

SPONSORSHIP PACKAGE FOR FINTEX 2026



Organizers



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6TH
EDITION



Introduction

Fintex Ethiopia 2026 is more than an exhibition it is the flagship B2B gateway for the furniture, interior design, and finishing materials industries in East Africa. Scheduled to take place from 29 January to 01 February 2026 at the Addis International Convention Center, the event represents the heartbeat of Ethiopia's construction boom and the region's design revolution.

By partnering with Fintex, sponsors will not only gain unparalleled visibility but also position themselves as strategic enablers of growth, modernization, and sustainability in Ethiopia's evolving urban landscape.

About Fintex Ethiopia

Since 2019, Fintex has grown into the leading international expo for furniture, interiors, and finishing materials in Ethiopia.

FINTEX is the only furniture, interior and finishing international expo in Ethiopia and East Africa.

Organized by Prana Events and African Trusted Partners (ATP), the event consistently delivers:

- **Global Reach:** Exhibitors and buyers from Europe, Asia, and Africa.
- **Regional Relevance:** A marketplace connecting suppliers to East Africa's fastest growing economies.
- **High-Level Engagement:** Matchmaking, conferences, and panels with architects, developers, and policymakers.
- **Knowledge Exchange:** Expert-led sessions exploring

Why Ethiopia? Why Now?

Ethiopia is undergoing rapid urbanization and infrastructure growth:

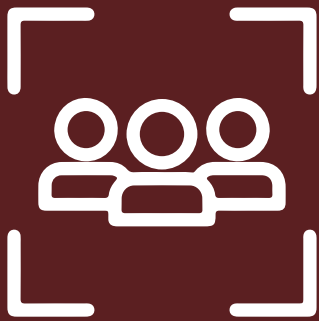
- Population projected to surpass 130 million by 2026, with urban centers expanding at over 4% annually.
- Construction contributes more than 20% to GDP, making it one of the economy's fastest-growing sectors.
- Rising middle class fueling demand for stylish interiors, sustainable housing, and modern finishing solutions.
- Addis Ababa is transforming into a regional hub for design and construction, hosting luxury projects, real estate developments, and large-scale infrastructure investments.

This makes Fintex 2026 the ideal platform for sponsors to align with Ethiopia's growth story.

Significance for Sponsors

Sponsorship at Fintex 2026 translates into strategic value:

- **Leadership Positioning:** Sponsors are seen as industry champions driving Ethiopia's transformation.
- **Massive Exposure:** Multi-channel branding across media, on-site spaces, and digital campaigns.
- **Business Opportunities:** all manufactureres, importers and service providers on office furniture, home furniture and garden furniture,ceramics, granite, light, paint, roofing, flooring, home appliance, stone art, interior designers, bathroom finishing materials and others....
- **CSR & Sustainability:** Sponsors gain recognition as partners in sustainable urban development.



Audience Snapshot

Sponsors will reach a highly influential mix of:

- Real estate developers & contractors
- Interior designers & architects
- Bulk buyers (hotels, hospitals, universities, malls)
- Government procurement agencies
- Importers, distributors, and retailers
- Homeowners and property developers

This is not just visibility it's direct market access.



Sponsorship Benefits

Brand Exposure



- Title co-branding: "Fintex Ethiopia 2026, Powered by [Sponsor]" (Platinum).
- Prime logo placement on banners, brochures, digital media, conference rooms, and stage backdrops.
- Exclusive branding at registration areas, networking lounges, and keynote sessions.
- Featured presence in local and international PR campaigns.

Business & Activation



- Complimentary premium exhibition space for showcasing products and innovations.
- Opportunity to deliver keynote speeches or participate in panel discussions.
- Product showcases & live demos in dedicated innovation zones.
- Sponsor-led workshops or training sessions for architects and developers.

Networking & Engagement



- Invitations to VIP receptions and curated B2B dinners with policymakers.
- Access to private matchmaking meetings with high-value buyers.
- Exclusive opportunities to host roundtables with government and industry leaders.

Media Visibility



- Dedicated interviews, feature articles, and social media highlights.
- Sponsor's video content played during sessions and breaks.
- Logo inclusion in thank-you campaigns, post-event reports, and hyperlinked newsletters.



Sponsorship Tiers

Feature	Platinum (3,000,000 ETB)	Diamond (2,000,000 ETB)	Gold (1,000,000 ETB)	Silver (500,000 ETB)
Title Sponsorship	✓ Event co-branded as “Fintex Ethiopia 2026, Powered by [Sponsor]”	–	–	–
Logo Placement	✓ (All media, prime spots)	✓ (Main signage & media)	✓ (Shared spots)	✓ (Main signage & media)
Booth Space	18m² (Premium)	15m²	12m²	9m²
VIP Seats	Front Row (4 pax)	Front Row (2 pax)	–	–
Keynote Speech	✓	–	–	–
Panel Participation	✓	✓	–	–
Networking Dinners	✓ (Full access)	✓ (Partial access)	✓ (1 dinner)	✓ (1 dinner)
Media Interviews	✓ (Executive spotlight)	✓ (Press mention)	–	–
Catalogue Ad	Double Page Premium	Full Page Premium	Full Page Inside	Full Page Inside
Stage Branding	✓ (Exclusive)	✓ (Shared)	–	–
Post-Event Recognition	✓ (Full highlights)	✓ Partial (highlights)	✓ (Logo & mention)	✓ (Logo & mention)

Tailored Sponsorship Opportunities



- **Innovation Partner:** Exclusive branding in sessions on smart living and design technologies.
- **Sustainability Partner:** Visibility in green building, energy efficiency, and eco-materials panels.
- **Networking Lounge Sponsor:** Branded VIP area for high-level B2B meetings.

Conclusion

Fintex 2026 is not just an exhibition it is the premier business and innovation hub for Ethiopia's construction and design future. By sponsoring, your organization will enjoy maximum visibility, premium networking, and a leadership role in shaping Ethiopia's urban transformation.

We look forward to welcoming you as a valued partner in making Fintex 2026 a transformative success.

ORGANIZERS



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