



BUILD UP

East Africa

THE INTERNATIONAL CONSTRUCTION AND INFRASTRUCTURE
EXHIBITION FOR EAST AFRICA

RWANDA , KIGALI
06-09/09/2023



BUILDUP

EAST AFRICA

The International Construction and Infrastructure Exhibition for East Africa is the hub that will bring together companies from the different specializations of the construction and infrastructure domain from many countries across the globe, with the goal of accessing the vast potential of Africa's **fastest growing market**.

Rwanda, playing host to **BUILDUP** East Africa, is uniquely positioned as a regional platform to serve East African and even African markets through access to robust African and global free trade agreement as it is part of key regional, pan-African, and intercontinental agreements, positioning it as the gateway to tap into the huge East African market, and even beyond.



SECURE YOUR SPOT

IN THE FUTURE OF A MULTI-BILLION
CONSTRUCTION MARKET

CONTINENTAL AGREEMENTS



EAC free trade agreement - East African Community **\$198 billion GDP**



COMESA free trade agreement - Common Market for Eastern and Southern Africa **\$682 billion GDP**



Africa continental Free trade area agreement - Bringing together all 55 member states of the African Union, covering a market of more than 1.2 billion people, with a combined **GDP of \$2.5 trillion USD**

INTERCONTINENTAL AGREEMENTS



Member of World Trade Organization

TIFA

Trade and Investment Framework Agreement (TIFA) with USA



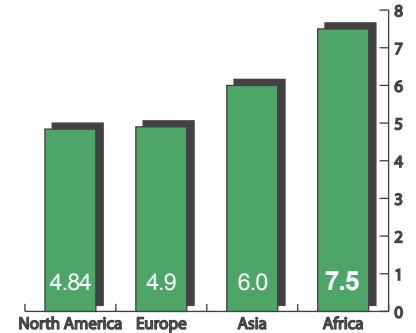
Member of the commonwealth nations



AFRICA

THE GLOBAL TARGET DESTINATION FOR INTERNATIONAL CONSTRUCTION POWERHOUSES:

- The African construction market is expected to **record a CAGR of more than 7.5%** during the forecast period (2022 -2027).
- East Africa has the largest number of recorded infrastructure projects in all Africa, with 139 projects worth more than **\$435 billion of active projects**, of which \$221 billion are under construction.



**CAGR GROWTH
2022 - 2027**

Sources: World Bank / IMF / Rwanda Development Bureau / ABiQ African Business Intelligence / Research and Markets Studies Agencies

*CAGR: Compound Accumulated Growth Rate

MAJOR ACTIVE PROJECTS IN EAC COMMUNITY:

TRANSPORT PROJECTS

- **Gauge Railway (SGR) Line** US \$900 Million – Connecting Tanzania to Burundi
- **Bugesera International Airport** US \$1.3 Billion – Rwanda
- **Isaka Kigali Railway Project** US \$3.6 Billion – Connecting Rwanda to Tanzania

CONSTRUCTION PROJECTS

- **Industrial Construction Material Manufacturing Complex** - US \$760 Million – Kenya
- **Kigali Green Project** – US \$5 Billion – Rwanda

ENERGY AND POWER PROJECTS

- **Solar Photovoltaic Power Plant** - US \$53 Million – Kenya
- **UAE / Tanzania mega renewable energy projects** – Up to 2000 gigawatts



EAST AFRICAN COMMUNITY (EAC)

The EAC is a regional intergovernmental organization consisting of seven countries: Kenya, Uganda, Tanzania, Rwanda, Democratic Republic of Congo, Burundi, and South Sudan, established in 2000 with the goal of promoting economic integration and cooperation its members.

The construction and building sector in the EAC is an important contributor to the region's economy, providing jobs and driving economic growth, witnessing major residential and commercial construction projects, as well as largescale infrastructure development projects for roads, bridges, airports, and others.

In recent years, the construction and building sector in the EAC has been growing rapidly, driven by:

➤ **Growing population and urbanization:** The population of the EAC is home to over 170 million people and is expected to grow rapidly in the coming years, driving demand for housing and other real estate developments.

➤ **Government investment in infrastructure:** EAC governments are investing in infrastructure development, including roads, bridges, and airports, which creates opportunities for private investment in the construction sector.

➤ **Emerging middle class:** The emergence of a middle class in the EAC countries is driving demand for higher-end real estate and commercial developments.

➤ **Favorable policies:** EAC countries have implemented policies that are favorable to real estate and construction investment, such as tax incentives and streamlined regulations.

➤ **Growing Tourism industry:** The increasing number of tourists visiting the EAC countries creates opportunities for real estate development in the hospitality and tourism industry.



WHY RWANDA?

YOUR IDEAL BUSINESS DESTINATION

The land of a thousand hills, besides being one of the top tourism destinations in Africa and the world for countless reasons that are very much worth exploring, as it plays host to some of Africa's and even the world's most important conventions, attracting visitors and participants from around Africa and all over the world to its rich economic and cultural scene, and is poised to become a regional hub for exhibitions and conferences for East Africa with its growing exhibition and hospitality infrastructure, its seamless accessibility from surrounding countries and the whole world, flexible investment laws and incentives, an active convention bureau, and its ease of doing business.



HIGH LEVEL OF SAFETY AND SECURITY

Ranked 2 in Africa Gallup 2018 Global Law & Order)



ZERO TOLERANCE TO CORRUPTION

5th least corrupt country in Africa (Global Corruption Perception Index 2019)



BUSINESS FRIENDLY

2nd easiest place to do business in Africa (World Bank Doing Business report 2020)



EXCEPTIONALLY CLEAN COUNTRY

Governed by strict a policy and a solid institutional and legal framework



9TH BEST PLACE TO BE A WOMAN GLOBALLY

(Global Gender Gap Index 2020)



15/20 GREENEST PLACE IN THE WORLD

(World Travel Guide 2020)



IT READY

1st in EAC, 95% 4G network coverage
7,000km fiber glass internet



MOST IMPROVED NATION IN HUMAN DEVELOPMENT IN THE WORLD

Growing bilingual, educated workforce
(23k tertiary and 42K TVET grad./yr)



RWANDA'S CONSTRUCTION MARKET IN FOCUS



Real GDP growth on an annual basis projected through 2024



Projected demand for new houses by 2022 in Kigali alone: **345,000**



Infrastructure investment program within 2019/2020 budget: **\$603.7 MN**



Estimated direct contribution of housing construction to **Rwanda's GDP: 10%**

Sources: IMF, Rwanda Development Board, UN COMTRADE, FXempire, Ecofin Agency, ENVIS, USAID, AEP, AllAfrica

TAKE YOUR BUSINESS TO THE NEXT LEVEL IN EAST AFRICA:

- Benefit from an international **network of connections**
- Your cost effective partner to **penetrate the markets of East Africa**
- **Meet with construction decision makers**, experts, and stakeholders from East Africa and many countries around the African continent and the world.
- **Capitalize on the steady growth** of the economies of East African nations, notably Rwanda, averaging around **7-8% CAGR**.



EXHIBITION SECTORS:

Building, Construction and Contracting

Building, construction and contracting
Infrastructure and civil development
Cladding and facades
Drainage of rainwater and sewage
Transport and transport infrastructure
City planning



Hotel and Hospitality Equipment and Furnishings

Smart and environmental infrastructure facilities
Hotel and hospital furniture and equipment
Hospitality facilities and amenities



Building Materials, Equipment, and Finishes

Heavy machinery and equipment
Stone and marble
Wood and wood processing equipment
Paints and finishes
Insulation materials



Energy and Sustainability

Electricity and Energy
Solid Waste Management
Renewable Energy
Environmental Sustainability



HVAC and Water

Heating equipment and systems
Ventilation equipment and systems
Air conditioning equipment
Water treatment equipment and tech



Furniture, Interior Design, Landscaping

Bathrooms, Ceramic and Sanitary Ware
Home Appliances and Kitchens
Furniture, Interior Design, and Décor
Garden Equipment and Swimming Pools Supplies



Services

Advertising Services
Airlines and Travel Agencies
Commercial Cleaning and Hygiene
Safety and Security
Facility Management
Prefabricated Buildings



THE VENUE

Kigali Conference and Exhibition Village will play host to BuildUP East Africa, being Rwanda's large scale event facility. Conveniently located in Kigali's city center, KCEV comprises 12 halls suitable for a wide range of events. KCEV offers flexible space that can be tailored for any event or function requirement, from conventions, workshops, and exhibitions.

THE ORGANIZERS

AGE for Exhibitions and Conferences is a leading company that organizes exhibitions, conferences, and trade events in the Middle East. Since its inception in the late 80s, the company has organized a number of the most important and successful specialized exhibitions and events in several middle eastern countries.

AGE for Exhibitions and Conferences, with its global network of partners, aims to organize a comprehensive agenda of specialized exhibitions to cater for the needs of East African countries, covering key domains such as construction and infrastructure, information and communication technologies, healthcare, and others.



CO-ORGANIZER EGYPT



SUPPORTED BY

