

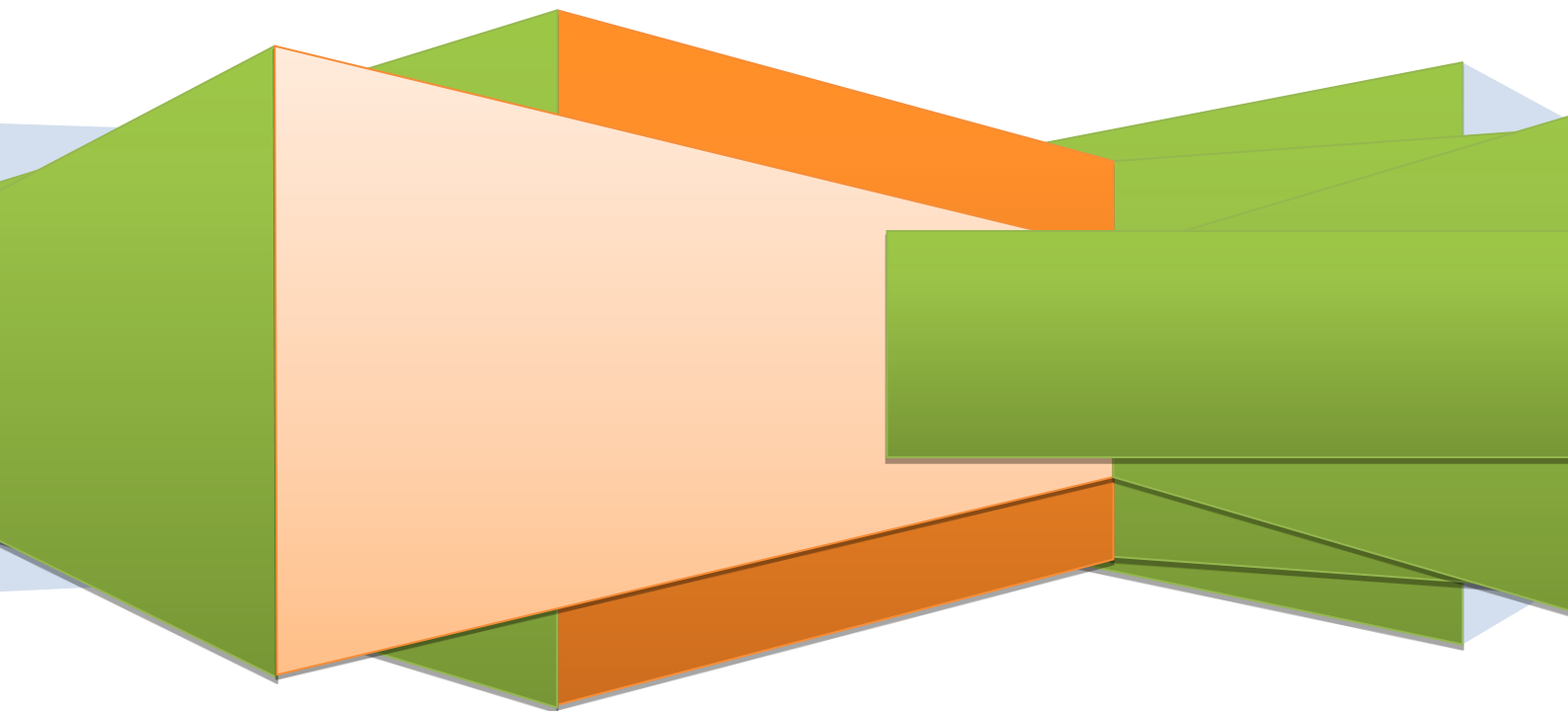


FOIRE INTERNATIONALE D'ABIDJAN

FIA 2018

Abidjan

International Trade Fair



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I- INTRODUCTION

The Abidjan International Trade Fair (hereinafter referred as FIA) is an annual occurrence characterized by an economic, commercial, touristic, cultural and social event. The FIA is the meeting platform for several hundred exhibitors in different sectors, from all continents.

It is a privileged framework for trade exchanges, business contacts for all the participants, as well as for ministries and companies from Côte d'Ivoire and worldwide.

With its stakes and objectives, the 4th edition of the Abidjan International Trade Fair will take place from Wednesday March 28th to Sunday April 8th 2018, on the Parc des Expositions Site (Exhibition Center), located on the main road to the Abidjan International Airport "Felix Houphouët Boigny", with the following theme:

«Security - a factor of economic growth»

In order to ensure the success of the coming 4th edition of the FIA, the following specifications have been established to serve as a working tool for the committee, a monitoring tool for the Ministère du Commerce de l'Artisanat et de la Promotion des PME (Ministry of Trade, Handcraft and Promotion of SME's), as well as a reference tool for our sponsors, partners and exhibitors.

II- ORGANIZATION OF THE 4th EDITION OF THE FIA

« Security - a factor of economic growth »

2-1 Date

From Wednesday March 28th to Sunday April 8th 2018

2-2 Location

- **Location of the exhibition**

The Abidjan International Trade Fair will take place on the site of the "Parc des Expositions", on the main road to Abidjan "Felix Houphouët Boigny" International airport.

- **Restrooms**

For the 4th edition, the FIA Management Committee has appointed a reliable and well-known operator in Côte d'Ivoire.

- **Water and Electricity**

- **Water:** water towers will be installed by the provider, appointed by the FIA Management Committee, in charge of the restrooms.

- **Electricity:** the electricity will be supplied by the CIE (Compagnie Ivoirienne d'Electricité - *Ivorian Electricity Company*).

2-3 Marquees, Stands, Exhibitors, Children's Village, and Leisure:

- **Marquees**

Several marquees will be provided, ranging from 800m² to 2,000m², clearly lighted and air-conditioned, with a carpeted floor. The marquees will be set up by the provider designated by the FIA Management Committee, a reliable and extremely well-known company in Cote d'Ivoire.

- **Marquee dedicated to the Theme of the Fair**

A Marquee, especially dedicated to the theme of the Fair, will be available for the participants requesting to exhibit in this marquee. A specific Registration Form is provided for such service.

An adjoining space will be provided for BtoB meetings on this theme.

- **Marquee dedicated to Handicrafts**

An international marquee will be exclusively dedicated to traditional handicrafts.

- **Stands**

Stands, available either side by side or back to back, are sold by 9m² modules: 9m², 18m², 27m², 36m², etc...

Each stand will be provided with: carpeting, 1 table, 2 chairs, 2 electrical bulbs, 1 socket, and 1 wastebasket.

On request, larger stands can be assembled.

The FIA stand layout will be published subsequently.

Depending on the size, exhibitors will be able to decorate their own stands at will.

- **Exhibitors**

- **Institutions:** including, Ministries, State Organizations, Embassies, International Organizations, NGO's etc...
- **BtoB:** participants searching for partners and business contacts.
- **Sales:** participants willing to sell their goods.
- **Note:** days, solely opened to professionals, are planned.

- **Children's Village**

This year, a Children's Village will be available for parents wishing to take full advantage of the event.

This playful site, dedicated to children between 6 and 12, with games adapted to their age, will be run by supervisors, with a day care service for the youngest ones.

Hostesses, make-up and refreshments will be provided.

- **Leisure**

The 2018 FIA will organize an amateur, Women's and Men's Maracana competition.

2-4 Communication

- Radio-Nostalgie advertising space
- 500 SPOTS

Dates	Spots of Advertisements
January 15 th – February 15 th 2018	32 days x 5 spots/day = 160 spots
February 16 th - March 16 th 2018	29 days x 5 spots/day = 145 spots
March 17 th – March 27 th 2018	10 days x 8 spots/day = 80 spots
March 28 th – April 8 th 2018	12 days x 8 spots/day = 96 spots
April 9 th – April 15 th 2018 (acknowledgments spot)	6 days x 3 spots/ day = 18 spots
April 15 th 2018 (acknowledgments spot)	1 spot
Total	500 spots

NB: 5 live 5-minute direct broadcast times, conducted by radio presenters, during broadcasts and call backs, are provided within 2 weeks of the event.

- Radio Al Bayane advertising space
- 500 SPOTS

Dates	Spots
January 15 th – February 15 th 2018	32 days x 5 spots/day = 160 spots
February 16 th - March 16 th 2018	29 days x 5 spots/day = 145 spots
March 17 th – March 27 th 2018	10 days x 8 spots/day = 80 spots
March 28 th – April 8 th 2018	12 days x 8 spots/day = 96 spots
April 9 th – April 15 th 2018 (acknowledgments spot)	6 days x 3 spots/ day = 18 spots
April 15 th 2018 (acknowledgments spot)	1 spot
Total	500 spots

NB: 60 promotional times and callbacks, led by animators, are provided during 2 weeks.

- **Radio-Fréquence2 advertising space**
- **300 SPOTS**

Dates	Spots
January 15 th – February 15 th 2018	32 days x 3 spots/day = 96 spots
February 16 th – March 17 th 2018	30 days x 3 spots/day = 90 spots
March 18 th – March 27 th 2018	10 days x 4 spots/day = 40 spots
March 28 th – April 8 th 2018	12 days x 6 spots/day = 72 spots
April 9 th (acknowledgments spot)	1 spot
April 15 th (acknowledgments spot)	1 spot
Total	300 spots

- **Radio Côte d’Ivoire advertising space**
- **300 SPOTS**

Dates	Spots
January 15 th – February 15 th 2018	32 days x 3 spots/day = 96 spots
February 16 th – March 17 th 2018	30 days x 3 spots/ day = 90 spots
March 18 th – March 27 th 2018	10 days x 4 spots/day = 40 spots
March 28 th – April 8 th 2018	12 days x 6 spots/day = 72 spots
April 9 th (acknowledgments spot)	1 spot
April 15 th (acknowledgments spot)	1 spot
Total	300 spots

NB: All Radios will submit passes or diffusion reports, after each broadcast, for verification.

- **Radio RFI-Monde advertising space**
- 10 SPOTS

Dates to be determined

- **Billboards**
- 200 billboards

Dates	Advertising Agencies	Billboards
January 15 th February 15 th 2018	Régie Publistar	08 including 2 x 50m ² , 2 x 24m ² and 4 x 12m ²
	Emergence and Mandingo	42
TOTAL		50 billboards

Dates	Advertising Agencies	Billboards
February 16 th March 27 th 2018	Régie Publistar	08 including 2 x 50m ² , 2 x 24m ² and 4 x 12m ²
	Emergence and Mandingo	42
TOTAL		50 billboards

Date	Advertising Agencies	Billboards
March 28 th April 8 th 2018	Régie Publistar	08 including 2 x 50m ² , 2 x 24m ² and 4 x 12m ²
	Emergence and Mandingo	42
TOTAL		50 billboards

Dates	Advertising Agencies	Billboards
April 9 th March 15 th 2018	Régie Publistar	08 including 2 x 50m ² , 2 x 24m ² and 4 x 12m ²
	Emergence and Mandingo	42
TOTAL		50 billboards

- **Régie publicitaire RTI**

- **Matin bonheur: 37 passes**
- **Les Rendez-vous de Midi: 37 passes**
- **Agendas RTI1: 4 agendas of 9 passes**
- **Agendas RTI2: 4 agendas of 9 passes**

Programs	Dates	Spots
Matin Bonheur	January 15 th February 15 th 2018	9 passes (Every Mondays, Wednesdays and Fridays)
Le Rendez-vous de Midi		9 passages (Every Tuesdays and Thursdays)
Agenda (STI)		7 spots (RTI1 and RTI2)

Programs	Dates	Spots
Matin Bonheur	February 16 th March 16 th 2018	9 passes (Every Mondays, Wednesdays and Fridays)
Le Rendez-vous de Midi		9 passages (Every Tuesdays and Thursdays)
Agenda (STI)		7 spots (RTI1 et RTI2)

Programs	Dates	Spots
Matin Bonheur	March 17 th March 27 th 2018	9 passes (Every Mondays, Wednesdays and Fridays)
Le Rendez-vous de Midi		9 passages (Every Tuesdays and Thursdays)
Agenda (STI)		7 spots (RTI1 et RTI2)

Programs	Dates	Spots
Matin Bonheur	March 27 th April 8 th 2018	8 passes Every opening days
Le Rendez-vous de Midi		8 passes Every opening days
Agenda (STI)		12 spots (RTI1 et RTI2)

Acknowledgments pass on April 8th 2018 on Matin Bonheur and Le Rendez-vous de Midi.

NB: As for the previous editions, the RTI will transmit the schedules in order to be able to check the different passes. In addition, the communication plan has been transmitted.

- **Displays on the exhibition site**

- Advertising spaces will be available for companies willing to communicate on the exhibition site during the fair.

- **The Web:**

- **Facebook Page:** followed by over 300,000 people, this page offers all relevant information regarding the fair.
- Foire Internationale d'Abidjan <https://www.facebook.com/fiaci/>
- **FIA Website:** this website, available since the 1st edition, is the first worldwide internet portal. You can find all relevant information regarding the fair, as well as register and download documents. Available data: the Country Guest of Honor, the names of the official countries, partners and sponsors, the stand list prices, the registration forms, the stand types, the number of m² and the accessories available to exhibitors.
- **FIA Website:** www.fia-ci.com
- **Web Media:** abidjan.net, APA News and AIP, FIA's, partners since the very first edition, relay all relevant information on the net.

- **Written media**

- Fraternité Matin: 7 banners, once a week, during pre-established schedules.
- The data will be made available to verify the various passes.

- **Promotional items, gadgets and other advertising material**

- Kakemonos (quantities to be determined according to the number of partners and sponsors). For the 4th edition, in addition to the Ministry of Commerce and Ivoire Nobala, all our partners and sponsors, as well as some embassies, will have Kakemonos to exhibit in their different stands.

- Flyers: 10,000 Flyers will be printed and distributed.
- Provided: Tee-shirts, Polos and Caps (100 units each).
- Leaflets: 5,000 leaflets will be as well distributed.
- 2018 FIA Photo Album: in this album, the pictures of the exhibitors, the visitors and the stands will be published.
- Advertising pages will also be available.

2-5 Conferences, Panels and BtoB Meetings

- **Conferences et Panels**

- Guest of Honor Country conference
- Conference on the theme of the fair
- Conference of the official sponsor
- Specific panels can be organized on exhibitors' request.

- **BtoB**

In partnership with the Chamber of Commerce and Industry of Côte d'Ivoire, a registration form will be sent to all participants willing to schedule a meeting with other partners, in selected activity sectors. Please note that the Chamber of Commerce and Industry of Côte d'Ivoire has been FIA's partner since the very first edition. This form will also be available on the website of the Chamber of Commerce and Industry of Côte d'Ivoire, of the FIA and of the Ministry of Commerce.

2-6 Security

- **Entry Tickets and Identification Bracelet**

This year, when acquiring their Entry Tickets, visitors will receive an Identification Bracelet, giving them free access to the site during the same day.

- **Private Security**

Security Service will be provided by a reliable and well known company in the country.

- **Badges**

Badges will be produced for exhibitors, the management committee, officials, partners and sponsors. For that reason, international participants must imperatively send an ID picture by email, to allow the committee to prepare their respective Badges in advance.

- **Medical Assistance**

A first aid center will be available for exhibitors, participants and visitors.

2-7 Customs and Transit

- **Customs**

Concerning custom duties and taxes, FIA should benefit from a special custom procedure (an import tax break on products for sale), in order to allow the exhibitors to trade their products at a lower price and, therefore, amortize their participation costs. This derogation will apply in particular to State Agencies, International Organizations and accredited NGO's in Côte d'Ivoire.

As for the 1st edition of the FIA, some products will benefit from a special customs regime in Temporary Admission (TA).

- **Transit**

An accredited Transit Agent has been selected for the fourth edition.

2-8 Maintenance Service

Cleaning will be done by a company appointed by the management committee.

- **Floor Sweeping Service**

From 8AM to 8PM, 8 agents, divided into 2 groups of 4, will perform the maintenance of the marquees and the site of the event

- **Cleaning Service**

Dedicated agents will clean the restrooms and the site of the event, from 8AM to 8PM.

- **Garbage Collecting Service**

During the 4th edition, the garbage collecting service will be contracted to the company which has already satisfactorily carried out this duty during the first two editions.

2-9 Hotels, Catering, Public Transportation and Shuttles

- **Hotels**

A range of hotels and residences (ranking 3, 4 and 5 stars) have been selected. The final listing will be published once the partnerships have been signed.

- **Catering**

- A catering service will be available on the site of the fair, with tickets sold locally. On the menu: local and international dishes, especially charcoal grills (BBQ) and side dishes. Two reliable and extremely qualified partners in Côte d'Ivoire have been selected.

- A VIP catering service, in a separate marquee, will be available for members of the diplomatic missions, the international organizations, the Guest of Honor Country, the official guests, the partners and the sponsors. A renowned caterer has been chosen to ensure impeccable menu and service.

- **Public Transportation**

A plan, ensuring visitors transportation to the site of the event, is under project, with companies approved by the municipality of Abidjan, as well as taxi cooperatives.

- **Shuttles**

- Some hotels will provide shuttles for their customers.

- For international visitors, a welcoming committee and shuttles will be provided at the Airport.

- VIP guests will be welcomed at the dedicated Airport VIP Lounge.

2-10 Rates

Rates in FCFA (XOF)

1 € = 655.957 FCFA (XOF)

Registration fees: 75,000 FCFA = 114.34 €

Badges: 5,000 FCFA = 7.62 €

Participants, willing to exhibit in the marquee dedicated to the “**Security**” theme, should check the Security Registration Form.

Stands List Price

Institutions	130,000 FCFA VAT Free/m²
BtoB Exhibitors	95,000 FCFA VAT Free/m²
Sales Stands	75,000 FCFA VAT Free/m²

The stands are available in 9m² modules.

Each module includes: carpeting, 1 table, 2 chairs, 2 electrical bulbs, 1 socket and a wastebasket.

2-11 Opening hours

- **Opening hours**

- Exhibitors: 8AM
- Visitors: 9AM

- **Closing Time**

- Working Days: 8PM
- Week-ends: 10PM

III- TIMETABLE

- **Tuesday, January 16th 2018 - Press conference**

Journalists, representatives of the Ministry of Commerce, Embassies, International Organizations and duly selected partners will attend the FIA 2018 launching press conference. A cocktail will be served following the conference.

- Location: Azalaï Hotel at 2:30PM.

- **Saturday, March 17th 2018 – Social Agenda Opening Ceremony**

In partnership with the INHP (Institut National d'Hygiène Publique - *National Institute of Public Hygiene*) and Les Opticiens Associés (Associated Opticians), the Nobala Foundation will organize a Social Action Agenda.

During the 4th edition, this social program will be made available in five communities of the District of Abidjan: Yopougon, Abobo, Cocody, Treichville and Port-Bouët.

The FIA 2018 Social Agenda Opening Ceremony will take place on Saturday March 20th at 10AM, in the Yopougon City-Hall.

This program will include:

- An awareness and free vaccination campaign against meningitis.
- A free ophthalmological consultation.
- The FIA management committee is looking for donors offering medicines or other medical supplies to hospitals and medical clinics around the country. Partners ready to deliver frames and correcting lenses at a lower price are welcome. Participants, wishing to contribute to this social initiative, are kindly invited to contact the FIA management.

The program of the Social Agenda Opening Ceremony will be disclosed subsequently.

- **Social program in the Abidjan District Communities**

- March 17th to 18th : at the Yopougon City-Hall
- March 19th to 20th : at the Abobo City-Hall
- March 21st to 22nd : at the Cocody City-Hall
- March 23rd to 24th : at the Treichville City-Hall
- March 25th to 26th : at the Port-Bouët City-Hall

- **Monday, March 26th 2018 - End of the Social Agenda**
End of the FIA's social actions at 6PM at the Port-Bouët City-Hall.
- **Wednesday, March 28th 2018 - Official Opening of the FIA 2018**
Official Opening of the FIA 2018.
- **Thursday, March 29th 2018- Opening Ceremony**
In order to allow all exhibitors to comfortably settle down in their respective stands, the **Opening Ceremony** will take place on **Thursday, March 29th at 3PM**, on the FIA site, located on the main road to the airport, followed by the inaugural conferences.
- **Friday, March 30th 2018 - Country Guest of Honor Day - “Gratitude Dinner”**
The Country Guest of Honor Day:
 - Country Guest of Honor program (provided by the country).
 - Country Guest of Honor conferences and panels.
 - Country Guest of Honor BtoB meetings.
 - The conferences and panels program will be specified subsequently.
 - **Gratitude Gala Dinner: 8PM – 10PM at the Hotel Azalaï.**
- **Saturday, March 31st 2018- Official Sponsor's day**
 - Official sponsor day:
 - Official sponsor program (provided by the sponsor).
 - Official sponsor conferences and panels.
 - Official sponsor BtoB meetings.
 - The conferences and panels program will be specified subsequently.
- **From Sunday April 1st to, Saturday April 7th 2018 – Sales Days, Conferences and Panels**
 - Sales, Conferences and Panels.
- **Saturday, April 7th - Closing Ceremony**
 - **Closing Ceremony.**
 - Time and place: FIA site, main road to the airport, at 3PM.
 - Closing of the FIA: closing of the doors at 10PM.
- **Sunday, April 8th – semifinal and finals of the Maracana tournament**
 - Women’s and Men’s Maracana semi-final and final games.
FIA site - main road to the airport, at 2:30PM.

IV- CONCLUSIONS

All the provisions, contained in this specification leaflet, will be taken in order to ensure a total success, and make the 4th edition of the Abidjan International Trade Fair a major must event in Africa.

Ivoire Nobala and FIA 2018 reserve the right to modify or amend the content of this document at any time without prior notice.

Abidjan International Trade Fair

Our economic Opportunity



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