



REPORT ON GLOBAL EXPO BOTSWANA (4-7 NOVEMBER 2009)

INTRODUCTION

Global Expo Botswana 2009 was held from 4-7 November, under the theme "Unlocking opportunities in the current Global recession".

A total of 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.

Estimates from the business match making programme indicate that a possible P48.6 million (approx \$8.1 million) worth of business

was generated as a result of the 399 one-on-one meetings arranged for exhibitors.

4 709 (compared to 2008's 4 000) visitors were recorded as having visited the expo this year.

Value added Workshops and an Investment Forum ran concurrent to the expo, and a total of 674 participants took part in all of them.

Global Expo Botswana 2010 will be held from 17-20 November 2010, and as is customary all bookings made before 30th June 2010 will be entitled to a 30% discount.

VENUE: Botswana Conference and Exhibition Centre, Fairgrounds, Gaborone

THEME: *Unlocking opportunities in the current Global recession*

DATES: 4-7 November 2009

EXHIBITORS' PROFILE

Number of exhibitors

Local exhibitors:	72 (45%)
International exhibitors:	88 (55%)
Brazil	14
Ethiopia	5
Kenya	5
Germany	2
India	8
Namibia	9
Nigeria	5
South Africa	14
Zambia	20
Zimbabwe	6
Total number of exhibitors	160

Area occupied

Botswana	882 m ² (41.41%)
International	563 m ² (26.43%)
Indoor	1 445 m ² (67.84%)
Outdoor	685 m ² (32.16%)
Total area occupied	2 130 m ²
This represents a 3.30% increase on 2008.	

Countries Represented

Exhibitors represented the following 11 countries: Botswana, Brazil, Ethiopia, Kenya, Germany, India, Namibia, Nigeria, South Africa, Zambia and Zimbabwe.

- Exhibitors conducted considerable amount of business with other exhibitors, with one of the exhibitors reaching close to P3million.



- 74% of exhibitors participated in order to advertise their company and develop new markets and 89% of the companies taking part at the GEB 2009 expressed satisfaction or were at least hoping to achieve this goal. 60% had met their targeted customers.
- 66.7% of the exhibitors established business links.
- 81.4% of the exhibitors were satisfied with the organisation of GEB, representing a 9% improvement from the 2008's 75% satisfaction rate.
- 73.7% of exhibitors indicated interest on taking part in GEB 2010 and 85.1% indicated that they would recommend GEB to other potential Exhibitors.
- 70.8% of exhibitors confirmed that they had received prospects for future sales.
- 94.4% of exhibitors were satisfied with the quality of the Expo catalogue with 46.5% of them feeling that the catalogue was very good or excellent.

PRODUCTS ON DISPLAY

Agricultural Equipment, Animal feed and Agricultural services, Airline Services, Art and Crafts, Bathroom and sanitary ware fittings, Bicycles, Business Services, Brick and Block Machines, Ceramic floor and wall tiles, Clothing, Communication, Concrete roof tiles, Décor, Educational programmes, Educational Stock Market Program, Electrical switchboards, Face bricks and Pavers, Food and Beverages, Financial Services, Fuel Management services & equipment, Generator systems and cable management services, Hair dressing and Beauty spa equipment, Health services and products, Hitachi and CAT Parts, In-line Water heaters, Incinerators, ICT products, Leather goods, Load bodies and Trailers, Mining & Smelting, Motor bikes and Accessories, Personal Protective equipment, Pipes & irrigation equipment, Pre-paid water meters, Pre- school Educational Material, Porta-cabins, Print Media, New Holland Machinery, Semi-precious Stones, Processed foods, Procurement services, Protective equipment and clothing, Pumps, Sakai Compaction equipment, Solar water heaters, geysers & Panels, Scaffolding & Framework construction, Stationery, Strategic UK land investments, Steel and wooden kitchen units, Tanks, Textiles, Tourism & Travel, Trade promotion and Investment organizations and Timber products.

VISITORS' STATISTICS

Global Expo Botswana2009 attracted both regional and international visitors. Apart from the locals, among the visitors who were interviewed were those from countries such China, Dubai, India, Kenya, Lesotho, Namibia, South Africa, Tanzania, USA, Zambia, Zimbabwe to mention a few.

These visitors expressed great interest in the Agriculture sector, Power and renewable energy generation, Manufacturing and Tourism. Further to these some interest was evident in the following fields; Advertising, Construction and building materials, Research and Development, Arts and Crafts, Business services, Chemicals, Mining, ICT, Cosmetics, Media, clothing and textiles, retailing and other sectors.



- 58% of visitors met with the market leaders of their areas of interest, an improvement from last year's 53%. 70.2% of the visitors felt that market leaders of their areas of interest were present.
- Out of a total of 142 visitors interviewed 24 disclosed the value of orders they intended to place. The 24 visitors were intending to place orders of up to P 7,274,700.00, 9 visitors had already placed orders valued at P 4,833,710. For those who had not negotiated any business, 71% of them had found or at least had prospect future business.
- Almost all exhibitors, at 98.6%, felt that the Botswana-International mix was good with some feeling it was excellent.
- 80% of the visitors were representatives of companies either from management or sales/marketing team.
- 65% of the visitors were either the final decision makers or in a position where they share decision making.

GLOBAL EXPO BOTSWANA 2010

Dates: 17-20 November 2010

Tariffs: US\$ 160/ BWP 960/ m² for stand space only
US\$ 210/ BWP 1 260/ m² for complete stand with basic furniture
US\$ 45/ BWP 270/ m² for outdoor space only

EARLY BOOKING INCENTIVE: 50% down payment plus booking by 30th June: entitles one to 30% discount on stand/floor space booked

Organisers and Managers' Contact details

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