Before business or anything else, we need to understand and create a greener world for a better life for all.

Expogroup, with all its heart is determined to spread the importance of a greener world in whatever possible way. We request you to join hands with us and promote the “GO GREEN” campaign through your brochures, messages, websites, events etc. and make this world more serene, healthier and beautiful.
Its been two decades now that Expogroup has been organizing high quality international trade events in the East African region. Over these years, Africa has rapidly gained momentum on its way to become one of the worlds top target markets.

As of today, our events are much larger comprising of exhibitors from more than 30 countries at an average. Promoted aggressively in the entire region, they attract visitors not only from the host country, but from the surrounding African Countries as well.

Currently, our host countries include Kenya, Tanzania, Ethiopia, Uganda, Mozambique, Nigerian and Ghana. By 2020, we should have succeeded in extending our presence in the South & North Africa.

23 Years  
240 Exhibitions  
22000 Exhibitors
Our Market

AFRICA - A Giant and Ravishing Market

Africa has witnessed remarkable growth economically in recent years. Importing most of its consumer & industrial requirements, Africa is being eyed as a very important destination for investors and exporters worldwide.

Let’s see what top market researchers have to say about Africa as a market.

“With this tremendous potential growth becoming increasingly available to investors, we believe that Africa could be the emerging-market story of the next decade.” - Mark Mobius

“Over the next five years, 13 of the 20 fastest-growing economies in the world are forecast to be in Africa.” - Knight Frank

“By 2020 the total number of households will reach 128 million, which should make Africa one of the fastest-growing consumer markets of this decade.” - Harvard Business Review

» SEE GREEN

» FEEL GREEN

» GO GREEN
**Africa**

**KENYA**

Located in East Africa, Kenya lies on the Equator bordered by Somalia, Ethiopia, Sudan, Uganda, Tanzania and the Indian Ocean. It covers an area of some 589,690 sq. km and has a population of approximately 30 million people.

Kenya is the economic and transport hub of East Africa. The World Bank's most recent Kenya Economic Update (KEU) October 2016 projected a GDP growth rate of 5.9% in 2016, rising to 6% in 2017. The key drivers for this growth include: a vibrant services sector, enhanced construction, currency stability, low inflation, low fuel prices and a growing middle-class and rising

**ETHIOPIA**

Ethiopia, officially known as the Federal Democratic Republic of Ethiopia, is a country located in the Horn of Africa. It is bordered by Eritrea to the north and northeast, Djibouti and Somalia to the east, Sudan and South Sudan to the west, and Kenya to the south.

With over 100 million inhabitants, Ethiopia is the most populous landlocked country in the world. It occupies a total area of 1,100,000 square kilometers (420,000 sq mi), and its capital and largest city is Addis Ababa.


**TANZANIA**

The United Republic of Tanzania is located in Eastern Africa. It is bordered by Kenya and Uganda to the North, Rwanda, Burundi and the Democratic Republic of Congo to the West and Zambia, Malawi and Mozambique to the South. The East African nation of Tanzania has an estimated population of 47.4 million.

According to the World Bank, Tanzania's population of 53m is estimated to grow at an annual rate of 3%. This coupled with an urbanization rate of 30%, has resulted in increased consumer and credit demand. Tanzania’s economic growth is expected to average 5.2% between 2017 and 2026. The growth is underpinned by infrastructure development and a growing consumer base.

**RWANDA**

Rwanda is a sovereign state in East Africa. It is a landlocked East African country whose green, mountainous landscape has earned it the nickname “Land of a Thousand Hills”. Kigali, the nation's sprawling capital, has a vibrant restaurant and nightlife scene. The total population in Rwanda was last recorded at 12.3 million people in 2015.

Rwanda’s economy grew by an average of 8 percent annually from 2002 to 2012, and then 6.9 percent growth in 2015 and 5.9 percent growth in 2016. The International Monetary Fund (IMF) expects Rwanda's GDP to grow between 6-7 percent in 2017 and 2018.

> **SEE GREEN**

> **FEEL GREEN**

> **GO GREEN**
Few Glimpses

SEE GREEN

FEEL GREEN

GO GREEN
Our Network

SEE GREEN

FEEL GREEN

GO GREEN
AFRICA IS AN OCEAN OF OPPORTUNITIES
WHO GETS THERE FIRST GETS THE MOST!

EXPOGROUP
International Marketing Headquarters:
19th Floor, Monarch Office Tower, P.O. Box - 333840, Sheikh Zayed Road, Dubai - UAE
Tel.: +971 4 3050755 | feedback@expogr.com | www.expogr.com

SEE GREEN
FEEL GREEN
GO GREEN