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

POST SHOW REPORT
04 - 06 September
Kenyatta Int’l. Convention Centre, Nairobi, Kenya

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 21st KITE Africa 2018, set new records this September with an overwhelming response of Trade Visitors and Exhibitors from across the globe making it East Africa’s most successful event.

The 21st KITE Africa 2018 was held at The KICC, Nairobi, from Sept 04 - 06 Sept. Director for Trade representing Kenya’s Ministry of Industry, Trade and Cooperatives, Mr. Roy Otieno inaugurated the event. The show was an exceptional success for the 21st 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 30 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.
Exhibitors from 30 countries participated:

- Bulgaria
- Belgium
- Canada
- China
- Egypt
- Finland
- France
- Germany
- Ghana
- India
- Indonesia
- Italy
- Kazakhstan
- Kenya
- Korea
- Kuwait
- Malaysia
- Oman
- Pakistan
- Singapore
- Saudi Arabia
- South Africa
- South Korea
- Switzerland
- Spain
- Tanzania
- Thailand
- Turkey
- UAE
- Uganda
- Ukraine
- UK
- Zimbabwe
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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,
- Manufacturers
- Importers
- Exporters
- Traders & Distributors of related Products
- Supermarkets & Mall outlets
- Consumer users

Visitor Statistics (Total 5,400)

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%
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:

**KAESER, Germany:**
“We had a wonderful experience at KITE 2018. It made our international relationships stronger through its global participation. We have met a lot of prospective customers and are very happy with the outcome.”

**RAJSHREE FABRICS, India:**
“We participate at a number of trade fairs every year. Exhibiting in Kenya this year was a good experience. It was a successful show for us and we have made few good contacts in Kenya as well as some international ones.”

**RIVIT FASTENERS & TOOLS, Italy:**
“The visitor turnout was very good and we have seen a strong international mix of visitors which is good for our plans for regional expansion. We look forward to work with the leads we have generated.”
Glimpse of Prime Exhibitors and Supporters

PRIME EXHIBITORS:

EXPOGROUP supports the “GO GREEN” campaign across the globe. Grow a plant every weekend and enjoy it grow!

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SUPPORTED BY:
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VIP Attendees at Kenya Int’l. Trade Expo 2018

- Dr. Pindi Chana, High Commissioner of Tanzania in Kenya
- Mr. Hernán Brantes Glavić, Ambassador of Chilean Embassy in Kenya
- Ms. Suchita Durai, High Commissioner of India in Kenya
- Mr. Roy Otieno, Director for Trade from Kenya’s Ministry of Industry, Trade and Cooperatives
- Dr. Aziza Geleta, Director General at Policy and Research Analysis Department at the Ministry Of Foreign Affairs of Ethiopia
- Mr. Cherdkiat Atthakor, Ambassador of Thailand Embassy in Kenya.
- Mr. Sheidu Omeiza Momoh, High Commissioner of Nigeria in Kenya.
- Mr. Salah Francis Elhamdi, Ambassador of Algerian Embassy in Kenya.
- Mr. Michael Derus, Chargé D’Affaires of The Federal Republic of Germany in Kenya
- Mr. Ahmet Cemil Miroglu, Ambassador of Turkish Embassy in Kenya.
22\textsuperscript{nd} 2019

KENYA
Int’l. Trade Exhibition

01 - 03 August 2019
Kenyatta International Convention Centre
Nairobi, Kenya

Meet Companies From Over 30 Countries
Austria | Belgium | China | England | Finland | France | Germany | India | Iran
Italy | Kenya | Kuwait | Malaysia | Oman | Pakistan | Singapore | South Africa | Korea
Spain | Tanzania | Thailand | Turkey | UAE | Uganda | Ukraine | UK

Organized By:
EXPOGROUP

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