

The logo for Nairobi Property Expo features the text 'NAIROBI PROPERTY EXPO' in a bold, white, sans-serif font. The word 'EXPO' is significantly larger than the others. A white play button icon is integrated into the right side of the 'O' in 'EXPO'. The text is contained within a white, stylized 'L' shaped frame.

**NAIROBI  
PROPERTY  
EXPO**

A red circular badge with a white border, containing the text 'POST EXPO REPORT' in white, uppercase, sans-serif font.

POST  
EXPO  
REPORT

A silhouette of a city skyline, including various skyscrapers and buildings, rendered in a light red color against the darker red background. The skyline is positioned in the lower half of the page.

**NAIROBI PROPERTY EXPO**

A solid white horizontal line that spans the width of the page, separating the headline from the sub-headline.

PLACE YOUR BRAND, PRODUCTS AND SERVICES  
IN FRONT OF THE **RIGHT** BUYERS & DECISION MAKERS

# NAIROBI PROPERTY EXPO

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If you want something new, you have to stop doing something old.

– Peter F. Drucker

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## THANK YOU

We would like to take this opportunity to thank all our exhibitors, sponsors, partners and visitors for making the Nairobi Property Expo the huge success it was. Who would have thought that the inaugural event of this nature would have been of great benefit to you and such a worthy investment and trade avenue?

We have to acknowledge that all this was only possible because of the faith, confidence and goodwill of all our partners, exhibitors and sponsors. None of this would have been possible without the support of the real estate industry in Kenya and the wider East

African region. The premier edition of the trade fair, which ran from

**11 - 13 August, 2023** at the **Hub Karen**, attracted over 6,000 visitors over a span of 3 days.

As we submit this post-show report of the premiere Nairobi Property Expo, we take this opportunity to thank all our sponsors, partners, exhibitors and the real estate industry at large for supporting the event and contributing to its resounding success.

Themed “Innovation For Inspired Lifestyles”, our inaugural show brought together some of the most innovative and trustworthy brand names in the industry for 3 days of spectacular and inspiring showcases of products and services for the discerning Nairobiian.

For the first time, The Hub Karen played host to a property exhibition that brought together some of the most reputable real estate players in the city showcasing futuristic, modern, and aesthetic properties across Nairobi and its outskirts.

The 1st edition of the Nairobi Property Expo showcased unforgettable and outstanding real estate experiences, enhanced by the simultaneous staging of modern technology in architecture.

The show is designed to become a cutting-edge, first-of-its kind real estate event that will bring together innovative players of the ever growing real estate industry and



## EXHIBITORS

The Nairobi Property Expo profile of exhibitors.

- |                             |                               |
|-----------------------------|-------------------------------|
| 1 Centum Real Estate        | 13 Nyumba Zetu                |
| 2 Chigwell Holdings Limited | 14 Optiven                    |
| 3 Chloride Exide            | 15 Ownom                      |
| 4 Dimention Data            | 16 Ramoda Ceramics            |
| 5 HFC                       | 18 Simbacolt                  |
| 6 Kingsfolk Homes           | 19 Stima investment           |
| 7 Mhasibu Housing           | 20 Sunset Paradise            |
| 8 Mivida                    | 21 Tier Data                  |
| 9 Motherland Concrete       | 22 Turken Kenya               |
| 10 Mval                     | 23 Myriad Travel              |
| 11 Mytle Designs            | 24 Tarpo Industries           |
| 12 Nanchang Company Limited | 25 Fairdeal Furniture Limited |



inspire the next generation of innovators, designers, engineers and policy makers through a shared passion for real estate.

The Nairobi Property Expo will continue to show the vast opportunities and interests in the business of real estate within the region. We do this by creating platforms where businesses and brands can interact and engage with the consumers at a deeper level, learn the latest trends in the industry, source new products and gain new business contacts.

The fair, which ran from 11 - 13 August, 2023, at The Hub Karen, in Nairobi-Kenya, attracted over 5,000 visitors who included potential and existing home owners, investors, bankers, and architects, among industry professionals looking to gain inroads to the industry and learn from industry experts.

Our inaugural event attracted a high percentage of renown exhibitors drawn from the real estate industry - a testament to the worth and value of such a platform.

Our intention and reality is to make our events distinctively unique, continue to grow, attract and retain the right visitor profile and offer an undisputable return on investment.

With plans already underway for NPE 2024, which will take place from (INSERT DATES), we are delighted with the response from exhibitors confirming participation in next year's show.

As a fast growing real estate event in the region, we will continue to support the industry on all levels – delivering business results and promoting exchange of knowledge.

This is just the beginning of our journey to revolutionizing the real estate exhibition and conferencing sphere. We look forward to another successful show next year.

Warm Regards,

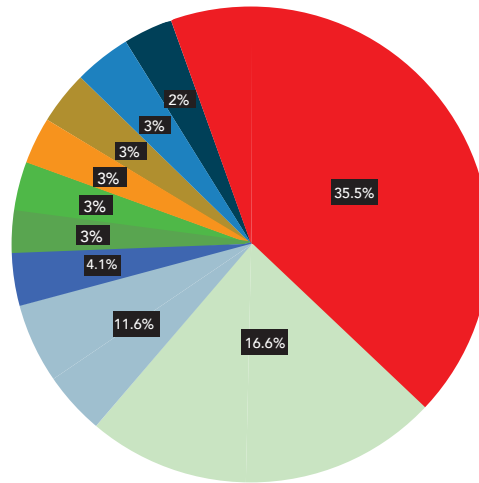
**Event Manager**

## EXHIBITOR CATEGORIES

The Nairobi Property Expo hosted:

Real Estate developers	35.8 %
Land and Investment companies	16.6 %
Building and Supplies	11.6 %
Roofing Products	4.1 %
Real estate agents	3%
Home Appliances	3%
Insurance	3%
Solar and energy products	3%
Concrete Products	3%
Interior Décor	2%

Percentage



## VISITORS DEMOGRAPHICS

- Between 28 yrs - 70 yrs (spill over to both sides) male and female
- Both urban and semi-urban and Affluent

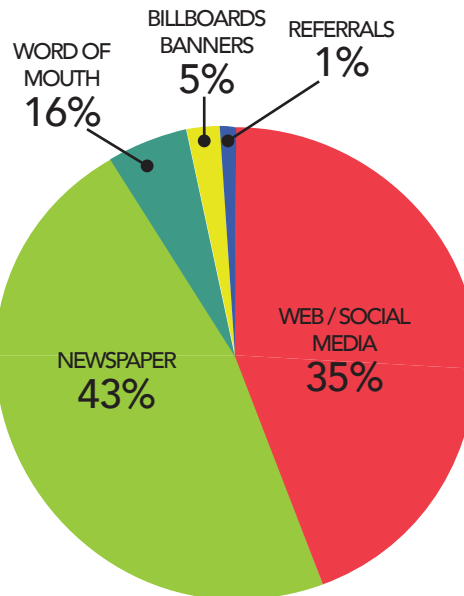
■ WEB / SOCIAL MEDIA

■ NEWSPAPER

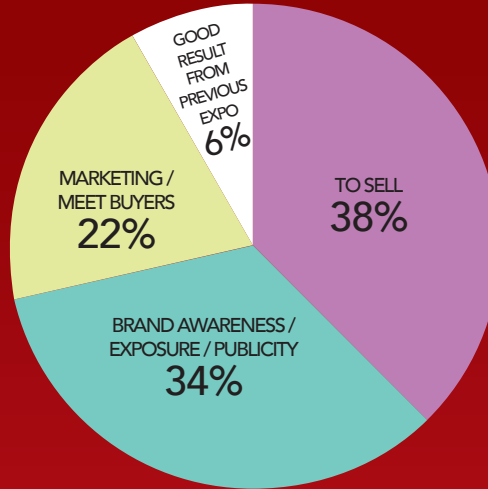
■ WORD OF MOUTH

■ BILLBOARD / BANNER

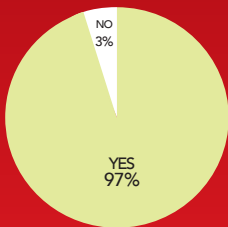
■ REFERRAL



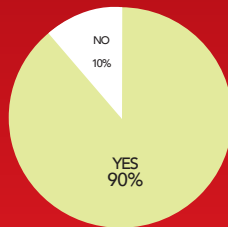
## WHY DID YOU EXHIBIT?



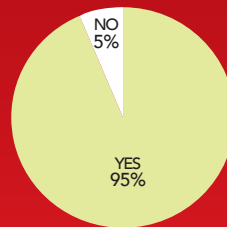
## DID YOU ACHIEVE YOUR GOAL IN EXHIBITING?



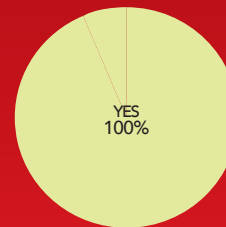
Percentage of exhibitors who were satisfied with the quality visitors to their booths



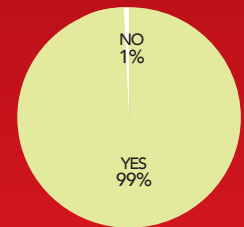
Percentage of exhibitors who felt that they obtained their objectives



Percentage of exhibitors who were happy to note that there was a homes show with a return on investment



Percentage of exhibitors who were pleased with the location of the event



Overall percentage of exhibitors at the Nairobi Property Expo were pleased with the event.

# THANK YOU TO OUR SPONSORS & EXHIBITORS



EVENT SPONSORS



EVENT HOST



**+254 112 851 632 | +254 780 595 659**

[sales@nairobipropertyexpo.net](mailto:sales@nairobipropertyexpo.net)

**TO RESERVE YOUR SPACE!**





## THE NAIROBI PROPERTY EXPO IN PICTURES

The Nairobi Property Expo showcases some of the most innovative trends in the region. From exhibiting land, outdoor concepts for lawns and backyards to exciting apartments and realistic financial solutions. The Nairobi Property Expo is the best real estate exhibition in the region.



## NAIROBI PROPERTY EXPO IN PICTURES

1. Simba Corp - Colt powers Solution displaying some of the modern power solutions in the region
2. Kinsfolk Homes staff at their stall.
3. Nanchang Company Limited stall





## NAIROBI PROPERTY EXPO IN PICTURES

1. Cheriez Properties stall.
2. The view of the exhibition stalls at the Hub, Karen
- 3,4,& 5 Ramoda Ceramics, Myrtle Designs, and Ken Tiles stalls at the expo, The Hub, Karen



## **MARKETING & PROMOTION**

Targeted adverts were placed in The Standard Newspaper, online advertising,OOH Campaigns in Karen and Direct Mail reaching over 200,000 industry professionals and visitors and achieved a PR campaign valued at over US\$ 150,000.

## **DIRECT ADVERTISING CAMPAIGN**

Our Direct Advertising Campaign covered East Africa, which involved placing targeted adverts, editorials and personalized electronic direct mails sent by our internal media department to focused databases.

## **PR & SOCIAL MEDIA CAMPAIGN**

We ran a targeted PR and social media campaign that saw our team publicize the event and its partners and exhibitors across all our platforms.

The attention drawn from the campaign saw over 10 media houses and media personalities attend the event drawn from Standard Group, Nation Media, The People Daily, among other media houses of note.

## **E-MARKETING CAMPAIGN FOR THE NAIROBI PROPERTY EXPO**

A total of 25 individual email broadcasts were sent to a selected database with an overall reach of more than 200,000 recipients with an average open rate of 12%.

Dedicated and personalized-invites were sent on behalf of clients and also VIP invitations for the event itself.

## **DIRECT MARKETING CAMPAIGN**

As part of our marketing campaign, we sent:

- Regular mailers to the industry.
- Personal Invite to Visitors, sent to a databases of partners highlighting Show Features
- 8 page online Show Preview sent to a database o f200,000 industry professionals.
- VIP Invite sent to the Executives of Architectural and Engineering firms, General Managers, and Real Estate Developers.



“

The Nairobi Property Expo at The Hub Karen, from August 11th to 13th, was a resounding success. This spectacular event, organized by the renowned property expo organizer, left attendees and participants in awe. The expo presented a wide range of real estate offerings, from urban condos to countryside estates, in a meticulously designed and easily accessible space.

What set this expo apart was its interactive nature, allowing attendees to engage with industry experts and representatives, fostering meaningful connections. The diverse exhibitor lineup, including established giants and emerging developers, ensured something for everyone.

The Nairobi Property Expo's commitment to excellence and passion for real estate shone through, making this expo exceptional. It set a new standard in property showcase events, leaving attendees with insights, connections, and potential properties in mind.

We are glad to play exclusive host to this premier real estate event and look forward to building our partnership with the organizer and growing the event to one of the biggest and most beneficial shows in Nairobi.

**Bernard Kimani**

**Sales Assistant Manager, The Hub, Karen**



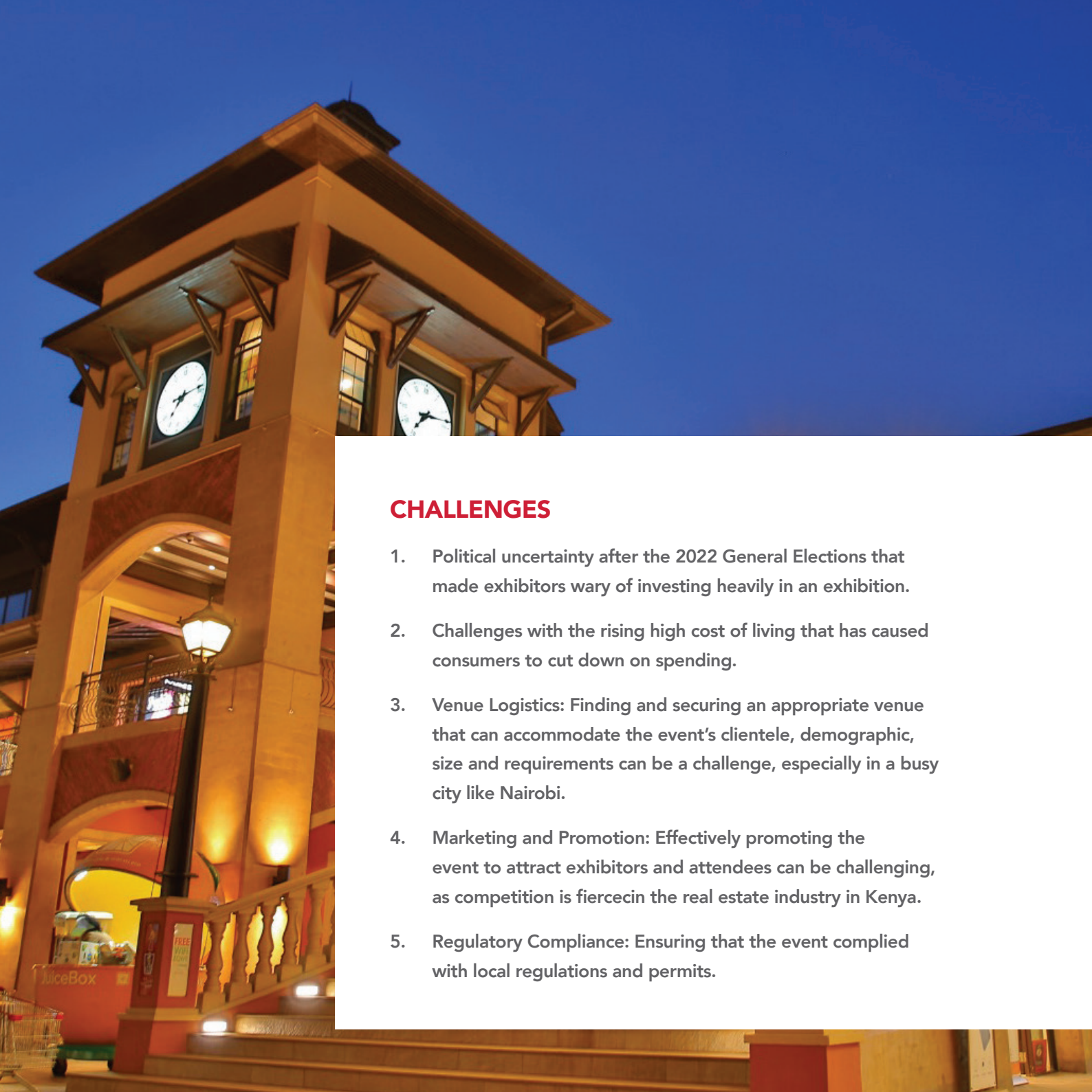
“

“The partnership between Tarpo Industries and Nairobi Property Expo (NPE) was a fantastic opportunity to dive into the dynamic field of real estate and connect with an array of professionals, enthusiasts, and experts. Witnessing firsthand the factors driving buyer choices was enlightening and thought-provoking.

Each interaction shed light on the unique factors guiding their preferences for our offerings, ranging from car shades, to pergolas, sail shades and more. We are thankful to the Nairobi Property Expo’s attention to detail and creative approach in making this event a success.

## Emily Wanyoike

**Sales Representative | Tarpo Industries**  
**[emily@tarpo.com](mailto:emily@tarpo.com)**



## CHALLENGES

1. Political uncertainty after the 2022 General Elections that made exhibitors wary of investing heavily in an exhibition.
2. Challenges with the rising high cost of living that has caused consumers to cut down on spending.
3. Venue Logistics: Finding and securing an appropriate venue that can accommodate the event's clientele, demographic, size and requirements can be a challenge, especially in a busy city like Nairobi.
4. Marketing and Promotion: Effectively promoting the event to attract exhibitors and attendees can be challenging, as competition is fierce in the real estate industry in Kenya.
5. Regulatory Compliance: Ensuring that the event complied with local regulations and permits.



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