

# RETAIL SOURCING FAIR EAST AFRICA

22 - 24 FEBRUARY 2022

KENYATTA INTERNATIONAL CONVENTION CENTER,  
NAIROBI, KENYA

ORGANISER:



COUNTRY PARTNERS



MINISTRY PARTNER



SUPPORTING PARTNERS



CO-LOCATED SHOW

SOURCE  
TEXTILE &  
APPAREL



[WWW.KENYA.RETAILSOURCINGFAIR.COM](http://WWW.KENYA.RETAILSOURCINGFAIR.COM)

INTERNATIONAL B-2-B HOMEWARE,  
FURNISHING, INTERIOR DÉCOR,  
TEXTILE AND GIFT EXHIBITION

## WHAT DOES RETAIL SOURCING FAIR EAST AFRICA DELIVER YOU?

Retail Sourcing Fair East Africa exhibitors benefit from Kenya being Africa's fast growing retail market growing at the rate of 8.6% annually with increasing demand for homeware, furnishing, interior décor, textile and gift products from multiple, online & department retailers, independent & informal retailers, importers & distributors as well as contract buyers from the growing retail and hospitality sector visiting the Expo.

- Receive high value orders & increase your profits
- Successfully launch new lines & products
- Open new accounts
- Build your brand & relationships
- Match making via the VIP Hosted Buyer scheme
- Enter the East and Central African markets in Africa
- Appoint local agents to support your expansion into the region

**6,000**  
visiting buyers

**3,500m<sup>2</sup>**  
exhibition  
showcase

**200**  
International  
& local  
exhibitors

**30**  
expert retail  
conference  
speakers

**10**  
countries  
represented

**3**  
days of lucrative  
order of writing

## EAST AFRICA'S LUCRATIVE RETAIL SECTOR:

Kenya is the largest and the most advanced economy in East and Central Africa; with strong growth prospects supported by an emerging, urban middle class and an increasing appetite for high-value goods and services.

Kenya is open for business to well-positioned companies with strategic objectives of tapping into the growing potential of emerging markets in East and Central Africa. The country is a dominant economy in the East Africa Community, contributing to more than 50% of the region's GDP.

Global Brands have already made it Kenya their regional HQ's due to the attractive opportunities and appealing location. Major global brands have already invested in Kenya as part of their strategies to access the wider regional markets and opportunities.

For more market reports visit: [Kenya.retailsourcingfair.com/market-statistics](http://Kenya.retailsourcingfair.com/market-statistics)

## EXHIBITOR CATEGORIES:

### HOME AND INTERIORS

Interior Design & Accessories, Textiles, Kitchen Dining & Bathroom, Furniture & Furnishings, Lighting, Outdoor Living Space, Lifestyle, Candles, Home Décor

### FASHION

Aspirational Fashion and Accessories, Jewellery, Leather Goods, Handbags, Scarfs, Watches and Eyewear.

### GIFT AND TOYS

Gifts, Food & Beverages, Greeting Cards & Stationary, Craft Supplies, Collectibles, Souvenirs, Wall Art, Personalised Products, Mobile Accessories, Children's, Toys, Games, Clothes & Accessories, Cosmetics & Beauty, Wellbeing, Candles, Home Scents, Fragrances, Bath & Body, Electronics

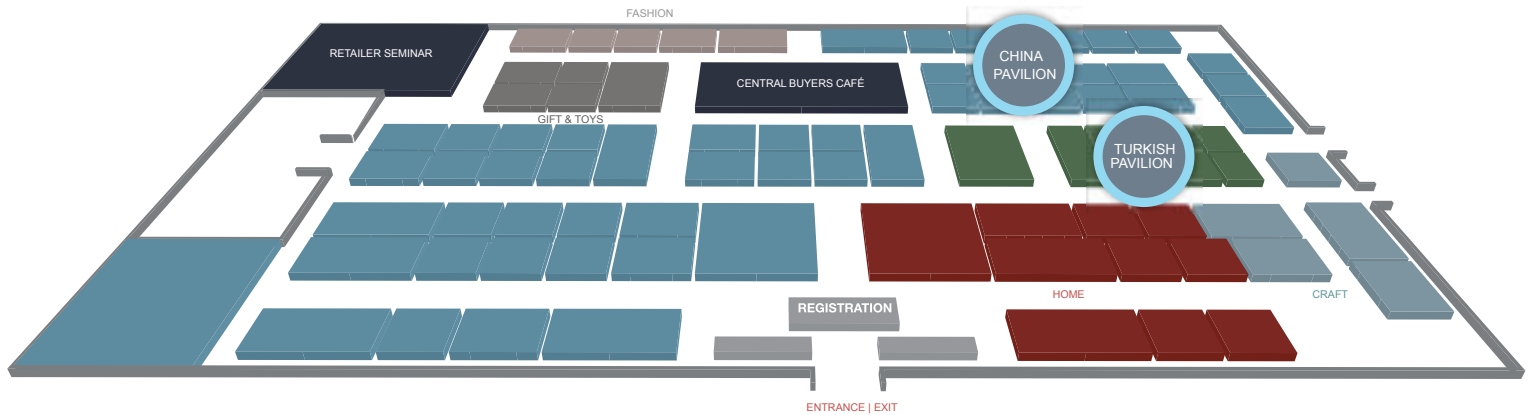
### CRAFT AND OBJETS

Ceramics and Glass, Fashion & Textiles, Crafts, Handmade Pieces

22 – 24 FEBRUARY 2022, KICC, NAIROBI, KENYA

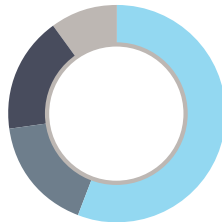
# FLOORPLAN

Display your home décor & giftware items to thousands of Independent, multiple, department and online retailers as well as contract buyers, wholesalers & distributors, interior designers, property developers, hotel & restaurants chains



## EXHIBITOR PROFILE

International & local suppliers & distributors of homeware, furnishing, interior décor, textile and gift items



56% Home & interiors  
17% Gift & Toy  
17% Craft & Objets  
10% Fashion

## VISITOR PROFILE

Multiple, Online & Department Retailers, Independent & Informal Retailers, Wholesalers, Importers, Distributors, Interior Designers, Property Developers, Contract Buyers, Hotel & Restaurant Chains



38% - Wholesalers and Importers  
35% - Hospitality Sector (Architects/Interior Designers/Hotel Chains/Offices)  
27% - Informal and Formal Retailers

## INTERNATIONAL PAVILIONS

Vast array of fabulous products and latest trends from around the globe

## BEST OF MADE IN AFRICA

Proudly promoting medium to large scale producers of Africa's best home, lifestyle & giftware designs.

## CENTRAL BUYERS CAFÉ

Ideal for peer-to-peer networking and the central hub of Retail Sourcing Fair

## RETAILER SEMINARS

Deepen your retail know-how and expose yourself to new ideas and approaches.

- Top retailer tips
- Inspiring show window designs
- How to be a smooth online operator
- Expanding internationally
- Overseas export opportunities for Nigerian designers and suppliers
- 10 tips to give your brand more personality
- Ways to improve your customer service
- Using social media to drive growth
- Encouraging brand loyalty



## RETAIL & CONSUMER GOODS SOURCING EVENTS PORTFOLIO



Check out the rest of Leoft Africa Events' Sourcing Portfolio at: <http://leohtafricaevents.com/sectors/>

## RETAIL SOURCING FAIR - INTERNATIONAL AGENTS:

International brands can enter the lucrative retail and hospitality sectors in East & Central Africa with the support of Leoht Africa Events West Africa extensive network of international agents. To be connected with your country agent and for all other enquiries please contact: [Mariette@leohtafricaevents.com](mailto:Mariette@leohtafricaevents.com)



## BOOTH PRICES:



*\*\*Premium booth locations positioned around the Central Buyers Café, Retailer Seminar Theatre and Show Entrance are liable to a surcharge of 10%. Payments can be made in the following global currencies: USD, Euro, GBP, NGN. The fx rate will track the open market. If you would like to apply for space in the Made in Africa Pavilion please contact our Lagos office who can guide you through the submission process.*

### Retail Sourcing Fair multi-media marketing campaign

- Database of 8,000 retail professionals
- Television & Radio coverage
- Press conference pre-event
- Trade Magazine Adverts and Editorial
- Industry Body & Association membership marketing
- Newspaper Adverts and Editorial
- 16,000 Tickets Distributed



## LEOHT AFRICA EVENTS & EXHIBITION



International Trade fair organiser with the right local connections and local office support for a hassle free experience when growing your operations in Nigeria

Market Intelligence | Shipping & Logistics | Visa Assistance | Stand Build Support

Retail Sourcing Fair East Africa and co-located Source Textile & Apparel Kenya is organised by Leoht Africa Events & Exhibition Ltd with support of the Retail Trade Association of Kenya (RETRAK) Leoht Africa Events & Exhibition offers tailor-made trade fair formats worldwide with an international target audience. These market leading events support over 3,000 exhibitors to meet with over 60,000 discerning retailers and professional buyers.

Having delivered international trade fairs in Africa for the past 16 years, Leoht Africa Events Ltd are recognised as the leading organiser in the region.

[www.leohtafricaevents.com](http://www.leohtafricaevents.com)



22 – 24 FEBRUARY 2022, KICC, NAIROBI, KENYA