



Connecting
Africa's creative and
cultural industries

9-15 NOVEMBER 2023
CAIRO, EGYPT

EXHIBITOR
STAND
PACKAGES

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The AfCFTA marketplace





INTRODUCTION

Given the relevance and opportunities provided by the creative economy as a key driver for development and job creation, Afreximbank has developed the Creative Africa Nexus (CANEX) programme to facilitate the development and growth of the creative and cultural industries in Africa and the diaspora. The programme provides a range of financing and non-financing instruments and interventions aimed at supporting trade and investment in Africa's creative sector.

Through this programme, Afreximbank has provided a platform for governments, international organisations, and the private sector to create an enabling environment for the development of the sector. Africa's creative sectors, including fashion, music, film, art, crafts, sport and gastronomy, are promoted through the biennial CANEX WKND and CANEX at Intra African Trade Fair (IATF) events.

CANEX at IATF2023

Building on the success of CANEX Weekend that was held in Abidjan between 25-27 November 2022, which saw over 2,800 delegates from over 60 countries participate in a 4 day programme that included 13 panel discussion, 13 masterclass sessions, as well as a range of special events, live performances, deal room meetings and networking opportunities, CANEX at IATF2023 is scheduled to hold during Intra African Trade Fair 2023.

CANEX at IATF2023 will further develop conversations and provide even more business to business and business to government opportunities through a 7-day gathering that will take place in Cairo, from 9 - 15 November 2023. CANEX at IATF2023 will include the CANEX Summit, a dedicated creative marketplace and exhibition, and a live theatre programme, among other vertical activities that will showcase the diversity of African cultural talent.

The event will be another important milestone in Afreximbank's implementation of the Creative Africa Nexus (CANEX) programme; a multi-faceted intervention aimed at supporting and developing Africa's rapidly growing creative sector.

The third edition of IATF will hold under the theme "Connecting African Markets" and CANEX at IATF 2023 will bring together creatives, policy makers, financial institutions, business and political leaders, development partners, thought leaders and the most powerful and respected names in the Creative and Cultural Industries from across the continent and the diaspora. CANEX at IATF 2023 will provide a unique platform for facilitating business, investment,

collaboration, and partnerships amongst creatives across the diverse creative and cultural industry.

The objectives of CANEX at IATF2023, include gathering continental and global players to showcase and exhibit their goods and services, and to explore business and investment opportunities within the rapidly expanding creative economy.





WHAT TO EXPECT at IATF2023



More than
1,600
exhibitors



More than **35,000** visitors, buyers and
conference delegates from all 55 African
countries, and the rest of the World



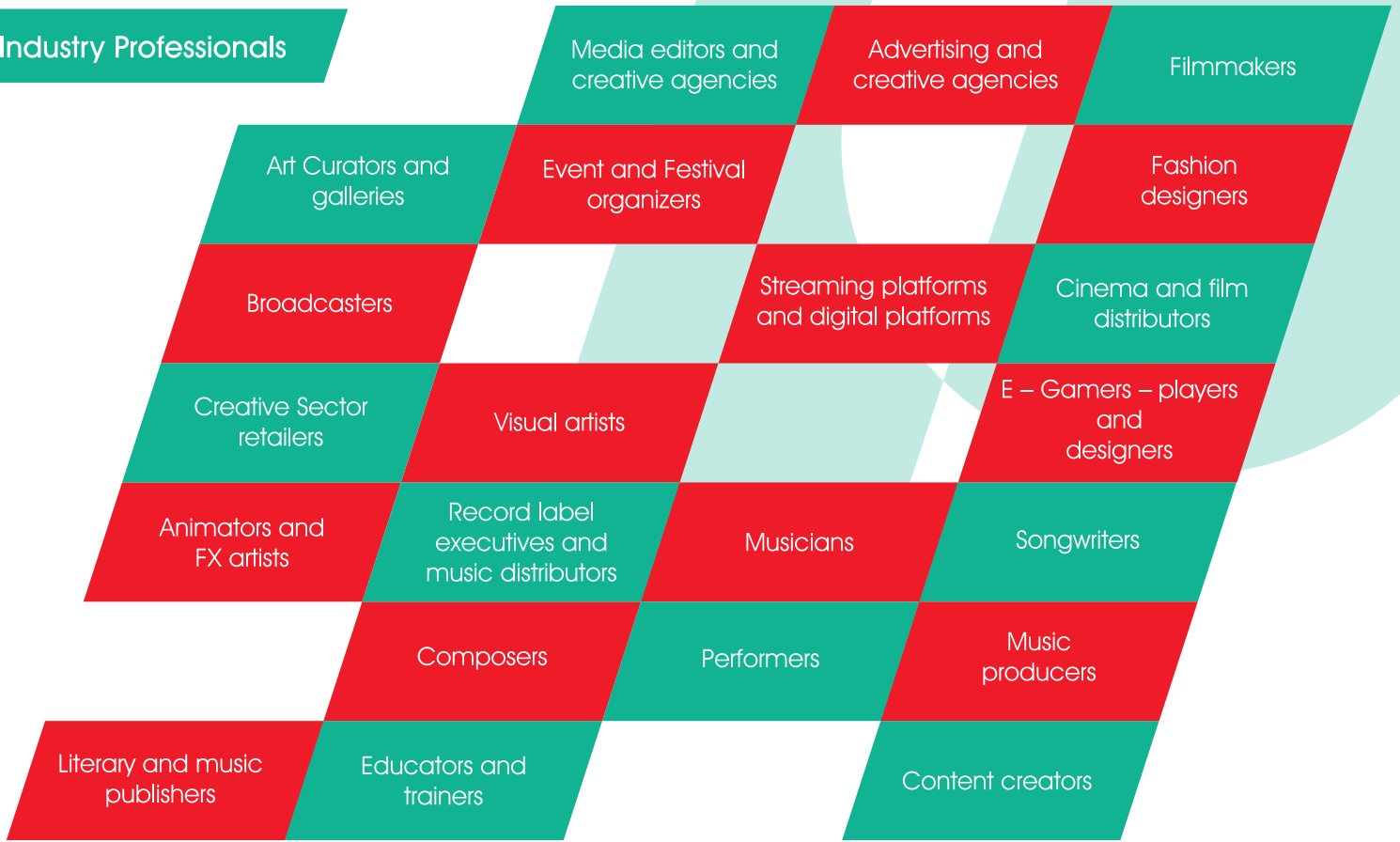
More than
US\$43 Billion
in trade and investment deals.

CANEX at IATF2023, will comprise of the following key components:

- **Market & Exhibition:** A vibrant retail market space as well as a business focused exhibition space will provide smaller brands, larger businesses, associations and countries to showcase their creative goods and services.
- **Deal Room:** A space aimed with connecting creatives and investors for the creative industries.
- **Live Theatre:** An intimate two-day of conversations, showcases and Fireside chats focused on the various verticals of the creative sector.
- **Summit:** A high-level one day Summit with top experts will tackle key topics that affect all creative and cultural industry sectors.
- **Masterclasses:** One day of intensive expert-lead masterclasses.
- **Live Performances:** From music and dance, to poetry and literature readings, live performances will then culminate in an all-star concert.
- **Meeting / Networking Opportunities:** Matchmaking meeting services, networking lounges and special events will provide a range of networking opportunities.
- **Buyer's Lounge:** A specialized space for buyers to connect with creative producers.

WHO WILL ATTEND?

Industry Professionals



Individuals



Corporate & Investors

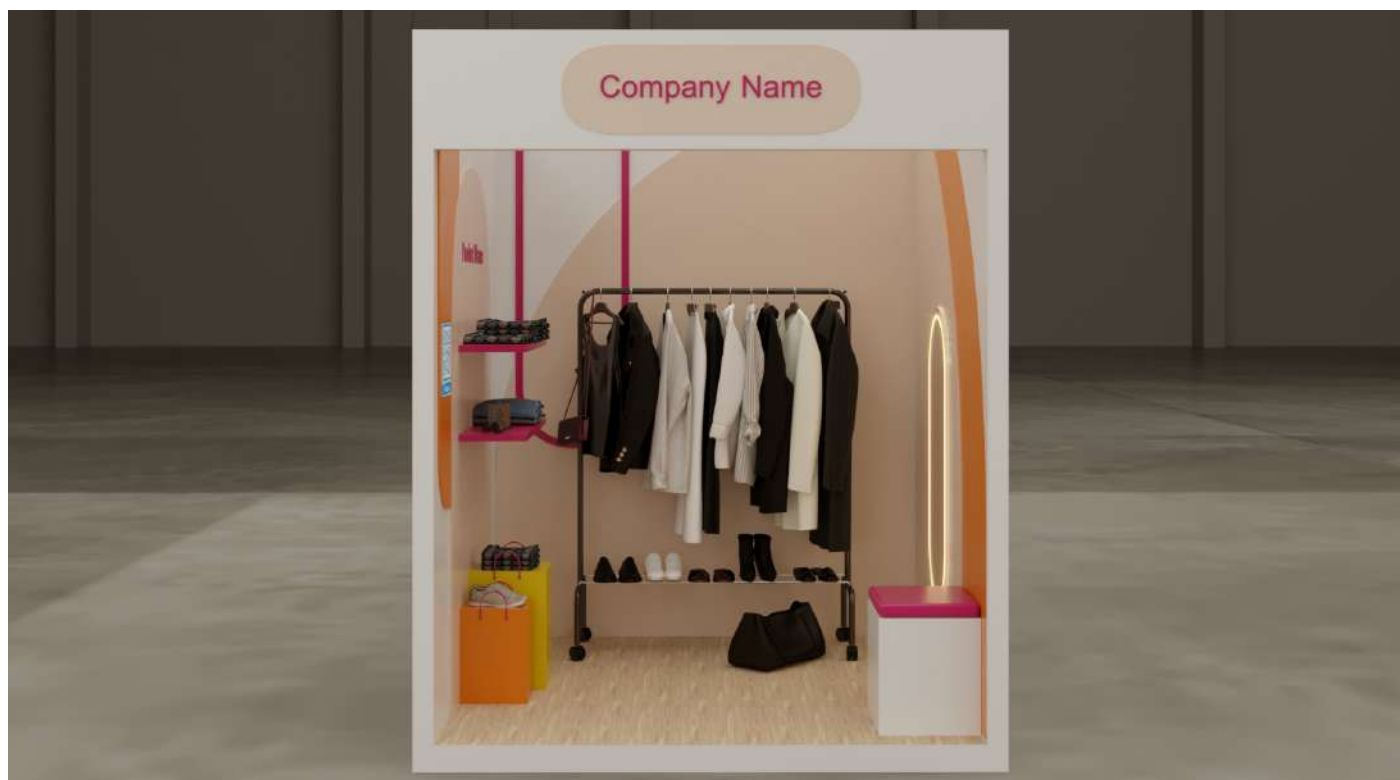


Governance



FASHION MARKET PACKAGE – A

Description	4m ²
Floor Space at \$45-00 per square meter	\$ 180-00
Custom Package	\$ 858-00
Main Stand Holder Fee (Compulsory)	\$ 530-00
Total Cost (09-15 November)	\$ 1 568-00
Items Included	4m ²
Floor Space	✓
Exhibitor Registration Fee (Principal Exhibitor)	✓
Custom Walling and Company name on Fascia	✓
Rolled Stand Carpet	✓
Electrical Socket	1
Lighting	1
Wall Banner Graphics	✓
Shelves as per design	2
Boxes as per design	3
Exhibitor Badges	1
Items Excluded	4m ²
Accessories	x



FASHION MARKET PACKAGE – B

Description	4m ²
Floor Space at \$45-00 per square meter	\$ 180-00
Custom Package	\$ 1 040-00
Main Stand Holder Fee (Compulsory)	\$ 530-00
Total Cost (09-15 November)	\$ 1 750-00
Items Included	4m ²
Floor Space	✓
Exhibitor Registration Fee (Principal Exhibitor)	✓
Custom Walling and Company name on Fascia	✓
Raised Platform with HDF	✓
Electrical Socket	1
Lighting	1
Wall Banner Graphics	✓
Shelves as per design	2
Boxes as per design	3
Exhibitor Badges	1
Items Excluded	4m ²
Accessories	x



MARKET PACKAGE - C

Description	4m ²
Floor Space at \$45-00 per square meter	\$ 180-00
Custom Package	\$ 1 400-00
Main Stand Holder Fee (Compulsory)	\$ 530-00
Total Cost (09-15 November)	\$ 2 110-00
Items Included	4m ²
Floor Space	✓
Exhibitor Registration Fee (Principal Exhibitor)	✓
<ul style="list-style-type: none"> • Wooden Platform covered with carpet. • Structure of wooden backdrop and black U Shape Wood (as per the design) • Wooden fascia with the company name • Wooden shelves made for clothes. 	✓
Stand Carpet	✓
Electrical Socket	1
Lighting	2
Counter	1
Bar Stool	1
Shelves	2
Clothing Rails	2
Waste Bin	1
Exhibitor Badges	1
Items Excluded	4m ²
Accessories e.g. mirrors, ottomans, clothing rails and plasma screens	x



MARKET PACKAGE – D

Description	6m ²
Floor Space at \$45-00 per square meter	\$ 270-00
Custom Package	\$ 2 050-00
Main Stand Holder Fee (Compulsory)	\$ 530-00
Total Cost (09-15 November)	\$ 2 850-00

Items Included	6m ²
Floor Space	✓
Exhibitor Registration Fee (Principal Exhibitor)	✓
<ul style="list-style-type: none"> • Wooden Platform covered with carpet. • Structure of wooden backdrop and black U Shape Wood (as per the design) • Wooden fascia with the company name • Wooden shelves made for crafts, art etc. 	✓
Stand Carpet	✓
Electrical Socket	1
Lighting	2
Counter	1
Bar Stool	1
Shelves	4
Clothing Rails	2
Waste Bin	1
Exhibitor Badges	2
Items Excluded	6m ²
Accessories e.g. mirrors, ottomans, clothing rails and plasma screens	x



MARKET PACKAGE – E

Description	9m ²
Floor Space at \$45-00 per square meter	\$ 405-00
Custom Package	\$ 3 025-00
Main Stand Holder Fee (Compulsory)	\$ 530-00
Total Cost (09-15 November)	\$ 3 960-00
Items Included	9m ²
Floor Space	✓
Exhibitor Registration Fee (Principal Exhibitor)	✓
<ul style="list-style-type: none"> • Wooden Platform covered with carpet. • Structure of wooden backdrop and black U Shape Wood (as per the design) • Wooden fascia with the company name • Wooden shelves made for clothes. • Accessories for hanging the clothes. 	✓
Stand Carpet	✓
Electrical Socket	1
Lighting	3
Counter	1
Bar Stool	1
Shelves	4
Clothing Rails	2
Waste Bin	1
Exhibitor Badges	2
Items Excluded	9m ²
Accessories e.g. mirrors, ottomans	x



FLOOR SPACE

Floor space can be purchased at \$45 per sq. meter with a once off compulsory stand holder fee of \$530. Contact our sales team to discuss your specific needs.

ADDITIONAL

Description	Unit Cost
LED Screen 42 Inch with Stand (7 Day Rental)	\$ 221-00 excluding VAT
LCD screen 50 Inch with Stand (7 Day Rental)	\$ 300-00 excluding VAT
LCD screen 55 Inch with Stand (7 Day Rental)	\$ 380-00 excluding VAT
LCD screen 65 Inch with Stand (7 Day Rental)	\$ 618-00 excluding VAT
1x Meeting Table and 2x Chairs	\$ 140-00 excluding VAT
Clothing Rail	\$ 65-00 excluding VAT
Coat Rack	\$ 60-00 excluding VAT

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LITERATURE • SPORTS • CRAFTS • CULINARY ARTS



More information can be found at:
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