



The International Exhibition for Furniture, Tableware, Cookware, White Goods, Home Appliances, Home Textiles, Furniture & Smart Home Systems.

**29 October - 1 November 2015**

Addis Ababa Exhibition Center - Ethiopia

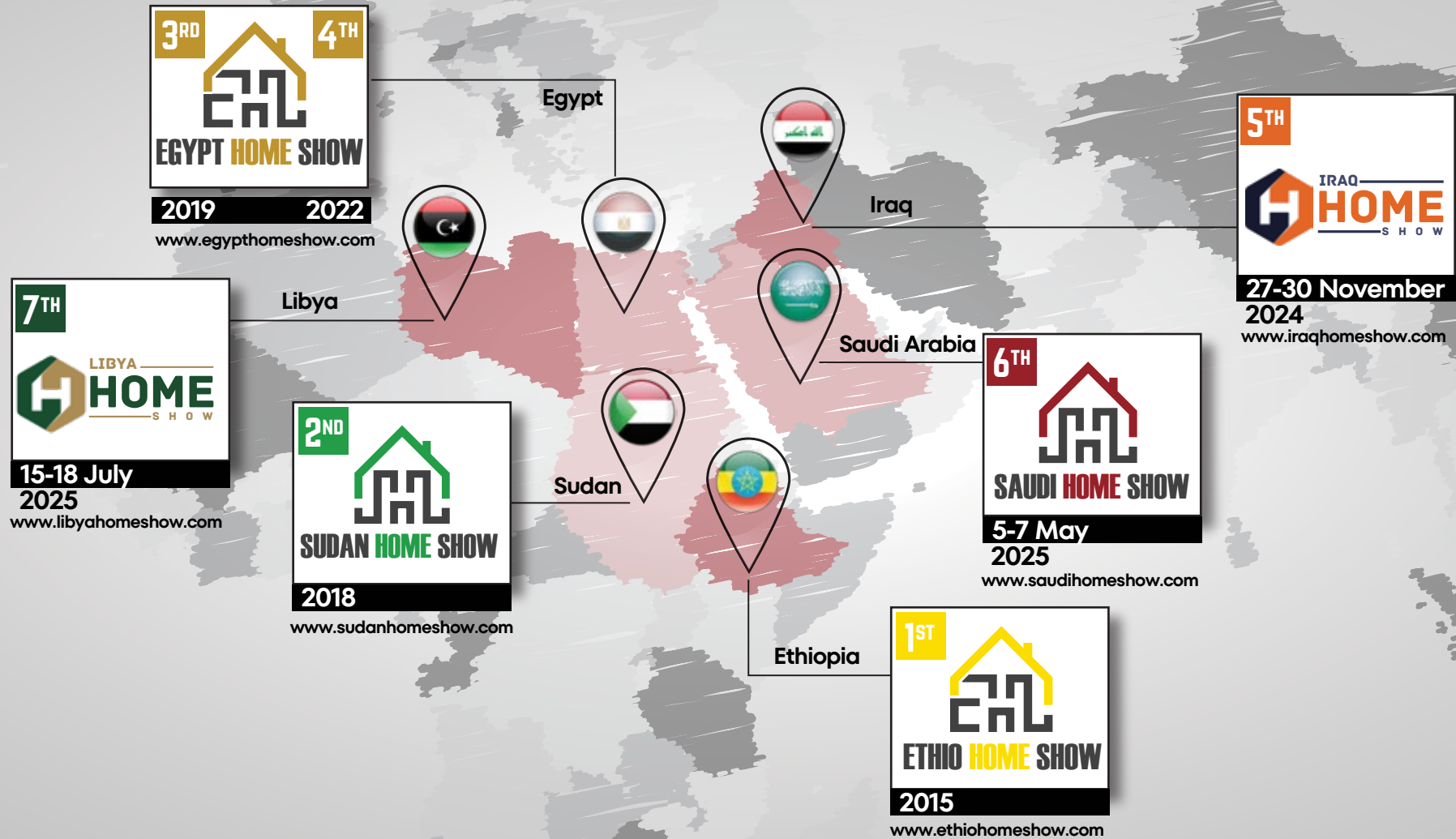


Organized by



# HOME SHOW EXPO

## AROUND THE REGION



## Message from Organizers

Swift expansion in the Ethiopian home textiles and home decoration business sectors has created new trends in pursuing the best quality cost effectively. The main perception of Ethiopia Home Show is to formulate a trade event with exceptional quality standards to act as a supply chain for the snowballing demand in such a promising marketplace.

Ethiopia Home Show; performed as a wide-ranging, robust and value adding event linking the top home textiles and decoration makers and their targeted buyer- groups on the regional and local side for direct interaction.

We would like to extend our thanks to our distinguished sponsors and exhibitors for their constant support.

For our business partners to acquire full advantages and outcomes from the event, we prepared this post-show report that clearly explains all the features associated with Ethiopia Home Show, offering a full analysis of the visitors and their prerequisites to enable our exhibitors to practice a better up-coming edition.

**Ethiopia Home Show Team**



**Post Show Report 2015**



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## EXHIBITION BACKGROUND



The world's highest trendsetters joined **Ethiopia Home Show** to benefit of the 4-day event to achieve enormous business contracts.

**Ethiopia Home Show** acted as the most dominant event of its kind in Ethiopia; gathering quality records of professionals and trade buyers, the show is now ranked as one of the most influential trading and business venue dedicated to home textiles and decoration industries.

**Ethiopia Home Show** is indeed a promoter for the industrial innovations; presenting concrete solutions to benefit specialized purchasers make their buying decisions impeccably.

**Ethiopia Home Show** main target was to simplify the buying decision making process; as buyers were able to discover all information about the offered procurement options and explore hands-on solutions under one roof...

**Ethiopia Home Show** exceeded the idea of being a customary trade event; as the event excellently represented the most decisive trading site for immediate contracting decisions where all the product assortments and price ranges were available for exhibitors and visitors.



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## EVENT PROFILE

### General

- 1- Duration:** 29 October – 1 November 2015;  
opened daily from 11:00 AM till 7:00 PM
- 2- Space:** 6,000 m<sup>2</sup>
- 3- Total Number of Direct Exhibitors:** 231 Companies



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## EVENT PROFILE

### 4- Exhibitor's Brands Countries of Origin:

Australia, Austria, Belgium, China, Czech Republic, Denmark, Egypt, Ethiopia, France, Germany, Hong Kong, India, Italy, Japan, Korea, Malaysia, Netherlands, Poland, Portugal, Russia, Spain, Sweden, Switzerland, Taiwan, Turkey, UAE, UK, Ukraine, USA..



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## EVENT PROFILE

### 5- Total Number of Visitors:



**5,590** Visitors



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## EVENT PROFILE

### Regional Visitors

#### 6- Regional Visitors Countries of Origin:

Egypt, Sudan, South Sudan, Kenya,  
Djibouti, Uganda.

640

Regional  
Visitors



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## EVENT PROFILE

### 8 - Sponsors & Partners:

#### Stakeholders



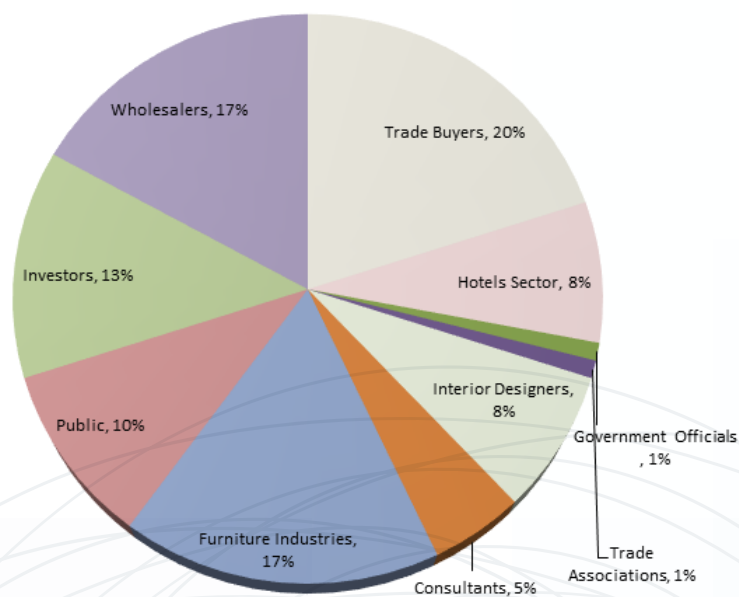
Ministry of industry  
& Ministry of Trade  
ETHIOPIA



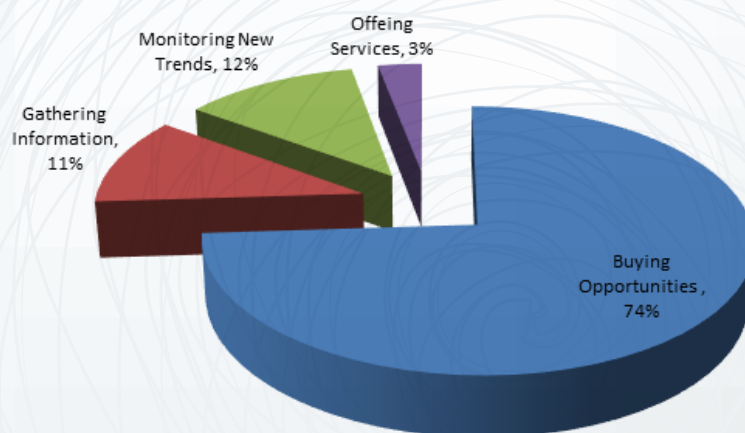
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## VISITOR PROFILE

### A- Ethio Home Show Visitors Analysis by Nature of Business

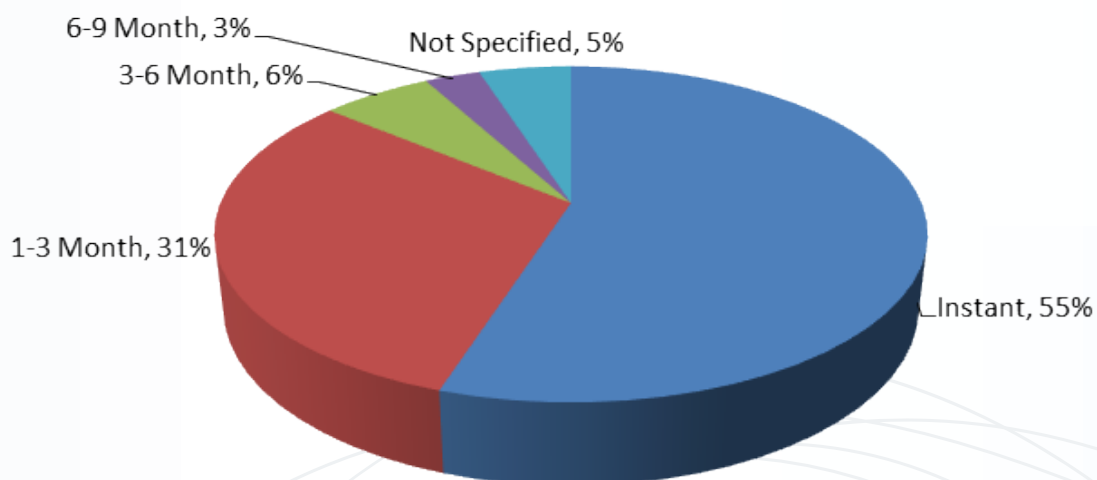


### B- Visit Main Objectives

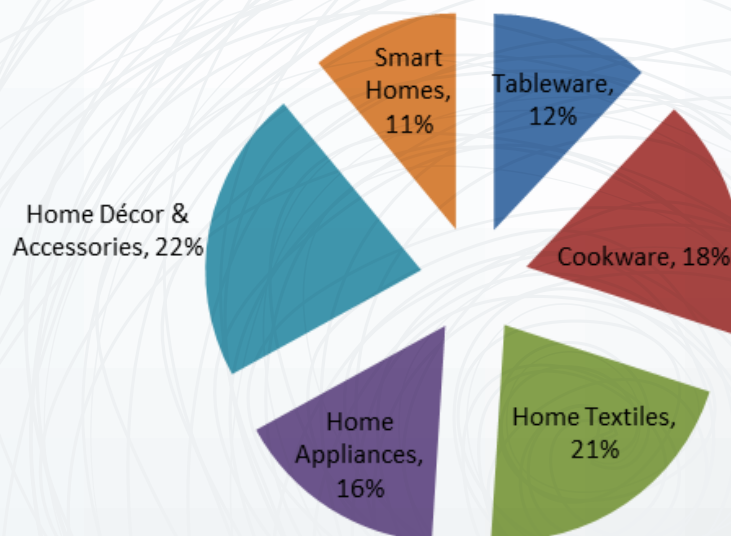


## VISITOR PROFILE

### C- Ethio Home Show Visitors Purchase Intention Time Frame



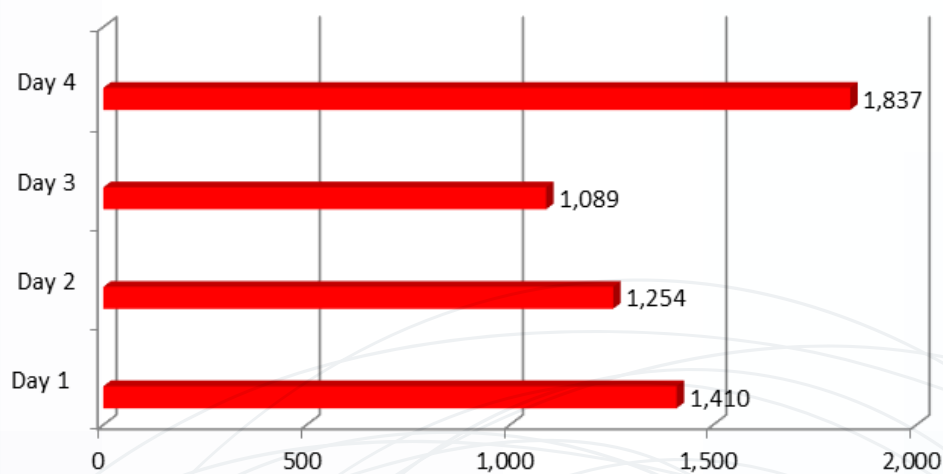
### D- Ethio Home Show Visitors Type of Purchase



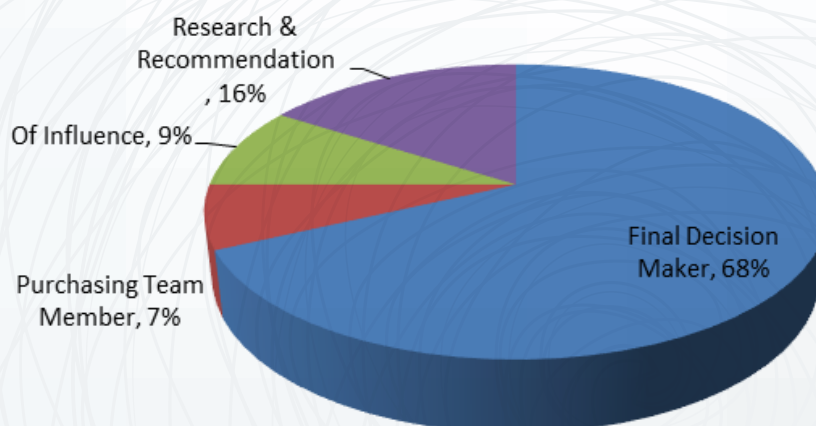


## VISITOR PROFILE

### E- Ethio Home Show Visitors Admission Analysis by Show Days

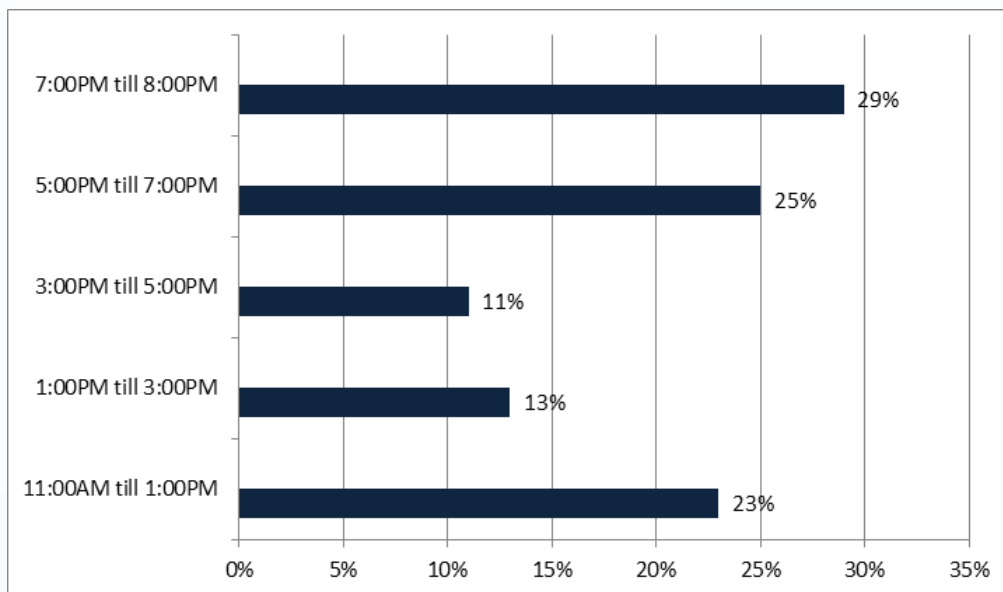


### F- Ethio Home Show Visitors in Terms of Buying Decision Influence



## VISITOR PROFILE

### G- Ethio Home Show Prime Time for Visitors Flow



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# VISITORS

## Post Show Report

### I – Results from Visitors Survey

**92%**

of the visitors said that they found the technologies/ products they were looking for



**91%**

of the visitors rated their visit as successful



**87%**

of the visitors confirmed that they will attend the next edition in 2016

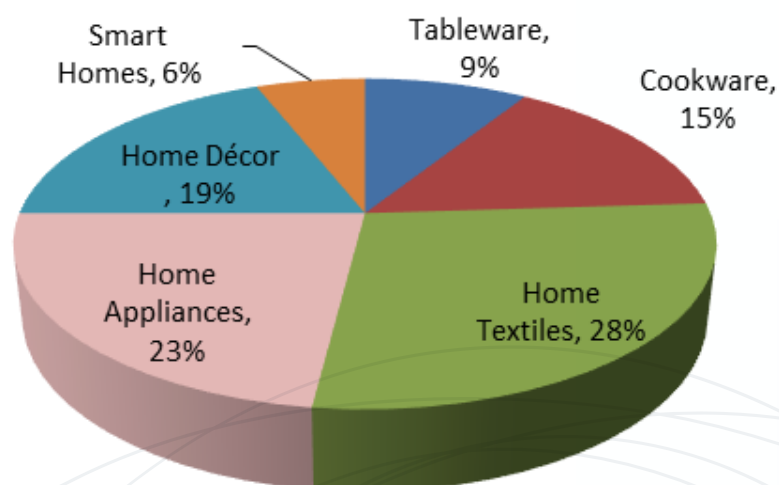


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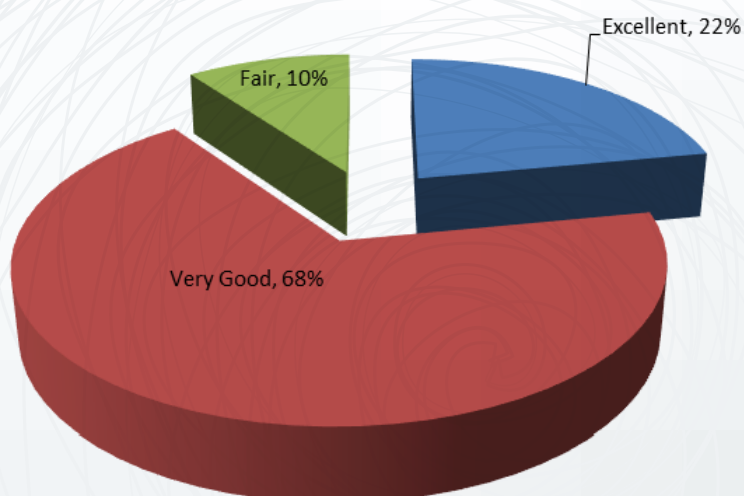
## EXHIBITORS PROFILE

### A- Ethio Home Show Exhibitors Nature of Business



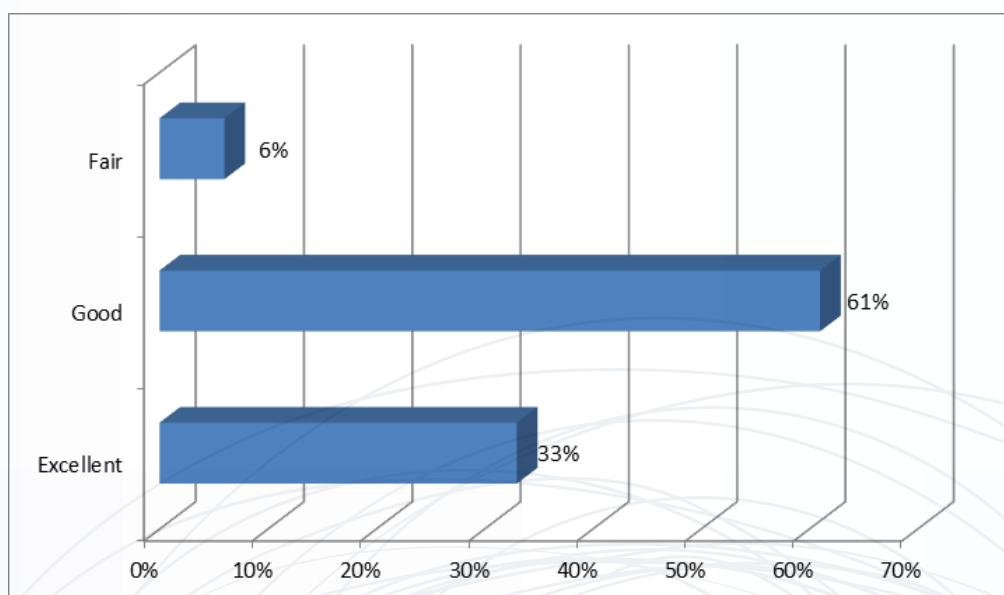
### B- Results from Exhibitors Survey

#### Exhibitors Rating for Ethio Home Show

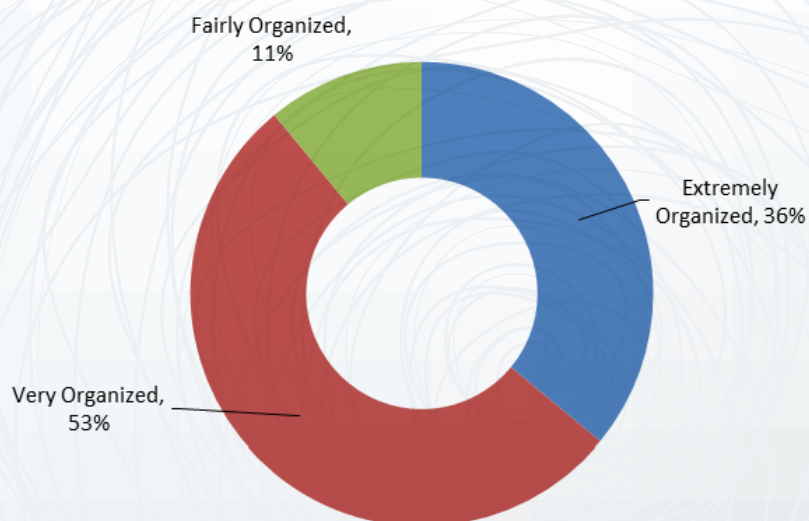


## EXHIBITORS PROFILE

**Exhibitors Rating for Ethio Home Show Value for Money**

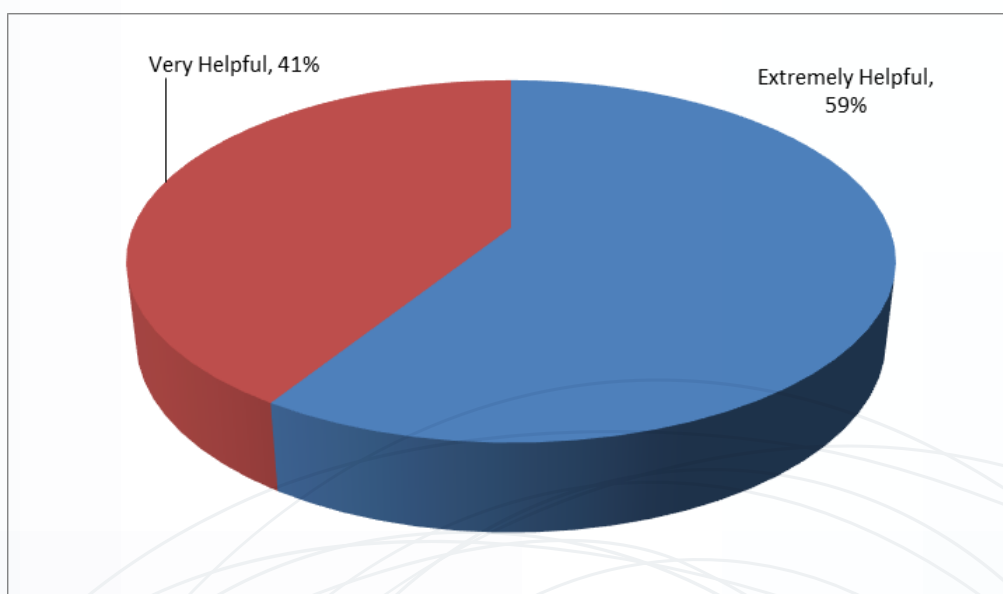


**Exhibitors' Rating for the Organization of Ethio Home Show**

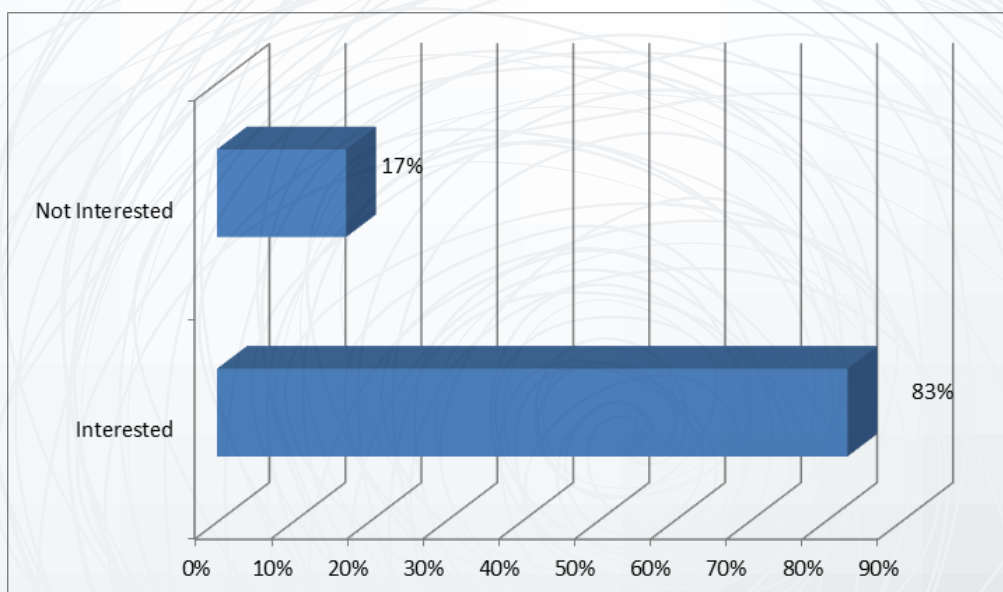


## EXHIBITORS PROFILE

**Exhibitors' Rating for How Helpful was Ethio Home Show Staff**



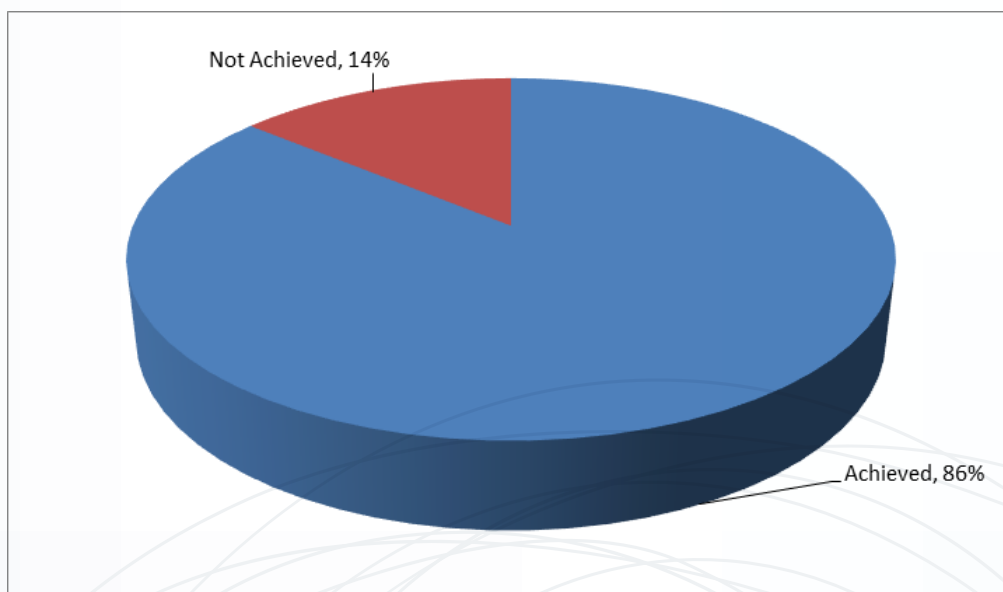
**Exhibitors' Intention to Exhibit in the Coming Edition of Ethio Home Show**



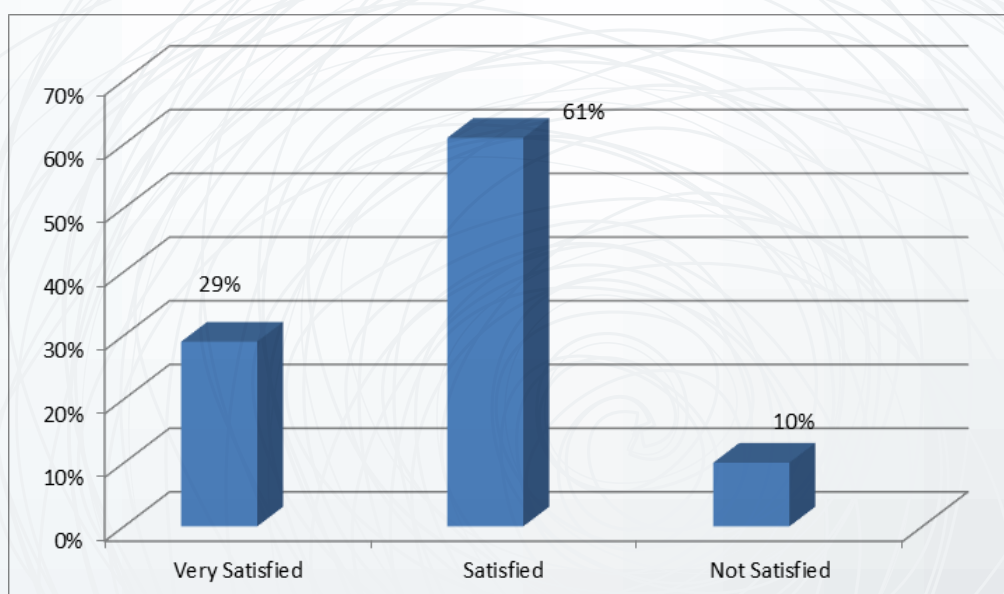


## EXHIBITORS PROFILE

### How Far did Ethio Home Show Exhibitors Achieve their Objectives



### Ethio Home Show Exhibitors' Rating for Quantity & Quality of Visitors



## Promotional Activities & Media Coverage

20,000 Invitations Mailed to Potential Visitors

10,000 Invitations Mailed to to VIP's

Social Media Campaign

Trageted SMS Campaign

Press Release Campaign in Key Newspapers

Advertisements in specialized magazines

Huge Press Advertising Campaign in key Regional and Local newspapers

VIP regional buyer program



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## PHOTO GALLERY



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## PHOTO GALLERY



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# See you in the next

The 2<sup>nd</sup> International Exhibition for  
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**SUDAN HOME SHOW**

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

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