



INVITATION TO GLOBAL EXPO BOTSWANA 2015

Botswana Investment and Trade Centre (BITC) on behalf of the Ministry of Trade and Industry of the Republic of Botswana, will this year (25-28 November 2015) host its tenth edition of its premier business to business (b2b) multi-sectorial expo known as the Global Expo Botswana (GEB 2015) in Gaborone, Botswana under the theme “**Promoting economic diversification through export oriented Foreign Direct Investment and Domestic expansions**”. This major trade and investment platform offers one an exciting opportunity to do business in one of Southern Africa’s and Africa’s most stable and fastest growing economies, given the geographical centrality of Botswana in the SADC region.

Why Global Expo Botswana

- Meet buyers/sellers of your product
- Take part in the Business Matchmaking
- Enter into partnerships and Joint Ventures
- Attend all business workshops
- Take part in the Investment Forums
- Meet the government procurement Divisions
- Engage agents/distributors of your product
- Explore new markets

Global Expo Botswana Track Record

- The Inaugural Global Expo Botswana was held in 2006 and 107 exhibitors took part from over 10 countries, 3000 visitors recorded. Cumulative figure of business generated for GEB 06 was **BWP17 million.**
- For GEB 07, 156 exhibitors took part from over 10 countries, 3500 visitors recorded. Cumulative figure of business generated for GEB 07 was **BWP35 million.**
- For GEB 08, 182 exhibitors took part from over 10 countries and 2000 visitors were recorded. Cumulative figure of business generated for GEB 08 was **BWP36 million.**



- For GEB 09, 160 exhibitors took part from 11 countries, compared to the previous year's 182. This represents a 12 % decline on the exhibitor figure year on year attributable to trying economic times as a consequence of the global recession and 4709 visitors were recorded. Cumulative figure of business generated for GEB 09 was **BWP48.6 million.**
- For GEB 2010 a total of 237 exhibitors took part from 15 countries, compared to the previous year's 160. This represents a 48 % increase on the exhibitor figure year on year, only 5.2 % below the 2010 target of 250 exhibitors and 5000 visitors were recorded. Cumulative figure of business generated for GEB 2010 was **BWP38.8 million.**
- For GEB 2011 a total of 182 exhibitors took part from 11 countries, compared to the previous year's 237. This represents a 23 % decrease on the exhibitor figure year on year, 39 % below the 2011 target of 300 exhibitors and 3884 visitors were recorded. Cumulative figure of business generated for GEB 2011 was however **BWP80 million.**
- For GEB 2012 a total of 156 exhibitors took part from 10 countries, compared to the previous year's 182. This represents a 15 % decrease on the exhibitor figure year on year. However, **BWP108 million** worth of business was generated as a result of the one-on-one meetings arranged for exhibitors on site as part of the Business Match-making Program.
- The 2013 GEB attracted a total 138 exhibitors from 13 countries, compared to the previous year's 156. This represents a 12% decrease on the exhibitor figure year on year. On the other hand, **BWP119 million** worth of business was generated as a result of the one-on-one meetings arranged for exhibitors on site as part of the Business Match-making Program.
- The 2014 GEB attracted a total 158 exhibitors from 13 countries, compared to the previous year's 138. This



represents a 12% increase on the exhibitor figure year on year. GEB2014 injected close to BWP3, 6 million into the economy of Gaborone during a three day period. Out of 98 Exhibitors interviewed, 42 Exhibitors at GEB 2014 came with the intention of targeting a business value of P1, 741, 079, 100.00. Of the interviewed exhibitors, 17 of them had already negotiated or placed orders at the value of P301, 356, 008.00; 20 companies expect to realize future prospects of P511, 508, 000.00. 33 Exhibitors estimated that by the end of the expo they would have spent a total of P3, 591,000.00 in Botswana. 35 exhibitors planned to spend P876, 460.00 during GEB 2014; Accommodation P502, 860, Transport P224, 413 and Food P123, 045.

NOTE: Please note that 1USD is approximately P10 (Botswana Pula)

Why Botswana?

- Located Strategically in Southern Africa and suitable to be used as a launch pad into the rest of the SADC markets of 200 million people N.B. SADC area is a Free Trade Area.
- The country boasts political and economic stability which are unparalleled in the continent.
- Stable Macroeconomic environment & economic growth.
- No foreign exchange controls.
- Preferential market access to SACU, SADC, EU, MERCUSOR and US markets.
- Duty free importation of Machinery to be used in production.
- One of the lowest corporate tax rates in the region at 15% for manufacturing entities and 15% for International financial service companies while corporate Tax for other businesses is 22%.
- Second to South Africa in the ease of Doing Business Report of 2012 by World Bank.
- Has a positive 6.0 investor protection index on a scale of 10 in the ease of Doing Business Report of 2012 by World Bank.
- Free market enterprise.
- Several Double Taxation agreements.



- Botswana provides security from nationalisation of private businesses.
- Industrial relations are good and trade unions are not militant.
- GNI per capita of around \$14560 which is high by African standards and attests to purchasing power being prevalent in the economy despite small population base of around 2million people.
- One of the most consistent and relatively high economic growth rates over the past three decades.
- Relatively High sovereign credit ratings in comparison to other African countries e.g. by rating agencies such as Moody's, Standard & Poor, World Bank ease of Doing business, Transparency International; etc.
- Botswana has a narrow manufacturing base as 80% of what the country consumes is imported resulting in a huge import bill of US\$ 5 billion to tap into.

Looking forward to welcoming you as one of our exhibitors at the Global Expo Botswana 2015!!!

For bookings please contact:

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GLOBAL EXPO BOTSWANA 2015 BOOKING FORM

Please list the product(s) you wish to exhibit below

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TARIFF/RATES (circle preferred option below)

1. Stand space only **US\$85 per m²** (minimum 18m²)
2. Complete stand (space + stand construction and equipment-ready to us) **US\$110 per m²** (minimum 9m²).

All complete stands include per 9m²: partition walls, carpeting, 1 fascia with company name and stand number, 2 spotlights, 1 electrical power outlet, 1 table, 2 chairs, 1 lockable office Cupboard.

Minimum stand surface in halls; 9m²

All hall areas of 18m² or less must book the complete stand option as in above.

3. Outdoor area **US\$30 per m²** (minimum 20m²)

A deposit of 50% of the total rental fee must accompany the application form. The remainder must be paid by the latest 1st November. All prices include 12% vat.

DEADLINE FOR BOOKING is 1st November 2015.

Please tick your choice of exhibition space below:

[3m x 3m]; [6m x 3m]; [9m x 3m]; [6m x 6m]; [6m x 9m]; Other in multiples of 3

Outdoor area.....mx.....m.....m²

Name of company.....
 Contact person.....
 Street.....
 Postal address.....
 Country.....
 Telephone.....
 Fax.....
 Email.....
 Signature.....
 Date.....
 Date form is received by GEB office.....

Please kindly fill in this form and email or fax to above business contacts. Please note that we are currently running a special discount of **30% for all our exhibitors until 31st August 2015.**