



## **“Africa: The new Frontier for Economic Development” Trade and Investment Summit 2018**

**Venue:** Sandton Convention Centre, Johannesburg, South Africa  
**Date & Time:**  
**Congress:** 17-20 April 2018 (see programme)  
**Exhibition:** 17-20 April 2018, 10:00 – 18:00 everyday  
**Build up:** 16<sup>th</sup> April 2018  
**Breakdown:** 21 April 2018

### **AGM & Internal GBR Member Meetings – Free of Charge**

**Venue:** Cedarwoods Hotel, Johannesburg, South Africa  
**Date & Time:** 15<sup>th</sup> and 16<sup>th</sup> April 2018 (see programme)

### About GBR World Congress, Exhibition and Trade and Investment Summits:

Economists and Financial Analysts agree that Africa is the new frontier for economic development; based on positive Continental GDP forecasts, increased Private Equity Capital flows, declining dependence on Public Development Aid and increased focus on infrastructure development on the Continent. As a result, there is an urgent need for processing Africa's resources for development and export in order to fully leverage the opportunities that exist. Deploying some resources through Public & Private Partnerships (PPP) and other related Strategic Initiatives (PPPdl) in the context of the principle of 'economies of scale' will trigger unprecedented economic growth across the continent.

This process would witness new and massive progress in several areas: cross-boundaries and in-country infrastructure development, improved energy and mining development arrangements, Agri-food production and processing, thus meeting food security needs, and a holistic job creation strategy which covers unskilled, skilled to professional, and access to better healthcare. This quality of economic partnership is the first-step toward economic freedom for real economic independence.

The forthcoming GBR 8th World Congress includes: Trade and Investment Summits hosted by the Global Business Roundtable, is poised to address ways that businesses can drive Africa's new economic era. GBR has hosted this Premier Global Event, the World Congress & Trade and Investment Summits focusing on Africa, Europe, Asia, Middle East and US for the past 7 years. The 8<sup>th</sup> World Congress and Exhibition will see more than 100 Countries from all Continents participating in the World Congress.

The platform is uniquely designed to bring all African countries and global players under a single roof for match-making opportunities with investors / partners / donors through the GBR Eagle Landing platform for a series of Intra-Africa and country hosted roundtable discussions on infrastructure, trade and investment projects.

The four-day summit will showcase Africa-Asia, Intra-Africa, Africa-Americas and Africa-Europe Trade. The morning plenaries are followed by Roundtables hosted by countries tabling their priority projects and status reports on each, private players roundtables from all over the world. Display booths and Eagle landing facilities will be open throughout the summit to allow networking and partnership pursuits.

#### **Key Reasons to Participate:**

- ◆ Representatives and businesses from 100 member African countries are going to participate.
- ◆ Representatives from Governments and Public Sectors institutes across 100 nations.
- ◆ Representatives from industrial nations exhibiting their financial tools (public and private sectors), products and services.
- ◆ Representatives from Development Finance institutions from around the Globe.
- ◆ Minimum of 1000 delegates representing a variety of business opportunities from across the globe.
- ◆ Sought after speakers from governments and the private sector.
- ◆ SMME's which drive most African- as well as Global Economies.
- ◆ Facilitation of deal closures on the platform.
- ◆ Business and government delegations from Africa, Asia, Middle East, North America and Europe in attendance.
- ◆ Trade and Investment Agencies.
- ◆ Chamber of Commerce and Business Organizations.
- ◆ International and Regional Organizations.



### The Platform for Government, Businesses, Investors and Financiers

- ◆ Interventions for Processing Africa's Resources.
- ◆ Self-sufficiency initiatives in Food Production.
- ◆ Infrastructural Development.
- ◆ Renewable Energy Solutions.
- ◆ Employment and Migration Resolutions.
- ◆ Africa's role in Industrialization and Beneficiation.

### Pre-Matchmaking

Individuals, SMMEs, Businesses, and/or Governments keen to meet by appointment with potential lenders, investors or partners should kindly submit the following 10 points project status information as follows:

- ◆ Project title (contracting authority)
- ◆ Focal contact unit and person of the contracting authority
- ◆ Project location (Summary project description)
- ◆ Project benefits
- ◆ Applicable scope of activities to be entrusted to the private partner
- ◆ Estimated project cost
- ◆ Related project(s)
- ◆ Enumeration / Type of partnership envisaged (*taxpayers or partnership contract on public financing/sales to end-users*)
- ◆ Progress to date (studies ready)
- ◆ The way forward - Next step(s)

### Roundtable Discussions on these cross-boundary projects:

- ◆ Infrastructure Development
- ◆ Tourism
- ◆ Energy
- ◆ Mining
- ◆ Financing
- ◆ Asset Management
- ◆ Agriculture
- ◆ SMME Sector
- ◆ Intellectual Property
- ◆ Transportation
- ◆ Climate Change
- ◆ ICT
- ◆ Health
- ◆ Education
- ◆ Services
- ◆ Diaspora Engagement and Development

### Sponsorship Opportunities

We would like to extend an invitation to interested parties (businesses and individuals) to partner with us at this colossal event.

**Sponsorship opportunities available as follows** (consult our Exhibition Coordinator for detailed information):

OPPORTUNITY	COST (INCL. VAT)	SPONSOR
1. Main Sponsor Naming Rights	R2.5m	
2. Platinum Package	R1.0m	
3. Gold Package	R500 000	
4. Silver Package	R300 000	
5. Bronze Package	R200 000	
6. Roundtable Branded Area	R150 000	
7. Roundtable (per table of 10 delegates)	R80 000	
8. Gala Evening/GFFJ Annual Banquet	R1.5m	
9. Gala Evening Table Sponsors	R65 000	
10. Gala Evening Gift Sponsor	R250 000	
11. Business Matchmaking	R250 000	
12. WIFI Cafe	R150 000	
13. Conference Folders & Stationary (branded)	R100 000	
14. Conference & Exhibition Attendee carry bags-logo	R250 000	
15. Lunch VIP Area	R1.5m	
16. Exhibition Information Guide/SME directory	R180 000 – R220 000	
17. Branded Clothing for event staff	R250 000	
18. Branded Lanyards with nametags and pouches	R50 000	
19. Executive Visitor Invitations	R30 000	
20. Registration (Area)	R250 000	
21. Media Centre TV interviews etc	R250 000	
22. Media Launch & Photography	R150 000	
23. Media Partnership Opportunity	From R50 000 - R250 000	
24. SMME Business Area including directory	R550 000	
25. SME Workshops by Host	R80 000	
26. Sector or Country Roundtable		
27. Discussion Sponsor (2 options)		
28. Recorded on TV	R250 000-R1m	
29. None Recorded	R150 000	
30. Branded Vehicles	Annually	



### **Roundtables for Countries and Sectors:**

#### **Roundtables Non Recorded:**

- \$12 000.00 (R150 000.00)
- Countries who records roundtables will enjoy exposure to Congress Delegates.
- Post Event exposure on GBR Website.
- Content to take back for Local exposure.
- Includes 2 delegates to Congress and or Gala Dinner.

#### **Roundtables Recorded for TV Broadcast:**

In addition to the exposure at the Congress the Countries who books a recorded roundtable will include:

- \$20 000.00 (R250 000.00)
- 1 hour show
- Will be broadcasted throughout the year (2017 – April 2018)
- Content to take back for Local exposure.
- Participate in Main Plenary
- Includes 4 delegates to Congress and or Gala Dinner.
- Branding opportunities – Country to provide the Branded Products

Countries will share exposure with GBR Media Partners on the following TV Channels Globally: TBN Africa, 1 Gospel, Swazi TV, Lesotho TV, Botswana TV, Nigeria, Zodiac TV, Malawi, RTM TV, Chad TV, French Channels etc....

### **CONTACTS:**

#### **All Sponsorships and Exhibition Stands please contact:**

##### **Exhibition Coordinator:**

Apply for an exhibition booth with:

Cisca Adamson

Mobile: +27 82 590 2244

Office: +27 11 242 8000

Email: [cisca@globalbusinessroundtable.com](mailto:cisca@globalbusinessroundtable.com)

**For your complete Exhibitor Guide visit [www.gbrcongress.com](http://www.gbrcongress.com) to download information on:**

- ◆ Exhibition & Visitor/Delegate profile
- ◆ Registration Entrance Fee R100, free of charge to Congress Delegates
- ◆ Media Plan – Available September 2017
- ◆ Exhibition Layout and Floorplan
- ◆ Exhibitor Booking Form: Packages (display booths, cost, advertising, etc.)
- ◆ Sponsorship Opportunities as listed above
- ◆ Exhibition Guide – See Booking Form to place advertisements
- ◆ Exhibitor Compliance on request
- ◆ Travel, Accommodation and Transport arrangements/assistance
- ◆ Logistics



**Congress Registration:**

**Delegate registration:** All registration will be done online: [www.itickets.co.za](http://www.itickets.co.za)

**Day 1: SMME Conference**

- GBR Members: R750
- Non-members: R1500

**Daily Conference Rate (Days 2 to 4)**

- Members: R1500
- Non-members: R2000

**Full Conference Package (Days 1 to 4)**

**Including Day 1: SMME Conference**

- Members: R5250
- Non-members: R7500

AGM & Internal GBR Member Meetings - Free of Charge

Venue: Cedarwoods Conference Centre

**Congress Executive Committee:**

Sipho Mseleku

**Chairperson**

Dr. John Kithaka (GBR Kenya)

**Deputy Chairperson of Congress 2018**

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