

EXPORT
GATEWAY

TO

AFRICA

02-04 December 2021



**POST
SHOW
REPORT**



exportgatewaytoafrica/



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CNRHOLDING





AFRICA PRESENTS ABUNDANT NEW TRADE OPPORTUNITIES

Export Gateway to Africa reached beyond the decreasing European market and set the wheels in motion at Istanbul Expo Center between December 02-04, 2021, in order to create a broad trading network extending to

B2B MATCHMAKING PROGRAM MADE A SIGNIFICANT DIFFERENCE

Following the collaborative work conducted with trade advisors, and contracted agencies as well as the market survey carried out on-site according to the exhibitor profile, the right related people were detected and professional bilateral business meetings were held throughout the exhibition. The B2B meetings united companies from the industries Building, Construction, Home Textiles, Furniture, Ready-to-Wear, Footwear, Confectionery, Medical & Dental, Cosmetics, Automotive, Machinery, Electric, Food & Packaging, Hotel Equipment, and Agriculture. The buyers directly matched with the exhibitors and grasped a chance to conclude efficient business agreements.

Africa for the primary sectors and boost the trade volume between Turkey and African countries. Organized by CNR Holding subsidiary, Istanbul Trade Fairs, and taking country economies forward in the international market, the exhibition united exhibitors with African businesspeople and enabled them to cultivate new trade relations, exchange knowledge and make lucrative investments and business agreements.

Export Gateway to Africa provided exhibitors with a golden chance to benefit from global opportunities for transformation throughout the world and attain a significant place in the emerging market, which reached 100 billion dollars. CNR Holding, with its vast experience of over 35 years, boosted the trade volume of all the exhibitors intending to leave their mark in the global market in an ideal platform where they discover a broad range of potential buyers in the African market, and contributed both economies through long-lasting and durable cooperation, investments, and business agreements between Turkey and Africa.

HOSTED BUYER PROGRAM

Top-notch buyer delegations from different parts of the world participated in Export Gateway to Africa, which has an extensive background consisting of hundreds of thousands of sectoral databases as a consequence of the promotional and marketing activities and roadshows conducted across the world, primarily in 54 African countries, and through the cooperation with international offices and authorized agencies of CNR Holding, associations, chambers of commerce and industry, Turkish commercial attaches. The delegations from Algeria, Angola, Benin, Burkina Faso, Burundi, Cameroon, Cape Verde, Chad, Democratic Republic of the Congo, Djibouti, Egypt, Equatorial Guinea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Ivory Coast, Kenya, Libya, Madagascar, Malawi, Mali, Mauritania, Mauritius, Morocco, Mozambique, Namibia, Niger, Nigeria, Republic of the Congo, Rwanda, Senegal, Seychelles, Sierra Leone, Somalia, South Africa, Sudan, Tanzania, Togo, Tunisia, Uganda, Zambia, Zimbabwe gathered together with domestic and international exporters and yielded high-volume business agreements.

EXPORT GATEWAY TO AFRICA PRESENTED A WHOLE DIFFERENT PERSPECTIVE ON THE AFRICAN MARKET

Numerous countries, mainly Kenya, Ghana, and Rwanda, delivered presentations about their countries. The African countries presented impressive examples from their trading data, unique culture and traditions in the specially-designed event area under Export Gateway to Africa, which enabled exhibiting companies to cultivate significant connections and grasp new investment opportunities.



EXHIBITOR PROFILE

- Home Textile & Furniture
- **Textile & Ready-to-Wear & Footwear**
- Food & Drink
- **Food Processing Machinery & Packaging**
- Machinery & Machinery Equipment
- **Agriculture & Agriculture Machinery**
- Construction & Building Materials
- **Marble & Ceramics**
- Electricity & Energy
- **Health & Oral and Dental & Medical Equipment**
- Cosmetics & Personal Care Products
- **Hygiene & Cleaning Products**
- Kitchen, Bathroom Equipment
- **Tourism & Hotel Equipment**
- Logistics & Foreign Trade
- **Education & Stationery**



VISITOR PROFILE

- Importers
- **Manufacturers**
- Wholesalers
- **Distributors**
- Governmental Institutions
- **State Economic Enterprises**
- Associations
- **Unions**
- Agencies
- **Federations** from Africa



AFRICA IN NUMBERS

97.3% OF THE VISITORS STATED THEY WERE **SATISFIED WITH THE EXHIBITION.**



89.1% OF THE VISITORS STATED THEY WOULD **VISIT THE NEXT EDITION.**



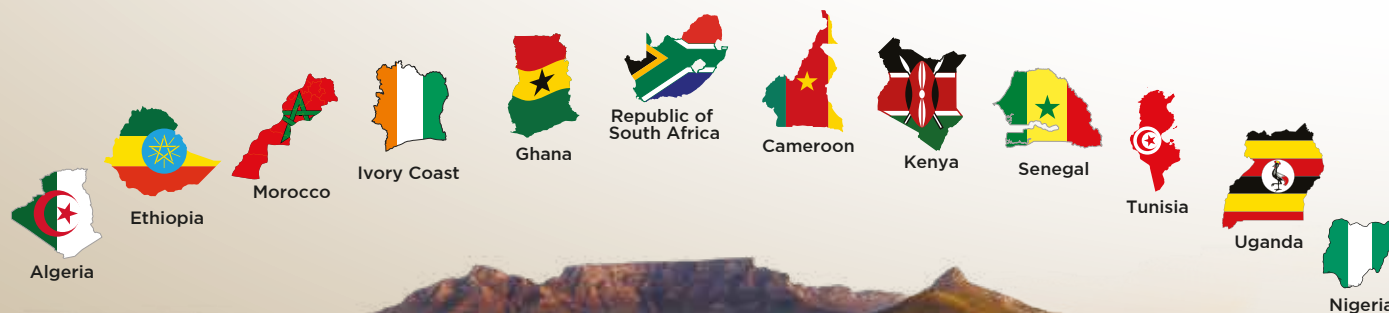
93.1% OF THE EXHIBITORS STATED THE EXHIBITION WAS **EFFICIENT.**



89.6% OF THE EXHIBITORS STATED THEY WOULD **EXHIBIT IN THE NEXT EDITION.**



TARGET VISITING COUNTRIES PER SECTOR



EXHIBITOR TESTIMONIALS

We are manufacturers and exporters of special application cables and would like to partner with a company from Turkey as well as from Africa to take our dealership and to further enhance our growth in Turkey. The fair is actually quite good because we are getting clients not just from Turkey but from African countries, such as Somalia, Togo, Rwanda. A lot of people have already visited our stand, so we would like to take it from there. We have made efficient contacts this year. We would like to further enhance them for the meeting and growth of the business. We will definitely meet them at the same fair next year..

**A. Schroff - Ankur Technocrats,
Export CEO (India)**

We are very happy to have Ukraine as exhibitors in this exhibition and we hope that our companies will have very good communication and very good contracts with African counterparts. I would like to appreciate the organizer, the CNR company, which offers us this platform.

**Roman Nedilskyi - Consul General of Ukraine
in Istanbul (Ukraine)**

It is our third time participating in a CNR exhibition, and we really enjoy it. We produce our products here. There is a lot of requests from our producers.

**Hersio Abdulle Siad - Somfresh
Fruits and Vegetables Inc.,
Founder (Somalia)**

We are interested in the African market in a new emerging market. So, our main goal to be here is to have a look, supervise, and see if there are opportunities to go deeper into for the future.

Matteo Scarpato - Assocalzaturifici (Italy)

The fair is very interesting as it is our first visit here. So, it is a different experience, and we are here just to find new clients to come out our products to the African region.

**Elena Sedykh - Agro-Industrial
Alliance, Head of Export Dairy Sales
(Ukraine)**


I think the fair is very well-welcomed and definitely needed, especially after Covid. To see familiar faces come back into the environment and interact with them is pleasing. Turkey is being our focus now. I think the organizers of this event provided us with a perfect opportunity. We are looking to build our expertise in Turkey.

We met a lot of buyers and sellers as well as logistics providers, which work perfectly for us. Hopefully, we build this relationship and found it here for the future.

Salem Abedin - DUBUY by DP World, Head of Commercial (UAE)



AMU
Arab Maghreb Union
TOTAL POPULATION: 94.2 MILLION




TOTAL IMPORTS: \$ 150.9 BILLION
GDP: \$ 425.7 BILLION

CEN-SAD
The Community of Sahel-Saharan States
TOTAL POPULATION: 553 MILLION




TOTAL IMPORTS: \$ 312.1 BILLION
GDP: \$ 1,350.7 BILLION

COMESA
Common Market for Eastern & Southern Africa
TOTAL POPULATION: 492.5 MILLION




TOTAL IMPORTS: \$ 183 BILLION
GDP: \$ 657.4 BILLION

EAC
East African Community
TOTAL POPULATION: 168.5 MILLION



TOTAL IMPORTS: \$ 40.2 BILLION
GDP: \$ 159.5 BILLION


ECCAS
Economic Community of Central African States
TOTAL POPULATION: 158.3 MILLION



TOTAL IMPORTS: \$ 63.7 BILLION
GDP: \$ 257.8 BILLION



ECOWAS
Economic Community of West African States
TOTAL POPULATION: 339.8 MILLION



TOTAL IMPORTS: \$ 113.2 BILLION
GDP: \$ 716.7 BILLION

IGAD
Intergovernmental Authority on Development
TOTAL POPULATION: 247.4 MILLION



TOTAL IMPORTS: \$ 55.9 BILLION
GDP: \$ 218.2 BILLION

SADC
Southern African Development Community
TOTAL POPULATION: 312.7 MILLION



TOTAL IMPORTS: \$ 202.2 BILLION
GDP: \$ 678.8 BILLION

EXPORT
GATEWAY

TO
AFRICA
17-19 December 2022
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THIS FAIR IS ORGANIZED WITH THE AUDIT OF TOBB (THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY) IN ACCORDANCE WITH THE LAW NO.5174

CNR HOLDING



*Source: United Nations Economic Commission for Africa.