

EXPAND

Your Business into Africa

Exhibit

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W•A•I•T•E•X
2012

**The West African International Trade Exhibition
for Retail Products**

(Sister event to SAITEX in South Africa)

LAGOS ■ NIGERIA ■ 8 - 10 MAY 2012

Endorsed by:



Co-located Events



**11th West African International
Telecommunications
Exhibition & Conference**

&

NTSE
**Nigerian ICT Business
Solutions Expo**

Voted the Best Trade Show in West Africa

Plus

**WAFICT
2012**

THE CONGRESS

...People.
...Policies.
...Technologies.

In Association with the



COMMONWEALTH
TELECOMMUNICATIONS
ORGANISATION



W.A.I.T.E.X
2012

The West African International Trade Exhibition

SPEAKOUT

"Nigeria is going to be Africa's growth story for the next 15 to 20 years."

– Former South African Reserve Bank governor Tito Mboweni, talking about his belief that Nigeria will be Africa's next 'gold rush', as investors take advantage of the country's booming economy

Product Profile

Brown goods ▪ Building & construction machinery (light) ▪ Camping & leisure equipment ▪ Carpets and rugs ▪ DIY products & garden equipment ▪ Electric & electronic appliances ▪ Fabrics - leather products ▪ Fast moving consumer goods ▪ Food & beverage products ▪ Furniture, indoor & outdoor ▪ Generators, pumps, compressors ▪ Hardware & tools ▪ Home entertainment systems ▪ Housewares ▪ Kitchenwares and cookware ▪ Machinery for manufacturing & packaging retail ready products such as food and beverages, stationery, plastics, clothing, footwear and leather products, cosmetics, household articles etc ▪ Office equipment & stationery ▪ Plastic products ▪ Plumbing products, sanitary ware ▪ Products for use in building and construction ▪ Retail ready products ▪ Soft furnishings, rugs, baskets ▪ Sports, health & gym equipment ▪ Textiles & apparel ▪ Vending machines ▪ White goods

Special Show Feature

"Franchise Opportunities"



Exhibition Space Costs

1. Floorspace only **US\$ 385/m²**

2. Stand package
US\$ 450/m²

(Each 9m² Package includes:
floorspace, carpets, shell scheme, electrical connection,
1 x 13 amp plug point, 2 x spot lights,
1 x conference table,
2 x conference chairs, company name on stand fascia.)

Modules
Exhibition space comes in modules of 9m² and multiples thereof.

Exhibition Details

The Venue

Zinnia Hall, Eko Hotel and Suites, Victoria Island, Lagos.

Exhibition Dates

Tuesday May 8th to Thursday May 10th.

Exhibition Hours

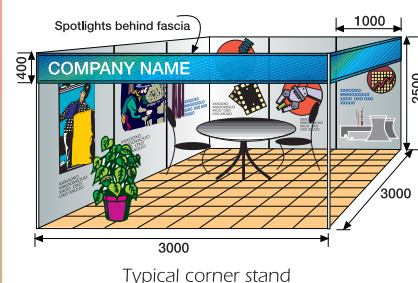
May 8th and 9th 10:00 - 17:00

May 10th 10:00 - 16:00

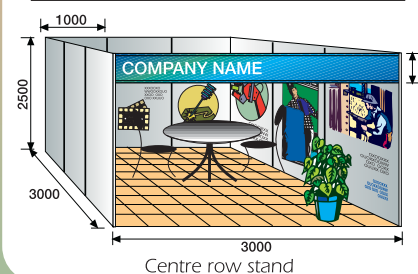
Business Visitors Only

Admission to these events will be strictly by invitation or business card only. No public attendance.

SHELL SCHEME PACKAGE

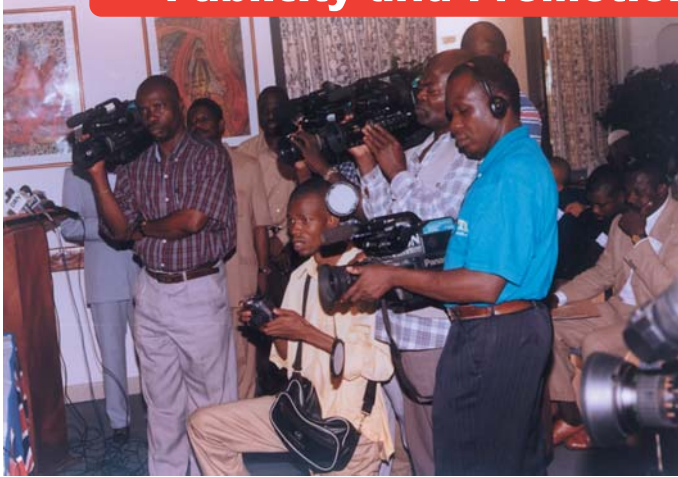


Typical corner stand



Centre row stand

Publicity and Promotion



Targeted Campaign

Promotion for these events is specifically geared to attract buyers from countries throughout the region as well as Nigeria. Every opportunity is utilised in a campaign that is based on international fair promotion principles.

News Releases

The organisers employ a firm of public relations consultants to generate and distribute stories to the press for the benefit of both exhibitors and the exhibition alike.

Advertising

These events will be advertised widely throughout Nigeria using press, radio and television.

Complimentary Tickets

Thousands of complimentary tickets are printed for distribution by exhibitors, the organisers, trade press and supporting associations.



? WHO WILL VISIT

?
Agents
Distributors
Importers
Manufacturers
Retailers
Wholesalers
Business Entrepreneurs
Government

Technical Information

Exhibition Services

Exhibitors will receive a complete Services Manual once their participation has been confirmed. This manual allows participants to order extras they deem essential for the successful design of their stand.

Exhibition Build-up

Exhibitors may start moving on to their stands from 10:00 on Monday May 7th 2012. Exhibitors or their contractors requiring earlier access will have to first obtain prior clearance from the organisers.

Exhibition Breakdown

Please note for security reasons this phase of the exhibition is strictly controlled. Exhibitors will receive detailed instructions with their Services Manual.

Official Contractors

In the overall interests of efficiency, the Organisers have, in certain cases, appointed official contractors. Where designated, the exhibitors and their contractors are obliged to use the services of such appointees. Check your Services Manual for details.

Nigeria – the worlds 4th largest democracy – Some Facts:

- Nigeria's size is 923,768 km - Slightly more than twice the size of California – It has 36 states.
- The most populous country in Africa accounting for over half of West
- Africa's population at 150 million inhabitants.
- Nigeria is the 12th largest oil producer in the world and earns +\$90 Billion from oil exports.
- Nigeria has one of the fastest growing economies in the world – I.M.F report.
- English is Nigeria's official language.
- 68% of the population are literate and consume Africa's largest daily circulation of newspapers – 3.3 million copies.
- Nigeria has 37 airports with paved runways and another 34 unpaved.
- Nigeria occupies 3rd place in Africa's GDP league. \$339 Billion (2009).



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Co-located with



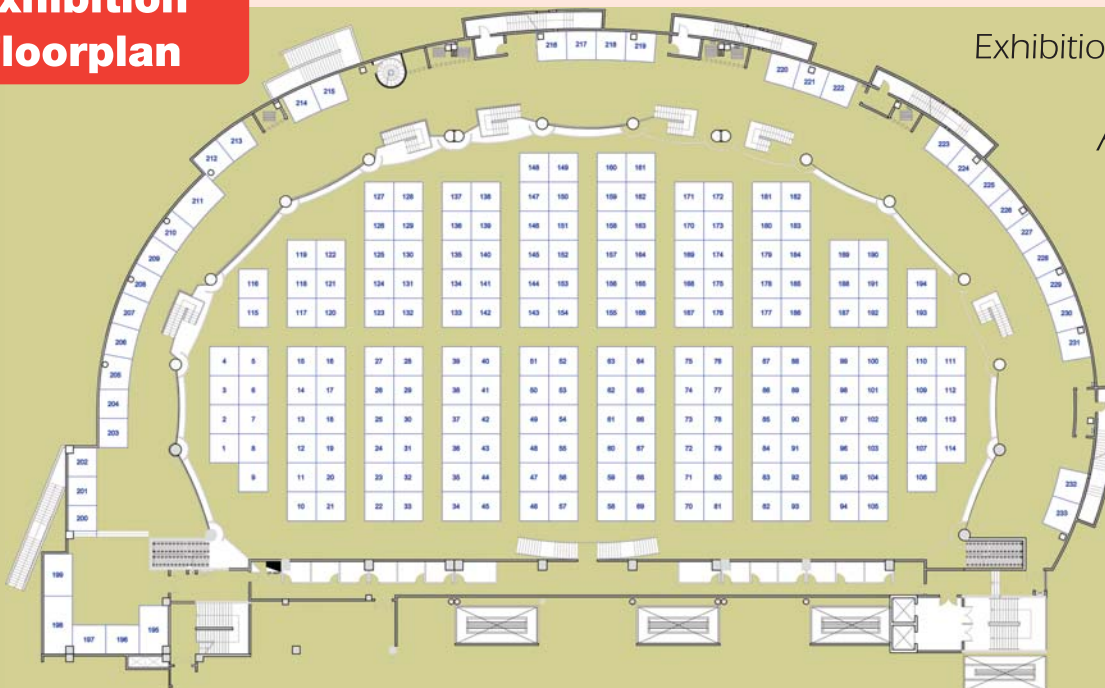
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COMMONWEALTH
TELECOMMUNICATIONS
ORGANISATION

Voted the **BEST**
Trade Show in West Africa

Exhibition Floorplan



Exhibition Floor Plan
not to scale
All units 9m²

More cost effective Structured
Business events from:



**Exhibition
Management
Services**

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