

INTERNATIONAL RECRUITMENT EXPO NAIROBI (IREXPON-2025)

THEME: “Fostering Youth Engagement, Empowerment, Development, and Collaborative Partnerships for a Bottom-up Economic Transformation Agenda””

12th-14th March 2025, K.I.C.C Nairobi, Kenya

Invitation to the First-Ever Recruitment Expo in Africa

We are honored to invite you to the inaugural Recruitment Expo in Africa, taking place at the Kenyatta International Convention Centre in Nairobi, Kenya, from March 12th to 14th, 2025. This groundbreaking event is expected to attract over 10 million virtual attendees, more than 10,000 visitors, and 300+ exhibitors from 25 countries.

About IREXPON

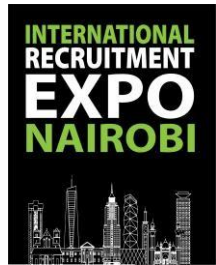
IREXPON is centered around ‘Recruitment 360’ for companies in various sectors including Technology, Health, Education, Sports, Finance, Manufacturing, and Construction. Whether you’re looking for employees, agencies, franchisees, distributors, sports professionals, artists, or other outsourced services. Our Corp-2-Corp/B2B concept designed as the ultimate **Product Entry/Penetration Platform** to the African Market, this expo is designed to help you expand and discover new territories.

Our primary goal is to create job opportunities, both directly and indirectly, by promoting and connecting business opportunities for startups, partnerships, and expansions. This is your chance to choose the right partner or recruitment firm.

Executive Summary

Economic transformation begins with recruitment, which is transformational in nature. It is a core strategy for meeting a country’s or organization’s future needs, whether you are seeking A-Class job seekers, distributors, agencies, artists, sports professionals, innovators, startups, talents, or clients. Despite the world becoming a ‘Global Village,’ there is still a





lack of a well-elaborate organizational framework.

IREXPON is committed to promoting the corporate-to-corporate (C2C) recruitment process, which involves sourcing and hiring candidates through third-party contractors instead of a direct hire model. This method is increasingly popular as it allows companies to access talent quickly and cost-effectively.

Our Vision

The International Recruitment Expo Nairobi (IREXPON) aims to be a bridge to a better world, enabling the discovery of opportunities by providing value and respect for individuality and diversity while growing together as part of the global community.

Expo Zones

The expo is divided into five zones:

1. Food Zone
2. Conference Zone
3. Performance Zone
4. Interview Zone
5. Exhibition Zone (Jobs, Business & Talent/Innovations)

Our Commitment

The expo will adhere to the highest ethical standards of our industry, operating with transparency and trust through the sharing of knowledge and experience, and leveraging continuous improvement for learning.

Our international best practice experience will offer companies and agencies creative marketing and digital recruitment solutions. Exhibitors in the recruitment sector will be available to personally meet and assess everyone they present to their clients, using industry experts to evaluate specific skill sets.

Each exhibitor will have a dedicated account manager to service their account, answer questions, and help ensure the recruitment process is as smooth as possible. We see this as professionalism with a personal touch.





End Objective

The ultimate goal of the expo is to create seamless primary and secondary job opportunities for Kenyans through business networking and expansion, sports, innovation, and talent nurturing. We invite local and international exhibitors to showcase in three categories:

1. Human Recourse Platform (HRP)

Recruitment Agencies and Employers: - Find the right candidate for the job market. Enhance your public goodwill and engage with A-Class job seekers with access to thousands of listed options.

2. Product Entry Platform (PEP)

Corporates, Manufacturers, Businesses, Franchises, and SACCOs: - A new concept has been developed specifically to cater for your needs. The **Product Entry Platform (PEP)**. Expand your territory. Meet thousands of new and existing businessmen ready to partner or looking forward to venture into new business. Market your organization to potential investors, entrepreneurs, and engage in Business-to-Business and Corp-to-Corp interactions from all sectors of the world.

3. Talent & Innovation Platform (TIP)

Sport Clubs, University Colleges, and Investors: - Discover raw talent in sports, academics, and innovations, with access to thousands of potential candidates.

Enclosed, you will find the various Sponsorship Packages and Exhibition Options, along with a Floor Plan and an Overview of the exhibition space. We encourage you to actively participate in this international gathering and secure your place as a sponsor and/or exhibitor. Should you require any further information, please do not hesitate to contact the IREXPON Office at +254726290009 or via email at recruitmentexpo47@gmail.com or info@promoteamedge.africa

We look forward to meeting you at IREXPON -2025, Nairobi, Kenya, in March 2025.

Kind regards,

Ben Liyai (0726290009)

Chairman

