

Maximise your delegation's participation at Africa Big 7 and SAITEX 2010!

Participating at business exhibitions is about meeting potential clients and business partners.

The end result is direct business for your delegation!

How will your delegation derive the most benefit from attending this exhibition?



As international participants, your delegation will be travelling to South Africa, paying for accommodation, stands, stock in order to do business in South Africa and Africa.

Your delegation will arrive one or two days prior to the show, set up their stands and wait to start interacting with potential clients. This approach results in delegation spending most of their time and effort only on the 3 show days.

What if we can guarantee that the right visitors will interact with your delegation before the start of the show?

We can confirm their attendance before the show, invite them to a VIP function and seat them with the right delegation ensuring business interactions at the event.

Introducing exclusive business matchmaking breakfasts

Successfully run at over 50 different industry exhibitions in 4 years, our business matchmaking services have resulted in over 40 000 profiles and 35 000 business interactions.



Business matchmaking ensures your delegation met the right buyers – all confirmed before they arrive in South Africa!

For this event, we are suggesting **exclusive, private business matchmaking breakfasts** for your delegation. This provides a private, relaxed environment to meet business partners taking them back to the stands after the event.

Business Matchmaking Breakfasts have proved highly successful for Brazil, India, Turkey, Thailand and Mauritius at SAITEX, Africa Big 7, Decorex, Manufacturing Technology International and Pan African Health.

Outsmart Marketing is perfectly suited to manage your matchmaking requirements due to our diverse experience in business exhibitions and events.

- We have databases with contacts in all industry sectors,

- Communication strategy that delivers confirmed VIPs
- Event management experience to deliver a professional, well run event for your delegation.

Below is a list of activities that will be managed by our matchmakers

6 weeks before the event, we will profile your delegation understanding what products and services they are bringing to the exhibition.

We will research and source the right VIP guests from previous databases and personally invite them to attend the business matchmaking breakfast

VIPs will be invited and confirmed via email, fax and telemarketing campaigns.
All guests will be re-confirmed a number of times to ensure high show rates to the breakfast

We will manage the entire event from securing the venue, meals, presentation equipment for a short introduction to your countries opportunities

We will strategically seat your delegation on sub industry tables next to the right VIPs to interact
All delegation will receive a seat and table number as well as a list of VIPs attending the breakfast
with their table and seat numbers

Our matchmaking team will manage the entire event onsite, registering the VIPs, seating the delegation and guests, managing the venue, breakfast etc

All VIPs will receive a list of the right exhibitor profiles with their stand numbers to visit the pavilion after the breakfast and view the products and services from your delegation.

The business matchmaking events are very well received and supported by the business community in South Africa and the activity will certainly add value to your delegation.

If you are interested in holding an exclusive business matchmaking event, please contact us as soon as possible so we can gather your requirements and draft a proposal.

We have limited dates for breakfasts for Africa Big 7 and SAITEX (Monday, Tuesday and Wednesday). Breakfasts will be allocated to delegations on a first-come-first-serve basis

Thank you

Best Regards

The Business Matchmaking Team

