



**HOSPITALITY &
SUPPORT INDUSTRIES EXPO**

HASI 2027 – Hospitality & Support Industries Expo

East Africa's premier integrated hospitality business platform — BUILD.
OPERATE. EXPERIENCE. GROW.



Foreword: Dr. Solomon Kinyanjui, Founder

"Hospitality has always been much more than hotels. Behind every memorable guest experience stands an extraordinary network of industries — architects, developers, contractors, technology companies, kitchen specialists, furniture manufacturers, engineers, security companies, insurers and hundreds of other businesses that allow a hospitality operation to function every day."

The Founding Vision

HASI was created because **the success of the hospitality industry depends on the strength of the ecosystem behind it** — a comprehensive platform connecting the people who develop hospitality businesses with the companies that equip, operate, finance and transform them.

The Ambition

"Our ambition is larger than organising an exhibition. HASI will become a meeting place for the business of hospitality."

East Africa's Integrated Hospitality Business Platform

HASI 2027 is the region's first comprehensive marketplace connecting the people who develop, equip, operate, finance and grow hospitality businesses — under one roof, over three days.

Tagline

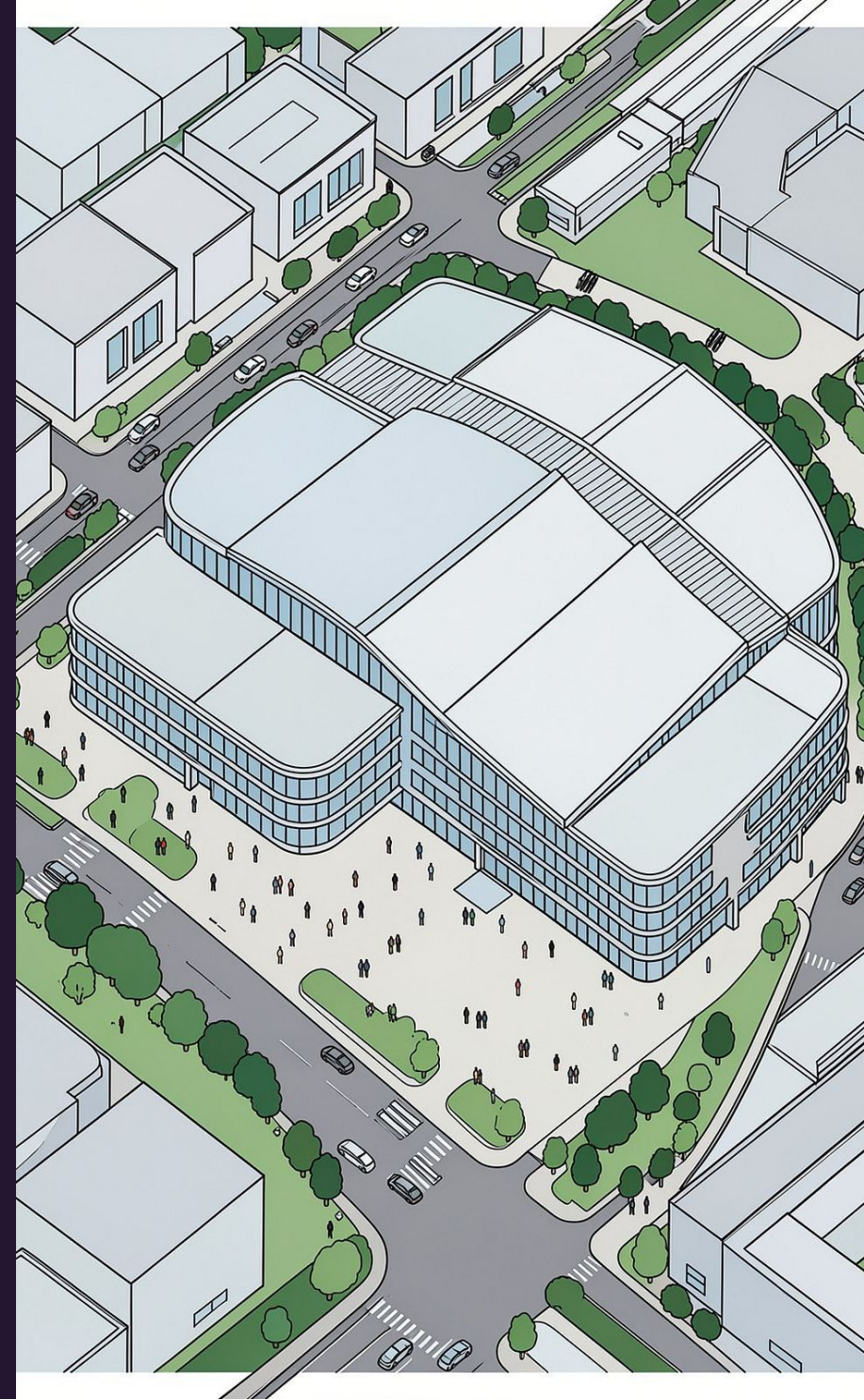
BUILD. OPERATE. EXPERIENCE.
GROW.

Format

International exhibition, hosted buyers, live experience zones, investment forum & knowledge programme

Audience

Hotel owners, developers, investors, suppliers, government agencies, MICE buyers & hospitality professionals





CHAPTER 1

The Market Opportunity

Africa's hospitality economy is at a record high — and the pipeline has never been larger.

Africa's Hospitality Economy Is at a Record High

81M

International Arrivals

UN Tourism recorded 81 million international arrivals to Africa in 2025 — an 8% increase over 2024

US\$228B

Economic Contribution

Travel & Tourism contributed US\$228 billion to Africa's economy in 2025 — 7% of regional GDP

30.2M

Jobs Supported

The sector supports 30.2 million jobs across the continent

US\$241B

WTTC 2026 Projection

WTTC projects the sector's contribution to rise to US\$241 billion in 2026



123,846 Hotel Rooms in the African Pipeline

W Hospitality Group's 2026 survey recorded a **record 675 hotels and resorts** — 123,846 rooms — in Africa's development pipeline, up 19% year-on-year.

- Every pipeline room represents procurement across architecture, construction, FF&E, technology, kitchens, linen, security, energy and ongoing operations.

HASI is the marketplace where that procurement happens — at scale, at speed and with the right suppliers in the room.



Kenya: A High-Growth Host Market

15.6% Sector Growth

Kenya's Accommodation & Food Service sector grew 15.6% in 2025 — more than three times overall GDP growth of 4.6%

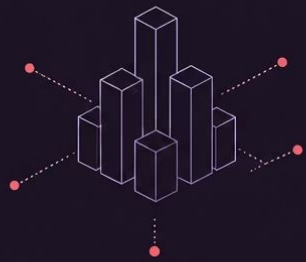
US\$12.7 Billion Economy

Travel & Tourism contributed US\$12.7 billion to Kenya's economy (9.3% of GDP), supporting 1.8 million jobs

2.5M International Visitors

International visitor spending reached US\$5 billion; domestic visitor spending reached US\$4.5 billion

East Africa: Multiple Demand Drivers in One Region



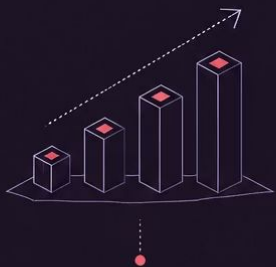
Nairobi

(tourism gateway, corporate HQ, diplomatic centre, business events)



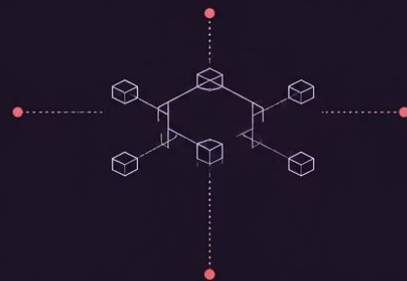
Coast and Safari

(Mombasa, Kenya coast, Uganda, Tanzania, Rwanda — leisure, wildlife, resort)



Urban Growth

(expanding cities creating food service, entertainment, lifestyle demand)



Regional Connectivity

(aviation and road networks strengthening cross-border travel and supplier reach)

A Region Built for Hospitality Growth

Nairobi serves as East Africa's premier tourism gateway, corporate headquarters hub, diplomatic centre and leading business-events destination.

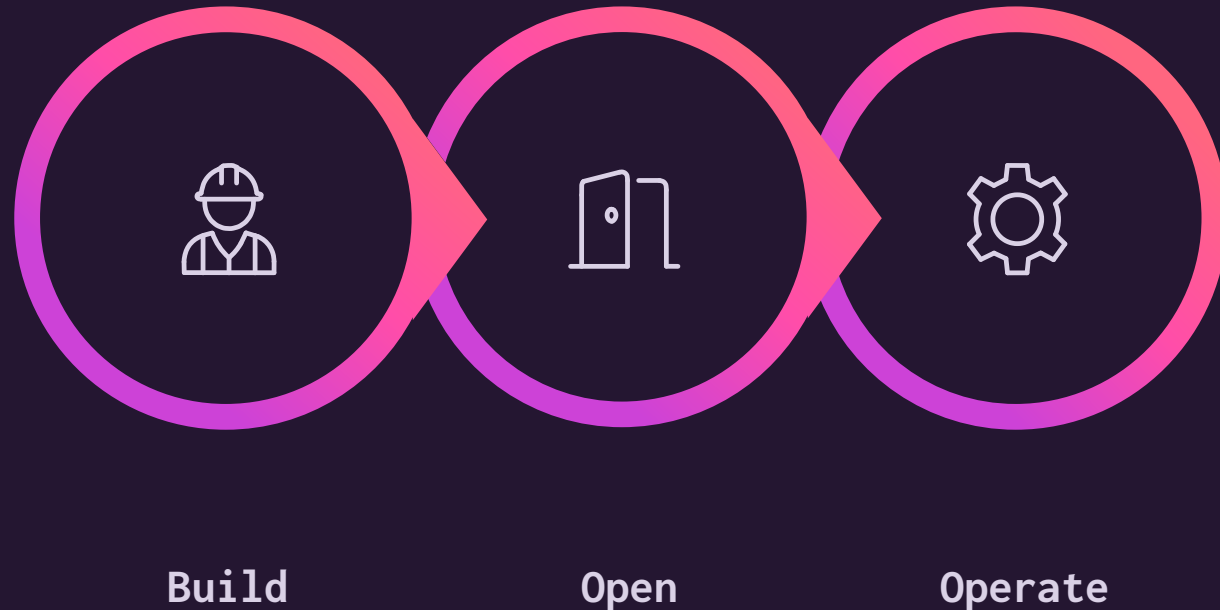
Coast & Safari regions — Mombasa, the Kenya coast, Uganda, Tanzania and Rwanda — drive leisure, wildlife and resort hospitality at scale.

Urban expansion is creating sustained demand for food service, entertainment and lifestyle hospitality across the region's fastest-growing cities.

Strengthening **aviation and road connectivity** is broadening cross-border travel flows and extending supplier reach across all markets.

One Hotel Room. Dozens of Industries.

A single hotel room requires construction, furniture, bathrooms, lighting, HVAC, digital locks, PMS, Wi-Fi, linen, housekeeping, food service, insurance and security.



Once open, procurement is **continuous** — food, maintenance, technology upgrades, linen replacement and energy management never stop. HASI is designed around this reality: every industry required to build, equip, operate and improve hospitality belongs in the marketplace.

CHAPTER 2

The HASI Platform

Seven integrated platforms. One complete hospitality cycle.



Four Pillars. One Complete Hospitality Cycle.



BUILD

Hotel development, architecture, interior design, construction, FF&E, kitchens, energy and building technology



OPERATE

Technology, housekeeping, laundry, foodservice, security, maintenance and professional services



EXPERIENCE

Wellness, MICE, food & beverage, design, smart-room technology and guest journey innovation

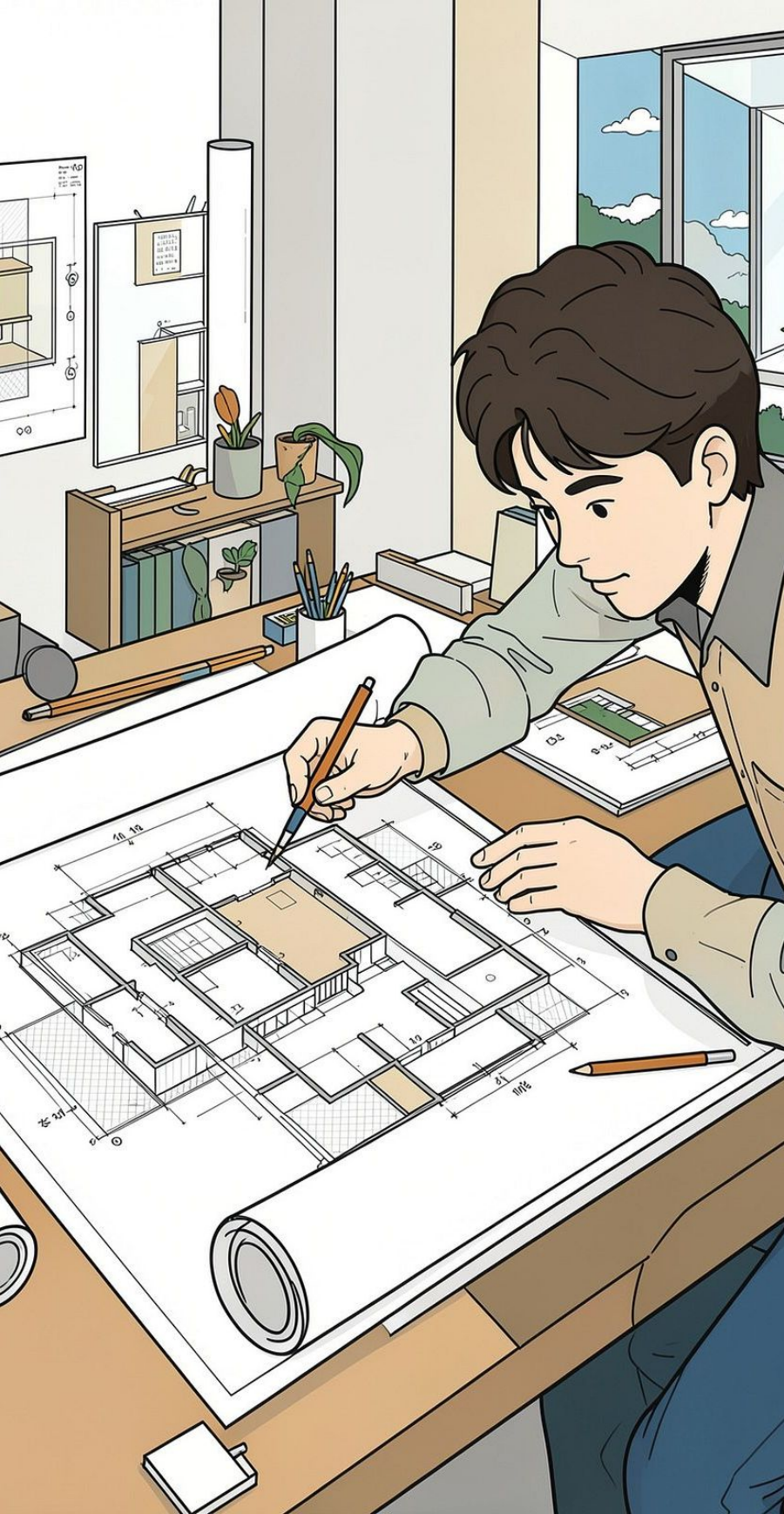


GROW

Investment, finance, hotel brands, MICE buyers, tourism agencies, franchise & management partnerships

The HASI Ecosystem: Seven Integrated Platforms

1	International Exhibition 15+ specialised industry pavilions
2	Hotel Procurement Marketplace Demand-led buyer-supplier matching
3	Hosted Buyers Programme Qualified purchasing professionals with scheduled meetings
4	Hotel Development & Investment Platform Developers, investors, brands and advisers
5	MICE Marketplace Venues meet corporate and association event buyers
6	HASI Hospitality Week Leadership forums, market intelligence & HASI Academy
7	Live Experience Zones Hotel Room of the Future, Live Kitchen, Smart Hotel, Wellness Zone



The Exhibition Pavilions: BUILD

Hotel Development, Architecture & Design

Developers, architects, interior designers, master planners, project managers, quantity surveyors and engineering consultants

Interiors, Furniture & FF&E

Guest-room and restaurant furniture, mattresses, soft furnishings, flooring, wall coverings, décor, outdoor furniture and specialist hospitality finishes

Lighting, Electrical & Building Technology

Architectural lighting, HVAC, building-management systems, smart controls, backup power and energy-management systems

Security, Safety, Lifts & Access

CCTV, fire detection, electronic locks, access control, surveillance, lifts, escalators and automatic entrances

The Exhibition Pavilions: OPERATE



Kitchen, Foodservice & Catering Equipment

Commercial cooking, ovens,
refrigeration, cold rooms,
dishwashing, ventilation,
bakery, beverage and kitchen-
management technologies;
Live Kitchen demonstrations



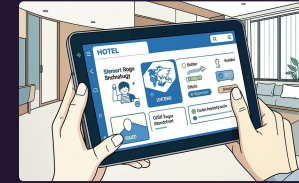
Hospitality Food & Beverage

Food products, ingredients,
coffee & tea, dairy, meat,
seafood, specialty foods and
foodservice solutions for
professional procurement



Housekeeping, Laundry, Linen & Hygiene

Commercial laundry, ironing systems, linen, towels, uniforms, cleaning machines, professional chemicals and guest amenities



Hospitality Technology & Smart Hotel

PMS, POS, booking platforms,
revenue management, CRM,
payments, AI, smart-room
technology, digital keys, Wi-Fi
and cybersecurity

The Exhibition Pavilions: EXPERIENCE & GROW

Bathroom, Spa, Wellness & Fitness

Sanitaryware, showers, bathroom furniture, water-saving systems, spa treatment equipment, pools, saunas, steam facilities and fitness technology

MICE, Events & Entertainment Solutions

AV, staging, simultaneous interpretation, registration systems, digital-event solutions, exhibition systems, conference furniture and event-management technology

Sustainable Hospitality & Green Operations

Renewable energy, solar, water treatment, waste management, food-waste systems and energy-efficient appliances

Finance, Insurance & Professional Services

Commercial banks, DFIs, insurers, investment companies, hospitality consultants, lawyers, accountants and valuers



CHAPTER 3

For Exhibitors & Industry Suppliers

East Africa's most connected hospitality business platform — with 123,846 rooms in development and decision-makers ready to buy.

Why Exhibit at HASI 2027?



Direct Access to Decision-Makers

Hotel owners, GMs, procurement directors, executive chefs, engineers, architects, developers and investors — all in one marketplace.

Pipeline Opportunity

123,846 rooms in development means pre-opening procurement conversations before contracts are awarded.

Regional Reach

East Africa's most connected hospitality business platform, serving Kenya, Uganda, Tanzania, Rwanda and beyond.

What Exhibitors Will Achieve



Generate Qualified Leads

From professionals with active purchasing authority across East Africa's hospitality sector



Meet New Projects

Engage developers and architects at specification stage — before purchase orders are issued



Build Distribution Networks

Establish and expand distributor and partner relationships across East Africa



Launch Products

Introduce new products to the regional market via the Innovation & Product Launch Stage



Demonstrate Capability

In Live Experience Zones — not just static displays, but working solutions in action



Develop Partnerships

With technology companies, local manufacturers and financiers across the region

Exhibitor Participation Formats

1

Individual Exhibition Stands

Standard and custom-built, from specialist suppliers to multinationals

2

Industry Pavilions

Technology, Foodservice, Interiors, Wellness, MICE, Sustainable Hospitality

3

International Pavilions

Trade associations bringing supplier delegations into East Africa

4

Regional Manufacturing Pavilion

African manufacturers engaging hotel groups on competitive regional supply

5

Innovation Pods

Accessible entry point for startups and emerging technology companies



The Hosted Buyers Programme: Purchasing Power in the Room

Senior hospitality professionals with **active procurement responsibilities** are qualified, invited and hosted throughout all three days of HASI 2027.

Priority Buyer Profiles

Hotel owners, GMs, procurement directors, executive chefs, chief engineers, F&B directors, IT managers, interior designers, architects and MICE buyers

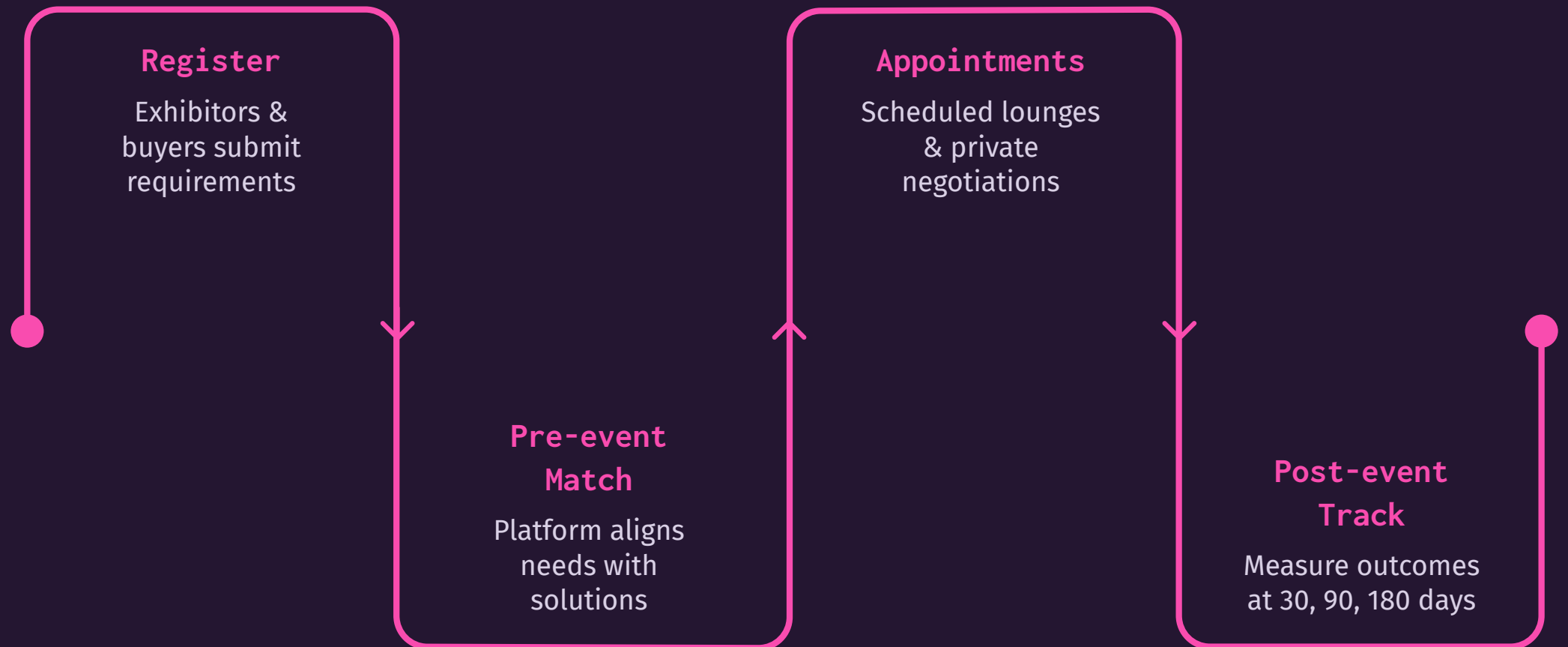
Pre-Event Matching

Buyers submit procurement interests before the Expo — matched to relevant exhibitors via the Business Matching Programme before doors open

Dedicated Facilities

Hosted Buyers Lounge and scheduled meeting slots throughout all three days ensure maximum commercial productivity

HASI Business Matching: The Right Supplier. The Right Buyer.



Hotel Group Procurement Sessions extend the value further — one relationship can span multiple properties and future developments. Post-event Impact Reports publish verified commercial outcomes including confirmed procurement agreements.

Measuring Exhibitor Return

Commercially Relevant Indicators

HASI measures success through outcomes that matter to exhibitors — not just visitor numbers.

- Qualified leads from buyers with purchasing authority
- Procurement meetings and project introductions
- Specification opportunities with architects and developers
- Distributor enquiries and quotation requests

Post-Event Impact Report

A verified outcomes report publishes results after each event — hotels represented, Hosted Buyers in attendance, scheduled meetings completed, product launches executed and reported commercial transactions.

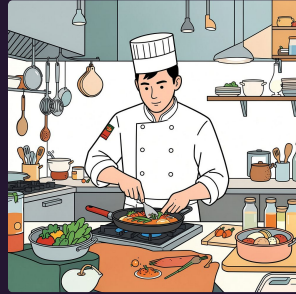
- ❏ The **HASI Digital Marketplace** extends commercial engagement year-round beyond the three-day event.

Live Experience Zones: See It Working



Hotel Room of the Future

Furniture, lighting, bathrooms, smart controls, digital locks, entertainment and energy management — integrated in one realistic guest environment



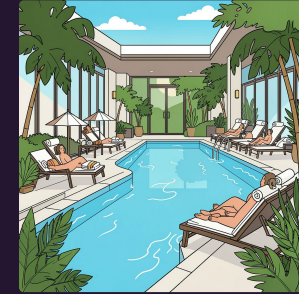
Live Kitchen

Commercial cooking equipment, refrigeration and foodservice systems demonstrated under working conditions by equipment manufacturers and chefs



Smart Hotel

Digital reservation, mobile check-in, electronic payment, smart-room control, guest service requests and back-of-house analytics demonstrated end-to-end



Wellness Experience Zone

Spa, fitness and wellness concepts for hospitality development and refurbishment, plus Housekeeping & Laundry Lab demonstrations

Who Should Attend: Key Stakeholder Groups

Institutional Investors & Financiers

Banks, DFIs, private equity, asset managers and insurers seeking hospitality development and operating opportunities

Hotel Owners, Developers & Operators

Property owners, hotel groups, management companies and independent operators across East Africa

Architects, Designers & Specifiers

Professionals who influence procurement before purchase orders are issued

Government Agencies & Tourism Bodies

Ministries, investment agencies, county governments, standards bodies and destination organisations

Conference Attendees & Visitors

Hospitality professionals attending HASI Hospitality Week forums, HASI Academy workshops and the CEO Series



For Institutional Investors & Financial Partners

Africa's hotel development pipeline is at a **record 123,846 rooms** — representing concentrated, time-sensitive procurement and investment opportunity at continental scale.

Hotel Development & Investment Platform

Capital connects with developers, hotel brands, operators and professional advisers within one structured environment

Hotel Investors' Roundtable

Invitation-only executive forum for confidential discussion of development risk, financing, asset value and emerging market opportunities

Finance in the Marketplace

A hotel identifying a major energy upgrade at HASI can simultaneously engage a financier capable of supporting the investment — in the same room

For Conference Attendees & Visitors



HASI Hospitality Week

Runs alongside the exhibition — leadership forums, market intelligence briefings and HASI Academy workshops across all three days.

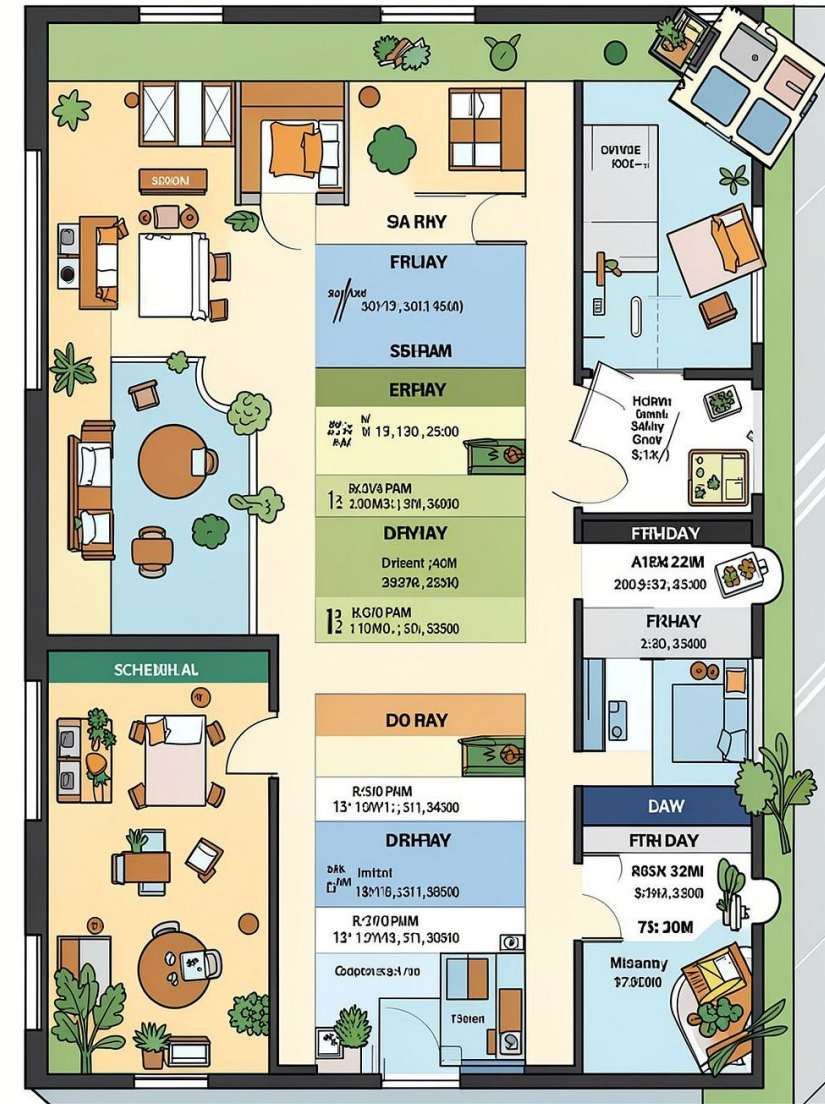
- 10+ specialist forums: East Africa Hospitality & Tourism Summit, Future Hotel Technology Forum, MICE & Business Events Forum, Sustainable Hospitality Forum, Wellness & Guest Experience Forum and more
- **HASI Academy** — practical workshops in revenue management, procurement, F&B, housekeeping, engineering, MICE and digital marketing
- **HASI CEO Series** and **General Managers' Roundtable** — invitation-only peer exchange for senior hospitality leaders

CHAPTER 4

The Three-Day Event Blueprint

Three commercial themes. Three days of focused business activity.

HOTEL EXIPO floorer



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Three Days. Three Commercial Themes.



Day 1

BUILD & INVEST

Hotel development, architecture, design, finance, new projects and refurbishment



Day 2

OPERATE & SOURCE

The procurement heart of HASI — intensive buyer meetings, technology, equipment and operational solutions



Day 3

EXPERIENCE & GROW

Guest experience, MICE, revenue growth, wellness, sustainability, talent and commercial development

Day 1 – BUILD & INVEST



Day 2 – OPERATE & SOURCE

The procurement engine of HASI 2027 — the most intensive buyer-supplier day of the year for East Africa's hospitality industry.

01

HASI Buyers' Morning

Hosted Buyers receive early access and dedicated meeting time before peak visitor activity

02

Hotel Procurement Marketplace

Demand-led matching at full capacity across FF&E, technology, food & beverage, housekeeping, energy and security

03

Live Demonstrations

Live Kitchen, Smart Hotel and Housekeeping & Laundry Lab running throughout the day

04

Hotel Group Procurement Sessions

Portfolio-level buying across multiple properties — one relationship, scaled impact

05

Evening: Hospitality Business Dinner

Keynote address or CEO conversation with East Africa's hospitality leadership

Day 3 – EXPERIENCE & GROW

MICE Buyers' Morning

Hotels and venues meet corporations, associations, PCOs, government institutions and incentive planners

MICE & Wellness Marketplace

Revenue & Commercial Growth Day alongside Wellness & Experience Marketplace activation

Sustainable Hospitality Day

Energy, water, waste and green investment solutions for the region's hospitality operators

Talent & Future Leaders Day

Universities, hotel schools, employers and young professionals — building East Africa's next hospitality generation

HASI Innovation Challenge Finals

Startups present solutions to hotel operators and investors — live pitches, real opportunities

HASI Hospitality Week: Knowledge That Drives Business



A Full Knowledge Programme

HASI Hospitality Week runs across all three days of the exhibition – combining leadership conferences, specialist forums, practical skills academies and exclusive executive roundtables into a single integrated programme.

Every session is designed to connect knowledge directly to commercial action – insights from the conference translate into conversations on the exhibition floor.

- The CEO Series and General Managers' Roundtable are invitation-only sessions providing confidential peer exchange for East Africa's senior hospitality leaders.

HASI Hospitality Week: The Conference Programme

East Africa Hospitality & Tourism Summit

Flagship executive conference: tourism demand, investment, destination competitiveness and regional integration

Hotel Development & Investment Forum

Feasibility, financing, management contracts, franchising, resort development and investment exits

Hotel Owners & Operators Forum

Operating costs, staffing, procurement, maintenance, service quality and asset management

Future Hotel Technology Forum

AI, PMS, revenue technology, payments, cybersecurity, automation and the digital guest journey

Revenue, Sales & Distribution Forum

Dynamic pricing, OTA management, direct booking, corporate sales and total revenue management

HASI Hospitality Week: Specialist Forums

Foodservice & Restaurant Forum

Menu engineering, food-cost management, kitchen productivity, restaurant technology and supply chains

MICE & Business Events Forum

Future meeting formats, venue competitiveness, hybrid events, delegate experience and event revenue management

Hospitality Design & Architecture Forum

Hotel design trends, African hospitality identity, adaptive reuse, renovation and lifecycle cost

Sustainable Hospitality Forum

Energy efficiency, renewable energy, water management, food waste and responsible sourcing

Wellness & Guest Experience Forum

Wellness tourism, sleep experience, spa development, guest personalisation and experience-led hospitality

Hospitality Finance & Insurance Forum

Development finance, asset finance, insurance, working capital and refurbishment financing

HASI Market Intelligence Series & HASI Academy

Market Intelligence Series

Concise 20–40 minute evidence-led briefings on the markets that matter:

- East Africa Hospitality Outlook 2027
- Africa Hotel Development Pipeline
- Kenya Hospitality Outlook
- Hotel Technology Outlook
- MICE & Business Events Outlook
- Hospitality Investment Outlook

HASI Academy Workshops

- Hotel Management Masterclasses
- Revenue Management Academy
- Procurement Academy
- Executive Chef & F&B Academy
- Housekeeping & Laundry Academy
- Engineering & Facilities Academy
- MICE Professional Academy
- Hospitality Digital Marketing Academy
- **Hotel Development Masterclass** — from feasibility through pre-opening procurement



CHAPTER 5

Partnership, Sponsorship & Government

Strategic alignment with East Africa's most important hospitality business platform.

HASI Partnership Structure



Thematic Partnership Opportunities

	Hotel Development & Investment Partner
	Hospitality Technology & Smart Hotel Partner
	Sustainable Hospitality Partner
	Live Kitchen & Foodservice Partner
	MICE & Business Events Partner
	Hosted Buyers & Hotel Procurement Partner
	Women in Hospitality Partner
	Future Hospitality Leaders Partner
	HASI Academy Partner
	Business Matching & Digital Experience Partner

Sponsorship Value: Beyond Visibility



Brand Leadership

High-level visibility across physical, digital and communications platforms throughout the event and year-round



Business Development

Direct access to hotel owners, Hosted Buyers, hotel groups, developers and investors throughout HASI 2027



Thought Leadership

Participation in conferences, market intelligence sessions and invitation-only executive roundtables



Industry Impact

Association with sustainability, skills development, innovation, SME development and hospitality growth initiatives

Government & Destination Participation



Why Governments Belong at HASI

Hospitality investment creates employment, agricultural demand, MICE revenue, real-estate development, tax revenue and destination competitiveness — all policy priorities for ministries and agencies across East Africa.

- **Tourism ministries & agencies** — engage operators and investors; promote destination hospitality opportunities
- **Investment agencies** — present hospitality-development opportunities to regional and international capital
- **County & city governments** — promote destinations, projects and MICE infrastructure
- **Standards & regulatory bodies** — engage industry professionals on compliance and quality frameworks

Destination Participation: Beyond Tourism Marketing

Hotel Investment Promotion

Destinations participate to attract hotel investment, promote MICE opportunities and present conference facilities to global buyers — not leisure tourism alone

Conference Infrastructure Connections

A city seeking international conferences needs venues, hotels and event professionals — HASI connects all three within one structured marketplace

Higher-Value Visitor Attraction

Tourism regions seeking higher-value visitors can engage developers, operators and investors to grow the quality of their hospitality offer

Buy Local. Source Regional.

A Stronger Regional Supply Chain

HASI actively promotes stronger regional hospitality supply chains without sacrificing quality or competitiveness. African manufacturers of furniture, textiles, food products, amenities, technology, uniforms and décor gain direct access to hotel procurement teams.

The result: reduced lead times, improved supplier responsiveness and more hospitality expenditure retained within regional economies.

📌 The **Regional Manufacturing Pavilion** showcases African-made hospitality products alongside international alternatives — a level playing field on a continental stage.

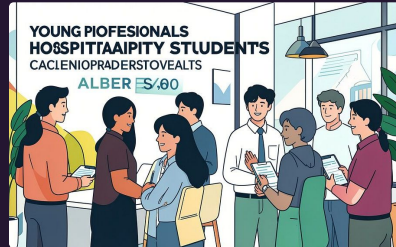


Women in Hospitality & Future Leaders



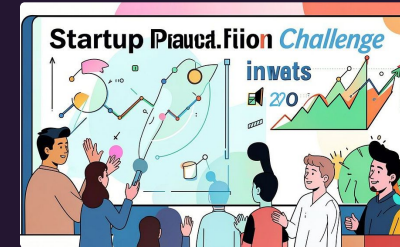
Women in Hospitality Programme

Connects female hospitality leaders, entrepreneurs, chefs, designers and executives around leadership, procurement, entrepreneurship, access to finance and professional advancement. Women-owned supplier businesses engage hotel procurement teams in targeted commercial sessions.



Future Hospitality Leaders

Structured programme for students and young professionals: career conversations, skills sessions, employer engagement and innovation challenges with universities and hotel schools across East Africa.



HASI Innovation Challenge

Startups and innovators present solutions to real hospitality problems — food waste, energy, guest communication, housekeeping, revenue optimisation. Hotel operators participate as judges and potential customers.

The HASI Business Club & Year-Round Ecosystem

HASI Business Club

Year-round community of owners, operators, developers, suppliers and investors — executive roundtables, hotel visits, procurement briefings and market updates keeping the industry connected between events

HASI Procurement Club

Buyers communicate sourcing requirements to the network; suppliers respond through structured channels — ensuring procurement conversations happen year-round

HASI Digital Marketplace

Year-round directory connecting East Africa's hospitality industry with its entire supply chain — the physical Expo is the annual centrepiece of a permanent commercial ecosystem



Join the HASI 2027 Marketplace

Africa's hotel development pipeline is at a record high. Kenya's hospitality sector is growing at three times GDP. Technology, sustainability and MICE are reshaping the industry across East Africa and beyond.

HASI 2027 is where **developers meet suppliers, hotels meet technology, investors meet projects, venues meet event buyers** — and the entire support industry meets the people making East Africa's next hospitality decisions.

**BUILD. OPERATE.
EXPERIENCE. GROW.**