

「**RETAIL  
SOURCING  
FAIR**  
WEST AFRICA」

# Retail Sourcing Fair

POST EVENT REPORT

The market is open.  
Secure your place today at the  
West Africa's leading retail trade event.

[www.retailsourcingfair.com](http://www.retailsourcingfair.com)



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# Retail Sourcing Fair has never been more essential

Dear Colleague,

Thank you for attending Retail Sourcing Fair West Africa 2019, the No. 1 B2B Buyers event featuring Local Designers and International Manufacturers. We are excited to have offered you even more buying and trade opportunities this November through 2 collocated shows and show sectors and the largest number of product sectors in RSF history.

This year, the RSF 2019 doubled in size and focused on establishing a presence for global manufacturers in key markets on the continent. The China Brand Show made its West African debut during the RSF this year, across a wide variety of industries in collaboration with the Ministry of Commerce of China of the People's Republic of China.

We also hosted African manufacturers at the Homegrown: Best of Africa pavilion. Expo Plans for 2020 editions include:- Even more International Brands from South Africa, Turkey, China, India and Europe.- An even larger Best of Africa pavilion- B2B Matchmaking meetings.



**Bunmi Aliyu**  
SHOW DIRECTOR



Retail Sourcing Fair has never been more essential, the entire retail network meets here... Retail trade is a major contributor to our GDP and we will continue to support this initiative.

**Babajide Sanwo-Olu**  
EXECUTIVE GOVERNOR,  
LAGOS STATE

”

"MY EXPERIENCE HAS BEEN VERY GOOD SINCE THE BEGINNING OF THE SHOW, I SOLD 80% OF MY STOCK ON THE FIRST DAY AND I HAVE BEEN SELLING AGAIN SINCE, I'M VERY HAPPY"

IJEOMA FRANCES,  
MARKETING BEKO

"THE SHOW HAS BEEN GREAT FOR US, THIS IS OUR 3RD YEAR ATTENDING THE SHOW. WE SUCCESSFULLY LAUNCHED OUR NEW COLLECTION AT THE EVENT AND RECEIVED MANY BULK ORDERS CREDIT TO THE ORGANISERS. LEHT AFRICA, I'VE ATTENDED THEIR EVENTS IN THE PAST AND EACH ONE HAS BEEN A SUCCESS. I LOOK FORWARD TO NEXT YEAR!"

SARAH OFILL  
MARKETING DIRECTOR (AFRICA), TARILLO

# Thank you for attending the Retail Sourcing Fair

## CO-LOCATED SHOW



## SUPPORTING PARTNERS



## MEDIA PARTNERS



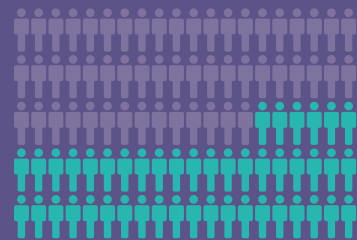
<p><b>5983</b> Attendees</p>	<p><b>30</b> Expert Speakers</p>	<p><b>4 400M2</b> Exhibition Space</p>	<p><b>324</b> Exhibitors and Brands</p>
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# Connecting you with the right people, at the right time

Setting the stage for West Africa's key retail trade event every year is something that we know how to do well.

# 5983

Visitors welcomed last season means you'll be in a prime position to meet big-budget retailers from multiples, informal, online retailers and much more. But don't just take our word for it... Get to know the Retail Sourcing Fair audience:



# 60%

have not attended any other trade show in the past 12 months, making RSF a prime location to connect with buyers and contacts you won't meet anywhere else.



# 88%

of visitors came looking to source new suppliers, so make sure you're thereto meet them at RSF 2020.



## Retailers from all over Western Africa and beyond

# 90.5%

West African

# 9.5%

International visitors

**60%**  
HAD NOT ATTENDED ANY EXHIBITION BETWEEN 7 - 10 MONTHS

**88%**  
OF THE BUYERS ARE LOOKING FOR NEW SUPPLIERS

**82%**  
COULD AUTHORIZE PURCHASE

**67%**  
INFORMAL BUYERS

**33%**  
FORMAL BUYERS



The 2019 show has been great and the B2B matching meetings were really helpful for us. We were able to appoint 2 agents in the region.

**Monica Chu**

Marketing Director,  
Changsha Hongya Ceramics Co Ltd



**75%**

place orders as a result of attending. With access to thousands of buyers ready and willing to do business, it's the best place to see your ROI soar.

ROI in the form of orders takes place at different points of the customer journey, providing multiple opportunities to benefit from RSF throughout the year.



**39%**

of these visitors at RSF planned to place a order following the event

**40%**

of these visitors placed an order at the event and expected to further orders after the show

**30%**

placed an order at the event

## The market is open for new opportunities at Retail Sourcing Fair

Get ready to network and do business with some of the most influential, passionate and forward-thinking people in the industry. During the event, you'll be taking orders, gaining leads and promoting your business non-stop. Before, during and after the event, we work tirelessly to help you get your products noticed by the entire industry. That's the RSF difference.

With 14 carefully curated show sectors, we'll make sure you're perfectly positioned to meet the most relevant audience

- Beauty & Wellbeing
- Baby
- Electronics
- Contemporary Gift
- Home & Living
- Fashion, Jewellery & Luggage
- Gift
- Kitchen, Dining & Housewares
- Retail Solutions
- Security and Home Automation
- Build and Plan
- Stationary
- Fashion
- Foods & Drinks



Buyers from our market attended the event to buy clothes, shoes, jewelry and other fashion items.... our traders sell in nigerian and some of them come from Benin, Ghana, Cotonou and other places... more of us will participate next year.

**Alhaja Asuwani,**  
Iyalaja Asuwani International Market





## Our Visitors

In addition to the thousands of buyers you'll meet at RSF 2020, here's just a handful of the top online and big-budget multiple buyers that were at RSF 2019.

## Major buyers in attendance



- CEO Adam & Eve - Retail
- MD/CEO, Agatha's Interior's Design Ltd -Interior Design
- CEO, Blue Mahogany - Interior Design
- CEO, Homely - Retail
- Director, Artee Group - Retail
- CEO, Zed heich Enterprise - Interior Design
- Head of FashionJumia- Retail
- Senior Vendor Acquisition ManagerJumia - Retail
- Head of Women's Fashion, Konga Online Shopping Ltd - Retail

- CEO, Sicoby International Limited - Market Retail
- CEO, Lola Ventures - Market Retail
- CEO, Retail Council Nigeria (RCN)-Retail
- CEO, Bangs & Olufsen -Retail
- CEO, Esorea Luxury - Retail
- CEO, The Lekki Gift Company - Retail
- CEO, De Christi
- Group Head, XLAfrica Group
- CEO, Bisaino

## Informal Markets represented

Iponri Gift Market  
Eko Market  
Mandilas  
Alaba International Electronic Market  
Tejuosho International  
AspandaTrade Fair Market  
Alimosho Market  
Asuwani International Market  
Ariaria International Market  
Onitsha Market

## How Retail Sourcing Fair works for you

We're with you every step of the way, promoting you to all the right audiences to help boost your business. Take advantage of a variety of tools and insights we'll have ready for you and make the most of your time with us.

### Digital promotion

- Dedicated exhibitor web profile showcasing your brand and products
- Social media support
- Email promotion to 60,000 industry professionals
- Digital banners to promote your presence at the show

### Print

- The opportunity to feature in The Contemporary Capsule
- Listing in the Buyers preview, distributed to 10,000 industry professionals ahead of the show
- A profile in the official Retail Sourcing Fair Catalogue
- Listing in the handy at show A-Z

### Pre-event & onsite support

- Insightful, supportive newsletters on exhibiting best practice
- Personalized printed and digital show tickets for your customers
- PR support from our dedicated PR agency
- One-on-one assistance from our dedicated support team

**NEW for 2020:**  
Live webinar with the Assist team giving top tips on how to get the most from exhibiting at Retail Fair

## Appointment Planner

Make personal business connections with prospective buyers and exhibitors, with our dedicated matchmaking service. Find those you want to meet ahead of RSF, plan your appointments and make the most productive use of your time at the show.

### Expert Matches

Expert Matches Potential visitors are matched and suggested by matching their interests with exhibitors' product categories- bringing the right people to your attention.

### Access

Search the RSF registration database and identify your key connections

### Time Saving

Time Saving Plan your meetings with key contacts ahead of the show.

### Increased ROI

The Planner is included in your package with the aim of making your experience with us a successful one.

### Market Visit

Register and participate in the market visits and tours to connect with a wider buyers network.

“

The RSF delivered!  
We sold out our stock and left the show with orders from buyers.  
We will be back next year.

**Leo**  
Marketing Manager  
HUNAN XINYUAN HAIR PRODUCTS CO. LTD

”

## Incredible exposure for your products

As soon as you're on board, we'll start promoting your products to our extensive, quality database of Nigeria and international buyers via email, web, social, print and much more. Most importantly, we'll do this before, during and after the show. The best bit? It's all included as part of RSF's industry-leading multi channel marketing campaign.



# 407,010

Impressions on Twitter



# 9,320

Instagram engagements

“

The B2B matching was great, we are here to source for electronics, housing security solutions, smart locks for our estates.

The Leoht Africa team did proper introductions to the exhibitors that could deliver on the scale we wanted. The translation support was great as well.

”

**Mr Williams**  
Managing Director,  
Roder Young



# 120,000

Reach on facebook



# 31,319

Website users

# 59,437

Website views

# 20,543

Exhibitor list vists

statistics is based on RSF 2019

## Enhance your experience with our amazing sponsors and partners

We're proud to collaborate with renowned industry associations, media partners and sponsors to achieve the best show we possibly can. Thanks to the support of the entire industry, RSF has gone from strength to strength.



appson



FEDERAL MINISTRY OF  
INDUSTRY, TRADE &  
INVESTMENT



TDB  
TRADE DEVELOPMENT BANK  
OF NIGERIA



MINISTRY OF COMMERCE  
PEOPLE'S REPUBLIC OF CHINA



NEPC  
NIGERIAN EXPORT PROMOTION COUNCIL



# Interested in Sponsoring or Partnering with RSF?

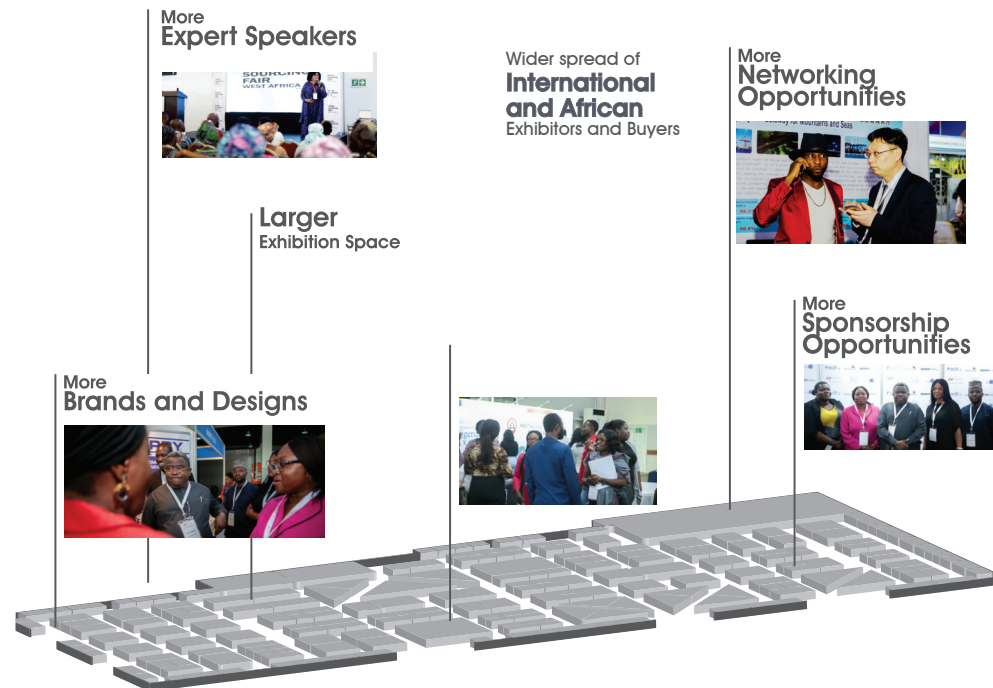
EARLY BOOK DISCOUNT AVAILABLE

There is a limited amount of space available for our early book discount. Talk to one of the team about your prime location booth today.

“We can't afford to miss this show, we meet every one here... We will be back again next year.”

**Frances Adeboyega**

Managing Director OFR LABEL



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