

**AFRICA'S
LARGEST
PREMIER EDUCATION
BUYING EVENT**

worlddidac
ASSOCIATION
INTERNATIONAL SALES BROCHURE



EDUWEEK

**ADVANCING EDUCATIONAL
KNOWLEDGE IN AFRICA**

12 – 13 July 2017
Gallagher Convention Centre
Johannesburg, South Africa

11 July - EduWeek Africa TradeXchange
12 - 13 July - Exhibition & Conference

In partnership with:



Supported by:



Supporter of:



www.eduweek.co.za

“Since joining Worlddidac I’ve spoken to many of our members about the areas of the world that are of interest to them and the African market always features strongly. We are looking forward to a long and fruitful relationship with the EduWeek event.”

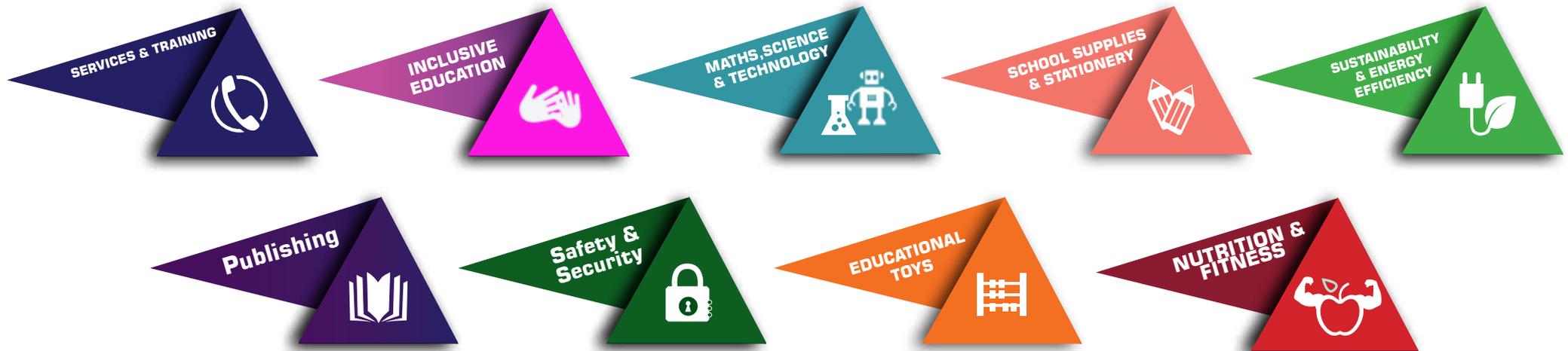
**ANDREW WHITELEY, DIRECTOR GENERAL,
WORLDDIDAC ASSOCIATION**

EDUWEEK – YOUR TRUSTED PARTNER FOR GROWTH INTO AFRICA

EduWeek is the largest and most recognised live education event in Sub-Saharan Africa, where 170 global brands exhibit to showcase their products and services to over 5,500 key decision makers made up of education professionals, government, resellers, distributors, NGO’s and industry consultants. Public and Private stakeholders attend to evaluate, try, test and buy new solutions, as well as discuss future development and critical issues surrounding the education sector in Africa.

As a member of the Worlddidac Association the partnership with EduWeek will open the doors for you to expand your reach into Africa. EduWeek is the international platform for the global education spectrum of manufacturers, suppliers, specialists and education professionals from all over the world to converge annually to contribute to Africa’s development.

Our exhibition showcases the latest innovations within the education product/service sectors covering key areas, including:



For this reason EduWeek has a powerful reputation in the education sector, key industry brands incorporate this event into their marketing mix to maximise business growth into Africa through face-to-face interaction on the expo floor and access to exclusive events for unrivalled B2B and B2G networking opportunities.

We guarantee that this annual event directly responds to the needs and expectations of its customers and the industry, which is why this is the only annual event at the forefront of **Advancing Educational Knowledge in Africa**.

THE ANNUAL EVENT TO DELIVER ON YOUR OBJECTIVES FOR GROWTH

EduWeek will deliver on your objectives and needs, just as it does for our loyal following of sponsors and exhibitors. The top brands across the technology and education sectors choose to exhibit at EduWeek due to a decade of successful events.

“We believe in a holistic education transformation model to ensure that every child has access to a quality education experience. It is wonderful to see that every year EduWeek is growing from strength to strength, it has really become the must attend conference and education event for the African continent.”

**VIDESHA PROOTHVEERAJH, COUNTRY MANAGER
SOUTH AFRICA, INTEL**

THANK YOU TO OUR 2016 SPONSORS AND PARTNERS

Headline:



Diamond:



Platinum:

PEARSON

Gold:



Silver:



Bronze:



2016 EXHIBITORS INCLUDED:

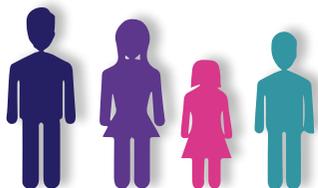


HOW OUR EXHIBITORS RATE EDUWEEK



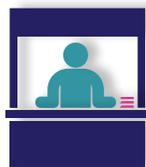
Sourced from Eduweek 2016 exhibitor survey

What exhibitors think about EduWeek



96%

were extremely satisfied or satisfied with their experience at EduWeek



92%

of exhibitors will exhibit again in 2017



89%

would recommend EduWeek to other suppliers

Benefits to attend EduWeek 2017:

- Align your brand with Africa's largest and most comprehensive education buying event
- Dedicated trade networking event to connect you to resellers, distributors and wholesalers
- Strong African demand side for leapfrog technologies and education equipment
- Unrivalled networking opportunities for B2G and B2B
- Highest attendance from emerging African countries
- 81% of the industry will not attend any other education event, only EduWeek
- Exclusive invitations to additional African trade missions

7 REASONS WHY YOU SHOULD INVEST IN AFRICA TODAY

1

Africa's rising GDP – Africa is the second fastest-growing region in the world and the rate of return on investment is higher than anywhere else in the world

“Entrepreneurial Revolution” – According to Global Entrepreneurship Monitor 2012, sub-Saharan Africa Report is experiencing a sharp rise in the launch of thriving SME's

2

3

Doing business in Africa is now easier – Due to an increasing adoption of seamless business policies, lowered corporate taxes and strengthened regulatory and legal systems

Africa will have the largest workforce - Africa is expected to account for more than half of the world's population growth over the next 35 years

4

5

The world's most youthful continent - Africa is the world's most youthful continent. Today, nearly 50% of Africans are under age 15

Africa's embracing the knowledge economy – The continent is waking up to technological opportunities at an impressive rate, yet still 80% of the continent is unconnected.

6

7

Home to 7 of the world's ten fastest economies - The significant strides in Africa's socio-economic progress have helped to grow a vibrant middle class and propel technological advancements at a rapid pace.

INDUSTRY STATISTICS ENDORSING YOUR INVESTMENT



The number of private schools across Africa for primary and secondary education continues to rise. In a UNESCO survey of 25 African countries, the proportion of **private primary schools increased from 9 percent to almost 10 percent** between 2000 and 2008.



Globally, public education expenditure accounts for 4.7 percent of the world's \$18 trillion GDP per capita. The **Africa region devotes 5.0 percent of total GDP of about \$1.5 trillion to public education expenditure**, which is the second highest percentage after North America with a total \$32 trillion GDP per capita and Europe at 5 percent with a total \$24 trillion GDP per capita.



African countries have **allocated the largest share of government expenditure to education** at 18.4 percent, followed by East Asia and the Pacific at 17.5 percent; and South and West Asia allocated only 12.6 percent.



Beginning in 2010, the **World Bank Group will commit US\$750 million to those countries furthest from the education MDGs**, with an emphasis on countries in Sub-Saharan Africa.



Between 2000 and 2010, **higher education enrolment in African universities more than doubled**, increasing from 2.3 million to 5.2 million.



Over \$20 billion will be allocated to Education in South Africa alone in 2018. Of which, 21% of this expenditure will be put towards the purchase of goods and services



Private **higher education is one of the fastest growing education sectors** in Africa. In 2009, there were around 200 public universities and 468 private higher education institutions on the African continent.



Africa's population is estimated at one billion by 2030, 90% will be below the age of 35. This workforce requires skills for economic and industrial growth.

SOUTH AFRICA: YOUR TRADE PORTAL TO THE REST OF AFRICA

Today's South Africa is one of the most sophisticated, diverse and promising emerging markets globally. Located at the tip of the African continent, South Africa is a key investment location, both for the market opportunities that lie within its borders and as a gateway to the rest of the continent, a market of about 1- billion people.

South Africa is the economic powerhouse of Africa and forms part of the BRICS group of countries with Brazil, Russia, India and China. It has a favourable demographic profile and its rapidly expanding middle class has growing spending power. Strategically positioned on the continent, Eduweek will connect you to buyers across Africa.

A snapshot of participating countries at Eduweek 2016



MEET A PRE-QUALIFIED AUDIENCE READY TO PURCHASE

Over 5,500 pre-qualified visitors and key decision makers will attend EduWeek in 2017.



- Teacher / Lecturer
- Consultant



- Principal / Dean
- Deputy Principal / Dean
- Head of Department
- ICT Manager / Technician
- Procurement Manager
- School Manager / Bursar
- Director / CEO / Owner



- Government VIP's
- Government
- Press



- Resellers
- Distributors
- Retailers
- Wholesalers

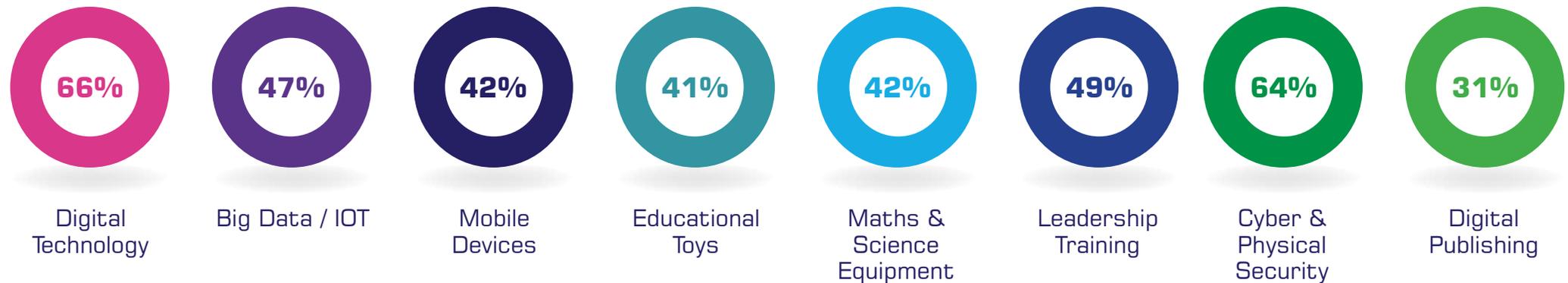


AFRICA'S ONLY ALL-ENCOMPASSING EDUCATION EVENT

No other event in Africa will provide you with an opportunity to meet decision makers, resellers and distributors from across the continent in the education sector in one place. Eduweek is the platform to showcase your products and services across these major industry sectors:



Looking forward to 2017: Top trending visitor interests



WORLDDIDAC PAVILION EXHIBITION OPPORTUNITES

In 2016, the exhibition featured over 150+ exhibitors from across the globe, with representatives from all facets of the education industry. Exhibiting at EduWeek allows you to showcase your products and services to over 5,500 key decision-makers in a lively and world-class exhibition environment. By exhibiting, your company can deliver excitement with advanced product demonstrations, industry-changing announcements, and more.

OPTION A: Enhanced Shell Package



- Fully constructed exhibition stand including carpet
- Electrics & Lighting: One power socket and strip light per 9sqm booked
- Furniture: One table and two chairs per 9sqm booked
- Digitally printed name fascia with sector logo sticker

USD: \$ 380 per sqm

GBP: £ 305 per sqm

EUR: € 355 per sqm

* prices excl. 14% VAT and 5% registration fee

OPTION B: Space Only



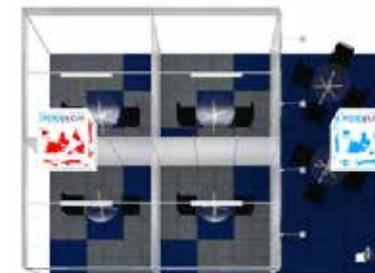
- This option allows you to design and build your own custom stand
- 18sqm and above only
- Carpet is not included (image is a visual representation of a custom build stand)

USD: \$ 270 per sqm

GBP: £ 216 per sqm

EUR: € 250 per sqm

* prices excl. 14% VAT and 5% registration fee



YOUR EXCLUSIVE WORLDDIDAC ASSOCIATION ITINERARY AT EDUWEEK 2017

DATE	TIME	EVENT
TUESDAY 11 JULY	AFTERNOON	AFRICA TRADE EXCHANGE (B2B & B2G) (TWO COMPLIMENTARY TICKETS PER STAND BOOKED)
WEDNESDAY 12 JULY	10:00 - 18:00	EXHIBITION & CONFERENCE DAY ONE
WEDNESDAY 12 JULY	17:00 - 19:00	EXHIBITORS NETWORKING EVENT
WEDNESDAY 12 JULY	19:00 - 23:00	EDUWEEK AWARDS GALA DINNER (20% DISCOUNT ON ALL TICKETS PURCHASED)
THURSDAY 13 JULY	10:00 - 17:00	EXHIBITION & CONFERENCE DAY TWO
FRIDAY 14 JULY	AM & PM	SITE VISITS (BOOKED SEPARATELY)
SATURDAY 15 JULY	TBC	OPTION TO EXTEND OUTBOUND MISSION (BOOKED SEPARATELY)

“We are honoured to partner with the Worlddidac Association. EduWeek boasts unrivalled opportunities for expansion into Africa and together we have created a unique package for their members loaded with benefits to generate maximum ROI”

TANYA JACKMAN, EVENT DIRECTOR, EDUWEEK

AN EXHIBITION PACKAGE LOADED WITH VALUE FOR WORLDDIDAC MEMBERS

As a member of the Worlddidac Association, your exhibition package is loaded with added value at no extra cost, to ensure your objectives for networking and business creation are met.



- Your company will receive a complimentary enhanced profile listing on all digital and printed collateral
- Guarantee your sales teams a full diary of meetings using the **EduWeek Business Matchmaking App**
- Our Marketing & PR team will **create bespoke opportunities** for you to maximise the visibility of your company and its solutions
- Nominate your company's products & services and stand a chance to win the **EduWeek Award's 'International Supplier of the Year'**



Exclusive invitation to the **B2B & B2G EduWeek Africa Trade Exchange**, designed to connect you with South African & African Government local resellers, distributors and end buyers

- Unlimited tickets to the **EduWeek Exhibitor Cocktail Function**
- *VIP International Floor Tour with delegates to discuss your products, services and solutions
- One complimentary ticket to the **EduWeek Awards Gala Dinner**



- Receive **guaranteed coverage** in the EduWeek International **post-event report**
- Exclusive announcement in post-event mailer to our complete database
- Receive visitor list (company name, job title and country)
- Option to book an **outbound mission or site visit experience** (Thursday 6th July 2017)



TRAVEL WITH EASE

TRAVEL PACKAGES

Our aim is to ensure your time in South Africa is as productive as possible. As such, our in-house Customer Service Department will assist you to book your travel arrangements from your origin of choice. A number of pre-made packages are available to suit most budgets.

DESTINATION

Discuss your additional travel requirements; whether you want to extend your trip and travel into Africa or experience some of what beautiful South Africa has to offer. **Contact us: Katie Brock - T: +27 21 700 3811 E: Katie.Brock@spintelligent.com**



**GUARANTEE YOUR INVOLVEMENT IN AFRICA'S LEADING EDUCATION EVENT.
CONTACT ONE OF THE TEAM TODAY!**



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