**PROPOSAL FOR A MARKETING PARTNERSHIP FOR CAIRO CHAMBER OF COMMERCE.**

IAFT2023 wishes to invite Cairo Chamber of Commerce as a marketing partner to the event on a non-monetary barter agreement basis. Reed Exhibitions South Africa secured the management contract from the African Export-Import Bank (Afreximbank) to organise the 3rd Intra-Africa Trade Fair.

**IATF2023 Background**

One of the major challenges that is inhibiting intra-African trade is the lack of access to trade and market information. The Trade Fair will offer an opportunity to accelerate the growth of intra-African trade and investment. IATF2023 is intended to provide a unique platform for facilitating trade and investment information exchange in support of increased intra-African trade, especially in the context of implementing the African Continental Free Trade Agreement (AfCFTA), which entered into force on 30 May 2019. Trading under the AfCFTA officially commenced on 1 January 2021. The African Union (AU) credited the first edition of IATF (IATF2018) held in Cairo, Egypt from 11-17 December 2018 as being the first delivered initiative relating to the AfCFTA even before it came into force. The second edition (IATF2021) was held from 15-21 November 2021 in Durban, KwaZulu-Natal, South Africa and was a resounding success. In this regard, the IATF2023 will play a critical role in enabling businesses to access an integrated African market of over 1.3 billion people with a combined Gross Domestic Product (GDP) of over US$3.5 trillion created under the AfCFTA.

**IATF2023 Objectives**

IATF2023 is aimed at achieving the following objectives:

* Bring together continental and global players to showcase and exhibit their goods and services, explore business and investment opportunities in Africa.
* Provide a platform for B2B and B2G exchanges and to serve as a marketplace where buyers and sellers of goods and services meet and explore business opportunities.
* Provide a platform to share trade, investment and market information with various stakeholders including investors, SMEs, the informal sector and Africans in Diaspora.

Provide a platform to discuss topical issues relating to the African Continental Free Trade Agreement, as well as issues affecting Intra-African trade and investment, and to identify and offer practical and effective solutions to address the challenges.

**IATF2023 to offer:**

**PRE-EVENT**

* Website listing: promotion on IATF2023 website (intrafricantradefair.com)
* Logo and 50-word profile on the marketing partner page
* Social Media Marketing: posts on IATF2023 social media platforms, sharing of newsworthy stories / photos.
* A press release to be published on website on behalf of partner (at discretion of the organizer)
* IATF2023 to host 3 confirmed buyers for the African Buyer’s programme

**DURING EVENT**

* Printed IATF2023 Catalogue: feature as a marketing partner;
* Three 7-Day passes to the event for members that wish to attend;
* Access to the Virtual Trade Fair;
* Access to the Trade and Investment Forum;
* Access to networking functions;

**POST EVENT**

* IATF2023 website: continued listing on website until December 2023.

**Cairo Chamber of Commerce to offer:**

* Partner to assist in mobilizing sponsors and exhibitors at the IATF2023 event.
* Marketing IATF2023 on partner social media platforms where applicable.
* Event listing on website.
* Emailer from IATF2023 to partner member base.
* Partner to nominate 10 representatives for the African Buyers programme.

**Signed and accepted:**

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On behalf of Cairo Chamber of Commerce On behalf of Reed Exhibitions

Name: Ms. Chardonnay Marchesi
Designation: Portfolio Director

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Date Date