



KATANGA BUSINESS MEETING



**29TH TO 31 OF MAI 2014 FROM 9H30 TO 17H30
BÂTIMENT DU 30 JUIN – LUBUMBASHI**

WWW.KATANGA-BM.COM

WHO WE ARE ?

Musal Ltd., is a communication agency and since 2008 we have offered a variety of products and services to meet the needs of SMEs and large enterprises alike.

Our commitment to meeting our clients expectations has enabled us to develop a young dynamic team, qualified and motivated, leading us to increased levels of excellence.

We are specialists in advertising, billboards, events, merchandising, corporate branding, signage, graphic design and printing.

Recently, Musal agency has developed its events department to better meet the communication and marketing needs of our customers. Our services include organizing launch events, hiring of venues and decor, advertising campaigns, team building, etc..

In this context, we are organizing our business under the name «Katanga BUSINESS MEETING.» This name reflects the intention of Musal, and Katanga region to develop its position as the prominent leader in Communications and Marketing in the capital of copper.

A STRATEGIC IMPLEMENTATION

Katanga, considered as the economic powerhouse of the DRC, is a region globally recognized as rich in natural resources. The region has significant global reserves of copper, cobalt, and exports iron, radium, uranium, diamonds and many other raw materials.

Katanga was hit hard by the world financial crisis of 2008, and we are now seeing the economic recovery of the region.

Investors are flocking to the region, the mining market is booming, multinational brands are settling more and more in the region, telecoms and new technologies are developing, the banking market is tightening its financial controls, and related business ventures are flourishing. We are assisting with the development of alternative activities in the mining industry.

Many challenges attract entrepreneurs : to increase the energetic capacity of the region, to cope with the real estate market boom, and to achieve food self-sufficiency by developing agricultural production.

AFRICA, THE CONTINENT OF THE FUTURE

KATANGA BUSINESS MEETING'S GOALS

This meeting will allow professionals and sub contractors to exchange and optimize local partnerships. A networking event, which is meant to be the meeting-point of locally based international companies, international investors, local authorities and economic institutions of the country.

Because the economic parties in the region are often isolated, International investors may have questions and want to deal directly with potential partners. The local displaced people also wants to reinvest and work in a region full of opportunity which has a double-digit growth.

Hence the creation of a major event in Lubumbashi : the KATANGA BUSINESS MEETING.

Our tradefair, organized on a biennial basis in May, is the first show in the region to bring together more than a hundred exhibitors. This major event has the potential to be the showcase of industrial and mining sectors, it will attract equipment and automobile manufacturers, investors in the financial market, transport and logistics, construction, telecom communications, computing, and agriculture.

In this favourable business climate, 7000 visitors will be expected over the 3 day period.

In order to mark the role of Big Katanga, in the economic development of the African Continent, The KATANGA BUSINESS MEETING has a slogan “ Africa, my land of the future

CONFERENCES AND WORKSHOPS (PROVISIONAL)

■ Conferences

- ▶ The social involvement of large enterprises in the region.
- ▶ Zoom on the development of energy capacities of the Katanga.
- ▶ The new Mining Code.
- ▶ Industry and Innovation.
- ▶ Building safety.
- ▶ The big patterns of agribusiness.

■ Workshop

- ▶ Computerization of customs declarations (goods, vehicles).
- ▶ All about VAT (Rates, declarations, changes).
- ▶ Import & Export : Regulations, quality of products, offers of freight services, countries of origin's legislation.
- ▶ Creating your business: how to obtain a microcredit?
- ▶ New technologies supporting professionals.
- ▶ What are the applications of the OHADA in Katanga?
- ▶ Tips on buying or renting a property.

WHY EXHIBIT ?

A STRONG CONCEPT

■ Full exhibition package

Stands where exhibitors can present their products and services, and meet their prospective customers directly – 200 stands.

Conferences to address major macro-economic topics, leading markets, the public measures to improve Congolese affairs, the growing enterprises and recruiters in Katanga - 200 places.

Practical workshops to understand administration, good practices, the aid and advice available, how to invest and do business in the Democratic Republic of the Congo – 65 places.

Business Meetings : prebooked appointments to encourage fruitful business encounters with investors and managers – 20 places.

■ A targeted Public - 7000 expected visitors

Our visitors : leaders, consumers, entrepreneurs, international policy makers and investors expect to discover a lot of Congolese innovations.

Its geographic location makes Lubumbashi a multilingual city which allows it to attract a variety of quality exhibitors who are building the future and the development of our country.

■ A strategic implementation

At the heart of the Great Lakes region, Katanga has borders with 3 strategic countries: Angola, Zambia and Tanzania. From Lubumbashi, the major capitals are serviced with direct flight: Addis Ababa, Nairobi, Johannesburg, Lusaka, Harare.

With many global reserves such as mining, industrial, energy, agricultural and tourism, the Katangese region attracts and conquers new markets with surrounding countries such as Zambia, Tanzania, Zimbabwe and South Africa. The exhibition site is located in the centre of Lubumbashi, in the « Bâtiment du 30 juin »: a secure and accessible place, with adequate parking space.

■ A targeted communication

Communication tools have been developed helping all parties to get the information with ease and optimize their participation to the event.

Website: a professional fluid and dynamic platform, with a modern design. Prioritizations of the information help to lead to your research successfully in a few clicks.

An intranet space will allow exhibitors to organize their participation and their BtoB appointments..

Newsletter : sent out monthly to over 2,000 qualified contacts to communicate information about the event, its animations and its development.

Medias plan : a collaboration with more than 10 major press publications specialised in the local and international economy for an optimal media coverage of the event, which will enable us to reach the various communities which do business with in the region.

Exhibitors catalogue : a booklet distributed to all visitors, which will guide you through the exhibition site and leave you to focus of the event, a practical tool that will serve them throughout the year.

■ A friendly climate

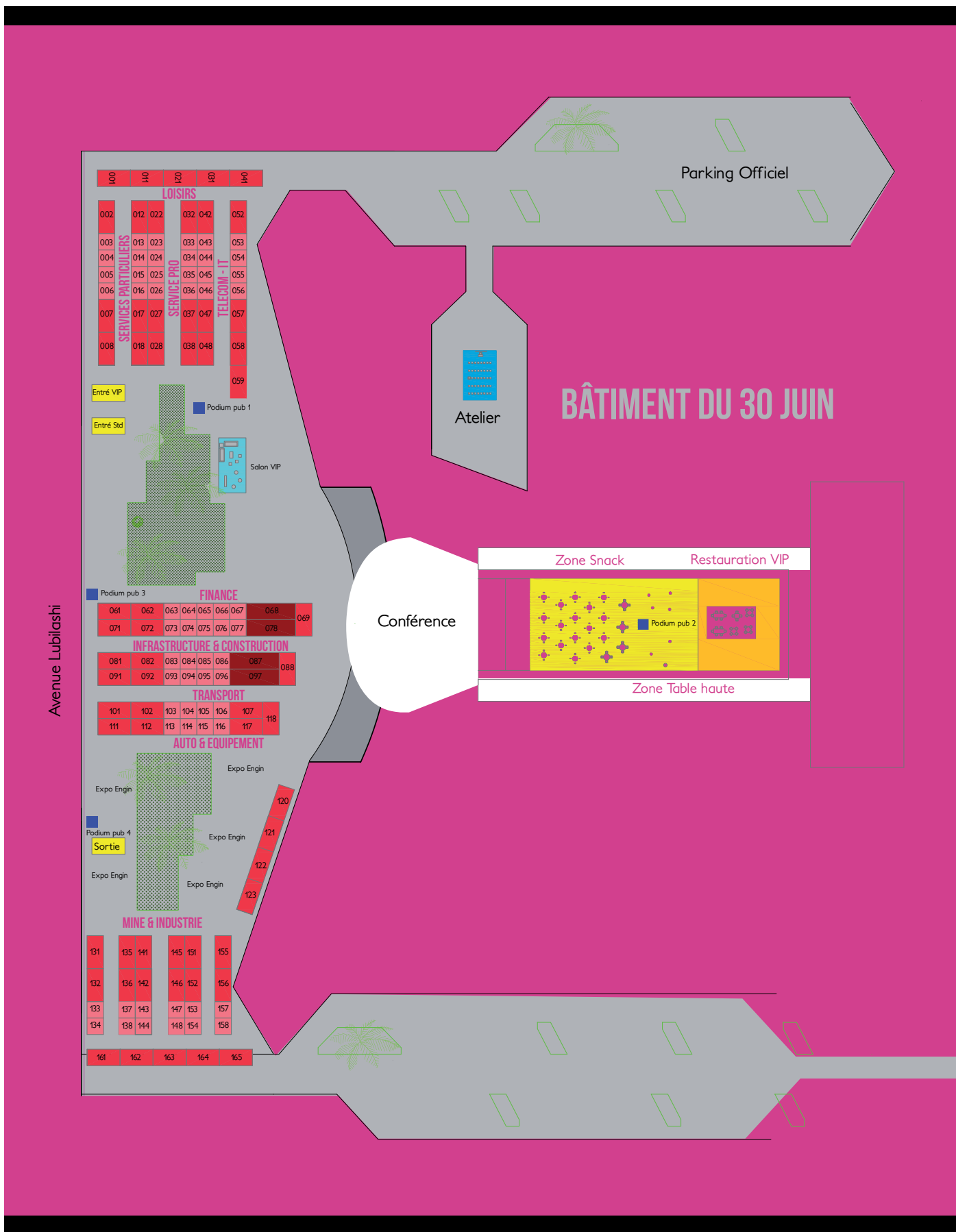
With a dining area open throughout the day.
And a lounge area to relax and have meetings.

THE MAIN SECTORS REPRESENTED

- ▶ **Professional services**
SERVICES, LAWYERS, ACCOUNTANTS, CATERING, ...
- ▶ **Telecoms and IT**
MOBILE PHONES, COMPUTERS, INTERNET, COMMUNICATIONS, ...
- ▶ **Automotive & Equipment**
VEHICLE, MACHINES, GENERATORS, MECHANICAL, LUBRICANTS, FUEL, CHEMICAL, ...
- ▶ **Individual services**
PROPERTY, FURNITURE, HOUSEHOLD GOODS, ELECTRICAL GOODS, FOOD, SUPPLIES, ...
- ▶ **Transport & Logistics**
TRANSPORT, CUSTOMS, AVIATION, RAIL, MARITIME, IMPORT & EXPORT, ...
- ▶ **Infrastructure & Construction**
ENERGY, WATER, MACHINES, ARCHITECTURE, CONSTRUCTION, DESIGN OFFICE, HARDWARE, ...
- ▶ **Mining & Industrial**
MINES, CO-OP, FACTORY, BRICKWORKS, BREWERY, TOBACCO, CATERING, ...
- ▶ **Finance**
BANKS, MICROFINANCE, AUDIT, MONEY TRANSFER, ...
- ▶ **Leisure**
TRAVEL, HOTELS RESORTS, RESTAURANTS, TOURISM, CRAFTS, CULTURE, ...



PLAN OF KATANGA BUSINESS MEETING



STANDS TYPE



SUBSCRIPTIONS

To subscribe :

Download your form directly from the website:
www.katanga-bm.com/form.pdf

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