



Furniture & Interior

East Africa

27-29 Nov '24

Sarit Centre

Nairobi / KENYA



THE INDUSTRY

The Furniture and Interiors industry in East Africa, already being one of the tempting markets in the world is set to grow in a very fast pace. Covering a population in excess of **460 Million**, East Africa is already the most populous region in Africa, growing in excess of **2.5%** every year. The Market potential is much more evident comparing the Global Furniture market expecting to grow annually by **5.36%**, while East Africa forecasting a growth rate of **8.9% (CAGR 2023-2028)**.

The increase in urbanization, along with the changing habits of the growing middle-income group in the region, and the increasing disposable income has spearheaded growth of African and International Furniture companies and a vibrant interior designing community in the region. Along with the growing furniture production industry, there is market demand in domestic and imported Furniture and Interior Design Objects.

The expertise of CNR Group of organising market leading Exhibitions Globally extends more than 39 years, and having organised the leading International Furniture Exhibition IMOB in Istanbul for over 20 years. Observing the demand for a platform providing Furniture Companies and Wholesalers to penetrate and grow their market share in the region, we believe it is the right place, and the right time to launch **Furniture and Interior East Africa Exhibition**.

Kenya, having earned the title of the biggest Trade Hub in the region, the exhibition taking place annually in Nairobi sets itself to be a must attend event for all the stakeholders of the Furniture Industry that operates, or intends to operate in the region of East Africa from food Industry giants, to Innovative start-ups alike.

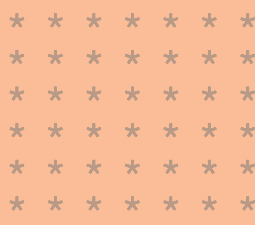




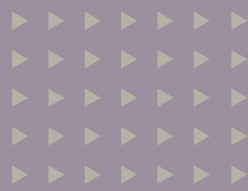
Be inspired, with innovations where eclectic designs meet functionality



Discover opportunities in Cross Border Trade to East Africa and the greater continent



Enter the market or Increase market Share by meeting buyers directly, placing your products into the shelf



The EXHIBITORS

*Discover Furniture and Interiors companies,
From Leading Design Brands,
to Bulk Manufacturing Experts from:*



BRAZIL



CHINA



EGYPT



ETHIOPIA



INDIA



ITALY



GERMANY



KENYA



MALAYSIA



PAKISTAN



POLAND



U.K.



USA



TANZANIA



TÜRKIYE

PRODUCTS TO BE DISCOVERED



Home Furniture

Includes sofas, chairs, tables, beds, wardrobes, and other furniture for residential settings.



Office Furniture

Features ergonomic chairs, desks, conference tables, and modular office systems.



Outdoor Furniture

Garden sets, patio furniture, outdoor lounges, and accessories suitable for exterior spaces.



Contract Furniture

Customizable furniture solutions for commercial spaces such as hotels, restaurants, and public areas.



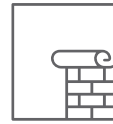
Beds and Bedding

Mattresses, bed frames, bed linens, and other bedding accessories.



Lighting

Indoor and outdoor lighting solutions, including ceiling lights, lamps, and decorative lighting.



Wall and Floor Coverings

Wallpapers, wall tiles, floor tiles, carpets, and rugs.



Home Textiles

Curtains, drapes, table linens, towels, and decorative textiles for home use.



Decorative Objects

Artwork, vases, mirrors, picture frames, and other decorative items for interior spaces.



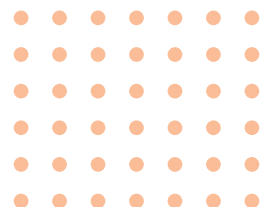
Kitchen and Bathroom Fixtures

Sinks, faucets, bathtubs, shower systems, and kitchen and bathroom hardware.



Interior Design and Decoration Services

Services offered by interior designers and decorators for both residential and commercial spaces.



VISITORS PROFILE

- Retail Store Representatives
- Wholesalers and Distributors
- Importers and Exporters
- Interior Designers and Architects
- Furniture and Decor Designers
- Press and Media
- Property Developers and Real Estate Professionals
- Hospitality Industry Professionals
- Corporate Purchasers
- Government and Institutional Buyers
- General Public and Homeowners

WHY NAIROBI?

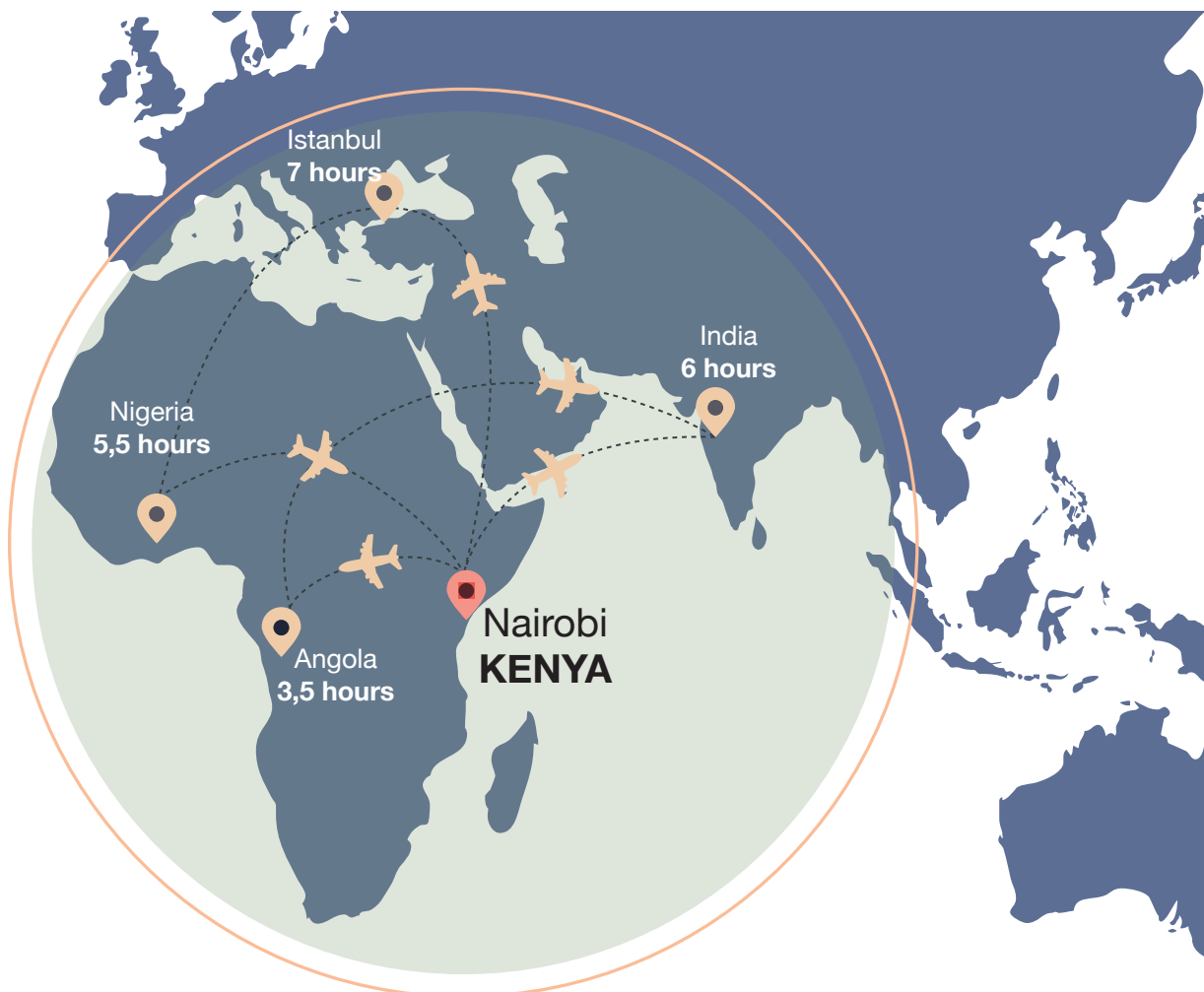
Nestled in the vibrant heart of East Africa, Nairobi emerges as the quintessential host. Renowned as the premier business hub of the region, it's where innovation, culture, and commerce converge, offering a fertile ground for industry growth and global connections.

Strategically Positioned

Global Connectivity: Direct flights from Istanbul, Dubai, and other major cities position Nairobi as a gateway for international attendees, ensuring seamless access to the exhibition.

Business Epicenter: The city's dynamic economy is a beacon for entrepreneurs, designers, and industry leaders.

Rich Cultural Experience: Nairobi's lively cultural scene promises an enriching stay, from exquisite dining to natural wonders.



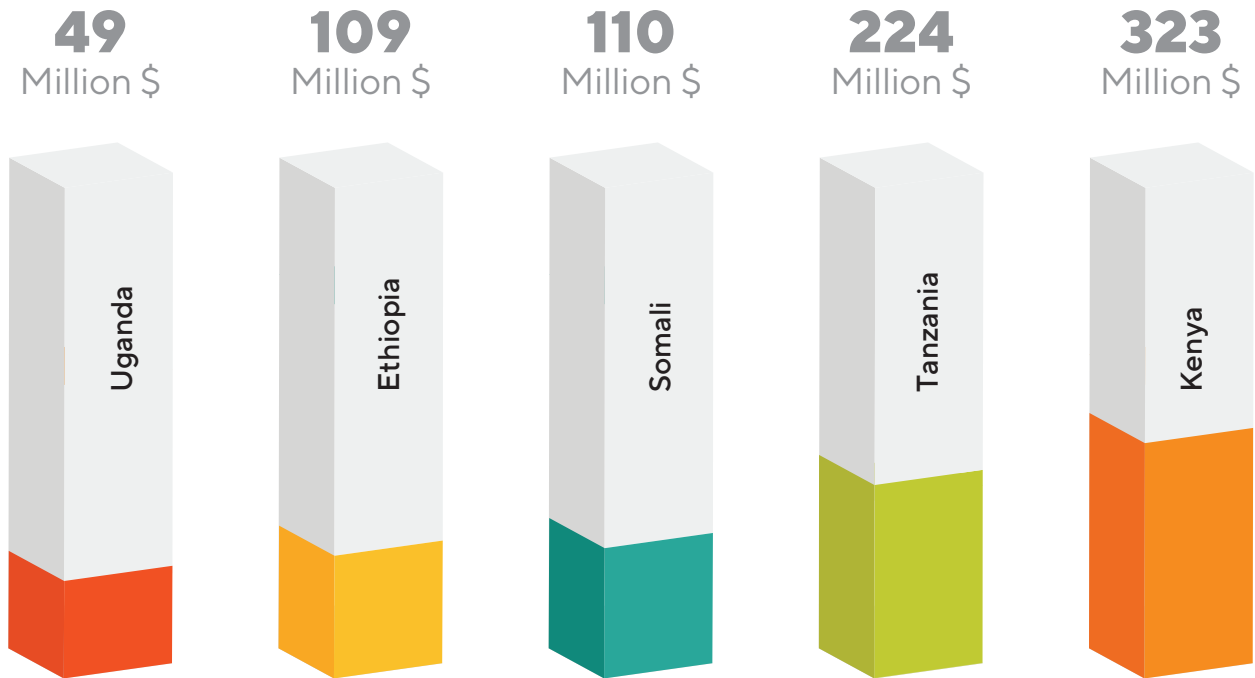
THE FURNITURE SECTOR

Africa meets nearly 40% of its entire furniture needs through imports. Imports, which stood at \$3.6 billion in 2013, exceeded \$5 billion in 2018.



2022 THE RAPID RISE IN THE REAL ESTATE SECTOR IN AFRICA IS ALSO REVITALIZING THE FURNITURE SECTOR.

The distribution of furniture imports by country:



*2021

Total furniture imports in Africa
(from within the continent and abroad)

\$3.2 Billion.

According to CSIL data, this amount represents approximately **2%** of the global total.



EVENTS



Design Talks

Dive into the world of creativity with our Design Talks - inspirational sessions led by industry visionaries.



Explore the latest trends, sustainability practices, and innovative approaches that are shaping the future of interior design. Engage with the minds driving change in the industry.



B2B Networking

Tailored B2B Networking events are the cornerstone for building lasting business relationships.

Wholesalers

Distributors

Producers

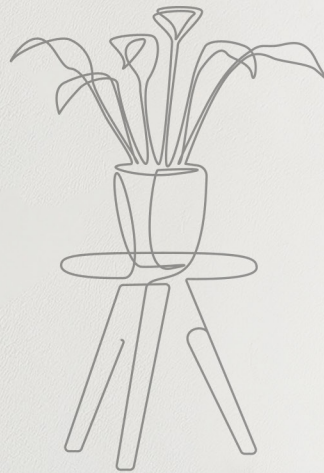
Brands

Engage, Connect, and Grow



**Furniture
& Interior
East Africa**
27-29 Nov '24
Sarit Centre

Nairobi / KENYA



Contact us

TO EXHIBIT

Okan Onaran



General Manager International Exhibitions

okan.onaran@cnr.net

+90 534 509 83 03

Sales Contact

+90 534 509 83 07

+90 533 554 58 71

CNRHOLDING

www.cnrexpo.com