

V. N Z? Mixtascggt 3 U
0 MAM Pr jects & l%an ca,
' 5th Floor, B.P. Centre. .Thibault Square. Cape Town
PO. Box 3181 Cape Town 8000
Phone (021) 4190723. Fax 4190722

RECEIVED

- 0 MW 1214:?

THE TRADE CONSUL

0 UGANDA (NON-RESIDENT)

. P 0 BOX 33557, LUSAKA, ZAMBIA

Dear Sir/Madam

0

RE: HOME AND LIFESTYLE EXPO BY RAIL i 1'

We are pleased to announce Africa's first mobile exhibi?

This project is aimed at introducing a broad range of HON: iii?)

LIFESTYLE technologies to the length and breadth of 9,._ ,

Africa. , 0 f

. Your country is hereby invited tQAhire one_vggmthe f5 "1:: . ,
egghihifing rail coaches which will'conEfifiifE"the exposi 1 .. i i
The entire exposition will be staged on a train, which will 84:: ;_.
over 52 major towns and cities in Southern Africa, including: Lisa.
RSA, Botswana, Namibia, Mozambique, Zimbabwe, Tanzania, 3:: ,
Uganda, Zambia and the tip of Zaire.

The exhibition has been launched to rapidly enhance. Hm

. technology base in SOuthern Africa, following a conside;..-il'.x-
period of isolation. The 20 carriage train based expo 5.33,

m -. '

travel through the sub-saharan region for a full year, stopgw

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r

over each week in a major town or city, representing ;

international suppliers.

Reg No. CK 90/165999/23

- TECHNOLOGY TRANSFER includin
- TRANSNATIONAL PRODUCT PROMOT

Yours faithfully

A. Van Wyk

Home & Lifestyle Ex; r
AN INNOVATIONS EXHIBITION WITHOUT BORDERS
17 June 1993 . _ - /1(3,5
The Consul
High Commission of the Republic of Uganda
P.O. Box 33557, Lusaka, ZAMBIA
H0

Dear Consul'

RE: AEBLQA EEBQ BX BAIL

I refer to earlier correspondence regarding the Afrifm'S
permanently mobile exhibition. The project has arozsct
tremendous interest and we are now able to include in this 7 -er
our latest update.

This update shortens the HOME & LIFESTYLE EXPO to six mox'hvl
Further an additional exposition for the communications iniw.u;"
has been scheduled for the return trip from Kenya.

_We are now ready to accept bookings and propose to launtt V
show mid spring (Southern Hemisphere). Note that the show wilt
cross into Africa round about the time that the first new Ryi_
racial government steps into power. This venture is well Liwnd
in order to provide your country with the competitive eds: 'Ys-
the second scramble for Africa-commence.

Would you please support this venture.

Yours faithfully w

A.VanWyk IV7/93

5th Floor, BP Centre, Thibault Square, Foreshor'

P O Box 3181, Cape Town

Tel: 4190723 Fax: 4190722

Registered as Home &. Lifestyle Warehouse (Ply) Ud Reg No. 93/02536/07

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FEES

The fees below are applicable to both exhibitions one way.

i)

i ii)

iii)

MANNED AND LONTRAQ! ED QQOQQH DISPLAY

Fee for the entire tour R180.000

JOINT DISPLAY \$6

Fee for the entire tour R 30,000

LUXLJRY AQQOMMDATION

(The quote below is for one couple)

Fee for the entire tour R120,000

What the accommodation fees include:

What the participation fees include:

a)

b)

c)

d)

e)

0

luxury accommodation

breakfast, lunch and dinner , i

coffees/fees ' ;

one free hour per day of word processing :

access to telecommunication system (all incoming calls 3an flex, ,1 t ')

cleaning and maintenance of cabins 1 I

24 hour security E

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Exhibition Space

Complete manning'of the coaches including Security. adminisaz'nlion 53.11e sales personnel.

Confirmed Financial arrangements for all customers at :f i supplier.

On going promotion of the tour through the press. television)

Insurance. .

Maintenance of catalogue library of all products on displnj:

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Home & Lifestyle Ex;

AN INNOVATIONS EXHIBITION WITHOUT BORDERS

Project synopsis

Registered as Home & Lifestyle Warehouse (Pty) Ltd

5th Floor, BP Centre, Thibault Square, Foreshore

P O Box 3181, Cape Town

Tel: 4190723

Fax: 4190722

Registration No. 93/02536/07

HOME AND LIFESTYLE EXPOSITION

REASON D'ETRE

This rolling or mobile exhibition is an effective exercise aimed at taking your product up to the doorstep of every community in Southern Africa, including the neighbouring states who are desirous of expanded and closer economic links with each other and the world economy.

This is a market of close to 140 million souls who are unexposed to many technologies and products taken for granted in more developed regions of the world.

Decades of political and economic stability naturally created a backlog in housing, suppressed the standard of living and retarded economic progress throughout the region.

Here now is a bold opportunity for the early birds to spread their wings across the continent of Africa, a region with so much

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promise, further delays in cross regional economic development should surely be considered criminal.

The ascent will fall squarely on new technology, innovation for a high and pleasant modern living which is in harmony with the local culture.

CONCEPTION

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A mobile exhibition was adopted to expand product knowledge opposed to concentrating on the Republic of South Africa. In this way exhibitors will get real value for money, because the four big cities represent only 20% of the nation's population and less than 5% of the entire region's population of close to 140 million persons.

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Various alternative options have been considered for the continuous exhibition, but none is so cost effective and covers such a vast territory so rapidly.

Millions of people in Southern Africa depend on the rail network for commuting and cartage, should it then be a surprise that the

(3 e,;i.

same rail system be used to introduce to them new products and technologies and lifestyles.

Cecil John Rhodes, bless his soul, dreamt of a rail link from Cape Town to Cairo that will bring wealth and prosperity to the nations. The dream is still alive.

DESCRIPTION

The HOME AND LIFESTYLE EXPO is an international showcase housed on a train. The train is a self-contained exhibition centre, trade house, finance house, communications centre and a rolling data base containing technological information in addition to a physical display of various products.

A total of 20 carriages will make up the train. Fifteen of them will be used strictly for exposition purposes. The rest comprises of dining cars, a bar, accommodation and an admin centre. Some 300 personnel will be housed in the accommodation centre including admin, sales and engineering staff.

The coaches will be supplied by Spoornet, the RSA's national carrier, under a purchase agreement to our company who will be refurbishing each coach to the requirements of the exhibition. This project is geared to attract more than 2,5 million visitors during the full year's programme.

One million tickets will be pre-issued weeks before the arrival of the exposition train in stages throughout the nation through 2 000 agents nationwide.

Trained sales personnel specializing in the product range will represent the exhibitors. Some exhibition coaches will be accompanied by foreign nationals from the exhibiting nations. Others will be unaccompanied, but manned by authorized personnel skilled in foreign trade procedures.

Each coach will represent a different country, displaying its national colours, products and technologies from the participating countries. A minimum of fifteen foreign exhibiting countries will be catered for and a total of ten African countries will be visited including the RSA.

Up to eight towns will be visited every month. During the three-day stopover a carnival atmosphere will be created in and around the station, with live soft rock bands, mini seminars, live television and radio broadcasts.

Six months of the tour extend to every corner of South Africa. The other six months will be spent north of the Limpopo enroute to up in Kenya. This will be Africa's first all nation exhibition tour with a sales potential of over US \$350 million over the two-year tour period.

This event is historic, bold, dynamic and well timed. It cannot happen earlier, it must not take place later, it will be launched now.

DATABASE

A 300 megabyte database will feature technologies and products from 119 countries worldwide. This database will also be housed in the main administration center and will also contain licensing information available from 120,000 international corporations looking for agents, licensees, and joint venture partners. Compiled in the 0.5. this database will serve as the backbone of our know-how exchange programme which will generate a wealth of new business opportunities throughout Africa. The same system will be used to list each visitor's interests, creating a regional database of suppliers, consumers, agents, distributors and consumers (local, regional and international). WHO WILL VISIT THE EXPO

- Consumers.
- Distributors and agents wanting to expand their lines.
- Manufacturers and producers seeking more production facilities.
- Buyers, specifiers and representatives from various authorities.
- Architects, engineers, contractors and vendors specialized services.
- Importers and exporters.
- Investors, business executives and entrepreneurs looking for new opportunities.
- Technologists and engineers engaged in contract housing municipal services.
- Farmers.

EXPOSITION AND BUSINESS HOURS

Mondays - Fridays 10:00 - 5:30pm
Saturdays 10:00 - 4:00pm
Sundays 10:00 - 4:00pm

INTERNATIONAL FINANCE

The HOME AND LIFESTYLE EXPO will also house an integrated financial centre to expedite trade finance for producers, suppliers and customers both local and regional. This centre will tap the financial resources of the World Bank, International Monetary Fund, African Development Bank, The US Aid, The RSA Industrial Development Corporation and other international funding agencies on behalf of the exhibitors.

The HOME AND LIFESTYLE EXPO will focus on both local and international innovations and new designs on the following product ranges:

Building materials and roofing

Hardware

Domestic appliances

Furnishings, curtaining, blinds, awnings and finishes

Flooring including carpeting and tiles

Home security, automated doors and anti burglar devices

Kitchens

Lights and lighting

Bathrooms and plumbing

Energy supply, heating and air conditioning

Home communications, phones, intercoms, public phones

Home electronics including television and audio.

EXPOSITION STOPOVERS IN THE REPUBLIC

QE_ QEEE_AEB1QA
Bellville Bethlehem
Beaufort West Durban
De Aar Kimberley
Johannesburg Krugersdorp
Kroonstad Mmabatho
Messina , Pietersburg
Paarl Queens Town
Potgietersrus Warrenton
Somerset West Stellenbosch
Bloemfontein
East London
Cape Towa
Germistcx
King Williams Town Klerksd?;w
Ladysmith
Nelspruit
Port Elizabeth
Springs
Worcester
Maritzburg
Nylstrcrw
Potch
Upingtcv
Walvis

EXPOSITION STOPOVERS IN NEIGHBOURING TERRITORIES

Bulawayo Francistown Gaborone
Harare Keetmanshoop Livingstone
Lusaka Maputo Mutare
Windhoek Beira Mpika
Dar Es Salaam Arusha Mombasa
Eldorat Nakuru Tororo
FIRST TERM SECOND TERM
(Sept '93 - Feb '94) (Mar - Jun '94)
Peninsula Mozambique
Boland Botswana
Karoo Zimbabwe
Northern Cape Zambia
Namibia
Eastern Cape
Border
Orange Free State
Natal
Eastern Transvaal
Vaal Triangle
Northern Transvaal
Gwerv
Lubumbh
Ndol;
Iring:
NaircH;
THIRD TERg
(Jul - Sept ' "'V
Zaire
Tanzania
Kenya
Uganda

PARTICIPATION AND RATES

1. Participants must provide information and literature. A minimum of 5000 copies of information sheets is recommended for customer dissemination.

2. Participants require to ship exhibition samples to vau Town for erection and display where coaches will be assembled.

3. Three types of participation can be contracted, being:

(a) Exclusive Coach Display manned by exhibitor's representatives.

(b) Exclusive Coach Display manned by exhibition personnel employed by HOME AND LIFESTYLE EXPOSITIONS.

(c) JOINT DISPLAY.

EXCLUSIVE COACH DISPLAY MANNED BY EXHIBITOR

Exhibitors hire an entire coach for the display of its goods, manned by a representative reporting and contracting directly on behalf of exhibitor.

This representative could be a member of government, consular representative, commercial representative or employee of the exhibitor/s. Luxury accommodation will be provided for candidates.

- EXCLUSIVE COACH DISPLAY MANNED BY ORGANIZER

Exhibitors hire an entire coach for the display of its goods, manned by skilled sales personnel assigned to the coach by 2&3 HOME AND LIFESTYLE EXPO organisation.

JOINT DISPLAY

Participants from a single territory, nation or industry, also opt to share the coach jointly with various exhibitors. Up to 10 exhibitors can share a single coach.

(i)
(ii)
FEES
EXCLUSIVE COACH DISPLAY
Term One Only \$60,000
Term Two and Three Only \$60,000
Fee fot the entire tour \$100,000

JOINT DISPLAY
Term One Only \$10,000
Term Two and Three Only \$10,000
Fee fer the entire tour \$16,000

(iii)
(The

1.

LUXURY ACCOMMODATION

quote below is for one or two persons)

Term One Only \$50,000
Term Two and Three Only \$50,000
Fee for the entire tour \$80,000

What the accommodation fees include:

luxury accommodation

breakfast, lunch and dinner

coffees/teas

one free hour per day of word processing

access to telecommunication system (all incoming calla
faxes free) W

cleaning and maintenance of cabins '

24 hour security

What the participation fees will include.

Exhibition Space

Complete manning of the coaches including securizy,
administraction and sales personnel. .

Confirmed financial arrangements for all customers at :35
cost to the supplier.

On going promotion of the tour through the wxwv.

television and radio.

Insurance.

Display arrangements, assembly and maintenance of
coach.

ND'T

HOME AND LIFESTYLE EXPO and INFO TRAC are Africa's only zith-citr exhibitions which are innovative exercises aimed at taking your product : __ doorstep of every community in Southern Africa, including the neighbour? ' who are 'desirous of expanded and closer economic links with each other ah: world economy.

' This is a market of close to 200 million people who are under exposed 2A \$31K?" technologies and products taken for granted in more developed regions of :i And when 200 million people want to do business with you, you ought tr: g ' ; and catch the train before it leaves for Africa. 9: Decades of political and economic instability throughout the region naturaifg; uni a backlog in housing, suppressed the standards of living, thwarted economic 1:2033 3.22; ;

and obviated the free flow of information. But take heart, times have '7? Here is an opportunity for the early birds to spread their wings across the mcaiizuz ' of Africa. a region with so much promise, further delays in cross regional Lurching? __, development should surely be considered criminal.

Millions of people in Southern Africa depend on the rail network for com 't: E I cartage. It should then come as no surprise that the same rail system , introduce to them new products, technologies and lifestyles.

fecil John Rhodes, an outstanding entrepreneur in African history, dream rm; .nk from Cape Town to Cairo that will bring wealth and prosperity to 2%: :2:'Ii\$:'sx. . The dream is still alive!

As an.expression of a fresh new era in Africa, great emphasis is placer? :., , regionalism and a sense of belonging to the larger global village. In this .' Vii major effort could be viewed as a spring celebration. And after the win:;; 2;; 1;; i and civil strife, is it not time for Africa to prepare for a summer of prosp:

DESCRIPTION

A

The HOME & LIFESTYLE EXPO and INFO TRAC is a two prong international snowsqs'c housed on two trains. The first is a self-contained exhibition centre and rolling Mm Li containing technological information in addition to physical display of more than 100?: 1 31176;: .1: x.

The second train travelling an hour apart from the expo train is a service and acco ' ' ' carrier. . '

A total of 40 carriages will make up the two trains. Some 210 personnel will be hens; f; in: zinc accommodation centre including administration, sales and engineering staff. The com? 3 :1 : ca.-

supplied by Transnet, The RSA's national carrier, under a purchase agreement to on: -.Ta' zil't;?l:!f."

who will be refurbishing each coach to the requirements of the exhibition.

This project is geared to attract more than 3 million visitors during the full prograit'i ' 3. 13621

new technologies were sought and improvised to present to Africa an interesting, em; :2. "13:25, 2:21

bnformative trade mission which will create new jobs and wealth for all.

Some exhibition coaches will be accompanied by foreign nationals from the exhibizfaig 11: 313'2...

Others will be unaccompanied, but manned by authorized and trained personnel, SklU'f' i ; :. wigs: _I

trade procedures, who will transact on behalf of exhibitors.

Each coach will represent a different country, displaying its national colours, gmthae 35 x;

technologies from the particular countries. A minimum of fifteen foreign exhibiting a be catered for and total of eleven African countries will be visited including the D39 '. Open seven days a week, the expo will be visiting up to eight towns per month, - stopovers a carnival atmosphere will be created in and around the station, with i bands, mini seminars and live television and radio broadcasts.

The northwards journey from Cape Town to Kilomanjaro will house the HOME & Liivilikiii'i ,.El

EXPO. On its return south the trains will house INFO TRAC the communicuzinr. :vzwfzz. .usinesS efficiency and information management indaba.

This will be Africa's first all nations exhibition tour with a sales potential of over \$1 .6 Yip;

the full tour period. No other exhibition event covers such a vast territory in its tomza r.

with alvisitors target of 3 million people it should surely be considered the mos: international trade event in Africa. Period.

Every week the road shgw gatecrashes into a new city to expand your market. The simr. 1:3 visited by more visitors on a Saturday morning than your sales force could visit ii: :an czizirc

month. But please don't fire them yet. First let us blast your profits through the row." :::?3

order books.

This event is historic, bold, dynamic and well timed. It could not happen earlier? E? take place later, you must support it now!!

EA BTIQIIIA'HON AND RATES

u

1. Each coach will have a uniform theme or product range. Internal and design will be the prewxu l exhibitor. External displays of corporate logo's national banners and permanent advertising or 5mm: g; of the coaches must comply with the specifications in the Exhibitor's manual.
 2. Business services for exhibition delegates, including wordprocessing. copying all outgoing L: ; Eur; ; facsimile calls will be billed for in arrears.
 3. Exhibition .crws may be relieved by alternate members every 28 days.
 4. Participants must provide information and literature. A minimum of 5000 copies of inferring recommended for customer dissemination.
 5. - Participants of the HOME & LIFESTYLE EXPO require to ship exhibition samples m (725' : erection and display where coaches will be assembled according to individual designs.
 5. Participants of the INFO TRAC EXPO require ship exhibition material to Nairobi where : exzsim Zn; . assembled for the southcmly mission according to individual designs.
 - 7 The fees are not negotiable. It is not our policy to discount the 'space cost at any stage during; tins: :3) to the tour.
 8. Four types of participation may be contracted, being:
 - a) COACH DISPLAY WITH ACCOMMODATION for exhibitor's representatives.
 - b) CONTRACIED COACH DISPLAY manned by exhibition personnel employed. 'nj. ???AEH (-1; LIFESTYLE EXPOSITIONS.
 - c) J OINT DISPLAY.
 - d) AGENCY REPRESENTATION.
 -) l ' W 0) T QUPT V q DBY EXHIBITOR
- Exhibitors hire an entire coach for the display of its goods, manned by airepresentative reporting ;:-:f _- : ': s'fr; directly on behalf of the exhibitor. This representative could be a member of government. consulate r; w: t.s.;,s::, :g, ommercial representative or employee of the exhibitor/s. Luxury accommodation will be provide .i ,. x . '- '4.
- ON RA TEI 0 H ISP M N ED BY ORGANIZER i
- Exhibitors hire an entire coach for display of its goods. manned by skilled sales personnel assignxi 2 .
- by the HOME 8: LIFESTYLE EXPO organization.
- W
- Participants from a single territory. nation or industry. may also opt to share the coach jointly With wtimas ttzim exhibitors. Up to 10 exhibitors can share a single coach.
- x
- 1 1 4 1N
- Participants supply video quality material and mandate the corporation to actively pursue businczz i
- Fccs include costs of data listing and disk storage.

EXPOSITION STOPOVERS IN THE REPUBLIC
OF SOUTH AFRICA

Bethlehem Klerksdorp Paarl
Bloemfontein Kroonstad Pietermaritzburg
Cape Town Krugersdorp Port Elizabeth
Durban Ladysmith Potchefstroom
East London ' Maritzburg Potgietersburg :2
Germiston Messina Worcester
Johannesburg Mmabatho
Kimberley Nelspruit
King Williams Town Nylstroom
EXPOSITION STOPOVERS IN NEIGHBOURING TERRITORIES : 11;

Arusha Gweru Matare
Beira Harare A Ndola
Bulawayo Iringa Mpika
Dar Es Salaam Livingstone Mombasa
Eldoret Lubumbashi Nairobi
Francistown Lusaka Nakuru
Gaborone Maputo Tororo
Windhoek

COUNTRIES TO BE VISITED

South Africa - Botswana - Mozambique - Malawi - Zambia - Zimbabwe
Zaire - Kenya - Uganda - Tanzania - Namibia

EXPOSITION AND BUSINESS HOURS

Mon - Fri 10:00am - 5:30pm; Sat 10:00am - 4:00pm; Sun 1:00 - 5:00pm

The BUSINESS CENTRES are open Mondays to Fridays only. I V O

Stopovers at various cities will vary e.g;

- Local towns: one to three days
- Cities : four days
- Provincial and National capitals: Four to seven days

INFO TRAC

A Communications & Media Expo without Borders

INFO TRAC is communication, media and business efficiency exposition aimed at business corporations, public utilities and the entrepreneurial class. Modern technology brought to the doorstep of Africa's cities in order to enhance office productivity, information diffusion and greater regional and interregional communication. This communication effort focuses on the broadcast media, including radio and television. Again the aim is that Africa should not remain behind, but be included in the latest developments in the global communication; aerospace industries.

Commencing in the heart of Africa INFO TRAC commences on the completion of the 1st & LIFESTYLE EXPO tour and would therefore cover the same route all the way around the continent. Also six months in duration INFO TRAC will do for African business what the Expo will do for African home makers.

LIFESTYLE will do for African home makers.

RRQDJLCILRANQE

BUSINESS EFFICIENCY : Photocopiers, facsimile machines, colour laser printers, franking machines, stationary and office supplies.

AEROSPACE : Telecommunications, phones, public phones.

phones, satellite operators, vendors, 56min 3 I
broadcast carriers, satellite receiving stations, 12.5
broadcasting, radio transmitters, office
supplies.

COMMUNICATION : Computer hardware, printers scanners, networking

SOFTWARE : Wordprocessing, accounting, networking.

publishing, CAD applications for industry.

MEDIA : Radio & Television engineering, sales and consulting.

INTELLECTUAL : Music, books, video and film syndications.

PROPERTY

PRINTING : Machinery, engineering, equipment and supplies.

HOME & LIFE STYLE EXPO

. PRODUCT RANGE

Here the accent falls squarely on new technology, innovation, fresh and g-ideas 7; modern living which is in total harmony with local culture. This mobile e: j N??? r: starts at the foot of Table Mountain in order to undertake Africa's longest ex z ' journey ending at Kilimanjaro (Kenya) six months later.

The HOME & LIFESTYLE EXPOSITION will focus on both international innovations and new designs in the following product ranges:

- Building material and roofing
- Hardware, hand and power tools

Domestic appliances

- . Furnishings, curtaining, blinds, awnings and finishes
- Home security and anti burglar devices
- Kitchens, interiors, flooring and ceramic tiles
- Lighting
- _ Bathrooms and plumbing
- Energy supply, heating and air conditioning
- Home electronics including television, audio and video recording.

WHO WILL VISIT THE EXPO

- Consumers.

Distributors and agents wanting to expand their lines.

- . Manufacturers and producers seeking more production lines.
- Buyers, specifiers and representatives from regional authorities.
- Architects, engineers, contractors and vendors of specialized senting.
- Importers, investors, business executives and entrepreneurs lookir- P " opportunities.

- Technologists and engineers engage in contract housing and municipz? . - e' g: and developmental projects.

- Farmer and representatives of co-operatives and agricultural marketing, lw;izds.

BUSINESS\$ CENTRES

BUSINESS CENTRE ONE features a 500 megabyte database which ii? (a technologies and product development information in 19 countries 3' :02, This database will also have licensing information' available 353: , 311.3 international corporations looking for licensees and joint venture pair: : ' ,1 serve as the back-bone of our know-how exchange programm: z 3;; w generate a wealth of new business opportunities throughout Africa BUSINESS CENTRE TWO is a tradehouse which will represent :1 ' i 3 iiu: of local and international clients. The products of these clients wii? 3 -; ii; on optical disks. This optical disk technology provides instantly '3 product illustrations on the various computer monitors with s ' 322:4. products together with exhibitor profiles will be screened continzlig. 3% large screen television at high traffic locations and at lounging anti. A sales team skilled in marketing, export procedures and shipping: t pursue business on behalf of listed clients.

BUSINESS CENTRE THREE is and integrated finance centre ti? rm j'cifv'w- trade finance for producers, suppliers and customers both local This centre will tap the vast financial resources of the a International Monetary Fund, African Development Bank, The ES 3' RSA Industrial Development Corporation, international fundin gain local banks on behalf of the exhibitors.

BUSINESS CENTRE FOUR is the coach dedicated to the p regional and international projects. Staffed by professionals represmmizzu; consortiums, these proffessionals will consult with local and central grincumzx: executives to consider approved projects in.

r
3" civil engineering, construction and building, mass housing, capitai ,rir-igg'ci-ix. .
turnkey tenders, power supply, engineering for whole plant impmmzz'im. i
agricultural engineering, plant refurbishment, road and rail constrrr:
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TOTAL MIQSION STRATEGY

This international trade mission's objective is to promote Africa as an intgxral ice? 3 player in the world economy. The mission will accomplish this by ceribitii modern tools, skills and resources in order to:

Develop Business WITH Africa.

Develop Business WITHIN Africa.

Develop Business FROM Africa.

The tour has three integral components to enhance the mission as a dynaziii; town: for international business, including the:

. DATA & COMMUNICATIONS CAPABILITY, with state ,.

technology comprising of global databases. A 24 hour per day " ?

telecommunications system will enhance communication with suppli . ' . 'z :12;

part of the world. A base office situated in Cape Town will Flidiiihni is:

overall programme, provide logistical support and transform sales gww T

actual business.

The first formal interregional effort will be made to list each visito: _ ; 1

creating a regional database of suppliers, agents and distributors (local. tsgmgz a

and inter-regional) by listing all vendors and visitors on the same .-' r

Mini seminars will be conducted in selected cities on topical inten:

issues with extensive media coverage. Live radio interviews with

. will be encouraged throughout the tour.

- EXHIBITION with over 1000 new products from various nations.

- BUSINESS CENTRE ONE, TWO, THREE. & FOUR are four cl_ngfect;

which will serve as workshops for global trade ie:

i) BUSINESS CENTRE ONE the data and tech exchange centres.

ii) BUSINESS CENTRE TWO ' the trade development centre.

iii) BUSINESS CENTRE THREE the integrated finance centre.

iv) BUSINESS CENTRE FOUR the capital projects consulting central