



KADUNA MARKETS DEVELOPMENT  
AND MANAGEMENT COMPANY

# KMDMC TRADE FAIR 3.0



Amplifying Visibility for SMEs  
in Kaduna State.



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## Background



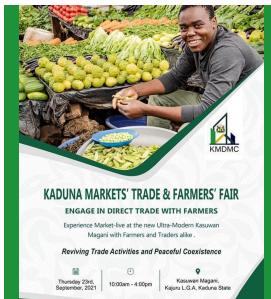
The fair is a bi-annual event organized by the Kaduna Markets Development and Management Company (KMDMC) to provide a platform for Micro, Small and Medium Enterprises (MSME's) within Kaduna State to showcase and promote their goods and services to residents. These MSME's include traders in markets under KMDMC's management, home businesses as well as established companies from various sectors/industries. The event also serves as an avenue for beneficial collaborations amongst stakeholders.

The fair is hosted at the remodeled Murtala Square which is located in the heart of Kaduna City. A wide array of attendees troop in to witness and experience the trendiest trade exposition in Kaduna State. Additionally, our exhibitors/vendors are encouraged to provide discounts to ensure a pleasant shopping experience for attendees.

# Traders' and Farmers' Fair, Kasuwan Magani

## September 2021

The first edition held on 23rd September 2021 in Kasuwan Magani, Kajuru Local Government Area of Kaduna State alongside the commissioning of the new Kasuwan Magani Modern Market by His Excellency, Vice President Yemi Osinbajo GCON, SAN. The market was built by the Kaduna State Government through KMDMC. It provided local farmers and traders the opportunity to exhibit their farm produce such as cash crops, fresh perishable items as well as other commodities.



## Trade Fair 2.0, Murtala Square July 2022

### ● Vendors Exhibition



Over 80 vendors across various industries exhibited their goods & services at the fair.

## Trade Fair 2.0, Murtala Square July 2022

### ● Business Workshops



The Trade Fair also featured free entrepreneurship and business workshops by KDSG Ministries, Departments, Agencies and the Bank of Industry.

### ● His Excellency, The Governor's Visit.



The event was graced by His Excellency, The Governor of Kaduna State, Mallam Nasir El-Rufai alongside the Honourable Commissioner, Ministry of Business, Innovation and Technology, Professor Kabir Mato and other senior government officials.

## Trade Fair 2.0, Murtala Square July 2022

### ● Games / Kids Arena



The side attractions included video and board games, a picnic section, photo booth and kids playing area.

### ● Football Tournament



An Under-15 Mini Football Tournament hosted by Kaduna United Football Club. Yerima Academy came in first place while Kuso United came in 2nd. Trophies were presented by the Administrator/Commissioner Kaduna Capital Territory Authority, Muhammad Hafiz Bayero.

## Gallery



## Reviews from Vendors/Residents of Kaduna State.

### ⌚ @incense\_ng

“@kadunamarkets made me busy Alhamdulillah I didn't even have the time to snap pictures. Thank you to my amazing customers you keep us moving. Looking forward to more events like this.”

### 🐦 @h\_hbello

“If you want to organise something beautiful and efficiently just give it to Kaduna Markets, young lads with innovative ideas.  
See how beautiful this.  
#KadunaMarketsTrade Fair is.”

### ⌚ @thekitchentreat

“I went to the trade fair venue by 3pm and sold out every single thing by 6:15pm. Alhamdulillah ya rabb! I got positive reviews both online and at the trade fair ground. Weldone the organisers, you outdid yourselves. I wish everyone of us well. Best regards.”

### 🐦 Grill House

“Both first and second days of the event were a huge success! We sold out and even had to send to the restaurant for more food.”

### Jazzy's Clothing

“I did not sell out but I made so many contacts at the fair who have been patronising me since then”

### ⌚ @simplynature\_ng

“What a great turnout Kaduna! And the organizers, we thank you too May Allah reward each and everyone of you.”

### ⌚ @thesisterscafe

“This was our first Trade Fair as vendors. It was very exciting. Kaduna has been good so far. I would like to use this opportunity to say a big thank you to family, friends, our loyal customers, and @kadunamarkets for providing this opportunity. We sold out completely. We hope to be part of more events like this.”

### ⌚ Blacksoap by AMK

We all had fun. Our products got a live presence alhamdulillah.

### ⌚ AR Collectibles

“I sold out early and had to reproduce and Alhamdulillah i sold out again”

## Why sponsor this event

The trade fair is organized in line with the best global trading practices. This has given sponsors and partners an avenue to showcase and sell their most valuable business interests and assets. The following services are some of the key areas where sponsors/partners have recorded tremendous developments during previous editions:



**Increased Visibility /  
Brand Promotion**



**Coporate Social  
Responsibility**



**Access to Prospective  
Clients**



**Investment Oppurtunities**

All sponsors are entitled to additional benefits including brand visibility on promotional materials and the venue as well as pitching sessions during business workshops. There is no limit to what can be achieved.

**This is Kaduna's major trade fair of the year 2022!**

Some confirmed partners for this edition include, PricewaterCoopers and Bank of Industry.



**10th & 11th December, 2022**

## Contact Us

Kaduna Markets Development and Management Company is open to receive inquiries and provide further information for potential partners and sponsors.

We are located at First Floor Mohammed Namadi Sambo Complex, 27 Ali Akilu road Kaduna.

You can also reach us via our social media handles



or call any of the following numbers:

**+234 701 164 0933, +234 701 502 8041**



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