

PROJECT NAME: **The Africa Dialogue**

DATES: **28-29 October 2009**

VENUE: **Sandton International Convention Centre**

ABOUT THE CONFERENCE

Trade & Investment South Africa and the Provincial Investment Promotion Agencies are preparing to host the South African International Trade & Investment Conference and Exhibition, themed **The Africa Dialogue** from the 28 – 29 October 2009 to be held at the Sandton International Convention Centre, Gauteng

The Department of Trade & Industry and the Provincial Investment Promotion Agencies around South Africa have identified and selected Gauteng as the province to host this international event.

This event is an absolutely essential marketing tool to grow the economy of South Africa and Africa. It will also provide an opportunity for South African and international organizations to forge relationships and form business linkages with key players and decision makers in the various sectors globally.

The conference, exhibition and business matching meetings will be used as a platform to promote Africa as a premier investment destination and turning the tide with positive growth rates. Investment Climate, Geo -Political issues, African Integration, Global Financial Crisis, Building Industrial Capacity in Africa will be discussed. The conference will also highlight 2010 through infrastructure investment as a legacy. Flagship projects, products and services produced locally, from around South Africa will be presented, highlighting the great opportunities not only for investing in the various provinces and sectors but showcasing the export potential outside of South Africa.

The successful marketing and promotion of Africa through this event will attract an influx of investment opportunities which will lead to the heightening of economic activity improving the country's economy and the lives of people of the African continent.

This project has firm government commitment and is part of the annual calendar to promote Africa a must visit destination for any serious investor or trader from anywhere in the world.

ABOUT SOUTH AFRICA

South Africa is one of the world's top business destinations and is strongly supported by a well developed infrastructure, equipped with every convenience and high levels of service expected by visitors and delegates.

South Africa's expertise in hosting large scale conferences and events is firmly established. Events attracting international interest such as the World Economic Forum (Africa), Soccerex, Tourism Indaba, African Renaissance, A1 Grand Prix, IPL, Con Fed Cup and many others give a new impetus to the positioning of South Africa as a truly international destination. By implementing such a

project, we further make South Africa the must visit destination at least once a year for any serious investor or trade from anywhere in the world.

As the biggest economy in Africa, South Africa provides the key platform for investment into Africa and the strategic access point for the Indian Ocean markets and South America. Since Africa is the world's last unexploited market, foreign business can find much interest here, with South Africa as the starting point. This is not least because South African business has seized the moment to become the biggest single investor in sub-Saharan Africa. Africa is open for business and South Africa is leading the way.

The Conference (28-29 October 2009)

The conference will entail plenary sessions and breakaway sector sessions. Content for business presentations will be based on practical business opportunities, funding, trade agreements and incentive schemes. Packaged projects from municipalities around South Africa will be presented. The focus will be on ensuring investors will be able to access the projects.

The conference will incorporate sector breakaway sessions. These will be smaller focused plenary sessions looking at specific sector investment opportunities and will include speakers each representing Ministers, academic and private sector business.

The Exhibition (28-29 October 2009)

The exhibition will provide a platform for companies and government agencies to exhibit their products and services at individually hired exhibition stands. This will afford both private and public sector exhibitors the opportunity to secure business and developmental opportunities, build partnerships and facilitate collaborative networks. The LOC will have a display of the 2010 at the Sandton Square.

Business Matching Meetings (28-29 October 2009)

The aim of business matching meetings is to ensure that relevant international businesses are matched with local business. The business matching one-on-one meetings will run parallel to the conference and exhibition at the International Convention Centre. This will ensure ease of access for those delegates attending the conference who are keen to meet specific company representatives for detailed discussions.

All one-on-one meetings will be pre-booked and pre-scheduled to ensure a smooth flow of the consultations between established business and partners. All local companies participating in the sessions will be briefed prior to the meetings giving them advice on how to present their business to potential investors.

KEY SECTORS

South Africa has scenic beauty, it is rich with natural resources, has a dynamic manufacturing sector, a strong financial services sectors backed by a sound regulatory and legal framework, a growing economy and many other attributes which would encourage international investment. To this end, key sectors for the event have been identified encompassing a broad sector base each offering phenomenal growth potential.

- Energy
- Tourism
- Infrastructure
- Financial Services
- Telecom and IT

TARGETED COUNTRIES

South Africa has established relationships in many countries around the world. Key representatives from various sectors in targeted countries will be invited to the conference and exhibition so that they can be exposed to local investment and trade opportunities. Companies from targeted sectors will be invited and matched with local partners to form joint ventures and collaborations which will enhance the South African economy. Our focus is to attract potential investors and importers from regions where we have strategic alliances.

- BRICs
- Europe
- America
- Asia
- Middle East
- Africa

DELEGATE TARGETING

The event will draw representation from both local and international business sectors and governments.

- Ministers
- Unctad
- Business / Private Sector representatives
- Investors
- Exporters
- Foreign importers
- Department of Trade & Industry foreign economic representatives
- Diplomatic community
- Academics
- Chambers of Commerce and Industry
- Foreign government departments and agencies
- National and Provincial government departments
- District and local municipalities
- Media