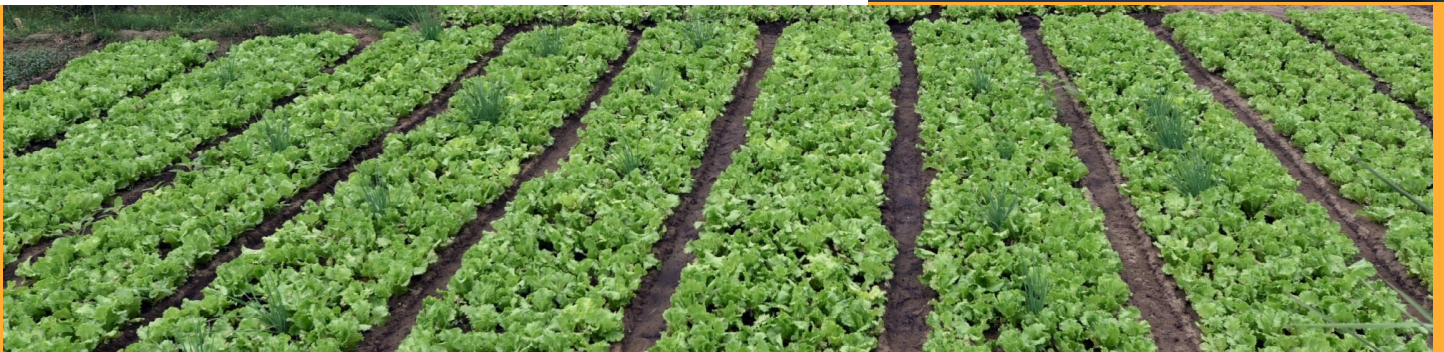


Ethio-International Online Expo 2021

www.tradethiopia.com/onlineexpo

**THE NEW SIPRIT
OF INTERNATIONAL TRADE**



01– 30 November 2021

About Ethio-International Online Expo

Ethio-International Online Expo is the first and the only border crossing trade fair ever hosted in Ethiopia. As it is known most events now a days are moving on to being virtual after the COVID 19 pandemic and surely Ethiopia also have to be catching up with that. The advantage of online events like Ethio—International expo have big advantages for the economy and international trade relationships. The followings being a core opportunities in transforming to virtual trade fairs.

- ◆ Easy to attend
- ◆ Cost efficient
- ◆ Convenient
- ◆ Efficient networking
- ◆ 24 / 7
- ◆ Improved attendee rate
- ◆ Quick feedback and lead generation
- ◆ Borderless
- ◆ Saving precious time and energy
- ◆ Suitable for both local and international trade
- ◆ Environment Friendly

So many countries are joining the virtual events world wide and businesses are already succeeding in their local and international trade activities.

The objectives of Ethio-International Online Expo include:

- ◆ To facilitate export / import and international trade
- ◆ To generate foreign currency
- ◆ To bring together continental and global trade players to showcase and exhibit their goods and services, and to explore business and investment opportunities in Ethiopia and beyond.
- ◆ To serve as a marketplace where buyers and sellers of goods and services meet and explore business opportunities
- ◆ To provide a platform for B2B exchanges and development of business opportunities
- ◆ To share trade, investment and market information of Ethiopia with stakeholders including investors, SMEs, the informal sector, Ethiopians in Diaspora, and to identify solutions to address the challenges affecting intra-Ethiopian trade
- ◆ For Banks and other financial institutions, to share information about their account privileges, trade finance and international trade facilitation interventions that will support intra-Ethiopian trade
- To discuss potential business and investment opportunities of Ethiopia with international exhibitors / visitors.
- To deploy multi-country and multi-company online pavilions that will serve as one-stop shop for intra-Ethiopia trade and investment opportunities.
- To transform the traditional way of trade fair into virtual
- To add up on Ethiopia's digital economy

Sectors

Food & Agriculture

Packaging

Machinery

Construction

Furniture

Textile

Solar

Automotive





Who is Attending?

600+ local and international exhibitors

30+ countries

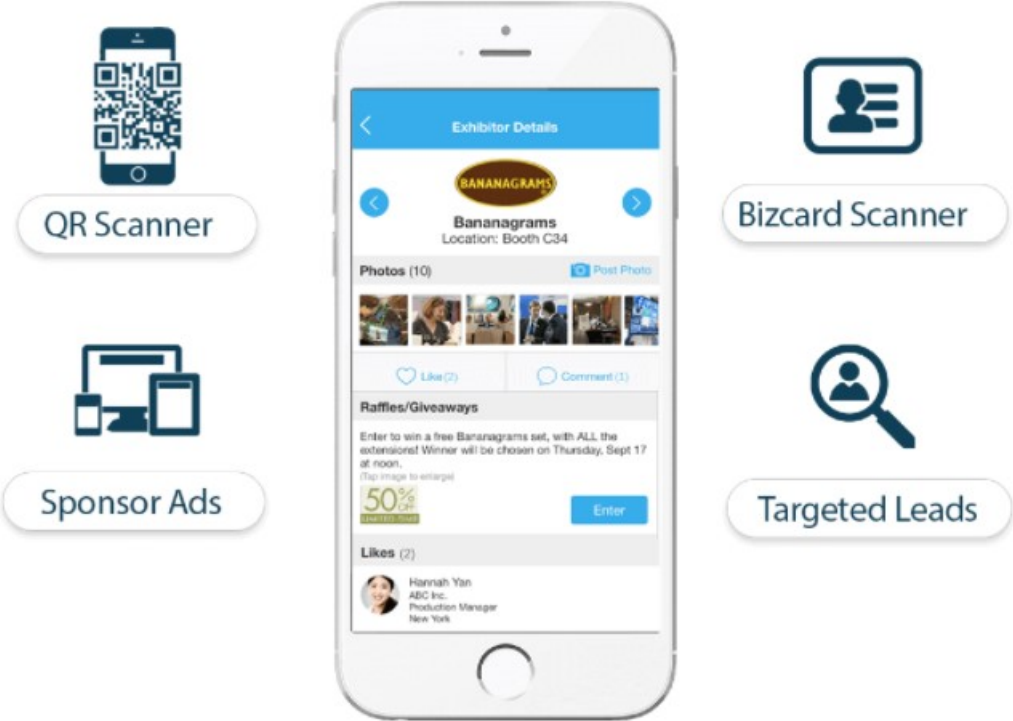
8000+ products & services

40, 000+ local & international visitors

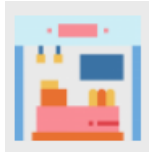
60+ farmer cooperatives and unions

Great ROI (Return on Investment) for sponsors

We will showcase our sponsors with various opportunities embedded into our event app and live slideshow that is equipped with a powerful lead generation tools such as business card scanning, promotional opportunities, QR code scanning, and much more.



Great Return On Investment for



Custom digital booths showcase sponsors and exhibitors

Sponsors and exhibitors can build a customized company showcase



Live demonstrations like in-person

Embed livestreams for demonstrations, panels, and more



Showcase companies through virtual brochures and video recordings

Attendees can learn more about companies through content featured in each booth



Attract attendees with virtual promotions

Help exhibitors get more signups with online coupons, raffles, and giveaways



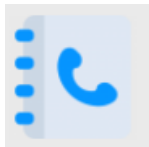
Increase visibility with in-app banners

Showcase sponsor banners throughout the mobile and web platform



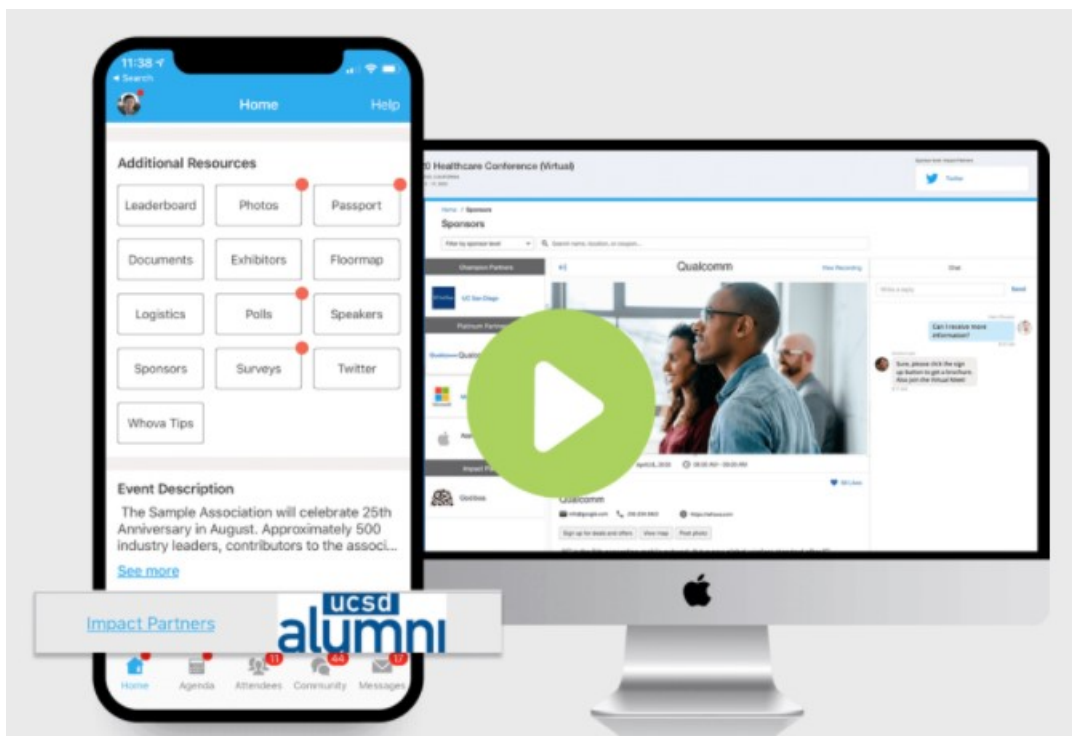
Further exposure with sponsored sessions and network tables

Feature a sponsor's logo on agenda items, onscreen, and in the session description



Gather leads with booth interactions

Leads are automatically collected when attendees interact with the booth



Amazing Attendee Engagement just like In-Person Events



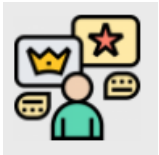
Live Q&A, polls, chat, and more

Engage and interact with the audience before, during, and after a session



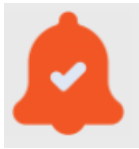
Encourage participation and competition with the Leaderboard

Triple survey and poll responses by offering a prize to the most active attendees



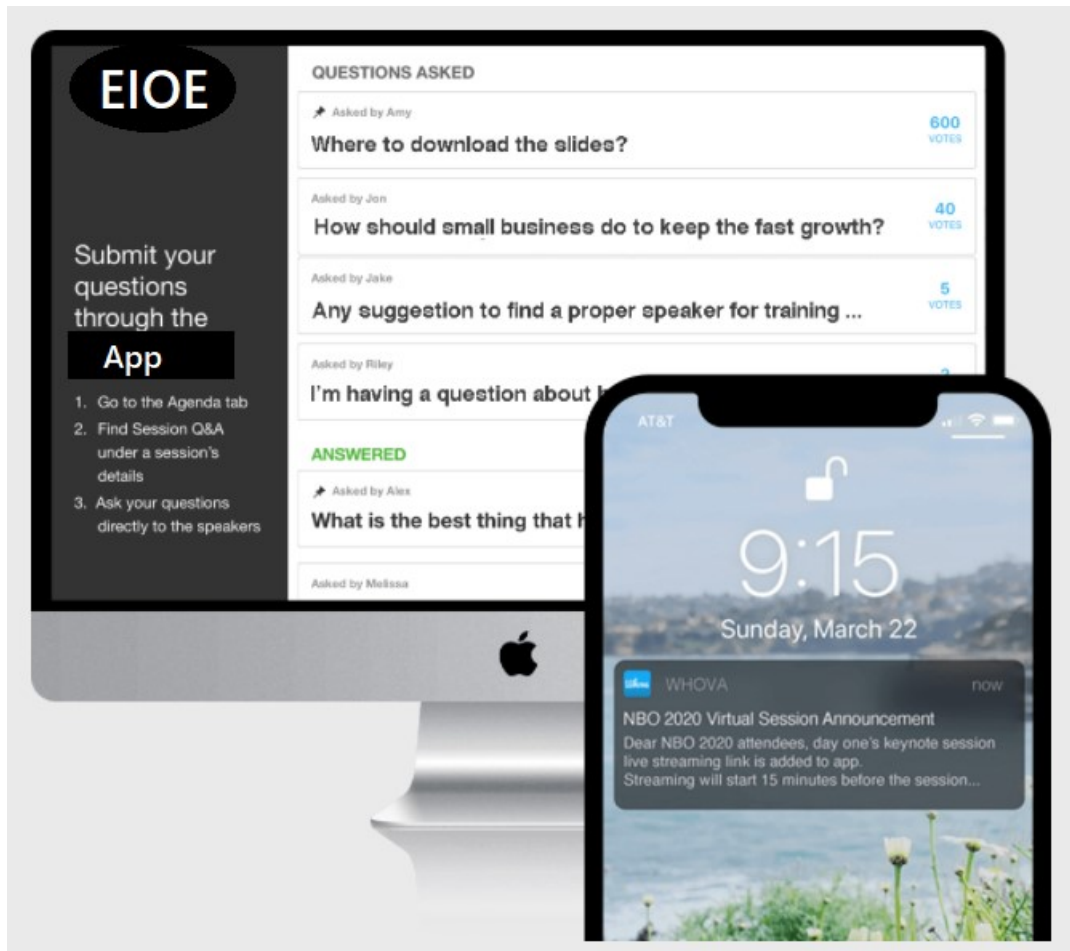
Watch interaction soar with gamification

Get attendees engaged through the Passport Contest and photo and caption contests



Send updates and reminders through multiple channels

Keep attendees informed with notifications, email, and in-app messaging and posts



Features

Session streaming, video replay, digital booths, attendee engagement & networking— everything for bringing your product or services to the buyers..

Create and Manage Online Expo through One Platform



Livestreams and pre-record video

Supports all major streaming platforms. Manage sessions and videos in one place



Accessible on mobile devices, tablets, and laptops

Attend sessions, participate in discussions, and more anytime, anywhere



Attendee tiering with content control

Offer exclusive sessions to attendees with higher tier tickets



Protected access to sessions

Worried about Zoom bombing?
Sessions are viewable only to registered attendees



Moderate the event in just a few clicks

Moderate questions, photos, messages, and any other content on both web and mobile



Posters, pitches, galleries, & more

The Artifact Center supports interactive small-scale presentations

Visitor Features

- ◆ Participate in the full program of live Speaker simulcasts and watch all missed speaker presentations on demand
- ◆ Visit exhibitors at their virtual booths and engage via live text, audio, group and one-on-one chat
- ◆ Visitors in different time zones can leave a message for exhibitors to contact them
- ◆ Use an 'electronic briefcase' to collect brochures and other exhibitor collateral and share with colleagues via email
- ◆ Networking Lounge - Reach out to relevant business contacts, initiate private conversations and join special interest groups
- ◆ Access country and trade information from the Resource Center
- ◆ Engage with trade experts, who will share their expertise on various aspects of trade and export/import finance
- ◆ Receive relevant news, event and opportunity updates • Get dedicated assistance from the Help Des



Company Booths

Companies will also have their own virtual booths where they will showcase their products. This option is open to all sectors that have an interest in showcasing goods or services that they produce.

National Booths

National Boots are allocated to individual countries to enable them to best structure their exhibitions to meet their own unique objectives, enabling them to showcase their flagship industries in a manner that gives them the best level of exposure at the Trade Fair and thus enhancing business transaction opportunities. They will cater for both private sector and public sector exhibitors including SMEs and those in the informal sector.

Registration

Exhibitors / visitors / sponsors / partners can register online at:

www.tradethiopia.com/onlineexpo

+251929243367 / +251904944444

onlineexpo@tradethiopia.com

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