

Afri Chemex

An International Chemical & Petrochemical Exhibition

16th - 18th September 2011
Addis Ababa Exhibition Center
Addis Ababa, Ethiopia



Supported by



Federal Democratic Republic of
Ethiopia Ministry of Industry

Organizers



PRANA PROMOTION
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شركة أوجيه العالمية
OGAIH INT. SERVICE CO. LTD.

ORGANIZERS PROFILE

As experts in organizing event's, exhibition and/or trade fair services both Prana Promotion and Oghai Int. services Co. Ltd. involves in every stage of organizing, promoting & marketing events from setting up to implementation and accomplishing of the event offering well-designed, consistent and functional support. Our extensive skills encompass all aspects of promotional and marketing operations.

We provide outstanding customer service, increased flexibility, and greater value, thus optimizing functionality and improving operational efficiency, we provide superior services for organizing & managing the promotion and marketing tasks for a variety of events, exhibitions and/or trade fairs both national as well as international.

We bring an unsullied and innovative approach to promotion and marketing services, acting as a link between companies and targeted customers. Our staffs are distinguished by their immense expertise combined with their applied practice, thereby ensuring that our clients receive the most efficient and specialized service.

Major Exhibitions organized by
Prana promotion



Ethio Health
Exhibition & Congress



**Ethio Animal Tech
& Poultry Expo**



**Afri Print &
Packaging Expo**

Major Exhibitions organized by
OGAIH Int. Services Co. Ltd.

AITEX

**Addis Ababa Information
Technology Exhibition**



ABOUT “AFRI CHEMEX”



Organized in Addis Ababa, the capital city of Ethiopia and also Africa, as African Union (AU), United Nations Economic Commission for Africa (UNECA) and other major International Institutions base their Head quarters, “Afri Chemex” is an international business-to-business (B2B) platform focusing on the Chemical Industries covering Petroleum and Petrochemicals, Chemical Process, Specialty & Fine Chemicals, Industrial Chemicals, Process Technology and their Supporting Industries.

The exhibition will provide participants and visitors with an interactive networking podium for more business and investment opportunities and exchanging ideas on challenges in the Chemical industry, future trend & upcoming issues and Government policies besides sharing ideas and solutions to boost business & investment in national and regional market and tapping into new emerging markets.

The event is expected to become the high point of momentum for Chemical Industries in Meeting Global Opportunities and Challenges. It will be a stimulating and informative event which will give the industry an overview of the development of the Chemical industry, business opportunities, and the technology that drives it.

Small and highly specialized firms as well as the Chemical and Petrochemical industry’s largest corporations and related industries will be taking part in this important event.



OBJECTIVE



- To present local and African products for the international market
- To boost trade and investment in the sector
- To create a platform for linking African companies in the industry
- To bring technology transfer from the developed world
- To showcase investment opportunity in the sector for the international business community operating in the field
- To promote business between local stake holders and international companies
- To improve awareness about the chemical & petrochemical industry
- To raise business relations with in Africa



WHY EXHIBIT?

With continuous changes in the environment, you can't afford to miss the much-anticipated "Afri Chemex" 2011 which is the ideal choice to network with industry professionals, see the latest innovations and technology in the industry and meet company ambassadors face-to-face to find out the new developments.

Stay in touch with this inspiring chemical event and reap the benefits at "Afri Chemex" 2011 for the endless opportunity it brings

- Assess the National and Regional market.
- Boost your Brand Image and Improve public awareness.
- Promote your company and Create demand for your products and services.
- Review latest products and services.
- Improve your company marketing network.
- Explore & understand market trends.
- Exchange ideas, opinions & information with all associated to the field.
- Create direct contact with trade associations, trade promotions, institutions, ministries, authorities, Agencies, etc.
- Contact pre-qualified visitors enthusiastic to develop direct contacts.
- Secure market share with existing partners.
- Negotiate with your representatives.
- Make direct contact with your potential clients both National and Regional.
- Develop everlasting relationships with your most cherished prospects.
- Find new trade associates.
- Create novel and keen patrons in the region.
- Meet enormous competitors in only three days.
- Evaluate your market position with relevance to your competitors.
- Gain access to efficient import and export directions.
- Maximize your return on investment.
- And more.....





VISITORS TARGET GROUP

Chemical Producers

Petro chemical & chemical users

Manufacturing Industries: Plastic, Rubber, Textile, Gas, Glass, Tyre, Pulp & Paper, Painting, Electronics, Automotive, Cement, Packaging, Construction, fertilizer, Ceramic, Pharmaceutical, etc... and

General Public



VISITORS PROFILE

Huge number of local, regional and international visitors is expected on this success oriented specialized event from the following list:

Senior Government Officials

Investors

Chief Executives

Business developers

Managing Directors

Technical Managers

Plant Managers

Chemists

Formulators

Engineers

Marketing/Sales Managers

R&D Directors /Managers

Purchasing Managers

Production Managers

Financial Institution managers

Trade Association delegates

Academics

Researchers

Scientists

etc...



VISITORS CAMPAIGN

A wide range of aggressive advertising campaign will be made beside Sector professional's network development to ensure targeted visitors attendance on;

- Print Media Advertisement
- Electronic media Advertisement
- Out Door Advertisement
- Email Campaign
- Web Promotion
- Direct personal invitation &
- VIP Campaign



EXHIBITORS PROFILE

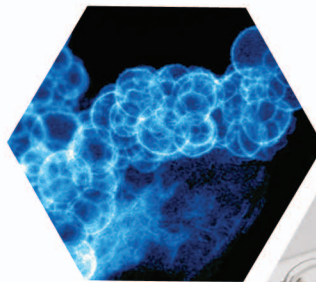


Product & Service section

Agrochemical	Food Chemicals
Adhesives	Specialty and Industrial Gases
Automotive Chemical	Leather & Textile Chemicals
Basic Chemical, Intermediates & Allied Products	Oilfield/Mining Chemicals
Biocides & Antimicrobials	Oleo chemicals
Biotechnology	Paints and coating materials
Catalysts & Biocatalysts	Petrochemicals, Polymers, Petroleum Products
Cement	Photographic & Reprographic Chemicals
Ceramics & Glass for Industry	Plastics & Polyethylene
Cleaning & Maintenance Chemicals	Pulp & Paper Chemicals
Construction Chemicals	Synthetic Chemicals
Detergents & Household Care Ingredients	Specialty & Fine Chemicals
Electronic & Electroplating Chemicals	Water Treatment Chemicals
Flavors' /Fragrances Ingredients	

Process technology & system section

Chemical and Petrochemical Machineries & Technology
Chemical, Gas & Liquid Material Handling Equipment
Coal gasification
Control Instruments and Process Automation Systems
Engineering and Automation Equipments
Environmental & Recycling Technologies
Production Safety Equipments
Labor Protection, Emergency Response and Rescue
Laboratory, Plant Maintenance & Engineering
Liquid Maintenance Systems – Cooling & Filtering
Mixing & Separation Technology
Packaging & Storage Solutions
Plant Construction & Engineering
Plant Components: Apparatus, Piping, Reactor
Plant Controlling: System, Field Devices and Concepts
Power Generation Industry and Technology
Production Machineries
Safety Management
Sealing & Insulation Materials
Software, Data Provision & Security Systems
Logistics, Warehouse, Storage, & Distribution Services
Treatment Technologies & Industrial Cleaning Systems
Waste Water treatment
Synthetic Chemicals
Specialty & Fine Chemicals
Water Treatment Chemicals





EXHIBITORS KIT

Exhibitors will get personalized attention and service from the organizer in every aspect regarding “Afri Chemex”, an international exhibition on chemical & petrochemical sector, organized in Addis Ababa – the capital city of Africa.

The following are list of services to be provided for exhibitors:

- Exhibitors Name Badge
- Listing and company description in the official expo catalogue.
- Invitation cards for your targeted visitors
- Access to attend the Opening Ceremony
- Free copy of the expo catalogue
- Expo entry pass for your targeted visitors
- Visa Invitation (If Required)
- Additional Services (If Required)

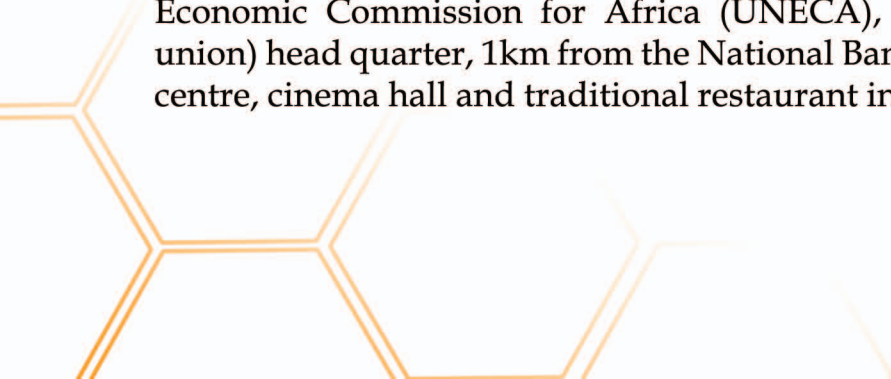


VENUE

Addis Ababa Exhibition Centre and Market Development Enterprise is the only and most known exhibition centre in the capital city Addis Ababa. Settled in 24,462 m2 spaces in the middle of the city the centre provides full fledged exhibition facilities.

Having three exhibition halls the center is handling more than 40 different National & International specialized exhibitions as well as General Tradeshow within a year.

Located 4 km away from the Airport, 5 km away from Merkato (the biggest market in Africa), 600m from Ministry of Trade and Industry, in front of the biggest Festive gathering place (Meskel Square) located on the city main street, 2km away from the Ethiopian and Addis Ababa chamber of Commerce head office, 1km away from the united nation Economic Commission for Africa (UNECA), 3km from AU (African union) head quarter, 1km from the National Bank the center has business centre, cinema hall and traditional restaurant inside the premises.





PARTICIPATION DETAILS



Exhibition

Secure your presence at this prestigious & dedicated chemical & petrochemical event.

Registration Fee	50\$
Bare Space	150\$/m2 Minimum 24m2
Shell scheme	150\$/m2 Minimum 9m2

The stand will be equipped with table & chairs according to the size, fascia board, single phase 220-240V, 50HZ electric outlet, spotlight, waste bin, general cleaning and security.

Advertisement

Boost your company presence by advertising on the official expo catalog

Back Cover	800\$
Front cover inside page	500\$
Back Cover inside page	450\$
1st page (full)	500\$
Center Page	450\$
Full page	350\$
Half Page	200\$

Stand out from your competitors

Smart Branding and Sponsorship options are the most cost effective and powerful routes to heighten your visibility, generate positive publicity and drive more business for your company.

Whether your objective is meeting new buyers, achieving widespread awareness or simply getting ahead of the competition we can offer you packages that will meet and exceed your expectations.

Some custom-made sponsorship opportunities at “Afri Chemex” include:

Diamond, Gold & Silver sponsorship, on show sponsorship, Carrier bags and Name badges sponsorship, Breakfast meeting and cocktail party sponsorship.

To find out more please contact us on:

Haymanot Abate (Exhibition Manager)

Tel: +251 115 529027 Cell: +251 911 122330 Email: Haymanot@africhemicals.com

