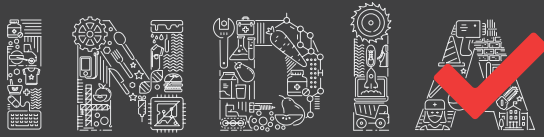


# SOURCE



KENYA

January 11-13, 2017  
Kenyatta International  
Convention Center,  
Nairobi, Kenya



## POST SHOW REPORT

Organised by

**TPC** Trade Promotion  
Council of India





# SOURCE



KENYA

Kenyatta International Convention Center  
Nairobi, Kenya  
January 11-13, 2017

# ABOUT

In view of the improving business climate between India & Kenya, **Trade Promotion Council of India** and Pro Trade Group organized the largest and first of its kind multi-sector Indian business meet **Source India Kenya at Kenyatta International Convention Center, Nairobi during January 11-13, 2017.**

The 3-day action packed show was highly successful in its objective of providing a platform to more than 90 Indian brands to build and improve their existing relations, develop new business with their Kenyan as well as other East African counterparts and explore the scope of fresh investments in the

## EXTENSIVE SUPPORT FROM ASSOCIATIONS

Source India Kenya received huge support & hearty welcome from leading Kenyan Trade Organisations **Kenya National Chamber of Commerce and Industry (KNCCI), Kenya Investment Authority (KenInvest) & East Africa Chamber of Commerce, Industry & Agriculture (EACCIA)**. The unending support from **High Commission of India, Nairobi** played a vital role in the success of the show.

Also appreciable is the unconditional support received from Indian Trade Bodies like **The Communication Multimedia and Infrastructure Association of India (CMAI), All India Rice Exporters Association (AIREA) & Association of Healthcare Providers (India) (AHPI)**.

# SHOW INAUGURATION:

The official inauguration of Source India Kenya was held at 1000 hours on January 11, 2017. His Excellency Rajesh Swami, Deputy High Commissioner, High Commission of India, Nairobi, Kenya Mr. Charles N Kahuthu, CEO, EACCIA, Mr. Laban Onditi Rao, National Vice Chairman, KNCCI, Mr. Pius Rotich, General Manager, KenInvest were the guests of honor at the Inauguration ceremony who opened the show to the full house and action packed 3 days in attendance of all the exhibitors. All the guests of honor addressed the exhibitors and extended their full support & co-operation to them in their objective of strengthening their foothold in the Kenya market.



UNIQUE  
TRADE  
VISITORS

5432

TOTAL SPACE  
4748 sqm



EXHIBITORS  
92



# EXHIBITORS' PROFILE:

Source India Kenya 2017 was the first ever show to be organized in East Africa which had stakeholders from a wide gamut of industries under one roof:



EDUCATION



BUILDING &  
CONSTRUCTION



AUTOMOTIVE



FOOD &  
AGRICULTURE



ENGINEERING



FINANCIAL SERVICES

## EXHIBITORS' FEEDBACK & TESTIMONIALS:

89%

of exhibitors  
FOUND POTENTIAL  
CUSTOMERS,  
SUPPLIERS OR PARTNERS



91%

of exhibitors were  
SATISFIED WITH THE  
QUALITY OF VISITORS



82%

of exhibitors successfully  
MET THEIR BUSINESS  
OBJECTIVES at the event



93%

of exhibitors were  
SATISFIED WITH THE  
EVENT OVERALL



84%

of exhibitors  
WOULD LIKE TO  
EXHIBIT IN FORTHCOMING  
EDITIONS OF  
SOURCE INDIA

# EXHIBITORS' FEEDBACK & TESTIMONIALS:



"This is our first time participating in a multi-sector exhibition, and so far it has been good and met our expectations. We will definitely consider exhibiting in the next edition."

Mr. Ravi Sharma, ITM University

"I think the visitors are related to the industry and very interested in the show. We suggest to participate every year."

Mr. R.K. Aggarwal, Nirmal Overseas Limited



"We are very happy with the response and the arrangement at the Exhibition. I appreciate the organisers for doing a very good show and wish them all the best for further editions of Source India."

Mr. Vinay Chandak, Ace Industries



"Through this exhibition, we got an opportunity to not only meet my existing partners but also a lot of new people who have shown interest in our products. Overall, it has been a great event and we look forward to the same kind of experience in other shows we take part in."

Mr. Rachit Gupta, Ashoka Metal Works & Co



"For a new entrant, this exhibition definitely made a huge impact. The involvement of so many local associations & government bodies indicated the faith they have in Indian exporters. We are satisfied with the quality of visitors to the expo and would consider participating in Pro Trade Group's other shows as well."

Mr. Dhruv Arora, Sacheerome Pvt. Ltd.



“Source India Kenya will definitely play a vital role in strengthening the bilateral trade relations between India & Kenya. We met quite a lot of prospective importers and we are hopeful of new associations & partnerships.”

Mr. Umesh Marigeri, L&T Ewac Alloys Limited



“ It was a good platform to introduce our services to customers from Kenya, Uganda, Tanzania and other neighboring countries. I thank the organisers for their efforts & initiatives.”

Dr. Rajah V Koppala, Avis Hospital



“ The cost of displaying at Source India Kenya was definitely worth it. We counted many high quality contacts at our booth. It is one of the best shows we have attended in the recent past.”

Mr. Manoj Kumar, Forest Press Machineries Pvt.Ltd.



“I was initially apprehensive about participating in a show which was being organised for the first time. But, the show met my expectations. It has enhanced our sales effort and has uncovered new opportunities for us to follow.”

Mr. Amarshi J. Vansialiya, Jet Granito Pvt. Ltd.



# VISITORS' FEEDBACK:

96%

of visitors will return to the next edition of Source India Kenya

57%

of visitors were either decision makers or influencers

78%

of trade visitors came to Source India Kenya to make deals and meet with companies they are considering doing business with



“Considering that this is the first edition, the standard of Source India as an international multi-sector exhibition is very good. I can see many Indian companies coming for the first time in Kenya. I am keen to establish new business relations with the exporters I have met here”

Ms. Felix Aluma, Marketing Manager, Top Steel Kenya Ltd.

“It is the first time I have come across such exhibition in Kenya covering so many industries. The exhibition is excellent. I congratulate the organizers for their hard work to build a good reputation for Source India Kenya.”

Dr. Sunil, Director, Patsons Chemists Limited



# SHOW MARKETING

Over 75 print, online & outdoor advertisements

An extensive marketing campaign was successfully executed with the aim of reaching all the stakeholders of the Kenyan business & trading community. The campaign resulted in generating enormous interest towards the show from not only the local businesses & associations but also from the local press & media.





E-MAILERS & SMS  
**CAMPAIGN REACHED**  
**38,000+** PROFESSIONAL  
CONTACTS



A DEDICATED TELE-CALLING  
TEAM INVITED 5000+ DECISION  
MAKERS AND INDUSTRY  
PROFESSIONALS.  
AS MANY AS 45,000  
UNIQUE HITS ON THE  
OFFICIAL SHOW WEBSITE



FM RADIO CAMPAIGN  
RUN ON TWO OF THE  
MOST POPULAR FM STATIONS IN KENYA  
– **EAST FM & CLASSIC FM.**



Personal invitations sent to  
1200+ business owners, Partners,  
Directors, CEOs, Managers and the likes.

# LOCAL COVERAGE

## PRE-EVENT PRESS CONFERENCE

A curtain raiser press conference for Source India Kenya was organized at The Intercontinental, Nairobi on January 10, 2017 at 1000 hours in which 32+ members from the local press & media had the perfect opportunity to understand more about the project through addresses by:



**Mr. Rajesh Swami**  
Deputy High Commissioner,  
High Commission of India, Nairobi



**Mr. Charles N. Kahuthu**  
CEO, East Africa Chamber of  
Commerce, Industry & Agriculture



**Mr. Laban Onditi Rao**  
National Vice Chairman, Kenya  
National Chamber of Commerce  
and Industry

# LOCAL COVERAGE



Daily Nation - January 11, 2017

## BUSINESS TODAY

### Source India Expo opens in Nairobi

BY REPORTER January 11, 2017

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Laban Onditi Rao Vice Chair, Kenya National Chamber of Commerce and Industry makes a point during the Source India Expo pre-event media briefing. Looking on are - from left - Sanulj Das, CEO, ProTrade Group; Rajesh Swami Swami, Deputy High Commissioner, Indian High Commission and Charles Kahuthu, CEO, East Africa Chamber of Commerce, Industry & Agriculture (EACCEIA).

India-based ProTrade is hosting the Source India Expo at the Kenyatta International Convention Centre (KICC) in Nairobi, Kenya this week. The three-day expo is running from January 11-13, 2017 at the KICC, and brings together India traders looking to partner with Kenya business people in new business ventures to expand and identify new markets for their products and services, reduce production cost and develop joint business ventures.

Speaking at the Source India Expo's pre-event media briefing, Mr Rajesh Swami, India's Deputy High Commissioner to Kenya, noted that it is the first major bilateral commercial event organised by an Indian firm this year.

Business Today – January 18, 2017



HOME MARKET INFO FEATURE EDITOR'S PICK LIFESTYLE TECHNOLOGY ENTREPRENEURS CORNER

100,000 2017 Home & Investment Source India Expo opens at Kenyatta International Convention Centre

**Source India Expo**  
Venue: KICC | Date: January 11-13, 2017

Source India Expo opens at Kenyatta International Convention Centre

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**Source India Kenya 2017 – an initiative towards mutual partnership and growth** / Staff Writer

January 11, 2017

**SOURCE**

**INDIA**

**KENYA**

Kenya has been the fastest growing economy in the East African region with focus on competitiveness building and improving presence in the international trade. Kenya's relationship with India has been warm and cordial since decades and the settled Indian

CIO East Africa – January 11, 2017

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XINHUA NEWS SERVICE REPORTS FROM THE AFRICAN CONTINENT



NAIROBI (Xinhua) – Rajesh Swami (L), Deputy High Commissioner of India to Kenya cuts the ribbon during the official opening ceremony of Source India - Kenya Exhibition in Nairobi. (RIGHT) Manoj Singhai (L), Managing Director of Millennium Packaging Solutions Limited shakes hands with Rajesh Swami (2nd R), Deputy High Commissioner of India to Kenya during the official opening ceremony of Source India - Kenya Exhibition in Nairobi, Jan 11, 2017. "Source India" focuses on cost effective promotion of Indian businesses and facilitate direct access to buyers in potential foreign markets. XINHUA PHOTO CHARLES NYIRAGDO

### Kenyan president Kenyatta in India to shore up bilateral ties

NAIROBI (Xinhua) – Kenyan President Uhuru Kenyatta left the country on Monday night for a two-day visit to India aimed at boosting

CoastWeek – January 18, 2017

# LOCAL COVERAGE

**Source India Expo opens at Kenyatta International Convention Centre, Nairobi**  
 Written by Rodgers Tume · 11 January 2017 · Economy

Nairobi: India-based ProTrade is scheduled to host the Source India Expo at the Kenyatta International Convention Centre (KICC) in Nairobi, Kenya this week.

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**Source India Expo set for KICC, Nairobi from January 11**  
 January 6, 2017 · admin · News · 0

**SOURCE INDIA**

**Kenyatta International Convention Centre, Nairobi**

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KassFM Online – January 11, 2017

Aptantech – January 6, 2017

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Artur Tha Realest After a press conference on Monday at about 11am, he was driven by his bro to Eldoret fire station where they parked so that he could withdraw fuel money. He has not been seen since.

Rahel A. Oyugi This country..where a judge can call a doctor sewage...expect anything..

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Friday, January 20, 2017 · Latest: Mastercard ZKUZU platform to Digitize East Africa's Agricultural Sector

**TechTrendsKE**

**Source India Expo opens at Kenyatta International Convention Centre, Nairobi**

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**Source India Expo opens in Nairobi, seeks to boost Kenya-India trade ties**  
 January 12, 2017 · admin · News · 0

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TechTrendsKe – January 18, 2017

Aptantech – January 6, 2017



On behalf of the entire organising team, we would like to extend our gratitude to all who have contributed to the success of the event - exhibitors, trade visitors, supporting authorities, organisers of pavilions, agents, media partners, media & journalists.

We sincerely hope that through Source India Kenya 2017, the bilateral trade, investment and business relations between India & Kenya will get strengthened which will have a positive impact on Kenyan economy through Joint Venture initiatives, employment generation and achieve import competitiveness.

We shall look forward to your continued patronage in all the forthcoming editions of Source India.

**THANK YOU!**

Supported by



**Trade Promotion Council of India**

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