



# EAST AFRICA PROPERTY TRADESHOW 2025

WHERE LUXURY MEETS AFFORDABILITY

**MAY 30 – JUNE 1, 2025**  
ETHIOPIAN SKYLIGHT HOTEL  
**ADDIS ABABA-ETHIOPIA**

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Utalii Lane, VeivPark  
Towers, Suits 254  
Nairobi - Kenya



ORGANIZED BY



**AFRICAN  
TRUSTED  
PARTNERS**

Mark your calendars!

Join the premier property  
event in the region



## EVENT DETAILS

## EAST AFRICA PROPERTY TRADESHOW

**30 May 2025**

Registration

Welcome Remarks

Keynote

Exhibition and Matchmaking

**Lunch**

Business Matchmaking

**31 May 2025**

Registration

Panel Discussion

Exhibition and Matchmaking

**Lunch,**

Exhibition and Matchmaking

VIP Networking Reception

**1 June 2025**

City Tour - Full Day

### Building on a Strong Foundation

East Africa Property Tradeshow (EAPT) represents the next step in regional real estate collaboration, building on the strong foundation of the 2024 Kenyan Real Estate Trade Mission to Ethiopia. The 2024 mission successfully linked Kenyan developers with Ethiopian investors, diaspora members, expatriates, and stakeholders, resulting in significant cross-border collaboration and valuable partnerships and investment flows.

The 2025 event marks a new era for the regional real estate community, bringing together developers, investors, and stakeholders in an expanded and more impactful format. We're expanding our reach and enhancing the experience, connecting developers, investors, and stakeholders in a dynamic environment. Attendees will gain access to exclusive insights and discover exceptional investment opportunities, balancing high-quality properties with competitive pricing.

This is where deals are made and partnerships are forged.

At African Trusted Partners, we champion  
sustainability and functionality globally.

Please minimize paper use.



# EAST AFRICA PROPERTY TRADESHOW 2025

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## WHY ETHIOPIA?

### INVESTMENT DEMAND

Ethiopia's rapidly expanding economy and dynamic business environment create a fertile ground for investment opportunities. This demand extends to real estate, making it a prime sector for savvy investors seeking portfolio diversification. Hosting the event in Ethiopia directly taps into this active investment appetite.

### GROWING GLOBAL TRADE

The increasing flow of Ethiopia trade and investment in a global level, significantly boosts the potential for cross-border transactions. The event puts you at the heart of this activity, directly connecting you with investors, developers and projects shaping the future of the market. Ethiopia acts as a natural hub for this growing economic interaction.

### UNTAPPED DIASPORA POTENTIAL

The Ethiopian diaspora represents a substantial pool of investment capital with a proven interest in real estate investments, with strong emotional and financial tie to the region. Our event in Ethiopia provides direct access to this key demographic.

### ESTABLISHED TREND OF ETHIOPIAN

Tap into the established flow of Ethiopian investment into East African and Middle Eastern real estate. Our event in Ethiopia strategically connects you with this motivated investor pool.





# Why You Must Participate

## PRE-PLANNED MATCHMAKING

Our tailored matchmaking program guarantees connections with key decision-makers.

## SHOWCASE YOUR BEST

Gain visibility and generate potential leads. Our Exhibition provide a powerful platform to present your projects, innovations, and cutting-edge technologies to a highly targeted audience.

## EXPERT INSIGHTS

Stay ahead of the curve. Our insightful conferences and panels deliver actionable intelligence on market trends, investment strategies, regulatory frameworks, sustainable development, and emerging opportunities.

## EXCLUSIVE SITE VISITS

Experience Addis Ababa's most exciting real estate projects firsthand. See innovation in action and discover new possibilities.

## INFLUENCE THE FUTURE

Be part of the conversation shaping the future of real estate in East Africa. Contribute to the growth and development of the sector.

## DON'T MISS OUT

### The EVENT

Where deals are made,

Partnerships are forged, and

The future of your PROPERTY investment is shaped.





# PARTICIPANTS PROFILE

Real Estate Developers

Agents & Brokers

Architects & Interior Designers

Financial Institutions

Property Management

Companies Lawyers & Legal

Advisors

Property Consultants & Advisors

Construction Companies and

many more





# VISITORS PROFILE

Investors (Local, Regional, International)

Diaspora Community,

Developers & Builders,

Financial Institutions,

Venture Capital & Private Equity Firms,

Real Estate Professionals,

End-Users & Buyers,

Expatriates

Media & Press and many more



# 2024 TRADE MISSION POST- EVENT SUMMARY



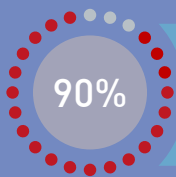
6, PARTICIPANTS



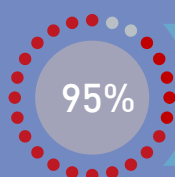
1900+, VISITORS



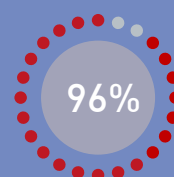
35+ MATCHMAKING/DAY



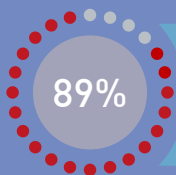
Participants satisfied  
from Number of visitors



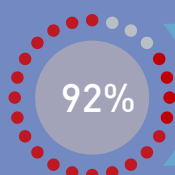
Participants satisfied  
from Quality of visitors



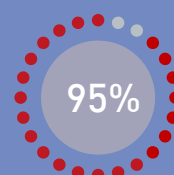
Participants satisfied from  
Chance of business after  
from the event



Participants satisfied  
On-site set-up & assistance



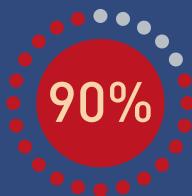
Participants satisfied with  
the venue and location



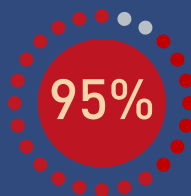
Participants satisfied  
from service from the  
Organizers

## PARTICIPANTS OVERVIEW

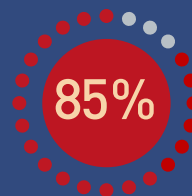
### TOP 5 REASONS FOR PARTICIPATING



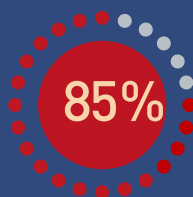
CHANCE OF BUSINESS  
AFTER THE EVENT



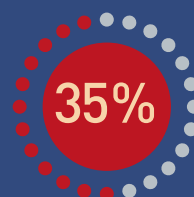
QUALITY OF  
VISITORS



BUILDING  
BRAND IMAGE



BUSINESS MATCHMAKING  
QUALITY



PROJECT SITE  
VISIT CONFIRMATION

# 2024 EVENT PARTICIPANT TESTIMONIALS



Ahmed Habib Ali  
Operations Manager

Ibrahim Adde Group

This event provided detailed interactions with potential investors with knowledge of Kenya's real estate and prime locations. Our ongoing and completed projects attracted significant interest.



Huzefa Yusufali  
Head of Sales & Marketing

SMB Properties

While fruitful, the mission should include more high-end real estate agents and consultants. We appreciate the groundwork laid and anticipate further refinement to enhance engagement opportunities.



Jonathan Jackson  
Chairman

88 Nairobi Icon

The Ethiopian business community is interested in our project and some have agreed to come for site visit in Nairobi; it was useful to come here. This event exceeded our expectations with the right audience, facilitating productive dialogue.



Samuel Kanyoro  
Sales Administrator

Soil Merchants Properties

We had invaluable interactions with interested visitors, particularly for our Nairobi Partment projects. We're grateful for African Trusted Partners for organizing this impactful event.



Marlam Mamuli  
Sales Manager

COMEX Homes

Our strategic design for professional housing was well-received, fostering interest in Nairobi site visits. This mission effectively connected us with key Ethiopian stakeholders.



Tom Ogega  
Director

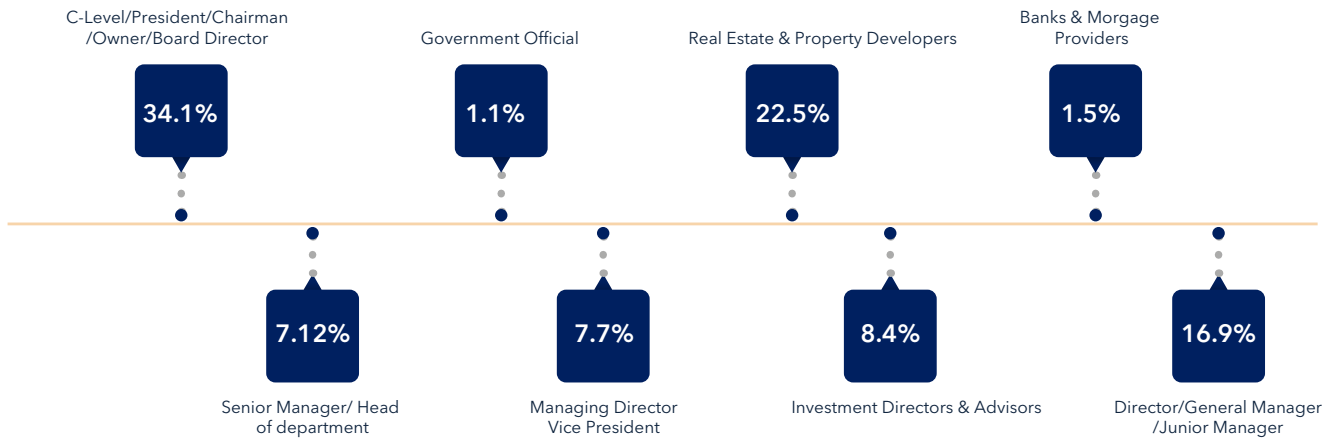
Tofina Futures

TOFIN A Futures appreciates ATP's exceptional hosting. The event's management was exemplary, yielding promising negotiations and anticipating successful deals.



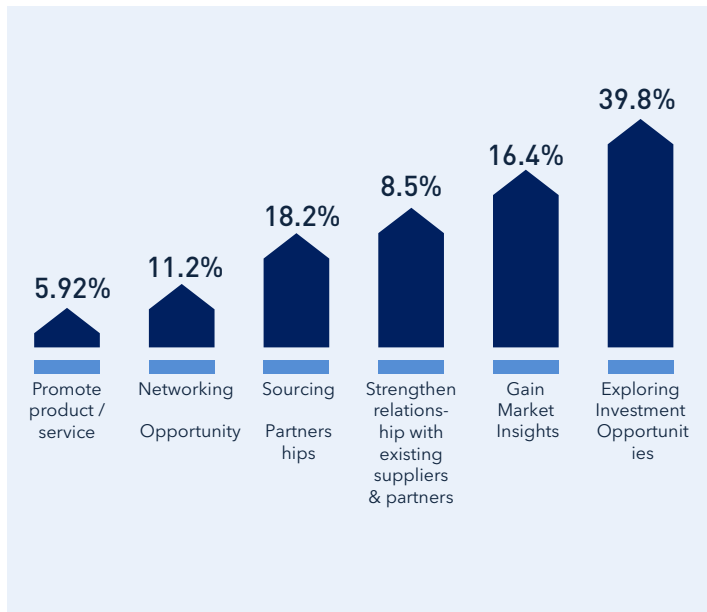
# VISITORS OVERVIEW

## VISITORS BY PROFILE

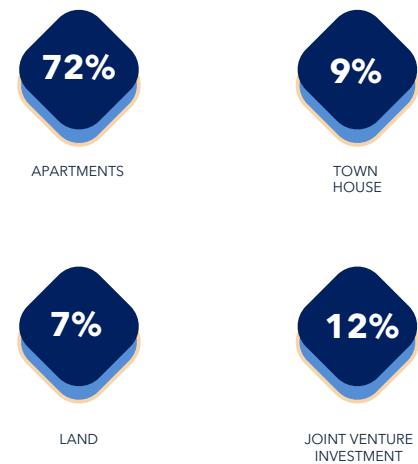


## VISITORS LEVEL OF SENIORITY

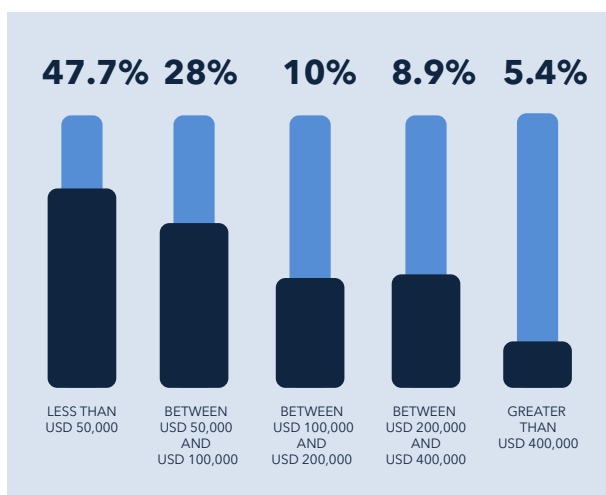
## VISITORS REASON FOR ATTENDING THE EVENT



## VISITORS PRODUCT INTEREST



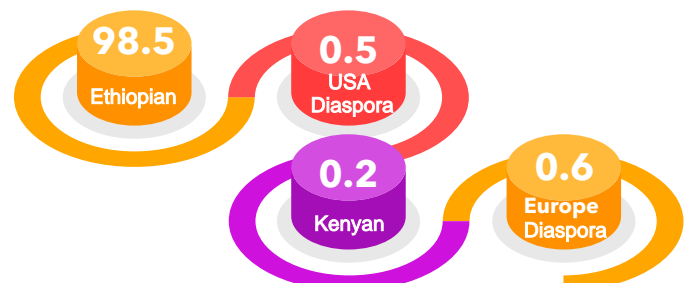
## VISITORS PLAN TO INVEST ON THE NEXT 12 MONTHS



## VISITORS BY LOCAL CITIES



## VISITORS BY REGION













# ORGANIZER PROFILE

## EXPERIENCED TEAM

ATP boasts a team of professionals with over 19 years of combined experience in strategic event organization and business consultancy.

## EXTENSIVE NETWORK

We have cultivated a robust network of industry leaders, potential buyers, and influencers across East Africa, ensuring broad reach and engagement.

## MARKETING EXPERTISE

Our deep understanding of marketing dynamics and communication strategies in the region positions us as an ideal partner to drive the success of this event.

## JOIN US

Be part of the East Africa Property Tradeshow

Stay tuned for more information!!

## CONTACT US

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