

FINTEX

BROCHURE 2026



 **29 JAN - 01 FEB 2026**

**ADDIS INTERNATIONAL CONVENTION CENTER
ADDIS ABABA, ETHIOPIA**

Organizers



www.fintexaddis.com



**6TH
EDITION**



ABOUT

Fintex Ethiopia is the leading international expo for the Furniture, Interior Design, and Finishing Materials industries in Ethiopia. Since its launch in 2018, Fintex has evolved into a powerful platform for industry advancement, innovation, and sustainable development bringing together global and regional players under one roof.

Held annually at the prestigious Addis International Convention Center in Addis Ababa, Fintex showcases the latest products, technologies, and design And Services trends while offering unmatched opportunities for business,

Fintex is more than an exhibition it's a dedicated B2B platform for strategic negotiations, high-value partnerships, and bulk sourcing. It offers a unique space for brand exposure to a targeted audience that includes bulk buyers, industry professionals, high-level stakeholders, developers, importers, architects, and policy makers. The event creates an environment where deals are made, relationships are built, and businesses scale.

With a strong focus on sustainability, functionality, and regional development, Fintex hosts expert-led workshops, panels, and conferences designed to foster knowledge sharing, policy engagement, and industry best practices.

An advanced matchmaking platform connects exhibitors directly with qualified buyers and decision-makers ensuring meaningful engagement and maximizing return on participation.

Fintex has also been instrumental in leading international trade missions to destinations such as Germany, Italy, Turkey, Egypt, South Africa, and the UAE, enabling Ethiopian and African businesses to access new markets and build global partnerships.

The 6th Fintex Ethiopia expo will take place from January 29 to February 01, 2026 at Addis International Convention Center, Addis Ababa , Ethiopia. We at fintex are dedicated to fostering business integration and industry growth in Ethiopia while championing "Sustainability and Functionality" we are excited to continue our strong partnership in building a successful and prosperous business community.



MARKET BACKGROUND

Africa

Population Growth: Africa's population is projected to reach approximately 1.6 billion by mid-2026, accounting for nearly 19.5% of the global population. This growth is driven by a youthful demographic, high fertility rates, and increasing urbanization across the continent.

Urbanization Trends: The urban population in Africa is expanding rapidly, with over 500 million Africans expected to move to urban areas by 2030. This urban migration is driving significant demand for residential, commercial, and industrial furniture, as well as interior design and finishing materials.

East Africa

Population Dynamics: East Africa's population is estimated to exceed 530 million in 2026, with a median age of 18.3 years. The region continues to experience rapid urbanization, increasing the demand for modern furniture and interior solutions.

Economic Performance: The East African region is projected to achieve a GDP growth rate of 5.9% in 2026, led by countries such as Ethiopia, Kenya, and Uganda. This growth is driven by sustained investment in infrastructure, regional connectivity, and human capital development.

Sectoral Growth: Key sectors fueling East Africa's economic expansion include agriculture, manufacturing, and services. The furniture and interior design industry stands to benefit significantly, with growing demand for high-quality products and services.

Ethiopia

Population and Urbanization: Ethiopia's population is projected to exceed 130 million by mid-2026, with a growing share residing in urban areas. This urbanization trend is fueling strong demand for residential and commercial furniture, as well as interior design and finishing materials.

Economic Outlook: Ethiopia's economy is expected to grow at a rate of 6.9% in 2026, supported by ongoing investments in infrastructure, manufacturing, and services. The government's strategic focus on industrialization and urban development continues to open new avenues for growth in the furniture, interior design, and finishing materials industry.

Market Opportunities: A growing middle class and rising disposable incomes are driving demand for modern and stylish furniture. Additionally, large-scale urban development and infrastructure projects are creating a favorable environment for the interior design and furnishing sector to thrive.

Industry Significance: Fintex 2026 is poised to become a key platform for industry stakeholders, attracting local and international exhibitors, architects, interior designers, and retailers. The expo offers a valuable opportunity to network, showcase innovations, and explore business potential in the rapidly growing East African furniture and interior design market.



MARKET BACKGROUND

As Ethiopia's capital and largest city, Addis Ababa is at the forefront of the country's urban and economic transformation. With a rapidly growing population exceeding 5 million and expanding at over 4% annually, the city is experiencing a construction and real estate boom that is driving strong demand for modern furniture, creative interior design, and high-quality finishing materials.

Major infrastructure projects, new residential and commercial developments, and government-led urban renewal programs are transforming Addis into one of Africa's most dynamic and design-conscious cities. From luxury apartments and office towers to hospitality, retail, and government buildings, Addis is building at scale and it needs the materials and expertise to match.



MARKET BACKGROUND

A City Fueling Demand Across the Value Chain

Addis Ababa is not just a political and diplomatic capital it is an economic powerhouse:

- Thousands of new residential units are under development.
- Demand for office and commercial furniture is soaring with the growth of the private sector.
- A burgeoning middle class is driving interest in custom interiors, modern furnishings, and locally-inspired design.
- The rise of mixed-use real estate projects is reshaping neighborhoods, increasing the need for comprehensive finishing solutions.



With Ethiopia's construction sector contributing more than **20% to GDP**, Addis Ababa stands as a critical engine of growth and an unmissable opportunity for industry professionals.

Fintex – Furniture, Interior Design & Finishing Material Expo is the premier platform to tap into this explosive demand. Held in the heart of Addis Ababa, Fintex brings together:



- Manufacturers and suppliers of furniture and materials
- Real estate developers and construction firms
- Interior designers and architects
- Investors, retailers, and procurement professionals
- Consultants, Architectures And Finishing Materials Producers And Retailers.

Whether you're introducing innovative materials, showcasing design excellence, or forming new B2B partnerships, Fintex 2026 is where it all connects.

Why Addis Ababa?

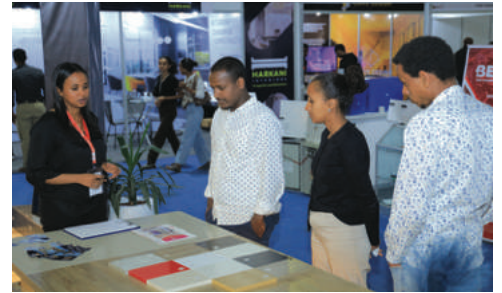
- Strategic location in East Africa
- Home to major African Union and international institutions
- Fast-growing consumer base with increasing design sophistication
- Government support for manufacturing, trade, and construction sectors
- A gateway to Ethiopia's 127+ million-strong market



MARKET BACKGROUND

FINTEX (Furniture, Interior, and Finishing) International Expo will take place from **January 29 to February 1, (For Four Days)2026**, at the prestigious Addis International Convention Center in Addis Ababa, Ethiopia.

As the premier event of its kind in the region, **FINTEX 2026** will bring together leading manufacturers, designers, suppliers, Service Providers and innovators from across the globe to showcase the latest in furniture, interior design, and finishing technologies.



EXPO KEY FEATURES



Matchmaking: The expo offers personalized matchmaking to meet the exhibitors' business interests and objectives.



Highlighting Regional Trade: The Expo connects exhibitors with East African-hosted buyers and helps create valuable partnerships in the region.



Cross-Industry Networking: Dedicated cross-industry networking sessions, cocktail-hours, and digital networking platforms tailored to your business interests.



Industry Insights: Policymakers' panels and experts' workshops will be organized, covering topics relevant to Industry Sustainability, Business growth, industry trends, and successful collaboration.



Inspiration: The expo inspires innovative designs, explores new ideas, fosters creativity, and reflects cutting-edge designs.



Smart and Connected Living: Highlight the benefits of technology integration to enhance convenience, efficiency, and living experiences.

Why You Must Exhibit

- Access carefully created matchmaking and commercial channels to efficiently enter the desired market.
- Discover and enter multiple promising markets of an entire region at a single event
- Meet with hosted buyers and decision-makers from East African countries with full purchasing authority.
- Connect with global partners, entrepreneurs, suppliers, and professionals to establish trust and nurture strong relationships..
- Get valuable first-hand feedback and close sales on the spot
- Creating a strong brand identity, establishing widespread recognition, and driving longterm success in the market.
- Expand your professional network and grow your business by connecting with industry peers and cross-industry key players.



EXHIBITORS PROFILE

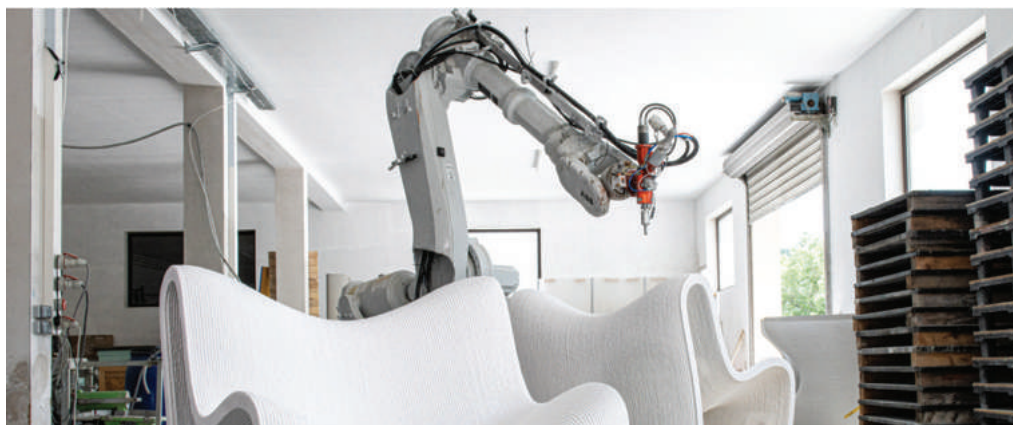
Furniture



- Accent furniture
- Bamboo Crafts
- Built-in furniture
- Garden furniture and Exterior Furniture
- Home furniture
- Handicrafts items
- Interior accessories
- Industrial furniture
- Kids furniture
- Office Furniture



Furniture Technology



- Furniture Automation
- Furniture Accessories
- Furniture Machineries
- Furniture Technologies

Interior & exterior design solutions



- Interior designers
- Office interior designer
- Decorative home accessories
- Pots, planters, and interior plants
- Metal artworks
- Glass artworks
- Wall coverings
- Artistic and craft ceramics
- Decorative fabrics, yarns, textiles, arts, bed sheets ,linens and embroideries
- Extensive collection of designer items
- Home interior designers
- Innovative architectural and interior design products suppliers.
- Modern interior and exterior finishing technologies and tools.

EXHIBITORS PROFILE

Finishing materials and finishing works



- Lighting
- Bathroom finishing materials
- Decorative ceramics
- Energy saving solution, solar energy equipment and solar panels
- Home and office finishing materials; gypsum boards, natural stone products, designer tiles, fabric panels, architectural wall panels, plastic finishes, embossed/ relief panels.
- Flooring materials; tiles, granite, porcelain, woods, spc, wpc, ceramics and marbles
- Natural and artificial masonry materials.
- Paints
- Epoxy
- Paint; varnishes, floor, interior and exterior paint finishes, coatings, venetian plaster.
- Kitchen finishing materials.
- Curtains, pillow casing
- Decorating plants
- Wall art paints



VISITORS PROFILE

It is challenging to find households, Offices, Industries, Malls, and other facilities without one or more things from the products displayed at FINTEX..

- Architects, Architectures Association - and Interior Designers
- Bulk Consumers like Hotels, Hospitals, Academic Institutions, etc...
- Commercial Building Owners
- Contractors
- Corporate Organization procurement team
- Facility Managers
- Finishing companies
- Furniture Manufacturers & Exporters,
- Governmental Procurement Agency officials
- Homeowners
- Household developers
- Importers
- Interior Designers
- Leaders of Trade and Professional Association
- Non-Government Organizations Procurement team
- Procurement Professionals
- Property & Real Estate Developer
- Wholesalers, Distributors & Retailers



PROMOTION AND MARKETING



VIP CAMPAIGNS

Personal invitations via SMS, email, phone call and vip invitation cards to key industry stake holders players and decision-makers



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 digital marketing: email marketing, e-newsletter, content marketing, website, SEO, digital banner advertisements, advertisements on trade portals.



SOCIAL MEDIA CAMPAIGN

Facebook, Instagram, twitter, linkedIn and tikTok.



TELEMARKETING

SMS and call center Invitation



PUBLIC RELATIONS AND COMMUNICATION

press releases, press conference and news releases promotion of international and regional show visits



The Addis International Convention Center is a prestigious exhibition and conference venue. The hall has modern sound and light technologies and exhibition materials. It includes a main hall of 6,000m² and a separate hall of 2,800m² for exhibitions.

There are three meeting rooms on the ground floor for 250-700 participants, each with air conditioning, projectors, screens, sound equipment, and an Audio-Visual Technician. The venue has a separate on-site registration area and a media center.



ORGANIZERS



FINTEX is jointly organized by Prana Events and African Trusted Partners (ATP), two leading event organizers with extensive experience in hosting international exhibitions, and corporate events. We conducted thorough market research and integrated sustainability measures in our operations for the success of the expo and to ensure a significant return on investment for our exhibitors.

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.



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