

2025年9月4日-6日 肯尼亚·内罗毕 沙立国际会展中心 (Sarit Expo Centre)

第八届肯尼亚国际工业展 展后报告

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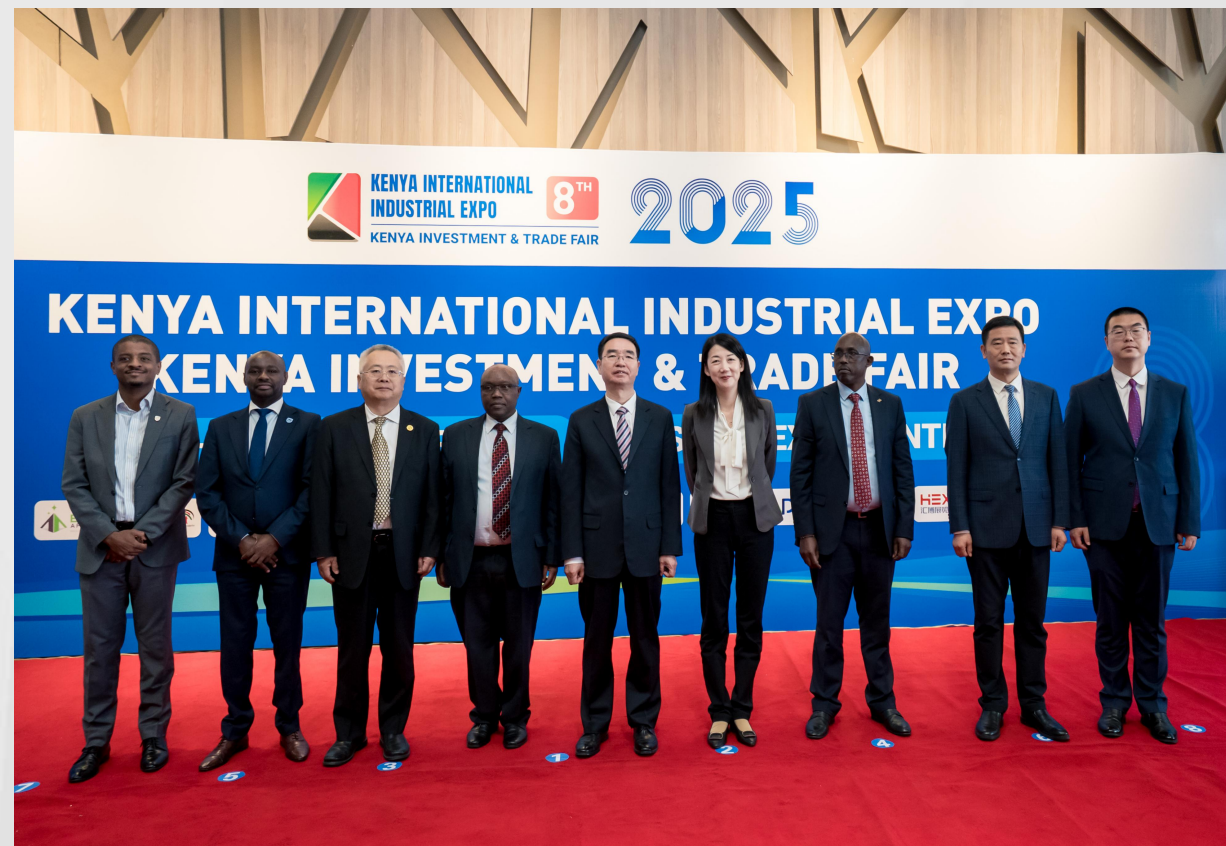
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展会概览

展会名称	第八届肯尼亚国际工业展
展会时间	2025年9月4日-6日
展会地点	肯尼亚·内罗毕 沙立国际会展中心 (Sarit Expo Centre)
主办单位	非洲之巅展览 (肯尼亚) 有限公司
支持单位	肯尼亚投资局 肯尼亚国家工商会 肯尼亚中国信息文化交流中心

展会概览

2025年第八届肯尼亚国际工业展于9月4日至6日在肯尼亚首都内罗毕的沙立国际会展中心（Sarit Expo Centre）成功举办。本届展会由非洲之巅展览（肯尼亚）有限公司主办，得到了肯尼亚投资局、肯尼亚国家工商会等官方机构的大力支持。展会开幕式上，中国驻肯尼亚大使馆公使衔参赞周振成、商务部外贸司副司长肖露、中国机电商会副会长石永红、肯尼亚投资局总经理Pius·Rotich、肯尼亚国家工商会CEO KK·Mutai、肯尼亚标准银行副行长Renato·D'souza等重要嘉宾共同出席并剪彩，体现了展会的高规格与广泛影响力。



展会概览

展品范围



机械设备



数控机床



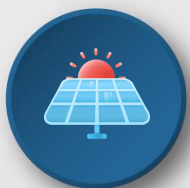
车辆及配件



建筑材料



五金工具



光伏新能源



化工产品



印刷与包装



轻工及日用消费品

官方数据



总面积：5000平方米



三天展期共接待专业买家22000人次
精准邀约买家5294人
商协会组团买家约1000人



中外参展商200+家

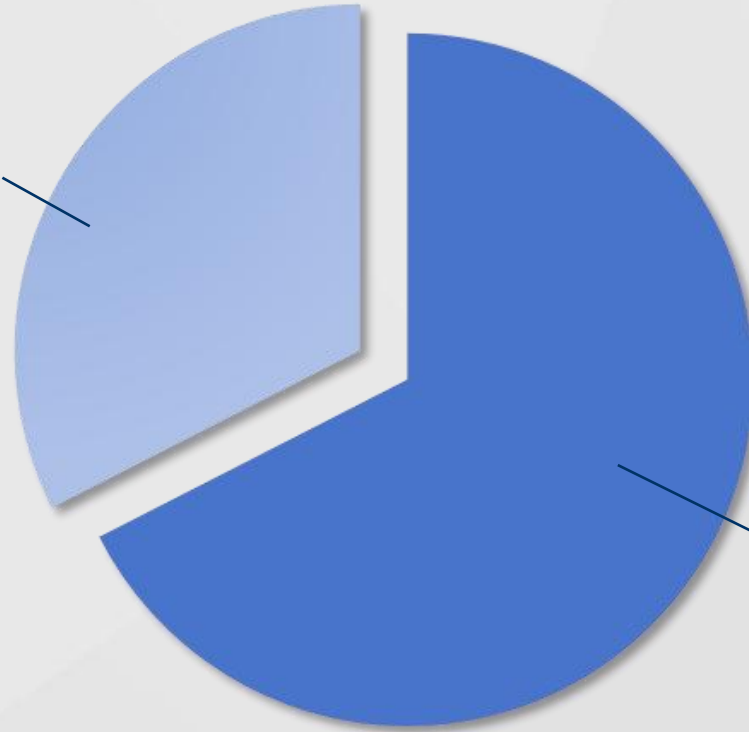


意向成交金额达8600万美元

参展商分析

参展商构成

来自肯尼亚本土及乌干达、坦桑尼亚等东非国家的60余家企业



来自中国山东、江西、河南、浙江、福建、江苏、广东等七大省份的130余家企业

参展商分析

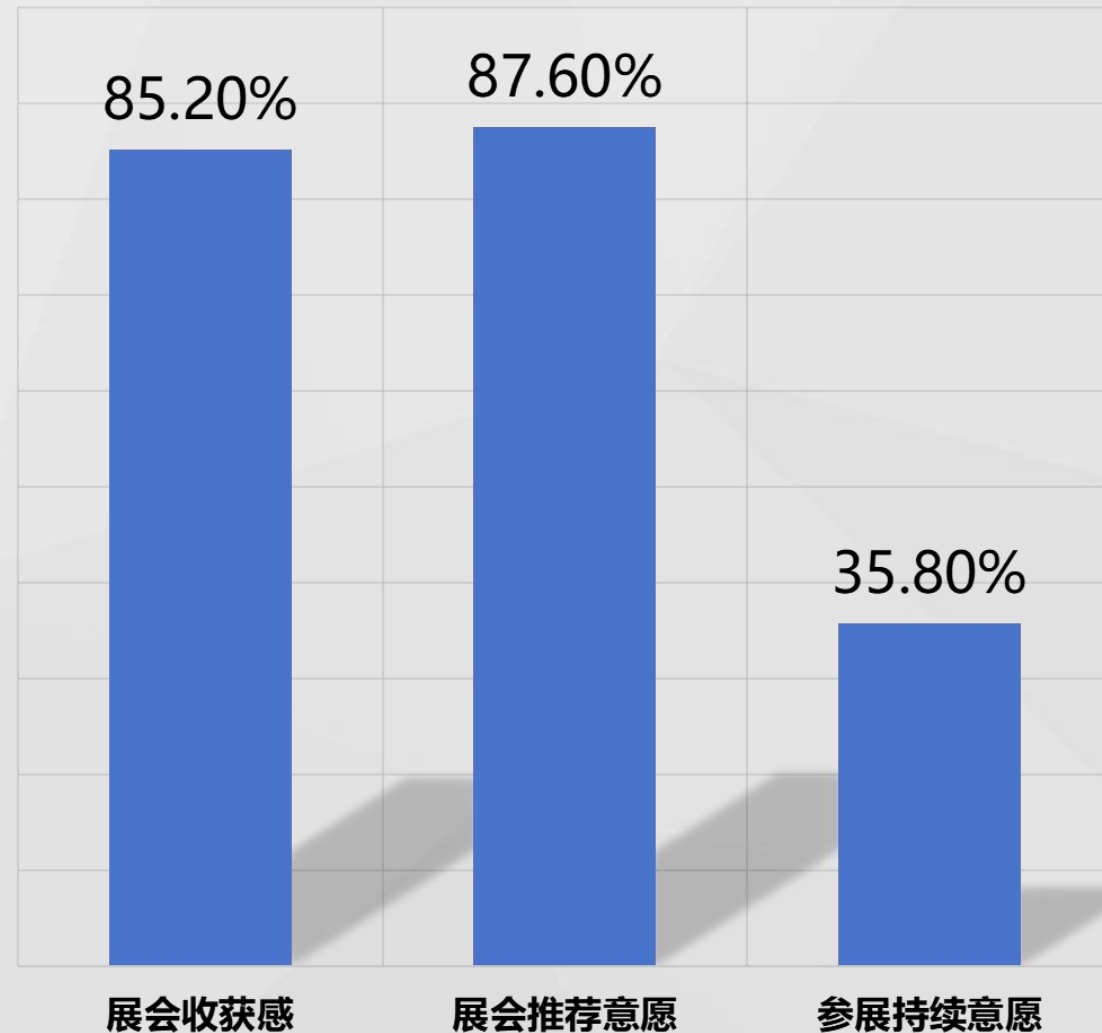
参展商满意度分析

根据展后问卷调查与现场访谈反馈，绝大多数参展商对本届展会的组织工作、观众质量及洽谈效果表示满意。尤其是中国参展企业普遍认为，展会为其提供了直接对接东非买家的高效渠道，多数企业均在展期内建立了初步合作意向或达成样品订单。展商对展会主办方的服务水平、现场管理及安保措施也给予了高度评价。

85.2%参展商表示参展让其收获颇丰

87.6%参展商表示愿意将展会推荐给他人

35.8%参展商表示将继续参加下届展会



参展商分析

展会为参展商带来哪些收获？

市场开拓：

展会为中国企业开辟东非市场提供了宝贵契机与高效渠道。通过面对面的展示与交流，参展企业能够直接了解当地市场需求、消费偏好及行业趋势，深入洞察区域产业结构与竞争格局。同时，展会也是企业测试产品适应性与竞争力的重要平台，为后续市场布局和产品优化提供了有力参考。

品牌曝光：

展会期间，企业借助集中展示、现场演示及技术交流等形式，全方位展现品牌形象与技术实力，显著提升了品牌在东非的认知度与影响力。大量专业观众、经销商及行业媒体的关注，使参展企业在短时间内实现品牌传播的最大化，为品牌在区域市场的长期发展奠定了基础。

业务对接：

展会不仅是展示平台，更是高效的合作桥梁。参展商通过现场交流，与当地经销商、代理商及终端客户建立了直接沟通渠道，推动了合作洽谈与订单转化。同时，部分企业还与商协会、采购团体等机构建立长期联系，为渠道建设与市场拓展注入持续动力。

政策与信息获取：

除展览外，企业代表积极参与同期会议、研讨与对接活动，及时掌握东非市场的最新政策、行业标准及投资环境信息。这些信息帮助企业更好地规避贸易风险，为制定精准的市场策略和推进国际化布局提供了有力支撑。

参展商分析

参展商案例一

济南国强机械设备有限公司-非洲市场潜力超出预期

“这是我们第一次参加肯尼亚国际工业展，带来了公司的核心产品：全自动颗粒称重包装一体化生产线。三天的展会让我们收获颇丰，现场共接待了80多组专业买家。很多客户在现场仔细了解设备性能，对我们的高效、精准、稳定都给予了很高评价。这次展会的效果出乎意料地好，仅次于之前参加的广交会。通过面对面的交流，我们更直观地感受到了非洲市场对优质机械设备的旺盛需求，也结识了不少有合作意向的客户。这趟肯尼亚之行，让我们看到了非洲市场的潜力，也为今后深入拓展奠定了信心。”



参展商分析

参展商案例二

临沂市丰瑞植保电子设备有限公司-在肯尼亚国际工业展上收获信任与机遇

“我们生产农用喷雾器、播种器等农机设备。今年首次亮相肯尼亚国际工业展，携二十余款产品参展，吸引了众多高质量采购商的关注，现场达成多项合作意向，参展效果远超预期。

这次参展让我们更加坚定了深耕非洲市场的信心。未来，我们将以肯尼亚为重要据点，持续拓展并深度挖掘非洲农业机械市场。”



参展商分析

参展商案例三

山东蚂蚁重卡汽车有限公司-以展为桥，驶入东非市场

“我们是一家专注于工程车、牵引车和半挂车重卡制造企业。这次参加肯尼亚国际工业展，对我们来说是进入东非市场的重要一步。三天的展期里，展台人气很旺，共接待了68组专业采购商。很多客户对我们的车型配置和性能表现出了浓厚兴趣。

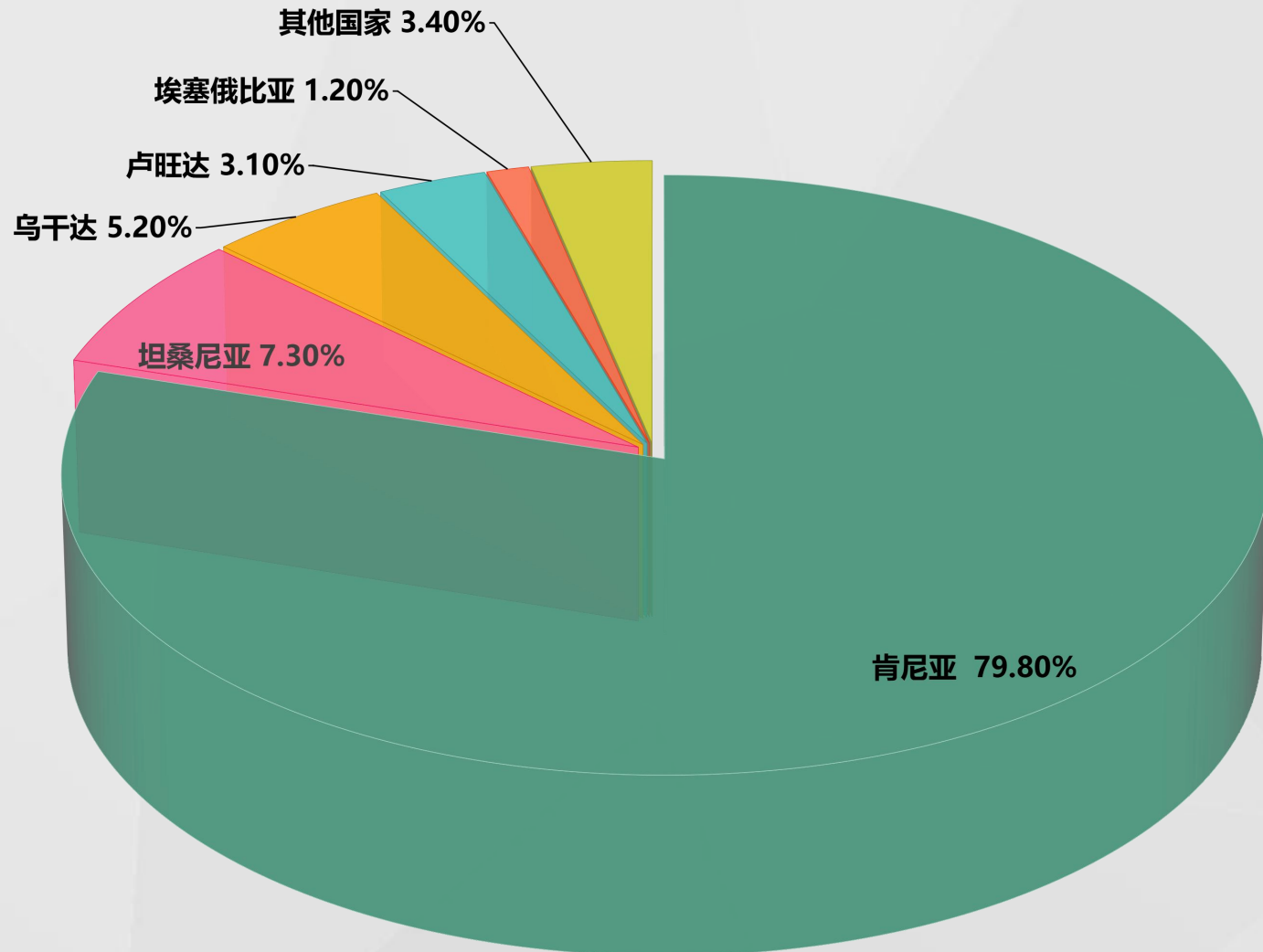
除了肯尼亚本地买家，还接待了来自坦桑尼亚、尼日利亚等国家的客户，并进行了深入交流。展会让我们对非洲市场的需求有了更清晰的了解，也帮助我们找到了合适的合作渠道。可以说，这次展会让我们离非洲市场又近了一大步。”



采购商分析

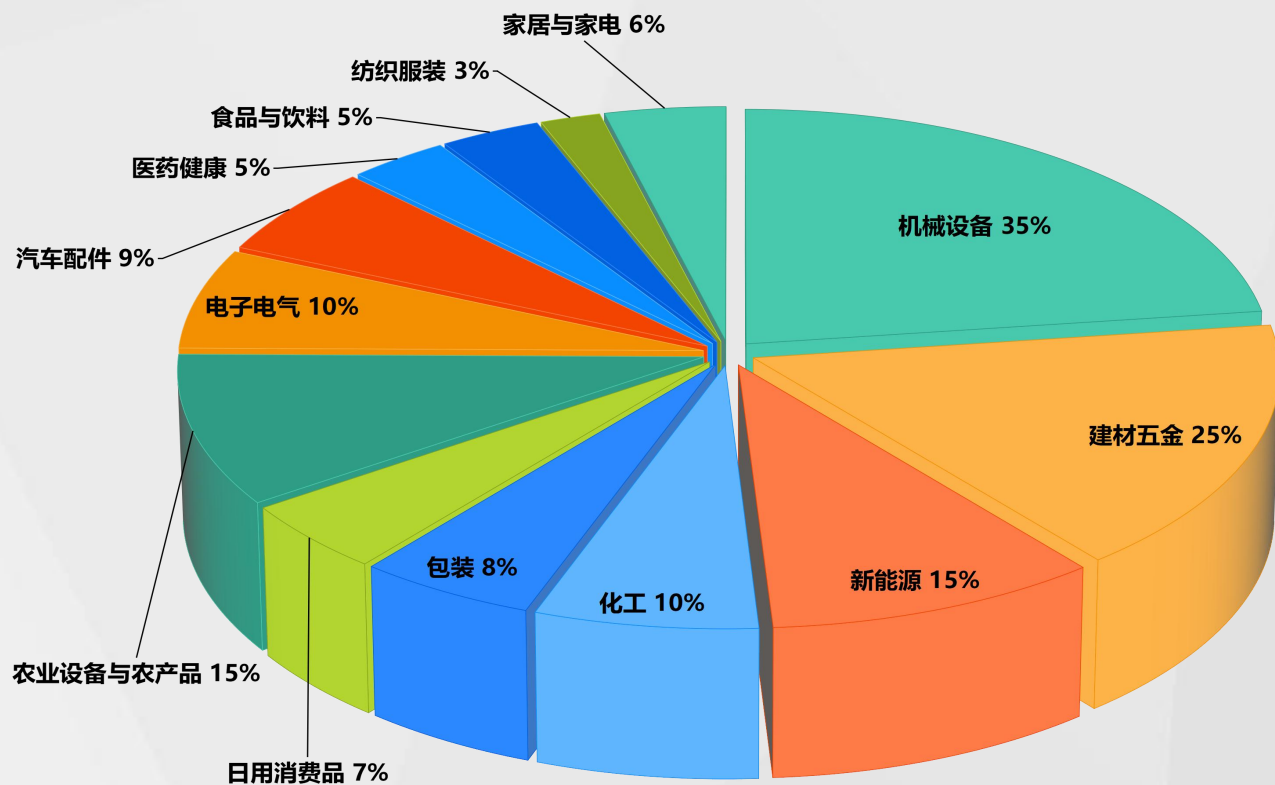
采购商地区分布情况

本届展会共吸引专业买家22000人次，其中除肯尼亚本土采购商外，来自乌干达、坦桑尼亚、埃塞俄比亚、卢旺达等东非共同市场国家的买家占比约20%。此外，也有部分来自南非、尼日利亚等非东非地区的专业观众，显示出展会影响力正逐步向整个非洲大陆延伸。



采购商分析

采购商所在行业分布情况



采购商的行业分布与展品类别高度契合，主要集中在机械设备、建材五金、汽车配件、新能源与电力设备以及日用消费品等领域。其中，机械设备类买家占比最高，约为35%，充分体现东非地区在工业化进程中对中国制造机械设备的旺盛需求。建材与五金工具类采购商约占25%，新能源与化工类分别占约15%和10%，其余约15%来自包装、轻工等其他行业。

展会亮点

展会国际化程度进一步增强，非洲多国企业参展

本届展会的国际化特征愈加明显。除中国参展企业外，来自肯尼亚、乌干达、坦桑尼亚等东非国家的企业积极参展，形成了中非企业同台展示、双向对接的良好局面。多元参展格局不仅提升了展会的区域代表性，也增强了展会在东非地区的产业辐射力与市场渗透力。展会的国际参与度显著提升，标志着肯尼亚国际工业展正逐步成为东非地区具有广泛影响力的工业贸易平台。



展会亮点

多元活动汇集，增强展会实效

展会期间配套举办了多场主题交流与考察活动，进一步丰富了参展体验。其中，“2025肯尼亚（东非）经贸促进交流会”作为重点同期活动，为参展企业提供了深入了解东非市场政策、贸易环境和投资机会的平台。此外，组委会还组织了参展企业考察当地工业园区与重点市场，帮助企业实地了解肯尼亚及东非地区的产业生态与商业环境，为后续市场拓展奠定基础。

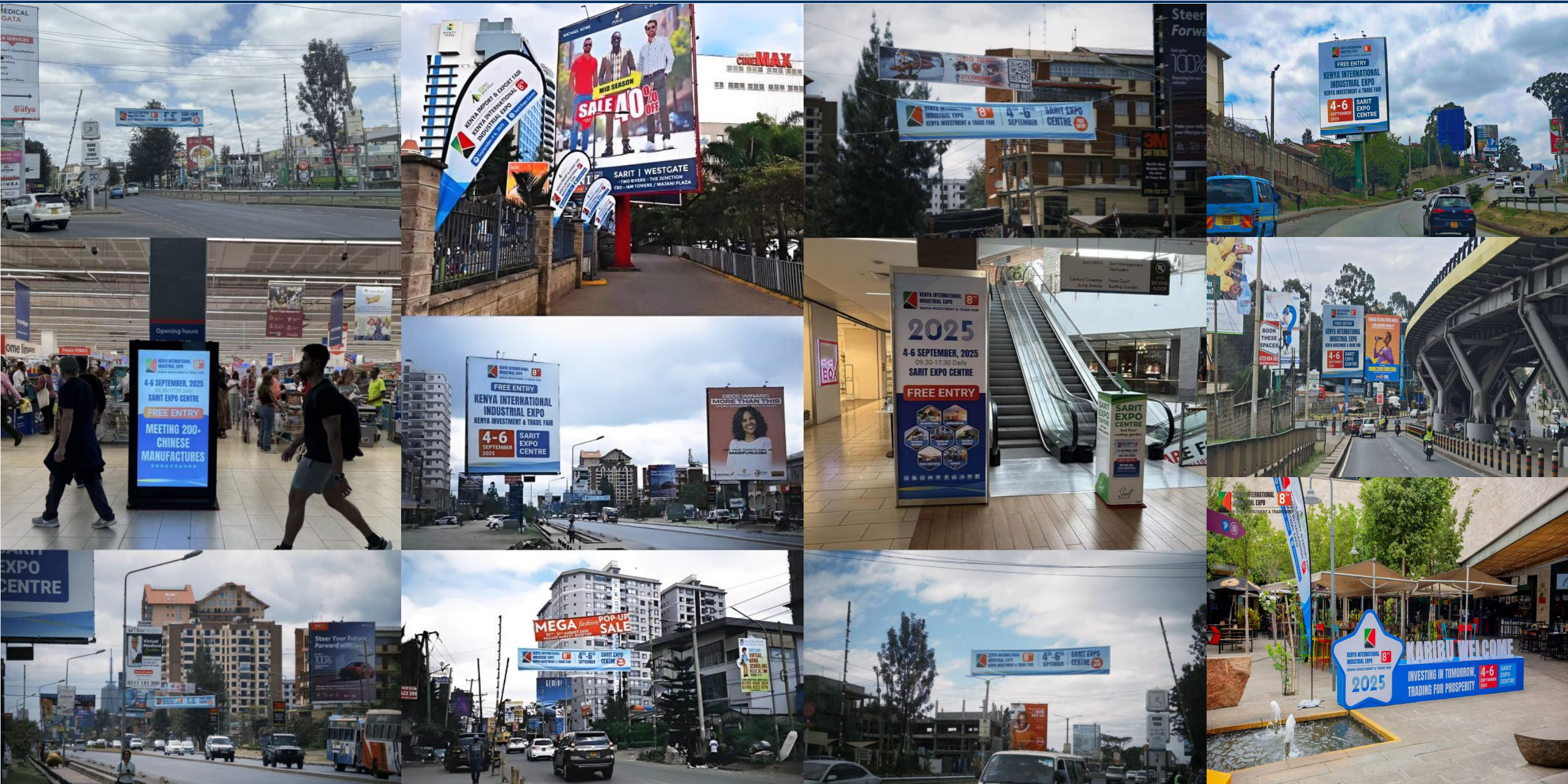


展会宣传

多渠道、立体化宣传推广

本届展会在宣传推广方面采取了线上线下结合、多平台联动的立体化策略。通过社交媒体、行业媒体、本地主流报纸、广播电视、街道横幅及巨型广告牌等多种渠道进行预热和跟踪报道，有效扩大了展会影响力和知名度。此外，组委会还通过精准邮件推送、商协会合作、定向邀请等方式，吸引高质量专业买家到场，确保了展会现场的专业性与交易实效。

展会宣传



展会宣传

afripeakexpo Preparations are underway for the 8th edition of the Kenya International Industrial Expo happening this week from 4th to 6th September 2025, at the Sarit Expo Centre. Over 200 manufacturers in different industries such as: Construction & Agricultural Machinery, Power & New Energy, Building Materials & Hardware, Vehicles & Auto Parts will be showcasing their latest innovations! Make a date to pass by to see what is on offer!

Date: 4-6, September, 2025
Venue: Sarit Expo Centre, Nairobi
#kenyainternationalindustrialexpo #saritexpocentre #KIIE

The 8th Kenya International Industrial Exhibition is coming!

Meet 200+ Chinese manufacturers of machinery, auto parts, hardware & more. Free entry

Free entry — Register now <https://forms.gle/srgda35SoyD414AW7>

8th Kenya International Industrial Expo 2025 | 200+ Chinese Suppliers

2.1万次观看 1个月前 ...展开

4-6 September Sarit Expo Centre, Kenya

38.7K 次观看

Afripeak Expo Kenya Ltd.co · Sarit Expo Centre
8th Kenya International Industrial Expo 2025 is Back!
4-6 September 2025 | Sarit Expo Centre, Nairobi
3 days, 200+ suppliers. Endless business possibilities.
Discover cutting-edge machinery, tools & tech
Source quality products for power, energy, construction, auto, CNC, hardware, agriculture & more
Network face-to-face with global industry leaders
Visitor Register Now <https://forms.gle/Zzuv5iaHfcsHXww9>
Exhibitor List: https://drive.google.com/_/IGfJ2m8RGd4ZcchW8dD.../view...
Let's shape the future of Kenya's industry—together!
#KIIE2025 #KenyaExpo #TradeShow #AfricaBusiness #NairobiExpo #Machinery #Energy #Construction #AutoParts #CNC #Hardware #Agriculture #BuyersMarket #KenyaIndustrialExpo #KIIE #KenyaInternationalIndustrialExpo2025

Afripeak Expo Kenya Ltd.co
Welcome to the 8th Kenya International Industrial Expo 2025!
4th-6th September, 2025
Sarit Expo Centre, Nairobi
Power up your business in East Africa's vibrant market!
Connect with 200+ trusted suppliers
Discover innovative machinery, tools & technologies
Meet industry pioneers face-to-face
Visitor Register: <https://forms.gle/2yqFvYDLUxhafb17M8>
Exhibitor List: https://drive.google.com/_/1SD30UvubmUlxrU6ApX.../view...
Power & New Energy | Construction | Auto & CNC | Hardware | Agriculture & more!
Let's build a stronger industrial future—together!
#KenyaIndustrialExpo #KIIE2025 #NairobiBusiness
#KIIE2025 #TradeShow #NairobiExpo #AfricaBusiness
#KIIE #KenyaExpo #KenyaIndustrialExpo2025 #SaritCentre #Machinery #Vehicles #Autoparts #cnc #hardware #Energy #BuildingMaterials #BuyersMarket #Nairobi #Expo2025 #kenyainternationalindustrialexpo

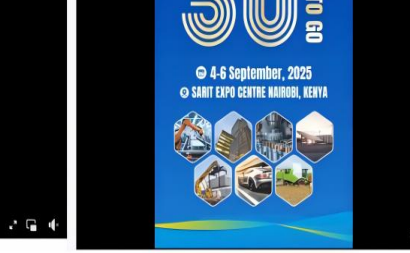
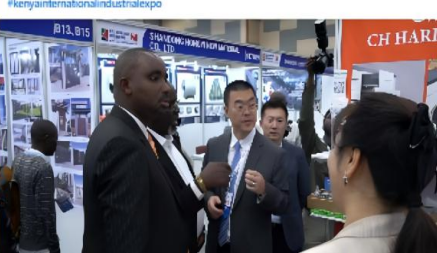
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Exhibitor List: https://drive.google.com/_/1SD30UvubmUlxrU6ApX.../view...
Power & New Energy | Construction | Auto & CNC | Hardware | Agriculture & more!
Let's build a stronger industrial future—together!
#KenyaIndustrialExpo #KIIE2025 #NairobiBusiness
#KIIE2025 #TradeShow #NairobiExpo #AfricaBusiness
#KIIE #KenyaExpo #KenyaIndustrialExpo2025 #SaritCentre #Machinery #Vehicles #Autoparts #cnc #hardware #Energy #BuildingMaterials #BuyersMarket #Nairobi #Expo2025 #kenyainternationalindustrialexpo

15 DAYS TO GO
4-6 September, 2025
SARIT EXPO CENTRE NAIROBI, KENYA

10 DAYS TO GO
4-6 September, 2025
SARIT EXPO CENTRE NAIROBI, KENYA

3 DAYS TO GO
4-6 September, 2025
SARIT EXPO CENTRE NAIROBI, KENYA

30 DAYS TO GO
4-6 September, 2025
SARIT EXPO CENTRE NAIROBI, KENYA



展会宣传

Ready to grow your business?
 The 8th Kenya International Industrial Expo is happening Sept 4-6 at Sarit Expo Centre, Nairobi!
 Over 200+ top Chinese manufacturers are coming to showcase:
 Machinery & Engineering Tools
 Auto Parts & Accessories
 Building Materials & Hardware
 Power & New Energy Solutions
 It's not just an exhibition—it's where you find new products, meet reliable suppliers, and make deals face-to-face.
 Entry is FREE! Register now
<https://forms.gle/jocexMWK1VievKqh7>
 Tell us: which products are you most interested in exploring at the 8th KIIE?

Sarit Expo Centre
 演出与活动场地

Afripeak Expo
 113 个帖子

Afripeak Expo @Afri... · 08/08/2025
 Meet Top Building Material Suppliers at KIIE 2025!
 Sarit Expo Centre, Nairobi
 Sept 4-6, 2025
 Tiles, roofing, doors, tools & more—direct from global manufacturers.
 Register: forms.gle/TAema5BD5fkqGx...
[#KenyaIndustrialExpo](#)
[#ConstructionAfrica](#) #B2B



说明

KIIE 8th Edition 2025 - Day 1

0 费
 12,785 观看次数
 9月5日 2025年

We are live!! The 8th edition of the Kenya International Industrial Expo is now happening at th Sarit Expo Centre. If you are in construction, engineering, farming or even simply looking to network with suppliers from China, please make a date between 5th & 6th Sept to visit the over 200 hundred exhib ...更多

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KENYA INTERNATIONAL INDUSTRIAL EXPO 8TH KENYA INVESTMENT & TRADE FAIR

4-6 September Sarit Expo Centre, Kenya

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'Covid farmer' who turned experiment to full time job

At the farm, modern agricultural science blends seamlessly with traditional wisdom

2025
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 MEETING 200+ CHINESE MANUFACTURERS

NEWS BUSINESS

Kenya, China seek to deepen ties in fresh deal

JACKTONE LAWI

Kenya and China are looking to expand ties in research, trade and knowledge sharing after the two nations' business chambers entered into a partnership.

In the plan, China Chamber of Commerce for Import of Machinery and Electronic Products (CCMIE), Kenya National Chamber of Commerce and Industry and the Kenya Investment Authority will jointly work together.

The Memorandum of Understanding (MOU) paves the way for enhanced collaboration through knowledge sharing, trade facilitation and joint research, as China looks to

cement its position as Kenya's largest trading and investment partner.

Kenya-China bilateral trade surpassed \$8billion (\$1.03 trillion) in 2024, driven largely by imports of industrial equipment, electronics and construction materials.

The new MOU that was signed on the sidelines of a three-day fair, organised by Afripeak Expo Kenya is expected to open more doors for joint ventures, industrial upgrading, and technology transfer.

Afripeak Expo Kenya managing director, Gao Wei, said the event is aimed at connecting Kenyan businesses with global suppliers.

"The Kenya International Industrial Expo is more than an exhibition, it is a platform for innovation, partnership and industrial transformation. This year, we expect greater engagement as global exhibitors bring tailored solutions to meet Africa's evolving industrial needs," he said.

The three-day fair, organised by Afripeak Expo Kenya Ltd in partnership with the Kenya National Chamber of Commerce and Industry and the Kenya Investment Authority, has attracted more than 200 Chinese exhibitors and over 6,000 visitors.

Running under the theme "Investing in Tomorrow – Trading for Prosperity," this year's expo features cutting-edge solutions across construction, manufacturing, energy, green technologies, automotive, ICT

THE-STAR.CO.KE Saturday-Sunday, August 23-24, 2025

integration within the East African Community (EAC) and the African Continental Free Trade Area (AfCFTA) positions it as a gateway to Africa's 1.3-billion-person market.

The expo aims to leverage this advantage by attracting regional buyers, investors and policymakers.

China Chamber of Commerce for Import and Export of Machinery and Electronic Products vice president Shi Yonghong and KNCICI acting CEO KK Muta /DOULAS ODIYO

展会宣传



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Industrial expo aims to connect Kenyan enterprises with Global partners
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8th Kenya International Industrial Expo opens under theme 'Investing in Tomorrow'
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KTN News Kenya 324万

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AFRICA
Over 200 Chinese firms showcasing industrial products at Kenyan expo

Home / World / China-Africa

China and Kenya chambers of commerce sign MoU to boost trade

Chinese, Kenyan chambers of commerce ink deal to foster bilateral trade
Source: Xinhua Editor: huahua 2023-09-05 09:20:00

Home / World / China-Africa

China and Kenya chambers of commerce sign MoU to boost trade

Chinese, Kenyan chambers of commerce ink deal to foster bilateral trade
Source: Xinhua Editor: huahua 2023-09-05 09:20:00

Nairobi, Sept. 4 (Xinhua) — China Chamber of Commerce for Import and Export of Machinery and Electronic Products and the Kenya National Chamber of Commerce and Industry (KNCCI) have signed a Memorandum of Understanding (MoU) to foster bilateral trade and mutual exchanges.



Senior government officials, diplomats, industry executives, and investors attended the signing ceremony, which took place on the sidelines of the eighth edition of the Kenya International Industrial Expo held in Nairobi, the East African country's capital.

Plus Rotich, general manager of investment promotion and business development services at Kenya Investment Authority, said the Kenyan government is leveraging strategic partnerships with Chinese enterprises to modernize infrastructure, accelerate industrial growth, and promote a green transition.

According to Rotich, a stable macroeconomic environment will ensure that capital and technology from China are channeled to sectors with high potential for growth, including e-mobility, agro-processing, tourism, and affordable housing.

He added that Nairobi is banking on fiscal incentives and political goodwill to attract Chinese investments in the development of smart cities, creative economy, mining, and cross-border e-commerce platforms.

Shi Yonghong, vice president of China Chamber of Commerce for Import and Export of Machinery and Electronic Products, noted that Kenya serves as a gateway for the eastern African region and a launching pad for Chinese enterprises eager to expand their footprint on the continent.

Through enhanced cooperation with their Kenyan counterparts, Chinese firms will help unlock investment, facilitate technology transfer, and foster skills development to drive growth and benefit local communities, Shi said.

Shi noted that the investments bring not only capital and technology, but also create significant local employment while promoting technology transfer and talent training to strengthen

Senior government officials, diplomats, industry executives, and investors attended the signing ceremony, which took place on the sidelines of the eighth edition of the Kenya International Industrial Expo held in Nairobi, the East African country's capital.

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Kenya, China Seal Pact to Deepen Trade as Industrial Expo Opens in Nairobi
By: Phidel Kizito | Date: 5 September 2025

Industry leaders at the event (photo courtesy)

NAIROBI, Kenya — Kenya and China have signed a cooperation agreement aimed at expanding trade and industrial partnerships, a move expected to shape the future of manufacturing and investment between

展会现场掠影



展会展望

肯尼亚国际工业展自2018年首次举办以来，经过八届的持续运营与内容优化，已发展成为连接中国与东非地区工业贸易与投资合作的重要桥梁。展会不仅为中国企业“走出去”提供了高效、可靠的平台，也为东非地区引进先进技术、设备与产品提供了窗口，促进了区域产业链的完善与升级。

展望未来，肯尼亚国际工业展将继续深化“前展后仓”的服务模式，进一步增强展会的专业性与实效性。

下一届展会将在以下方面加强建设：

- 1、扩大展品范畴，增加数字经济、智能制造、绿色科技等新兴领域。
 - 2、深化国际合作，吸引更多东非以外地区的企业与买家参与。
 - 3、强化与肯尼亚及非洲行业协会及商会的协作，通过联合举办活动、共享资源等方式，提升展会的国际影响力。
 - 4、增设国际交流专区，为来自不同国家和地区的企业提供更加便捷的对接平台，促进技术交流与合作；
- 通过持续优化与创新，肯尼亚国际工业展在推动中非产能合作、促进区域工业发展与经济一体化方面将发挥更加重要的作用。