



AFRICA HALAL WEEK 2018

“Where halal business and opportunity meet”

Exhibitors Briefing Pack

Wesgro has the honour to invite you to participate as an Exhibitor at the Africa Halal Week from 15-18 October 2018.

The event is intended to foster business linkages and conversation around opportunities within the halal industry in the Western Cape, South Africa and the rest of Africa.

1. Venue: Grand Ballroom / The Westin Hotel. **There is no cost / fee to exhibit.**
2. Opening times for the exhibition is 08:00 – 17:00 on Tuesday, October 16 and 08:00 – 12:30 on Wednesday October 17. A day and a half for the exhibition is currently planned.
3. Set up date: 15 October from 18:00 – 19:00 or 16 October from 06:00 – 08:00am (TBC).
4. Breakdown: 17 October from 14:00.
5. **Exposure and engagements with over 30 international buyers for halal food, beverage, fashion and tourism trade from the United Arab Emirates, Malaysia, Singapore, United Kingdom, Kuwait, Nigeria, Cameroon, Mozambique, Namibia, Saudi Arabia, India, Ivory Coast, Egypt, Lebanon and Qatar.**
6. Set-up Style: Tables (2 metres max) will be provided to exhibitors.
7. There are no formal trade exhibition stands.
8. Companies are required to have samples of their products to display on the tables.
9. Two (2) chairs will be provided for each company. Companies are welcome to send 2 representatives. There should always be a representative at the table at all times.
10. One (1) chair will be provided for the buyer to engage with the company.
11. Buyers will also be booking 1:1 meetings with companies through the Africa Halal Week app (details and log in process will be emailed to you **Companies are encourage to register as exhibitors on the website urgently.** <https://allevents.eventsair.com/africahalal/exhibitor-registration>
12. Due to space limitations, limited marketing material is permitted. One (1) pop up banner per company is allowed and companies are encouraged to display product brochures on the tables.
13. Business Cards should also be displayed on the tables.
14. Dress: Business Attire.
15. Please park at the CTICC Parking area – arrangements are being made with the Westin Hotel to provide for free parking tickets when exhibitors leave the Westin each day (TBC).
16. Outside food items on the premises are not permitted.
17. There is a vetting process currently in place and whilst we will try to consider all applications, we cannot guarantee all applications will be automatically accepted. Should you not hear from us, please email africahalal@allevents.co.za.

Exhibitor Briefing – Africa Halal Week

Where: Cape Investor Centre (CIC) – 46 St. Georges Street Mall

Date: Wednesday 10 October

Time: 14:00 – 16:00

Thank you for your support and we look forward to welcoming you to Africa Halal Week 2018.

Denan Kuni

Head: International Trade and Development

Wesgro