAN AXLE INDUSTRIES AND TRADE LTD. CO
SENEXPO INTERNATIONAL FAIRS INC.
YEPAR MAKINA KALIP OTOMOTIV YAD. PARC. SAN. TIC. LTD. STI.
YES OTO AKSESUARLARI SAN. TIC. LTD. STI.

U.K.

AUTODATA
EVOLUTION CHIPS
TETROSYLE

USA

CYCLO
D2 PRODUCTS
FORMULA 1
K&N PRODUCTS



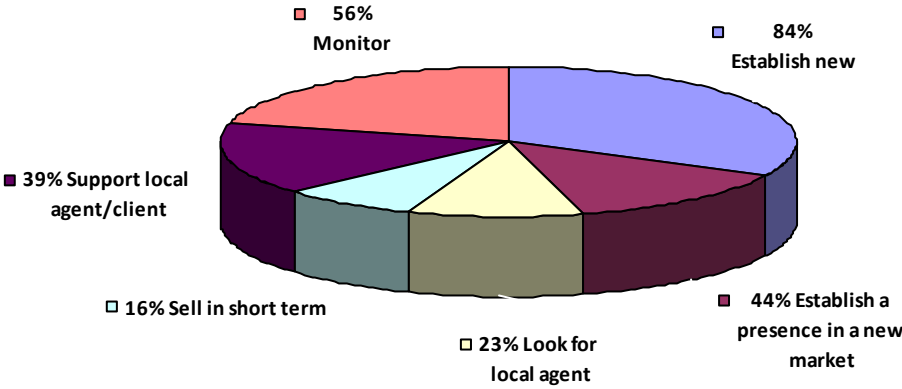
Floor Plan



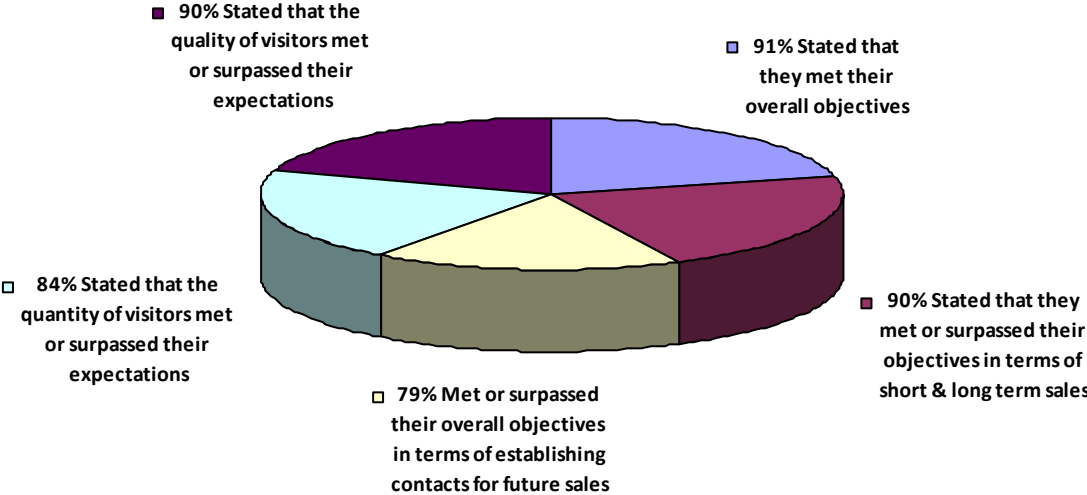


Exhibitors' Survey

Reasons for Exhibiting *



Success of Exhibiting *

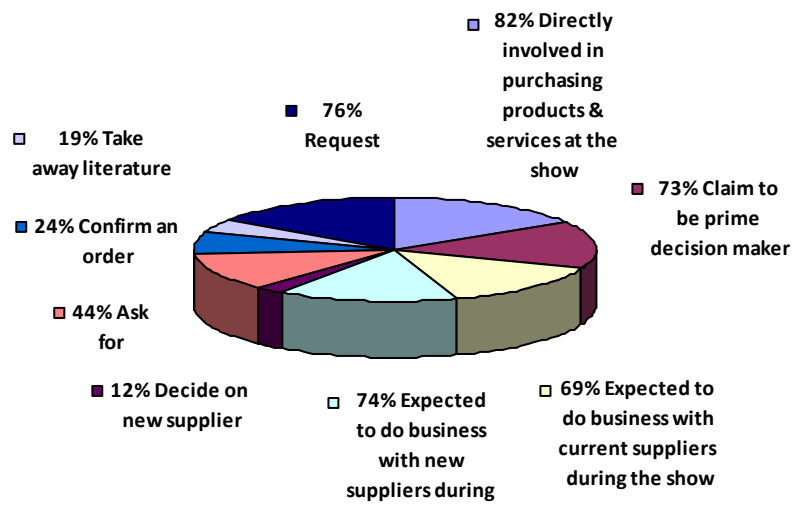


* Results are based on a multiple choice survey.

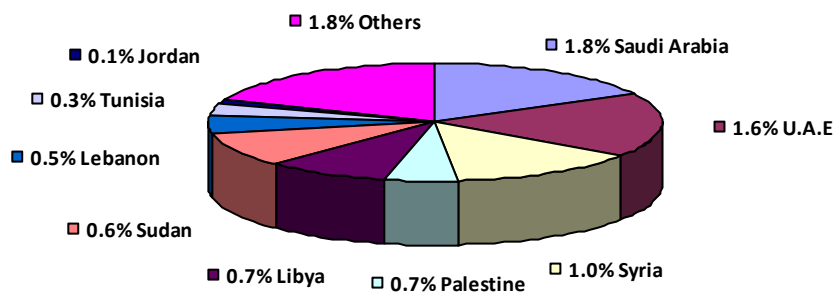


Visitors' Survey

Visitors View of the Exhibition *



Foreign Visitors Country Analysis

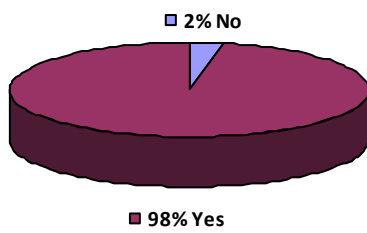


* Results are based on a multiple choice survey.

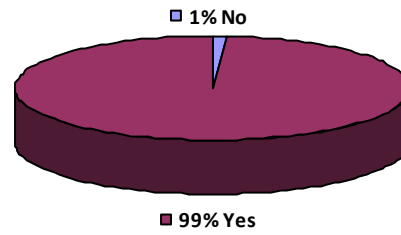


Visitors' Survey (cont.)

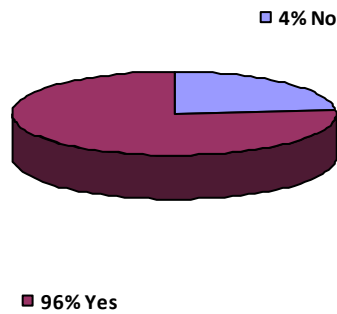
Have the exhibitors met your expectations?



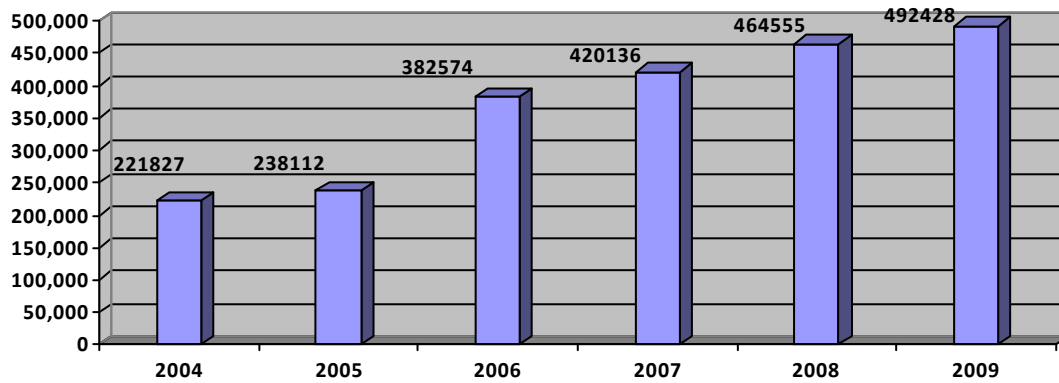
Would you visit AUTOMECH 2009?



Has the exhibition met your expectations?



No. of visitors



Promotional Activities & Media Coverage

An integrated visitor promotion campaign was launched in the MENA region with focus on the local market to ensure the overwhelming success of the AUTOMECH 2009. Under the theme of "The City of Cars on Fire", you could hear, watch and even touch a promo about AUTOMECH 2009 wherever you go; at highways, TV Channels, FM Radio, Magazines, Newspapers and even at Mega Malls. The massive promotional campaign targeted both regional and local trade visitors in addition to direct consumers from the local market. Several marketing tools were used including direct marketing :invitations mail outs, online registration, outdoor advertising, ads at key newspapers, trade magazines, besides, PR, radio spots, TV spots, coverage ...and others.

The campaign was designed to attract more than 500,000 visitors from Egypt and regional countries.

A) Outdoors:

- From May 2009 Mega Billboards at the leading highways in Cairo:

- ◆ Mehwar Bridge
- ◆ 6th of October Bridge
- ◆ Moneeb Bridge

- City Stars & On-the-Run TV Screens:

- City Stars : Every 20- minute spot X 63 spots per day X 540 screens all around the mall X 10 days
- On the Run: Every 20- minute spot X 67 spots per day X 2 screens (in each Branch) X 18 Branches X 10 days



B) Publications:

The promotional campaign used the following press & media channels to promote AUTOMECH 2009 as follows:

I) Magazines:

- Alam El Sayarat
- Arabeety
- Automobile
- Akhbar El Sayarat
- Amwal Al Ghad
- Egyptian Car Directory (Horus)
- Enigma
- Highway
- Motor Technology
- Souk Al Sayarat
- Sports & Fitness
- TV Dish
- Xtreme Motoring

II) Newspapers:

- 24 Hours, Egypt
- Akhbar El Yom, Pan-ME
- Al Ahram, Pan-ME
- Al Alam El Yom, Pan-ME
- Al Boursa, Egypt
- Al Khabar, Algeria
- Al Gomhouria, Egypt
- Al Mal, Egypt
- Al Masry El Yom, Egypt
- Al Misaa, Egypt
- Al Rai Al Am, Sudan
- Al Watan, Algeria
- Al Youm, Egypt
- International Herald Tribune, The Daily News Egypt
- Le Soire de Algerie, Algeria
- Ouya, Libya
- Sout El Ommah, Egypt

Promotional Activities & Media Coverage (Cont.)

III) Internet News Porters:

- Facebook advertising campaign: one banner size 10 days from the 30th of May till the 8th of June, 5,000,000 hits (500,000 hit / day)

IV) Radio:

Comprehensive ad spots during prime times on the popular local radio channels during exhibition week :

- Nogom FM
- Nile FM
(with sound tracks by the famous Arab celebrity idol: Ahmed El Sakkah)



V) TV Channels:

Exclusive coverage & spots at Several Satellite Channels targeting the best viewed hours & programs. The show was promoted through the following leading TV Channels:

- Channel 2 (Al Bait Baitak)
- Channel 2 (Egypt Vs. Algeria Match)
- Dream 2 (Al Ashirah Masa'an)
- Dream 1 (Al Reyada Al Youm)
- Orbit, El Youm (Al Qahira El Yom)
- Mehwar (90 Minutes)
- Al Hayat 1 (Al Kora M3a Shobeir)
- Al Hayat 2 (Al Mala3eb El Yom)
- OTV (Reportage)
- AUTOMOTO (Coverage All Day Round)



Organized by



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