

EDUWEEK

**ADVANCING EDUCATIONAL
KNOWLEDGE IN AFRICA**

**Africa's Largest
International
Education
Equipment &
Solutions Buying
Event**

**SPONSORSHIP & EXHIBITION
BROCHURE**

15 - 16 June 2018

Ticketpro Dome
Johannesburg, South Africa

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www.eduweek.co.za

EDUWEEK – YOUR TRUSTED PARTNER FOR GROWTH INTO AFRICA

EduWeek is the largest and most recognised international 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.

Our exhibition showcases the latest innovations within the education product and services sectors globally covering key development areas.

EduWeek is a globally recognised African brand with a preceding reputation as Africa's meeting place for sector peers and the platform to showcase products and innovation to a captive audience. EduWeek is Africa's undisputed market leader in the sector with loyal support from its brand ambassadors.

As a facilitator, enabler and implementer, EduWeek as a knowledge and showcase platform directly responds to the needs and expectations of its stakeholders and the industry congregating to advance educational knowledge in Africa



KEY FOCUS AREAS



**INCLUSIVE
EDUCATION**



**SERVICES &
TRAINING**



**MATHS &
SCIENCE**



TECHNOLOGY



**SCHOOL
SUPPLIES &
STATIONERY**



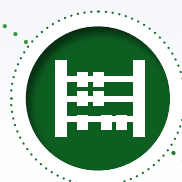
**SUSTAINABILITY
& ENERGY
EFFICIENCY**



PUBLISHING



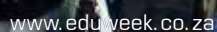
**SAFETY &
SECURITY**



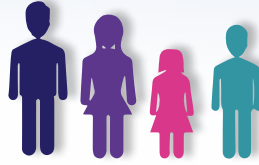
**EDUCATIONAL
TOYS**

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.

- 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. Current needs, means shorter buying cycles
- 2 “Entrepreneurial Revolution”** – According to Global Entrepreneurship Monitor 2012 report on sub-saharan Africa, the region is experiencing a sharp rise in the launch of thriving SMME's
- 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
- 4 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 - opportunity for rapid skills development and training
- 5 The world's most youthful continent** – Africa is the world's most youthful continent. Today, nearly 50% of Africans are under age 15 and 80% are below the age of 35
- 6 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
- 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 propelling adoption of technological advancements at a rapid pace



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 OF PARTICIPATING AT EDUWEEK:

Align your brand with Africa's largest international education expo and showcase your products to 5500 targeted customers

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



INDUSTRY STATISTICS ENDORSING YOUR INVESTMENT: SECTOR INDICATORS



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

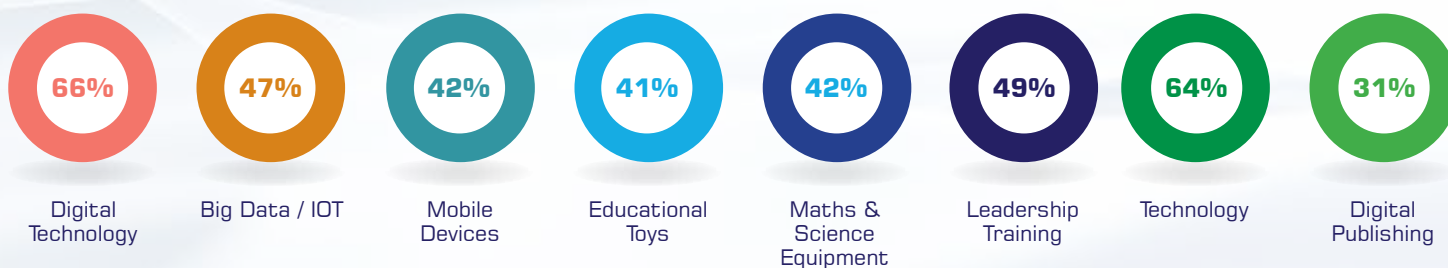
South Africa is one of the most sophisticated, diverse and promising emerging markets globally. Though a long haul destination, South Africa is a key investment destination for local and international market opportunities with access to a market of about 1-billion people.

South Africa is the economic powerhouse of Africa and forms part of the BRICS group of countries along with Brazil, Russia, India and China. It has a favourable demographic profile and its rapidly expanding middle class with growing spending power is evident of a robust education system. Strategically positioned on the continent, EduWeek connects buyers and sellers from around the world.

A SNAPSHOT OF PARTICIPATING COUNTRIES AT EDUWEEK 2017



LOOKING FORWARD TO 2018: TOP TRENDING VISITOR INTERESTS



MEET A PRE-QUALIFIED CAPTIVE AUDIENCE

Over 5,500 pre-qualified visitors and key decision makers will attend EduWeek in 2018.



END USER

- Teacher
- Consultant
- Lecturer



END BUYERS

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



GOVERNMENT & MEDIA

- Government VIP's
- Government
- Press



DISTRIBUTORS & CHANNEL PARTNERS

- Resellers
- Distributors
- Retailers
- Wholesalers



AFRICA'S ONLY MULTI-SECTORED EDUCATION EXHIBITION

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:



GOVERNMENT (4%)



VOCATIONAL & HIGHER EDUCATION (31%)



BASIC EDUCATION (33%)



INCLUSIVE EDUCATION (8%)



EARLY CHILDHOOD DEVELOPMENT (18%)



TRADE BUYERS (6%)

EXHIBITION OPPORTUNITIES

In 2017, 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: \$ 340 per sqm

GBP: £ 260 per sqm

EUR: € 290 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 representative of your brand
- 18sqm and above only
- Carpet is not included (image is a visual representation of a custom build stand)

USD: \$ 240 per sqm

GBP: £ 180 per sqm

EUR: € 205 per sqm

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

AN EXHIBITION PACKAGE LOADED WITH VALUE

Your exhibition packages are loaded with added value at no extra cost, to ensure your objectives for networking and business creation are met.

Pre-Event Opportunities



- 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**
- Network with future business partners
- Access to the meeting lounge
- **20% off ticket for top level executive** to attend the EduWeek Awards dinner

Onsite & Networking Opportunities



Post-Event Opportunities



- Receive **guaranteed coverage** in the EduWeek International **post-event report**
- Receive visitor list (company name, job title and country)
- Option to book an **outbound mission or site visit experience**

**TO BOOK YOUR SPACE PLEASE
CONTACT EDGAR BARON**

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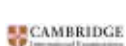
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**GUARANTEE YOUR INVOLVEMENT IN AFRICA'S LEADING EDUCATION EVENT.
CONTACT ONE OF THE TEAM TODAY!**



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