

the dtic:
Inaugural "Made in Africa Expo: Empowering Trade, Innovation, and Partnerships

**Made in Africa" Expo/Trade Fair and AGOA
Business Forum**

2-4 November 2023
Nasrec Expo Centre, Johannesburg



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Department:
Trade, Industry and Competition
REPUBLIC OF SOUTH AFRICA

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Executive Summary

- **Promote SA & Africa's industrial capabilities.**
- **Regional Integration**
- **Investment opportunities.**
- **Exports to the US**
- **B-B and B-G Networking**
- **South Africa and Africa arts, culture and economic diversity.**



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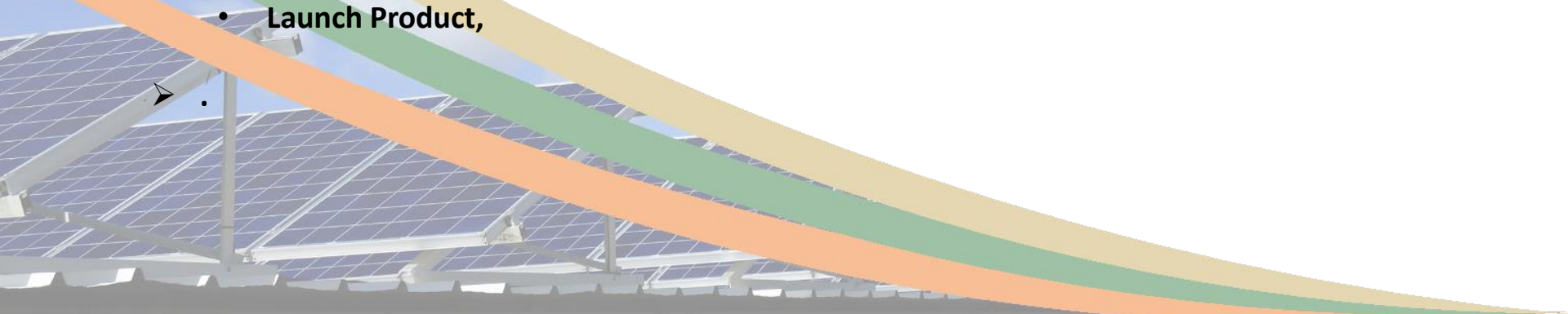
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Objectives: AGOA Made in Africa TOR

- **Showcase:**
 - SA & Africa's industrial capabilities and AGOA products.
- **Highlight:**
 - Exports through regional value chains, investment opportunities.
- **Generate:**
 - Business leads, partnerships, knowledge sharing, innovation.
- **Strengthen:**
 - SA-US trade relationships, expand AGOA market access beyond 2025.
- **Demonstrate innovation and Technology**
- **Launch Product,**



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Participants and Event Scope

**+2000
Participants**

**Representation: African
trade ministers, US
administration,
businesses, SA and
African delegates.**

**Activations:
Fashion show
Food market and
restaurants
Jewelry, arts and crafts
market
Music and film
Showcasing 20 cars,
machinery, etc**

**Seminars and Workshop
Business Forums
Civil Society
Labour**



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"Made in Africa" Expo and Trade Fair

Space: 12350 sq. ft., Nasrec Expo Centre

Participants: 400+ exhibitors, 34 country pavilions

Objectives: Showcase products, promote exports, create business leads.

Targeted Sectors: Agriculture, Automotive, Mining, Textiles, Capital Equipment, Mining and Machinery, Steel and Aluminium, High tech innovations, ICT, Furniture, wood and pulp, Aerospace; Tourism, Furniture, wood and pulp

Sectors: Chemicals, Metals, Pharmaceuticals, ICT, Energy, Financial sector, Boat and boat building, Retail Sector, FMCG.



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Business Forum

- **Parallel to Expo: Synergy between exhibition & business discussions.**
- **Participants: 450+ experts, officials, business leaders.**
- **Focus: Trade, investment, business opportunities in Africa.**



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Floorplan



→ /client: ...

→ /show: AGOA

→ /venue: JEC/NASREC

→ /dwg no: GLO A100

→ /Revision: 007

→ /date: 2023-09-07 1:52:43 PM

→ /pm: WENDY

→ /hall name: HALL 6

→ /designer: OLIVER

[PLEASE NOTE - GRID @ 1000mm x 1000mm]



① FLOOR PLAN
1 : 650

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Programme

TIME	Day 1	Day 2	Day 3 (Public day)
09:00	Opening of the Exhibition		
10:00-18:00	Exhibition Food Market Arts, Crafts, Jewellery market. Showcasing Music, Film, books and African trade history, science, technology and innovation.	Exhibition Food Market Arts, Crafts, Jewellery market. Showcasing Music, Film, books and African trade history, science, technology and innovation.	Exhibition Food Market Arts, Crafts, Jewellery market. Showcasing Music, Film, books and African trade history, science, technology and innovation.
10:00 - 12:00 14:00 – 16:00	Seminars	Seminars	Demonstrations, Product launch and tastings (Wine, Food, beverage)
12:00-16:00	Demonstrations, Product launch and tastings (Wine, Food, beverage)	Demonstrations, product launch and tastings (Wine, Food, beverage)	
10:00- 18:00	Business to Business meetings	Business to Business meetings	
18:00-20:00	Exhibitor networking Braai		

THANK YOU

