The number of Kigalians that are flocking to the Egypt and Middle East Expo now happening at MIC shopping mall in downtown Kigali is overwhelming and it is evident that this is going to be the best fair after nine years

Local and foreign firm started showcasing their products and innovations on 30th May at this enormous exhibition and are expected to continue until the 13th of June 2018.

The event brings together 60 foreign exhibitors from over 7 countries to display and sell merchandise ranging from cosmetics, jewelry, educational tools, clothing, households/decor, furniture, appliances and so much more.

“We appreciate the level of the Egypt expo today. Rwanda and Egypt are both in COMESA and this expo brings together people who have improved products making this a good opportunity for people involved in made in Rwanda products to come and learn from them” said Ahamed

He noted that Rwandans will benefit from the Egypt and Middle East Expo through shopping and learning but it also provides part-time jobs to over 200 youths.

The coordinator of the expo, Haguma Natasha told journalists that this 9th occasion is likely to be more successful because this time round, the expo was brought near to the people than the previous Expo.

The coordinator of the expo, Haguma Natasha talks to the press during the opening

“Am sure that the attendance will be high considering the fact that the fair has been brought closer to their clients and also because of the variety of the products and new exhibitors” said Haguma.

Meanwhile, exhibitors are also excited about the turn up which they say may be

better in recent years.

Kumar Ahamedi, the manager for an Indian based company Adivasi Traible Products, described the expo as a true reflection of their core objective of encouraging industrialization in respective countries.

Kumar Ahamedi, the manager Adivasi Traible Products

“It is always good when we go out and show case our products in other countries because many local producers can learn and improve on their products while we also learn from local exhibitors” says Kumar

He says that his company tries as much as possible to utilize local materials to develop products that are vital to people’s health, skin and hair treatment as well as ornaments.
He added that the trade fair had also assisted his company to showcase what they have in stock and learn from other companies the skills and knowledge showcased at the trade fair.
Yasser Saleh who is Executive Director for Fara perfumes whose company manufactures and supplies original perfumes within SADC countries said they are getting more traffic and yet it is just the beginning of the fair which is a good sign.

Yasser Saleh who is Executive Director for Fara perfumes

“It is exciting to see many people flocking and actually buying our products. It means that they have come to love our products because it’s the third time we are coming to Rwanda and many had used and appreciated our products” says Yasser

He added that the trade fairs present opportunities for businesses to network at an international level.