



In the business of
building businesses

12 April 2022

Ms. Martha Sedumedi
Treasurer General
Black Business Council in the Build Environment

Dear Ms. Sedumedi

Partnership request for the Black Business Council and Future Manufacturing Africa Trade Fair and Summit

We have identified the Black Business Council (BBC) as a pertinent and vital strategic partner for Future Manufacturing Africa Trade Fair and Summit (FMA).

Future Manufacturing Africa Trade Fair and Summit

Future Manufacturing Africa Trade Fair and Summit is a Macro Manufacturing Trade Fair that creates a platform for the African Continent to improve efficiencies in manufacturing by producing higher quality production outputs.

Business-to-business spend in manufacturing in Africa is projected to reach \$666,3 billion by 2030, that is over \$200 billion more than it did in 2015. The African Continental Free Trade Area as a contributor to the growth will form the world's largest policy promoting and mobilising free trade by connecting almost 1.3bn people across 54 African countries. The agreement aims to create a single market for goods and services to deepen the economic integration of Africa.

For this integration to materialise, and for the industry to reach the projected growth, more investment opportunities are needed to build new factories and at the same time existing factories require updated technology, futuristic machinery, equipment and turnkey manufacturing systems and solutions.

Future Manufacturing Africa Trade Fair and Summit will therefore provide a platform for global solution providers to introduce new innovations and solutions to strategic manufacturing decision makers from the African Continent whom either want to invest in building new manufacturing plants or procure the latest innovations in technology, equipment, and turnkey solutions to improve their existing production processes.

The Summit will bring together industry experts and key government entities finding solutions to current obstacles and sharing critical industry knowledge to boost investment opportunities in the manufacturing sector within the African Continent. Solution driven conference session presented by global knowledge specialists will help the industry to make informative decisions in purchasing the right solution for their organisation.

The 3-day Trade Fair will be collocated with **Africa Automation Technology Fair**, positioned as the heartbeat of the industry in Africa, Africa Automation Fair has evolved and transformed to meet the needs of the industry.

The event will provide a platform for:

- Over 200 Global exhibitors and sponsors offering innovative solutions to the African Continents' Manufacturing Industry
- Over 5000 delegates from the African Continent who will have complimentary access to both shows.

One of our key priority innovation is for Government and The Private Sector to use Future Manufacturing Africa as the platform and vehicle to mobilise the industry and drive economic growth on the African Continent.

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Our extensive marketing drive aligning with our key partners will deliver on quality exhibitors, visitors, and buyers to the 2023 event. We therefore would like to offer the following partnership opportunity to you:

Exchange Partner Rights

FMA2023 offers at no cost:

Media Launch: May 2022

- BBC to be included in all media releases and statements pertaining to Future Manufacturing as one of the key driving bodies behind the Trade Fair

Event Launch: 7 June 2023

- Speaking opportunity at the launch
- VIP invitations

Pre-event

- **Website listing** – promotion on FMA2023 website
 - Logo and 50-word profile on Partners Page
- **Social Media Marketing** - Posts on FMA2023 Social Media Marketing: a logo, 50-word profile, sharing of any newsworthy stories / photos
 - At organisers discretion aligning with the FMA communication plan.
- Public relations - releases, media interviews, advertorial
- **Email Communications** - Feature in FMA2023 email blast to our database. This will include a link to <https://www.BBC.org.za/> or other URL supplied by BBC.
- **FMA2023 provides a user log in** – The partner can log into the portal and update the information on their profile. This directory is accessible to all visitors to the website and onsite at the event (subject to confirming stand participation)
- **Official partner banner** – This banner features all partners is used at the organiser's discretion across FMA platform.
- Opt-in on the FMA registration inviting visitors to receive news from BBC. BBC to receive the data after the event of the opt-ins.
- Feature on the E-mag as per distribution in the calendar
- Being part of the media launch of the show
- Present on the Home & Partner page on our website.

During event

- **Opportunity to host the BBC Annual Summit at FMA2023**
- **FMA2023 Partner Pavilion** – Opportunity to exhibit at FMA2023 on the Partner Pavilion, includes a 6sqm booth at no charge to BBC
- **Printed FMA2023 Catalogue** – Logo and Partner name on the Partners page included in the official FMA2023 catalogue.
- **Onsite branding presence** – logo of partner on selected branding around FMA2023
- **Social Media** - featured regularly
- **Press releases** - feature and mentions
- **Media interviews**
- **Unlimited free visitors' tickets**
- **10 x VIP passes**
- **Speaking opportunity** in the Summit Conference Programme

Post Event

- **FMA2023 website** – continued listing on the website until end of May 2023
- **Social Media** - featured regularly on social media
- **Post Event Survey** inclusion

Reed Rights

BBC to provide at no cost in exchange for the deliverables offered by FMA:

Pre-event

- Opportunity to showcase FMA at the BBC Summit on 18-19 May 2022
- FMA Banner on the websites of the association relevant to the partnership. FMA2023 to supply material as per partner specifications
- Publish FMA & other submitted press releases, at the discretion of the partner.
- Online feature regarding the event published on the websites relevant to FMA partnership. Content to be supplied by FMA2023 and will be published at the discretion of the partner.
- Engagement on relevant social media platforms. FMA2023 to supply content
- **Event listing** – FMA2023 to be listed as an official supported event on calendar online and print publications if applicable.
- **Hosted Buyer recruitment** – Invite and encourage members to apply for the Hosted Buyer programme exhibit at FMA2023
- **Exhibitor recruitment** – Invite and encourage members to exhibit at FMA2023
- **Visitor recruitment** - Invite and encourage members to attend FMA2023
- 14 Email blasts to member base promoting the event, content to appear in the current newsletters of the relevant publications. Content to be supplied by FMA2023.
 - One per month for May, June, July, September, October, and November 2022
 - Two features per Month for February, March, April, and May 2023

During event

- Coverage of any newsworthy or relevant discussions that come out of the FMA2023 event. This will be at the discretion of the partner and might be post event. Content to be supplied by FMA for consideration.
- Coverage of live FMA event across social media, website, and newsletter.


Post Event

Partner website – continued listing on the website until end of May 2023.

Reed Exhibitions believes that the synergy between the Black Business Council and Future Manufacturing Africa Trade Fair and Summit is a seamless fit and look forward to formalising a mutually beneficial partnership.

Signed on this 12 day of April 2022 at 7 Fickes road. Illovo

Signed by Reed Exhibitions Portfolio Director



Chardonay Marchesi
Portfolio Director
Technology and Business Event

Signed on this ____ day of _____ 2022 at _____.

Signed by the Black Business in the Build Environment Council Treasurer General



Martha Sedumedi

Treasurer General

Black Business Council in the Build Environment