

ONE MARKET WITH MANY COLORS

Pan African



TRADE AND INVESTMENT EXPO



19-22 March 2020

MILLENNIUM HALL, ADDIS ABABA



Towards a Peaceful
Prosperous &
Integrated Africa

WHY PAN AFRICAN TRADE AND INVESTMENT EXPO

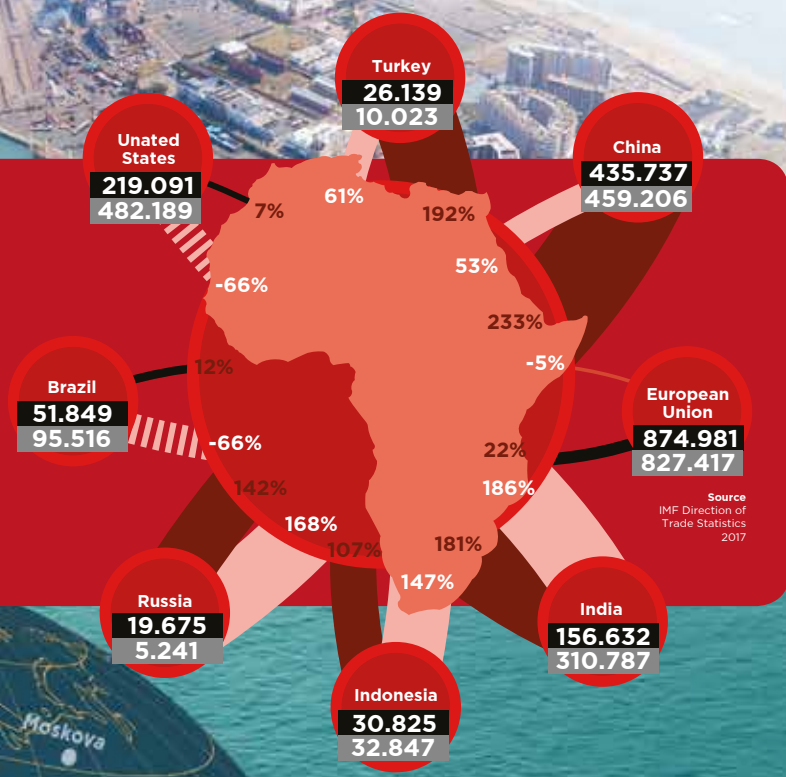
- With the (AfCFTA) African Continental Free Trade Agreement, 55 countries merge into a single market of 1.2 billion people. The agreement introduces new market opportunities in Africa for goods and services.
- The African Union passport is expected to be fully rolled out by 2020.
- Pan African Trade and Investment Expo aims to support "A Borderless Africa"
- Pan African Trade and Investment Expo aims to increase the 170 billion USD intra-trade volume to 300 billion USD.
- 16% of the World's total population is in this region (19 median age - youngest continent) while purchasing power increased significantly (4.8% GDP per capita growth in 2 years) which transformed the continent into a high demanding consumer market.
- African region is 90% import dependent which creates a huge potential for international trade.
- There has been an exponential growth in import of COMESA up to 151 billion USD as construction, agriculture and infrastructure projects are booming in the region.
- Pan African Trade and Investment Expo aims to support the partnership of the most developed and the least developed countries.
- The EU provides support with the AU and EU partnership, appropriating a budget of 30 billion Euros for African Trade.
- The estimated value of the African market will reach 12 Trillion USD by 2050
- The exhibition supports green manufacturing and green energy.
- With new ports opening in the region, transportation costs are decreasing offering a leverage effect on the value of the goods.
- Africa is more accessible due to increased investments of Ethiopian and Turkish Airlines

**300
BILLION USD
INTRA-TRADE
VOLUME
TARGET**

AFRICA

TOTAL VALUE OF EXPORTS AND IMPORTS

-  Change in imports to Africa (%)
-  Change in exports from Africa (%)
-  Change in exports negative (%)
- Total value of Imports (in millions of USD)**
- Total value of exports (in millions of USD)**



Source
IMF Direction of
Trade Statistics
2017



WHY EXHIBIT

-  To make new business connections, share information, and establish business deals.
-  To interact with manufacturers, providers, potential clients, distributors and agents.
-  To meet other industry professionals in B2B meetings.
-  To discover new market trends and technologies.
-  To meet with Government bodies, federations, chambers of commerce



HOST COUNTRY ETHIOPIA

Addis Abbaba is the second city in the world with the largest number of Economic Missions.

- 🇪🇹 Ethiopia has a strategic location with its proximity to The Middle East, Europe and Asia markets.
- 🇪🇹 Ethiopia is the largest economy in East and Central Africa.
- 🇪🇹 Estimated real GDP growth of %10 for the last decade.
- 🇪🇹 The commercial relations with Ethiopia enables access to Common Market for Eastern and Southern Africa (COMESA) with 19 member countries.
- 🇪🇹 Ethiopia is the origin of coffee.
- 🇺🇸 Ethiopia is privileged by duty-free access to USA and EU via The African Growth and Opportunity Act (AGOA) and EBO.
- 🇪🇹 The peace declaration between Ethiopia and Eritrea is expected to set an example for other African countries which have border disputes and to make the continent one of the biggest players worldwide. The open border between the two countries and opening the Eritrea harbors helps this great market become global.

102

Million Population
(World Bank 2016)

2nd

Largest Population in Africa

4th

Fastest Growing Economy in the World
(IMF 2018)





The largest B2B marketplace of Africa

VISITOR PROFILE

- Government Agents
- Local Authorities
- Importers
- Wholesalers/Retailers
- Distributors
- Manufacturers
- Tourism Professionals

ACCESS TO
55 AFRICAN
COUNTRIES

Access to **55** countries and **1.2** billion people

25 country pavilions

100.000 sqm exhibition area

Over **600** exhibitors from **80** participating countries

400 official delegates

Over **100.000** visitors from **85** countries

PROGRAMME

- B2B Meetings
- Conference & Seminars
- Country Presentations
- Regional visits for potential investments
- Industry Park & Factory visits
- Meetings with government bodies from the Africa region
- Cultural Events & Touristic Excursions



**HUGE
POTENTIAL FOR
INTERNATIONAL
INVESTMENT**

EXHIBITOR PROFILE

-  **Manufacturers**
-  **Wholesalers**
-  **Distributors**
-  **Agents**
-  **Government Institutions**
-  **Associations**
-  **Academic Institutions**
-  **Sectoral Publications**
-  **Others**

**HIGH
DEMANDING
CONSUMER
MARKET**

SECTORS

- | | | |
|--|---|---|
|  Agriculture |  Energy & Power |  Machinery Equipment |
|  Automotive |  Furniture & Interior |  Manufacturing Industry |
|  Clothing & Textiles |  Healthcare |  Mining |
|  Construction |  Infrastructure |  Property & Real Estate |
|  Consumer Goods |  Logistics |  Tourism & Hospitality |
| |  Food |  Defence & Security |

The market worth of
Africa region will be
\$12 trillions

Contact us to take your place at the exhibition and become one of the key players of the booming African market!

Pan African Trade and Investment Expo is the ideal interactive platform to introduce your company to a diverse international market in a region of great investment opportunities.

exhibit@panafricanexpo.com

ORGANIZER

CNRHOLDING

CO ORGANIZER



Ethiopian Chamber
of Commerce S.A.
(ECCSA)

GLOBAL SALE

**WORLDWIDE
TRADE**
INTERNATIONAL

INSTITUTIONAL SUPPORTERS

Pan African Chamber
of Commerce and Industry
(PACCI)



Ethiopian Ministry
of Industry and Trade
(MOT)



Ethiopian Investment
Commission
(EIC)



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VENUE



MILLENNIUM HALL, ADDIS ABABA

Centrally Located in down town Addis, few blocks from Bole International Airport, with luxury hotels at a 5-10 minute drive from the hall.

EXHIBITION HALLS

Permanent Exhibition Hall 10.000 sqm

Modular Exhibition Hall 10.000 sqm

Open Exhibition Area 50.000 sqm

CONFERENCE ROOMS

Axum Hall with a capacity of 700 seats with theatre style set-up

Lalibella Hall with a capacity of 250 seats with theatre style set-up

Fasideles Hall with a capacity of 500 seats

CONTACT US

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