



*The BIGGEST
Homes Show in
East & Central Africa*

POST EXPO REPORT

37TH KENYA HOMES EXPO

OVERVIEW

The 37th Kenya Homes Expo was an overwhelming success, living true to its timely theme Innovative Solutions. For four days, the KICC grounds were transformed into a bustling hub of real estate, housing, energy, and lifestyle innovations, attracting over 10,000 visitors from across Kenya and the wider East African region. The expo reaffirmed its position as the largest homes exhibition in East and Central Africa, delivering unmatched opportunities for networking, learning, and real business transactions.



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KEY HIGHLIGHTS

1. Exhibitors & Industry Players

The expo attracted a strong lineup of exhibitors, including developers, financiers, energy providers, and home improvement suppliers.

- Kenya Power stole the spotlight with its innovative Magical Cooking Jiko.
- Real estate firms, construction companies, and banks showcased cutting-edge solutions.
- Many exhibitors reported actual sales on-site and hundreds of hot leads.



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2. Transformative Panel Discussions

The expo featured high-powered discussions that drew large audiences on:

- Smart Living & Housing Innovations
- Renewable Energy & Sustainability
- Affordable Housing & Urban Transformation
- Financing Solutions for Home Ownership

These sessions provided knowledge exchange, policy insights, and vital business linkages.



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3. Visitors & Demographics

The expo welcomed over 10,000 visitors including aspiring homeowners, investors, corporate buyers, and international delegates.

Visitors praised the breadth of solutions and direct engagement with exhibitors.



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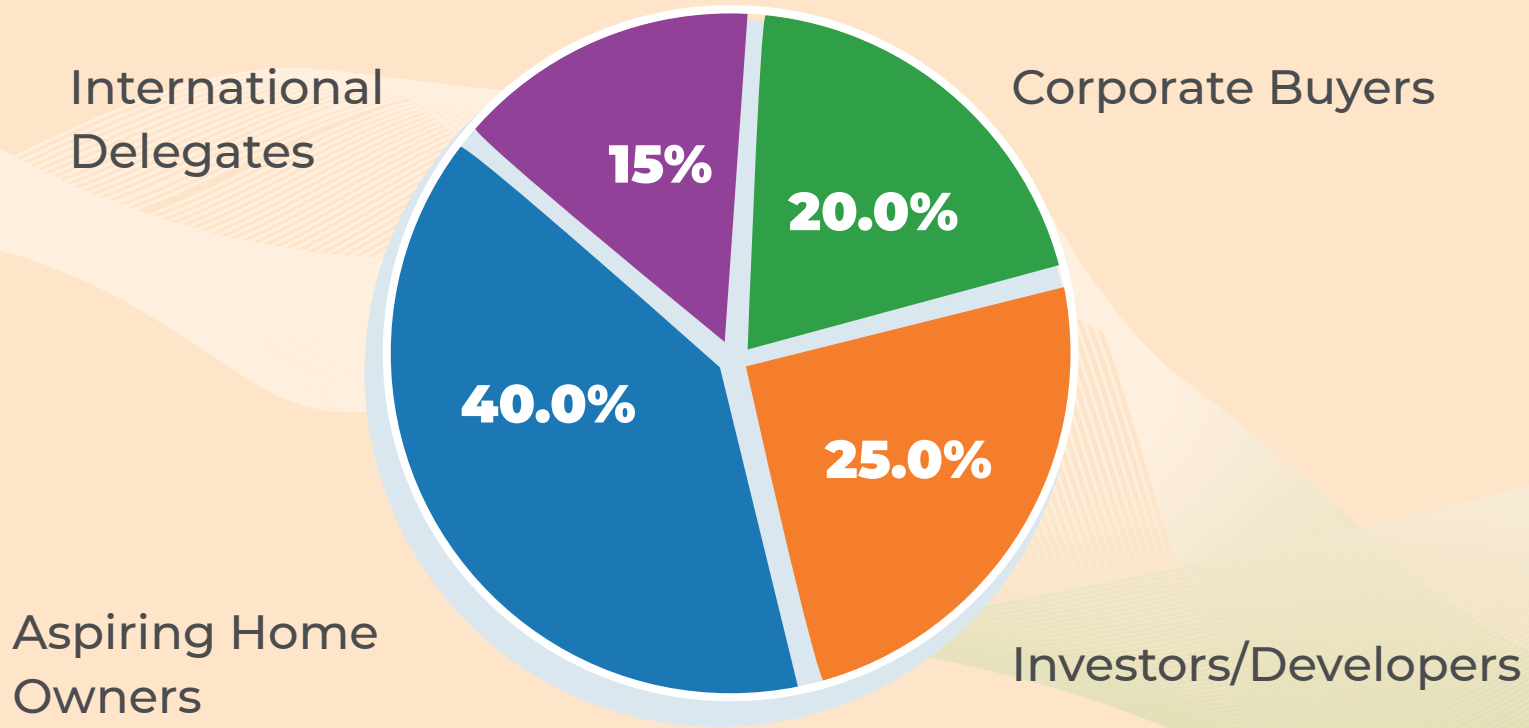
37TH KENYA HOMES EXPO - INFOGRAPHIC SUMMARY

VISITORS	EXHIBITORS	PANEL DISCUSSIONS	THEME
10,000 Plus	Dozens	High Powered & Transformative	Innovative Solutions



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Visitor Demographics - 37th Kenya Homes Expo



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Exhibitor Highlights

- Kenya Power showcased its Magical Cooking Jiko.
- Many exhibitors reported actual sales and hundreds of hot leads.
- Strong rebooking trend as exhibitors commit to next edition.

Campaign Impact

- Powerful social media campaigns yielded tremendous traffic.
- Online buzz translated into record-breaking footfall.
- Expo synergy delivered great visibility & performance.



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4. Exhibitor Excitement & Feedback

Feedback was overwhelmingly positive:

- Exceptional visitor quality – decision-makers and serious buyers.
- Professional organization and branding.
- Many exhibitors closed deals during the expo and secured major prospects for follow-up.
- Most exhibitors expressed commitment to rebook their spaces for the next edition.



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EXPO CAMPAIGNS & IMPACT

The expo's powerful social media campaigns, PR activities, and targeted digital promotions yielded tremendous traffic. Engagement on platforms such as Facebook, Instagram, LinkedIn, and Twitter was at an all-time high, driving thousands of quality visitors to the expo.

This synergy between online campaigns and physical event presence ensured exhibitors enjoyed maximum visibility and impactful connections



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OVERALL IMPACT & PERFORMANCE

- Over 10,000 visitors in four days.
- Dozens of exhibitors reporting actual sales and big hot leads.
- Hundreds of long-term prospects created.
- Exhibitors already rebooking spaces for the 38th edition.
- Strong synergy between real estate, construction, energy, and finance sectors.



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CONCLUSION

The 37th Kenya Homes Expo lived up to and surpassed expectations, positioning itself once again as the premier platform for housing, innovation, and investment. With its powerful blend of exhibitions, transformative panel discussions, and real business outcomes, the expo showcased the future of living in Kenya while delivering tangible results for participants. The momentum gained sets the stage for an even greater 38th edition, further driving innovation and opportunity across the housing and real estate sectors.



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