

KENYA TRADE SHOW 2010

INTERNATIONAL TRADE EXHIBITION

POST SHOW REPORT

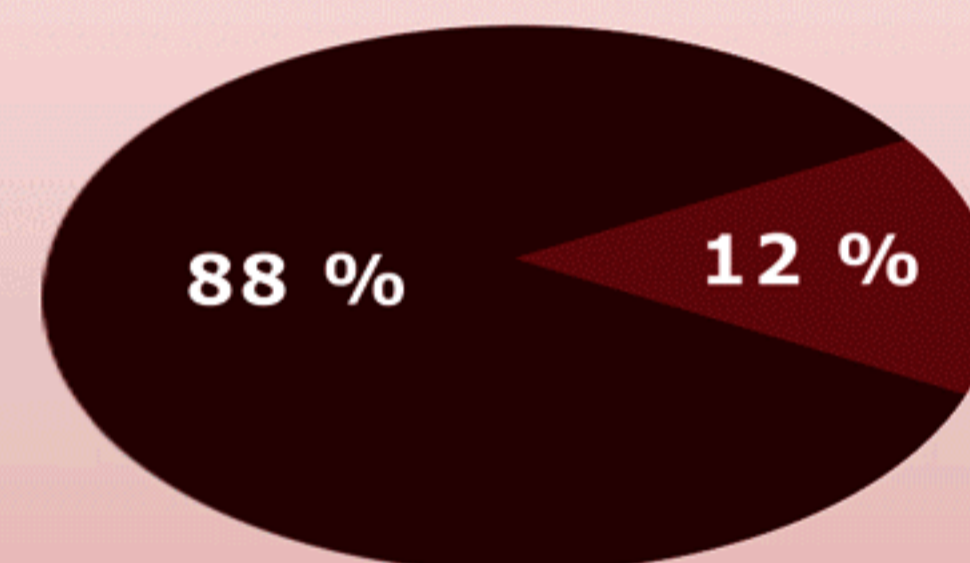
EXHIBITION DATE
27 - 29 MARCH - 2010

VENUE
Sarit Expo Centre - Nairobi

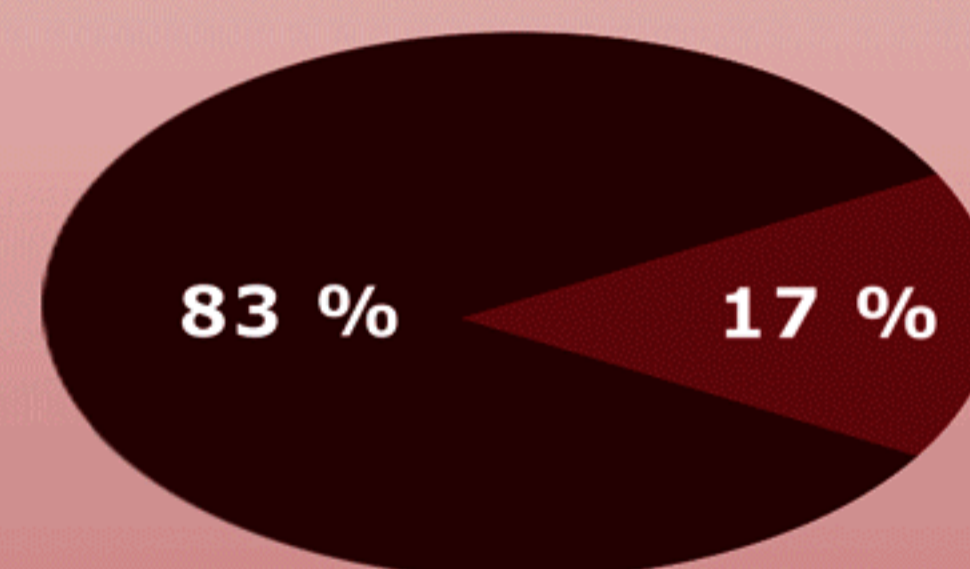


ANALYSIS

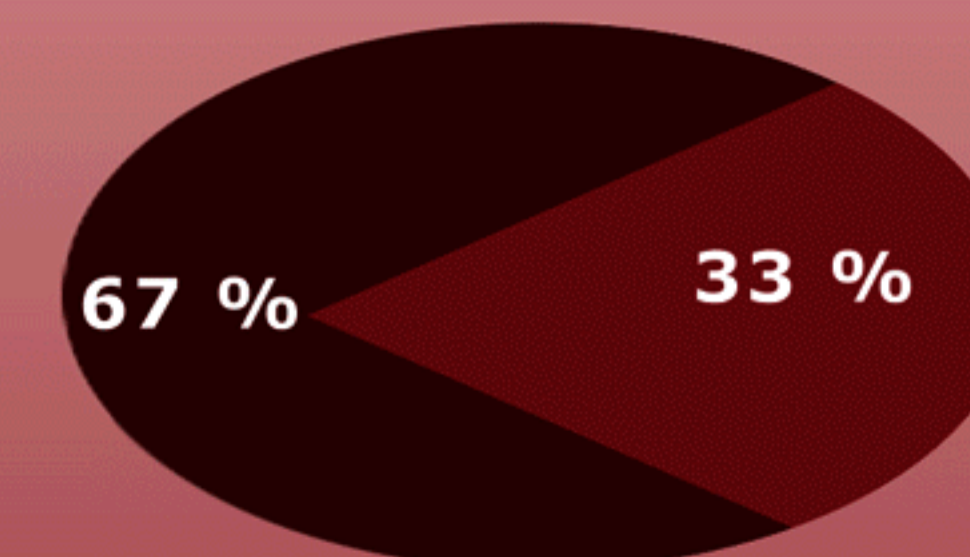
FOREIGN EXHIBITORS 88 %
KENYA EXHIBITORS 12 %



FOREIGN VISITORS 17 %
KENYAN VISITORS 83 %



TRADE VISITORS 67 %
GENERAL VISITORS 33 %



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Business Transactions Last Year

The response was overwhelming as 85% of the exhibitors reported high business prospects. The Exhibitor Survey indicated prospective and confirmed business transactions worth US\$ 24 million during the 3 days of the event itself.

Total Number of Visitors Registered : 6,749

▶ Importers	:	36%
▶ Building Contractor / General Builder	:	21%
▶ Government/ Public Sector	:	7%
▶ Trade Association	:	3%
▶ Consultancy	:	8%
▶ Press/PR/Media	:	1%
▶ Re-Exporters	:	4%
▶ Manufacturer	:	20%

Source of Information About the Event

- ▶ Newspaper 45%
- ▶ Suppliers 15%
- ▶ Direct mail invitations 35%
- ▶ Others 10%

Exhibitors Comments

- ▶ Thank you very much for organizing a Good Show. Keep me Updated on future shows. With Thanks & Regards - Falcon Technologies International L.L.C
- ▶ We Appreciate efforts done by your esteemed company. Mostly all were set and perfectly prepared From A to Z. We would like to know about any health exhibition soon through you in Oman, Africa, Indian subcontinent and Fareast. Thanks for your great efforts and anticipation. Dr. Ahmed- AL HIKMA
- ▶ Thanks very much for giving us a chance to exhibit at the expo. The Exhibition was a very unique given that there was a chance for local market to meet directly with manufacturers and distributors of various products from different parts of world. Ms. Lydia - Compfix Data Ltd.