Rwanda’s flagship international trade fair, Expo 2025, has sold out all of its 480 exhibition spaces ahead of its official opening on July 29, organizers announced Thursday.

The Private Sector Federation (PSF) confirmed that the 28th edition of the expo will host more than 450 exhibitors, including 136 foreign companies from at least 30 countries, highlighting growing regional and global interest in the Rwandan market.

Running through August 17, Expo 2025 is expected to draw over 25,000 visitors daily to Gikondo Expo Grounds in Kigali, making it one of the largest trade events in the East African Community this year.

“All stands are fully booked,” said Hunde Walter, spokesperson for PSF. “We have local exhibitors from large corporations to SMEs, alongside international participants. This shows the scale and demand the expo continues to attract.”

Exhibitors will represent a wide array of industries, including technology, construction, banking, agriculture, mining, energy, manufacturing, tourism, fashion, arts, food and beverages, and public services.

The Rwanda Development Board (RDB) and the Ministry of Trade and Industry have each supported 50 small and medium-sized enterprises (SMEs) to take part. Several youth-led businesses are also participating, with backing from the National Youth Council.

As in past editions, large companies will be showcased in dedicated zones, while SMEs will exhibit in tailored areas that allow for focused engagement with potential customers and partners.

“This year, we are also supporting young entrepreneurs and start-ups to showcase innovations and reach new markets,” Hunde said.

New in Expo 2025 is the provision of on-site land title services, allowing citizens to access government support and documentation directly at the venue.

Entrance to the expo will cost 1,000 Rwandan francs (approx. $0.80 USD), payable via mobile money and digital platforms.

Expo 2025 will operate from 9 a.m. to 10 p.m. on weekdays, and until midnight on weekends and public holidays, offering visitors more flexibility to explore the

pavilions.

Hunde encouraged East African entrepreneurs and buyers to use the event to build partnerships and discover market-ready innovations.

“To fellow East African traders, this is your gateway to both the Rwandan and regional market. Come prepared, come innovate, and take full advantage of the visibility this platform offers,” he said.