



SENCON2018
SENEGAL International Exhibition For Construction
Materials and Machinery

3rd INTERNATIONAL EXHIBITION
FOR CONSTRUCTION MATERIALS
AND MACHINERY

**POST
SHOW
REPORT**
2018

20 -23
February
Dakar
SENEGAL
cices
fairground



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Organised by



S I S E M I
SENEGAL

net
organization

SENGON 2018 SENEGAL OVERVIEW

SENGON 3rd edition has further strengthened its role as one of West African's leading international shows for Construction Materials and Machinery. The major and most effective show in Senegal was launched from 20-23 February 2018 at the CICES (International Center for Foreign Trade of Senegal). Since 2016 SENCON has been providing a perfect marketing platform for the buyers and sellers of construction materials, method and equipment of the country and the countries all over Senegal.

SHOW INFORMATIONS

SHOW TYPE : Trade Exhibitions

Frequency : Annually

Show Size : 4800 m²

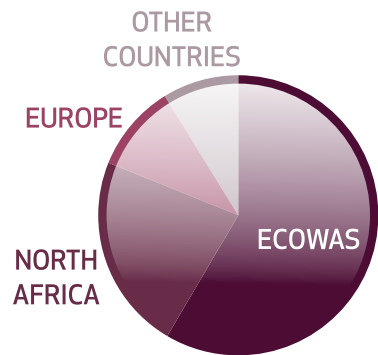
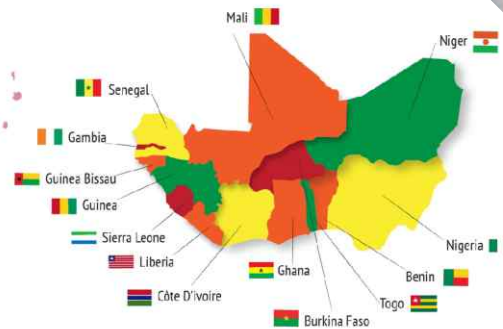
KEY RESEARCH OUTCOMES

The Post-Show Report is a transparent account of what SENCON 2018 was all about. We hope you enjoy reading this report and that it provides you with a useful insight into SENCON 2018

VISITORS STATISTIC SHOW INFORMATION

Following the show, we have realized a survey of satisfaction and analyzed the data. there are large lines that highlight the quality and importance that our event has acquired:

- ▶ 6800 specialists such as distributors, dealers, architects, designers of interior, representatives of construction organizations, government, mass media visited SENCON 2018.
- ▶ 4000 visitors came from Dakar and its regions.
- ▶ 2000 contractor, architects-designers and engineers visited stands of participants
- ▶ 2000 visitors came from ECOWAS Countries and Europe.
- ▶ 76% of visitors were interested in purchasing new products for business.
- ▶ 67% of visitors hold executive positions in the company.
- ▶ 47% of visitors came to the exhibition to make contracts.



"As one of the main exhibitions presenting the developments occurring in the Construction and Building sector, Construction Technologies and Building Materials " SENCON" bridges the progress in the Industry of West Africa and stimulates cooperation with local actors and beyond"

VISITORS STATISTIC SHOW INFORMATION

"I found several interesting products during the exhibition, products like steel structures and other steel construction solutions are very useful to me, I may also consider other innovative products like piping for future projects following my visit to the event!"

Javier Yanoz, Hidrostant SL Manager

"I visited the event to find construction vendors who could potentially partner with my company. The event was busy, even compared to some other similar events being held in Senegal. I found many new interesting products from lots of new vendors."

Enrico Avoumado Foly Export, Area export Manager

"I am very satisfied with all the contacts and new suppliers I could make and I am amazed with all the new equipment. Thank you SENCON."

Aboubakar Diagne, ICTS CEO

"SENCON has been a successful business experience where we could see diverse products to bring to our country."

Assane Niang, SONERCO, Commercial Director,



EXHIBITORS STATISTIC

98 companies participated in the Exhibition, 50% were from the foreign countries (Portugal, Turkey, Morocco, Italy, Spain, France, Germany, Luxembourg, Tunisia, Algeria, Egypt, Iran, India, China and others)

EXHIBITORS PROFILE

The exhibitors are leading domestic and foreign manufacturers of:

- ▶ Air Conditioning & Refrigeration
- ▶ Bathroom & Sanitary Wares
- ▶ Building & Construction
- ▶ Construction tools & Applications
- ▶ Doors & Windows
- ▶ Engineering Consulting
- ▶ Flooring & Wall Claddings
- ▶ Insulation Materials
- ▶ Lifts & Mechanical Systems
- ▶ Machinery & Heavy Equipment
- ▶ Paints & Pastes
- ▶ Power & Electrical Systems
- ▶ Water systems & Sanitation
- ▶ Ventilation
- ▶ Facilities Management Products & Services
- ▶ Fire Detection & Protection
- ▶ General Building Materials
- ▶ Marble, Stones & Ceramics
- ▶ Metal, Steel & Aluminium
- ▶ Outdoor Design & Landscaping
- ▶ Plumbing & Water Technology
- ▶ PMV & Related Products
- ▶ Safety & Security
- ▶ Scaffolding
- ▶ Software & IT
- ▶ Solar Energy

Evaluation of the exhibitor survey of SENCON 2018 Exhibitors were required to fill in a questionnaire on the last day of the event. The following evaluation is based on this survey.

- ▶ Exhibitors averaged 24 new concrete contacts during the show.
- ▶ More than half of the exhibitors hope to realize the contacts established at the future.
- ▶ Exhibitors give an average score of 7/10 to Maintenance 2017.
- ▶ 20% of the exhibitors have already registered for a next edition of the show and 30% have asked to be contacted regarding a new participation.

EXHIBITORS STATISTIC

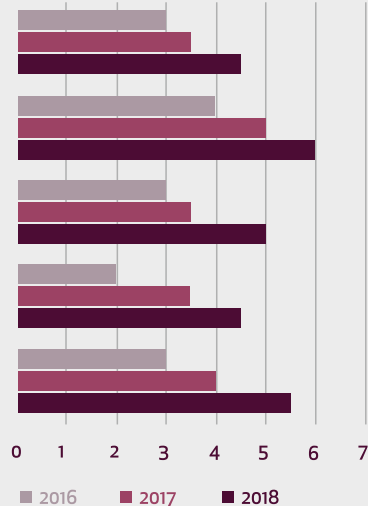
Chances of business after the fair

The whole fair

Quality of visitors

Quality of the stand construction

Recommend the fair



FACTS

The object of this event is the promotion of the entire Construction and Building industry chain, the promotion of various Construction products and technologies.

- ▶ The premises add to over 4800 m² of internal space and over 1000 m² of outer space
- ▶ Exclusive in its kind in Senegal, SENCON expands its borders to become a reference event in West Africa
- ▶ %86 of event participants at the conference received new relevant information on sector
- ▶ For the first time the mass visitor became part of an environment where they could taste exhibitor's products and watch Construction and Paint Demonstration

FEEDBACK OF THE EXHIBITORS



"We participate in SENCON EXPO every year. Our investments into the event are justified because this event brings together our clients from all over Senegal, from Ivory Coast to Niger. Moreover, we see thousands of visitors daily, with many new potential customers among them. The competition these days is quite fierce, and this exhibition allows us to grow and develop."

Senegal Business Cluster, Gonçalo TERENAS, President

"SENCOS is an important event for 10 Rajeb, previous SENCOS have been successful but this year it's just been sensational. Everyday we've seen past, existing and new customers, all excited about our new products, all ready to do business. This week has been exceptional."

10 Rajeb, Najat Labdou, Export Area Manager

" We think it very important to take part in SENCON 2018 exhibition. The investments into the exhibition are justified because this event presents concentrated possibilities for further development. The West African market has always been the main market for export of Metal Industry, we will definitely attend SENCON 2019 next year as well."

Metalurgica Do Tamega , Paulo CARVALHO , Managing director

"The Organisation is really efficient. We received a lot of interests to our products. The Aluminium sector has his place important in Senegal. That's why we presented our products here. And have already some deals here. I'm glad to be part of this event. We thanks to organizers, sure we will participate next year."

Kaban Machine Turkey, Mamadou NDIATHIE, Export Manager

BUSINESS PROGRAM

Sencon and Senegal business cluster organized a series of trade talks on the 4 days of the event, for benefit of manufacturers. Industry leaders and distinguished speakers shared their foresights and knowledge in the construction market in the conferences. The objective of this conferences was to facilitate businesses, fostering trade development and especially the role of decentralization on infrastructure development in Senegal.

20 February 2018

Module 15 :00h | 17 :00h

Official Opening of the Africa Cluster Auditorium
Public Organizations (Ministries and Others)

22 February 2018

Module 11 :00h | 12 :30h

City of Dakar (Municipality) – Presentation of the Real Estate Project,
Innovation in the metal industry – Structure – Covers and Façades

Module 15:00h | 17:00h

Conferences

Theme I - The role of decentralization on infrastructure development in Senegal

Theme II - International Relations - What approach?

21 February 2018

Module 11 :00h | 12 :30h

International and National Exhibitors Products Presentation

Module 15:00h | 17:00h

Conference

Theme I - European Internationalization in African Countries

Theme II - Information and Education as an axis of development

23 February 2018

Module 11 :00h | 12 :30h

TABLE RONDE

ISEG

BSA Ecole des Metiers

Presentation of the Exhibitors participation certificates

SESSIONS B2B

The realization of the B2B meetings is free and can be carried out on site outside the schedule of the Seminar Program.

Opening Hours

20 February 2018 - 11h00 - 18h00 (Tuesday)

21 February 2018 - 10h00 - 18h00 (Wednesday)

22 February 2018 - 10h00 - 18h00 (Thursday)

23 February 2018 - 10h00 - 16h00 (Friday)



ADVERTISING CAMPAIGN

PUBLICITY CAMPAIGN

TELEVISION Promotion Campaign and News Coverage

TV advertising is placed on high-rating federal and regional TV channels



Internet:

Contextual Advertising: Contextual Advertising: Web banners for news portals:



Radio:



Outdoor:

Billboards over 5 countries in West Africa



GENERAL MEDIA PARTNERS



DIRECT MARKETING

Radio:

A prime medium in reaching and registering SENCON audience. Thousands of emails in Turkish, English and French were sent to a database comprising of industry contacts.

Direct Mail:

Direct Mail is still a very effective channel to reach SENCON customers and prospects. Visitor Invitations were sent to nearly 10000 Senegal based construction professionals.

WEBSITE:

The website was an essential tool in providing information about the exhibitors and their products and attracted 25000+ unique visit.

Exhibitor Marketing:

A free dedicated marketing resource was offered to exhibitors providing a comprehensive range of services to boost awareness about participation to exhibitor contacts. Marketing tools included personalized direct mail and email invitations to exhibitor client lists and event web banners for exhibitor websites.



EXHIBITION VENUE

CICES
International Center of Foreign Commerce



A GREAT BUSINESS CENTER CAPABLE TO HOST BIGGEST EVENT IN THE HEART OF DAKAR. MULTIPLE HALLS, MODERN ARCHITECTURE AND ALL INSTALLATION NEEDED TO ORGANISE INTERNATIONAL EVENTS. EASY TO ACCESS FROM EVERY CORNER OF DAKAR, LARGE MEETING HALLS, EXCELLENT TECHNICAL TEAMS, VIP SALONS.



THANKS TO OUR PARTNERS

OFFICIAL SUPPORT



Minister in Charge of Senegal Emergent Plan



Direction of Small and Medium Enterprises



Business Upgrade Office

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SENCON2019
SENEGAL International Exhibition For Construction
Materials and Machinery

**4th INTERNATIONAL EXHIBITION
FOR CONSTRUCTION MATERIALS
AND MACHINERY
RENEWABLE ENERGY FORUM**

23-26
April
Dakar
SENEGAL
ices
fairground

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