

# THE GRAND TRADE FAIR

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Date  
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Ref. No.

TO: \_\_\_\_\_

Century Promotion Service is pleased to introduce the 25<sup>th</sup> editions of "Addis Trade for Development", a Grand Trade Fair and New Year - Festival organized in connection with the Ethiopian New Year. The event is the longest of its kind that remains open from **19<sup>th</sup> August to 10<sup>th</sup> September 2016, @Addis Ababa Exhibition Center, for 23 days.**

The international trade fairs organized by CPS are amongst the promotional events that attract great number of companies from around the world. The events are also known for attracting foreign visitors aiming at meeting suppliers of goods and services. In the light of these, the 25<sup>th</sup> editions of "Addis Trade for Development" is expected to be a fruitful venue for foreign companies to find business partners in Ethiopia; prospecting business and investment opportunities and promoting their products and services in the emerging Ethiopian market. In a bid to enhancing benefits to participants, the company has planned for more splendid business matchmaking events through organizing business to business meetings between companies (both local and foreign) alongside the exhibition. In the light of this, the company shall publish participating companies and their respective businesses in newspapers, posts on its website and send mail messages to all participating companies to allow planning for business to business meetings ahead of time and facilitate bilateral business talks between interested companies. As a company engaged in business promotion, CPS offers additional services to foreign participants as a compliment for their interest in doing business in Ethiopia. The complimentary free offers include, facilitating visits to potential business partners, Investment Agencies, offices of local administrations and to down town market, among others. Please also refer to additional services offered to foreign companies in the following pages.

In recognition to the unique circumstances of foreign companies, special provisions have been made that allow them to book for less than the entire duration of the event. The event organizer has also planned to break the monotony of hard business talks by organizing a free dinner and cultural show for foreign participants arriving for the event in groups. With this, our foreign participants can have a glimpse of what Ethiopia can offer to the outside world in terms of leisure and tourism.

While cordially inviting foreign companies to take this opportunity to promote their products and services in the emerging Ethiopian market and explore for new business and investment opportunities, CPS promises to serve its clients to their best expectations.

Be the earliest bird to book your place as we strictly adhere to the principle of **first come first serviced!**

With compliments

**Enclosed:** Application form

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# 25th (ATFD) "The Grand Trade Fair & New Year Festival"

## **I. General Information**

Name of the event: The 25<sup>th</sup> (ATFD) The Grand Trade Fair and New Year Festival  
Duration: 19<sup>th</sup> August to 10<sup>th</sup> September, 2016  
Venue: Addis Ababa Exhibition Center

## **II. Major Features of the Event**

**Exhibition and Bazar accompanied by entertainment programs:**

- Live Music Concerts - Fashion Shows
- Talent Shows and contests - Prize Awarding Lotteries

## **III. Facilities and Services Offered Free of Charge**

- ❖ Two chairs, one table, one dust bin and two spot lights
- ❖ Power supply, cleaning and security services
- ❖ Inclusion of the company name products and services on the special magazine published for the event

## **IV. Exhibition Schedule**

- August 17<sup>th</sup>, Exhibitors' Specialized Stand Fitters Commence Work  
Delivery of Exhibits to the Venue  
Facilities Made Available to Exhibits
- August 18<sup>th</sup>, 2016 All Exhibits and Displays Work to be completed
- August 19<sup>th</sup>, 2016 Exhibition Officially Opens
- September 10<sup>th</sup>, 2016 Exhibition Officially Closes
- September 12<sup>th</sup>, 2016 Exhibits Clear Out

## **V. Space Lease and Registration Fee**

- 17 USD per Sq. Meter, per day - Minimum space size is 9 Sq. meters
- Registration fee: USD 350 - Please note that all prices are VAT Inclusive

## **VI. Payment Modalities**

- ❖ Fill out the enclosed Application form, check every space you want to reserve, sign, and seal and then return the application form.
- ❖ Transfer total participation fee to the COMMERCIAL BANK OF ETHIOPIA, MESKEL SQUARE BRANCH Current Account NO. 1000008175307 Swift code CBETETAA and fax/E-mail the transfer slip to the project office.

## **VII. Additional Service Provided to Foreign Participants**

- ❖ Information related with businesses in Ethiopia in the sectors of their interest
- ❖ Information related with customs procedures for their exhibits
- ❖ Visa request letters to Ethiopian Embassies and organizing visa on arrival for those countries where Ethiopia does not have diplomatic missions and others indicated in the application form
- ❖ Please note that these services are provided on request

**For more information, please contact the organizer through the following addresses**

☎ 011 554 92 45/46

☎ 011 20 58 26/ 011 97 40 40

Web site: [www.centurypromotion.com](http://www.centurypromotion.com)

E-mail: [info@centurypromotion.com](mailto:info@centurypromotion.com)



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## APPLICATION FORM

Name of the company \_\_\_\_\_

➤ Address \_\_\_\_\_ Tel. \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

➤ Name of Contact Person \_\_\_\_\_

➤ Agent in Ethiopia (if any) \_\_\_\_\_

### Exhibitor's Business

1. Manufacturing \_\_\_\_\_ 2. Service \_\_\_\_\_ 3. Import \_\_\_\_\_ 4. Export \_\_\_\_\_ 5. Wholesale \_\_\_\_\_

6. Other specify) \_\_\_\_\_

### ➤ Required space:

• In-door Space: \_\_\_\_\_ Sq. m x USD 17 x 22 days = \_\_\_\_\_

• Total Fees: Registration fee USD 350+ space rent; USD = \_\_\_\_\_

### Purpose of participation

- Seek Agents/Distributors in Ethiopia \_\_\_\_\_ - Seek joint-venture partner \_\_\_\_\_
- Export to Ethiopia \_\_\_\_\_ - Invest in Ethiopia \_\_\_\_\_ - Other (please specify) \_\_\_\_\_

### Organizer's Compliments:

- Do you wish to attend the dinner and cultural show hosted by the organizer? \_\_\_\_\_
- If yes, please specify the number of persons attending from your side \_\_\_\_\_
- Do you wish the organizer to arrange for meetings with the following?
  - The Federal Investment Agency \_\_\_\_\_ The City Administration of Addis Ababa \_\_\_\_\_
  - Business firms (please specify the names) \_\_\_\_\_ Down town market place visit \_\_\_\_\_
  - City Tour (including visit of tourist attractions within the city) \_\_\_\_\_

We the undersigned hereby apply for participation in 25<sup>th</sup> ATFD "The Grand Trade Fair & New Year Festival" accepting the financial obligations and other provisions indicated in this application form.

\_\_\_\_\_  
Name & Title

\_\_\_\_\_  
Signature and Seal

\_\_\_\_\_  
Date

