

THE GRAND TRADE FAIR

ቀን 19/04/16
Date _____
ቁጥር CF/02/1/16
Ref. No. _____

TO: _____

Century Promotion Service is pleased to introduce the 25th editions of "Addis Trade for Development", a Grand Trade Fair and New Year - Festival organized in connection with the Ethiopian New Year. The event is the longest of its kind that remains open from **19th August to 10th September 2016**, @Addis Ababa Exhibition Center, for 23 days.

The international trade fairs organized by CPS are amongst the promotional events that attract great number of companies from around the world. The events are also known for attracting foreign visitors aiming at meeting suppliers of goods and services. In the light of these, the 25th editions of "Addis Trade for Development" is expected to be a fruitful venue for foreign companies to find business partners in Ethiopia; prospecting business and investment opportunities and promoting their products and services in the emerging Ethiopian market. In a bid to enhancing benefits to participants, the company has planned for more splendid business matchmaking events through organizing business to business meetings between companies (both local and foreign) alongside the exhibition. In the light of this, the company shall publish participating companies and their respective businesses in newspapers, posts on its website and send mail messages to all participating companies to allow planning for business to business meetings ahead of time and facilitate bilateral business talks between interested companies. As a company engaged in business promotion, CPS offers additional services to foreign participants as a compliment for their interest in doing business in Ethiopia. The complimentary free offers include, facilitating visits to potential business partners, Investment Agencies, offices of local administrations and to down town market, among others. Please also refer to additional services offered to foreign companies in the following pages.

In recognition to the unique circumstances of foreign companies, special provisions have been made that allow them to book for less than the entire duration of the event. The event organizer has also planned to break the monotony of hard business talks by organizing a free dinner and cultural show for foreign participants arriving for the event in groups. With this, our foreign participants can have a glimpse of what Ethiopia can offer to the outside world in terms of leisure and tourism.

While cordially inviting foreign companies to take this opportunity to promote their products and services in the emerging Ethiopian market and explore for new business and investment opportunities, CPS promises to serve its clients to their best expectations.

Be the earliest bird to book your place as we strictly adhere to the principle of first come first serviced!

With compliments

Enclosed: Application form

የቀን 19/04/16
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G/Manager



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25th (ATFD) "The Grand Trade Fair & New Year Festival"

I. General Information

Name of the event: The 25th (ATFD) The Grand Trade Fair and New Year Festival
Duration: 19th August to 10th September, 2016
Venue: Addis Ababa Exhibition Center

II. Major Features of the Event

Exhibition and Bazar accompanied by entertainment programs:

- Live Music Concerts - Fashion Shows
- Talent Shows and contests - Prize Awarding Lotteries

III. Facilities and Services Offered Free of Charge

- ❖ Two chairs, one table, one dust bin and two spot lights
- ❖ Power supply, cleaning and security services
- ❖ Inclusion of the company name products and services on the special magazine published for the event

IV. Exhibition Schedule

- August 17th, Exhibitors' Specialized Stand Fitters Commence Work
Delivery of Exhibits to the Venue
Facilities Made Available to Exhibits
- August 18th, 2016 All Exhibits and Displays Work to be completed
- August 19th, 2016 Exhibition Officially Opens
- September 10th, 2016 Exhibition Officially Closes
- September 12th, 2016 Exhibits Clear Out

V. Space Lease and Registration Fee

- 17 USD per Sq. Meter, per day - Minimum space size is 9 Sq. meters
- Registration fee: USD 350 - Please note that all prices are VAT Inclusive

VI. Payment Modalities

- ❖ Fill out the enclosed Application form, check every space you want to reserve, sign, and seal and then return the application form.
- ❖ Transfer total participation fee to the COMMERCIAL BANK OF ETHIOPIA, MESKEL SQUARE BRANCH Current Account NO. 1000008175307 Swift code CBETETAA and fax/E-mail the transfer slip to the project office.

VII. Additional Service Provided to Foreign Participants

- ❖ Information related with businesses in Ethiopia in the sectors of their interest
- ❖ Information related with customs procedures for their exhibits
- ❖ Visa request letters to Ethiopian Embassies and organizing visa on arrival for those countries where Ethiopia does not have diplomatic missions and others indicated in the application form
- ❖ Please note that these services are provided on request

For more information, please contact the organizer through the following addresses:

☎ 011 554 92 45/46

☎ 011 20 58 26/ 011 97 40 40

Web site: www.centurypromotion.com

E-mail: info@centurypromotion.com



25th (ATFD) "The Grand Trade Fair & New Year Festival"

APPLICATION FORM

Name of the company _____

➤ Address _____

Tel. _____ Fax: _____ E-mail: _____

➤ Name of Contact Person _____

➤ Agent in Ethiopia (if any) _____

Exhibitor's Business

1. Manufacturing _____ 2. Service _____ 3. Import _____ 4. Export _____ 5. Wholesale _____
6. Other specify) _____

➤ Required space:

- In-door Space: _____ Sq. m x USD 17 x 22 days = _____
- Total Fees: Registration fee USD 350+ space rent; USD = _____

Purpose of participation

- Seek Agents/Distributors in Ethiopia _____ - Seek joint-venture partner _____
- Export to Ethiopia _____ - Invest in Ethiopia _____ - Other (please specify) _____

Organizer's Compliments:

- Do you wish to attend the dinner and cultural show hosted by the organizer? _____
- If yes, please specify the number of persons attending from your side _____
- Do you wish the organizer to arrange for meetings with the following?
 - The Federal Investment Agency _____ The City Administration of Addis Ababa _____
 - Business firms (please specify the names _____ Down town market place visit _____
 - City Tour (including visit of tourist attractions within the city _____

We the undersigned hereby apply for participation in 25th ATFD "The Grand Trade Fair & New Year Festival" accepting the financial obligations and other provisions indicated in this application form.

Name & Title

Signature and Seal

Date



www.centurypromotion.com

SINCE 1998

IN SERVICE OF THE
ETHIOPIAN AND INTERNATIONAL
BUSINESS COMMUNITIES



Century Promotion Service

A Company Envisioned to Play Important role
in facilitating the economic integration
of Africa through its trade and investment
Promotional events!

Eco. Minis. International

TEL: 011- 554 92 35/46

MOB: 0911- 20 58 26 / 0911- 97 40-40

Web site: www.centurypromotion.com

E-mail: info@centurypromotion.com

Addis Ababa, Ethiopia

Dedicated to Customer
Satisfaction and Achieving
Excellence!



CENTURY
PROMOTION SERVICE

Since 1998

The Leading Trade and Investment Promotion
Event Organizer in Ethiopia

Company Profile

Century Promotion Service is the leading company in organizing international trade and investment promotional events in Ethiopia. Since its establishment in 1991, the company has organized 21 International Exhibitions under the brand "Addis Trade for Development" in connection with the celebrations of major Ethiopian holidays at Addis Ababa Exhibition Center. The company has organized several specialized fairs of different sectors. Century Promotion Service has also organized various trade fairs, fund raising events, and international workshop in collaboration with various institutions.

Specialized Fairs Organized by the company

- Wisdom and Beauty Expo at Addis Ababa Exhibition
- The first and the second International Construction Exhibitions known by the brand "Construction World"

Trade Fairs and Exhibitions organized and coordinated in collaboration with various institutions

- Two International Exhibitions with Ethiopian Employers Federation
- The Third Trade '96 with Addis Ababa Trade and Industry Development Bureau
- Five International Construction Exhibitions with Construction Contractors Association of Ethiopia
- The first "Ethio - Millennium Agro-Industry fair" with the Ethiopian Honey and Beeswax Producers and Exporters Association
- Roving trade fair and seminar in Addis Ababa with the Amhara Regional Chamber of Commerce and Sectoral Association and Gondar Chambers of Commerce and Sectoral Associations
- Roving trade fair and seminar in Harar with the Harari Chamber of Commerce and Sectoral Associations



- The 2nd and the 3rd Ethio-Metal and Engineering International Exhibition with the Ethiopian Basic Metal and Engineering Association
- The 3rd and the 4th Cities week Exhibitions in Mekele and Addis with the Ministry of URBAN Development and Construction
- "Cultural and Business Expo" in connection with the seventeenth international Harari day with Harari Development Association and the Harari Chamber of Commerce and Sectoral Associations
- The "Great Ethiopian Run-Expo" with the Office of the Great Ethiopian Run
- The first specialized exhibition that entirely focuses on HIV/AIDS under the theme "TALKING OUT LOUD!" with Dawn of Hope Ethiopia Association

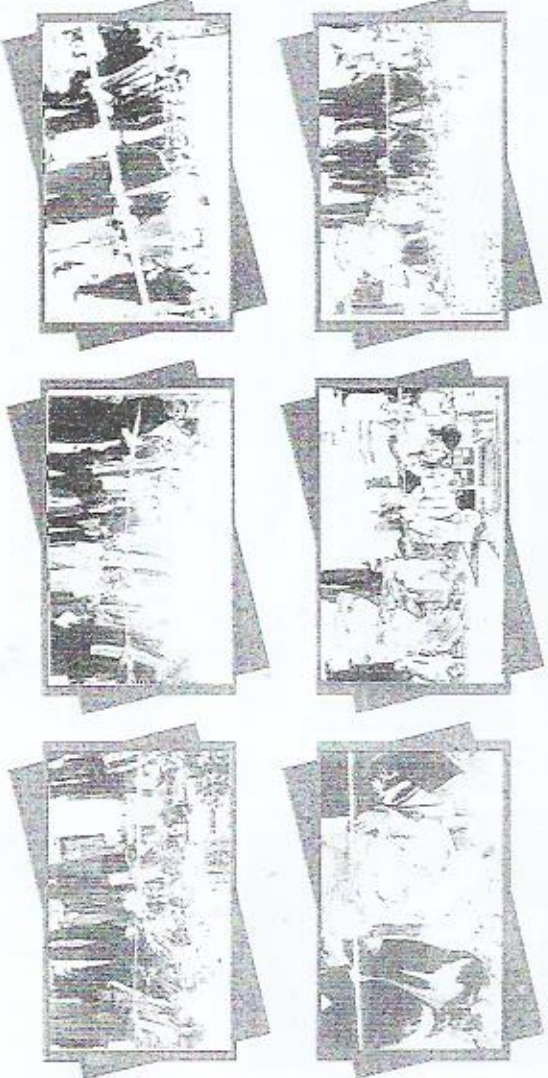


Fund raising events organized in collaboration with various institutions

- Fund raising and advocacy program for people with disabilities with Ethiopian Employers Federation
- Fund raising event for the Ethiopian Red Cross Society

International workshop organized

- The first International Workshop on honey and bees' products with the Ethiopian Honey and Beeswax Producers and Exporters Association



For More Information

Tel:011- 564 92 45/46
Mob: 0911 20 58 26 /0911 97 40 40
Web site: www.centurypromotion.com
E-mail: info@centurypromotion.com

