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NOVELTIES AND NEWS

+20 Egypt Design: 'The Egyptian way to design'

31 de Mayo de 2010



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+20 Egypt Design is the name of an event which is at the same time the starting and finishing point of a wider innovative project, part of a strategic process launched by the Egyptian Government and finalized to give Egyptian companies a boost and the tools to become always more competitive on the local and global markets

Egypt is a producer country with an old tradition in several manufacturing sectors and today finds itself in an ideal situation to make the further decisive quality leap that will give it an ever increasing lead role on the international scenario.

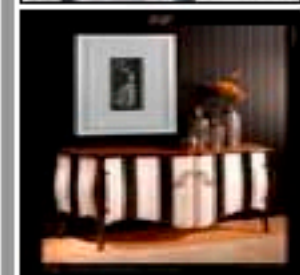
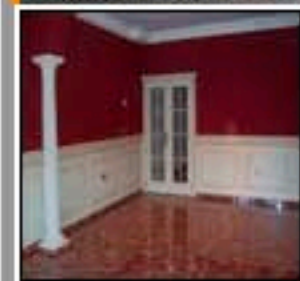
Design meant as culture and project skill is an indispensable tool for the companies not just for their growth on the international market, but also to interpret and develop the local market.

Sofar many Egyptian companies, and not just from the furniture sector, produce at the highest quality standards for international brands and their customers satisfaction is proved by the continuous increase of their export, for total industrial exports 7.5 billion dollars in 2005 increased to 16.6 billion dollars in 2009. For furniture; from 45 million dollars in 2004 to 310 million dollars in 2009.

In the meanwhile the number of Egyptian designers who have their ideas realized by western producers keeps growing, as well as the number of Egyptian companies that work with international designers.

At Salone del Mobile of Milan in 2009, under the brand Kyme, the results of the 1st **Design+Industry workshop** were presented with success. In 2010 the 2nd workshop has involved even more companies and young designers and soon we will view the

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age-old traditions can pursue with the will to renovate itself and interpret the dreams and needs of contemporary consumers on the internal and international markets.

The projects launched by the **Egyptian Furniture Export Council (EFEC)** with the support of the **Industrial Modernization Centre (IMC)** starting from 2008 are going in that direction and are part of a broad-based project:

- The two **Design+Industry Workshops with the European Design Institute's Research Centre (CRIED)** and organized by Rhimal Design are a significant time of research and applied development. And a useful test bed for young designers and the companies involved.

- The training courses for managers, enterprise owners and young human resources span **from Design Management to Product Management, from Basic Furniture Design to Model Making Basics, from Basic Graphic Design to Communication Strategy** and are finalized to create a basic approach to management of the design processes.

- The first edition of +20 Egypt Design, organized with DesignPartners, from 3rd to 7th June 2010 in conjunction with FURNEX, represents an arrival point of the first part of the program and a chance to meet in Egypt, in the ancient heart of Cairo, between international operators and the innovative spirit of Egyptian companies oriented towards design and global market.

An arrival point, but above all a new starting point for the Egyptian companies system to recognize and believe in medium to long-term success of this evolution process based on the following key binomials: competence - creativity, tradition - innovation, identity - internationalization, business - culture, technology - planning quality.

Design is a project, working method that takes into account the available resources and develops their potentials: Egypt is rich with material, human and technological resources and is proving to be capable of building its own, personal, **unique "Egyptian way to design"** and being a protagonist on the international scene.

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