EAAS EAST AFRICA AUTOMOTIVE SHOW

19th - 21st October 2027 | Sarit Expo Centre, Nairobi, Kenya

Connect with **East Africa's Largest Automotive Importers**



2027 SHOW BROCHURE



Connecting global automotive manufacturers and suppliers with buyers, importers and distributors driving East Africa's automotive market.

2027 AT A GLANCE

3,500 TRADE VISITORS	**100+** VIP HOSTED BUYERS
150+ EXHIBITORS	**35+** COUNTRIES REPRESENTED

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WAAS WEST AFRICA AUTOMOTIVE SHOW

From the Organisers of the West Africa Automotive Show

Why **Exhibit in 2027**

EAAS brings international manufacturers and suppliers of automotive parts, aftermarket products and equipment together with buyers from across East Africa, including importers, distributors, wholesalers, retailers, garage owners and fleet operators.

The show gives exhibitors a dedicated trade platform to meet decision-makers, develop distribution partnerships and grow their presence in the East African market.

- **Network with 3,500+ automotive importers, distributors, wholesalers, retailers** and industry professionals from Kenya and across East Africa.
- Connect with **established regional distributors** and potential business partners seeking new products, suppliers and international brands.
- Explore business opportunities across Kenya, Uganda, Tanzania, Rwanda and Ethiopia, and **position your brand for long-term regional growth.**
- East African business is **built face to face**. Meet the buyers, build relationships and secure deals directly on the show floor.

THE SHOW FOR **EVERY AUTOMOTIVE CATEGORY**

- SPARE PARTS
- OILS & LUBRICANTS
- WHEELS & TYRES
- FINISHED VEHICLES
- ACCESSORIES
- BATTERIES
- SERVICING & DIAGNOSTICS
- AUTO INNOVATIONS
- OTHER

SPEAK TO A MEMBER OF THE TEAM **TODAY**

From the Organisers of the **West Africa Automotive Show**

The East Africa Automotive Show is organised by the team behind the **West Africa Automotive Show (WAAS) in Lagos, Nigeria.** Over six editions, WAAS has become where international suppliers meet West Africa's importers, distributors and wholesalers. Now we're bringing the same model to Nairobi, so exhibitors can be there from day one.

LAGOS → NAIROBI
Same team behind Africa's largest automotive trade exhibition

6
Editions for WAAS in Lagos

700+
Exhibitors since the first edition in 2019

80%+
Exhibitor rebook rate each year

Veedol

Participating in the show has been a game-changing experience for us. The seamless integration and proactive support allowed us to succeed in our core mission of meeting lubricant distributors from across Africa.

Sharma Raju, Veedol International, UAE - Exhibitor at the West Africa Automotive Show



Global Exhibitor Participation

Automotive manufacturers and suppliers from six continents will come together at the East Africa Automotive Show to showcase their products, meet regional distributors and explore opportunities in East Africa's growing automotive market.



Africa | Americas | Asia | Europe | Middle East

Show Features...



International Suppliers

Join global automotive manufacturers and suppliers from key sourcing countries, including India, Pakistan, Turkey, China and more, all under one roof.



Hosted Buyers

Meet 100+ importers, distributors and wholesalers from across East Africa, including Ethiopia, Rwanda, Zimbabwe and beyond.



Kirinyaga Road Trade Connections

Connect with established automotive spare parts traders and buying networks from Nairobi's leading automotive trading hub.

What to Expect in 2027

3,500
VISITORS

100+
HOSTED VIP BUYERS FROM ACROSS EAST AFRICA

150+
EXHIBITORS

35+
COUNTRIES REPRESENTED

Visitor **Overview**

EAAS will welcome **more than 3,500+ of East Africa's most influential automotive professionals** over three days, bringing together leading **automotive importers, distributors, assembly plants & manufacturers, fleet managers and service providers** from across the industry.



ATTENDING VISITOR PROFILE

- Importers & Distributors
- Buyers
- Retailers
- Procurement Managers
- Spare Parts Wholesalers
- Transport & Logistics Managers
- Fleet Managers
- Garage Owners
- Assembly Plants & Manufacturers
- Many More..

"This show has given us the opportunity to bring all of our African partners together in one place, which has been incredibly valuable for our business. It allowed us to showcase new products, strengthen relationships with existing clients, and generate exciting new leads across the continent."

~Caner Uzun, Yigit Aku A.S., Turkey - WAAS 2026 Exhibitor

YIGITAKÜ

WHAT ARE THEY LOOKING FOR?

- Spare Parts
- Finished Vehicles
- Accessories
- Batteries
- Oils & Lubricants
- Paints
- Tyres & Wheels
- Diagnostics & Repair Equipment
- EV Parts & Components
- & More



I have been able to directly interact with manufacturers and factory owners from across the globe, giving them my orders and requirements in person. Over the past two years, this event has increased my business and removed the need for agents, I deal directly with the producers to source my products."

Fortune Egbulonu , Bennyveil Auto Resource, Importer, Nigeria - Visitor from the West Africa Automotive Show

THE KENYAN & EAST AFRICAN AUTOMOTIVE MARKET

$4.47BN

Automotive products imported across Kenya, Uganda and Tanzania reached **$4.47BN in 2025.**

95%+

Of vehicles added to Kenya's light vehicle fleet are imported second-hand, **most already around 7 years old**

6.62%

With projected **annual growth of 6.62% through 2031**, Kenya presents an expanding opportunity for international automotive suppliers.

$1.28BN

Kenya's automotive parts and accessories market is **projected to be valued at $1.28Bn by 2032,** increasing from US$896 million in 2025.

15.9M

Kenya is East Africa's Trade Gateway, with 15.9 million tonnes of transit cargo passing through the Port of Mombasa in 2025, connecting markets including Uganda, Rwanda, DR Congo and beyond.

28.2%

Kenya's imports of motor vehicle parts and accessories increased by **28.2% between 2024 and 2025,**





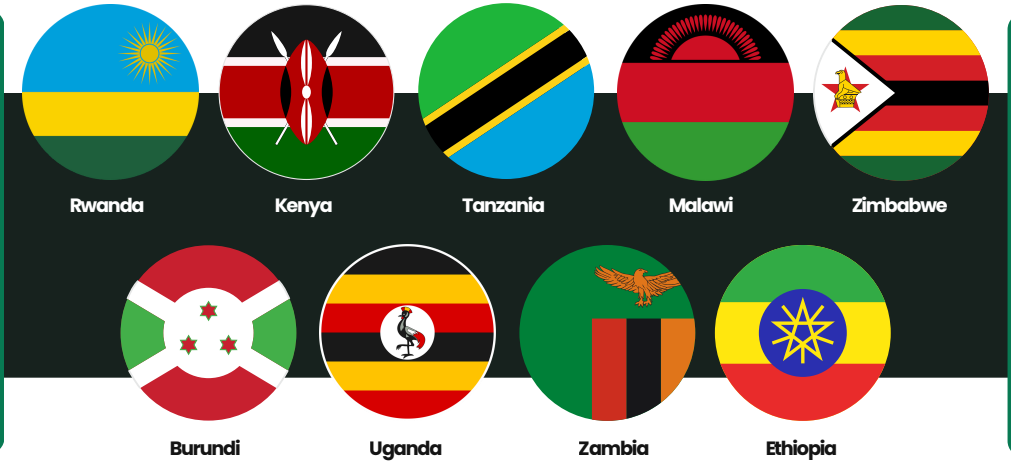
What our visitors have to say

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Fortune Egbulonu, Importer, Bennyveil Auto Resource – Visitor at the West Africa Automotive Show

Hosted Buyers

The event will welcome a high-level delegation of buyers from across East Africa through our exclusive Hosted Buyers Programme. The programme will personally host key decision-makers, including importers, distributors, wholesalers, fleet operators and procurement managers, and connect them directly with international manufacturers and suppliers. Exhibitors will gain access to qualified buyers looking to source parts, aftermarket products and equipment for the East African market.



What our Exhibitors have to say about the West Africa Automotive Show

"The experience has been eye opening. The trade show not only allowed me to introduce my brands but also gave me a better understanding of the market and customers."

- VAHE BOUNSOUSAN, TOMAD, USA

"We have participated in trade exhibitions across Africa, and this has been the largest for both visitors, business prospects and leads."

— ANTON VAN BERGEN, SHIELD CHEM - SOUTH AFRICA

"This year's event has been the biggest yet. We have exhibited at the show for the past five years because it is the only event we need to participate within Africa. This year, we connected with distributors from Chad, Ghana, Côte d'Ivoire, and many more countries across the region. We have built a strong partnership with WAAS and will continue to participate each and every year."

— EKE URUM, R&G AUTOMOTIVES - INDIA



We support our exhibitors every step of the way

Exhibiting at the East Africa Automotive Show is about more than securing stand space. From your initial enquiry to post-show follow-up, our team is with you every step of the way to help you maximise your success.

- PRODUCT REGULATION SUPPORT
- STAND DESIGN & BUILD
- LOGISTICS
- ACCOMMODATION
- MARKETING & PR
- SPONSORSHIP
- VISA GUIDANCE



Book a stand at the **East Africa Automotive Show**

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Scan Here

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GET IN TOUCH TODAY

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ENQUIRE NOW

Sarit Expo Centre - Kenya

The Sarit Expo Centre is one of Nairobi's established venues for international trade exhibitions. Located in the Westlands business district, the centre forms part of the Sarit Centre complex, giving exhibitors and visitors parking, banking, dining and retail on site.

Jomo Kenyatta International Airport is a short transfer away, making it a practical base for international exhibitors meeting East African buyers.









