



COTE D'IVOIRE REAL ESTATE EXPO

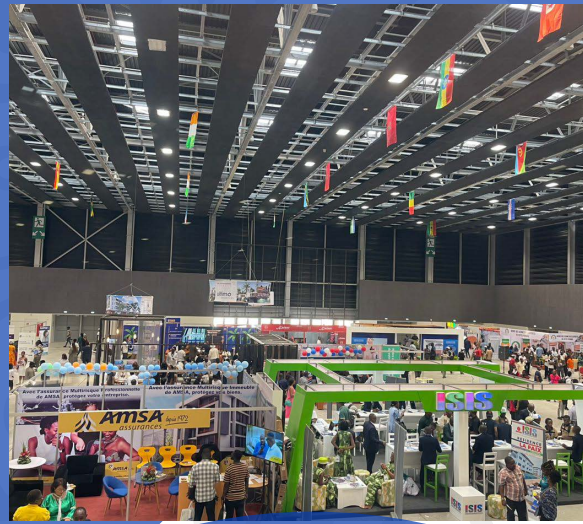


29-31
JANUARY, 2027



Abidjan Exhibition Center





10th EDITION

Successfully organized every year without interruption since 2017, SICI has become the key real estate event in the sub-region.

+250 EXHIBITORS EXPECTED

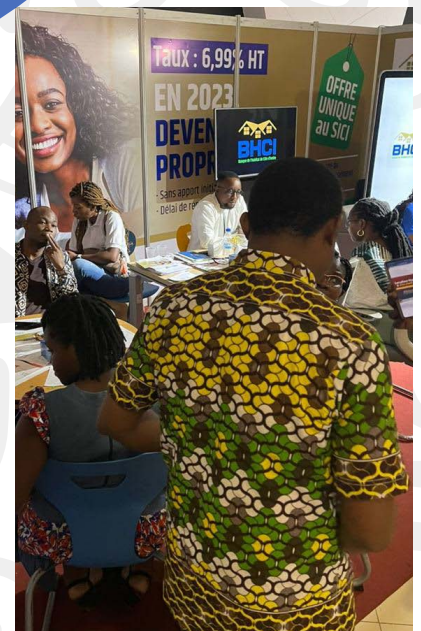
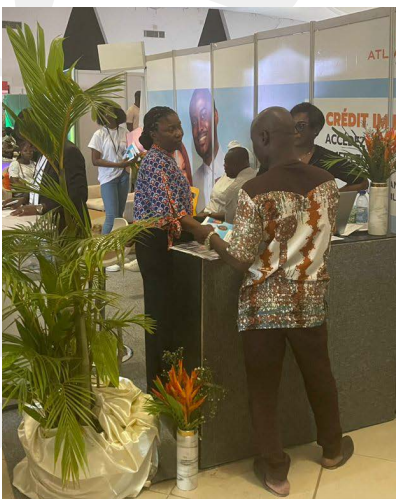
More than 250 local, regional, and international exhibitors brought together on a single business platform.

+50 000 VISITORS EXPECTED

From an average of 19,000 visitors to a target of 50,000 visitors for this 10th edition, bringing together professionals, institutions, investors, and the general public.

+20 COUNTRIES REPRESENTED

Exhibitors, investors, and visitors coming from over 20 countries



Exhibitor Profiles

✓ Real estate developers

Major players in the residential, commercial and tourism sectors present their projects, whether they involve housing, offices or hotel complexes.

✓ Real estate agencies

Specializing in the sale, rental and management of real estate, they connect buyers and investors with concrete opportunities.

✓ Banks and Microfinance

Financial institutions offering real estate financing solutions tailored to individuals and developers, including loans, credit and specialized banking services.

✓ Land developers

Companies and organizations that organize, plan and market land for construction, facilitating access to housing and urban projects.

✓ Insurance

Companies offering home, multi-risk and specialized insurance for real estate projects and investor protection.

✓ An agency for public institutions and government bodies

Ministries, investment and tourism promotion agencies, PPP units and housing funds, involved in urban development and sector regulation.

✓ Architecture and Design Firms

Architects, urban planners and interior designers who offer innovative and sustainable concepts for the design of buildings and urban spaces.

✓ General Construction Companies

Companies responsible for carrying out real estate projects, from the construction of individual houses to large urban complexes.

✓ Suppliers of materials and equipment

Actors in the construction industry, ranging from cement plants to wood factories for joinery, doors and other essential equipment.

✓ Control Laboratory

Specialized laboratories for analysis and control, guaranteeing the safety, conformity and reliability of urban constructions and developments.

✓ International organizations

International organizations and NGOs, such as Habitat for Humanity and other housing actors, that support affordable, sustainable and inclusive housing projects.

✓ Energy suppliers

Suppliers of conventional and renewable energy, including solar solutions and electrical systems for buildings and construction sites.

✓ Schools and Training Institutions

Institutions preparing future professionals in real estate, architecture, urban planning and project management.

✓ Professional Organizations

Orders, Chambers and Associations bringing together professionals in the sector, such as the Chamber of Notaries or other bodies, which ensure professionalization, regulation, etc.

✓ Telecom, fiber optic and internet providers

Companies providing the connectivity and network solutions essential for smart buildings and modern infrastructure.

✓ Furniture and Decoration Suppliers

Companies specializing in furniture, furnishings and decoration, bringing style and comfort to residential and commercial projects.

✓ PropTech startups and innovations

Innovative companies offering digital and technological solutions for the management, sale or rental of real estate.

✓ Hospitality and Tourism Real Estate

Promoters and managers of tourist complexes, hotels and leisure residences, who present their accommodation offers and projects.

✓ Security Solution Providers

Suppliers of security systems and technical equipment, including fire extinguishers, smoke detectors, alarms and access control.

✓ Equipment

Machinery, equipment, vehicles, and heavy machinery intended for construction and site work.

✓ Home Automation Solution Providers

Companies offering intelligent systems for home and building management, including security, automation and comfort.

✓ Business Services Companies

Specialized service providers for professionals including IT, accounting, project management, consulting, etc.



All exhibitors operating in sectors regulated in their country must be in compliance (approvals, licenses, etc.) to participate in SICI, in order to guarantee the confidence of visitors and investors.

Visitor Profile

✓ Families looking for a property to live in

Individuals wishing to acquire residential accommodation adapted to their needs, ranging from land to housing (social, mid-range, high-end).

✓ Private and institutional investors

Individuals or regional or international entities seeking real estate, residential or commercial investment opportunities in the sub-region.

✓ Families looking for banking solutions

Households wishing to finance the purchase or construction of a property, interested in mortgage loans and other specialized financial solutions.

✓ Fortunes and Specialty Service Clients

Individuals with high wealth potential, interested in real estate investment, wealth management, personalized banking and financial services.

✓ Mutual

Representatives of mutual insurance companies seeking real estate offers and solutions tailored to the needs of their members.

✓ Public with specific needs

Individuals taking advantage of the event to consult professionals (insurance companies, notaries, architects, lawyers, etc.) or institutions and obtain personalized advice on their real estate projects.

✓ Public institutions and local authorities

Representatives from ministries, agencies and local authorities seeking partners for urban development, social housing and infrastructure projects.

✓ Businesses and large companies

Representatives seeking offices, commercial premises or real estate solutions for their business needs.

✓ Individuals ready to build

People with land who wish to build, looking to meet professionals or suppliers to bring their projects to fruition.

✓ Sector professionals

Professionals seeking partnerships, project collaborations or specialized training.

✓ Condominium managers

Professionals coming to learn about legislation, best practices and to evaluate partnerships with real estate and construction stakeholders.

✓ Officials and Public Decision-Makers

Ministers, senior officials and decision-makers for whom real estate, urban planning and urban development are priorities, came to observe trends, support projects and establish strategic partnerships.

✓ Embassies and Diplomats

Representatives from embassies and diplomatic missions who facilitated the participation of companies and investors from their country, and to promote international trade and support the development of the local and regional real estate market.

✓ Entrepreneurs in the tourism sector

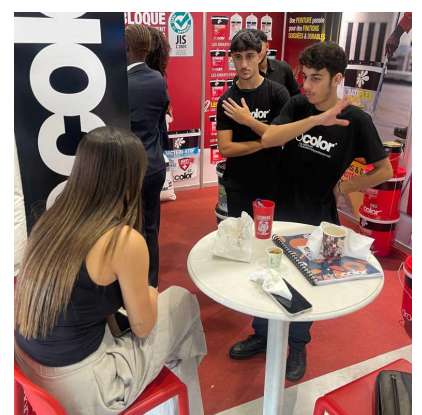
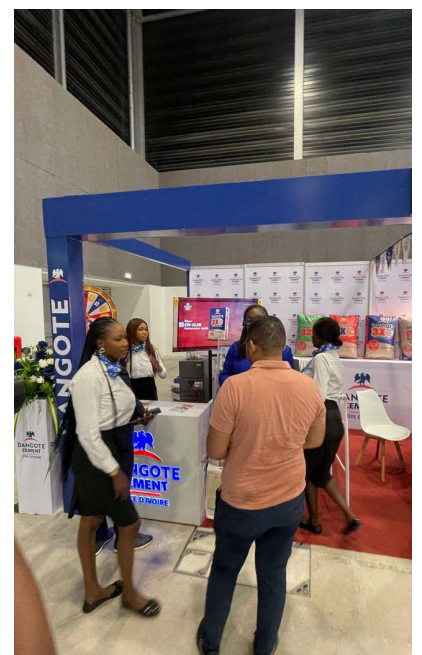
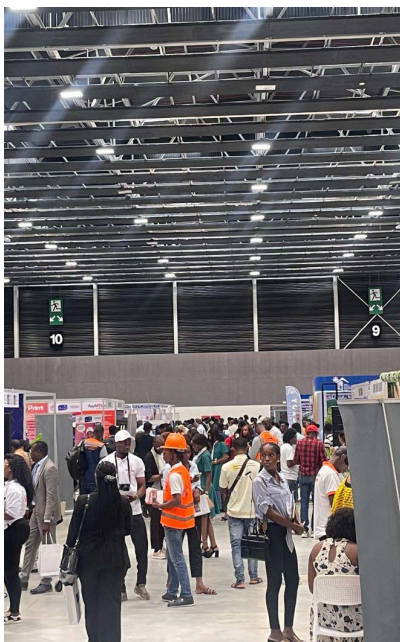
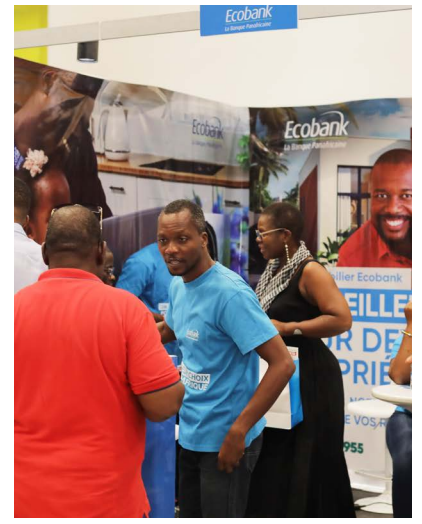
Investors or managers of hotel, resort and tourist residence franchises interested in real estate projects or partnerships.

✓ Specialized media and journalists

Local, regional and international press covering the real estate market, investments, construction and urban planning.

✓ Students and young professionals

Students and recent graduates came to be inspired, to learn and to build a professional network.



10th Edition – An enriched experience

On its 10th anniversary, SICI marks a new milestone with an enriched program designed to offer more business opportunities, visibility, training, and networking.

FOR LOCAL EXHIBITORS

- ✓ Exhibition area to showcase your products, projects, and services to thousands of visitors.
- ✓ Private B2B area to meet high-potential investors, buyers, and partners.
- ✓ Dedicated sessions with mutual funds, cooperatives, and professional associations.
- ✓ Shuttle tours to real estate developments and show homes (exclusive to real estate developers).
- ✓ Opportunity to host a conference, panel discussion, or thematic workshop (with live broadcast).
- ✓ Free sales team training in preparation for the exhibition.
- ✓ Participation in the SICI Awards, recognizing the sector's best initiatives.
- ✓ Featured highlight on the official SICI Podcast prior to the event.
- ✓ TV studio interviews and live broadcasting during the exhibition.
- ✓ Free feature in the official SICI magazine (print and digital editions).
- ✓ Enhanced visibility through a media campaign before, during, and after the exhibition.
- ✓ Year-round promotion on SICI digital platforms (Habitaf.com and other partner platforms).

FOR REGIONAL EXHIBITORS

- ✓ Exhibition area to showcase your products, projects, and services to thousands of visitors.
- ✓ Private B2B space with investors, developers, distributors, and partners.
- ✓ Meetings with public institutions and local authorities.
- ✓ Opportunity to host a conference, panel discussion, or workshop.
- ✓ Participation in the SICI Awards.
- ✓ Feature on the official SICI Podcast.
- ✓ TV studio interviews and live broadcasting.
- ✓ Publication in the official SICI Magazine (print and digital).
- ✓ Promotion on SICI's digital platforms.
- ✓ Networking with key real estate players in West Africa.

FOR INTERNATIONAL EXHIBITORS

- ✓ Exhibition area to showcase your products, projects, and services to thousands of visitors.
- ✓ Private B2B space to develop partnerships in Africa.
- ✓ Meetings with public authorities, developers, and institutions.
- ✓ Qualified business matchmaking program.
- ✓ Opportunity to host a conference or a country presentation.
- ✓ Feature on the official SICI Podcast.
- ✓ TV studio interviews and live broadcasting.
- ✓ Publication in the official SICI Magazine (print and digital).
- ✓ Promotion on SICI's digital platforms.
- ✓ Personalized support before and during the event.

FOR INVESTORS

- ✓ Investor Lounge réservé aux investisseurs.
- ✓ Présentation de projets immobiliers à fort potentiel.
- ✓ Rencontres B2B ciblées avec promoteurs, banques et institutions.
- ✓ Sessions privées de présentation de projets.
- ✓ Visites exclusives de sites et programmes immobiliers.
- ✓ Rencontres avec les autorités publiques.
- ✓ Networking de haut niveau avec les décideurs du secteur.

FOR PROFESSIONALS

- ✓ Permanent B2B area
- ✓ Conferences hosted by national and international experts
- ✓ Specialized masterclasses
- ✓ Technical workshops
- ✓ Keynote speeches by international leaders
- ✓ Speed Business Meetings
- ✓ Networking with key stakeholders

FOR INSTITUTIONAL PARTICIPANTS

- ✓ Elected Officials Forum on housing, land, and urban development issues
- ✓ Promotion and showcasing of key structural projects
- ✓ Presentation of investment opportunities
- ✓ Meetings with investors, developers, and technical partners
- ✓ Signing of agreements and partnerships
- ✓ Participation in strategic conferences
- ✓ Networking with sub-regional decision-makers

FOR THE GENERAL PUBLIC

- ✓ Discovery of over 250 exhibitors gathered across 7,000 sqm.
- ✓ Direct meetings with developers, banks, and professionals.
- ✓ Free shuttle services to visit show homes and real estate projects.
- ✓ Personalized advice on financing, home buying, and real estate investment.
- ✓ Free consultations with Notaries, Architects, and experts.
- ✓ Exceptional raffle with a plot of land to be won.
- ✓ Exclusive promotional offers provided by exhibitors.
- ✓ Workshops for children.
- ✓ Entertainment, demonstrations, and immersive experiences.
- ✓ Public conferences.

HIGHLIGHTS OF THE 10th EDITION

- ✓ Exhibition and Stands
- ✓ Conferences, Panels, and Workshops
- ✓ Elected Officials and Decision-Makers Forum
- ✓ Pan-African Architecture Competition
- ✓ Official SICI Podcast
- ✓ TV Studio & Live Event Coverage
- ✓ Inter-professional Football Tournament
- ✓ Shuttles for Real Estate Site Visits
- ✓ B2B & Investor Networking

Sponsorship Pack

	Associate Sponsor	Major Sponsor	Main Sponsor
Before the Show			
Exclusive mention in the event title: "Presented by"	X	X	✓
Sponsor name mentioned in radio and TV ads	X	X	✓
Logo insertion in emails sending tickets to visitors	X	✓	✓
Logo on all media (website, posters, flyers, social media, newsletters)	33%	50%	100%
Dedicated announcement on social media (visual + text presenting the partner)	✓	✓	✓
Logo insertion in email campaigns (newsletters, invitations)	✓	✓	✓
During the Show			
Sponsor Stand Area	18m ²	18m ²	36m ²
Networking area or VIP Lounge in the sponsor's name	X	X	✓
Logo sur les badges des exposants	X	X	✓
Advertisement in the trade fair guide	Quarter Page	Half Page	Full Page
Logo on the Welcome Panel	X	✓	✓
Logo on the backdrop panel of the conference space	Small	medium	Big
Floor stickers for information or promotion of a sponsor's offer.	✓	✓	✓
Opportunity to speak (conference, panel, etc.)	✓	✓	✓
After the Show			
Official mention and thanks in post-event communications	X	X	✓
Privileged access to databases of qualified contacts (subject to agreement)	X	✓	✓
Screening of the trade show recap video featuring partner logos	X	✓	✓
Logo in the final report shared with the media, partners and participants	✓	✓	✓
Sponsorship Package Pricing	15 500 000 XOF	22 500 000 XOF	34 500 000 XOF

Sponsorship at Carte

Sponsor Badge [3 000 000 XOF]

Your logo will be worn by each participant and will be visible at all times throughout the entire event.

Official Show Bag Sponsor [4 500 000 XOF]

Your logo on the bag given to all participants, for lasting visibility even after the event.

Exhibitor Pack



Pillar Booth (accessible)

Area: 03m²

Furniture: 2 Chairs + 1 Table (banner provided by the exhibitor)

Ideal for young companies, start-ups, and small businesses seeking initial visibility at SICI. These mini-booths are located in a shared area called the Experts' Agora, encouraging exchanges with both the public and industry professionals.

Price: 390 000 XOF (Early bird rate)

(650,000 XOF after September 30, 2026)

Payment terms: 50% upon booking, 50% no later than November 27, 2026



Arcade Booth (Intermediate)

Area: 09m²

Furniture: Rigid booth panels + 2 chairs + 1 table

Designed for growing or established businesses looking to increase their visibility. Offers more exhibition space, a prime location, and enhanced visibility.

Price: 1 450 000 XOF (Early bird rate)

(2 200 000 XOF after September 30, 2026)

Payment terms: 30% upon registration, 40% no later than October 26, 2026, 30% no later than November 27, 2026



Column Booth (Premium)

Area: 18m²

Furniture: Rigid stand panels + 4 chairs + 2 tables

Designed for companies and institutions wishing to make a strong impression. Includes a strategic location and allows you to meet a larger number of visitors with a larger team, while reducing waiting times for the public.

Price: 2 800 000 XOF (Early bird rate)

(4 200 000 XOF after September 30, 2026)

Payment terms: 30% upon registration, 40% no later than October 26, 2026, 30% no later than November 27, 2026



Crown Booth (Prestige)

Area: 36m²

Furniture: Rigid booth panels + 8 chairs + 4 tables

Designed for companies and institutions seeking maximum and strategic visibility. Offers a prime location, communication advantages, and opportunities to effectively meet key visitors and partners at the trade show.

Price: 5 500 000 XOF

(8 200 000 XOF after November 30, 2026)

Payment terms: 30% upon registration, 40% no later than October 26, 2026, 30% no later than November 27, 2026



Bare space

Designed for exhibitors wishing to design a custom stand with their own decorator.

Price: 125 000 XOF /m²

(160 000 XOF/m2 after November 30, 2026)

Payment terms: 30% upon registration, 40% no later than October 26, 2026, 30% no later than November 27, 2026

Special discount for returning exhibitors: -15% (3 to 5 participation times), -25% (6 to 7 participation times), and -40% (8 to 9 participation times).

Some exhibitors from previous editions...



Visibility before, during, and after the exhibition

SICI deploys a 360° communication strategy to provide each exhibitor with lasting visibility among investors, buyers, partners, and industry professionals.



National and international media campaign

Media coverage across TV channels, radio stations, digital media, and communication platforms both locally and in several participating countries.



Digital Communication

Over 7,000,000 interactions generated per edition across the exhibition's social media platforms (Facebook, Instagram, LinkedIn, and TikTok).



Targeted Digital Advertising (Google Ads)

Targeted ad campaigns on websites and digital platforms to reach qualified audiences interested in real estate and investment.



Print Media & Partner Magazines

Visibility among a premium readership through publications in partner magazines, including those distributed by partner airlines.



Visibility on Event Platforms

Free presentation of exhibitors' projects and offers on partner digital platforms, notably Habitat.com for real estate developers.



Official Exhibition Website

Exhibitor listing, company presentations, and visibility to thousands of visitors preparing their event attendance.



Official SICI Magazine

Inclusion in the official exhibition magazine, available in both print and digital formats within 3 months following the event.



Personalized Invitations

Targeted invitations sent to investment funds, professional associations, institutions, corporate clients, and high-potential leads to facilitate qualified meetings.



Urban Billboards & Outdoor Advertising

A presence across urban spaces through billboard campaigns, enhancing awareness of the exhibition and boosting exhibitor visibility.



Street marketing

Field-level activities such as flyer distribution, ground activations, and awareness campaigns to engage visitors.



Institutional Communication

Engagement with public institutions, trade organizations, and strategic partners to increase the reach and credibility of the event.



Private Presentations to Interest Groups

In-person or online presentations tailored to targeted groups: investors, corporations, associations, professional communities, and business networks.



Communication via Partner Networks

Amplified visibility leveraged through exhibitors, sponsors, institutional partners, and professional networks associated with SICI.



Post-Event Visibility

Extended presence following the event through recap content, digital publications, and media coverage.



WOULD YOU LIKE TO REGISTER?

Contact us right now

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