

# africa infrastructure

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Deutsche Messe  
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Hannover Fairs  
International GmbH

SASS



Southern African Services Centre of Commerce and Industry  
Soudaie Industrie- und Handelskammer für die SÜDLICHE AFRIKA

8-11 May 2012



Johannesburg Expo Centre, Nasrec  
Johannesburg, South Africa

# At a glance



- **Show date/ Venue:** 8. - 11. May 2012  
Nasrec Expo Centre, Johannesburg, South Africa
- **Organizers:** Hannover Fairs International GmbH, Germany  
SASS – South African Show Service, South Africa  
Southern African - German Chamber of Commerce and Industry, South Africa

- **International Supporters:**



- **Local Media Partners:**



- **Visitor Profile:** Politics/government, public administration, credit firms, public utilities, international donor organizations, CEOs, COOs, decision-makers & specialists from the corresponding industrial sectors from Sub-sahara Africa

# It's time for Africa.

*"For us, there's never been a question about operating here. Africa is definitely a continent of opportunities."*

Dirk Hoke  
CEO Africa Region, Siemens



- **South Africa:** *“It is the economic powerhouse producing more than 40% of Africa’s industrial output. It is **the gateway to sub-Saharan Africa**” (Grant Thornton)*
- **Nigeria:** *“With a population of **158 million people**, Nigeria is the largest country in Africa. The purchasing power of the new middle class can be observed at the shopping malls that have recently been opened in the country” (World Bank /AfDB)*
- **Ghana:** *“Ghana is a stable, democratic country with a free press, independent judiciary and active civil society. Real GDP growth is expected to reach **14.1% in 2011**” (USAID/World Bank)*
- **Mozambique:** *“Mozambique has become one of Africa’s best-performing economies. This will require further **investments** to expand the country’s infrastructure networks, including roads, railways, energy, water, and ports.” (World Bank)*

# Commercial links between Africa and the world (in USD)



**Expanding Trade** Sub-Saharan Exports grew between 2000-2009  
 > 2.9x to all trade partners  
 > 5.8x to East Asia

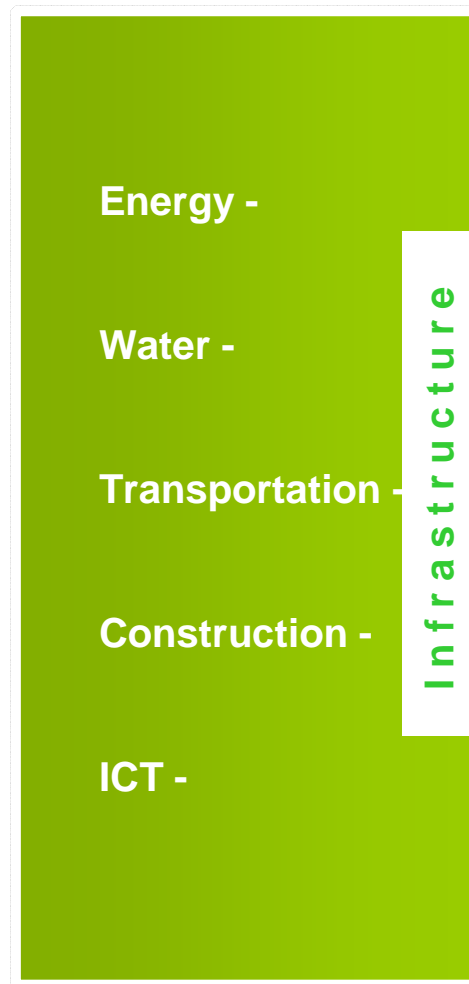


Source: UN Comtrade May 2010, Roland Berger analysis

# Priority topics for investment



- Energy →
- Water →
- Transportation –  
Airports, Ports →
- Housing and urban  
construction →
- Food
- Healthcare
- Education
- Mining
- Telecommunication →
- Transnational  
projects →



- **Energy infrastructure:**  
Energy production, supply and distribution (conventional and renewable)
- **Water infrastructure:**  
Drinking water production, Water distribution, Waste water treatment
- **Transportation Infras.:**  
Airports, Ports, Railways, Roads, Bridges, dams industrial facilities
- **ICT Infrastructure**  
Mobiles, Internet

# Show Concept



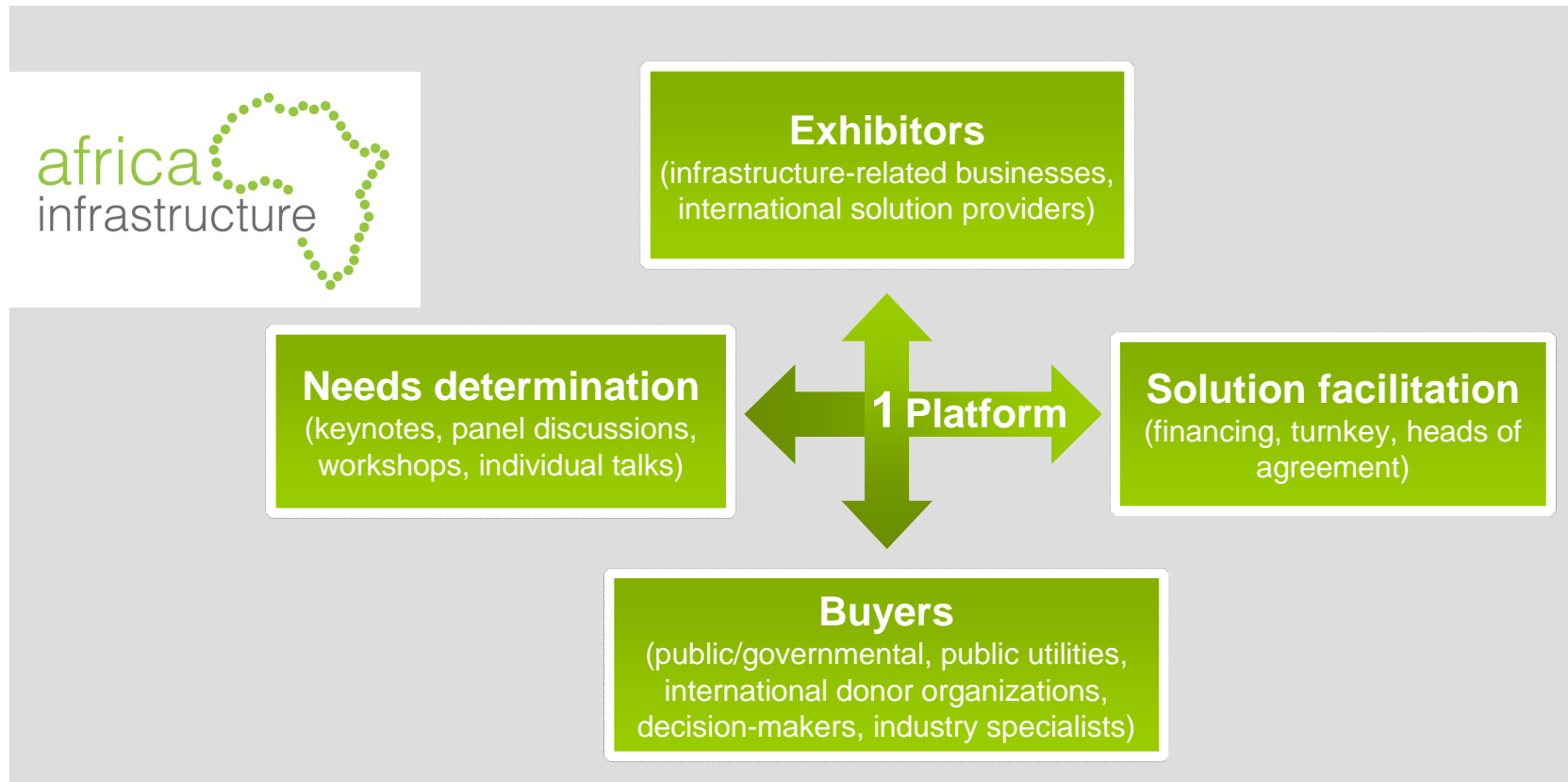
- Combining major infrastructure topics...



# Show Concept

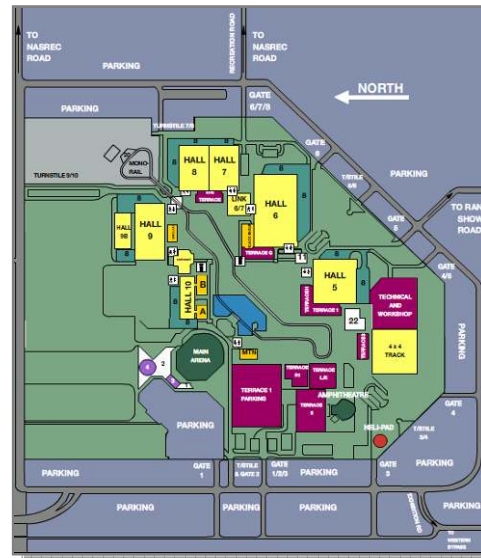
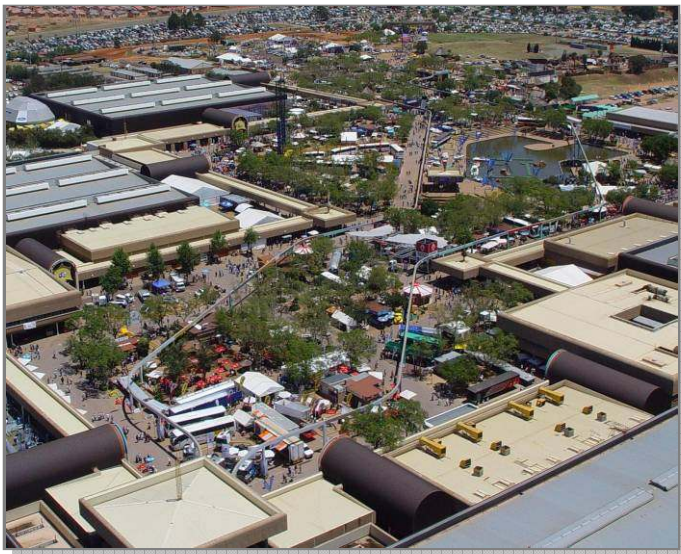


- ... on one platform.



## Why South Africa / Johannesburg?

- South Africa produces around 40 percent of Africa's total GDP
- South Africa is the gateway for Sub-saharan Africa
- Johannesburg is the economic and financial hub of South Africa
- Expo Centre Johannesburg is a major tradeshow venue
- Internationally accessible, modern fairgrounds



# Conference



- **Speakers:** International high ranking representatives from the public, financial and economic sector
- **Delegates:** Government & municipalities from sub-Sahara Africa, Large resource users, PPP shareholders, Investment banks, project finance firms, consulting engineers and contractors, global solution providers.
- **Stakeholder:** World Bank, African Development Bank, KfW Bank, EU
- Draft Schedule (see detailed programme attached):

<b>Tue, May, 8<sup>th</sup></b> (half day)	<u>Afternoon:</u> <b>Opening Ceremony: Keynotes</b> and Panel Discussion. e.g. "The Growing Role of Africa in the World's Economy."  <u>Evening Reception</u>
<b>Wed, May, 9<sup>th</sup></b> (full day)	<u>Morning:</u> <b>Energy</b> Markets. Keynote and Workshops <u>Afternoon:</u> <b>Water</b> Sector Keynote, Workshops and Plenary Session  <u>Evening Reception</u>
<b>Thu, May 10<sup>th</sup></b> (full day)	<u>Morning:</u> <b>ICT.</b> Keynote and Workshops <u>Afternoon:</u> <b>Transportation</b> Sector. Keynote, Workshops and Panel Discussion  <u>Closing Reception</u>

- Sponsoring options available upon request.



## Exhibition options

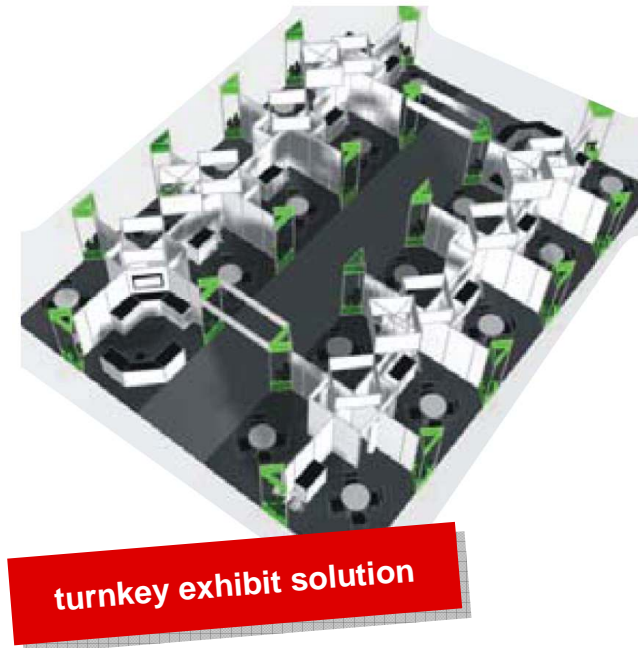
- 1) Indoor raw space: € 190,00/sqm
- 2) Outdoor raw space: € 30,00/sqm
- 3A) Furnished booth: € 250,00/sqm
- 3B) Unfurnished booth: € 235,00/sqm
- 3C) International Pavilion: € 295,00/sqm

### ...includes the following equipment and services:

- Furnished Booth (Standard, white, shell scheme walling; Company name on fascia board; Carpets; Share of Electrical DB)
- Furniture: table with 3 chairs, brochure stand, lockable cupboard, waste paper bin, Plugs & Spot Lights
- Lounge area for exhibitors and their customers with Snacks and soft drinks
- Information Counter for Visitors & Internet Access

### ...benefits of the International Pavilion

- Central location & Attractive stand design
- Support before and during the fair → Minimal organisation outlay



# Your Project Team

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# Reply



YES, I want to learn more about **africa infrastructure 2012** exhibition and conference.

Please...

... send us the show brochure, rates and application form.

... provide us with a stand proposal without obligation.

... give us details about the conference programme.

...other: \_\_\_\_\_

Company:	_____
Contact Name:	_____
Tel.:	_____
E-Mail:	_____

**Please return to:**

**FAX: +49 511 89-31420 or  
e-mail: tobias.zwingmann@messe.de**