



4th INTERNATIONAL EXHIBITION FOR HOTEL,
RESTAURANT AND CAFE INDUSTRIES

 **3-5 DECEMBER 2024**

 **Balmoral Convention Center, Lagos - NIGERIA**

THE 4th NIGERIA MEGA HORECA SHOW

A GATEWAY TO NIGERIA'S BOOMING HOSPITALITY MARKET

The 4th Mega HORECA Show 2024, organized by Elan Expo, takes place from December 3-5, 2024, at the Balmoral Convention Center in Lagos, Nigeria.

WEST AFRICA'S HOSPITALITY HUB IS READY TO SHAPE ITS FUTURE WITH HORECA

Lagos is a vital gateway to West African markets, serving as an economic, touristic, and investment hub. With a GDP of approximately \$136.6 billion—about 26% of Nigeria's total GDP—it is projected to become the 2nd largest economy in Africa by 2035. The city is the 4th most visited city in Africa, attracting over 1.3 million international visitors annually. Lagos accounts for about 60% of Nigeria's industrial investments and 65% of commercial activities, making it a focal point for businesses. With a rapidly expanding hospitality sector and numerous hotel projects underway, Lagos is poised for continued growth and investment in West Africa.

The sector is projected to grow at a 12% compound annual growth rate (CAGR) from 2019 to 2023, driven by significant hotel and restaurant projects. Currently, there are 39 hotel projects in Nigeria's pipeline, with 13 under construction in Lagos, including the \$91 million Chelsea Hotel in Ikoyi and a 306-room luxury hotel designed by DNA Barcelona Architects.

Its Murtala Muhammed International Airport is the 5th busiest in Africa, facilitating over 8 million travelers each year, highlighting the demand for high-quality accommodations. The hospitality landscape is further supported by a growing interest in cultural tourism, with about 40% of visitors seeking authentic experiences, leading to increased investments in restaurants and fast-food chains valued at \$602.5 million.

Significant infrastructure developments, such as the Lekki Deep Seaport and plans for a new international airport, are set to enhance connectivity and logistics in Lagos.

Therefore, Nigeria's hospitality sector is becoming increasingly sophisticated, with a rising demand for hospitality sector companies to enter or strengthen their position in this vibrant market.

“ WHERE GLOBAL BRANDS UNITE TO REDEFINE NIGERIA'S HOSPITALITY ”

This premier international exhibition will bring together industry leaders, decision makers, innovators, and stakeholders from the hotel, restaurant, and café sectors to explore and showcase the latest trends and technologies that revolutionize Nigeria's hospitality landscape.

The Mega HORECA Show is recognized as the most strategic HORECA exhibition in the West Africa region, attracting over 5,200 visitors and 86 brands from 13 countries notably Australia, Italy, China, Germany, Mexico, Spain, Turkey, Poland and Singapore during its last edition.

“ CELEBRATING SUCCESS ”

The previous edition was completed with participation of many prominent international and national brands like HST, DOK-SAN, SAN DECO, SK hotel suppliers, Neseplast, Rite etc. all of them highlighting on the positive impact the event had on their marketing strategies and the network opportunities they gained thanks to this show. Many reported how engaging with visitors and other exhibitors helped them improve their business strategies, product offerings, and their brand visibility in a competitive hospitality market. This year's event will feature a wider range of national and international products and services professionalized in the hospitality industry.

“The Mega HORECA Show is a vital platform for exhibitors to forge meaningful networks and collaborate effectively.” stated Mr. Süer AY, The General Manager of ELAN EXPO. “This event is not just about showcasing products; it's about fostering relationships with key-players in the industry and sharing knowledge that promises growth and sustainability of the entire industry and shapes the future of hospitality in West Africa.”

MARK YOUR CALENDARS!

- **Dates:** December 3-5, 2024
- **Location:** Balmoral Convention Center, 6-8 Ahmadu Bello Way, Victoria Island, Lagos.
- **Exhibitor Profile:** Hotel, Hospitality, Restaurant and Cafe Industries, Facilities Management, Cleaning, and Hygiene, Sports & Fitness, Wellness & Spa, Plants, Flooring & Surface, Interior Decor, Home Textile & Furnishings, Food Technologies, Lighting and more.

ABOUT ELAN EXPO

Elan Expo was founded in 1997 and now manages over 30 market-leading B2B events in up to 8 countries each year. Headquartered in Istanbul, Turkey, it is currently active in **Nigeria, Azerbaijan, Kenya, Morocco, Iran, Iraq, and Algeria**. Elan Expo is the most active international organizer in the African region, specializing in events exclusively in Africa. Our network has grown significantly after many years of dedicated work in this region.

Elan Expo employs over 90 people who are passionate about the communities that they serve and skilled at creating the ideal circumstances for relationships to develop, knowledge to be gleaned and deals to be done by the departments of sales, marketing, B2B, visitor promotions, project, finance, and advertising.

Elan Expo's operation is active in exhibitions with multiple sectors such as **Real Estate & Investment, Construction & Building Materials, Furniture & Decoration, Food & Agriculture, Beauty & Cosmetic, Fashion & Textile, Healthcare & Medical Products, HVAC, Landscape & Urban, Municipality & City Planning, and LED & Advertising.**

Elan Expo's knowledge of the communities they serve, their ability to attract the right people, and their skill of curating the physical space and creating memorable experiences bring thousands of like-minded people together. It is the shared experience and the opportunities to make human connections that allow businesses to grow.

For more information about the Mega HORECA Show 2024, please visit [[MEGA HORECA Website](#)] or contact:

Elan Expo

+90 212 274 40 55

megahoreca@elanexpo.net