



CTW
KENYA

8th
edition

15 – 17 November 2023

Kenyatta International Convention Centre | Nairobi, Kenya

2023 POST SHOW REPORT

Co-located with



Organized by:



MIE EVENTS DMCC
www.mieevents.com



Introduction

CTW KENYA, organized by MIE Events DMCC, presents a 3-day exhibition that strategically caters to the Kenyan market. It offers an ideal B2B/B2G platform for national and global industry partners, investors, and entrepreneurs to tap into the significant business prospects within Kenya's trade and services sector. Kenya is poised to embark on an exciting trajectory of economic development, and CTW KENYA aims to facilitate access to these opportunities.

The event is designed to spotlight cross-border opportunities across nine distinct sectors. It brings together thought leaders, industry experts, and visionaries from around the world to collaborate, learn, and shape the future of Kenya's trade and services industry.



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KEY ACHIEVEMENTS & OUTCOMES

1

Global Focus and Engagement: The CTW KENYA 2023 received significant attention and active participation from key source markets, attracting delegates from influential nations, including Kenya, East Africa, and the UAE. This contributed to a comprehensive exploration of Kenya's investment landscape.

2

Platform for Strategic Partnerships: Through strategic collaborations with the Government, Stakeholders, and Industry, the summit achieved noteworthy success, establishing a platform for genuine, committed, and effective investment and trade solutions.

3

Spotlight on Key Sectors: The intentional focus on VITAL INDUSTRIES through robust B2B / B2G Platforms and Channels created a targeted environment for substantive discussions and connections, leading to the identification of tangible investment opportunities across key sectors.

4

Elevating Kenya's Global Standing: The event's success in showcasing the East African and Kenyan markets and facilitating international engagement solidified Kenya's position as a dynamic market for investment and trade on the global stage.

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EVENT OVERVIEW

CTW Kenya 2023 brought together visionaries, industry experts, and influential leaders to discuss new financial opportunities and establish partnership frameworks. The goal is to accelerate economic growth through bilateral trade enhancements, and exploration of cutting-edge products, services, and technologies. This event provides an exclusive opportunity to discover potential areas of partnership and cooperation with local and international companies, as well as strengthen your presence in Kenya and East Africa.

Over **150 exhibitors** showcased their innovations and projects, making the event an excellent opportunity for networking and exploring potential collaborations. Notable guests, including distinguished figures, brought a wealth of international insights and perspectives to the event.

Their presence greatly enriched the discourse on investment and global trade opportunities in the Kenyan market.



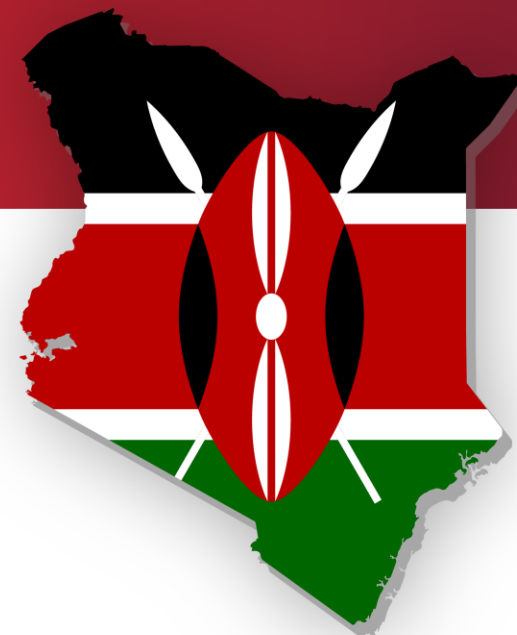
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IMPACT ON LOCAL ECONOMY



Major infrastructure and critical services such as marquees and generators



Tourism, hosted functions, and hotel accommodations



Local transportation services



200+

Local Jobs Created

(Stewards, Hostesses, Technicians, Construction Workers, etc..)



\$300,000

Cost of hosting the events

80% spent on local Kenyan services i.e. suppliers, labor, etc.

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MARKETING & PROMOTION

The marketing strategy for the CTW Kenya was a comprehensive blend of targeted approaches designed to maximize outreach and engagement across diverse channels.

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Social Media Engagement

Active presence on platforms like LinkedIn, Twitter, and Facebook, leveraging captivating content, engaging visuals, and relevant hashtags to create a buzz around the event.

2.1M+

Total Reach

1.8M+

Total Impressions



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Email Campaigns

A series of well-crafted email campaigns were deployed to reach potential attendees, exhibitors, and sponsors. These campaigns featured compelling content, early-bird offers, and personalized invitations



CTW KENYA IS BACK!
NO. 1 B2B/B2G
MULTI SECTOR TRADE EVENT
15-17 November 2023
Kenyatta International Convention Centre | Nairobi, Kenya
REGISTER NOW!

China Trade Week Back To Kenya

Dear {firstname}{lastname},

After three years of transitioning to online platforms due to the challenges imposed by COVID-19 restrictions, we are delighted to announce the triumphant return of CTW Kenya to its physical format at KICC during 15-17 Nov 2023. The anticipation is building as we eagerly look forward to recapturing the tremendous scale and energy of our previous in-person gatherings, which boasted a remarkable attendance of over 30,000 guests before the pandemic.

**PLAN YOUR TRIP
SECURE YOUR NEW PARTNERSHIP**

In its now 8th edition, CTW Kenya has witnessed a significant evolution, marked by the growth of specific sectors within it into independent co-located shows. These new B2B platforms include the Africa Food Show, Africa Build Show, Megawatt Africa, Africa Technology Show, Africa Security Show, and the exclusive Africa eDigital Connect Summit.

These additions highlight the impressive expansion and diversification of this multi-sector platform, and reinforces CTW's position as an outstanding global marketplace for businesses, offering substantial prospects for growth, collaboration, and innovation.

**BOOK YOUR MEETINGS
AT CTW KENYA!**

REGISTER NOW



www.africatechshow.com | www.africasecurityshow.com

AFRICA TECHNOLOGY SHOW 2023 | **AFRICA SECURITY SHOW**

KENYA's First Operational Earth Observation Satellite



SPACEX

Kenya to Benefit from European Union's €8 million ICT Project

Kenya is set to benefit from an Information Communication and Technology (ICT) project being funded by the European Union (EU) to the tune of **€8 million (Sh.1 billion)**. The project targets 28 other African countries and will be concluded by the end of 2024.

The plan comes at a time Kenya has been hailed for fast implementation of key strategies in the Information Communication and Technology (ICT) sector and thus is expected to register **increased trade activities and attract high investments**.




Learn more: <http://bit.ly/ys/D7q3>

DON'T MISS THE CHANCE

REGISTER NOW! | **BOOK YOUR SPACE!**


KEY PARTNERS



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MARKETING PROMOTION

Performance Metrics

Targeted pay-per-click (PPC) and display advertising campaigns were launched to reach specific demographics and industries interested in investment opportunities in Kenya.

Website Traffic

10.2K

Total Website Visits

8K

Unique Visitors

5.9K

Pageviews

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Social Media

1.8M+

Total Impressions

2K+

Likes, Shares, Comments

500+

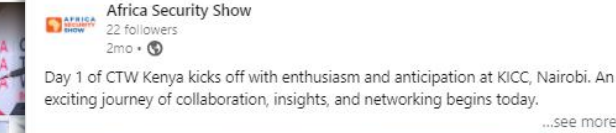
New Followers/Fans



China Trade Week
November 16, 2023 · 🌐

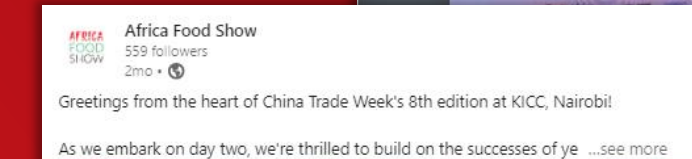
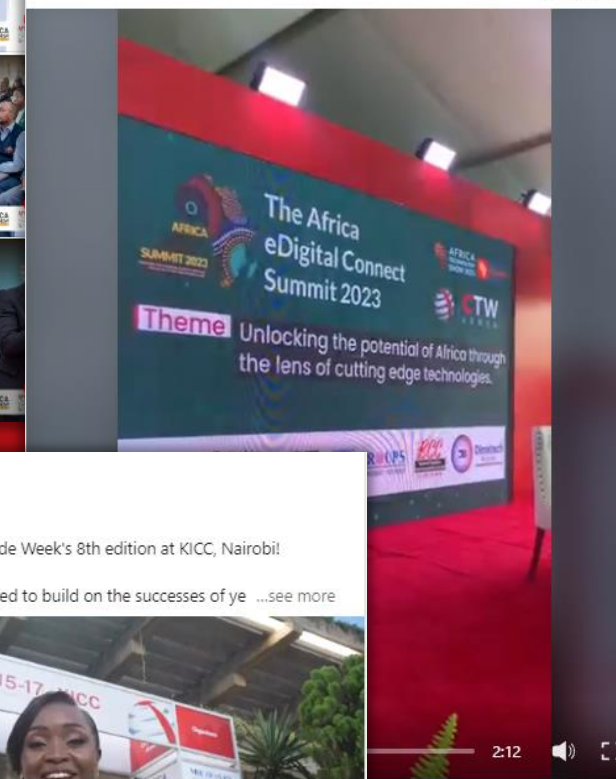
Experience the whirlwind of innovation, connections, and inspiration! Dive into the highlights and unforgettable moments from Day 1.

#CTWKenya2023 #BusinessInnovation #GlobalNetworking #ProfessionalDevelopment #IndustryLeadership



Africa Security Show
22 followers
2mo · 🌐

Day 1 of CTW Kenya kicks off with enthusiasm and anticipation at KICC, Nairobi. An exciting journey of collaboration, insights, and networking begins today. ...see more




Africa Food Show
559 followers
2mo · 🌐

Greetings from the heart of China Trade Week's 8th edition at KICC, Nairobi!

As we embark on day two, we're thrilled to build on the successes of ye ...see more



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Email Campaigns



44.5%

Open Rate

90.6%

Click-Through
Rate

37.1%

Conversion
Rate

Advertising

These metrics reflect the effectiveness of our marketing efforts in generating interest and engagement for the CTW Kenya. By leveraging a combination of digital strategies and partnerships, we were able to create a dynamic online presence and attract a diverse and engaged audience to the event.



Outdoor Ad



Radio & Video Production



News paper



Online banners

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PARTNERSHIPS & COLLABORATIONS

Strategic partnerships were forged with industry influencers, trade associations, and relevant publications.

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Partners & Supporters:



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Influencers



THE CHINA TRADE WEEK KENYA/ 8TH EDI
The Kenyan Disney
5.38K subscribers

OFFICIAL DIGITAL PARTN

Sparks
CORPORATE SOLUTIONS LTD

Co-located Shows:

- AFRICA BUILD SHOW
- AFRICA FOOD SHOW
- MEGAWATT AFR+CA
- DIGITAL CONNECT SUMMIT

15-17 NOVEMBER 2023
KICC, NAIROBI, KENYA

janetmachuka_ and africatweetchat

janetmachuka_ We are grateful to be the official digital partners for the @CtwGlobal, China Trade Week happening this 15th —17th November in Nairobi Kenya ke planned by @mieevents & @gex_inc

Hi @barryonyango @sparkscorporates & @AfricaTweetChat, cheers to the new heights 🍷🔥

Co-related shows: @AfricaFoodShow @MegawattAfrica @AfricaBuildShow & Africa eDigital Connect Summit

Edited · 12w

27 likes
November 8, 2023

Add a comment...

3.1M+

Reach & Engagement

12K+

Mentions

312%

Increase in Awareness

Organized by:



Web Banners

The screenshot shows the top navigation bar of the Africa Food Show Kenya website, including links for Home, News, Industry Updates, Country Updates, Digital Magazines, Events, Gallery, Career, and Contact Us. The main banner features the text "Africa Food Show Kenya: Everything You Need to Know" dated November 07, 2023. Below this is a large graphic with the text "AFRICA'S PREMIER B2B EVENT FOR GLOBAL FOOD TRADE" and "15-17 November 2023" at the "Kenyatta International Convention Centre". It also lists co-located events: CTW Africa Trade Week, Africa Build Show, Africa eDigital Connect Summit, Africa Technology Show Kenya, and Africa Security Show Kenya. The banner includes social media icons and the website URL.

AGI TRAMCO
CHAIN CONVEYORS
BULK-FLO™
HEAVY DUTY
CONTACT US

WORLD AGRI-TECH
INNOVATION SUMMIT
Dubai December 4-5, 2023
Strategic Insights, Tech & Investment in Climate-Smart Agriculture in the Middle East, Africa & South Asia
US\$ M9 OFF TICKET WITH GULF10

Announce its 19th Edition of Flagship Event
INTERNATIONAL CROP-SCIENCE
CONFERENCE & EXHIBITION
PMIAI's Prestigious Event Since 1997
ON 8th & 9th FEB 2024,
JW MARRIOTT MARQUIS HOTEL, DUBAI
ICSCS - Exclusive Event on Agri Inputs - Connects Agribusinesses for Knowledge sharing and B2B

JOIN US AT THE LARGEST AGRICULTURAL & FOOD SHOW IN NORTH AFRICA
21 - 23 November 2023
Organized by: MIE Events DMCC

STAND WITH UKRAINE

Advertisement
Manhattan Penthouse That's Rented for Nearly \$70,000 a Month is Now Selling for \$25 Million
sponsored by: Mansion Global
READ MORE

Advertisement
AFRICA BUILD SHOW
Africa's Premier B2B Event for Global Construction Trade
REGISTER TODAY FOR FREE
15-17 NOVEMBER 2023
KENYATTA INTERNATIONAL CONVENTION CENTRE NAIROBI, KENYA
* Limited Spaces

POLITICS

UP TO
25% Off
WITH BREAKFAST INCLUDED
BOOK NOW

Book, stay, enjoy.
THAT'S ALL

1M+

Impression

2.6M+

Reach

26K+

Clicks

Organized by:



Social Media



As the curtains fall on CTW Kenya 2023, we express our heartfelt gratitude to our invaluable participants, inspiring speakers, dedicated partners, and generous sponsors. Your collective contributions have been instrumental in making this event a resounding success.

Stay tuned for the upcoming announcement of CTW Kenya 2024, where we eagerly anticipate your continued partnership in shaping another chapter of excellence and

 **China Trade Week**
185 followers
8mo

Discover Why Kenya Should Be Your Top Target Market in Africa!

Kenya, a nation steeped in a vibrant economic and cultural heritage, stands at the forefront of the African Industrial & Innovation revolution, leaving an indelible mark on its legacy.

Exciting news! MIE Group ([MIE Events](#)) and CTW Kenya have meticulously crafted a thought-provoking white paper, brimming with valuable insights into the dynamic developments and boundless opportunities present in Kenya, the leading economic powerhouse of Africa.

Attention, fellow entrepreneurs and business enthusiasts! If you harbor aspirations of venturing into Kenya's thriving market, this compendium is an absolute must-read. Immerse yourself in its wisdom and unlock the key to success in this remarkable country.



[#KenyaMarket](#) [#InvestmentOpportunities](#) [#AfricaEconomy](#) [#BusinessSuccess](#)

Why invest in Kenya? • 6 pages



WHITE PAPER
Why Invest in Kenya?
2023-2024 OUTLOOK

Prepared by:  Collocated show: **AFRICA** 

1 / 6

Organized by:



Billboard & Median Stands



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Web News

EXHIBITION

Chinese traders seek larger Kenyan market

The three-day China Trade Week has come with new sector of B2B platforms.

In Summary

- With the introduction of Business-to-business (B2B) sector in their three-day trade week event they are aiming at tapping onto the Kenyan investors.
- The CTW has been taking place online for consecutive three years and has now successfully returned to in-person events.



Home China Biz Culture & Lifestyle World Video & Live GLOBALink Xinhuas Headlines More Editions Search | CL Sunday, January 21, 2024

(Hello Africa) Chinese entrepreneurs seek larger presence in Kenyan market as economic ties blossom

Source: Xinhua Editor: huaxia 2023-11-17 18:54:15

Businessmen view a Chinese scooter during the 8th edition of China Trade Week at Kenyatta International Convention Center in Nairobi, Kenya on Nov. 16, 2023. (Photo by Allan Mutsa/Xinhua)

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GLOBALink | American scholars hope latest U.S.-China interactions lead to better relations

News Paper

Business 70%

Stake that Bamburi wants to dispose of in Uganda subsidiary

Bamburi to sell Uganda subsidiary for Sh12bn

BY VICTOR JUMA

Bamburi Cement is set to sell its 70 per cent stake in its Ugandan subsidiary Hima Cement for \$84 million (\$12.7 billion), a move that will boost its cash flows.

Hima Cement's minority shareholder Cementia Holding AG is also joining its sister company Bamburi to dispose of its 30 per cent stake for \$36 million (\$5.4 billion) to a consortium of Sarus Group and Rwenzori Holdings that will fully own the cement maker.

"Upon completion of the proposed transaction... Sarus Group Limited and Rwenzori Holdings Limited will, together, legally and beneficially own 100 per cent of the issued share capital of Hima Cement Limited and Hima Cement (and all its subsidiaries, including Hima Cement Rwanda Limited) will cease to be a member of the Bamburi group and will become..."

China Trade Week Exhibition opens in Nairobi



From left: Global Exhibitions Incorporated Country Director Edwin Masivo, MIE Group Vice President - Strategy and Partnerships Zahoor Ahmed and Tourism Principal Secretary John Lekakeny Ololuaa engage during the China Trade Week Exhibition at the Kenyatta International Convention Centre, Nairobi, yesterday. BONIFACE BOGITA / NATION

Energy Firm slapped with compensation tax of Sh2.43 billion in 2016

KenGen seeks waiver of

Wednesday, November 14, 2023 KSh60/00 (TSh1,700 · US\$2,700/00 · RFr90Q/00) @ f t /NationAfrica | No. 21314 | www.nation.africa

DAILY NATION

Controversy Galana Energies Ltd says consignment was to meet country's requirements

Forgery claim in Sh17bn fuel saga

Row Ports chiefs disown documents presented by businesswoman Ann Njorge as fake and intended to steal a consignment of diesel whose ownership has been in dispute. The cargo was offloaded in contravention of a court order even as the trader's whereabouts remain unknown and her lawyers sue police bosses over 'arrest' P.10

93,460MT

Metric tonnes of diesel on vessel MT Haigu which was destined for Kenya, Uganda, South Sudan and DRC

Top lawyers jostle for upcoming JSC vacancy

Daggers have been drawn and the stage set for what promises to be a bruising campaign to elect the Law Society of Kenya (LSK) male representative at the Judicial Service Commission (JSC). While the election is about 60 days away, lobbying and canvassing is in top gear with regional caucuses re-treating to devise how best to approach the election. SEE PAGE 10

HEROIC

Woman swims across flooded Tana river to deliver son in hospital Mohammed Bilal is four days old today. When he grows older and is able to understand, an intriguing tale of his birth awaits him / P.3

Green future: Ruto sets Kenya on path to 15bn trees target




STORIES AND PICTURES ON PAGES 4, 5, 6, 7 & 8: President William Ruto gets his hands dirty as he led Kenyans in a national tree planting drive yesterday at Kiwu Wetland in Makeni County. Millions of trees were planted countrywide even as the State plans to use learners to reach ambitious 15bn trees by 2032. PHOTO: PCS

How our brother became a bother

AFRICA'S PREMIER CHINESE B2B EVENT FOR GLOBAL TRADE
15-17 NOVEMBER 2023 Kenyatta International Convention Centre

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TV & Podcast



Organized by:



Celebrity Guest



CTW
KENYA

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www.ctw.kenya.com

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Exhibitor & Sponsorship Engagement



Sessions & Contents



KEY TAKEAWAYS

1

Global Engagement

2

Strategic Partnerships

3

Targeted Focus on Key Sectors

4

Enhanced Brand Visibility

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ACKNOWLEDGEMENT

We extend our heartfelt gratitude to all participants, sponsors, exhibitors, and attendees for their invaluable contributions to the success of the CTW Kenya 2023. Your dedication and support played an integral role in making this event a resounding achievement.

We look forward to continued collaboration and success in future endeavors. Thank you.



SEE YOU IN 2024!

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