Unlimited Opportunities for Business Growth

www.cermicsafrica.com
ABOUT CERAMICS AFRICA

Ceramics Africa is the finest trade show for Ceramic Industry like Floor tiles, Wall tiles, Vitrified Tiles, Sanitary tiles, Bath wares, Bath fittings and more products.

Ceramics Africa is fair for Ceramic Industry with presence of all leading companies showcase a wide range of Ceramics products.

The leading trade fair for Ceramics Industry, Ceramics Africa will take place from 1 December to 3 December 2021 at the Kenyatta International Convention Center, Nairobi, Kenya. Where exhibitors from India, China, UAE and Europe will present their product innovations to more than 10,000 visitors.

The only trade fair for the Ceramic Industry covers the whole spectrum of the Ceramic Industry, from products to technology. Ceramics Africa is a platform to launch new products, services and display of company’s latest user end goods.

Your success is our first priority – Our experienced team support you through all steps to make your participation successful.
WHY KENYA? / CERAMIC SECTOR IN KENYA

The Construction Industry in Kenya and framework advancement is a focal mainstay of Kenya’s vision 2030 and in 2015 the US$3bn development segment contributed 4.8% to the Kenyan economy.

In Nairobi, the capital and biggest city of Kenya, there is one of the biggest exile networks in the mainland because of the critical number of multinationals who have picked Nairobi as either their African center or East and Central African center point. The resurrection of property advancement in Nairobi has pulled in worldwide consideration.

Rising number of construction activities, growing demand for ceramic tiles in offices, malls, restaurants and resorts, technological advancements, increasing demand for ceramics from emerging countries are some of the factors favoring the market.

The demand for ceramic tiles is increasing rapidly owing to the constructing projects from emerging countries such as China, India, Indonesia and Malaysia. These tiles are mainly used in bathrooms & kitchen floors.

In 2017, total tile consumption in Africa reached 920 million sqm following uninterrupted growth with volumes more than doubling over the previous nine years. While local production followed a similar trend, increasing from 308 million sqm in 2008 to 700 million sqm in 2017, it was still insufficient to fully meet demand. As a result, the African continent continues to be the third largest macro-region for world ceramic tile imports. Around 77% of total 2018 imports were met by the top three supplier countries, namely China, Spain and India, which together exported a total of 230.9 million sqm to Africa.

East Africa’s largest economy has a housing shortfall of 2 million homes and only about 26,000 mortgages. The Kenyan president’s big 4 agenda includes a plan to build 500,000 housing units by 2022.

Tiles and ceramics industry is an open market whereby there is a lot of imports and furthermore the assembling of the items locally to fill the hole of popularity. The importation mainly comes from the following countries namely:

- India
- China
- UAE
- EUROPE, amongst others

There is a gigantic interest for artistic and ceramic tiles in Kenya, with an expansion of 15 to 20 percent for each year.
**EXHIBITOR PROFILE**

- Bone China Tableware
- Hard & Soft Porcelain Tableware
- Stoneware
- Earthenware
- Insulator
- Ceramic Sanitary wares
- Bathtubs, Jacuzzi & Shower Cabins
- Auto Bricks
- Floor tiles
- Bath tiles
- Wall tiles
- Vitrified tiles
- Sanitary tiles

**VISITORS PROFILE**

- Wall Tiles, Floor Tiles, Vitrified Tiles, Sanitary Wares and Bath Fittings
- Distributors, Traders, Wholesalers
- Channel Partners & Retailers
- Builders and Developers: The Main Owners/Director Level
- Project Managers for Real Estate Industry
- Purchase Head/Teams (Builders)
- Principal Architects
- Associate Architects
- Interior Designers
- Contractors
- Designers
- Architects
- Senior Management from Hospitality Industry
- Government Officials
- Project Management Consultants
- Real Estate
**PLATFORM TO MEET**

Ceramics Africa will be the most comprehensive forum where International ceramic Industries’ Executives, Academia, Institutional Investors, Importers, Venture Capitalists, Analysts, and other experts will have the opportunity to shape the future collaboration landscape of ceramic products.

Registration on our website allows you to manage your meetings and at the same time profile yourself in a way that will attract potential business partners, Distributers, Dealers and Importers.

It is an opportunity to arrange pre schedule meetings, where in, interest registered by visitors will be transferred to relevant companies based upon their offerings. No matter what side of the table you are on, Pre Schedule Meeting lets you easily and efficiently share and receive information, orders, trends, product details, market insight, etc.

**STALL PARTICIPATION COST**

**STANDARD STAND CONSTRUCTION**

- Side walls, fitted in standard booth system frame
- Fascia board with company name and stand number in standard lettering
- 1 table and 2 chairs
- Electric supply of 5 amp. plug point
- Company delegates entry to the exhibition
- Waste basket
- General cleaning of aisles
- Pavilion security during the exhibition
- Entry to the exhibition catalogue and Website

**RAW SPACE**

- Floor space
- Entry to the exhibition catalogue and website
- Company delegates entry to the exhibition
- General cleaning of aisles
- Pavilion security during the exhibition

- 50% is the booking amount which is non refundable.
- Air Travel, Accommodation and local transportation are not included in above cost.
- Tax will be applicable according to Government norms
The Kenyatta International Convention Centre has well trained and professional employees who are happy to help and give you a world class experience.

KICC is the largest Convention centre in Eastern Africa with the capacity to hold a large number of delegates. Our largest room, The Tsavo ballroom has the capacity to host over 4000 delegates. KICC boasts of state of the art all round facilities such as simultaneous interpretation Equipment (SIE) with the capability of translating upto 7 languages, a modern business center, banking facility, Expansive grounds, ample and secure parking

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ABOUT ORGANIZER (Radeecal Communications)

Radeecal Communications has established itself as one of India’s most successful exhibition organizers. Our exhibitors and visitors now come to expect from us nothing less than a world-class event year after year. The repertoire of our events includes exhibitions, trade shows, seminars and conferences, on various industries such as Agri exhibition, plastic expo, engineering trade show, waste management exhibition, technical textiles, logistics, wood & medical industries. Our team of expert operational staff is known for delivering reliable outcomes consistently. Exhibitors, sponsors & visitors are assured of unmatched value for their time and money spent at all our events.

Agritec Africa is our Success Story in Kenya.