East Africa SGE

SIGN and GRAPHICS EXPO

24 - 26 DEC. 2026

ADDIS INTERNATIONAL CONVENTION CENTRE
ADDIS ABABA, ETHIOPIA

ADVERTISING **PROMOTIONAL MATERIAL** **SIGNAGE**

PARTNER EVENT

APPEx AFRI PRINT & PACKAGING EXPO

WWW.SIGNANDGRAPHICS.NET

IMPRESSIONS FROM PAST SESSION























ABOUT

To establish effective communication with customers, signage is a cost-effective solution. Signage is vital for a business to be successful as it allows it to market and advertise the products and services that a brand has to offer.

In the highly competitive business environment, branding is important allowing signage and digital display to play an important role in bolstering the marketing efforts of businesses. It is important for businesses to capitalize on every opportunity that signage has to offer to extract the maximum benefits out of their advertisement expenditure.

The Digital Advertising market in Ethiopia is projected to grow by 7.48% (2023-2027) resulting in a market volume of US$81m in 2027.



WHY SGE?

The signs business is expanding tremendously in the East African sub-region due to an increase in demand for outdoor signs and digital displays. The graphics business has also been booming because it allows companies to create customized images that represent their brand identity.

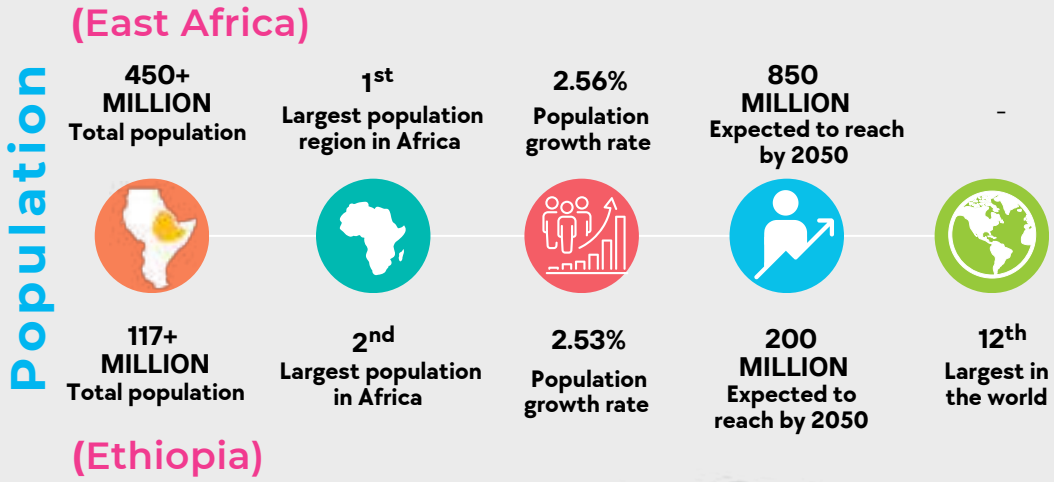
Our company has seen the great need in the sector for a platform to interact, meet and do business. due to the fast growth of the sector now more than ever companies in the industry need to get together and discuss on ways to take the whole sector to the next level.

Come and take advantage of this opportunity and be part of the first SGE sign and graphics in East Africa and be a part of the experience that will change your business in the region once and for all.

MARKET BACKGROUND

Economy

- East Africa has been the continent's fastest-growing region in recent years. It is home to several of the fastest-growing economies, including Ethiopia, Djibouti, Kenya, Rwanda, Tanzania, and Uganda.
- East African average growth of East African countries is projected to hit 5.1 in 2023 (ADB)
- Ethiopia ranks 1st among East African countries in terms of nominal GDP, with $149 billion USD. The per capita income is $1,091 USD.
- Ethiopia is also the3rd largest economy in subsaharan Africa.
- Ethiopia's economy grew by 6.3% in 2021, the 1st highest in sub-Saharan Africa (IMF)
- Ethiopia's economy is projected to grey by 5.7% in 2023 (IMF)
- Ethiopia aims to achieve middle-income status by 2025.



Opportunities in the graphics and signage sector

- Continuously growing demand for advertising and signage technology
- Fastest growing hospitality industry
- Growing urbanization in the regional countries
- Lack of suppliers in the region, especially in Ethiopia, creates a shortage of raw materials and consumables for businesses

Trade Agreements

- Djibouti, Ethiopia, Kenya, Rwanda, Tanzania, and Uganda are among the 43 countries in Africa that ratified the Africa Continental Free Trade Area (ACFTA)
- Burundi, Comoros, Djibouti, Eritrea, Ethiopia, Kenya, Rwanda, Seychelles, Sudan, and Uganda are among the members of the Common Market for Eastern and Southern Africa (COMESA)
- Burundi, Kenya, Rwanda, South Sudan, Tanzania, and Uganda have established the East African Community together with the Democratic Republic of Congo.
- Ethiopia has signed Bilateral Investment Treaties (BITs) with 30 countries and double taxation Avoidance Treaties (DTTs) with12 countries
- Ethiopia is using the opportunity of Generalized System Preferences (GSP), and Everything but Arms (EBA)

EXHIBITORS PROFILE

Materials, Consumable, and substrates

- Acrylic Sheets
- Adhesives, glue, and chemicals
- Aluminium Composite Panels
- Flock Films
- Floor coverings
- Holographic Films
- Lamination Films
- Mesh Banner
- Neon Tubes
- Plexiglass
- Polycarbonate Sheets
- Polypropylene Sheets
- Polystyrene and PVC Foam boards
- Printable magnetic sheet
- Printable Wallpaper
- Printing Inks
- PVC banners
- PVC Free Eco-Friendly Banner Material
- Retro Reflective Board
- Self-adhesive Vinyl
- Sublimation paper
- Textile and Fabric
- Digital transfer film
- Transfer paper
- Window film

Digital Systems

- Displaying Materials and Equipment
- LED Displays
- Motion Displays
- Multi-media Advertising
- Plasma Screens

Machinery and Equipment

- CNC Routers
- Die-Cutting Machines
- Digital Printers
- Embossing & Hot Stamping Machines
- Engraving Machine
- Fabric and Textile Printers
- Flat-Bed Printers
- Flex Seaming Machines
- Framing machine
- Heat Transfer Systems
- Inkjet Printing Machines
- Lamination Machines
- Laser Cutting Machine
- Narrow, Wide, and Large Format Printers
- Plasma Cutting Machine, Cutting Plotter
- Polishing Machine
- Print Heads and Software
- Screen Printing Machines
- UV Printers
- Vacuum Forming Machinery
- Vinyl Cutting Machines

Tools and Accessories

- Cutting Tool
- Installation tools
- LED injection Module
- LED power supply
- LED Strips
- Measurement tools
- Sign Ballasts

Printing Services

- Cut Out
- Digital Printing
- Digital Transfer Film
- Embossing
- Embroidery
- Engraving
- Epoxy Printing
- Glass & Metal Printing
- Screen, Sublimation, and Heat transfer printing
- Sublimation Printing
- Textile Printing
- UV Printing
- Transfer Printing

Signage

- 3D Products
- Direction & Traffic Signage
- Engraved Signs
- Frontlit, Backlit and Edgelit Signs
- Laser Displays
- Lighting-box
- Neon & Glow Signs
- Pathway Signs
- Revolving Boxes
- Scrollers & Slimline
- Squal Lighting Signs

WHY EXHIBIT AT SGE 2026?

SGE is organized by Prana Events, that has a solid reputation for delivering a wide range of qualified buyers and specifiers across multiple sectors.



Increase

BRAND AWARENESS TO STRENGTHEN YOUR MARKET.



Reach

BUYERS ACROSS THE SIGNAGE, PRINT, DISPLAY, DÉCOR, AND DESIGN



Meet

FACE-TO-FACE WITH DECISION-MAKERS THAT CAN HELP YOUR BUSINESS GROWTH



Network

WITH EXISTING AND POTENTIAL CLIENTS TO BUILD AND REINFORCE BUSINESS RELATIONSHIPS



Promote

YOUR BUSINESS AND CAPTURE NEW LEADS



Launch

NEW PRODUCTS AND SERVICES

WHO WILL VISIT?

- Advertising and Media Agencies
- Architects and Architectural Contractors
- Billboard and Hoarding Contractors
- Branding and Image Consultants
- Business owners
- Commercial Designers
- Commercial Printers
- Corporate Reprographic Departments
- Design Studios
- Designers and Fabricators
- Digital Printers
- Educational Institutions
- Event Managers
- Exhibition Organizers
- Exhibition Signage Makers
- Government Organizations
- Graphic Designers
- Hospitality & leisure attractions
- Marketing and Communication professionals
- Non-governmental organizations
- OOH Media Companies
- Outdoor Media Companies
- Point of Sale
- Print Users and Buyers
- Screen Printers
- Shop fitting & store developers
- Sign Makers

'SHOWCASE YOUR PRODUCTS AND SOLUTIONS AND MAKE THE NEW CONNECTIONS AND QUALIFIED LEADS ONLY A LIVE TRADE SHOW CAN DELIVER'

MARKETING CAMPAIGN

- Social media promotion
- Mass Media Advertisement
- Tele Marketing
- VIP campaign
- Promotion on international trade shows
- Local and international Print Media
- PR and communication
- Outdoor campaign
- Hosted buyer program







MARKETING BENEFITS

MORE THAN A THREE-DAY TRADE SHOW, YOUR BUSINESS WILL BENEFIT FROM YEAR-ROUND EXPOSURE.

Whatever your business objectives are, SGE has the platform to deliver.

Whether you're looking to gain market share, get qualified leads, launch a new product, extend your brand reach, or have a case study to share, join us NOW on the journey to SGE 2026 and be part of a multi-channel marketing campaign before, during, and after the show.

Your marketing campaign will begin at sign-up. Get in touch to take advantage of year-round exposure for visitor campaigns delivered to a database of over 30,000 + contacts.

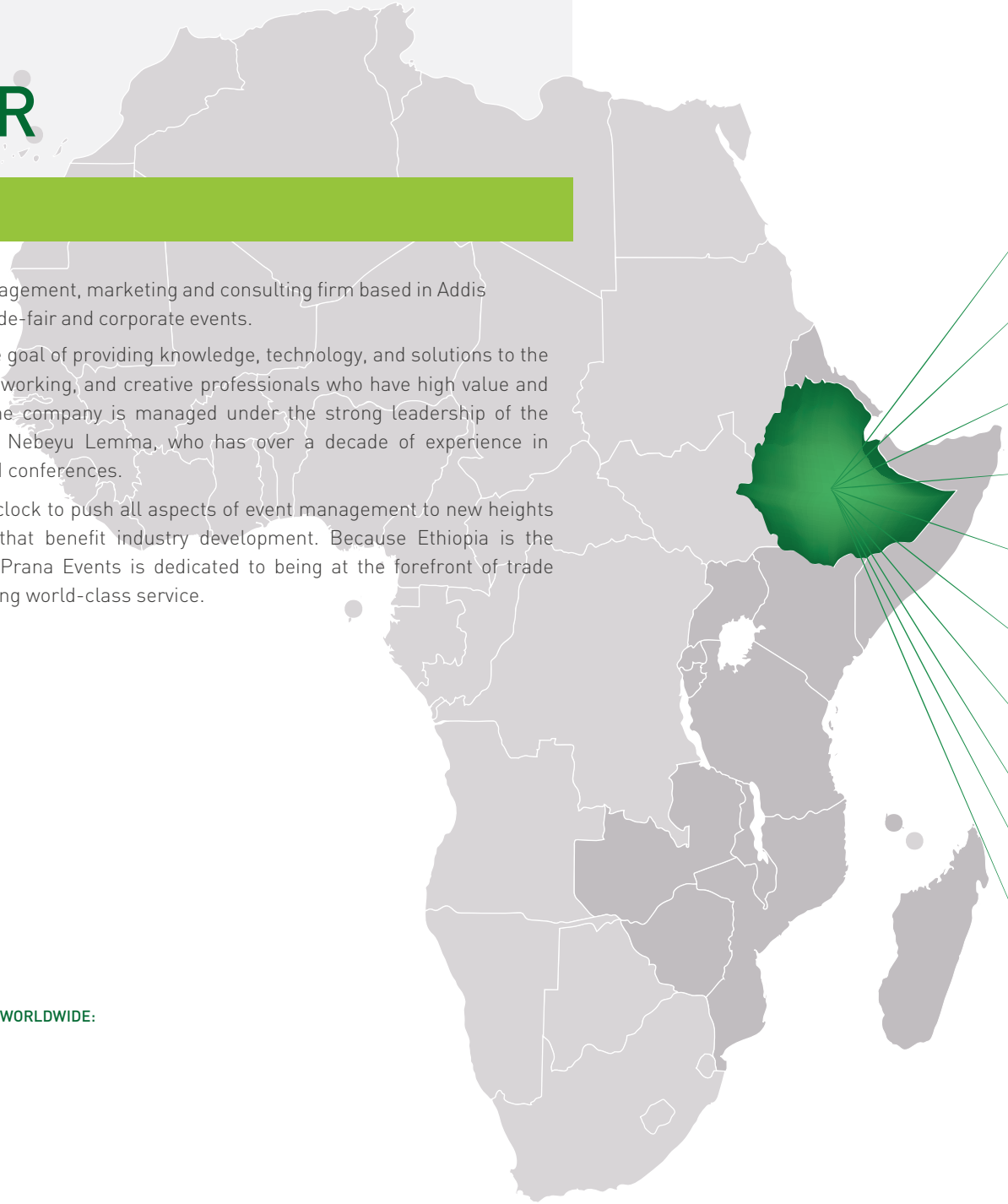
ORGANIZER

PRANA EVENTS

Prana Events is full-service event management, marketing and consulting firm based in Addis Ababa, Ethiopia mainly focusing on trade-fair and corporate events.

The company was established with the goal of providing knowledge, technology, and solutions to the event sector. Staffed with young, hardworking, and creative professionals who have high value and talent for their appointed position, the company is managed under the strong leadership of the founder and Managing Director, Mr. Nebeyu Lemma, who has over a decade of experience in managing international trade fairs and conferences.

The team works together around the clock to push all aspects of event management to new heights by delivering high-quality initiatives that benefit industry development. Because Ethiopia is the world's fastest developing economy, Prana Events is dedicated to being at the forefront of trade shows and corporate events by providing world-class service.



ETHIOPEX
Ethio Poultry Expo

APPEx
AFRI PRINT & PACKAGING EXPO

Ethio Health
Exhibition & Congress

ALEC
African Livestock Exhibition & Congress

FINTEX
FURNITURE & INTERIOR

AQUACULTURE
ETHIOPIA

apiculture
Ethiopia

BIO ENERGY
ETHIOPIA

Ethiopia
agrofood

Ethiopia
plastprintpack

SIGN EXPO

Prana
Events
Exhibition | Conference | Meetings

ORGANIZER AND CONTACT FOR ETHIOPIA AND WORLDWIDE:

Prana Events, Nebeyu lemma
Bole Atlas Meti Building 12th Floor
P.O.Box: 16362 Addis Ababa, Ethiopia
Tel: +251 116 184365 Fax: +251 116 621202
Cell: +251 929 308366
Email: Nebeyu@fair-team.co
www.pranaevents.net