

Eswatini Virtual Trade Fair

www.BuyEswatini.com

**Technology & Energy
Sector Exhibition**

02 - 06 November 2020



Eswatini Virtual Trade Fair

About:

The world has changed due to COVID-19, resulting in an increased usage of technology based platforms for doing business. The Eswatini Virtual Trade Fair offers business an online market place for product exhibition, business linkages and trade.

The first virtual exhibition to be held on the 02–06 November 2020 will focus on the ICT and energy sectors, showcasing the latest developments in technology, innovation, renewables, and sustainable energy for the future.

Virtual Exhibition:

Key Features of the Virtual Exhibition Platform:

- Virtual 3-D (look) Exhibition Booth
 - Product activations and demos
 - Webinars & Live Streaming
- On-demand Video & File uploads / downloads
- 1:1 (or Group) Virtual Meetings and Video calls
 - Customer & Exhibitor Chat Functionality
 - Online visitor registration and profiling



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Benefits:

Benefits of a Virtual Trade Fair:

- Extended exhibitor reach to clients 24/7 across the country, Africa and into global markets.
 - Clients / Consumers have no access limitations related to travelling distances or physical location.
- Intelligent matchmaking capabilities due to online client registration which gives exhibitors information about the customer beforehand.
- Highly cost effective and efficient when compared to traditional exhibitions.
- Reduction in costs such as accommodation, travel expenses, overtime claims and other logistics.
- Exhibition material available online for 30 days, as platform remains live beyond actual exhibition days.
- Virtual exhibition booths far cheaper than physical exhibition space.



Experience during the Event

Visit the Booth

Company logo/Image

Poster

Introduction video/image

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Chat with Sales Rep

Leave a message by email

Schedule an online/offline meeting

Live streaming

Video call with the Booth Rep (Add-on)

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Who should Exhibit:

If your answer is “**Yes**” to any of the questions below, then you should book your stand at the **Eswatini Virtual Trade Fair**;

- Is your company eager to launch and explore local, regional and global markets?
- Is your company looking for trade partners in other markets?
- Is your company launching a new product or services, and planning to grow your brand?
- Are you doing business in the ICT / Technology & Energy Sectors?

Exhibition Costs:

The Exhibition Costs are as follows:

Standard Exhibition Booth: E25,000

Customised Booth Design: E40,000

Live Webinars per Session: E5,000

Online Advertising Banner: E5,000

Public registration & attendance: Free



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Upcoming Virtual Trade Fairs:

Technology & Energy Exhibition: 02 – 06 November 2020

- Exhibition by major technology companies in the ICT Sector and companies in the Energy Sector. Showcasing latest technological developments in ICT & Energy.

Consumer Fair : 14 – 18 December 2020

- Exhibition for direct consumer products and selling during the festive season. The consumer fair is not restricted to any sector but open to all consumer goods and services for the December festive season.

Financial Services Exhibition: 22 – 26 February 2021

- Exhibition by financial service providers including banks, investment houses, financial regulators, co-operatives and other money lending institutions.

Contacts:

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