

**27th KENYA
HOMES
EXPO**



EAST & CENTRAL AFRICA'S BIGGEST HOMES SHOW

Post Expo Report

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www.homeskenya.com | www.kenyahomesexpo.com



INDEX

OVERVIEW

Pg 3

THEME

Pg 3

SPONSORS

Pg 3

EXHIBITORS

Pg 4



Breeding innovation,
Building communities,
Connecting people,
Sparking change...

That's what we do.

- Kenya Homes Expo

EXHIBITOR CATEGORIES

Pg 6

VISITOR DEMOGRAPHIC

Pg 8

HOW THE EVENT WAS MARKETED

Pg 9

CHALLENGES

Pg 9

OVERVIEW

The October 2018 Kenya Homes Expo was the 27th edition, the event being held twice every year in April and October. It is organized by Homes Kenya magazine, a premier and most comprehensive real estate, property development and homes publication in Kenya.

Space occupied – Approximately 5,000sqm

THEME

Homes For All. The theme of this event was inspired by the need for real estate sector players to offer solutions that that would bridge the gap between the housed and un-housed.

SPONSORS

1. East African Portland Cement (Title / Platinum Sponsor)

With close to a decade of mutual understanding, East African Portland Cement continue to sponsor the exhibition and has renewed the commitment to 2019.

Since 1933 the East African Portland Cement Company has been Kenya's leading cement manufacturer producing world class cement. By providing the 'lifblood' of the construction industry through its flagship brand Blue Triangle Cement since the nation's inception, the Cement is well appreciated all over Kenya as a symbol of quality and reliability.

The nation's historical structural icons, such as KICC, have been built using Blue Triangle Cement. The nation's future infrastructural icons, such as the Standard Gauge Railway, Thika Superhighway and Chemususu Dam, have been built using Blue Triangle Cement.

Blue Triangle Cement. Strong Durable . Bright. (Platinum Sponsor)



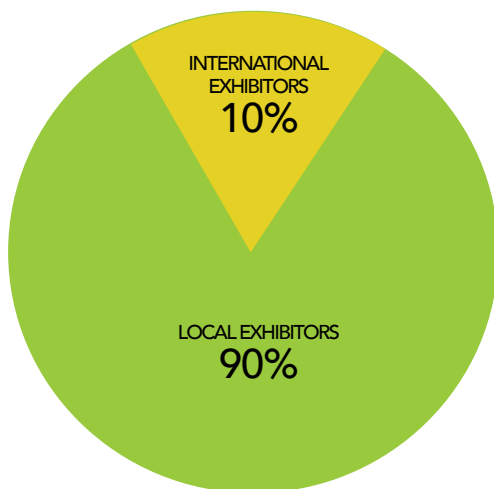
EXHIBITORS

The Kenya Homes Expo profile of exhibitors cut across all sub-sectors of the industry.

LOCAL EXHIBITORS - 115



INTERNATIONAL EXHIBITORS - 15



REAL ESTATE DEVELOPERS

AMS Properties
Athi View
Avic International
Avic Park
Banda Homes
Belasi Developers
Diamond Properties
Finsolve Solutions
Cheriez Properties
Coast Values Limited
Cytonn Real Estate
Ithaka Properties
Fairdeal Properties
Hayer One
HFDI
Hazen Properties
Home Search
Impala Developers
Jade Homes
Key Signatures
Kamuthi Housing
Karibu Homes
Malberry Holdings
Mahiga Homes
Liza Heights
Macland
Meridian Young Group
Nordic Apartments
Realux Holdings
Rochman Properties
Realmax
Sigimo Enterprises
sunset Paradise
SLOK Construction
Superior Homes
Two Rivers
Tsavo City
The Epic Prperties
Thumb Holdings

Tujenge Homes
Vipingo Developers
Waiyaki Ridge
Wankim Investments

REAL ESTATE AGENTS

Crystal Valuers
Nairobi Hest Homes
VCL Commercial
Villa Care Kenya Ltd

INTERIOR DÉCOR, FURNISHING AND SUPPLIES

Deco Magna
Destex Ltd
Floor Décor
Home & Hospitality Textiles
Superfoam Ltd

BANKS AND MORTGAGE FINANCERS

Commercial Bank of Africa

BUILDING AND SUPPORT

Apex Steel Ltd.
Bamburi Cement
Corec
Equitorial Teak Products
Eisenkraft
Eleven Construction
Mhasibu Housing
Deco Roofing
Foshan Building Materials
Horizon Designs
Meta Meta Natural Stones
Natural Stones
Peak Doors
Trellidor Kenya
Avakon Claus
Tephillah roofing

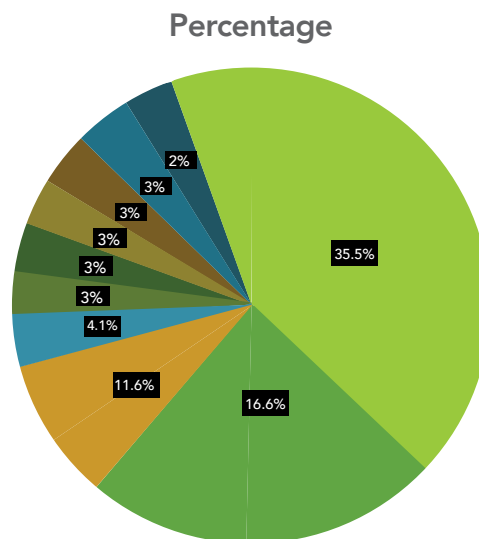
Tofina ROM
Riflotec Building Products
Royal Mabati
Sunstone
The Paint Depo
Wall Plan Masters
Rentstate
Energy, Solar and Lighting
Inspire Lighting
Chloride Exide
Power Point
Sollatek
Steel Stone Kenya
Suntrap Solar
Kitchen and Home Appliances
Newmatic
Hotpoint

LAND AND INVESTMENTS

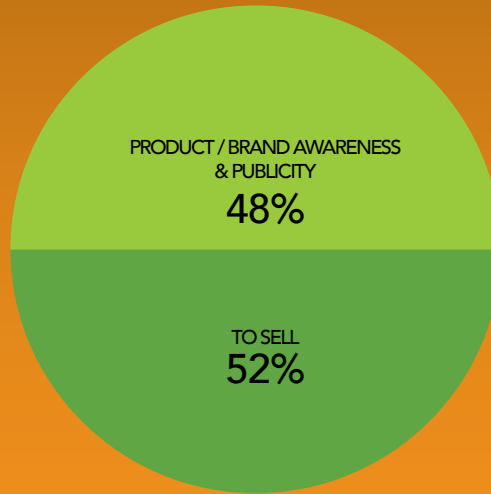
AMG Realtors
Daykio Plantations
Jamii Housing
Ndatani Enterprises
PK Estates
Property Lords
Safaricom Investments
Stark Ayres
Stima Investment
Username Investments Limited
Insurance
Liberty Life
Resolution Insurance
Information and Communication
Bella Safaris
KRA
Ring Com
ISK
Mteja
Security
Security 24

EXHIBITOR CATEGORIES

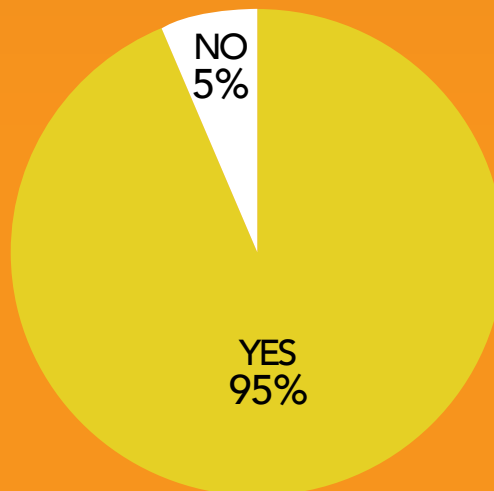
Real Estate developers / Agents	55 %
Land and Investment companies	10 %
Building and Supplies	13 %
Roofing Products	5.1%
Home Appliances	3%
Insurance	29%
Solar and energy products	4%
Concrete Products	3%
Interior Décor	59%

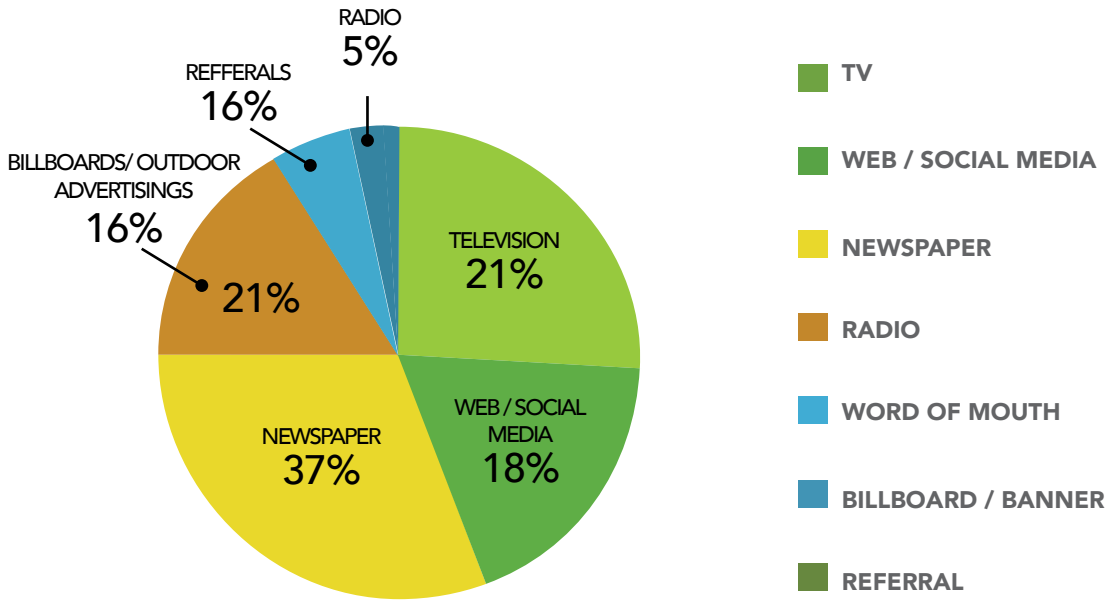


WHY DID YOU EXHIBIT?



DID YOU ACHIEVE YOUR GOAL IN EXHIBITING?





VISITOR DEMOGRAPHICS

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



THE KENYA HOMES EXPO IN PICTURES

The Kenya Homes Expo showcases some of the most innovative trends in the East African region. From exhibiting metal bending techniques originating from Germany, exciting indoor and outdoor concepts for lawns and backyards, realistic financial solutions to harnessing the best land and real estate opportunities, the Kenya Homes Expo is the most authoritative and relevant homes show in Africa.



1

OPENING CEREMONY

1. CAS, Dr Chris Obure in the State Department of Housing & Urban Development cuts a ribbon to officially open the 27th Kenya Homes Expo.
2. Executive Chairman Homes Universal Mr. Daniel Ojjo takes Dr Chris Obure around the exhibiton hall.
3. Chief Guest Dr Chris Obure at the opening ceremony



2



3



4



5



RAFFLE WINNERS

1. A winner receives a multi fryer from expo executive Wangechi Muthui.
2. Maffey Gogo, expo executive, gives out a gift to a raffle winner.
- 3,4, & 5 Various winners of 1/8 acre plots at the 25th Kenya Homes Expo. that ere being given out at the recent 26th Kenya Homes Expo by Sweet Titles Ltd.



HOW THE EVENT WAS MARKETED

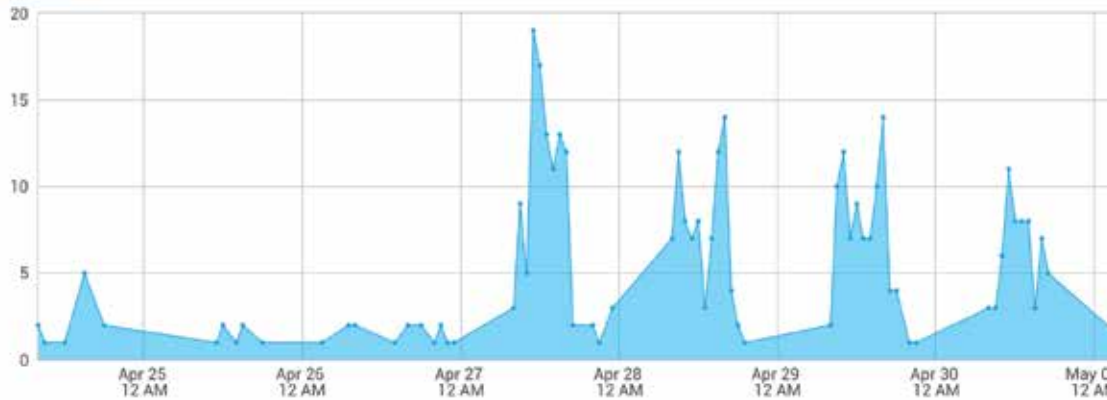
1. Outdoor Advertising – Strategic billboards across Nairobi City ie Ngong road at Prestige Plaza, Limuru Road opposite Aga Khan Hospital, Yaya Shopping Centre and others.
2. Print Advertising in two National publications (Daily Nation and The Standard Newspapers) full page adverts very week from six weeks to the event and a special pullout on the opening day.
3. TV Adverts – Two week advertisements on Citizen TV, and NTV.
4. Radio Ads on Classic 105 radio and a live OB van from Capital FM for 3 hrs live at the event.
5. Corporate invites – 10,000 invites sent to senior management in corporate companies to visit event.
6. Database emails and text Messages to over 50,000 previous expo visitors.
7. Social Media – facebook, you tube, instagram and twitter activations.

GOOGLE DISPLAY ADS SYNOPSIS

Google Ads Campaigns reach:	1.7 Million users (1,516,644)
Twitter digital reach:	799,331 users
Facebook digital reach:	313, 126 users
Instagram digital reach:	109,703 users
Registrations generated from campaign:	3,027 registrations
Overall campaign reach:	3,409,103 users

TWITTER ANALYSIS

Timeline



 **153,767**
 REACH

 **775,835**
 IMPRESSIONS

Top Posts

RT / Likes

Klout

Recent

- 
Nellions Moving @nellionsmoving **Apr 27** 5
 Hi guys, visit our stand at the home expo and dispel some of the myths about professional moving 🙌🙌 #KenyaHomesExpo #Fine #Moving #Kenya <https://t.co/RWLCdOPODm>
- 
The Kenya Homes Expo @HomesExpoKE **Apr 25** 5
 Only 48 hours left... Ready for the biggest real estate expo in East & Central Africa? #KenyaHomesExpo <https://t.co/cuuRMUYbmV>

CHALLENGES

This particular edition saw a massive reduction in number of exhibitors and visitors from 170 participants October 2016 to 120 participants April 2017. Visitor numbers reduced from over 12,000 people who visited October 2016 edition to 4,692 people who visited April 2017 edition. This is largely attributed to the political temperatures owing to an election year that have resulted into a general economic slow-down.

KENYA HOMES EXPO

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