

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

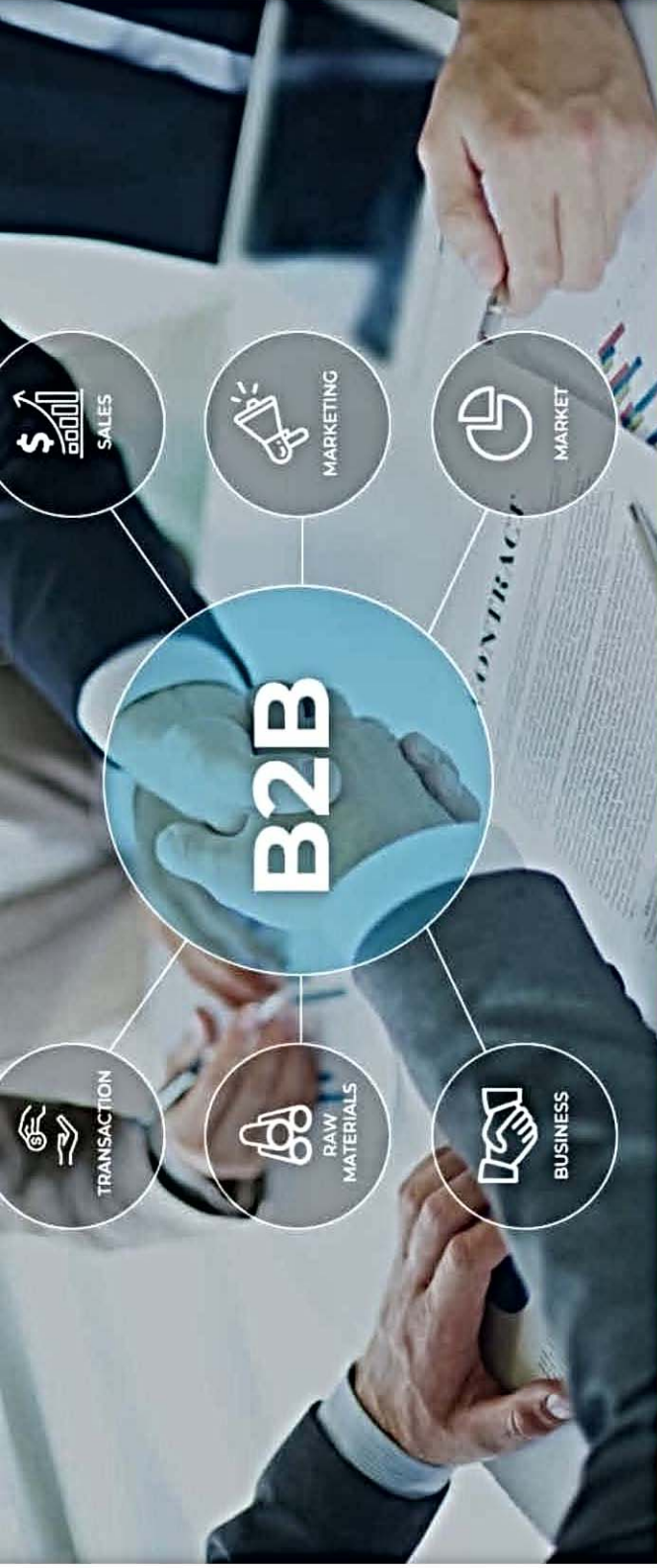
Furniture

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

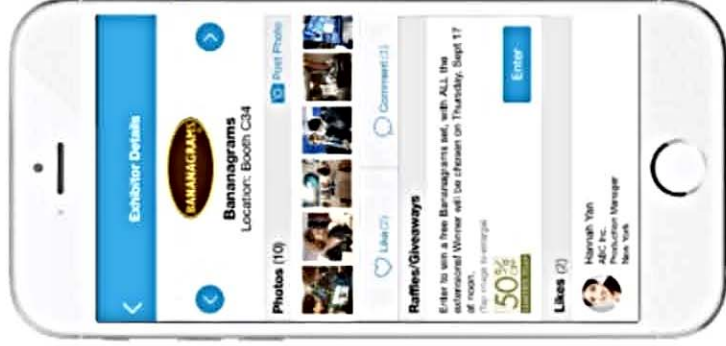
We will showcase our sponsors with various opportunities embedded into our event app and live slideshow that is equipped with a powerful lead generation tools such as business card scanning, promotional opportunities, QR code scanning, and much more.



QR Scanner



Sponsor Ads



Bizcard Scanner



Targeted Leads

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 Booths 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

Namibia street, Bole Medhanialem, Helzer Tower, 8F, Office Number 803

Addis Ababa, Ethiopia



TradEthiopia

Welcome to TradEthiopia!

As our way of trade is being transformed to a digital-based connections and relations, established in 2015 TradEthiopia has a profound role to play for the Ethiopian digital economy and competitiveness.

We are one of the best performing and the only border crossing B2B companies in Ethiopia to successfully able interlinking more than 2000 businesses, 2500 products, and services from over 30 countries worldwide through our strongly talented and young multinational professionals stationed in and out of Ethiopia.

Having a database that features one million-plus potential businesses from Ethiopia, Africa, and beyond, www.tradethiopia.com has an all-in-one approach for businesses to connect easily and find each other at their convenience without traveling for searching of networking and trade opportunities as the traditional way.

So far, we have expanded to the USA Delaware state as an E-Commerce company and are underway to register in UAE, Hong Kong, and South Africa.

This will ensure:

- ❖ Ethiopian exporters have the best and reliable chance to find international buyers directly without any need of middle man facilitation just by only using our B2B platform.
- ❖ The best opportunity for ethical brokers to be our members and find plentiful information of buyers and sellers in the local and international markets.
- ❖ Importers, buyers, suppliers, farmer cooperative unions, products, services, companies, manufacturers, retailers, wholesalers, agents, and distributors from Ethiopia, Africa, and around the world can be connected easily just with few clicks using our B2B platform. It only requires them to subscribe to our services.



TradEthiopia

By doing so we aim to support Ethiopia's economy from the foreign company membership and B2B service payments that are a hard currency.

For that our platform www.tradethiopia.com has been integrated with Bank of Abyssinia E-commerce payment gateway to collect our foreign payments directly from our website to our foreign remittance account at BOA and we are glad to obtain such a wonderful privilege.

Our business responsibility as a local and international established business for our country is mainly four.

- ❖ Generating foreign currency
- ❖ Promoting Ethiopia's products and services worldwide
- ❖ Adding upon the digital economy of Ethiopia
- ❖ Fighting artificial inflation caused by the brokerage economy
- ❖ Job creation

Our Vision

To become the leading B2B company in Africa.

Our Mission

To connect businesses easily.

Our Value

Customer-first!

Credential

Alibaba eFounders program Certified

Our Services:

- Business Listing
- Online Expo
- B2B matchmaking
- B2B magazine
- Web TV commercial
- International Tender
- Connecting buyer with suppliers
- Business consultancy
- Training

Our social responsibility

- Raising four orphan children

TradEthiopia

https://tradethiopia.com



TradEthiopia

Gateway to Ethiopia's 100 million domestic markets

All Categories

Enter your keyword...



Call Us Now: +251929243367
Email: md@tradethiopia.com

BUSINESS DIRECTORY

HOSPITAL & MEDICAL

SUPPLIES

AGRICULTURE

FOOD & BEVERAGE

MACHINERY

CONSTRUCTION & REAL

ESTATE

TEXTILES & FABRICS

ELECTRONICS & ELECTRICAL

SUPPLIES

LEATHER & LEATHER

FIND BUYERS

FIND SUPPLIER

ONLINEEXPO

B2B MATCHMAKING

BUSINESS OPPORTUNITY

BUSINESS / MARKET INFORMATION

TRAINING

TENDERS

SIGN IN / JOIN



Quantity:
Kenya,
iopia.com



Buyer: washed coffee Grade 2, price: \$3.65/kg,
destination: Holland, quantity: 2 x 20 feet per
month, contact:
+251929243367|+251953130732 |



Supplier: Secofet Trading PLC from Ethiopia is
looking to export Ethiopian origin coffee beans.
Quantity: 20 X 20 feet container per year, Quality:
Yirgacheffee and Sidama G-1 Natural coffee.

TradEthiopia : Your B2B Company !

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