

# 3<sup>rd</sup> Ethiopia

## INT'L TRADE EXHIBITION 2020



East Africa's Largest  
International Trade Exhibition On  
Multi-Sector Products, Equipment & Machinery

POST SHOW REPORT  
24 - 26 February 2020  
Millennium Hall, Addis Ababa, Ethiopia



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## ► FDRE Ministry of Trade & Industry inaugurated the EITE 2020

As the leading International Exhibition in the East Africa, the 3rd EITE Africa 2020, set new records this March with an overwhelming response of Trade Visitors and Exhibitors from across the globe making it East Africa's most successful event.

The 3rd EITE Africa 2020 was held at The Millennium Hall, Addis Ababa, from February 24 - 26. Teka Gebreyesus, State Minister, FDRE Ministry of Trade & Industry inaugurated the event. The show was an exceptional success for the 3rd consecutive year. The expo proved to be a useful stage for visitors to meet exhibitors of their interest.

Organized by EXPOGROUP, the show had exceptional visitor footfall ensuring beneficial interactions for exhibitors with a wide variety of potential business prospects. The expo saw a strong international presence with participants from as many as 31 countries exhibiting their products.

As a proven platform for business to business, the exposition showcased latest developments in the Multi-Sector Products, Equipments & Machinery Industry from various organizations, decision makers from the end user industries as well as industry observers and experts interacted with each other making the event an excellent platform for networking and relationship building. Exhibitors identified the immense potential of the East African markets while the visitors were exposed to explore various new business options.



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## Exhibitors from 31 countries participated

Bahrain	Qatar
Bangladesh	Republic of Korea
Belarus	Russia
Canada	Saudi Arabia
China	South Africa
Czech Republic	Spain
Egypt	Taiwan
Ethiopia	Tunisia
Germany	Turkey
Greece	UAE
France	UK
India	Vietnam
Indonesia	
Iran	
Italy	
Kenya	
Malaysia	
Oman	
Pakistan	



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## ► Exhibits :

- Automotive
- Building Material
- Food & Hotel Supplies
- IT / Telecom / Electronics
- Industrial Machinery
- Consumer / Household
- Medical & Healthcare
- Printing & Packaging
- Plastic & Rubber
- Garments/ Textiles
- Toys/ Stationery
- Handicrafts
- Interiors
- Hospitality & Leisure
- Light & Fittings
- Oil & Gas
- Power & Energy
- Wood & Wood-works



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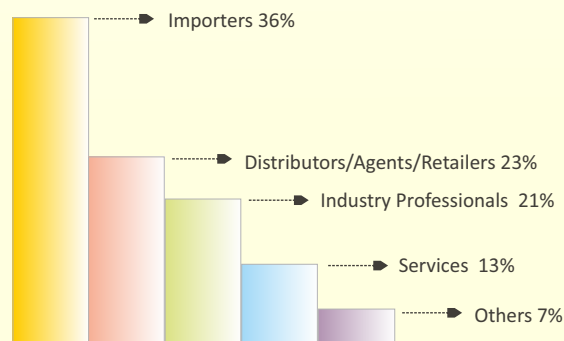


## ► Visitor Profile

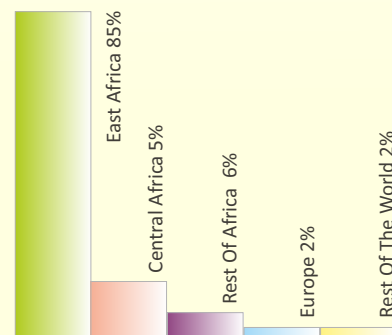
- Importers, Distributors & Retailers
- Manufacturers & Exporters
- Government agencies
- Bulk Consumers like Hotels, Hospitals,
- Architects, Consultants & Engineers
- Interior Designers
- Property developers
- Traders & Distributors of related Products
- Supermarkets & Mall outlets
- Consumer users

## ► Visitor Statistics ( Total 6700 )

By Industry



By Region



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## ► Exhibitors Report :

**88%** of exhibitors stated that their overall objectives had been met.

**83%** stated that they had met or surpassed the number of inquiries received during the 3 day event.

**92%** of exhibitors stated that the quality of visitors met or surpassed their expectations

**81%** of exhibitors stated that they would like to repeat their participation.

**91%** of the exhibitors stated that they were satisfied with the support / services extended by the organizer.

## ► Exhibitor Comments :

**HACO GMBH & CO.KG, Germany:**

“This is the first time we've been to Ethiopia. We got some quality leads. The show was nicely managed by the organizers. We enjoyed the content and environment of the show a lot.”

**HYDRO ALUMINIUM LTD., Kenya:**

“The event was well organized and the quality of exhibitors and visitors was up to the mark!! It was a great opportunity for us to do networking.”

**CMTI, India:**

“This exhibition allowed me to meet and make contact with people involved across different sectors of the industry, which will contribute to the ongoing opportunities and growth of my company.”



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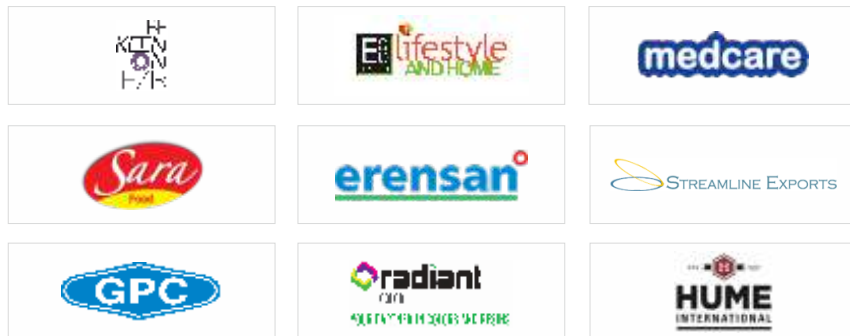


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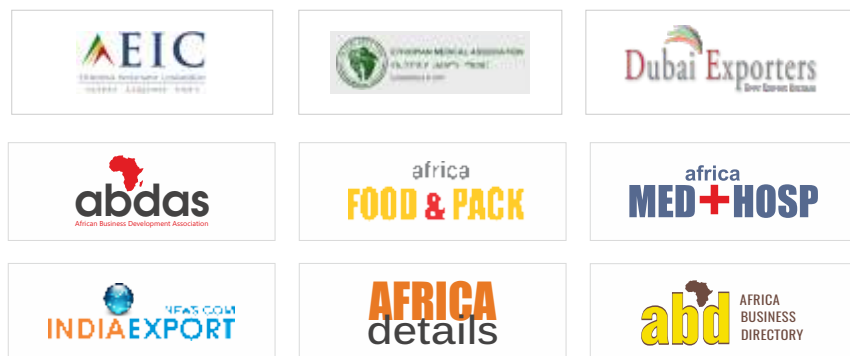
## ► Glimpse of Prime Exhibitors and Supporters

### Prime Exhibitors:



And many more..

### Supported & Partners:



And many more..



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## ► Picture Gallery:



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## ► Picture Gallery:



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► Book Your Stand At:

# 4<sup>th</sup> Ethiopia

INT'L. TRADE EXHIBITION **2023**

## 23 - 25 January

Millennium Hall, Addis Ababa, Ethiopia

Meet Companies From Over **31** Countries

Bahrain | Bangladesh | Belarus | Canada | China | Czech Republic | Egypt | Ethiopia  
Germany | Greece France | India Indonesia | Iran | Italy | Kenya | Malaysia | Oman  
Pakistan | Qatar | Republic of Korea | Russia | Saudi Arabia | South Africa | Spain  
Taiwan | Tunisia | Turkey | UAE | UK | Vietnam

► Organized By: **EXPOGROUP**



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