

2<sup>nd</sup> Edition

# CERAMICS AFRICA

International Exhibition on Ceramics

08 09 10 JUNE 2023

KICC, NAIROBI, KENYA



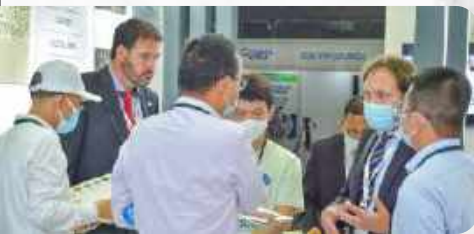
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# HIGHLIGHTS OF CERAMICS AFRICA 2022

- ❖ **Ceramics Africa 2022** International Exhibition and Conference on Ceramics Industry was organized during **04th to 06th MAY, 2022 at Kenyatta International Convention Centre (KICC), Nairobi, Kenya**. This was the 1st edition which was successfully concluded on 06th MAY, 2022. **Radeecal Communications** organized this exhibition.
- ❖ **Morden Tiles-Uganda** Was **principal sponsor** of exhibition. It was supported by Morbi Ceramic Manufacturers Association, Association of Italian Manufactures of Machinery and Equipment for Ceramics (**ACIMAC**), Architectural Association of Kenya (**AAK**), Kenya National Chamber of Commerce & Industry (**KNCCI**), Town and Country Planners Association of Kenya (**TCPAK**), Gulf Countries Cooperation Chapter (**GCCC**).
- ❖ The Exhibition was inaugurated by **H.E. Dr. Virander Paul** - High Commissioner of India to Kenya; **Mr. Mairura Omwenga** - Chairman of Town and County Planners Association of Kenya (TCPAK); **Dr. Chandresh Agarwal** -Honorary Secretary -General-GCCC Chapter; **Mr. Sanyal Desai** - CEO, Radeecal Communications.
- ❖ Ceramics Africa 2022 has witnessed around **4,500+ visitors** from entire Africa and Abroad. This dynamic event on Ceramic Industry like Floor tiles, Wall tiles, Vitrified Tiles, Sanitary tiles, Bath wares, Bath fittings, Plants, machinery and equipment's for ceramic tiles, sanitary ware, tableware, heavy clay, Ceramics Technology and Raw materials more products.



## IMPORTANT FACTS & FIGURES





## 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 % for each year.





## EXHIBITORS PROFILE

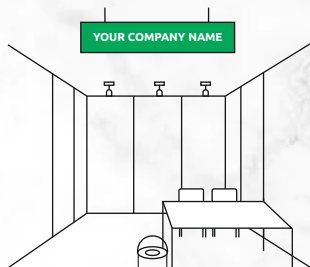
- ❖ Plants, machinery and equipment's for Ceramic Tiles and Sanitary ware
- ❖ Plants, machinery and equipment's for tableware and heavy clay
- ❖ Vitrified Tiles
- ❖ Floor Tiles
- ❖ Wall Tiles
- ❖ Sanitary Tiles
- ❖ Bath Tiles
- ❖ Parking Tiles
- ❖ Raw materials
- ❖ Grinding, Mixing, etc.
- ❖ Insulator
- ❖ Ceramic Sanitary wares
- ❖ Mould, pressing machine, etc.
- ❖ Roller, chamber, spray, microwave, etc.
- ❖ Burner, furnaces, etc.
- ❖ Valve, sensor, etc.
- ❖ Calorimeter, analyser, dilatometer, tester, microscope, etc.

## VISITORS PROFILE

- ❖ Ceramic Tiles and Ceramic Products Manufactures
- ❖ Ceramic 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

## STALL PARTICIPATION COST

### STANDARD STAND CONSTRUCTION



**\$ 275 per M<sup>2</sup>**

- ❖ 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



**\$ 250 per M<sup>2</sup>**

- ❖ 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.

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 centre, banking facility, Expansive grounds, ample and secure parking.

The Kenyatta International Convention Centre has well trained and professional employees who are happy to help and give you a world class experience.



## 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.**

**Organized By**



**Principal Sponsor**



**Supported by**



**ACIMAC**  
Association of Italian Manufacturers of  
Machinery and Equipment for Ceramics



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