EXPOGROUP Supports The “GO GREEN” Campaign Across The Globe. Grow A Plant Every Weekend And Enjoy It Grow!
As the leading International Exhibition in the East Africa, the 2nd EITE Africa 2019, 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 2nd EITE Africa 2019 was held at The Millennium Hall, Addis Ababa, from March 21 - 23. State Minister, Ministry of Trade, H. E. Ambassador Misganu Arega inaugurated the event. The show was an exceptional success for the 2nd consecutive year. The expo proved to be a useful stage for visitors to meet exhibitors of their interest.

Organized by EXPOGROUP Worldwide, 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 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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East Africa’s Largest International Trade Exhibition
On Multi-Sector Products, Equipment & Machinery

Exhibitors from 31 countries participated

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
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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
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

- Importers 36%
- Distributors/Agents/Retailers 23%
- Industry Professionals 21%
- Services 13%
- Others 7%

By Region

- East Africa 85%
- Central Africa 5%
- Rest Of Africa 6%
- Europe 2%
- Rest Of The World 2%

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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:

EONMETALL SYSTEMS SDN BHD, Malaysia:
“We’ve exhibited at some other shows and compared the outcomes of them and found that exhibiting at Ethiopia International Trade Exhibition was the most effective. Also its concept was very good since there’s no other show focusing on all the sectors.”

CAPE COATERS (PTY) LTD. South Africa:
“We had both existing as well as new visitors. The exhibition provided a platform for us not just to let the world know about our company, but also to promote our new technology to the existing customers. I think we have achieved our goal.”

MILLY GLASS WORKS PRIVATE LIMITED, Kenya:
“To be able to meet people whose path would have never crossed with ours otherwise. Also, most of the visitors to our booth come with clear intent and purpose. It helped us see their needs and vice versa.”
Glimpse of Prime Exhibitors and Supporters

Prime Exhibitors:
- ECONMETALL
- ENPI GROUP
- MBS
- DIEFENBACHER
- CORDAL
- Pharmaplast
- AB Diagnostic Systems
- And many more.

Supported & Partners:
- Bavarian Ministry of Economic Affairs, Regional Development and Energy
- Dubai Exporters
- Abdas
- Africa Food & Pack
- Africa MED+HOSP
- India Export
- Africa details
- And many more.

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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

**Ethiopia INT’L. TRADE EXHIBITION 2020**

**24 - 26 February 2020**
Millennium Hall, Addis Ababa, Ethiopia

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