



# FINTEX

FURNITURE | FINISHING | INTERIOR EXPO & SUMMIT



## Organizers



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

 **JANUARY 28-31** 2021

ADDIS INTERNATIONAL CONVENTION CENTER  
ADDIS ABABA, ETHIOPIA

**7<sup>TH</sup>**  
EDITION



## ABOUT

FINTEX Ethiopia is the leading international trade expo dedicated to the Furniture, Interior Design, and Finishing Materials industries in Ethiopia. Since its launch in 2019, FINTEX has grown into a dynamic and influential platform that drives industry advancement, innovation, and sustainable development, bringing together global, regional, and local stakeholders under one roof.

Hosted annually at the prestigious Addis International Convention Center in Addis Ababa, FINTEX showcases the latest products, technologies, materials, and design trends shaping the built environment sector. The expo provides unmatched opportunities for business expansion, knowledge exchange, and strategic growth within Ethiopia and across East Africa.

FINTEX is more than an exhibition it is a results-driven B2B platform designed for strategic negotiations, high-value partnerships, and bulk sourcing. The event delivers targeted brand exposure to a qualified audience that includes bulk buyers, real estate developers, architects, interior designers, contractors, importers, investors, policymakers, and senior decision-makers. It creates a professional environment where deals are initiated, partnerships are formed, and businesses scale.

With a strong commitment to sustainability, functionality, smart living, and regional industrial development, FINTEX 2027 will feature expert-led conferences, technical workshops, panel discussions, and networking forums. These sessions are structured to encourage knowledge sharing, policy dialogue, innovation adoption, and the exchange of global best practices.

An advanced business matchmaking platform will connect exhibitors directly with verified buyers and key stakeholders, ensuring meaningful engagement and maximizing return on participation.

The **7<sup>th</sup>** edition of FINTEX Ethiopia will take place from **January 28 to January 31, 2027**, at the Addis International Convention Center, Addis Ababa, Ethiopia.

At **FINTEX 2027**, we remain dedicated to fostering business integration, promoting sustainable industrial growth, and strengthening Ethiopia's position as a rising regional hub for furniture manufacturing, interior design excellence, and finishing materials innovation.

## Africa

**Population & Demographics :** Africa's population is projected to reach approximately 1.6–1.7 billion by 2027, representing nearly 20% of the global population. The continent remains the youngest in the world, with a rapidly growing workforce and expanding consumer base. This demographic momentum is creating sustained demand for housing, commercial infrastructure, and modern lifestyle products, including furniture, interior décor, and finishing materials.

**Urbanization & Construction Growth:** Africa continues to experience one of the fastest urbanization rates globally. By 2030, hundreds of millions of Africans are expected to live in urban centers, accelerating demand for residential developments, office buildings, hospitality projects, retail spaces, and mixed-use complexes. This urban expansion is directly driving growth in furniture manufacturing, interior design services, and finishing technologies across the continent.

## East Africa

**Population & Urban Expansion:** East Africa's population is estimated to exceed 540 million by 2027, with a median age below 19 years—making it one of the youngest and most dynamic markets globally. Rapid urban migration across major cities is increasing demand for modern housing solutions, commercial furnishings, and professional interior design services.

**Economic Outlook:** The East African region is projected to maintain strong economic performance, with average GDP growth expected to range between 5.5% and 6.5% in 2027, led by economies such as Ethiopia, Kenya, Tanzania, and Uganda. Growth is supported by infrastructure investments, regional trade integration under the African Continental Free Trade Area (AfCFTA), and expanding manufacturing capacity.

**Sectoral Opportunities:** Manufacturing, construction, real estate, hospitality, and retail sectors are expanding across the region. As urban lifestyles evolve and consumer sophistication increases, demand for high-quality, sustainable, and innovative furniture and interior solutions continues to rise, positioning East Africa as a promising market for both local producers and international suppliers.

## Ethiopia

**Population and Urbanization:** Ethiopia's population is projected to exceed 132 million by 2027, making it one of Africa's largest consumer markets. Rapid urbanization particularly in major cities such as Addis Ababa is fueling significant demand for residential, commercial, and institutional furniture, as well as modern interior and finishing materials.

**Economic Outlook & Industrial Growth:** Ethiopia is expected to sustain strong economic growth, projected at approximately 6.5%–7% in 2027, supported by continued investment in infrastructure, manufacturing, real estate development, and services. The government's focus on industrialization, import substitution, and urban modernization creates substantial opportunities within the furniture and finishing value chain.

### Market Drivers

- Expansion of real estate and mixed-use developments
- Growth of hospitality, retail, and office spaces
- Rising middle-class income and lifestyle expectations
- Increased demand for sustainable and smart living solutions
- Growing interest in locally manufactured products

**Industry Significance for FINTEX 2027:** FINTEX 2027 is strategically positioned within this rapidly expanding market landscape. The expo serves as a gateway to Ethiopia and the broader East African region bringing together manufacturers, designers, architects, developers, investors, and policymakers. It offers a high-value platform to showcase innovation, build partnerships, and unlock business opportunities in one of Africa's fastest-growing furniture and interior design markets.

## A City Fueling Demand Across the Value Chain

Addis Ababa is far more than Ethiopia's political and diplomatic capital it is the country's commercial powerhouse and the driving force behind growth in construction, real estate, and urban development. With a metropolitan population estimated at over 5.5 million in 2027 and expanding steadily each year, the city is generating strong, sustained demand across the entire furniture, interior design, and finishing materials value chain.

### Key Market Drivers



**Large-Scale Residential Development:** Thousands of condominium units, apartment complexes, and gated communities are under construction, creating continuous demand for household furniture and interior finishing solutions.



**Expanding Commercial Sector:** Growth in banking, hospitality, retail, technology, and corporate services is driving increased demand for office systems, commercial furnishings, and professional interior fit-outs.



**Rising Middle-Class Consumption:** An increasingly design-conscious and aspirational middle class is fueling interest in customized interiors, modern furnishings, sustainable materials, and locally inspired contemporary aesthetics.



**Mixed-Use Real Estate Growth:** Integrated developments combining residential, retail, hospitality, and office spaces are reshaping urban neighborhoods—requiring comprehensive furnishing and finishing packages delivered at scale.



## **A Strategic Opportunity for Industry Stakeholders**

Addis Ababa presents significant opportunities for:

- Furniture manufacturers and material suppliers
- Real estate developers and construction firms
- Interior designers and architects
- Investors, retailers, and procurement professionals
- Consultants and finishing materials producers and distributors

With Ethiopia's construction sector contributing more than 20% to national GDP, Addis Ababa stands as a central engine of economic growth and a high-potential destination for industry investment and expansion.

FINTEX – Furniture, Interior Design & Finishing Materials Expo 2027 – serves as the premier platform to capitalize on this momentum. Hosted in the heart of Addis Ababa, FINTEX 2027 brings together the full value chain under one roof creating opportunities to introduce innovative materials, showcase design excellence, and establish high-impact B2B partnerships.

FINTEX 2027 is where opportunity meets innovation and where the industry connects to shape the future of Ethiopia's built environment.



# MARKET BACKGROUND

## Why Addis Ababa?

As the capital and economic center of Ethiopia, Addis Ababa remains at the heart of the country's urban transformation. With an estimated population exceeding 5.5 million in 2027 and an annual growth rate of approximately 4%, the city continues to expand both vertically and horizontally fueling strong demand for modern furniture, innovative interior design solutions, and high-quality finishing materials.

Addis Ababa is a prime market for furniture manufacturers, interior designers, architects, and finishing material suppliers. The city's evolving lifestyle, rising consumer expectations, and expanding commercial ecosystem create a vibrant and opportunity-rich environment for industry stakeholders participating in FINTEX 2027.

Addis Ababa stands as the strategic heart of Ethiopia and one of Africa's most influential cities making it the ideal host for FINTEX 2027 (Furniture, Interior & Finishing Expo).



# MARKET BACKGROUND



**Strategic Regional Location:** Positioned at the crossroads of East Africa, Addis Ababa serves as a key gateway connecting regional markets and facilitating trade across neighboring countries.



**Diplomatic & Institutional Hub:** As the headquarters of the African Union and numerous international organizations, the city attracts policymakers, investors, and global stakeholders year-round.



**Expanding and Sophisticated Consumer Market:** With a rapidly growing urban population and rising middle class, Addis Ababa is witnessing increased demand for modern furniture, innovative interior solutions, and high-quality finishing materials.



**Government-Driven Industrial Growth:** Strong policy focus on manufacturing, construction, urban development, and import substitution continues to create opportunities for local production and foreign investment.



**Gateway to a 130+ Million Market:** As the capital of one of Africa's largest and fastest-growing economies, Addis Ababa provides direct access to Ethiopia's expanding consumer and business market.

For exhibitors and industry professionals, Addis Ababa offers not only visibility, but access, opportunity, and long-term growth potential.

# GALLERY



# EXPO KEY FEATURES

-  **Targeted Business Matchmaking:** A structured B2B platform that connects exhibitors with qualified buyers, decision-makers, and procurement leaders based on specific business interests.
-  **Regional Trade Integration:** Direct engagement with buyers and partners from across East Africa, strengthening cross-border trade and long-term partnerships.
-  **High-Level Networking Opportunities:** Curated networking sessions, VIP receptions, and digital engagement tools designed to foster meaningful cross-industry connections.
-  **Industry Insights & Policy Dialogue:** Expert-led panels, workshops, and conferences addressing sustainability, market trends, innovation, and business growth strategies.
-  **Design Innovation & Inspiration:** A showcase of cutting-edge products, creative concepts, and forward-thinking solutions shaping the future of furniture and interior design.
-  **Smart & Connected Living Solutions:** Demonstrations of advanced technologies that enhance functionality, efficiency, and modern living experiences.

# WHY YOU MUST EXHIBIT



**Direct Market Access:** Leverage structured matchmaking and curated commercial channels to efficiently enter and expand within Ethiopia and the wider East African market.



**Regional Reach in One Platform:** Explore multiple high-growth markets across East Africa through a single, strategically positioned event in Addis Ababa.



**Meet Qualified Decision-Makers:** Engage directly with hosted buyers, developers, procurement leaders, architects, and investors with strong purchasing authority.



**Build Strategic Partnerships:** Connect with manufacturers, suppliers, entrepreneurs, and cross-industry stakeholders to establish trust and long-term business relationships.



**Generate Immediate Business Opportunities:** Receive real-time market feedback, negotiate directly with buyers, and close deals on-site.



**Strengthen Brand Positioning:** Enhance visibility, reinforce brand identity, and position your company as a key player in one of Africa's fastest-growing built-environment markets.



**Expand Your Professional Network:** Grow your influence by connecting with industry leaders and emerging players across the furniture, interior design, construction, and finishing sectors.

## Furniture

- Office Furniture
- Home Furniture
- Kids Furniture
- Garden Furniture
- Dooring
- Industrial Furniture
- Bamboo Crafts
- Handicraft items
- Built-in Furniture
- Furniture and interior accessories



## 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 ,

## 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
- 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
- Procurement Professionals
- Property & Real Estate Developer
- Bank Officials
- Contractors
- Building Consultancy companies
- Wholesalers, Distributors & Retailers
- Leaders of Trade and Professional Association
- Non-Government Organizations procurement team.

# 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 6,000m<sup>2</sup> and a separate hall of 2,800m<sup>2</sup> 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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