



INTERNATIONAL EXPO2025: BIGGER, BETTER THAN PREVIOUS YEARS

As a result of its annual expansion, it is not surprising that the Kigali International Expo, now in its 28th year, has outgrown its existing location and plans to move to a new one. What impact does the Expo have on the national economy, though, beyond from the promotion of the products on exhibit?

The Expo officially opened, August 5, after opening on July 29 and closed doors on August 17th. To formally start media relations with the Expo, Antoine Kajangwe, Permanent Secretary in the Ministry of Trade and Industry (MINICOM), joined Jeanne Francoise Mubiligi, chairperson of the Private Sector Federation (PSF), for a news conference.

It is an advantage that both Kajangwe and Jeanne Francoise Mubiligi, emphasized.

“Without the Expo, we would lose an important opportunity to network, learn about other markets, new products, that we ourselves may go on to provide” said Mubiligi

The Expo has a part to play within Rwanda’s Vision 2050. It can serve to show us where the country is in manufacturing goods, “compared to where we would like to be.”



28TH RWANDA INTERNATIONAL TRADE FAIR CLOSING AND AWARDING



Representatives from the Rwanda Development Board (RDB) and Rwanda National Police (RNP) were among the agencies and organizations that collaborate each year to make the Expo the measurable success that it is today.

Over 400 exhibitors from 19 nations showcased their goods this year, which is two more than the previous year. The new arrivals include Saudi Arabia and Cameroun.

Additionally, automakers are participating for the first time as exhibitors, including Toyota and Byd of China, both of which are showcasing electric and hybrid cars.

Additionally, the Expo gives local producers, manufacturers, and dealers a chance to network, learn about new goods and produce, and expand their knowledge of what they can. In response to a question concerning safety, particularly in light of the growing number of tourists, the RNP spokesperson gave residents and tourists alike the assurance that the quiet and security they are used to will continue.



"Please enjoy yourselves safely, don't drink to excess, avoid underage drinking, and come home safely," he requested the media if they could convey to tourists. He said that the police would provide free accommodation and board to anyone who did not follow the rules.

The Expo is known for its entertainment, and this year's acts included the always-popular Bruce Melodie. The RNP warned revelers to be cautious of scammers while everyone was in a festive mood.

EXPO 2025: TOYOTA AND BYD CARS MAKE THEIR DEBUT



For the first time, **Toyota** and **BYD** cars were exhibited in the Rwanda International Trade Fair2025 (RITF), they included vehicle manufacturers, among them China's Byd and Toyota, both manufacturers showing electric and hybrid vehicles.



Both BYD and Toyota representatives commended Expo2025 for providing a dynamic platform to showcase their latest innovations, noting the impressive turnout and business opportunities the event generated. They also expressed their satisfaction with the warm reception from Rwandan consumers and industry stakeholders, pledging to return in following exhibitions with an even greater range of vehicles and technologies. According to the companies, the success of this year's participation has strengthened their commitment to supporting Rwanda's growing automotive market through future exhibitions.



HQ-AQUAPLASTIC LTD

OUR MISSION

Creating a dynamic, innovative and excellent economic circle at all business levels and become a well recognized market leader.

OUR VISION

Standing behind the quality of every product we offer through providing innovation and new solutions to environment.

OUR CORE VALUES

We guarantee that all our plumbing, sanitary, electrical and fitting materials meet the highest industry standards for durability and performance



HQ-AQUA PLASTIC LTD MAKES SUCCESSFUL DEBUT AT EXPO2025 IN KIGALI

HQ-Aqua Plastic Ltd successfully participated at the 28th Rwanda International Trade Fair (Expo2025), marking the company's first-ever showcase at the country's premier business exhibition.

Specializing in high-quality plastic products for household, industrial, and agricultural use, HQ-Aqua Plastic Ltd attracted significant attention from visitors, partners, and industry professionals throughout the event. Attendees praised the company's innovative, eco-friendly solutions designed to meet the growing demand for durable and sustainable plastic products in Rwanda and the region.

"We are honored by the overwhelming response we received at Expo2025," said Bosco Position, HQ-Aqua Plastic Ltd. "The positive feedback from the public and business community affirms our commitment to delivering quality products that add value to everyday life. This debut has strengthened our resolve to expand our presence in Rwanda and return to future editions of the Expo with even more innovations."

Expo2025, held from July 29 to August 17 at the Gikondo Expo Grounds, brought together over 450 exhibitors from more than 30 countries, showcasing a wide range of products and services. HQ-Aqua Plastic Ltd's participation highlighted the company's vision to grow with Rwanda's vibrant private sector and contribute to its industrial development.

WHAT YOU NEED TO KNOW ABOUT HQ-AQUA PLASTIC LTD?

HQ-Aqua Plastic Ltd is a leading manufacturer of premium plastic products, committed to quality, innovation, and sustainability. With a diverse product range and customer-focused approach, the company continues to provide reliable solutions for households, businesses, and communities.

SAUDI ARABIA AND CAMEROON JOIN RWANDA'S EXPO 2025 FOR THE FIRST TIME

The 28th edition of Rwanda's International Trade Fair (Expo 2025), held from **July 29 to August 17, 2025** at the Gikondo Expo Grounds in Kigali, has expanded its international footprint. Organizers announced that among the **19 participating countries**, newcomers include both **Cameroon and Saudi Arabia**

Jeanne-Françoise Mubiligi, Chairperson of the Private Sector Federation (PSF), underscored this milestone, noting that the inclusion of these two countries highlights the expo's growing international appeal and its value as a strategic platform for business networking and trade

Why It Matters

First-time participants: Both Saudi Arabia and Cameroon are taking part in Expo 2025 Kigali for the first time ever, marking a significant step in Rwanda's ability to attract new international partners and diverse exhibitors.

Strategic engagement: Their participation demonstrates Rwanda's evolving role as a regional hub for trade and business collaborations, reinforcing confidence in its private sector and investment climate.



PSF AND MINISTRY OF TRADE AND INDUSTRY AWARD OUTSTANDING EXHIBITORS AT EXPO2025

The Private Sector Federation (PSF), in partnership with the Ministry of Trade and Industry (MINICOM), officially recognized and awarded the best exhibitors during the Rwanda International Trade Fair (RITF) 2025, held in Kigali.

The awards celebrated excellence, innovation, and commitment to service delivery among exhibitors, highlighting their role in driving Rwanda's private sector growth and competitiveness.

Speaking during the awards ceremony, officials from PSF and MINICOM applauded the winners for their exceptional contributions, noting that Expo2025 continues to be a unique platform for showcasing talent, innovation, and international partnerships.

LIST OF BEST EXHIBITORS AWARDED DURING THE RITF 2025

1. **Best Young Entrepreneur Exhibitor 2025** – INKINGI ARTS
2. **Best Woman Entrepreneur Exhibitor 2025** – SKIN PARADISE Ltd.
3. **Best Manufacturing Exhibitor 2025** – ROBA INDUSTRIES Ltd.
4. **Best ICT/Digital Transformation Exhibitor 2025** – IREMBO
5. **Best Financial Services Exhibitor 2025** – I&M BANK (Rwanda) Plc.
6. **Best Innovative Exhibitor 2025** – HQ AQUA PLASTICS Ltd.
7. **Best Public Service Exhibitor 2025** – RIB
8. **Best Foreign Exhibitor 2025** – MOVIT Products Ltd.
9. **Longstanding Partner Exhibitors** – AMEKI COLOR Ltd., BK Plc., BRALIRWA Plc., RDB, MINICOM
10. **Overall Best Exhibitor 2025** – JOHANA Products Ltd (Winner), ASIA MACHINERY DIDI CAR Ltd (1st Runner-up), NIDA (2nd Runner-up)

These awards reflect the joint commitment of PSF and the Ministry of Trade and Industry to encourage excellence and strengthen the role of the private sector in Rwanda's economic transformation.



RWANDA CONFIRMS PARTICIPATION IN THE INTRA-AFRICAN TRADE FAIR 2025

Kigali, Rwanda – The Government of Rwanda announced its participation in the Fourth Edition of the Intra-African Trade Fair (IATF2025), scheduled to take place from September 4 to 10, 2025, in Algiers, Algeria.

Organized by the African Union, Afreximbank, and key partners, IATF2025 serves as a premier platform for strengthening intra-African trade, fostering investment opportunities, and promoting collaboration among African nations.

Rwanda's participation reaffirms its commitment to advancing economic cooperation within the continent and showcasing the country's diverse products, rich culture, and investment potential.

Speaking on the confirmation, the Government of Rwanda expressed gratitude for the invitation, noting that IATF2025 presents a unique opportunity to highlight Rwanda's role in promoting trade and investment across Africa.

To coordinate Rwanda's participation, Mr. Blaise Bashimirimana, Investment Climate Specialist at the Ministry of Trade and Industry (MINICOM), has been designated as the focal point. He will work closely with organizers to ensure successful preparations, including the setup of Rwanda's national pavilion.

The Republic of Rwanda looks forward to engaging with African partners, businesses, and investors at IATF2025, contributing to the collective goal of boosting intra-African trade and realizing the vision of a more integrated and prosperous continent.

To ensure a successful exhibition, the Private Sector Federation (PSF) in partnership with MINICOM coordinated the participation of local exhibitors across key sectors. These included tourism and hospitality, food and beverage processing, and agri-processing enterprises, among others. This joint effort provided a platform to showcase Rwanda's diverse products, services, and investment opportunities to regional and international investors.



PSF SOUTHERN PROVINCE SUCCESSFULLY HOSTS EXPO2025 IN HUYE

Huye, Rwanda – The Private Sector Federation (PSF) Southern Province successfully organized EXPO2025, held from 17th to 28th July 2025 at the Huye Complex Carpark.

The exhibition brought together 136 exhibitors, including large and small industries, artisans, as well as youth- and women-led enterprises, creating a vibrant platform for trade, networking, and innovation.

EXPO2025 attracted an impressive 21,635 visitors, the majority of whom were young people eager to explore new business opportunities, innovative products, and services.

Speaking at the event, organizers highlighted that the exhibition not only boosted business visibility but also served as a space for knowledge-sharing, creativity, and collaboration among participants. It further reinforced the role of local enterprises in driving Rwanda's economic transformation.

The PSF Southern Province expressed its appreciation to all exhibitors, partners, and visitors for making EXPO2025 a success and reaffirmed its commitment to continue creating platforms that empower businesses and foster sustainable growth.





NORTHERN PROVINCE EXPO2025: VIBRANT BUSINESS AND ENTERTAINMENT

Musanze, Rwanda – The Northern Province of Rwanda successfully conducted EXPO2025 from 19 August to 31 Kanama 2025, bringing together businesses, innovators, and the wider community for nearly two weeks of trade, networking, and cultural exchange.

The exhibition attracted a wide range of exhibitors, from large industries and SMEs to artisans and youth-led enterprises, showcasing Rwanda's dynamic business landscape. Visitors had the opportunity to explore diverse products and services while engaging in knowledge-sharing and partnership-building.



EXPO2025 Northern Province was also marked by big entertainment activities, including live performances, cultural shows, and interactive experiences that made the event both a business hub and a vibrant family attraction. This unique combination of commerce and entertainment drew strong attendance and created an inspiring environment for both exhibitors and the public.

The organizers expressed their appreciation to all partners, exhibitors, and visitors for contributing to the success of EXPO2025 and reaffirmed their commitment to continue supporting platforms that empower businesses and strengthen Rwanda's regional economies.

