



**Coating
Algeria
Expo**

3rd International Exhibition

**Paint, Coating, Surface Finishing
and Building chemistry**

**25 to 28
JUNE
2024**

**Conventions Center
Mohamed Benahmed
Oran, Algeria**



WE CAN DO BUSINESS HERE

Organised by :



+213 (0) 670 39 7707

contact@coating-algeria.com

More details

coating-algeria.com

Co-located Event: AlgeriaChem 2024 and CORROSIA 2024

BESTKOM agency organizes the 3rd edition of the **Coating Expo Algeria** - International exhibition of **Painting, Coating, Surface Finishing and Construction Chemistry** in Algeria and Africa, which will be held from **the 25th to the 28th of June, 2024** at the **Conventions Center Mohamed Ben Ahmed CCO Oran, Algeria**.

The exhibition will return with more confidence in 2024 to continue its mission of absolute gathering for all the industry of the coating and related industries, where the manufacturers and the suppliers of technologies and solutions can present their innovations in front of more than 3.000 professionals of very varied sectors as the metallurgy, structures & design, marine construction, industry, construction and packaging.

This year, the major innovation lies in the simultaneous organization of two significant events, in conjunction with the Coating Expo, in the chemical sector: AlgeriaChem 2024 and the Corrosia 2024 conference. These three events will stand out by highlighting key players in the chemical industry in Algeria, attracting professionals from related chemical industries, both nationally and internationally.

The increase in the list of exhibitors is more than ever to thus go, register you as an exhibitor and profit from the advantages and the offers of our annual promotional activities.

Benefit from our offer to expose to the exhibition and to be registered before December 31st, 2023 and profit from a reduction from 10% on the cost per M².

For more information, want visit our Internet site coating-algeria.com or want to contact us by Tel.: +213 (0) 670 39 77 07 or by email: contact@ccolating-algeria.com

**Coating
Algeria
Expo****«We can do business here»**

The only specialized event and 100% professional, who can gather in Algeria leaders of the sectors : **Painting ; Coating ; Surface Traitement ; Construction chemistry**

+ 50 Exhibitors

from Algeria and abroad, will take part at the third edition of the Coating Expo Algeria 2024

WHY EXHIBIT ?

- ** You develop services, products, solutions in the sectors of :
painting, coating, surface treatment and construction chemistry?**
- ** You wish to be known and penetrate the Algerian market?**
- ** You wish to meet prospective customers of quality ?**
- ** You wish to emphasize your know-how?**
- ** You wish to gain in notoriety?**
- ** You wish to develop your business?**

**Then, do not waste time and
reserve your stand now**

EXHIBITION AREA

Manufacturers of paintings and coatings

Liquid paintings and powder enamels, Decorative paintings , Manufactures of products containing water, solvent, solids, UV, industrial coatings - Protection, anti-corrosive, cold proofing, Sealing, Fire resistance, Wood, Navy, Packaging, car finitions, industrial finitions, Manufacturers of the chemicals of pretreatment and prevention of corrosion, Manufacturers of the chemicals for the sealing, Manufacturers of adhesives and varnished

Raw Materials

Raw material manufacturers and distributors (pigments, inks, adhesives) Pigments, additives, solvents, binders, loads, dyes, polymers, monomers, synthetic resins with natural emulsion, liaison officers, chemicals in bulk and of speciality

Application systems & Tools

Paint and Coating Application Systems – Manufacturers of application systems, machines, equipment and tools for painting / enamelling, paint brush making machines.....

Surface Traitment

Surface preparation and finishing equipment, tools, technologies, abrasion systems, deburring, sandblasting

Machinery & Equipments

Machinery and equipment – Manufacturers, importers and distributors of equipment, Machines, Automation, Systems transport and handling, Dispersers, Agitators, Kneaders, Color Matching Tools, Blenders, Distributors, Dyeing Machines.....

News & Environment

Environmental Technology – Coating Materials sustainable / ecological, treatment of emissions by the nanotechnology, electronic processing. Safety at work...

Services

Insurance, banks, mutuels, Software, advisers, certification, research and development

// why VISIT ?

The EXPO will offer a comprehensive response to the needs and concerns of the visitors and make them benefit from a comprehensive national and international offer, and all of this takes place in the prestigious international center of conferences CIC Algiers.

This remains the best way to get information, to make choices and to materialize in the best conditions any investment or purchase.

To Know the Algerian and international offer in the area

To Discover the latest dedicated innovations to the sector

Organization of workshops that will be facilitated by renowned experts

To Participate in B2B meetings between customers and national and international suppliers

Targeted B2B meetings with prospects and contractors and professionals



WHO VISIT ?

Contractors / Craftsmen / Applicators
 Project managers (architects, designers, design office...)
 Clients (Property developers, individual home builders)
 Traders / Distributors / Traders
 Manufacturers / Industrialists
 University researchers
 Apprentices / Students
 Organizations / Services
 Press / Media

MEDIA PLAN

The 3rd edition of Coating Expo will be accompanied by an active communication strategy which revolves around three main objectives, namely:

- Promote and enhance innovative products and solutions dedicated to the Coating sector in Algeria;
- Guaranteeing exhibiting companies and partners optimal media visibility;
- Attract to the show a large number of Algerian and foreign exhibitors as well as a large number of visitors.

01

Media partnerships

Media partnerships will be forged with national media (televisions, radios, written press) to ensure that the Show will be optimally covered by the national press and that the partners will obtain important spin-offs international media.

The organization of the show will invite representatives of these media to participate in the show and to cover the various activities.

02

Internet COM

- Event website
- Social networks: Facebook, Linked'in, Instagram and Youtube
- Paid advertising campaign on social networks.
- Influencers, Pages and specialized and high-traffic groups
- Emailing campaign reaching more than 30,000 companies

03

Communication campaign :


- Bus Glasses - Urban Display
- Posters - Banners
- Catalogs, Pouches, Bags, Lanyards and Certificates
- Rollup, Snapup
- Show entrance structure
- Video spots - More than 5,000 paper invitations

04

TV, radio and press coverage:

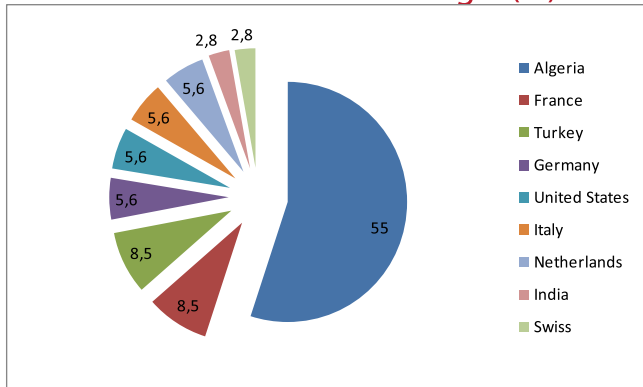
- Media coverage of the press conference before the Show
- Dissemination of several press releases for all newspaper titles in nationwide before and during the event.
- Advertising campaign on print media
- Distribution in Magazines

Exhibition Statistics of 2022

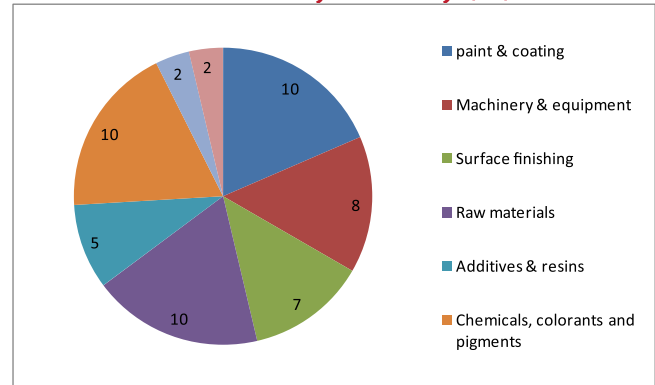
 **35**
Exhibitors & representatives

 **08**
Countries

Exhibitors countries' origin (%)



Exhibitors by industry (%)

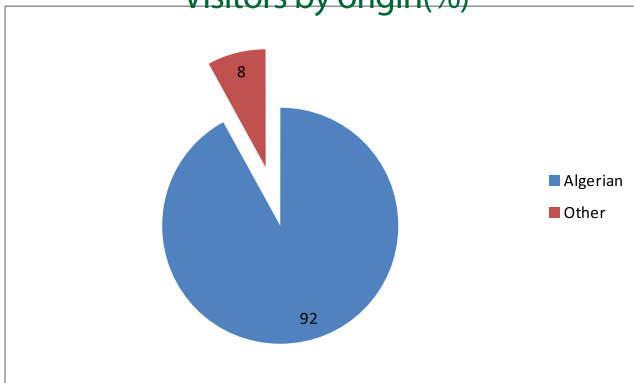


 **1093**
Unique visitors

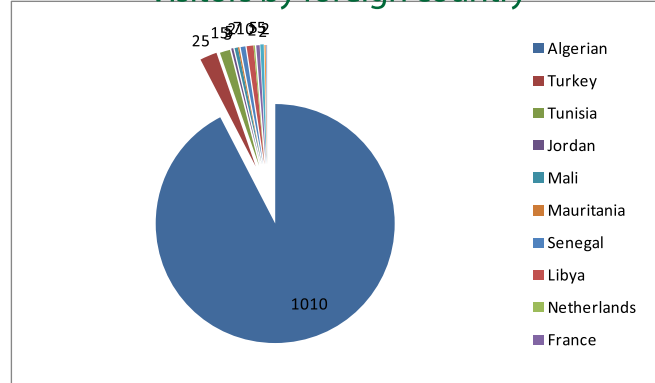
1315
Total visitors

 **12**
Countries

Visitors by origin(%)



Visitors by foreign country



THE VENUE

Coating Expo 2024

will took place at The Conventiuons Center
Mohamed Ben Ahmed CCO Oran, Algeria
The new trendy venue for conferences and exhibitions in
the capital of western Algeria, Oran.

CW 75, Oran / Algeria

email: contact@gcco.dz

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the organizer counts for you !

BESTKOM Event Management agency is an agency, distinguished by its human-scale approach and a team of dedicated professionals committed to fulfilling the needs of both exhibitors and visitors. Our team leverages their expertise and know-how to ensure that all our events achieve international acclaim.

We organize also the AlgeriaChem 2024 and Corrosia 2024 Conference.



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Reserve your stand now:
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