

**REPORT ON GLOBAL EXPO BOTSWANA (15- 18 OCTOBER 2008)**  
**BY THE CHIEF EXECUTIVE OFFICER OF BEDIA, MRS. DORCAS MAKGATO - MALESU**

**INTRODUCTION**

The recently held Global Expo Botswana 2008 was a resounding success as evidenced by improvements to last years success factors in the form of: number of exhibitors, number of visitors and level of business generated recorded. 182 exhibitors took part from 10 countries relative to 156 last year while 4000 visitors toured the exhibition compared to last years 3000 visitors. Preliminary findings from business match making programme shows that a potential BWP 41 million worth of business generated will arise from the 554 meetings arranged for our exhibitors. This premier business to business event was for the first time wholly organised and managed by BEDIA unlike the first two editions which were jointly organized in collaboration with Ministry of Agriculture.

Feedback from exhibitors and visitors alike was positive, encouraging us to move forward towards Global Expo Botswana 2009 with a campaign aimed at increasing Global Expo Botswana's market penetration locally and internationally.

As is customary, the array of exhibits on show was of commendable quality. This year's event also offered an

Investment Forum and Workshops concurrent to the exhibition for value addition which were all well attended and well received. Given our commitment to service excellence and continual improvement as well as our promise to give our exhibitors value for money, this year saw us offering a targeted, focused, improved business match making programme which successfully paired the right exhibitor with the right visitor.

Before I conclude, I encourage all exhibitors who took part in Global Expo 2008 to aggressively follow-up contacts met to ensure that those contacts translate into orders thereby making their participation a worthwhile investment.

Global Expo 2009 will be held from 04 – 07 November 2009 and a 30% discount is on offer for bookings received prior to 30 June 2009 and I encourage all interested exhibitors to take advantage of this offer.

Happy holidays to you all and looking forward to welcoming you as either exhibitors or visitors to a bigger and better GEB 2009

Dorcias Makgato-Malesu

**VENUE:** Ditshupo Hall and external sites at the Botswana Conference and Exhibition Centre, Gaborone

**THEME:** *Promoting Economic Diversification and International Trade*

**DATES:** 15 – 18 October 2008

**EXHIBITORS' PROFILE**

**Number of Exhibitors**

|                |                    |             |
|----------------|--------------------|-------------|
| Botswana:      | Direct Exhibitors: | 74          |
|                | Co-exhibitors:     | 26 (54.95%) |
| International: | Direct Exhibitors: | 25          |
|                | Co-exhibitors:     | 57 (45.05%) |

*Total number of exhibitors:* 182  
This is 16.7% more than in 2007.

**Area occupied:**

|                             |                               |
|-----------------------------|-------------------------------|
| Botswana:                   | 1,601 m <sup>2</sup> (77.64%) |
| International:              | 461 m <sup>2</sup> (22.36%)   |
| <i>Total area occupied:</i> | 2,062 m <sup>2</sup>          |

This represents a 11.8% increase on 2007.

**Countries Represented**

Exhibitors represented the following 10 **nations**: Botswana, Brazil, India, Kenya, Mauritius, Namibia, RSA, Swaziland, USA, Zimbabwe.

- **88%** of the exhibitors conducted a fair to considerable amount of business with other exhibitors. This is a 23% increase in business conducted compared to Global Expo 2007.
- Business Generated being negotiated thus far : BWP 41 million in both FDI and exchange of goods and services being negotiated.
- **81%** of the exhibitors participated in order to advertise their company and develop new markets.
- **61%** of the exhibitors expressed satisfaction at having achieved their marketing objectives.
- **87.8%** of the exhibitors established new business links.
- **75%** of the exhibitors were satisfied with the organisation of Global Expo Botswana.
- **92.1%** of the participating exhibitors indicated they would either definitely or possibly exhibit at Global Expo Botswana 2009.
- **91.9%** of the Exhibitors said they would recommend Global Expo Botswana to other potential exhibitors.
- **62.6%** of the Exhibitors indicated that they had met with their targeted customers.
- **66.7%** of the exhibitors confirmed that they had received prospects for future sales.

## PRODUCTS ON DISPLAY

Access Systems, Agricultural Equipment, Agro-Based Products, Art and Crafts, Airline services, Air seal & Tyre sealant, Aluminum boats, Automation products, Bathroom & Kitchen sanitary fittings, Batteries, Business Services, Carpentry and timber products, Cleaning equipment, Clearing Agents, Closed Circuit TV Systems, Clothing, Communication, Electronic and Automation Equipment, Construction, Energy Generation and Management Systems, Financial Services, Foods and Beverages, Footwear, Foam Products, Freight Forwarding and Logistics, Furniture, Generators, Health Services and Products ICT Products, Irrigation Equipment, Jewellery, Laboratory services for grading diamonds and gemstones, Leather Goods, Lubrication equipment, Mining and safety equipment, Pipes, Print Media, Precious stones, Procurement Services, Pumps, Radio Communications, Sanitation Equipment, Solar water Heaters, Geysers & Panels, Scaffolding and Framework construction, Strategic UK Land investments, Steel doors, Sun protection products, Tanks & Irrigation Products, Textiles, Tourism and Travel, Trade Promotion and Investment Organisations, Treated gum poles,

As should be the case at business-to-business exhibitions, similar products were grouped together, except in the case of international (Trade Promotion Organisation) exhibits.

## VISITORS STATISTICS

- Global Expo 2008 attracted 4000 visitors from Botswana, SADC region and a few international visitors. Apart from the locals, among the visitors who were interviewed were those from countries and territories such as the Barbados, Cameroon, France, India, Japan, Kenya, Lesotho, Namibia, South Africa, Swaziland, UK, Zambia, Zimbabwe and a lot more other places.
- Their fields of interest were Advertising, Agro-based processing, Agricultural Implements, Business Services, Agricultural Technology, Construction and Building materials, Chemicals, Cosmetics, Handicrafts, Information Communications Technology, Food and Beverages, Furniture and Associated Products, Education, Health, Tourism, Leather, Media, Mining, Power generation, Renewable energy, Retailing and other sectors.
- Visitors attended the Expo to source new products, new ideas, and new suppliers.
- **53%** of the visitors met with relevant market leaders.
- Visitors negotiated the following orders:-
 

|                  |       |  |                    |       |
|------------------|-------|--|--------------------|-------|
| - Up to P250 000 | 41.6% |  | - Up to P1 million | 33.5% |
| - Up to P500 000 | 18.9% |  | - Over P1 million  | 3.8%  |
- **70%** of the visitors were representatives of the companies either from Management or Sales & Marketing team.
- **94%** of the visitors were hopeful to find prospects for future business.
- **60%** of the visitors are influential in buying activities as they are either co-decision makers or final decision makers.

***We look forward to welcoming you at Global Expo Botswana 2009!***

### GLOBAL EXPO BOTSWANA 2009

**DATES:** 04 – 07 November 2009  
**TARIFFS:** US\$ 160/BWP800/m<sup>2</sup> for floorspace only  
 US\$ 210/BWP1,050/m<sup>2</sup> for floorspace with standard stand and basic furniture  
 US\$45/BWP270/m<sup>2</sup> for external sites  
**EARLY-BOOKING INCENTIVE:** Full payment by 30 June 2009: 30% discount

#### **Organiser and Manager's Contact details**

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