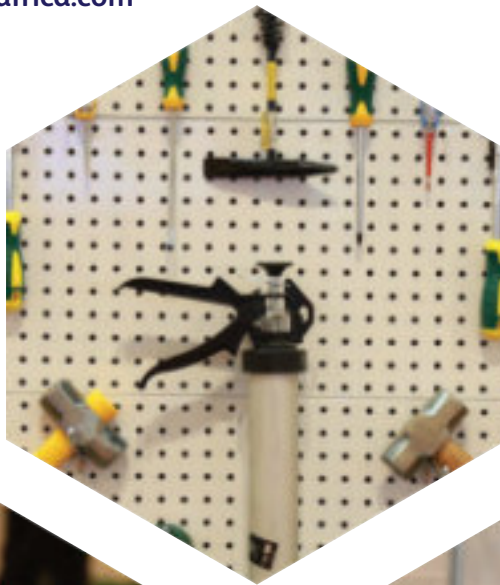


TOOL West Africa

16 - 18 November, 2021

International Exhibition for Tools, Hardware,
and DIY

www.toolswestafrica.com



Be at the forefront of cutting-edge possibilities

Galvanise your business presence in key emerging markets at the region's only dedicated show for the Tools, Hardware, Electrical, and DIY industries.

TOOL West Africa is the ultimate platform to meet buyers from a wide range of industries who are eager to source innovative solutions for projects of varying scale and complexity. Get ready to display your latest product ranges, appoint new distributors and resellers and make valuable connections to grow your business in the region at the show's upcoming 2021 edition.

Reasons To Exhibit

- The only exhibition of its kind in the region for the hardware, tools, electrical and DIY
- Your opportunity to reach beyond West Africa, as the show attracts targeted buyers from the Kenya, Angola, Ethiopia (9 countries in the 2019 edition)
- Lagos, the hub for the West African region, is the ideal location to educate the market about your products, as it gives you easy access to major players in the regional construction and infrastructure industries
- A way to monitor competitors and collect market information
- A great platform for brand exposure and recognition

Show figures 2019

219 Exhibitors	6,932 Trade Visitors
2 Country Pavilions	18 Countries

*Total includes Sanitation + Plumbing Africa visitors



"THE SHOW GENERATED APPROX.
USD\$400,000 TO THE INDIAN
PAVILION"

NISHANT KATYAYAN, MARKETING
& PROMOTIONS, FIEO

TOOL WEST AFRICA BROUGHT TOGETHER
THE STAKEHOLDERS OF THE SECTOR AND
ENABLED COMPANIES TO ESTABLISH CLOSE
CONTACTS AND EXPRESS THEMSELVES
BETTER. WE BELIEVE THAT SUCH
EXHIBITIONS ARE VERY IMPORTANT IN
ORDER TO REACH SOLUTIONS, FIND
PARTNERS AND GROW.

PRESIDENT, THE NIGERIAN INSTITUTE OF
ARCHITECTS



Products Categories

Tools

- Work tools & Accessories
- Power tools & accessories
- Hand tools & accessories
- Air tools & accessories
- Measuring & detection
- Tools & accessories
- Hydraulic tools & accessories
- Specialty tools & accessories
- Magnetic tools & accessories

Hardware & DIY

- Furniture Hardware and accessories
- Fasteners
- Building Materials & Components
- Decorative Metalware
Nails, Wire & Mesh

Lock & Safety

- Security equipment & systems
- Workwear, safety & gear
- Automation Systems
- Locks & keys
- Accessories

Processing Equipment

- Testing equipment
- Surface treatment equipment
- Pump & valve

Work Wears

- Socks
- Boots
- Gloves
- Helmet
- Hazmat suits
- Ear defenders and respiratory protective equipment (RPE)

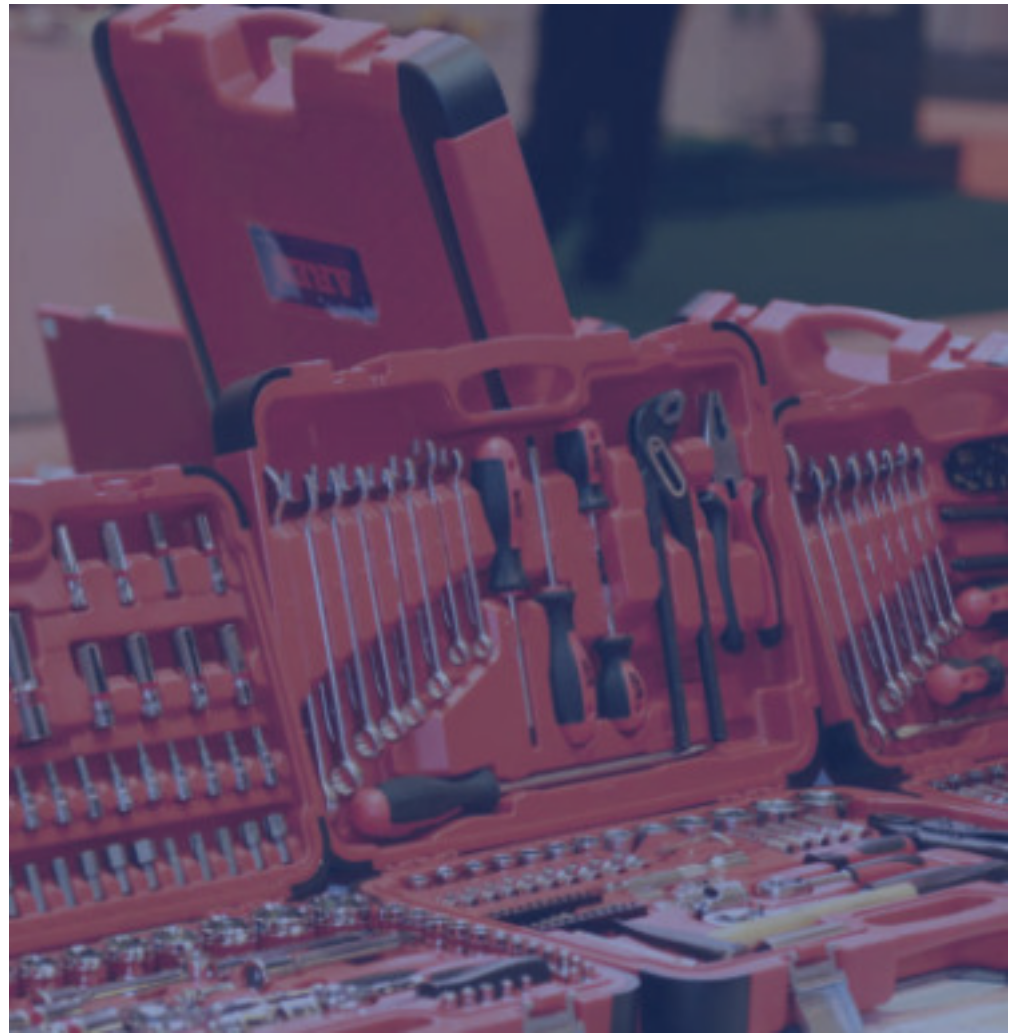
Garden & Agricultural Tool

- Saw
- Chainsaw
- Brush Cutter
- Sprayer
- Mower
- Blower

Kitchen

Bathroom

Home Automation



Visitor Overview

Tools West Africa puts you directly in touch with buyers from the region

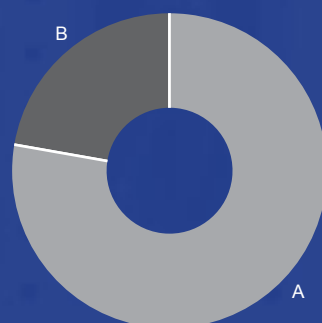
Visitor Profile

- Import / export
- Reseller
- Consultancy
- DIY shops
- Workshops
- Auto-supply shops
- Finance Provider
- Builders
- Landscapers
- Developers
- Manufacturer
- Wholesaler
- Distributor
- Trade Agent
- Contractor: HVAC, MEP, Civil and Fire Proofing
- Engineer
- Facility Manager
- Consultant
- Fabricator
- Embassy/Trade Commission
- Government Agency, Industry Association
- Growers and Agricultural cooperatives

Top Visiting Countries

- Nigeria
- Ghana
- Cote d'ivoire
- Senegal
- Kenya
- Ethiopia
- Senegal

Regional breakdown of visitors



A 78% Nigeria
B 22% International

AS SOON AS WE HEARD ABOUT IT, IT WASN'T DIFFICULT FOR US TO TAKE A DECISION ABOUT EXHIBITING AT THE EVENT. THE TURNOUT HAS EXCEEDED OUR EXPECTATIONS! WE LOOK FORWARD TO THE NEXT EDITION ALREADY!"

MONICA CHU,
MARKETING DIRECTOR

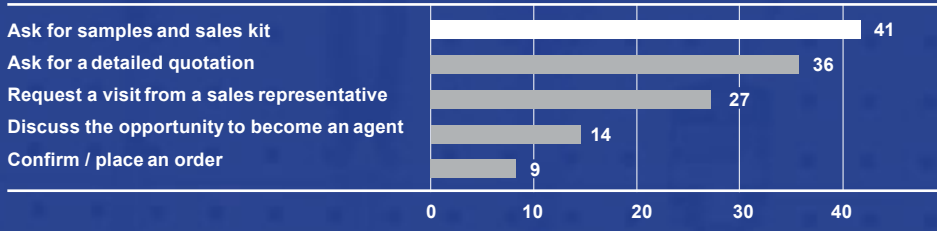
WE GOT GOOD LEADS AND THE RESPONSE WAS GOOD".

SHIKKU PHILLIP,
Yes Machinery



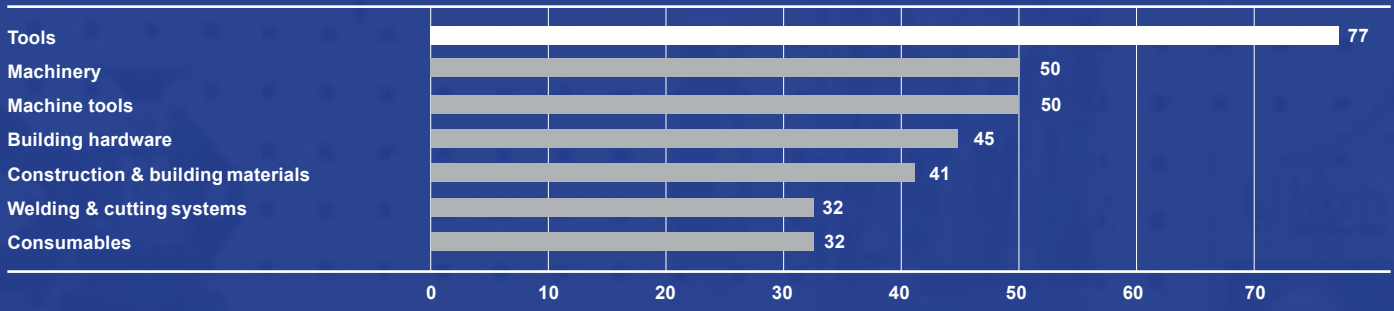
Visitors' main reasons for attending the show

(all figures in %)



Visitors' main areas of interest

(all figures in %)



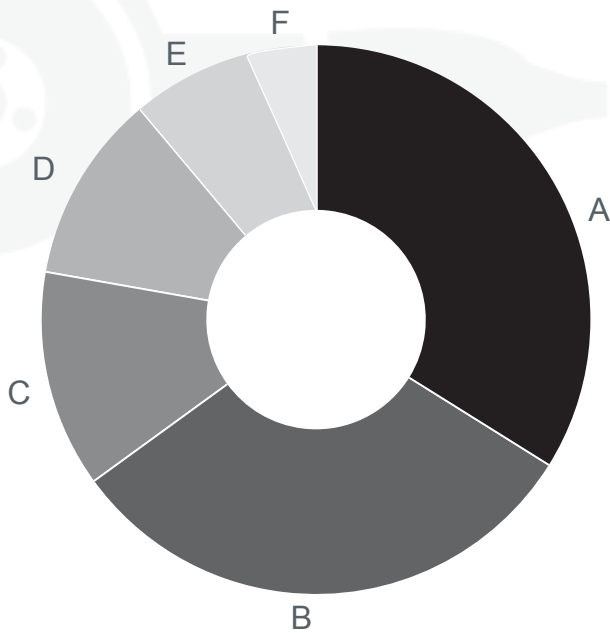
"RESPONSE WAS VERY GOOD AND THERE WERE QUALITY VISITORS."

**AMYLTO RIOS
BLOOM**

"GOOD EVENT TO SHOWCASE YOUR PRODUCTS AND SERVICES. VERY DECENT PROFILE OF VISITORS. WE MET QUALITY VISITORS WHO WERE INTERESTED IN OUR PRODUCTS."

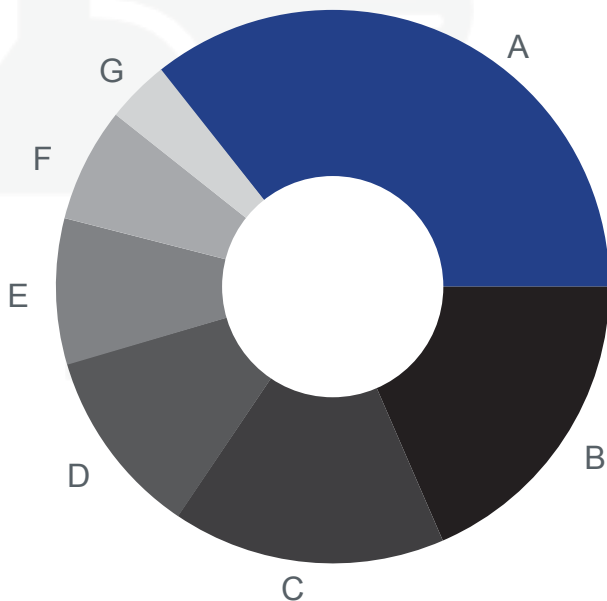
**JACOB MATO
SEABERY**

Exhibitor product categories



- A 34% Tools**
- B 31% Hardware & DIY**
- C 13% Home Automation, Kitchen & Bathroom**
- D 11% Processing Equipment**
- E 8% Garden & Agriculture**
- F 4% Others**

Exhibitors' main objectives for participating at the show



- A 28% Initiating New Business Relations**
- B 16% Preparing /Attaining Sales Deals**
- C 15% Raising The Profile Of The Company / Organisation**
- D 14% Presenting Innovations / New Developments Products**
- E 12% Cultivating Existing Business Relations**
- F 10% Obtaining an Overall Impression Of The Market Situation**
- G 5% Comparing Competitors**

Participation Details

Raw space (min. 18 sqm)

Ideal for your own designer stall. Exhibitors can fabricate and design their stand, subject to organiser's approval. Power supply is charged separately.

Standard shell scheme (min. 9 sqm)

A shell scheme booth includes stand construction and dismantling, one lockable information cabinet and three chairs, one waste bin, stand partitions, spot lights including power as per entitlement, wall-to-wall carpet, fascia board with company name/booth number, one catalogue, exhibitor passes, general security, daily booth cleaning.

Show information

Date: 16- 18 November, 2021

Venue: Hall 1 - 3, Convention Centre, Federal Palace Hotel, Victoria Island, Lagos

Past Exhibiting Brands



Supporting Associations



Ensure your participation at Tools West Africa, contact:

Bunmi Aliyu
Show Director

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Omosil Ozebu
Sales Manager(West Africa)

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Organiser details:

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