



« New dynamics of large-scale production of sustainable and affordable housing in Senegal : Strategies and Prospects »

**20 – 22 October 2022**

CICAD - Hôtel King Fahd Palace ,Dakar, Republic of Senegal

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# « New dynamics of large-scale production of sustainable and affordable housing in Senegal : Strategies and Prospects »

We are pleased to announce the **4th Senegal International Real Estate, Housing and Construction Exhibition & Conference ( SENHABITAT Dakar )** will take place on 20 - 22 October 2022, at the King Fahd Palace Hotel, Dakar, Senegal. The event is organised by the Ministry of Urban Planning, Housing and Public Hygiene, Republic of Senegal, in partnership with AME Trade Ltd.

**« New dynamics of large-scale production of sustainable and affordable housing in Senegal : Strategies and Prospects »**  
*The COVID-19 pandemic has posed serious questions regarding the environment we live in and how to carry out housing projects in the future. With the advent of social distancing, how will this affect how project developers plan their projects? How can project developers work with healthcare professionals to create safe and sustainable living environments?*

## SENHABITAT, a multidimensional event



**A three-day trade show** where promoters, solution providers and experts can directly promote their products and projects to a target audience.



**A high-level conference** with workshops and information and discussion panels that can contribute to a housing revolution in Senegal and Africa.



**networking opportunities**, including a gala dinner, cocktails and lunches, giving you the opportunity to consolidate your business contacts.



**Professional visits** to visit Senegal's major real estate projects in Diamniadio.

SENHABITAT gather per edition an average of :

 **400+**

More than 400 direct and indirect exhibitors

 **700+**

More than 700 delegates at the conferences and thematic workshops

 **40**

Almost 40 represented countries

**5k+**

More than 5,000 visitors









## SENHABITAT is now part of the landscape of major West African events devoted to housing.

The event benefits from the support at the highest level of both the public authorities of Senegal and international organizations. All editions of the SENHABITAT Exhibition have been inaugurated by His Excellency Mr. Macky SALL, President of the Republic of Senegal and have also featured the Executive Director of UN Habitat. This high-level presence attests to the credibility of the event with investors and promoters and provides participants with extensive media coverage of their activities.



SENHABITAT recorded the participation of various high-profile personalities including the Ministers of Housing of Senegal, Morocco, Mali, Côte d'Ivoire, Burkina, Niger, Togo and Gambia. **SENHABITAT is therefore a regional event, where you can expand your business network across West and North Africa.**

## Why participate in SENHABITAT 2022?

-  Debate on critical issues facing the construction industry and the housing situation in West Africa
-  Promote your projects, products and services in Senegal and West Africa
-  Identify opportunities in the housing and construction industry in West Africa
-  Launch a new project or product to a large audience of targeted consumers
-  Network with key private and public decision makers in the housing and construction sector in West Africa
-  Find new distributors and expand your sales network
-  Learn about the latest trends and innovations in the global construction and housing markets
-  Sell your projects, products and services directly to a large number of consumers, specifically targeted by a media campaign

## What have they said about the event?

"This has been a rewarding experience in terms of contacts and networking. The exhibition allowed me to communicate about my business and my projects."

CLE D'OR IMMOBILIER ET SERVICES | SENEGAL

"Following our first participation to this fair, we confirm our full satisfaction regarding the organisation and the quality of visitors."

GROUPE IMACAB INGELEC, MOROCCO

"We're really glad to participate in SENHABITAT DAKAR. We noticed a strong attendance here. We register many visitors we didn't expect to have and among them interesting contacts."

PLAC'FORCE, FRANCE



## The housing sector in Senegal

Major opportunities exist in the Senegalese housing market, particularly with the **100,000 housing project** recently initiated by the government.





The urbanization of Senegal will increase according to the latest figures, from 23% in 1960 to 45.2% in 2013 and to 52.55% by 2030. This is due to the rapid growth of the urban population and the rural exodus to urban centers in search of a better life. The government of Senegal wants to eradicate slums by 2035 and accelerate the supply of decent and affordable housing through the construction of 100,000 housing units over 5 years to fill the housing deficit estimated at 350,000 units including 150,000 units in Dakar.

The Government aims to achieve this by providing land guaranteed by title, innovative financing (second mortgage, guarantee fund, tax incentives for developers), using local materials to lower the cost of construction and access land across the 27 poles (the government has secured a total of 13,000 hectares: 10,800 in the Dakar-Thiès-Mbour axis and 2,200 ha in the rest of the country).

Dakar-Thiès-Mbour



The project of 100,000 housing units means a real boom for the building and construction industry:

-  7 million m<sup>2</sup> of tiles to be manufactured,
-  600,000 doors and 400,000 windows to be manufactured,
-  200,000 sanitary kits to manufacture,
-  The possibility of 1 million jobs for the Senegalese workforce.

**The housing deficit in Senegal proves the need to offer a full range of housing from social to luxury.**

Senegal, especially Dakar, has gone through a major housing boom, caused by the influx of international organizations, expatriates and especially the rise of the Senegalese middle class. Dakar has become one of the ten most expensive African cities to live in. By 2030, with a population of over 5 million, Dakar will be one of the 15 most populous African cities.

## BE PART OF THE HOUSING REVOLUTION IN SENEGAL AT SENHABITAT 2022



### SPONSORSHIP

Sponsorship is the ideal way to ensure better visibility for your structure during the event.

It's the most cost-effective way to increase your impact before, during and after the show. Sponsorship options are designed to help you reach your target audience.

SENHABITAT offers a variety of options ranging from Platinum, Gold, Silver, Bronze to Associate.



### EXHIBITION

The SENHABITAT exhibition allows you to promote your projects, products and services to the Senegalese and West African housing and construction industry, to meet new customers and to strengthen the relationships of existing customers. It allows developers of real estate projects to present their developments directly to the public.

<b>Profile of the exhibitor:</b>	Water and sanitation	Real estate marketing
Building equipment and materials	Associated housing services	Property management
Lighting and electricity	Real estate development	Financial solutions
Interiors and decoration	Real estate financing & investment	Interior Design
		Construction
		Project planning & Design

### WORKSHOPS

The themes that will be addressed at SENHABITAT 2022 will include: Financing social housing in Senegal; using local building materials to reduce costs; The importance of building a sustainable and affordable post-COVID Senegalese housing market and Innovative financing solutions to climb the housing ladder.

**Animate your workshop,** we also offer workshops (lasting 45 minutes) for project developers and solution providers to present them to a targeted audience of buyers. We will promote the workshops alongside the main conference program and brand your slot.

### PARTICIPATE AS A DELEGATE

As a delegate, you will have access to all activities of SENHABITAT, including the high-level conference, lunches, gala dinner and cocktails. You will also receive the final report of the event and have access to our networking application.





## SENHABITAT 2022 will focus on three key areas:

- IMMOSENEGAL - SENHABITAT REAL ESTATE AND HOUSING SHOW** which brings together real estate developers with home buyers, government, technology providers, entrepreneurs and financial institutions.
- INTERIOR DESIGN AND DECORATION SENEGAL** which combines interior decoration and design - From paints and flooring to furniture and lighting, fabrics and accessories, all your interior needs are catered for at SENHABITAT DAKAR 2022.
- BUILDING SENEGAL** with the **SENEGAL CONSTRUCTION SHOW**: Exhibition of the equipment and technology needed to execute construction projects, from building a house to large infrastructure projects.

### PREVIOUS EXHIBITORS



HOLDING BAOBAB sa



## SENHABITAT 2022, BE PART OF THE FUTURE OF SENEGAL'S BUILDING REVOLUTION

### Improved professional matchmaking system

With our enhanced business networking app, you'll be able to schedule your meetings a month before the event, pre-print your event badge, chat with attendees, see regular conference program updates, and browse the plan of the exhibition.

### Matchmaking room

We will provide you with a dedicated business meeting room where you can pre-book meetings and discuss in a calm, friendly and discreet environment.



### The Venue

The KING FAHD PALACE is a 5-star hotel located in Les Almadies, in the new business district of Dakar. The hotel has several multifunctional rooms, conference facilities, catering services and unique outdoor spaces, which adapt to your requests.

Board meetings, training sessions, team building events, internal communication events and multilingual international conferences.



## Contact our team

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