



SPONSORSHIP FILE

The High-Yield Market

AFRICA



Are small markets exhausting? **DISCOVER THE BIG MARKET, AFRICA.**

The youngest population in the world with fast growth and urbanization

Africa's current population of around 1.3 billion people, which is the youngest one in the world, is expected to reach 1.7 billion by 2030. More than 80 percent of this growth will occur in cities, which will turn Africa into the fastest-urbanizing region in the world.

Growing industrialization through boosting production in numerous industries

African industrialization is getting underway as manufacturers are boosting production in multiple industries. Africa looks to become the world's next great manufacturing center through significant manufacturing characteristics of exportability, higher productivity, and high labor intensity.

Offering significant opportunities for investment in infrastructure

Africa is filling its infrastructure gap. Africa's annual investment in infrastructure has doubled to around \$80 billion a year since the beginning of this century, which represents a big opportunity for investors and entrepreneurs to solve Africa's infrastructure challenges.

Creating efficient business and development through its resource abundance

Africa is well-known for its resource abundance in both agriculture and mineral resources. Innovations and investments will create major growth opportunities for efficient business and sustained economic development.

Vast potential for increasing digitalization

Africa holds a major potential of increasing digital and mobile access, which will enable companies to improve productivity, speed up transactions, and access wider markets.



WHY RWANDA?

Rwanda, called “the Switzerland of Africa”, is a unique attraction and ideal location for exhibitors and visitors because:

- It is **the world's 9th safest country** for tourists according to the Travel and Tourism Competitiveness Report 2017 by the World Economic Forum (WEF)
- It is the **2nd safest country in Africa to do business easily with** according to the Ease of Doing Business Index 2020 by the World Bank
- The Republic of Rwanda enables **most of the African countries to travel visa-free and many countries, including Turkey, via border gate visa**



KIGALI CONVENTION CENTRE

The leading company of the trade fair industry, **CNR Holding**, holds distinct exhibitions dedicated to different sectors adopting a modern and global vision at **Kigali Convention Centre**. Featured as one of the largest convention centres in the region and the latest and most comprehensively designed facility in Eastern Africa, **Kigali Convention Centre** provides multi-functional and various facilities for business, leisure, and events with a large capacity of over 2.600 guests.



Site Planning Area	126,000 m²
Outdoor Parking	555 Parking Lots
Indoor Parking	111 (Extension Building)
Gross Floor Area	94,600 m²
Function Space (Indoor)	32,200 m²
Total Function Room	18
Exhibition Space (Indoor)	11,180 m²
Exhibition Space (Outdoor)	19,056 m²

ACCESS

Located in the heart of Central and East Africa, Kigali has easy access to bordering countries.

The Kigali Convention Centre is located 5 km from the bustling city centre and the **Kigali International Airport (KGL)**. Kigali city centre is a 10-minute drive from Kigali Convention Centre and 15 minutes to the Kigali International Airport.

The advantageous location of the **Kigali Convention Centre** is also in close proximity to the government and corporate offices as well as local landmarks and attractions.

Global airlines serving Kigali International Airport:



GLOBAL TRADE WITH CNR HOLDING



Achieving an outstanding reputation with **45 world-renowned exhibitions** held annually and having **vast experience of over 35 years**, **CNR Holding** gathers exhibitors with buyers, wholesalers, distributors, exporters, and other industry professionals in an ideal platform where they can discover the rich trade potential of the global market. Taking place with broad visitor participation, the exhibitions not only boost trade volumes of all the exhibitors, who intend to leave a mark in the global market, but also greatly

contribute to the countries' economies with long-standing and established cooperations and investments.

CNR Holding, unrivaled in its field, provides all the companies with the opportunity of getting ahead of their competitors through its successful exhibitions where world-renowned companies present their cutting-edge technologies and latest products.

GATEWAY TO AFRICA EXHIBITIONS



GATEWAY TO
AFRICA
FOOD & HORECA
EXHIBITION



GATEWAY TO
AFRICA
READY to WEAR
SHOES & LEATHER
EXHIBITION



GATEWAY TO
AFRICA
BUILDING &
CONSTRUCTION
EXHIBITION



GATEWAY TO
AFRICA
FURNITURE
HOME TEXTILES
& BEDDING EXHIBITION



GATEWAY TO
AFRICA
HEALTH & HYGIENE
EXHIBITION



GATEWAY TO
AFRICA
AGROTECH
EXHIBITION

WHY SHOULD YOU SPONSOR FOR GATEWAY TO AFRICA EXHIBITIONS?

Uniting the pioneering and well-respected global brands with buyers from Rwanda as well as the surrounding countries such as **Uganda, Kenya, Ethiopia, Tanzania, Nigeria, CNR Holding** adds value to trading with **Gateway to Africa Exhibitions** to be organized by **Worldwide Trade International**.

CNR Holding forms a solid base for industry representatives at the largest internationally -acclaimed platforms of the constantly-growing African continent so that you can raise your brand recognition, thrive in the international market, and meet your target groups.

The exhibitions that welcome exhibitors and buyers from all over the world display the latest developments and technologies in their fields and break records in the number of international visitors annually.

Taking place in Rwanda, **“the Switzerland of Africa”, Gateway to Africa Exhibitions** unlock new gates for exhibitors and sponsors to reach the markets that they have not had any access to before.

Leading companies of numerous key industries prefer **Gateway to Africa Exhibitions** to reach their target markets and contact professional buyers.

SPONSORSHIP PACKAGES



MAIN SPONSORSHIP – PLATINUM



PLATINUM SPONSORSHIP (RIGHT OF USE FOR 3 COMPANIES)

- Use of 36 square meter stand area on the exhibition venue
- Exclusive sending to the entire sectoral e-mail data once and the exhibition-related industry 3 times (E-bulletin shall be prepared by the company and approved by CNR)
- The company logo shall be available in all the images related to the exhibition
- The company logo shall be available in all the mailings prepared for the exhibition
- Use of logo in newspaper and magazine ads
- 100 invitations
- Use of logo in badge lanyards for exhibitors and visitors
- Printed or digital ads shall be displayed in all the screens and/or spaces above the registration counters
- Use of 2 billboards
- Appointment of the sponsoring company as the speaker at the opening program
- Presentation at the seminar program (25 Min.)
- Release of banners on the official website of the exhibition and directing them to its website
- Full page notice on the official exhibition catalogue and layout
- Distribution of promotional materials during the exhibition (brochures, bags, magnets, etc.)
- Promotions on social media
- Shuttle bus service

GOLD SPONSORSHIP



GOLD SPONSORSHIP (RIGHT OF USE FOR 5 COMPANIES)

- Use of 24 square meter stand area on the exhibition venue
- Exclusive sending to the e-mail data for the exhibition-related industry twice (E-bulletin shall be prepared by the company and approved by CNR)
- 50 invitations
- Use of logo in badge lanyards for exhibitors
- Printed or digital ads shall be displayed in all the screens and/or spaces above the registration counters
- Use of 1 billboard
- Presentation at the seminar program (15 Min.)
- Release of banners on the official website of the exhibition and directing them to its website
- Full page notice on the official exhibition catalogue and layout
- Promotions on social media

SILVER SPONSORSHIP



SILVER SPONSORSHIP (RIGHT OF USE FOR 8 COMPANIES)

- Use of 12 square meter stand area on the exhibition venue
- 25 invitations
- Printed or digital ads shall be displayed in all the screens and/or spaces above the registration counters
- Half page notice on the official exhibition catalogue and layout
- Free space assignment in one organization such as a party or a ceremony to be thrown by the sponsoring company during the exhibition
- Presentation at the seminar program (15 Min.)
- Promotions on social media

THEMATIC SPONSORSHIP



**According to the industrial field of interest,
it includes packages as:**

- Gala Dinners
- Award Ceremonies
- Special Events
- Transportation
- Concerts
- Meetings
- Product Promotions

SPONSORSHIP FOR BAGS & BADGE LANYARDS

SUB SPONSORSHIPS



For Visitors



For Exhibitors

*Sponsoring companies are responsible for printing, designing, and implementing.

SPONSORSHIP FOR REGISTRATION COUNTERS

SUB SPONSORSHIPS



*Sponsoring companies are responsible for printing, designing and implementing.

CATALOGUE SPONSORSHIP

SUB SPONSORSHIPS



- Catalogue Markers
- Back Cover
- Inner Back Cover
- Inner Front Cover
- Inner Page

Size: By leaving a displacement margin of 13.00 x 22.00 / 5 mm, you need to send the 300-DPI work in PDF, JPEG or TIFF formats.

Note: Sponsoring companies are responsible for designing.

SPONSORSHIP FOR MAIN FOYER KIOSKS

SUB SPONSORSHIPS



One company for each industry shall be accepted. The stand size is 12 sqm.

Note: Stand setup is included in the fee. Sponsoring companies are responsible for printing, designing, and implementing.

THANK YOU

CONTACT

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CNR HOLDING