



A BORDERLESS MARKETING PLATFORM FOR AFRICA



Africa, the Rise of a Continent

Africa is becoming a preferred trading partner.

As the second largest continent in the world, Africa has become a preferred trading partner. The AfCFTA has laid the foundation to increase intra-continental trade by addressing the most prominent barriers. Our **Evergreen** Virtual Trade Cities promotes, enables and supports trade in Africa.

\$6.3

Trillion GDP

\$760bn

Annual trade from Africa

1.3bn

Consumer market

16.6%

Current Intra-Africa Exports

30%

Target by 2030
\$100bn increase



Connecting **South Africa** to the World

The latest available country-specific data shows that 60.8% of products exported from South Africa were bought by importers in: China (11.4% of the global total), United States (8.3%), Germany (8.2%), United Kingdom (4.9%), Japan (4.4%), Netherlands (3.8%), Botswana (3.8%), India (3.8%), Mozambique (3.6%), Namibia (3.1%), Belgium (2.8%) and Zimbabwe (2.6%).

Given South Africa's population of 59.7 million people, its total \$86.1 billion in 2020 exports translates to roughly \$1,450 for every resident.

\$20 bn

Precious metals in 2020

\$ 8.5 bn

Vehicle exports in 2020

\$ 3.8 bn

Fruit and nuts in 2020



\$86 bn

Goods exported in 2020

Agriculture will **Unlock** Africa's Potential

Agriculture is by far the single most important economic activity in Africa.

It provides employment for about two-thirds of the continent's working population and for each country contributes an average of 30 to 60 percent of gross domestic product and about 30 percent of the value of exports.

\$100bn

Agriculture represents 15% of the continent's total GDP

\$110bn

Africa's projected annual food import bill by 2025.

\$450bn

Total smallholder financing need for Agriculture.

\$1 tn
per annum

Agribusiness sector is estimated at US\$1 trillion by 2030





The **AFTA** enabled **new world** of Trade

The AFTA continental roll-out of Evergreen Virtual Trade Cities supports and enables intra-Africa and global trade.



Enable local and international trade.



Reduce the cost of marketing and trade.



Increase exposure and lead generation.

AFTA will establish **Agri Hubs** across the continent

The Agri Hubs offer Agri industries, commodity organizations and businesses the opportunity to leverage the platform on favourable terms.


These Agri Hubs offer a 24/7/365 exhibition and trade platform enabling participants to showcase their propositions to the local and international markets.

An Industry body or commodity organization can participate in the marketing of a Trade Centre and share in the revenue.

Shareholding options may be available to early participants.

Agri Hub
For Africa





Agri X has been appointed by AFTA as the agriculture sector activation agent for Africa

Agri X profile



Our journey;

- Establish the an Agri Trade Centre for South Africa but open it to early adapters
- Bring in partners to share in revenue stream by taking up exhibition spaces
- Exploring opportunities in the rest of Africa

Join the South African **AGRI HUB**

AGRI Trade Hub

Trade Hubs represent a sector or region and consists of several Trade Centres.

For example: The Agri Hubs will showcase the full spectrum of trade in agriculture for a country.



Exhibition Stands

Exhibition stands drive engagement between buyers and sellers. The stands come in different sizes namely: Standard, Gold & Platinum.



Trade Centres

A Trade Centre consists of a reception, auditoriums, break-away rooms and exhibition spaces.

Trade centres offer exhibition and branding spaces, while hosting annual trade shows and/or conferences.



Pavilions

Pavilions are a cluster of exhibition stands within a Trade centre.



- ◆ More **cost effective**
- ◆ Generate and track **leads**
- ◆ Reach a **global audience**
- ◆ **Long-lasting** exposure

Evergreen Virtual Trade Centres

A measurable return on investment.

Where the Agri Hub provides a country the opportunity to bring the industry to life, selected organisations can invest in an **Evergreen Virtual Trade Centre**. The exhibition stands and branding spaces can be on-sold to members and corporates realizing a tangible return on investment.

A Trade Centre includes:

- ✓ Reception & Waiting Rooms
- ✓ Auditoriums & Break-Away Rooms
- ✓ Exhibition Stands & Pavilions
- ✓ Hosting of annual Trade Shows & Conferences



Opportunity for an Industry Body / Leader

Own and set up Trade Centre

Take the lead with innovation and adaptability to enhance the sustainability of the sector

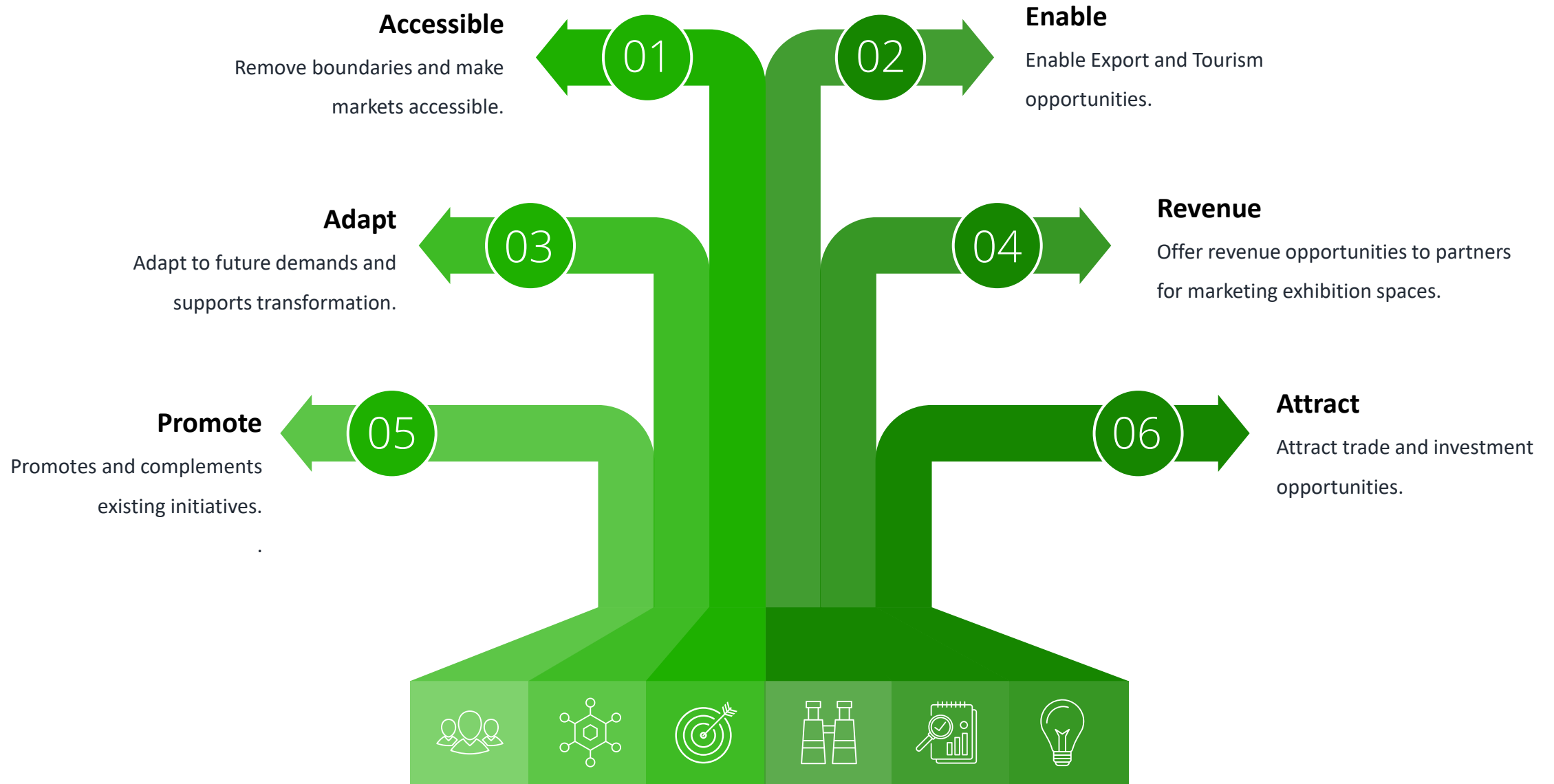
Address the challenges brought about by Covid 19 and extend your value proposition and marketing reach of members and stakeholders

Sponsor or invest in a Agri Trade Centre and enable members, clients and the value chain, to buy exhibition spaces to recoup the initial capital lay-out



AgriX

Benefits of Participation



Exhibition Stands



Standard Exhibition Stand

A standard stand-alone exhibition stand offers small and medium companies a cost-effective opportunity to showcase their business.

R 30 000
Set-up and design

R 24 000
Rental per annum



Gold Exhibition Stand

The gold exhibition stand gives medium and large companies an opportunity to create a true brand experience.

R 60 000
Set-up and design

R 48 000
Rental per annum



Platinum Exhibition Stand

A platinum stand-alone exhibition stand offers corporates a custom and fully immersive brand experience.

R 180 000
Set-up and design

R 144 000
Rental per annum

Standard Features

<https://www.youtube.com/watch?v=RXktYFROdKU>



TV Screens

Product & Service Catalogues

Request Quotes

Custom Branding

Banner Spaces

Schedule Meetings

Pavilions | Recommended Selling Price

Reduce cost by clustering appropriate businesses together.

Pavilions are a cluster of stands with its own reception and branding spaces. A Trade Centre’s capacity can be increased by adding pavilions.

Pavilion 10

10 Businesses

10 Standard Stands
Pavilion Reception

R 20,160 avg. per business per year

R 144,000 setup | R 115,200 annually

Pavilion 20

20 Businesses

20 Standard Stands
Pavilion Reception

R16,800 avg. per business per year

R 240,000 setup | R 192,000 annually

Pavilion 50

50 Businesses

50 Standard Stands
Pavilion Reception

R15,120 avg. per business per year

R 540,000 setup | R 432,000 annually



*Average price calculated over 3 years and includes the initial setup fee.

Return on Investment

Pavilions, stands and event sponsorships can be marketed to members and partners to ensure a measurable ROI and recoup costs.



Trade Centre Pricing

Trade Centre 25

25 Businesses

Trade Centre 50

50 Businesses

Trade Centre 100

100 Businesses

Custom Design & Build	✓	✓	✓
Pavilion 10	1	1	2
Pavilion 20	✗	1	2
Pavilion 50	✗	✗	✗
Standard Stands	10	10	25
Gold Stands	4	8	15
Premium Stands	1	2	5
Annual Trade Show	Hosting of 1 Day Event	Hosting of 1 Day Event	Hosting of 3 Day Event

R58,563 avg. per business per year*

R 1.395mil setup

R 500 000 annually

R56,226 avg. per business per year*

R 2.29mil setup

R 750 000 annually

R47,376 avg. per business per year*

R 3.665mil setup

R 1.5mil annually

*Average price calculated over 3 years and includes the initial setup fee.

Sponsorship Packages

Platinum Sponsor

Only 4 Sponsors

Gold Sponsor

Up to 12 Sponsors

Silver Sponsor

Up to 20 Sponsors

	Platinum	Gold	Standard	
Pre-event	Logo on all event communication	✓	✓	
	Logo on marketing collateral	✓	✓	
	Logo on event landing page	✓	✓	
	Social Media posts	3	1	
	Pre-event interview	✓	✓	✗
	Promotional video (production)	✓	✗	✗
Event	Logo on event page	✓	✓	
	Sponsored speaker slots	3	2	
	Participation on discussion panel	✓	✗	
	VIP buyer session	✓	✗	
	Exhibition booth	Platinum	Gold	
Post-event	Feature e-mail to attendees	✓	✓	
	Social Media posts	3	2	
	Post event interview	✓	✗	

R 150,000 per event

R 45,000 commission per sponsor

R 90,000 per event

R 30,000 commission per sponsor

R 50,000 per event

R 15,000 commission per sponsor

*Prices excludes 15% VAT

* Trade Centre owner receives 30% commission on all sponsorships.

Building A Virtual Trade Centre



* Some processes may overlap. Average 10-14 weeks

The Offer

Looking to innovate, strengthen and expand your value proposition?

The Agri HUB and Trade Centres and exhibition spaces will cater for any size business looking to expand or strengthen their market access locally or internationally.

By leveraging technology, they eliminate cost such as travel, accommodation and physical stands making it possible for any business to gain global exposure on a limited budget.

The different pavilion and stand options caters for emerging, small, medium, large and corporate companies.

A partnership and ongoing lucrative revenue sharing model

Businesses We **Serve**



THANK YOU

We look forward to unlocking trade together



Digitally Enabling Global Trade