

Organized By

Radeecal<sup>®</sup>  
communications

# NON WOVEN TECH

INTERNATIONAL EXHIBITION ON  
**NONWOVEN & HYGIENE**  
TECHNOLOGY



**AFRICA**

**23 - 25 FEBRUARY 2023**  
**KICC, Nairobi, Kenya**

**POST  
SHOW  
REPORT**  
**2023**

## COVER STORY



**MR. ROHIT VADHWANA - DEPUTY HIGH COMMISSIONER OF INDIA TO NAIROBI** as Guest of Honor along with **MR. SANYAL DESAI - CEO** at Radecal Communications had inaugurated 1<sup>st</sup> Nonwoven Tech Africa at KICC, Nairobi, Kenya. This Dynamic Event had been designed for Nonwoven Fabrics and Hygiene Industries, Nonwoven Converting Industry, Filtration Industry, Packaging Industry, Agriculture Industry, Hospitality Industry, Printing Industry, Government Departments & for everyone who are willing to take **The Next Giant Leap** in Nonwovens

2<sup>nd</sup> Edition of Nonwoven Tech Africa - Exclusive International Exhibition on Nonwoven & Hygiene Technology was organized during 23-24-25 February, 2023 at KICC, Nairobi, Kenya, which witnessed **2,100+ Visitors** from India & Abroad.

## EXHIBITION OVERVIEW

2<sup>nd</sup> Edition of Nonwoven Tech Africa presented itself as an excellent platform for exhibitors to display their products, innovations and services to develop leadership in market position on a global scale. This Dynamic Event gave visitors an opportunity to experience the latest technology and materials first hand. The Exhibition was open for three days and the exposure with the visitors from entire East Africa visiting the exhibition had empowered the Nonwoven Industry.

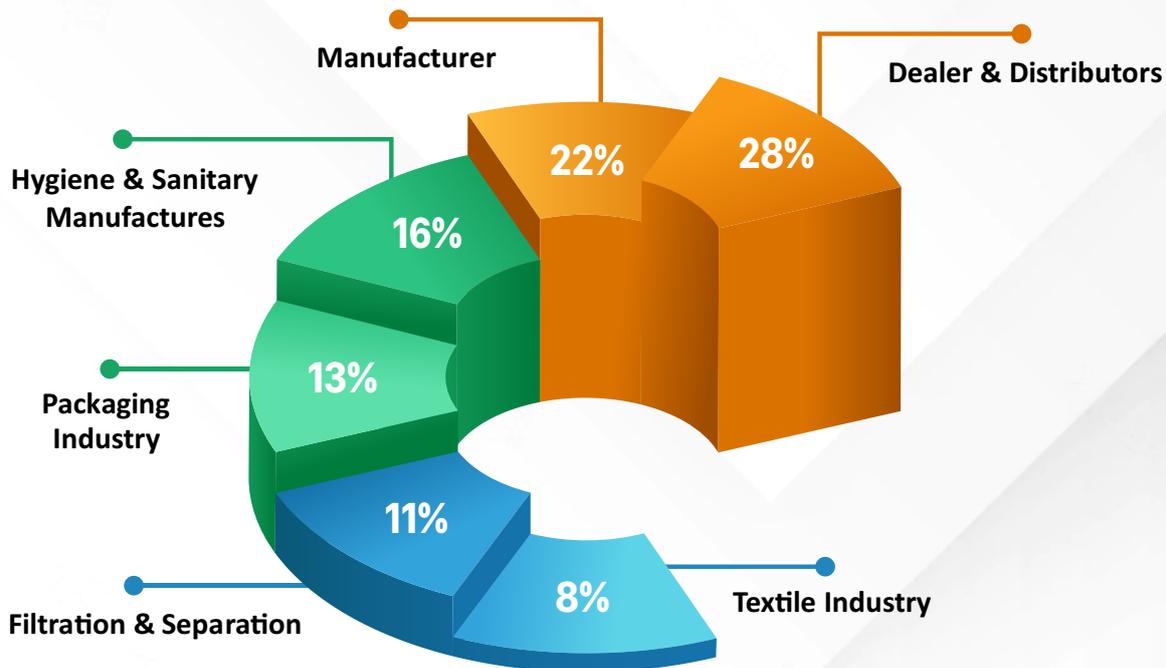
## IMPORTANT FACTS & FIGURE



## REASONS FOR EXHIBITING

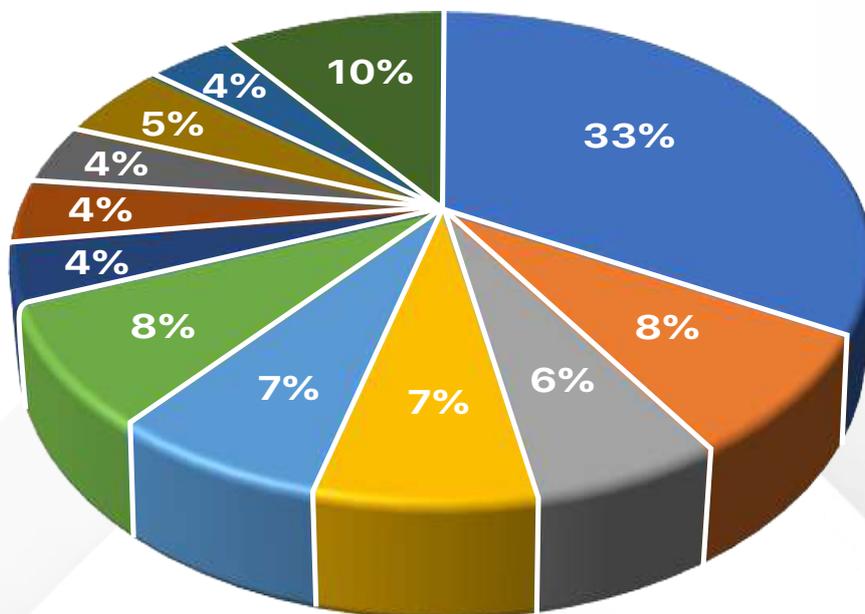
- ⇒ Kenya's flagship event in the field of Nonwoven, Hygiene, Raw materials, processing machinery and finished goods.
- ⇒ Showcase New Products & Services.
- ⇒ Highly targeted audience.
- ⇒ Build Lasting Relationships within Your Industry.
- ⇒ Boost Brand Visibility / product awareness.
- ⇒ Help makers and users of Nonwoven & Hygiene to understand the trends and future of Nonwoven Industry.
- ⇒ Networking.

## VISITORS BY FIELD OF ACTIVITY



## VISITORS FROM MAJOR STATES

**TOTAL VISITORS: 2,100+**



■ KENYA (33%)

■ SUDAN (8%)

■ ETHIOPIA (6%)

■ SOMALIA (7%)

■ UGANDA (7%)

■ TANZANIA (8%)

■ USA (4%)

■ ITALY (4%)

■ EGYPT (4%)

■ AFGHANISTAN (5%)

■ ALBANIA (4%)

■ INDIA (10%)

# EVENT PROMOTION STRATEGIES



Newspaper advertisements



Promotional Events



Social Media campaigns



Print Publication & Magazines



Bulk Email, SMS & Whatsapp MSG



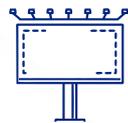
Special Invitations to Dealers & Distributors



Online Media Partners



Visitors Mobilization From Various States of India



Billboards Hoardings



Television Advertisement

# SOCIAL MEDIA PRESENCE



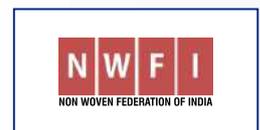
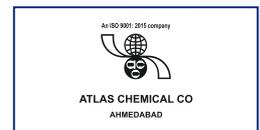


# GLIMPSES OF NwTA 2023



WE THANK YOU

## OUR VALUABLE EXHIBITORS



## MEDIA PARTNERS



# Thank You

Organized By



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Industry Support



Conference partner



Sponsored By



Indian Pavilion  
Subsidy By



Concurrent Event



SEE YOU IN NEXT EDITION

3<sup>rd</sup> Edition

# NONWOVEN TECH

INTERNATIONAL EXHIBITION ON  
**NONWOVEN & HYGIENE**  
TECHNOLOGY & PRODUCTS



AFRICA

**20-21-22 AUGUST 2026**  
**SARIT CENTRE | NAIROBI | KENYA**