The 27th Rwanda International Trade Fair (RITF) opened to the public on Thursday, July 25th, promising to be the largest and most exciting edition yet. Organized by the Private Sector Federation (PSF), the 21-day event is drawing in a record-breaking number of exhibitors and attendees.

With over 700 exhibitors from more than 20 countries, this year's RITF boasts a significant increase from the previous year's 403 participants. This surge in interest highlights the growing global recognition of Rwanda as a business hub.

"This year's expo is more than just a marketplace; it's a platform for Rwandan businesses to showcase their capabilities to the world," said Walter Hunde Rubegesa, PSF Spokesperson. "We anticipate a massive turnout, with an estimated 400,000 to 450,000 visitors."

The trade fair is expected to generate significant economic activity, offering a wide range of products and services from both local and international vendors. Attendees can expect to find everything from fashion and electronics to agriculture and technology.

With its expanded duration and increased number of participants, the RITF is poised to become a cornerstone event in Rwanda's economic calendar. The PSF has even hinted at the possibility of extending the expo to a full month in the coming years to accommodate the growing demand.

As the event unfolds, organizers expect the RITF to not only boost trade but also foster cultural exchange and strengthen Rwanda's position as a regional economic powerhouse.