



7 - 9 April 2022

Ethiopian Skylight Hotel Addis Ababa

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"PUTTING BUSINESSES IN THE SPOTLIGHT"

**The International Expo & Conference for Furniture,
Interior and Finishing Products, Machineries,
Technologies, Materials and Services**

www.fintexaddis.com



FINTEX

2022

East Africa...

“the domicile
for future
Business and
Investment”

The African continent has become a major future industrialization and market destination. According to the World Bank economic reports, Africa is the fastest growing categorical economic sectors in the world.

Africa suffered fewer economic losses from the COVID19 pandemic than other regions of the world. Similarly, the fatality rates per million people have been relatively modest in relation to other regions- the average GDP decline of 2.1 percent in 2020 and projected recovery to 3.4 percent growth in 2021.

East Africa seems to be the most resilient region, thanks to less reliance on primary commodities and greater diversification. It enjoyed 5.3 percent growth in 2019 and an estimated 0.7 percent growth in 2020. In 2021, real GDP growth is projected at 3.0 percent, and in 2022, 5.6 percent.

The region is singled-out as key player and enjoys true huge potential to become “The Next Stop for Investment and Business” in Africa (African Development Bank Group). Housing and construction projects remain one of the important contributors to the East African economy; it is not only the need for housing that will provide a source of projects and contracts; but also there are mega infrastructure projects in the pipeline.

Many pieces of research determine that the Furniture, Interior and Finishing industry products and services rising market demand will will grow tremendously among East African Countries within the coming 20 years. Most East African Governments are actively looking to attract new investments and advanced technologies into the industry upstream segments in order to sharpen the region competitive advantage in the global market.

FINTEX . . .

Unlocking East Africa investment and business potential

Here is why you must exhibit

- Carefully planned matchmaking and commercial channels to generate sales leads
- Enter multiple promising markets of an entire region at a single event
- Meet selected exclusive buyers, trade visitors and decision makers from East African Countries with full-purchasing authority
- Get the highest return on investment,
- Enjoy all year-round promotional activities,
- Creates a path to develop trust and rapport with potential international and regional partners and industry's innovators, suppliers, and professionals from all over the World under one roof,
- Meet existing and prospective customers and obtain immediate valuable first-hand feedback on your products and/or service and close sales on the spot.
- Take your business to your desire market, which will give your company access to a captive audience that's primed to buy,
- Boost export activities,
- Creating wide-spread attractiveness to your brand,
- Expand your network among industry players,

Especially; FINTEX designed to ensure that sharing market intelligence data, business outlook, technological solutions and live product displays to enhance awareness on the ongoing and future business advancements.

“You are either in your bed or in your shoes, so it pays to invest in both”

— John Wildsmith

EXHIBITORS PROFILE

An ultimate ...
profit zone for the following sectors

FURNITURE

- Home furniture
- Office Furniture
- Industrial furniture
- Garden furniture
- Furniture fashion goods
- Accent furniture
- Kids furniture
- Handicrafts items
- Bamboo Crafts
- Built-in furniture
- Partitions and accessories
- Household appliances

FURNITURE INNOVATIONS

- Furniture Technologies
- Furniture Machineries
- Furniture Accessories
- Furniture Automation,
- Home textile

"A table, a chair, a bowl of fruit and a violin;
what else does a man need to be happy?"

— Albert Einstein (German physicist)

INTERIOR & EXTERIOR DESIGN SOLUTIONS

- Interior Design Companies
- Decorative Home Accessories
- Decorative Pot Plants,
- Gift Products,
- Metal Artwork
- Glass Artwork
- Wall Coverings, Wallpaper
- Lightings
- Artistic & Craft Ceramics,
- Decorative Fabrics, Yarns, Beddings, Textile Arts, Bed Sheets, Linens, Embroideries, Textile Tableware, Textile Carpets, Bathmats, Towels, Curtains,
- Landscape products
- Extensive Collections of Designers items, Products and Services.



FINISHING SOLUTIONS

- Modern Interior and Exterior Finishing Technologies and Tools
- Natural and Artificial Masonry Materials
- Wood floor
- Decorative Ceramics Paints, Varnishes, Floor, Weal,
- Interior and Exterior Paint, Finishes, Coatings, Plastering, Powder Coating, Roof Paint, Texture /Metallic Coatings, Venetian Plaster
- Finishing Materials; Gypsum Boards, Natural Stone Products, Designer Tiles, Fabric Panels, Architectural Wall Panels, Plastic Finishes, Embossed/Relief Panels
- Energy Saving Solutions; Solar Energy Equipment, Solar Panels
- Proper Waste Management Solutions
- Innovative Architectural & Interior Design makes/producers/manufacturers/suppliers

VISITOR PROFILE

It is difficult to find households, Malls, Cinemas, Hotels, offices and any other facilities on planet earth without one or more things from the products displayed at FINTEX

- Architects and Urban Planners
- Building Owners
- Contractors
- Concerned Government Officials
- Facility Managers
- Home Owners
- Hotel consultants
- Hotel Owners
- Household developers
- Interior Designers
- Landscape Architects
- Leaders of Trade and Professional Associations Mall Owners
- Non-Government Organizations Procurement Managers
- Property & Real Estate Developers
- Traders



"Furniture and food are ways that people define their attitude toward life. They'll buy better stuff if it's offered to them."

— Terence Conran (English Designer)

FINTEX Marketing

A dedicated domestic, regional and international marketing campaign is set to promote FINTEX 2022. The theme of this year's campaign is "PUTTING BUSINESSES IN THE SPOTLIGHT," as FINTEX is the most decisive networking place where key brands gather under one roof to enable the business community to make contracting decisions.

» VIP Campaign



Personal invitation to key industry players and decision makers

» Digital Marketing



Email Marketing, E-Newsletter, Content Marketing, website, SEO, Digital Banner advertisements, Advertisements on Trade Portals,

» Social Media Promotion



Facebook, Instagram, Twitter, LinkedIn, telegram Channel,

» Local and Regional Print Media



Advertisement and Editorials in the leading Newspaper and Magazines

» Mass Media Advertisement



Prime time Radio and TV commercials and sponsorships

» Outdoor Campaign



Billboard and Street Banners

» Tele Marketing



SMS and Call Center Invitation

» Public Relations and Communication



Press releases, Press Conference and News releases

» Promotion on International and Regional Show Visits



Special feature- the buyers and Matchmaking Program

FINTEX team is proud to be the first and only expo of its kind in the Region hosting and targeting directly qualified VIP buyers from all over the East Africa Countries.

2020 SHOW SUMMARY



38, EXHIBITORS



2,722, VISITORS



17, COUNTRIES REPRESENTED



1121 M², EXHIBITION SPACE



BY 137% FROM 2019



BY 312% FROM 2019



BY 70% FROM 2019



BY 90% FROM 2019

75%

Of the exhibitors are satisfied with the purchasing power of the visitors

65%

Of the Exhibitors chose Fintex to build their brand image

60%

Of the Exhibitors expect chance of business after the Fair

90%

Of the Exhibitors were satisfied with the quality of visitors

85%

Of the Exhibitors were satisfied with the number of visitors

81%

Of the Exhibitors were satisfied with the whole fair

95%

Of the Exhibitors will return for the next session

EXHIBITORS OVERVIEW

TOP 5 REASONS FOR EXHIBITING

90%

CHANCE OF BUSINESS AFTER THE FAIR

65%

QUALITY OF VISITORS

65%

BUILDING BRAND IMAGE

55%

PROMOTION OF NEW PRODUCTS

50%

DIRECT SALE OF PRODUCTS

EXHIBITORS FEEDBACK



Mr. Jesal B. Mehta
CEO

Abay Esdee Paints

This is our second time exhibiting at Fintex and it has been a successful exhibition for us, we have met with many customers who are in the furniture and wood industry which has made our stay very fruitful. We have got more than 600 customers base as of now from the exhibition. Our company already decided to return for next year's show.



Mr. Thomas Dalhoff
Managing Director

Vishering-Trade EURL

We joined here on the exhibition for the second time to help the Ethiopian manufacturers to bring up their efficiency and quality so that they can be much more stronger in the local market. I am a supporter of this particular sector exhibition and I feel it is an outstanding result we have reached this year as we have found too many visitors who were looking for our products. We will be happy to be back next year again and show a little bit deeper and more detailed on what we can offer for the market.



Mrs. Tihitina Mulushewa
Managing Director

Waryt Mulutita International PLC

The platform has created access to do more business and also helped the exhibitors to know each other besides improving our understanding of the market.

This year's session has improved by both exhibitor's and visitor's numbers and quality than the previous year. I believe it will also grow more in the upcoming shows. So, we will surely come back next year with new and innovative products.



Ms. Rahel Gezahegn
General Manager

Diyo Ab wood Products Manufacturing plc

Even though it is our first time exhibiting at this show, we have found too many visitors and that has made us happy and satisfied. We would like to thank the organizers for the amazing support they gave us. We will definitely return next year to experience more and find new customers as well.



Mr. Amlakcher Seyoum
General Manager

Salma Furniture Plc

Even though this was our first time participating in exhibition, we are very impressed. The current economic situation of the country was a bit scary for us and we thought we might not find enough buyers. However, we experienced the exact opposite of what we expected.

There were lots of visitors and their feedbacks were very positive and encouraging as well. The organization of the event is excellent and we are delighted to participate in the 3rd session next year.



Ms. Genet Derebew
Marketing Executive

Simon KK Manufacturing Plc

From all the exhibitions we participated at, this exhibition is very different in a way we got too many visitors and sales leads as well. The customers who came had a very good feedback towards our products.

We contacted with different potential clients who were interested to work with us. We will definitely return next year to show case our products because this event has helped us advertise the products we offer to the market.



Mr. Michael Seyoum
Artist

Ertale Art Studio

I would like to thank the organizer for giving me this opportunity to show case my unique galleries of arts to the market helping me contact with my targeted customers. The visitors' feedback was overall very positive and encouraging.

I really appreciate and support this kinds of exhibitions and would also like to participate on the next session too.



Mr. Essay Zerai
General Manager

Being Green

Being Green landscape designing, care, and maintenance service company. From this exhibition, we found potential customers working on the interior, construction, and, most of all, we found garden lovers who are our target group.

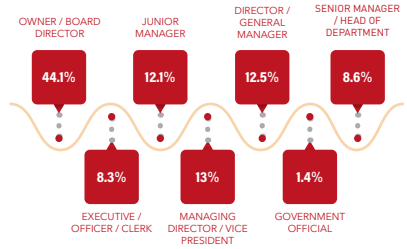
We want to thank the organizers for giving us this opportunity to showcase our products, and we will be glad to showcase our products in the next session too.

VISITORS OVERVIEW

VISITORS BY PROFILE



VISITORS LEVEL OF SENIORITY



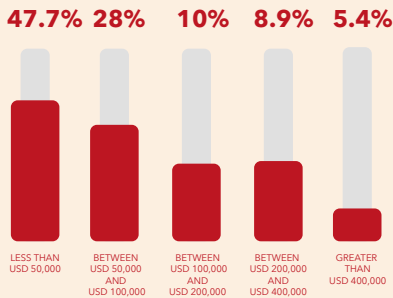
VISITORS REASON FOR ATTENDING THE SHOW



VISITORS PRODUCT INTEREST



VISITORS PLAN TO INVEST ON THE NEXT 12 MONTHS



VISITORS BY LOCAL CITIES

- ADAMA
- ADDIS ABABA
- ARBAMINCH
- BAHIRDAR
- BURAYU
- DEBREZEIT
- HARAR
- HAWASSA
- HOSSANA
- MEKELLE
- ZIWAY

VISITORS BY COUNTRY

- AUSTRALIA
- CANADA
- DJIBOUTI
- ERITREA
- ETHIOPIA
- GERMANY
- INDIA
- ITALY
- KENYA
- NIGERIA
- PAKISTAN
- POLAND
- SAUDI ARABIA
- UAE
- USA

FINTEX 2020 Gallery





THE VENUE

Ethiopian skylight hotel, owned by Ethiopian airlines, is a hotel in Ethiopia located at the heart of Africa's diplomatic hub Addis Ababa, just five minutes away from bole international airport. With outstanding, international- standard service, the luxurious hotel Comprising 3 luxurious restaurants awaits you for your leisure and business needs. There are 13 different meeting halls with seating capacity ranging from 50-4000 fitting your choice. The lobby lounge and the front lobby are spacious enough for social and business meetings.

Organizers



FINTEX is organized jointly with Prana Events and African Trade-fair Partners (ATP), the top leading trade fair and event organizers, with a significant experience organizing numbers of specialized international exhibitions serving, multiple business sectors in addition to various corporate and matchmaking events, along with export development activities.

In view of that, we have conducted our market research and feasibility studies; All times we demonstrate commitment to sustainability, both individually and as a firm, by actively integrating sustainable business practices wherever possible. We are in business that has continued to guarantee great return on investment for our clients.



**AFRICAN[®]
TRADE-FAIR
PARTNERS**