



# SUDAN HOME SHOW

"The 2<sup>nd</sup> International Exhibition for  
Furniture, Tableware, Cookware,  
Home Textiles, Home Appliances,  
Home Décor, Smart Homes  
& Accessories"

**1 - 4 November 2018**

Fairs ground - Khartoum - Sudan

المعرض الدولي الثاني للأثاث وأدوات  
المائدة والطهي والأجهزة المنزلية والديكورات  
والمنسوجات المنزلية وأنظمة المنازل الذكية

Organized by



BUSINESS PLUS



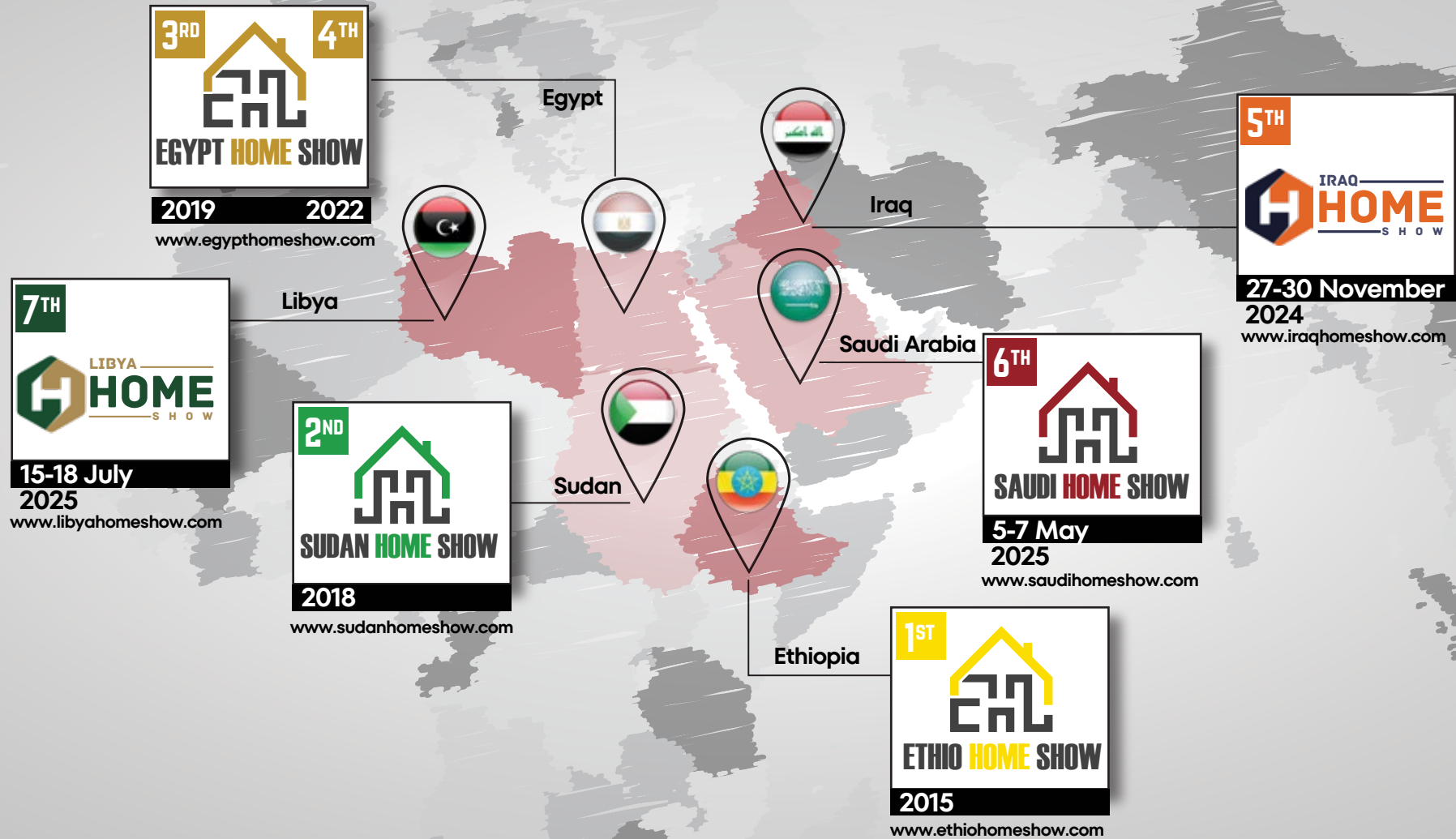
VISION  
CREATIVE

**2<sup>nd</sup>**

[www.sudanhomeshow.com](http://www.sudanhomeshow.com)

# HOME SHOW EXPO

## AROUND THE REGION



## Message from Organizers

Fast extension in the Sudanese home textiles and home decoration business areas has generated new tendencies in tracking the finest quality in economic manners. The key insight of **Sudan Home Show** was to create a business trade fair with outstanding features to become a catalyst for fulfilling the growing demand in such a prosperous marketplace.

**Sudan Home Show**; was an inclusive, effective and decisive event connecting the paramount home textiles and decoration fabricators and their regional/local targeted buyer- groups.

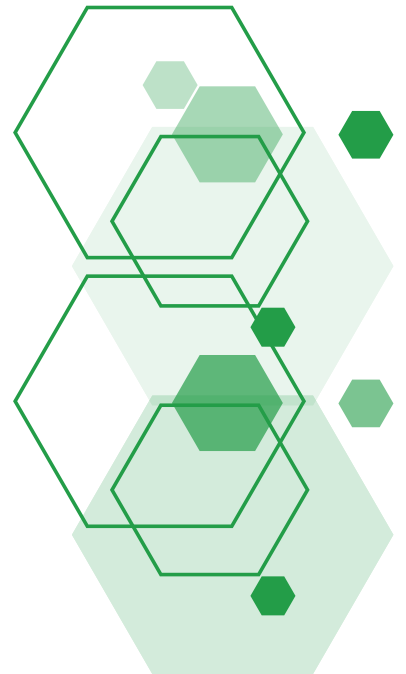
We would like to extend our thanks to our distinguished sponsors and exhibitors for their constant support.

For our business partners to obtain full returns and effects from the event, we prepared this post-show report that openly enlightens all the features associated with **Sudan Home Show**, presenting a complete analysis of the visitors and their requirements to support our exhibitors to prepare for a better next edition.

### Sudan Home Show Team



Post Show Report 2018



## EXHIBITION BACKGROUND

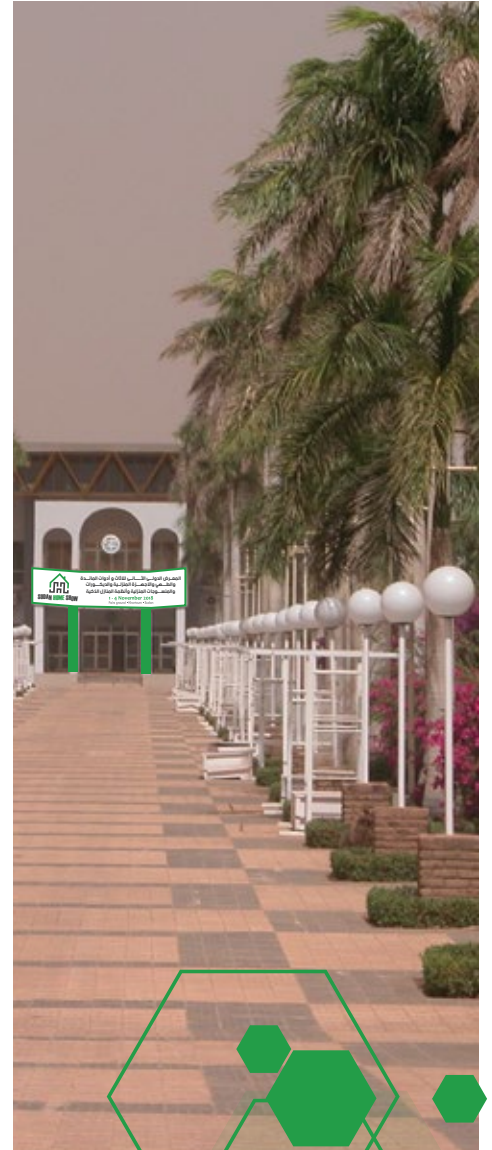
The international, local & regional premier brands joined **Sudan Home Show** to get advantage of the 4-day event to attain huge business contracts.

**Sudan Home Show** was the most prevailing event of its kind in Sudan; getting-together valued figures of professionals and trade buyers, the event is now categorized as one of the most significant trading and business sites dedicated to home textiles and decoration industries.

**Sudan Home Show** is certainly a supporter for industrial innovations; presenting tangible solutions to aid specialized procurers make their buying decisions flawlessly.

**Sudan Home Show** focal objective was to shorten the buying decision making process; as buyers were able to explore all details about the obtainable purchase options and sightsee practical solutions under one roof...

**Sudan Home Show** surpassed the impression of being a regular trade event; as the event remarkably represented the most conclusive trading venue for instant contracting decisions where all the product varieties and price ranges were available for exhibitors and visitors.



## EVENT PROFILE

### General

**1- Duration:** 1 - 4 November 2018;  
opened daily from 11:00 AM till 8 :00 PM

**2- Space:** 5,000 m<sup>2</sup>

**3- Total Number of Direct Exhibitors:** 209 Companies



Post Show Report 2018



"The 2<sup>nd</sup> International Exhibition for Furniture, Tableware, Cookware, Home Textiles, Home Appliances, Home Décor, Smart Homes & Accessories"

المعرض الدولي الثاني للأثاث وأدوات المائدة والطهي والأجهزة المنزلية والديكورات والمنسوجات المنزلية وأنظمة المنازل الذكية



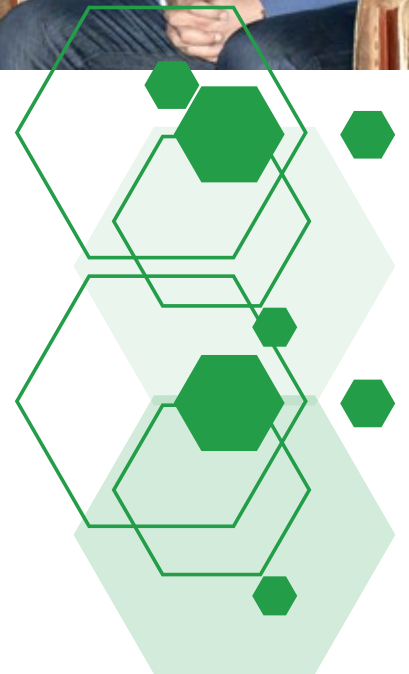
## EVENT PROFILE

### 4- Exhibitor's Brands Countries of Origin:

Australia, Austria, Belgium, China, Czech Republic, Denmark, Egypt, Sudan, France, Germany, Japan, Italy, Korea, Malaysia, Netherlands, Spain, Sweden, Switzerland, Taiwan, turkey, UAE, Ukraine, USA



Post Show Report 2018



"The 2<sup>nd</sup> International Exhibition for Furniture, Tableware, Cookware, Home Textiles, Home Appliances, Home Décor, Smart Homes & Accessories"

المعرض الدولي الثاني للأثاث و أدوات المائدة والطهي والأجهزة المنزلية والديكورات والمنسوجات المنزلية وأنظمة المنازل الذكية



## EVENT PROFILE

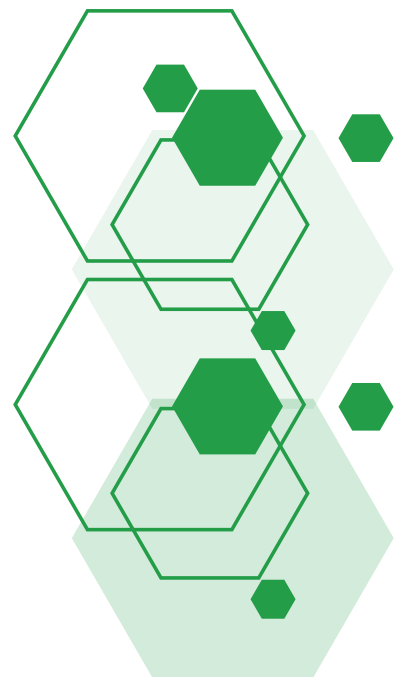
### 5- Total Number of Visitors:



**5,311** Visitors



Post Show Report **2018**



## EVENT PROFILE

### Regional Visitors

#### 6- Regional Visitors Countries of Origin:

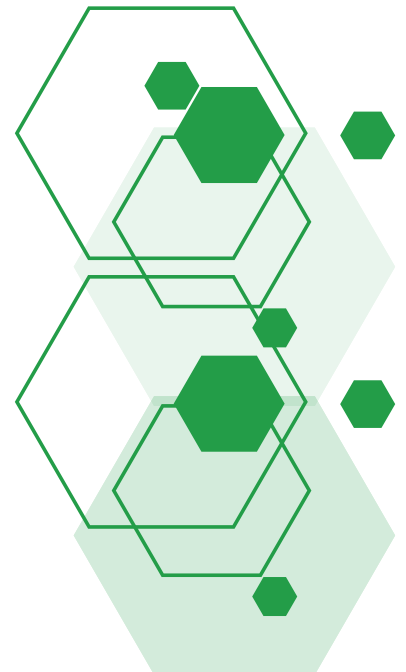
Ethiopia, Egypt, Sudan, South Sudan,  
Kenya, Djibouti, Uganda, Libya



**502**  
Regional  
Visitors



Post Show Report **2018**



"The 2<sup>nd</sup> International Exhibition for Furniture, Tableware, Cookware, Home Textiles, Home Appliances, Home Décor, Smart Homes & Accessories"

المعرض الدولي الثاني للأثاث وأدوات المائدة والطهي والأجهزة المنزلية والديكورات والمنسوجات المنزلية وأنظمة المنازل الذكية



## EVENT PROFILE

### 8 - Sponsors & Partners:

تحت رعاية



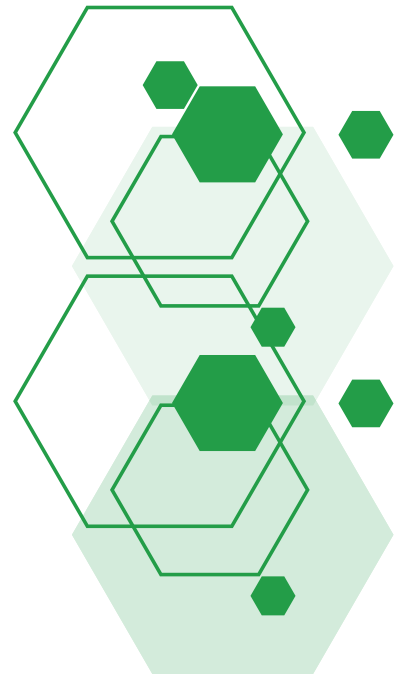
الراعي الرسمي



الوكيل الإستراتيجي

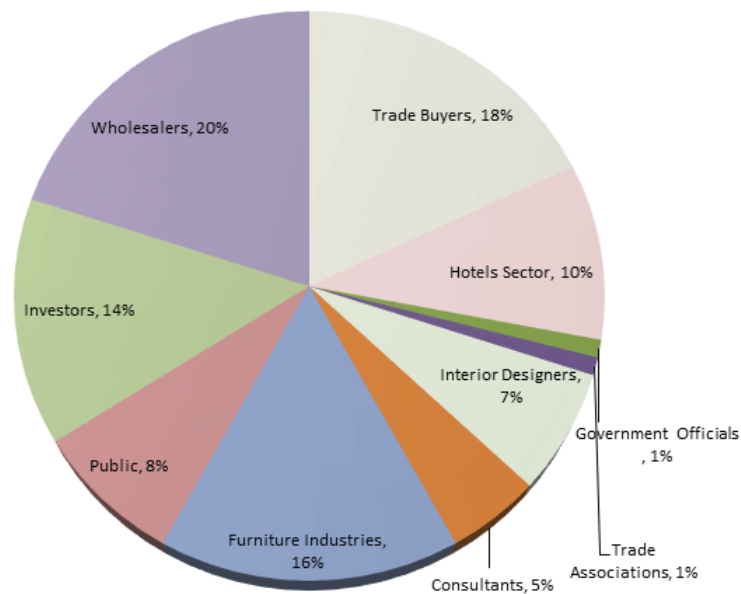


Post Show Report 2018

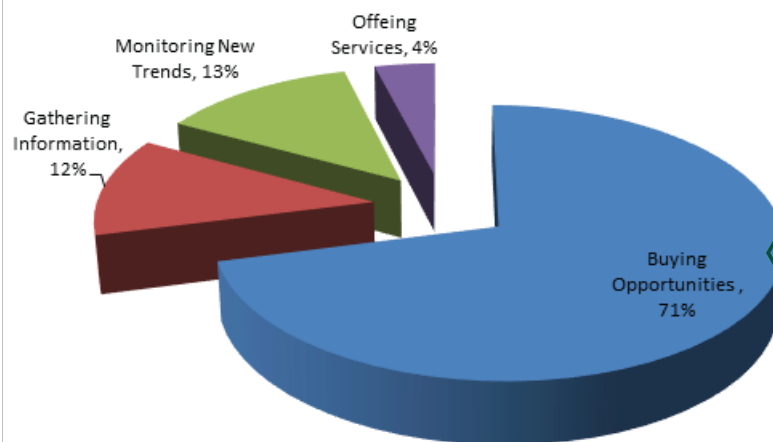


## VISITOR PROFILE

### A- Sudan Home Show Visitors Analysis by Nature of Business



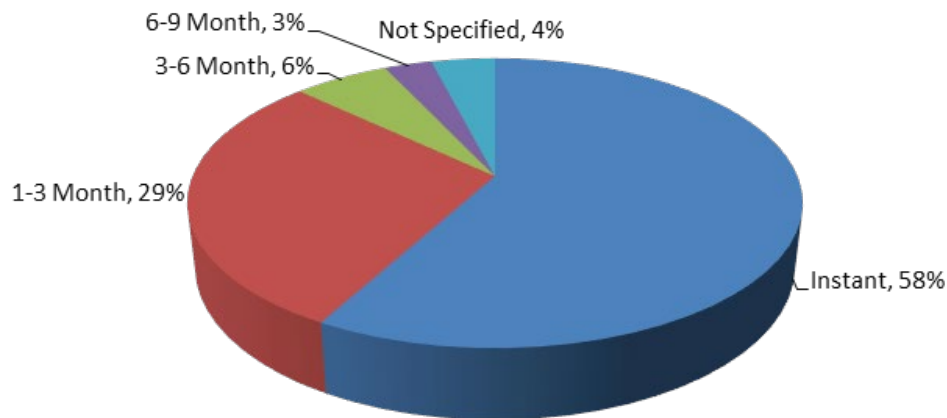
### B- Visit Main Objectives



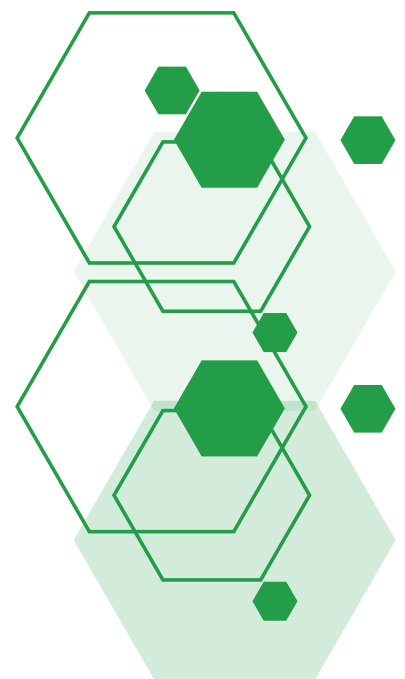
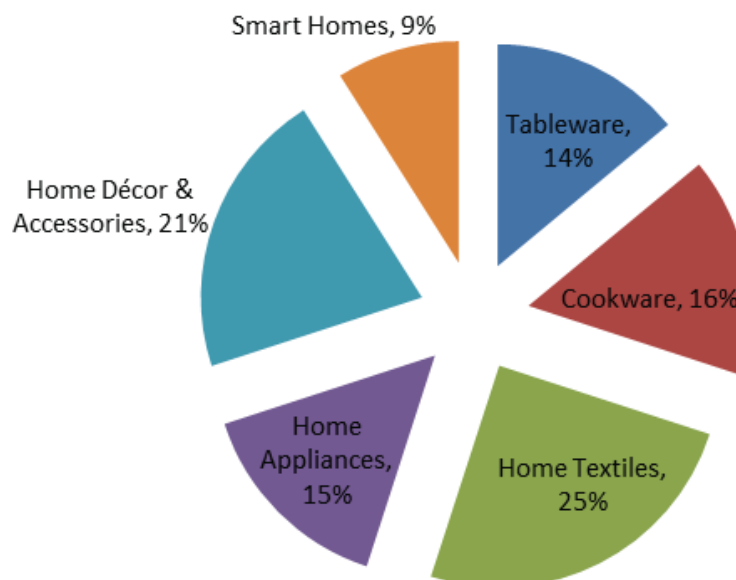
Post Show Report 2018

## VISITOR PROFILE

### C- Sudan Home Show Visitors Purchase Intention Time Frame

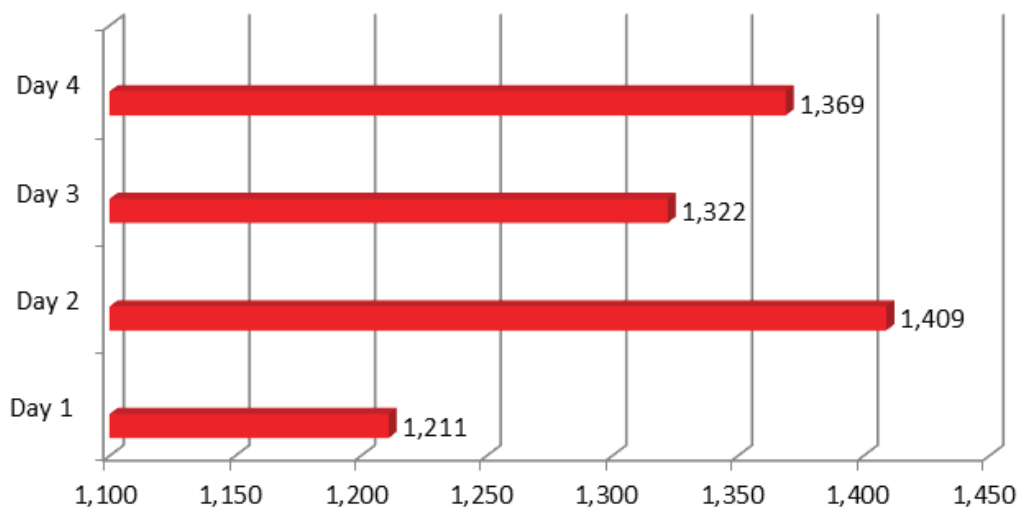


### D- Sudan Home Show Visitors Type of Purchase

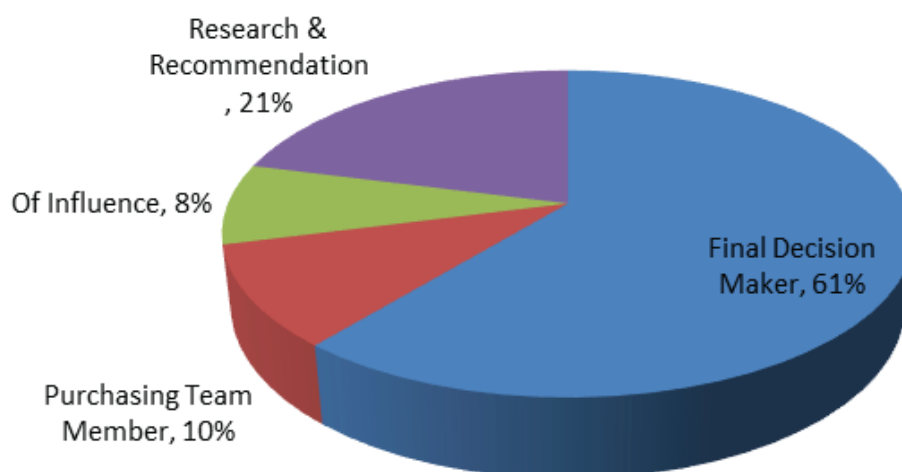


## VISITOR PROFILE

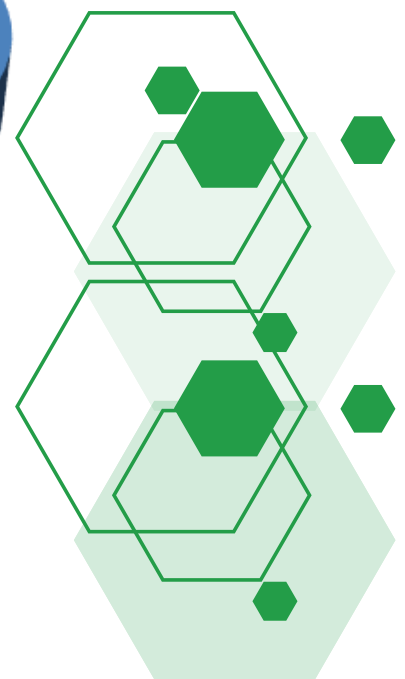
### E- Sudan Home Show Visitors Admission Analysis by Show Days



### F- Sudan Home Show Visitors in Terms of Buying Decision Influence

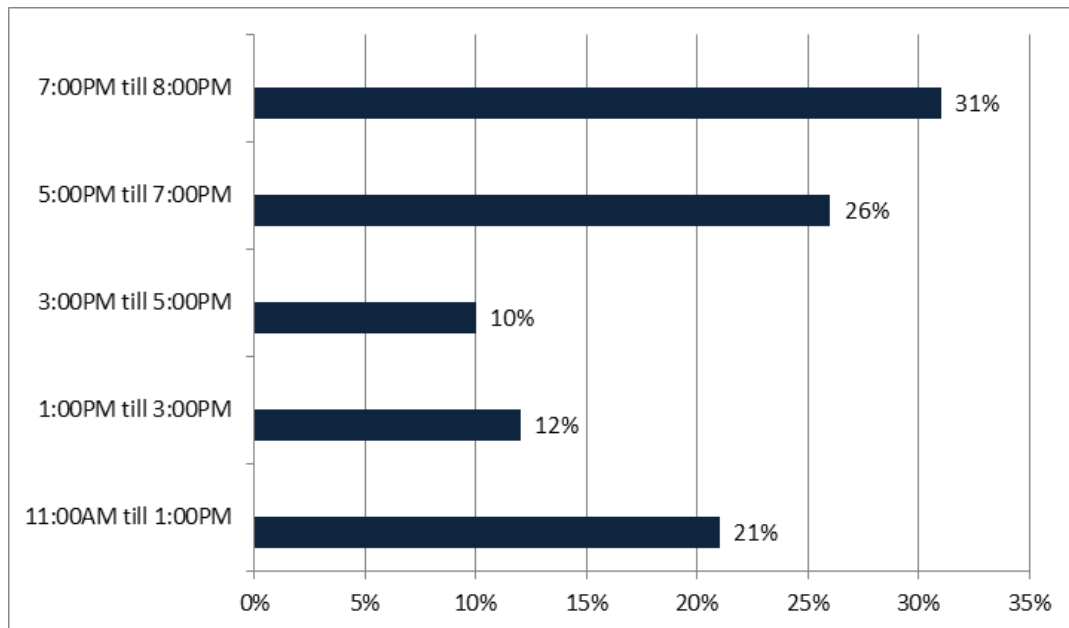


Post Show Report 2018

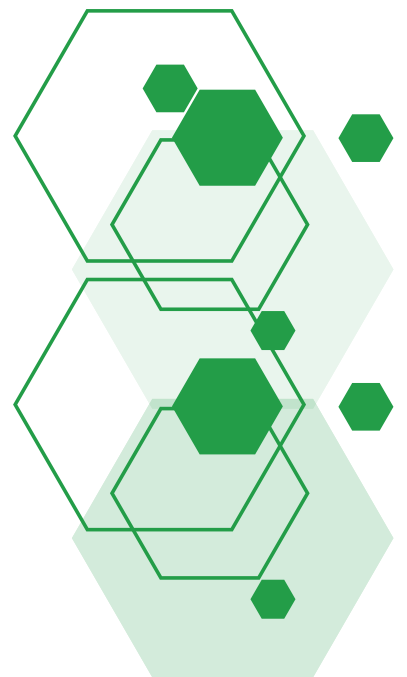


## VISITOR PROFILE

### G- Sudan Home Show Prime Time for Visitors Flow



Post Show Report 2018



"The 2<sup>nd</sup> International Exhibition for Furniture, Tableware, Cookware, Home Textiles, Home Appliances, Home Décor, Smart Homes & Accessories"

المعرض الدولي الثاني للأثاث وأدوات المائدة والطهي والأجهزة المنزلية والديكورات والمنسوجات المنزلية وأنظمة المنازل الذكية



# VISITORS

## Post Show Report

### I – I – Results from Sudan Home Show Visitors Survey

# 90%

of the visitors said that they found the technologies/ products they were looking for



# 92%

of the visitors rated their visit as successful



# 85%

of the visitors confirmed that they will attend the next edition

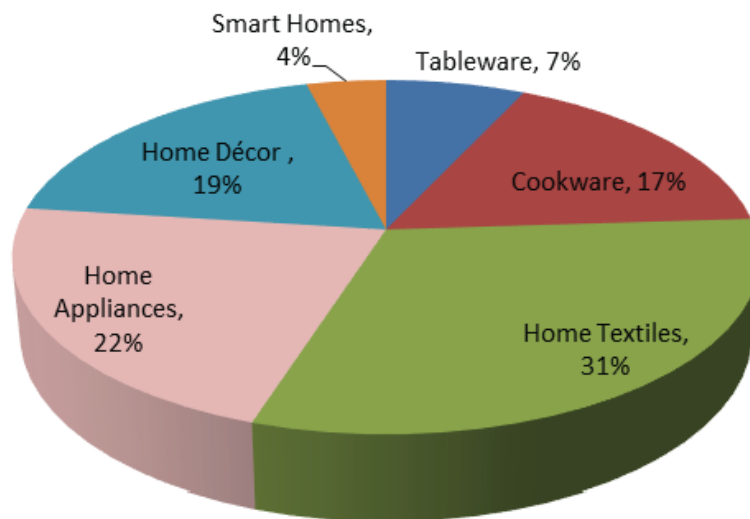


Post Show Report 2018



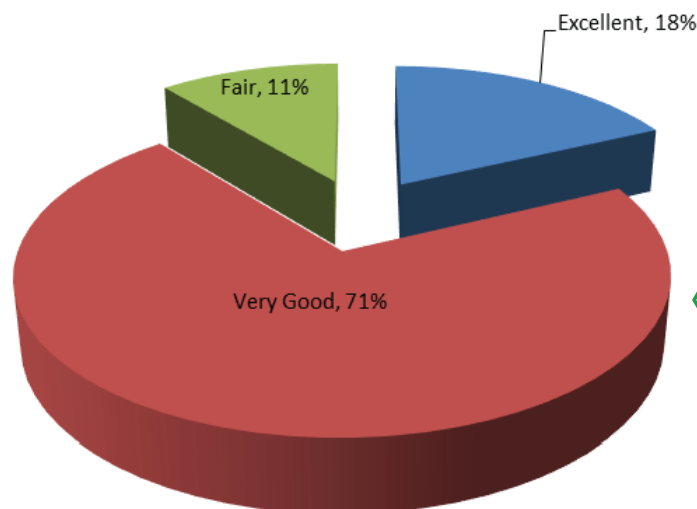
## EXHIBITOR'S PROFILE

### A- Sudan Home Show Exhibitors Nature of Business

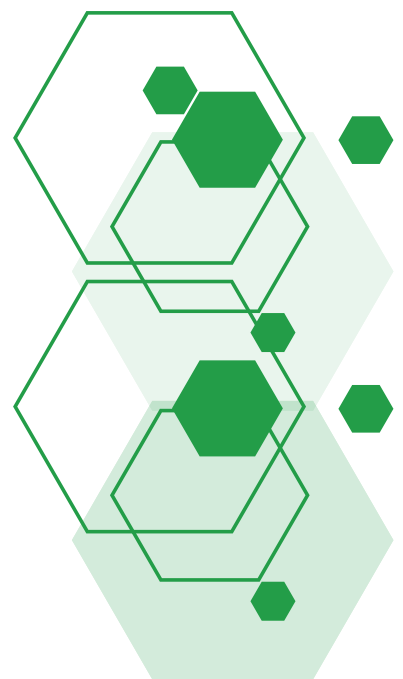


### B- Results from Exhibitors Survey

#### Exhibitors Rating for Sudan Home Show

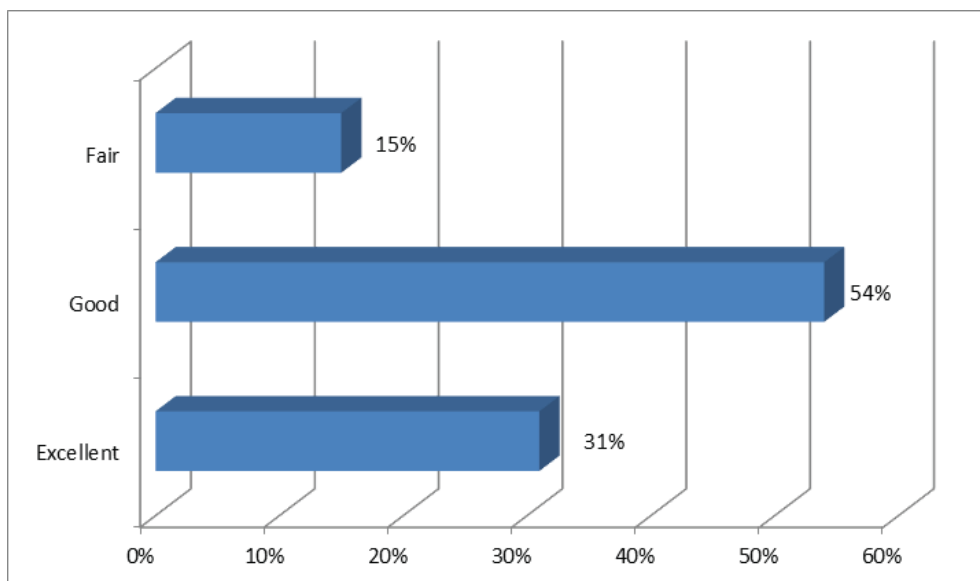


Post Show Report 2018

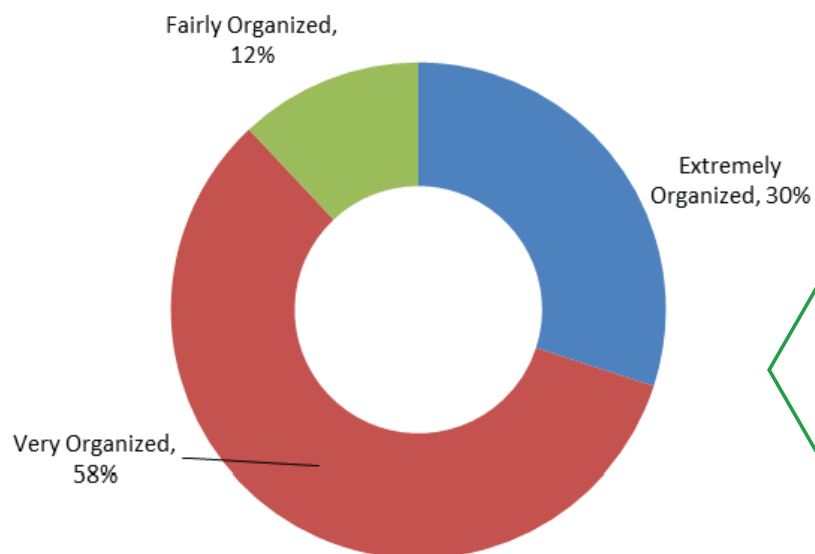


## EXHIBITOR'S PROFILE

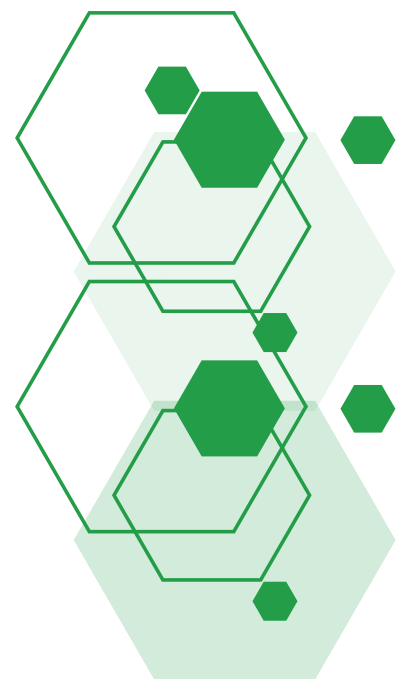
Exhibitors Rating for Sudan Home Show Value for Money



Exhibitors' Rating for the Organization of Sudan Home Show

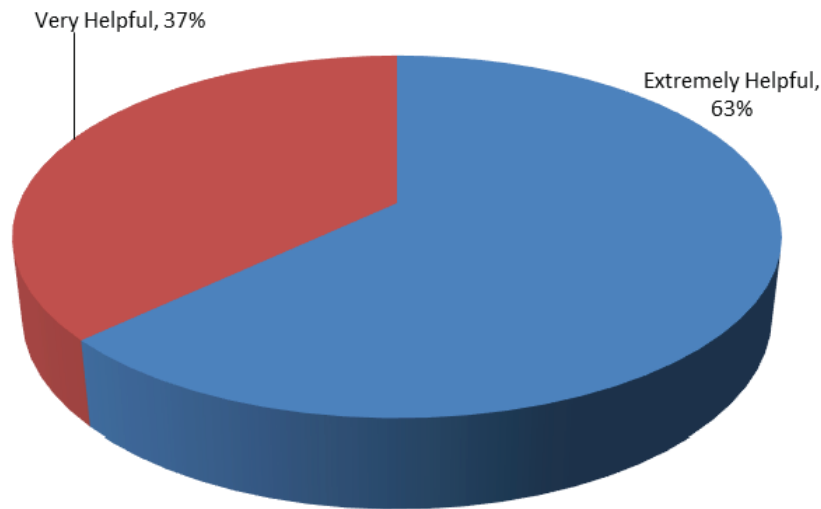


Post Show Report 2018

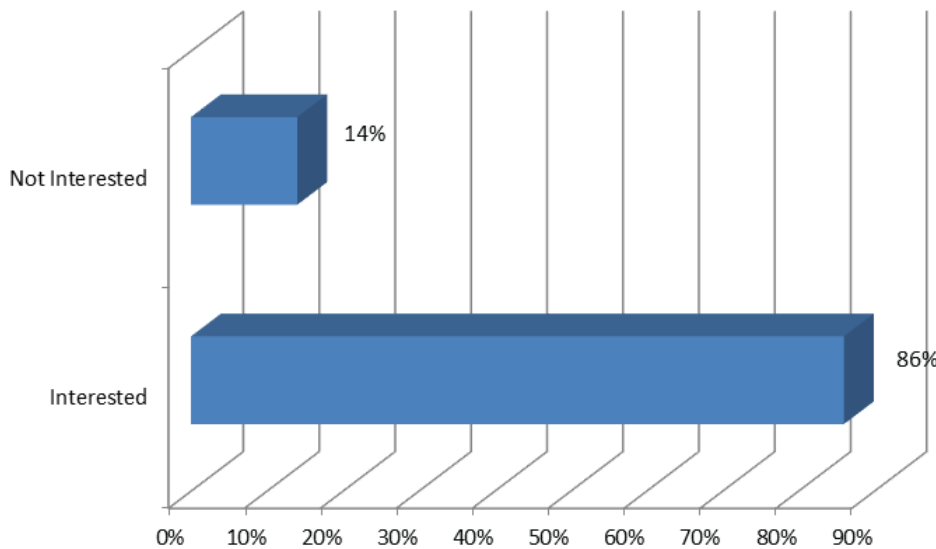


## EXHIBITOR'S PROFILE

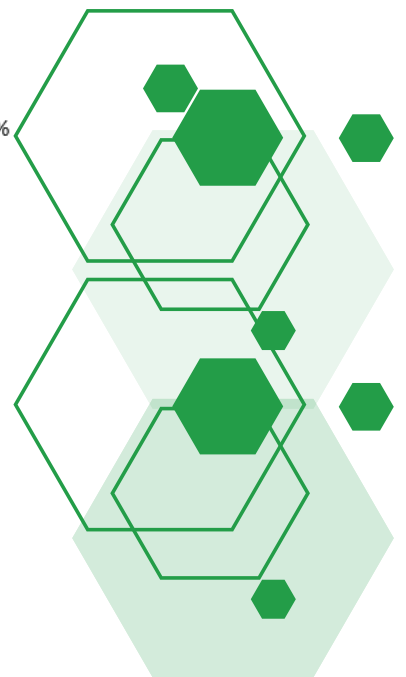
### Exhibitors' Rating for How Helpful was Sudan Home Show Staff



### Exhibitors' Intention to Exhibit in the Coming Edition of Sudan Home Show

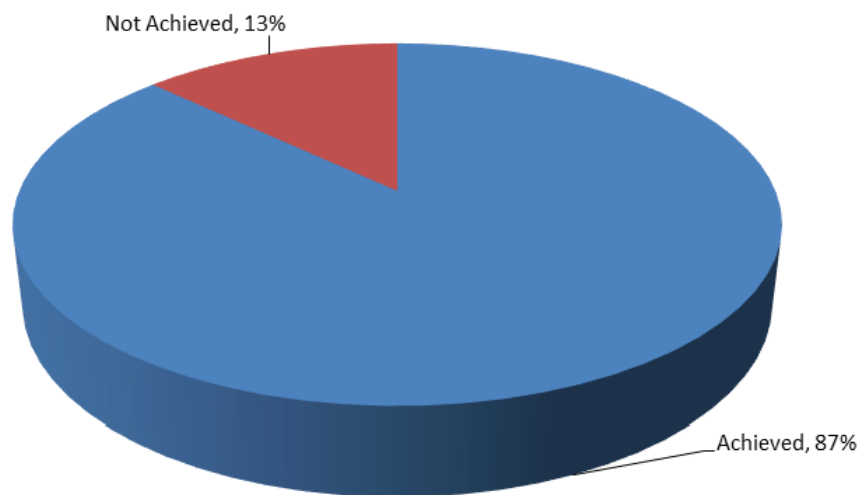


Post Show Report 2018

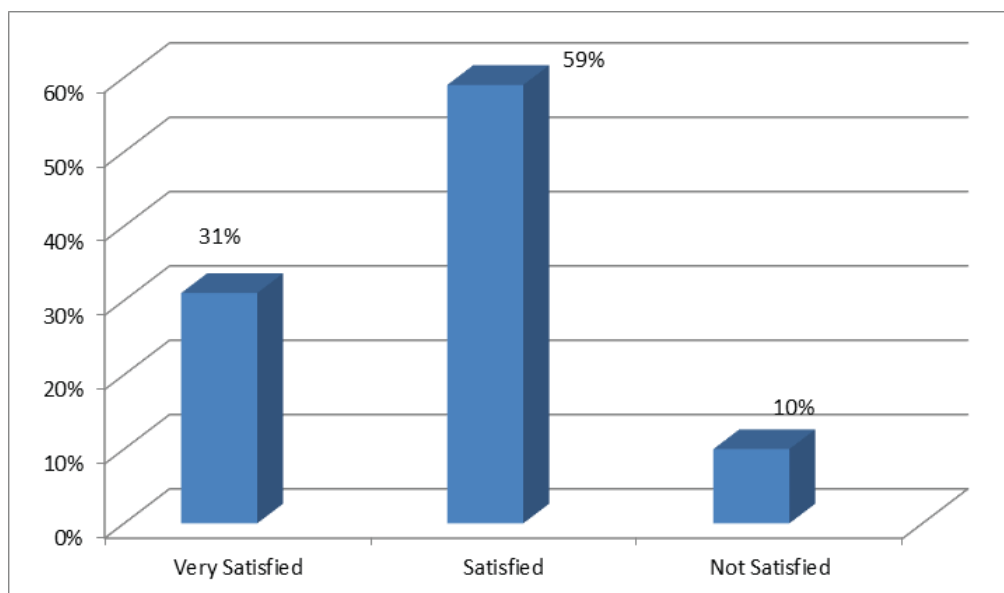


## EXHIBITOR'S PROFILE

### How Far did Sudan Home Show Exhibitors Achieve their Objectives



### Sudan Home Show Exhibitors' Rating for Quantity & Quality of Visitors



## Promotional Activities & Media Coverage



"The 2<sup>nd</sup> International Exhibition for Furniture, Tableware, Cookware, Home Textiles, Home Appliances, Home Décor, Smart Homes & Accessories"

المعرض الدولي الثاني للأثاث وأدوات المائدة والطهي والأجهزة المنزلية والديكورات والمنسوجات المنزلية وأنظمة المنازل الذكية



## PHOTO GALLERY



Post Show Report 2018



"The 2<sup>nd</sup> International Exhibition for Furniture, Tableware, Cookware, Home Textiles, Home Appliances, Home Décor, Smart Homes & Accessories"

المعرض الدولي الثاني للأثاث وأدوات المائدة والطهي والأجهزة المنزلية والديكورات والمنسوجات المنزلية وأنظمة المنازل الذكية



## PHOTO GALLERY



Post Show Report 2018



"The 2<sup>nd</sup> International Exhibition for Furniture, Tableware, Cookware, Home Textiles, Home Appliances, Home Décor, Smart Homes & Accessories"

المعرض الدولي الثاني للأثاث وأدوات المائدة والطهي والأجهزة المنزلية والديكورات والمنسوجات المنزلية وأنظمة المنازل الذكية

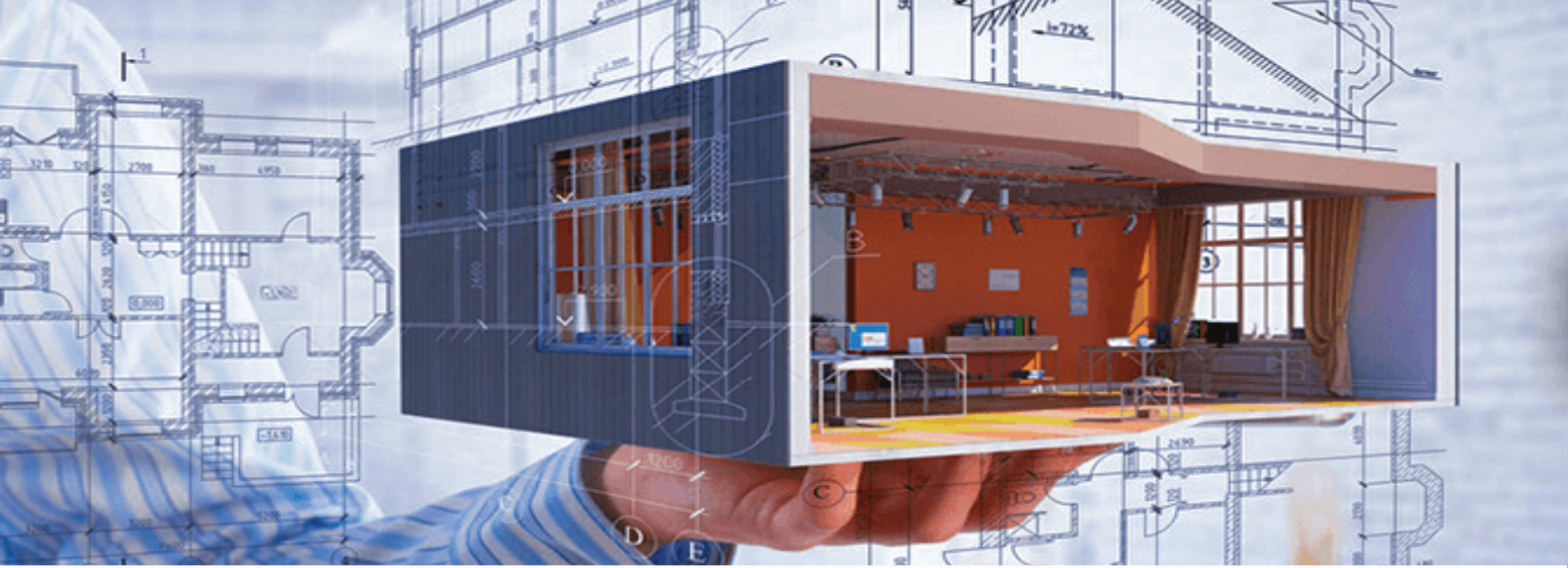


## PHOTO GALLERY



Post Show Report 2018





See you in the next

3<sup>RD</sup>



EGYPT HOME SHOW

2019



[www.egypthomeshow.com](http://www.egypthomeshow.com)



Organized by  
  
BUSINESS PLUS

  
VISION  
CREATIVE

