

IATF 2018

INTRA-AFRICAN TRADE FAIR

PROMOTED BY | IN COLLABORATION WITH | HOSTED BY EGYPT



African Union



Cairo, Egypt

Venue: Egypt International Exhibition Center

Date: 11 - 17 December 2018

Transforming Africa

www.intrafricantradefair.com



7 DAYS
TRADE SHOW



+1000
EXHIBITORS



+70 000
VISITORS, BUYERS AND SELLERS EXPECTED



ALL AFRICAN
COUNTRIES & NON-AFRICAN COUNTRIES



USD +25 BILLION
IN TRADE DEALS TARGETED



AFRICAN HEADS OF STATE
TRADE AND INDUSTRY MINISTERS, FINANCE MINISTERS
AND CENTRAL BANK GOVERNORS



TARGETED SINGLE MARKET OF OVER
+ 1 BILLION PEOPLE
CREATED BY THE AFRICAN CONTINENTAL
FREE TRADE AREA



WHY THE INTRA-AFRICAN TRADE FAIR (IATF)



Analysis by the African Export-Import Bank (Afreximbank) shows that one of the main reasons why intra-African trade is low at around 15% compared to Europe (59%), Asia (51%), and North America (37%) is because of lack of access to trade and market information. To address this challenge, Afreximbank decided to, among other initiatives, convene the Intra-African Trade Fair every two years to provide trade and market information and connect buyers and sellers from across the continent.

deals. It provides an opportunity for exhibitors to showcase their goods and services, engage in Business to Business (B2B) exchanges and conclude business deals.

IATF provides a platform for entry into a single market of over one billion people joined together under the African Continental Free Trade Area.

THE OBJECTIVES OF THE INTRA-AFRICAN TRADE FAIR INCLUDE:

- To bring together continental and global players to showcase and exhibit their goods and services, and to explore business and investment opportunities in Africa
- To serve as a marketplace where buyers and sellers of goods and services meet and explore business opportunities
- To provide a platform for B2B exchanges and development of business opportunities
- To share trade, investment and market information with stakeholders including investors, SMEs, the informal sector, Africans in Diaspora, and to identify solutions to address the challenges affecting intra-African trade
- For Afreximbank and other financial institutions, to share information about their trade finance and trade facilitation interventions that will support intra-African trade
- To discuss topical issues affecting intra-African trade and provide practical and effective solutions
- To deploy multi-country and multi-company pavilions that will serve as one-stop shop for intra-African trade and investment opportunities in Africa



WHAT IATF 2018 HAS TO OFFER

The Intra-African Trade Fair is the first of its kind in Africa, consisting of a 7-day trade show that provides a platform for sharing trade, investment and market information and enabling buyers and sellers, investors and countries to meet, discuss and conclude business

IATF PAVILION ALLOCATION

The IATF pavilions have been grouped into five categories to best meet the Trade Fair's marketing objectives and to allow for the most effective facilitative roles for business exchanges and information dissemination.

Host Country Pavilion

Egypt as the host country will have a prominent pavilion, owing primarily to the need to give greater exposure to the local industries and demonstrate the country's readiness to do business with the rest of Africa. The pavilion will showcase the trade and investment opportunities in Egypt along with opportunities for trading (import/export) with the rest of Africa and the world.

Afreximbank Pavilion

Afreximbank pavilion serves as the event's nerve centre for trade and market information and transactional activities. It provides:

- On site intermediaries to assist with facilitation services for transaction structuring, vetting services and deal brokering
- Access to Afreximbank service offerings, financing solutions, trade facilitation and advisory services

Pavilions for Trade Hubs

These pavilions are allocated to designated intra-African Trade Hubs - Egypt, South Africa, Nigeria, Cote d'Ivoire and Kenya - to enable them to provide seamless flow of key information on regional trade opportunities, simultaneously acting through their various trade agencies, as facilitators for business engagements and deal structuring.

National Pavilions

National Pavilions are allocated to individual countries to enable them to best structure their exhibitions to meet their own unique objectives, enabling them to showcase their flagship industries in a manner that gives them the best level of exposure at the Trade Fair and thus enhancing business transaction opportunities. They will cater for both private sector and public sector exhibitors including SMEs and those in the informal sector.

Company Pavilions

Companies will also have their own pavilions or stands where they will showcase their products. This option is open to all sectors that have an interest in showcasing goods or services that they produce.

Rates to Exhibit

Types of Stands	PRICE before 20.07.2018	PRICE after 20.07.2018
SPACE ONLY (Indoor) (per 1 sq.m, min. stand size is 9sq.m)	\$150	\$250
EXHIBITION REGISTRATION FEE (mandatory for every principal exhibitor and co-exhibitor, or sponsor)	\$250	\$300

Additional discounts:	
\$20 per 1 sq. m of indoor space;	Above additional discounts are applicable for all exhibitors in case of Payment 100% of invoice due before the 31st of July 2018.
\$40 per registration fee	Exhibitors–Intra African Trade Fair 2018.

EXHIBITION

The exhibition is not sector-specific, but will target the following areas:



Agriculture and Agro-processing



Diaspora



Automotive



Education



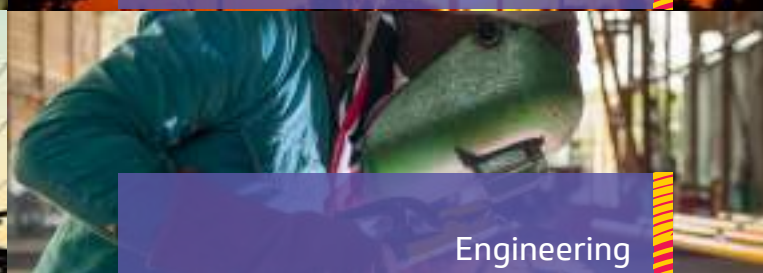
Clothing & Textiles



Energy & Power



Construction



Engineering



Consumer Goods



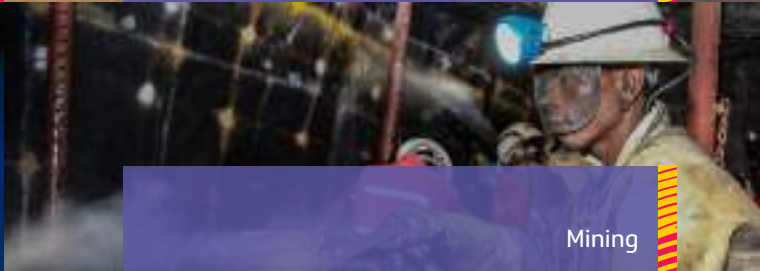
Entertainment



Creative Industries



Finance

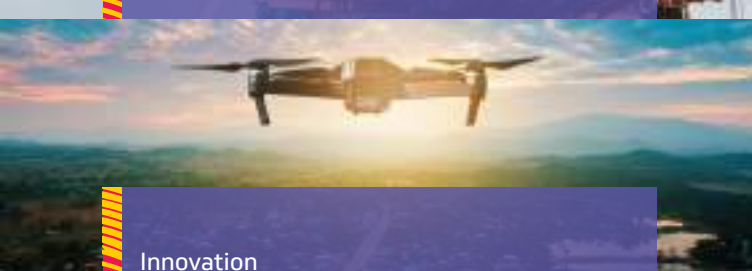


CONFERENCE

An Intra-African Trade Finance and Payments Conference will run alongside the Exhibition. The Conference and Workshops will address topical issues relating to trade finance, payments, trade facilitation, trade-enabling infrastructure, harmonisation of trade standards and regional value chains. There will also be an opportunity for training Exporters on how to access the African market and twinning arrangements with other African or global entities.



The inaugural Intra-African Trade Fair is brought to you by Afreximbank, in collaboration with the African Union and will be hosted by Egypt (represented by the Ministry of Industry and Trade/ Export Development Authority).

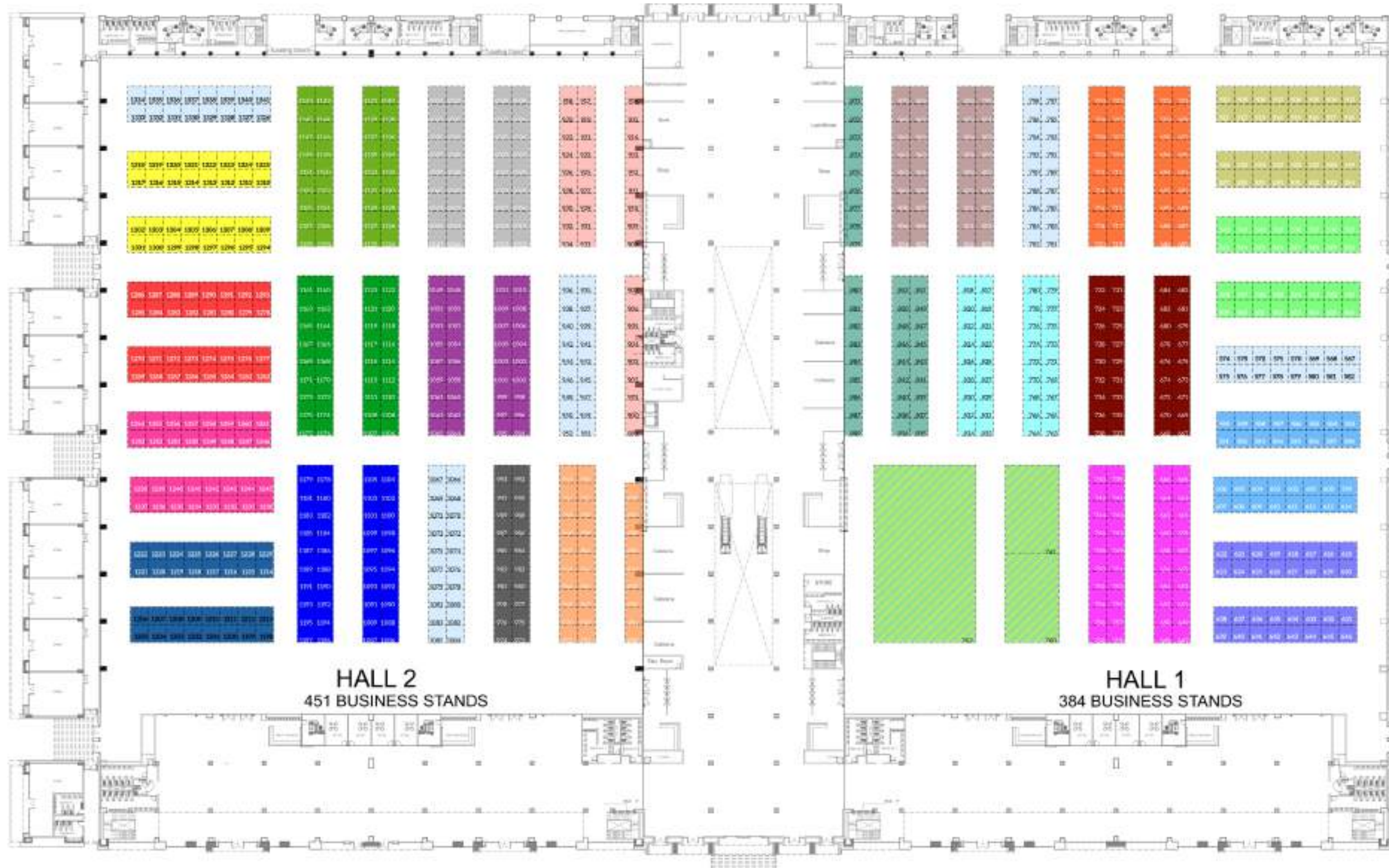


The Trade Fair will take place in Cairo at the Egypt International Exhibition Center from 11-17 December 2018. You are invited to participate in this historic Intra-African Trade Fair which seeks to achieve positive transformation of the continent.



The Trade Fair will take place in Cairo at the Egypt International Exhibition Center from 11-17 December 2018. You are invited to participate in this historic Intra-African Trade Fair which seeks to achieve positive transformation of the continent.

HALL 1 & 2

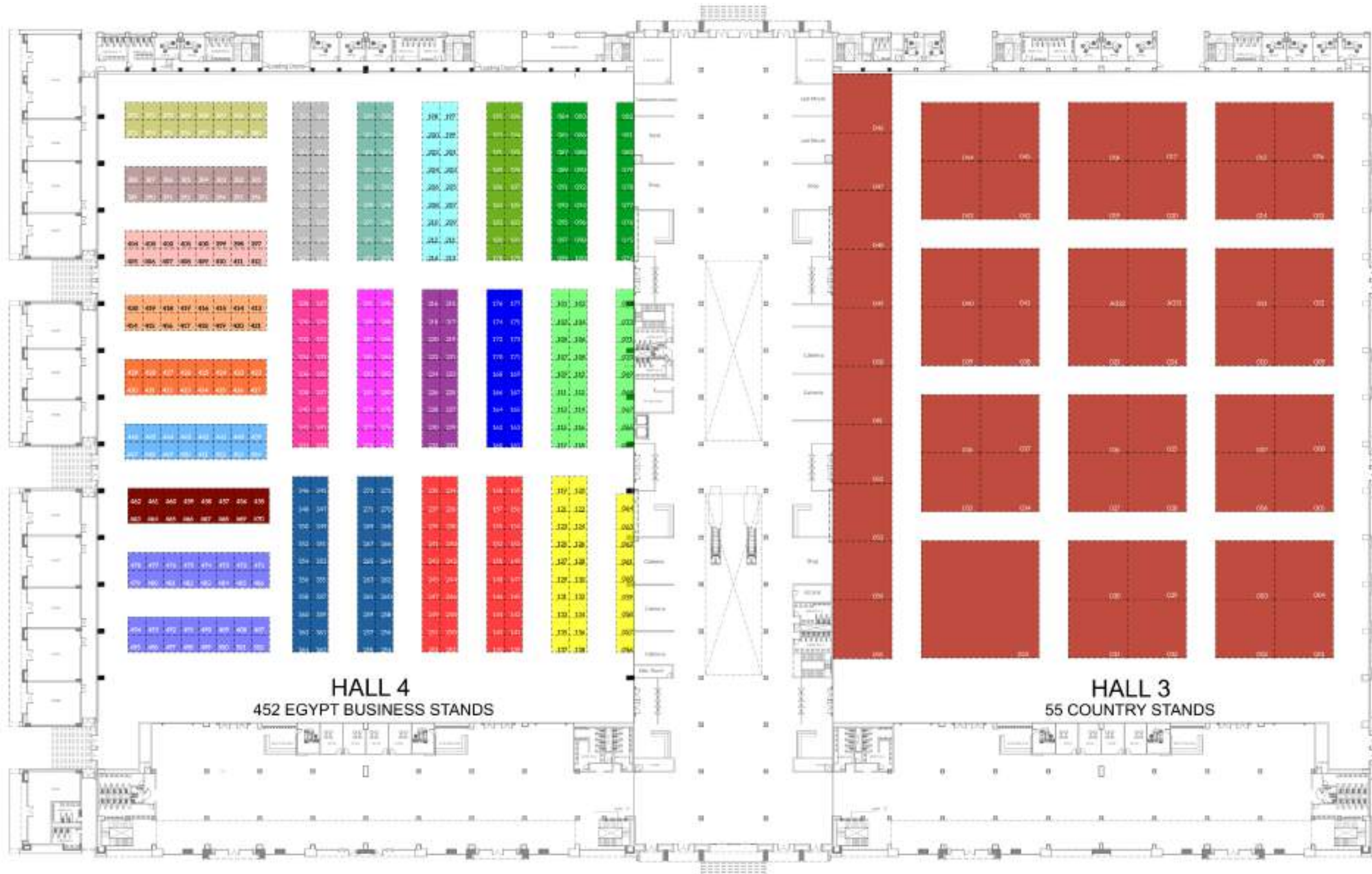


HALL 2
451 BUSINESS STANDS

HALL 1
384 BUSINESS STANDS

- SECTORS IN HALL 1&2**
- Afreximbank
 - Agriculture and Agro-processing
 - Automotive
 - Clothing & Textiles
 - Construction
 - Consumer goods
 - Creative Industries
 - Diaspora
 - Education
 - Energy & Power
 - Engineering
 - Entertainment
 - Finance
 - Franchising
 - Health Care
 - Heavy Industries
 - ICT
 - Infrastructure Development
 - Innovation
 - Light Manufacturing
 - Logistics
 - Mining
 - Standards & Quality Control Industry
 - Trade hubs

HALL 3 & 4



- SECTORS IN HALL 3&4**
- African countries
 - Agriculture and Agro-processing
 - Automotive
 - Clothing & Textiles
 - Construction
 - Consumer goods
 - Creative Industries
 - Education
 - Energy & Power
 - Engineering
 - Entertainment
 - Finance
 - Franchising
 - Health Care
 - Heavy Industries
 - ICT
 - Infrastructure Development
 - Innovation
 - Light Manufacturing
 - Logistics
 - Mining
 - Standards & Quality Control Industry

AFRICAN EXPORT-IMPORT BANK

Headquarters

72B El-Maahad El-Eshteraky Street
Roxy, Heliopolis, Cairo 11341, Egypt
info@afreximbank.com
T +(202) 2456 4100/1/2/3/4

Abidjan Branch

3ème Etage, Immeuble CRRAE-UMOA,
Angle Boulevard Botreau Roussel –
Rue Privée CRRAE-UMOA
Abidjan, Côte d'Ivoire
abidjan@afreximbank.com
T +(225) 2030 7300

Harare Branch

Eastgate Building, 3rd Floor
(North Wing), Sam Nujoma Street
Harare, Zimbabwe
P.O. Box CY 1600
Causeway, Harare, Zimbabwe
harare@afreximbank.com
T +(263) 4 700 904 / 941

Abuja Branch

No. 2 Gnassingbe Eyadema Street
Off Yakubu Gowon Crescent
Asokoro, Abuja, Nigeria
PMB 601 Garki, Abuja, Nigeria
abuja@afreximbank.com
T +(234) 9 460 3160

All enquiries should be sent to:

info@intrafricantradefair.com



For registration and more information please visit:

www.intrafricantradefair.com

