

# Eswatini International Trade Fair



**“Eswatini is Open for Business”**

**30<sup>th</sup> August - 09<sup>th</sup> September 2019**

# Eswatini International Trade Fair

- EITF exhibition attracts over 40,000 visitors from all demographics of Eswatini and neighbouring countries. Numbers are expected to increase further this year with the proposed re-introduction of the Trade Fair Soccer Tournament.
- Over 300 exhibitors and vendors from Eswatini and other international trading markets.
- Daily business seminars held during the EITF with Business-to-Business meetings.
- EITF is a multi-sector exhibition with products and services drawn from government, public sector and the private sector, in diverse industries.
- EITF presents opportunities and renewed commitment to plug into international markets through trade agreements already in place.
- Government leaders recognise the need for safe investment environment to drive economic development, with a clear declaration that “Eswatini is open for business”
- EITF provides market access for SMEs and platforms for brand activations and product launches.

**Why Exhibit at the Trade Fair**

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- Companies eager to explore and expand in local markets
- Companies looking for trade partners in regional and international markets.
- Companies launching a new products and services.
- Companies planning brand activations
- Companies seeking local and international partners (buyers/distributors).
- Companies scanning the local economic and social environment in Eswatini
- Companies looking for an array of Business-to-Business meetings.
- Government departments for direct services to the public

**Who  
Should  
Exhibit**

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Exhibitors are advised that application forms will be available on the following platforms

- EIPA website – [www.sipa.org.sz](http://www.sipa.org.sz)
- Mavuso Exhibition and Trade Centre
- EIPA Headquarters, Mbabane
- Email: [eitf@sipa.org.sz](mailto:eitf@sipa.org.sz)

**Application  
Forms**

Application forms must be submitted to offices listed above or email to same, due 15th June 2019. Payments for exhibition space and vendor allocation are due by the 31st July 2019. Allocation of booth spaces to exhibitors will be completed by the 10th of August 2019.

Exhibitors will be given access to exhibition space for setting up on the 20th – 28th August 2019. Further details are available on the application form Terms & Conditions.

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- Exhibitor Support Services - For any queries and assistance on logistics for the 2019 EITF you can contact [eitf@sipa.org.sz](mailto:eitf@sipa.org.sz). The following officers are assigned to assist exhibitors during the trade fair at all the exhibition areas;

- Hall 1 - Mr. Sibusiso Mnisi  
Cell: 7802 3487

- Hall 2 - Ms Catherine Chikosenu  
Cell: 7853 0051

- Pavilions - Ms Hlobisile Bhembe  
Cell: 7647 4357

- Outdoor Exhibition - Mr. Sihle Nkhabindze  
Cell: 7802 3485

- Marquees Exhibition - Ms. Sibongile Dlamini  
Cell: 7605 2472

- Fun Fair Games - Ms. Thobile Mamba  
Cell: 7621 9179

**Services  
for  
special  
requests**

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## Services for special requests continued

- Business matchmaking / meetings – these meetings will be arranged upon notification by exhibitors, and they help to network with Eswatini based companies of interest. To affirm your interest please contact Ms Sibongile Dlamini on [sedlamini@sipa.org.sz](mailto:sedlamini@sipa.org.sz)
- Stand Allocation – allocation of stands for the trade show is done after payment has been made. For stand building and decorating exhibitors are encouraged to stick to the given dates to ensure preparedness for the first date. For assistance please communicate with Mr Sibusiso Mnisi at [mnisig@sipa.org.sz](mailto:mnisig@sipa.org.sz)
- Business Seminars – business seminar space is availed to take place from the 2nd – 6th September at the Mavuso Exhibition and Trade Centre’s Business Centre from 9:00am to 01:00pm.

Interested companies are advised that we have very limited space and admission will be based on first come basis plus the relevance of your topic to the business community. To confirm interest please contact Ms Hlobsile Bhembe at [hlobsileb@sipa.org.sz](mailto:hlobsileb@sipa.org.sz)

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## International Visitors:

International visitors / exhibitors can contact Ms. Nonkululeko Sekatane for support services, Tel: (+268) 7604 3178 or email: [eitf@sipa.org.sz](mailto:eitf@sipa.org.sz)

- Accommodation – Bookings for accommodation can be made with the following hotels;
- Tums George Hotel (10 mins drive from exhibition centre), Tel: (+268 2505 2260), email: [info@tgh.sz](mailto:info@tgh.sz)
- Global Village Hotel (10 mins drive from exhibition centre), Tel: (+268 2505 2226), email: [bookings@globalvillage.co.sz](mailto:bookings@globalvillage.co.sz)
- Road Lodge Self Catering (10 mins drive from exhibition centre), Tel: (+268 2505 6521), email: [info@roadlodge.net](mailto:info@roadlodge.net)
- Esibayeni Lodge (20 mins drive from exhibition centre), Tel: (+268 2518 4848), email: [esibayenilodge@swazi.net](mailto:esibayenilodge@swazi.net)
- Madonsa Guest House (10 mins drive from exhibition centre), Tel: (+268 2505 5725), email: [info@tgh.sz](mailto:info@tgh.sz)
- Royal Swazi Sun (30 mins drive from exhibition centre), Tel: (+268 2416 5000), email: [swazisun@sunint.co.za](mailto:swazisun@sunint.co.za)

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# Eswatini International Trade Fair

## International Visitors continued

- Brookside Lodge (20 mins drive from exhibition centre),  
Tel: (+268 2528 3765),  
email: [reservations@brookside-lodge.com](mailto:reservations@brookside-lodge.com)
- Tums Water World (25 mins drive from exhibition centre),  
Tel: (+268 2540 0055),  
email: [tumswaterworld@realnet.co.sz](mailto:tumswaterworld@realnet.co.sz)
- Happy Valley Hotel (25 mins drive from exhibition centre),  
Tel: (+268 2426 1061),  
email: [reservations@happyvalleyhotel.com](mailto:reservations@happyvalleyhotel.com)

- Customs Declaration – for customs purposes please be advised that upon entry, the Eswatini Revenue Authority is expecting you to pay provisional tax which is refundable on exit. In case you are not sure of the import procedure; we will email you the specified requirements by the tax authority. For assistance please email Mr Sihle Nkhabindze,  
Tel: +268 7802 3485 or email [nkhabindze@sipa.org.sz](mailto:nkhabindze@sipa.org.sz)

## Customs Declaration

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# Eswatini International Trade Fair

## Government, NGOs & Parastatals

- 1 Best Government Ministries / Departments
- 2 Best Municipalities & Utilities
- 3 Best NGOs & Social Support Institutions
- 4 Best Business Support Institutions
- 5 Best Foreign Government & SOEs

## Private Sector

- 6 Best Foreign Companies
- 7 Best Agro Business & Coops
- 8 Best Manufacturing & Processing
- 9 Best Education and Information Services
- 10 Best High Tech Enterprises (Technology)
- 11 Best Financial Institutions (Banking & Non Banking)
- 12 Best Distribution & Retail Business
- 13 Best Economic Development Initiatives
- 14 Best Innovation & Creative Industries
- 15 Best Overall Exhibitor

**Stand  
Excellence  
Award  
Categories**

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# Eswatini International Trade Fair

The official opening of the Eswatini International Trade Fair is going to be held on the 31st August 2019. Indicative of the significance of the EITF as a premier exhibition is endorsed by the presence of His Majesty King Mswati III, who makes time to interact with the private sector / business exhibitors and also takes time to visit the stands.

**Official  
Opening  
& Closing  
Ceremonies**

The official closing ceremony will be held on the 09th September 2019, graced by the presence of His Excellency The Right Honourable Prime Minister Mandvulo Dlamini. The Premier together with the Honourable Minister of Commerce, Industry and Trade will then issue certificates of excellence to the top 3 exhibitors under various categories of exhibition excellence.

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**eipa**

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# Eswatini International Trade Fair

The EITF 2019 will have a hive of activities happening during the 11 days of the show, including:

- Official Opening
- Product Exhibitions
- Product Activation
- Business Matchmaking
- Business Seminars
- Cultural dances
- Consumer & handicraft market
- Government Services
- Fun fair games
- Musical Entertainment
- Soccer Tournament
- Official Closing

**EITF 2019  
Activities**

**Gates open  
9:00 am - 6:00 pm  
Daily**

**Entrance  
Fees**

The principle of free public / visitor access into exhibition has been observed as prudent to attract more visitors to the exhibition stall; however entertainment spaces (fun games, music entertainment and soccer games) will attract a very reasonable charge for both exhibitors and visitors. With this gesture, exhibitors are guaranteed of a huge number of visitors to their stalls.

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Website: [www.sipa.org.sz](http://www.sipa.org.sz)

Email: [eitf@sipa.org.sz](mailto:eitf@sipa.org.sz)

Tel: +268 2404 0470

**ESWATINI**  
史瓦帝尼王國

Investment Authority (EIPA)  
D0722

Eswatini Investment Promotion Authority (EIPA)  
D0722

Tintsaba Craft  
D0718

