



25 - 27 November 2025
Kigali Convention Centre, Rwanda

Supported by



Sales brochure

www.africa-energyexpo.com
sales@africa-energyexpo.com



Africa Energy Expo in numbers

Elevate your presence among industry leaders



3,500+
Attendees



850+
Conference
Delegates



200+
VIPs and
Hosted Buyers



120+
Exhibiting
Companies

Elevate your presence among industry leaders



40+
Speakers



40+
Sessions

How Africa Energy Expo supports you and your business?

Africa Energy Expo is your gateway to expanding in Africa's thriving energy market.

Designed to serve the Pan-African energy sector, the event brings you direct access to decision-makers from emerging and hard-to-reach markets.



49-year heritage of
leading energy events in
MEA Middle East & Africa



Pre-existing
government alliances



Africa-wide
marketing networks



Exhibitor overview

Exhibitor feedback



4.4/5

Importance for business growth



4.3/5

Exhibitor satisfaction



4.2/5

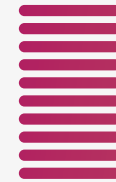
Likelihood of return

What exhibitors had to say

"Africa Energy Expo has attracted many customers we want to meet. It's a great platform to promote energy products in Rwanda and other African markets, opening doors to new partners and opportunities"

– **David Liang, Sales Manager, Atess**

Why they exhibited: Insights from Nigeria Energy exhibitors



75%

To seek new contacts for future business



50%

To strengthen the relationship with existing clients



75%

To look for a local or regional agent/dealer/distributor



Visitor profile

Connect with key decision-makers driving Africa's energy transition and discover new business opportunities across the industry.



Consultants



Municipalities



Engineers



SMEs



OEMs



Media



Technical
service
providers



EPC
Contractors/
Sub Contractors



Renewable
energy
providers



Commercial
industrial
users



Project
developers



Mining
firms



Academic
institutions



Government
bodies



Regulatory
authorities



Technical
advisors



Dealer &
Distributors



Utility
authorities



Policymakers



Analysts



Law firms



IPPs



Why build your business in Africa?

Capture high demand for new technology and services and meet decision-makers with serious spending power:

- Government regulations are boosting demand in Africa's energy market.
- African countries are attracting increasing flows of climate finance.
- Declining clean technology costs are leading to increased project spending across the continent.es in Europe and Asia.

Rwanda's competitive advantage



Safety and security



Zero tolerance of corruption



2nd easiest place to do business in Africa



Hospitality Oasis



Strategic regional hub in EAC



Growing talent pool



High-impact features designed to connect buyers & exhibitors



Exhibition

Tap into Africa's growing energy market and showcase your solutions to buyers actively sourcing across key sectors:

- Renewables & Clean Energy
- Back-Up Generators & Critical Power
- Energy Consumption & Management
- Transmission & Distribution
- Smart Energy Solutions
- Conventional Energy & Power Generation



The Leadership Summit

An exclusive networking platform for senior executives shaping Africa's energy future.



Hosted Buyer Programme

Pre-qualified buyers with real purchasing power, giving exhibitors scheduled opportunities to secure business deals and maximize ROI.

Exhibition stand options

Bare space only

You are required to hire your own stand contractor and build your booth from scratch.



Shell scheme plan

A fully fitted square profile built to a height of 3.0m



Stand includes:

- Exhibition grade podium carpet
- Rear and side walls with white infill panels (2.38mH x 0.965mW)
- Fascia with vinyl cut exhibitor name and stand number in English
- Electrical package including 2 spotlights, 1 power socket with electricity
- Furniture package with 1 table, 2 chairs

Boost your brand with exclusive sponsorships

Gain unmatched visibility and connect with key industry leaders through venue branding, digital exposure, and conference sponsorship. Position your brand at the heart of the energy sector with opportunities like:

- Venue Branding – High-impact exposure across key event areas.
- Digital Sponsorship – Feature on Africa Energy Expo's online platform.
- Conference Sponsorship – Align your brand with thought leadership.



[Download sponsorship brochure](#)



[Download the 2024 post show report](#)

Marketing campaign in numbers

PR & overall marketing outreach



Email reach

110,241

Engaged audience



Print reach

51 M⁺

Impressions



SMS reach

21K

WhatsApp texts



Web reach

175K

Active users



Advocacy reach

4,265

Advocates

Digital reach

	Impressions	Clicks
YouTube	960K⁺	230K⁺
Facebook & Instagram	5.6 M	2 M
Google	2.4 M	570K⁺

Year-round promotional platform



Energy
& Utilities

The new industry voice for energy & utilities insights, market intelligence and news, provides exhibitors with additional exposure before and after the show via the comprehensive directory and advertising opportunities.

Media partner coverage

15⁺

Media and association partners

45⁺

Advertisements placed in magazines, newsletters and various printed promotional items

20⁺

Emails with a reach of 100,000 power industry professionals

Social reach



1.8K

Followers



60

Followers



704

Followers



1.2K

Followers



120K

Views

Be part of Africa Energy Expo 2025

Get in touch with our team for tailored solutions on sponsorship, exhibition, and partnership opportunities, or any other inquiries.



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Organised by



Informa Markets connects buyers and sellers and supports the flow of business and trade in over a dozen specialist markets. Our platforms help businesses meet, discover products, trade and grow through major exhibitions, virtual events, online marketplaces, specialist content and data services.

Find out more

Energy, utilities and resources portfolio

