

SHARE YOUR STORY, ACCESS NEW MARKETS, GROW YOUR BUSINESS.

With a rich history of success, through its association with relevant stakeholders and Federal Ministry of Industry Trade and Investment (FMITI), Equipment and Manufacturing West Africa is the largest dedicated manufacturing event in Nigeria for Manufacturing, Machinery, Equipment, Materials And Services Exhibition. For three days, the trade exhibition along with the EMWA Conference, facilitates serious business and networking opportunities for the manufacturing community.

The event creates the perfect environment for manufacturers, raw materials suppliers, distributors, buyers, and technical specialists to meet face-to-face and do business.

EMWA offers the opportunity to gather insight on the latest processes, exchange ideas with industry leaders and build a strong network in the African continent.

Join the industry's suppliers, buyers, and stakeholders at EMWA to accelerate your business today.



WHY NIGERIA COUNTRY OVERVIEW

- Nigeria is Africa's largest economy
- Nigeria is a leading African economy with \$440bn GDP
- 5th largest oil exporting and 11th largest gas exporting country
- Removal of import duty on select manufacturing machinery
- The market consists of 3,000 companies and a production capacity of over 100,000 tons
- Government funding available to manufacturers modernising and retooling
- Expected to become one of the world's Top 20 economies by 2050
- 211 +million population with rising middle class
- The most populous country in Africa and the 7th most populous country in the world
- 411million expected population by 2050
- Home to commercial hubs in west Africa and an attractive consumer market due to high population

SHARE YOUR STORY ACCESS NEW MARKETS GROW YOUR BUSINESS WITH EMWA

SHOWCASE YOUR PRODUCTS AND SERVICES TO THE MANUFACTURING **COMMUNITY IN NIGERIA**



VISITORS



EXPERT SPEAKERS





3500SQM EXHIBITION SPACE



EXHIBITORS AND BRANDS

GENERATE OUALITY LEAD

Exhibiting EMWA will help you generate more leads than any other conventional method over the course of 3 days. This will help you attract new clients, meet your business objectives quicker and expand your business horizons.

RE-ESTABLISHING OLD CONNECTIONS

Your time at the event gives you the opportunity to meet thousands of stake holders from the Manufacturing industry. These face-to-face meetings will help establish business relationships that can be nurtured into business partnerships.

EXPOSE YOUR BRAND TO A TARGETED AUDIENCE

If one of your objectives is to increase awareness of your brand within the sector, then exhibiting at EMWA offers you a unique opportunity to do so by placing your brand in front of more than 2,500 industry professionals.

EXPLORE NEW BUSINESS OPPORTUNITIES

Conversations with industry professionals who are an integral part of the manufacturing sector gives you the opportunity to explore possible business opportunities that you probably didn't foresee.

68% of attendees able to influence or authorise purchase

WITH THANKS TO OUR 2022 SPONSOR TO DATE













EXHIBIT PROFILES:

Industry players who have products in the following categories should join the show to expand your business opportunities, enter new market, showcase your product, meet serious buyers and generate quality leads.

- Packaging Machinery & Materials
- Bottling Machinery
- Labelling Machinery
- Food Processing Machinery.
- Agro-Processing Machinery.
- Textile Machinery.
- Air Power and Compressors
- Pumps, Bearings, Motors, and Generators Equipment
- Heating & Cooling Equipment.
- HVAC Systems
- Parts, Components & Accessories
- Storage, logistics and transport equipment
- Cleaning equipment and solutions

- Materials Handling & Warehousing
- Weighing & Measuring Machinery
- Industrial Tools & Hardware
- CNC Machines & Laser Marking Machine
- Filtration & Separation Systems, Filters
- Industrial Automation & Instrumentation
- Manufacturing Technologies
- Electrical Power Tools
- Electrical Switches, Switchgear & Control Panels
- Weighing Machines
- Wires & Cables
- Electric Motors & Transformers
- Security & Industrial Safety Equipment

Complete range of exhibits | >>

WHO YOU WILL MEET

Key visitors profile: Manufacturer, SME, Importer, Reseller, Distributor, Finance Provider, Consultancy, Embassy/Trade Commission, Government Agency, Industry Association, Press/Media



- Food, Beverages and Tobacco Processing
- Packaging, Labelling and PrintingPharmaceuticals
- Electrical and Electronics
- Chemical
- Automotive
- Non-Metallic Mineral Products
- Textiles and Leather
- Basic Metal, Iron and Steel and Fabricated Metal Products
- Wood and Wood Products (including Furniture)
- Plastic and Rubber
- Cement, Ceramics and Glass



- Managing Director
- CEO Level
- Technical/Systems/Quality Manager
- Manager
- Procurement/Business Development Manager
- Owner/Partner
- Import/Export manager

SNAP SHOT OF 2022 VISITORS



































PROMOTION CAMPAIGN

MEDIA CAMPAIGNS

Our strategy is to maximize event coverage for EMWA 2023 through extensive print & online media campaigns covering listings in both print and online directories, print advertising online advertising, local press conference and both print and online press releases.

PRESS RELEASES

Ensuring that key journalists are kept fully informed with this year's content, features and attractions at EMWA 2023 and making the news through a locally held press conference and schedule of press releases so as to keep the event in the mind of audiences and increase the show's visibility and awareness through announcements and updates.

ONLINE MEDIA PRESENCE

EMWA 202 3 will be given added value through an online presence with promotions through the official website, digital channels, online communities, email shots and digital advertisements to ensure that audiences have every opportunity to attend the event.

RADIO ADVERTISING

Strategic spots at select local stations will serve as an extra reminder for visitor audiences to get involved with EMWA 202 3 as the unpatrolled event.

SOCIAL

Stay connected, from daily show updates to sponsored posts, EMWA 202 3 news via social media outlets will reach out to target visitors across all essential channels, reminding them of all the exciting opportunities at the event.

MOBILE MARKETING

Mobile marketing promotions aimed at industrial visitors will spread the word on EMWA 2023 keeping audiences up-to-date and fully aware on why EMWA is the preferred meeting point for the industrial sector.

OUTDOOR PROMOTION

We will also ensure that the EMWA 202 3 brand receives maximum exposure through outdoor campaigns including billboard displays in selected locations to ensure that visitors get every incentive to attend the event.

TARGETED INVITATIONS will be sent out to trade delegates & related members of the Industrial community prior to the event, ensuring they 'save the dates' for EMWA 2023 & have adequate time to plan their visit in advance and arrange appointments for important discussions.



30 MAY - 1 JUNE, 2023

LANDMARK CENTRE LAGOS, NIGERIA

GROW YOUR BUSINESS AT THE REGION'S LEADING MANUFACTURING AND INDUSTRIAL TRADE SHOW BOOK
YOUR STAND



BOOK YOUR STAND TODAY!

FOR EXHIBITION ENQUIRIES, PLEASE CONTACT

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